

# HMA

**HIDDEN MARKETING ASSETS**

# *University*

**INTERVIEW SERIES**

**If You Need Money Right Now...Here's  
How To Get It:**

**10 Moneymaking Strategies That Work  
In Today's Economy**

 *Michael Senoff's*  
**HardToFind Seminars.com**

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

## Copyright Notices

Copyright © MMVII - © MMVIII by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4735 Claremont Sq. #361  
San Diego, CA 92117  
858-274-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtfindseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

# If You Need Money Right Now...Here's How To Get It:

## 10 Moneymaking Strategies That Work In Today's Economy

Even if you think you've heard every moneymaking idea in the book, you'll probably want to give this interview a listen. You'll hear creative strategies that will not only get you through today but will also give you ideas for residual income to get you through tomorrow as well. But the best part about this interview is that it's geared toward today's life, with practical yet innovative ideas for both online and offline. And you can get started right away with little to no money.

Meet the Moneymaking Expert. He says he's always been the type of person who looks for ways to make money. So he compiled all of his strategies into a best selling product called *Extreame Money Makers*. And in this interview, you'll hear many of his best ideas including...

- The right way to make money on eBay – what sells, what doesn't, and how to find the best stuff to sell
- A way to make serious money just by recycling your neighbors' unwanted magazines
- How to use Clickbank and affiliate programs to make residual money with little effort
- How to get started selling ebooks for Amazon's Kindle – believe it or not, you don't need anything special to get going
- A clever trick that could get you residual affiliate money -- without doing anything but signing up
- Great Internet and offline sites to get the kind of deals that powersellers get
- And much more

If you're like most people, you dream about making a boodles of money. That dream may get you through life, but according to the Moneymaking Expert, it could also be the very thing holding you back from making any real money. If you're so afraid of losing your dream that you never even try, you will never fail, but you will also never succeed.

It takes courage to go from listening to a moneymaking idea to implementing one. And in this interview, you'll hear all the practical steps necessary to get started living your dream today. This interview is 50 minutes. You can do it and I believe in YOU!

Only after you have listened to the interview, you can look at a special offer I negotiated for you from James, go to <http://www.moneymakingexpertooffer.com>

Michael: How did you get into all of this? Were you the type of guy who always has his eyes open for making easy money?

James: Always, always.

Michael: Were you like that as a kid?

James: Oh, yeah.

Michael: Did you make money as a kid? Did you ever do newspapers?

James: What I did was I did stuff at school. I'd sell the cinnamon toothpicks.

Michael: I did that.

James: You did?

Michael: I sure did.

James: My mom and I when I was kid, we raised dogs. We'd sell the puppy. Basically, yard sales, anyway to make a little bit of money. I grew up poor.

Michael: How poor were you?

James: We were so poor we couldn't pay attention.

Michael: That's a poor joke. You were so poor you couldn't pay attention. That's funny. So, you grew up poor. Did you have brothers and sisters, a big family?

James: I've got three brothers and sisters.

Michael: I didn't grow up with a lot of money, but I was motivated to make my own money. I think a lot of stems from those early days.

James: I had my first real business at nineteen.

Michael: What was it?

James: Video arcade.

Michael: You owned a video arcade.

James: I owned a video arcade at nineteen.

Michael: Did you buy it from someone, or start it?

James: I started it.

Michael: And, how old are you?

James: I'm 46 now, but I started it with a friend of mine. I had my first real business at the age of nineteen, and my first business failure at the age of nineteen and a half.

Michael: And, that was the video arcade.

James: Oh, yeah, I'll tell you what though. It cost me probably around \$10,000 that I ended up losing in that business, but I wouldn't take that back for anything in the world. That was the best education I ever got in my life.

Michael: How did you come about starting that business?

James: At that time, I had finished one year of college, and I'm just not the college type guy. It was too boring to me. I wanted to do something. I wanted to make some money.

So, during the summer, I got with a friend of mine, and we both loved video games. It was 1981 so, right in the middle of the video game craze. So, we thought it would be a great time to open up a video arcade in a town of about 10,000 people that already had three of them.

So, we thought that we knew more than everybody else, and we didn't, but we didn't know that. We opened it up, and we did everything wrong. The first mistake we made was getting the machines from what

turned out to be basically the mafia, and they really put the screws to us.

Michael: To these nineteen year old kids.

James: Yes.

Michael: I'm sure you leased them, and you probably had to give them most of the quarters or something.

James: It was even worse than that. Usually, with a deal like that, you split it. You split 50/50. With this deal, we had to pay them a certain amount regardless, and then after that we split it 50/50.

Michael: Oh, really?

James: Yes.

Michael: How did you find these guys?

James: The guy I went into business, he's the one that found them. So, I'm not sure how that came about. I can't remember. That's been a few years ago.

Michael: I'm sure. Sometimes we do have a good learning experience from our mistakes. What was your second business after that?

James: Well, I went into the restaurant business. I was a manager and eventually part owner. You know what the definition of a restaurant manager is?

Michael: What is that?

James: You get to flip hamburgers while you have a tie on.

Michael: That's right.

James: As the owner of a restaurant, you get to flip hamburgers with the tie on and you don't get paid for it.

Michael: What kind of restaurant was it?

James: Like a country cooking style restaurant.

Michael: And, did you start it?

James: I started off as a manager, and then eventually worked my way up to where I was the co-owner – the general manager, and then the co-owner.

Michael: How long did you do that for?

James: About seven years.

Michael: That's a long time. What do you think about the restaurant business? Would you like to go back into it?

James: No, it's a hard, hard business.

Michael: What do you think makes it so hard from the perspective of being an owner.

James: There's just so many things. Having to deal with so many employees, because if you're going to be in the restaurant business, you're going to have employees. There's going to be a lot of employees if you want to be successful at it. I just can't stand anything where I can't do everything myself. In the restaurant business, you physically can't do it. So, profit margins are just ridiculously low in the restaurant business. There's a lot of government regulations, a lot of things that are just out of your control.

Michael: So, you're probably around 26 by the time you got out of that. What did you do next?

James: Actually, I was thirty. After the arcade failure, I went back to college and ended up getting an associates degree. After the restaurant business, I piddled around for a while and didn't do anything. Then, after I ran out of money – actually, I ran out of money long before that, after I ran out of balances on my credit cards, I think get a job working in a bank, what used to be First Union bank.

Eventually, I became a programmer, and then I became a business analyst for them.

Michael: Did you have a family at that time?

James: No.

Michael: You were still single. So, how did you like that bank job?

James: Actually, I loved it. Great job, a lot of good people worked in it, and I learned a lot. That's really where I learned how to program. When I went to college, I went to become a computer programmer. I didn't really learn anything. What they taught us in college was Cobalt and Fortran, and those were practically dead by the time I got out of college.

So, on the job I learned how to program, and that was a great learning experience.

Michael: So, the stuff you learned as a programmer, is any of that relevant today?

James: About the only thing that's relevant is the logic. You could pretty much program in any language, and the logic is the same. For that to work so you got to have the right mindset. I think programmers aren't made. They're born. You have to have the mind of a programmer to be able to do it.

Michael: What happened after that?

James: Then, I got out of the banking business because basically I saw the end of that era coming. We were doing really well, making a lot of money, but I could see on the horizon there were some bad things coming along. So, I got a job working at a small software company here in Charlotte to do software for the convenience store industry. I worked there for about two years.

Michael: Doing the programming?

James: Programming, yeah.

Michael: Did you at that time ever want to get into the sales? You were earning a salary, I'm sure.

James: Well, yeah, I started doing stuff on the internet while I was at the bank, probably around '96. I started piddling around on the internet making a little bit of money here and there, not doing anything much, just figuring stuff out.

By the time I left the bank, I was making \$1,500 a month from the internet stuff, and it wasn't just one thing. It was several different little things.

Then, when I worked at the small software company, I had been there for about a year, and that's when I got really serious about the internet. I started really trying to figure out how to make it work.

By the time I left that company, I was already making almost as much on the internet as I was from the company.

Michael: What success were you experiencing during that time on the internet?

James: Selling info products.

Michael: Do you remember your very first sale, like your very first big success on the internet?

James: The very first big success, and like I'd been doing some little things for years before – the very first big success was January 13<sup>th</sup> of 2002. It was a Sunday. I've got this on my blog that you can read. It's an interesting story because I had been working on this product for about ten years.

Michael: What was the product?

James: The product was called Underground Business Idea, and the idea for that book came about because I bought a book very similar to it, a printed book that was supposed to be 1001 Business Ideas.

Michael: Isn't there a famous guy who did this for years, George Shallings or something?

James: This guy's name was Steven something or another.

Michael: I've never heard of him.

James: 101 Unusual Business Ideas, and the book itself was just garbage. I had bought this book back in the early '90s. I thought, well, I could really do something that's a lot better than this. This was even before the internet.

So, I started working on this thing back in the early '90s, just piddling around with it, a little work here, a little work there, and by 2002, I had compiled quite a collection of these business ideas.

Michael: You were just like keeping them in a notebook.

James: Yes, and on my computer. I wouldn't work on it for three or four months, and then I might work on it on one weekend. Really, what I was trying to do is I was trying to create the perfect product, which is really what you don't want to do because a product will never be perfect.

So, I got serious about the internet right around the end of 2001. So, I decided to go ahead and put this book out there, and create a PDF file out of it. I had a small list of maybe – I can't remember now how many, but a couple of thousand names, I guess.

Michael: How many ideas did you have in your PDF at that time?

James: A hundred or more.

Michael: Good money making ideas.

James: Yeah, right. So, I had the list of people that I sent them a free sampling of this book.

Michael: What was the free sample?

James: Actually, the free sample was 101 computer business ideas, or it might have been 101 online business or something to that effect.

Michael: You did that through an email blast. How did you sample it? That's important. How did you sample it before you tried to sell the main collection?

James: What I did was post it in forums, and I would leave my signature, the sig line, and it was just, "Here are 101 internet business ideas. Download this free." I was doing that for a couple of years before. So, I was just collecting all these email addresses and not doing anything with them. They were just sitting there in the autoresponder.

Half the names were two years old at least, so one day I just decided I'm going to throw this thing out there and see what happens. That was on January 13<sup>th</sup>, 2002.

Michael: That's pretty good even back then. You were keeping those email addresses in an autoresponder.

James: I started collecting them, but I wasn't doing anything with them.

Michael: So, you were sitting on your list, which is your most valuable asset.

James: I had no idea that that was my most valuable asset. I had no idea.

Michael: So, what was your idea? You were going to do what?

James: I created this book. I finally went ahead and put the finishing touches on this thing. It wasn't perfect, but it was good enough. I sent an email out to my list.

Michael: Basically, what did it say?

James: It said, "I've been working on my masterpiece for ten years now. It's finally finished. It's," however many business ideas it was. I can't remember now.

Michael: I get it. I've been working on this masterpiece for ten years. That's powerful right there.

James: Here are some of the ideas, and I made a bullet list with teaser copy. I still have the copy of it. I can send you a copy of it. I kept that. It was a major moment in my life. I sent this thing out.

Michael: How much was the book?

James: I sold it for \$14.99 back then. I sent it out, and I was scared to death.

Michael: What were you scared of?

James: I was scared that it would fail. I think this is a mindset that a lot of people have. You have this dream that you're going to be able to quit your job and work on the internet and make a bunch of money. That's a dream that a lot of people have.

Now, that dream sort of keeps you going, even if you're not doing anything. That dream, you have it in the back of your mind, "Okay, one day I'm going to do this." When you finally do something, at that moment, you realize that if that doesn't work, your dream is gone.

Michael: That is a good point.

James: I was absolutely terrified when I hit that send button.

Michael: You had been dreaming about this for years.

James: So, I went to the park with my girlfriend and our dogs, and we spent like three hours at the park. I had no idea if I had any sales come in at all.

Michael: You didn't even want to know because you didn't want to face that reality.

James: I didn't want to face it no. We get home. I got check my computer, and I had probably fifty orders came in while I was at the park, and that's the moment that I knew that I could do this. That's a very important moment to have because when you have that moment, when you in your gut, you know you can do it, then you have the courage to do whatever it takes and not worry about quitting your job or where the money is going to come from, because you know that from then on that you can do it.

Michael: That's a great story. That's important, too, and that's so true. People are afraid of that failure, and that's probably what keeps most people from even trying.

James: I think so. I've heard people say that people fear failure. People fear success. I think they really fear losing that dream.

*You're listening to an exclusive interview found on Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).*

Michael: It's not big deal because that's just one dream. People can have a lot of different dreams, but that's great. That's telling. So, fifty orders, at that time, did you have it automated where when the order came in, how were they paying? Did you have a shopping cart set up?

James: I actually had it set up on Clickbank.

Michael: Then automatic delivery.

James: Right.

Michael: Beautiful, so that was your first success, fifty sales at \$15 a pop.

James: That was after the first three or four hours, and then all told over the next day I made over a thousand dollars from that one email. And, I sent it out again.

Michael: See, right there, that is such an important lesson. Most people when they send one email out and they have the success, they never even consider to send it out again. I'm sure you probably did not quite as well, but almost as well.

James: Yes, almost, and I sent the exact same email out with a little thing at the very top that said, "Just in case you missed it, here it is again." That one done almost as good as the first one, and then I sent out another one that was a little bit different, and that did a little bit less. Then, I got to thinking, "Now, what?"

Michael: Before you go to now what, what's the lesson for any listener right there? That's one really important thing you did which a lot of people make a mistake of, and you worked your list because people on the other end of that email, some people don't get it. Some people get it at the wrong time. Explain what's important about sending a successful promotion out multiple times.

James: It's even more important now than it was back then because you're getting less and less people that are opening your emails. It depends a whole lot on the subject line of your email. So, I might send an email today with subject line, and then get a certain number of people to open it, so tomorrow I send the exact same email to the exact same people with a different subject line and different people open it.

That's how you work your list. You send it out with an "In case you missed this, here it is again." You might have forgotten to tell them something in the first email, so there's a whole lot of stuff you can do that.

Michael: How far will you push it? You could've kept going until it just didn't produce anything.

James: Now, what I do is I typically send out two emails. I have so many different emails to send out, so many different promotions to do, and not just promotions, but also educational type emails to send that I just don't have the space in my schedule to send out more than two. This is my business now. This is what I do.

Michael: You don't have to, but if you want, can you share how you're doing online financially? You're able to make a full time living on line now?

James: Oh yeah. I do very well.

Michael: So, after that success, what was your plan then? You only had that one product, one little Clickbank thing. Was it to just duplicate and do more of the same?

James: Yes, and that's the way of putting it because what I was thinking at that time is I made this amount of money with this book, and I was thinking then, "Well, I should be able to do five sales a day from this book." I put a bunch of ads. This is before pay-per-click, but classified ads, if I could get some affiliates, I could probably sell five of these books a day.

Michael: I just want to reverse on one thing. You used that email to promote it and you sent it to Clickbank. Did you put together a salesletter on Clickbank to help drive the sales?

James: No, the only thing I had – the email was actually the entire sales promotion. That would go to a page on the internet that only had one line that basically said, "Click here to order." So, that was pretty much it. Later on I did put up a sales page. You have to do that in order to get affiliates.

I actually took that email that I sent out, and used that as my first sales page for the product. I'm thinking, "Well, I might be able to get five sales a day from this product." That's how naïve I was back then. So, I thought I'd put it through a calculator. In order to make this amount of money per year, since I'm going to sell five copies of a book, I need to have whatever it was, twenty different books.

So, I was going to do twenty different books and sell five copies each per day. Well, that's just dumb, and I didn't realize it at the time.

Michael: Why was that dumb?

James: Because I was thinking that I could only sell five copies of that one book a day. Well, an affiliate contacted me, and this was a few months down the road. This was maybe three or four months down the road.

Michael: And, you had some affiliates already selling your money making ideas?

James: No, I had it in Clickbank. So, I had a few people that were sending out. This one particular affiliate-

Michael: She saw you on Clickbank.

James: She actually called me. She hunted my phone number down from Whols?, gave me a call. I'll never forget the way she put it. She said, "James, I have a list of 50,000 women who are looking for ways to make some extra money. Would you mind if I send a link to your website?" I fell for it for about a tenth of a second before I said, "Yes, please do." She said, "Would you mind if I used an affiliate link?" That's what she was getting at.

Michael: What were you paying your affiliates?

James: Fifty percent, but here's what she was getting at. She said, "All right, now, what I'd like to do is I'd like to take your sales letter and I'd like to rewrite it a little bit and soften it up for my market." Basically, what she was getting at was that I had written the sales letter for men. I never imagined that a woman would buy this. Her audience was almost completely female.

So, she took my sales letter and she softened it up, put some nice images on it, and that's actually the sales letter I use on that product today.

Michael: I've got to know. What happened?

James: Well, she sent out to her list, and wow. In one month, we probably sold just to her list probably a thousand copies.

Michael: That's exciting. Did she promote it more than once?

James: Yes, she continued to promote it for years, and then from that also other affiliates picked up because she had people on her list that were also Clickbank affiliates.

Michael: Was she one of those superaffiliates like Roslyn Gardner?

James: It wasn't Roslyn Gardner, but she was what I'd call a super affiliate?

Michael: Are there a lot of super affiliates out there still?

James: I consider myself a super affiliate now.

Michael: You do?

James: Oh, yeah.

Michael: Can you share how many affiliates you have reselling your products?

James: Well, like my software product, Micro Niche Finder, there are probably three or four thousand that at least have a link. Google, "Micro Niche Finder," and that will tell you how many people are promoting it because most people who link through it are affiliates.

Michael: So, give my listeners a tip. If they have a product and they want to pick up affiliates, what would be the best way to do that, to get your product on Clickbank on their affiliate marketplace, and then there are affiliates out there searching for good products to promote to their list?

James: That's one way. I don't think that's the best way. First off, you've got to produce a product that people actually want. You need something that you can put a good hook around, because you don't promote the product, you promote the hook.

Basically, you want to create a product that people already want, something that they're looking for, but nobody else has produced it yet. Once you do that, then the affiliates are automatic – the customers are automatic and it's going to get the word out about it.

Michael: That's fantastic. So, that's a great story. Did you have other superaffiliates promote to the tune of a thousand books a promotion after her?

James: Yes, I had one other one that turned out to be almost as good as her. I had other ones that promoted it, but they'd only sell a few hundred copies over time.

Michael: Do you think money-making ideas sells better to women than it does to men? What market do you think is the better one?

James: I think the money making ideas that are – here are ways to make a little bit of extra money. I think those sell better to women because women are generally the ones that are looking for – they're not looking for a business. They don't want something complicated. They just want to know how to make a little bit of extra money a month.

Michael: Let's talk about a couple of the ideas. I asked you for some of your best little money making ideas that you have on your site and in your book. You gave me one example of Debbie MacDonald. She took a magazine recycler idea from emergency cash generator. That's one of your products, and created a part time business that makes her an extra \$2,450 per month.

James: Right. This is a business that's very simple. Basically, if you go into any doctor's office or vet or anyone that has a waiting room, they generally have magazines. Most of the time, the magazines are very out of date. This is really where I got the idea from. I was at the vet and noticed that the magazines there were two years old.

So, I got this idea that if you could find magazines that were fairly current, then you can sell a service where you go around to these different places that have waiting rooms. It's not just medical places, also old change places, any place with a waiting room with a couch and coffee tables where they have magazines or could have magazines.

You could sell this service for say \$25 or \$30 a month or replenishing their magazines. So, Debbie took me up on that on Micro Niche Finder, and I didn't really know for sure if the idea would fly or not. It's basically just an idea that I had.

Michael: So, when you go in, let's say they're old outdated magazines are laying all over the place. You say, you're going to replenish their magazines and that doesn't mean sell them new subscriptions. How do you replenish them?

James: Here's the beauty of this. Debbie gets all of her magazines for free. She just took the flier around her neighborhood, anybody who has magazines put them in a plastic bag on your doorstep and I'll come by, pick them up and recycle them, and that's how she gets most of her magazines.

Michael: That's a great idea.

James: Most of the time, they're maybe a few weeks old at the most, a couple of months old. She takes those, and that's the ones she uses to replenish.

Michael: That's a good idea. You go into an office, and you're looking at magazines from two and three years old. It's kind of off-putting. It doesn't create a good image for the office.

James: Basically, if you go in there quite often, like I get my hair cut once a month. I'll go in there, and they'll have the same magazines.

Michael: I can relate because I just got my hair cut last week, and I remember as I was sitting in the chair, I was looking at one of the magazines sitting there, and it was the same one I saw from like two or three months ago when I got my hair cut. I did think about that just for a second that that's the same magazine. What did Debbie charge a business to do that replenishing? What was the deal?

James: \$25 per month.

Michael: So, every month, the businesses hand her \$25.

James: The last I talked to her, she had 98 customers, and most of them were in the medical field.

Michael: Look at all the money. The businesses don't have to keep buying new subscriptions. Twenty-five bucks a month, that's nothing.

James: Exactly. They don't have to do that. They don't have to worry about it. She takes care of everything for them.

Michael: Great idea. I like that. Michael Masters made \$672 on a Saturday afternoon with his drill and a supply of cheap devices he gets from his local home improvement store.

James: I bet you can probably guess what this one is.

Michael: I know.

James: You had something on your website about this.

Michael: I used to do this myself.

James; I did too. I think I mentioned that after I got out of the restaurant business, and I just kind of piddled around. This is one of the things I did, and this is where I met Michael. He showed me how to do this. Basically, it's installing peepholes.

What happens is the builder, when they build a new house, they don't put a peephole in the front door. This is what Michael told me. He said they don't know how tall the owner of the house is going to be, so they don't put one in. I think it's probably more just so they save money by not putting it in.

If you go into houses in a new neighborhood with new houses, generally, you'll see that the doors do not have peepholes, and it's a fairly easy sale because most of these people that move into these houses came from an apartment or a condo or someplace before that had a peephole. They're used to having one. They don't realize they don't have one until the first time they go to the front door to answer the door.

They realize they don't have one, but they don't go out and get one then. So, when you come to the door, offer them one for \$25-\$30. It's pretty much an impulse sale.

Michael: What were you charging when you were doing it?

James: The same thing, \$25. I could get the peepholes for less than five bucks. So, if they blinked at the \$25, I cut it down to \$20. If they blinked at that, I'd go down to \$15. I'd sell them for ten bucks. I didn't care. I paid five bucks for the thing, and that was my expense. If I could make five dollars in five minutes, then I would.

Michael: You had your drill in hand?

James: I had my drill in hand.

Michael: That's right. I'd go right up to the door and I'd have the drill right there. I'd say, "I'm the guy doing the door viewers in the neighborhood. Did you want one?" You would even sell them to homes with windows on the side.

James: Yes.

Michael: That's great.

James: There's another peephole now. It's called door viewer. These things are huge, and they have this image in them that almost looks like you're looking at a TV. It's great because you can see those from a distance back. You can see from ten to fifteen feet back and see who's at the front door.

Michael: I think there's a franchise out there that does nothing but those fancy door viewers. Have you seen that?

James: No, I haven't seen that.

Michael: There is some kind of franchise opportunity selling that business opportunity, putting in those big door viewers. I could go out and make a hundred bucks in a few hours doing door viewers. I loved it.

James: Anybody can do it. It's just a matter of having the guts to go up to somebody's door and knock on it.

Michael: Here's your sales pitch, "I'm the guy doing the door viewers in the neighborhood. Did you want one or two?" I would sell two of them sometimes. I could sell one high and one low for the kids. Did you ever do that?

James: I didn't think to do that, but you're absolutely right.

Michael: Then, I would also paint address numbers on curbs as well. So, you could do both things at once.

James: I never done it before, but there's someone here on my side of town that does that, and they must do quite well at it because I see the fliers out about every three months.

Michael: I just got a great flier on my home, and I actually scanned it. I don't know if I linked it up to one of my recordings, but I will. It was just done so well, and when I was doing address numbers and door viewers, we were doing it the hard way, knocking on doors, but this guy would just distribute fliers, and only to people who wanted them. He'd say, "Go tape it to the front of your mailbox," and he would just drive around and see which ones wanted it.

James: Yes, there's a franchise that does that where you actually you take the flier they give you, and you turn it around. I think you write your address on the back of it, and stick it to the window. I think it's called Address America.

Michael: Really, and that's a franchise?

James: Yes.

Michael: That's possible. Maybe that guy was from a franchise. I want to get some more money making ideas, but first I want to go back to you. After you started marketing your money making book, and you had some super affiliates and affiliates selling thousands of these things, what did you do next? How did you grow your online business from there?

James: I came out with another book that was similar, and that was actually the Emergency Cash Generator. That was a spin-off of the Underground Business Ideas.

Michael: What headline, what title do you think people responded to more – Emergency Cash Generators, or what was your other title?

James: Underground.

Michael: Have you tested both of those? Where is more response?

James: I never really tested them because generally the customers for one were also prospects for the other one.

Michael: Okay, so Emergency Cash Generators, it wasn't really anything different, just kind of a different spin on it.

James: Well, in the original Underground Business Ideas book, I had one section called Quick Cash Generators, and that section, I pulled that section out of the Underground Business Ideas and that become the Emergency Cash Generators. I just expanded on it.

I took that section out of Underground Business Ideas, and actually put a couple of other sections in there to make up for it, and then I just basically split that product into two.

Michael: Okay, and then so you offered volume two, basically, another product.

James: Another product, it wasn't called volume two, but it was just a different title.

Michael: Yes, in essence, but you offered something else to your list.

James: Right.

Michael: How did that go?

James: Like I said, that product still sells several copies a day after five years.

Michael: Did you have affiliates promoting that one like the first one?

James: Yes, they really picked up on this one. This became a much better seller than the first one.

Michael: How did you price it?

James: \$39.99.

Michael: So, your Underground Money Making, when you first started was at fourteen bucks, right?

James: Well, it was \$14.99 when I promoted to my little list. I raised the price up to \$39.99 once I started trying to get affiliates.

Michael: So, when that affiliate, when the lady wanted to market it to her list of women, was it at \$39?

James: It was \$39, yes.

Michael: Have you found a magic price for a digital book that works better than another price for your experience?

James: It really depends on the list. Well, I've got several lists for different things. I've got list for eBay products. I've got a list for money making opportunity type products. I've got another list for internet marketing type products. I've got several lists, but it seems like all of my lists respond really well to a very cheap offer like \$9.99. It seems to be the sweet spot for selling stuff especially if you offer it using PayPal because then it's almost like it's play money.

Everybody has ten bucks in their PayPal account, so at that price point, I will sell a ton of stuff.

Michael: Do you get returns? Do you have a guarantee with it?

James: Oh yeah. I guarantee all my products. Clickbank only allows you to guarantee stuff for sixty days. So, that's what I do with Clickbank stuff.

Michael: So, when it's with Clickbank, they take care of the refunds automatically. You don't have to mess with it.

James: Well, a lot of times, the customer will email me, and then I just go back and forward the invoice to Clickbank.

Michael: Now, what about with PayPal. So, you're handling all of the refunds and the customer service.

James: If it's a cheap product, if the product is like \$9.99, I don't say that I will accept a refund. I will, but products like that, people just don't generally ask for a refund.

Michael: So, you're not getting bogged down with a low end priced product with customer service.

James: Oh, no, not at all. The biggest problem I have with doing any type of PayPal product is even if you provide the forwarding link where they pay the product, and then they get forwarded to a page where they can download the product, generally, I don't know if it's PayPal screwing up or if it's the customer or what, but I get a certain percentage that just don't get the download.

Michael: Yeah, they never get the download.

James: No, you've got to handle those mainly.

Michael: Let's go back to another story. How I make an extra two to four hundred a month in residual income selling specialty ebooks. I guess we're talking about that.

James: Actually, no, this is totally different.

Michael: Tell me. Specialty ebooks, what's that?

James: This is stuff like bird-watching, how to attract hummingbirds to your backyard, the beginners guide to learning Chinese, gardening type stuff. These are really micro niche stuff, and it's all private label right stuff, too. It's all the stuff I got from just buying private label rights.

This is the type of stuff I sell on the Kindle platform. Now, do you know what a Kindle is?

Michael: Kindle is that book thing sold by Amazon where you can read a digital book.

James: Exactly.

Michael: Okay, tell me about that.

James: Well, anyone can publish products to sell on the Kindle format. You can sign up on Amazon. Just Google it, 'Kindle publishing.'

Michael: And, that's free to do?

James: It's free to do, yes. You just sign up, and the same day or the same hour, you can become a publisher. I just started putting up a bunch of private label rights stuff.

Michael: And, you can sell it.

James: Oh, yes.

Michael: Do you set your own price?

James: You set your price and Amazon generously gives you 35%.

Michael: Really?

James: Yes, and a lot of people bitch and gripe about that, but Amazon keeps 65%, but you know what? Amazon does all the work.

Michael: Do your titles show up in the Amazon searches?

James: They show up in the Kindle.

Michael: Only in the Kindle?

James: Right, but they'll show up in Google too. So, if you do a search for – let's say you've got a book out there on how to attract hummingbirds, and someone searches for that exact title. Well, depending on how many other entries there are, how much competition you have, that could show up on the first page of Google

Google is going to index it fairly quickly. It'll do you a whole lot of good, unless you own Kindle for that to come up in a Google search because it's going to take you directly to the book on the Amazon website and the Kindle is still working. So, if you don't own a Kindle, it doesn't do you any good.

Michael: So, this money you're making is specifically from your Kindle sales.

James: Yes, this month, I should do over \$500 in profit. That's not sales. That's profit.

Michael: Do you have upsells at the end of your digital books and stuff?

James: Not yet, but that's the next step.

Michael: That's a great little money making idea, and Kindle is probably dying for new content.

James: Oh, yeah, they are. Actually, I don't know if they did this, or if they made a deal with Apple, but they have just released the Apple iPhone App. It basically allows iPhone users to read the Kindle format ebooks.

Michael: That's great.

James: So, now they can buy the ebook, and the Kindle app for the iPhone is free.

Michael: I can take all my transcripts, all the digital transcripts and start uploading and submitting those to Kindle.

James: Oh yeah, you sure can.

Michael: Very good. Do they give you a good amount to write a description in there?

James: It's quite a bit. It's probably a thousand characters.

Michael: So, how many different specialty books have you uploaded to the Kindle platform?

James: I've uploaded quite a few.

Michael: A couple hundred?

James: I'd say probably three hundred, but of those three hundred, there's only about forty of them that actually sell. I learned early on that the stuff that doesn't sell – think about the average user of a Kindle. I've already kind of figured this out, but let me give you the profile of the Kindle user.

It's a married woman between the ages of 25 and 60 who watches Oprah. That's the average Kindle user. Now, that might change now that the iPhone has a Kindle format, too, but I came up with that profile from looking at the type of products they're buying.

Michael: What was one of the things that was selling?

James: I've got a list right here. I'll try to pull it up here in a second, but I'll tell you the things that don't sell, and this is even more important. The things that don't sell well are internet marketing stuff, how to sell on eBay and business ideas.

I'm sort of the business ideas guy, and so that's the type of stuff I was putting out there to start with, and that stuff just doesn't sell well at all. The type of stuff that sells is like craft type stuff. There's one book that I've got it's about how to do Irish crochet. I've sold several of those. Cooking type books, very niched cooking – not stuff like 101 recipes, but 101 chicken recipes, or 101 ways to make chili, or 101 ten minute meals. That will sell. Cooking stuff in general sells pretty well.

Michael: That's good, very interesting. The eBay strategy that produces the most profits with the least amount of work, are you on eBay now?

James: Oh, yeah.

Michael: Have you seen eBay change over the last year or two?

James: It's changed a lot.

Michael: It's going down, isn't it?

James: I think it's going down. I think they screwed the pooch.

Michael: It's disappointing. What the hell did they do?

James: I just think they were clueless to begin with. Ebay's business is really search because they've got probably one of the top five search engines on the internet. At one time, they probably had more searchers than Google. I think by not embracing that, they really screwed it. They still have the auction format, but they're going away from that.

Michael: They're going away from the auction format?

James: Oh yeah, that's what they eventually are going to do is go completely away from the auction format. At least, that's what I hear from the people who are the real eBay gurus. They're going to go away from the auction format, completely, and that's their niche. Basically, they're trying to become Amazon, and we've already got an Amazon. We don't need another one.

Yeah, you can still make money on eBay. I still do. The thing with eBay is people try to sell stuff that doesn't sell. They want to sell stuff that they think will sell on eBay.

What you need to do is find something that sells well and sell it. That makes it very simple. Let me give you an example of something that sells really well. DVDs of TV shows like a friend of mine had a bunch of Dean Martin Celebrity Roasts, and he was selling those things like hotcakes.

Michael: Yeah, because Time Life or whoever is running those big thirty minute shows on them.

James: They are, and that's when he started selling them. It was probably Christmas last year when he started doing that.

Michael: How do you get a hold of all of them?

James: That's what I'm getting around to telling you. What you need to do is come up with a list of things, and I'll give you a couple and that's one of them – the DVDs of old TV shows, also DVDs of HBO or Showtime or Cinemax, whatever, series like-

Michael: Sopranos.

James: But, anything like that will sell really well. Make a list of things that sell well on eBay. You're going to have to do some research. Go on eBay. Go in different categories, and look to see types of things that sell well.

Michael: Look at the completed auctions.

James: Look at completed auctions. Another thing that sells really well on eBay, diabetic test strips. Do you know why? People have these things. The insurance companies pay for them. The drug companies put them on autoship, so they send them ever how many boxes their insurance will pay for each month, and people don't use half of what they get.

So, thee boxes of test strips just stack up in the house, and these things are expensive. So, anyway, you make a list of things that sell well on eBay, and then go around to yard sales on Saturday with your list and the people who are having the yard sale are looking to sell stuff. They're looking to make money.

Show them your list of stuff. You say, "Do you have any of these things?" People who have diabetic test strips don't try to sell them at yard sales. They don't even realize that they'll sell.

So, you have this list of seventy different items that you know for a fact sell well on eBay. You go to people who you know are trying to make some money. Show them your list, and there you go. There's your inventory.

*For more exclusive interviews on business, marketing, advertising and copywriting, go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).*

Michael: Have you done this personally?

James: I haven't done this personally.

Michael: But, you know someone who does this.

James: I know someone who does this.

Michael: That's so funny. I was doing an interview with my copywriter and his wife was looking for some part time money making things. We went on eBay, and we were looking for hot products. I was looking at those diabetic test strips. I saw what they were selling for, and I was searching for them on Craig's List.

I was even looking at some of the suppliers, but you're right. That is a hot product. There's so many people who have diabetes, and that stuff sells.

James: Here's another thing. There's a certain type of diabetes that pregnant women get. A friend of mine, when she got pregnant, she got it.

Michael: My wife was border line on that.

James: So, she had to test her blood sugar several times a day. She had diabetic test strips, and once she had the baby, she no longer needed

them. So, that's another supply of them. That's another reason why people would have these.

Michael: Very good idea. I can see maybe placing an ad, like we buy gold, "We buy diabetes test strips."

James: Actually, and that's sort of the idea I was getting at is making an extra \$500 to \$1,000 piddling around in your neighborhood, that's placing fliers for the same type of things. Do you have this? Give me a call.

Michael: Good idea. So, the idea is to find the stuff very inexpensively and then post it up on eBay.

James: Yes. You don't even have to use eBay. The DVDs, I would do those on Amazon.

Michael: Amazon auction place?

James: Yes, because it's much easier to list.

Michael: Why is it easier to list on Amazon than eBay?

James: On Amazon, all you've got to do is type the ISBN number and then just do a short description that basically tells the condition of the time. Amazon has all the descriptive information for the Sopranos DVD set.

Michael: It comes out as an auction or a used product.

James: It comes out as a used product, and you seen that when we do a search on Amazon. It'll say, "Twelve new and used from these sources." You click that and you become a seller.

Michael: Good idea.

James: Once again, that's free to do, free to sign up to be a seller through Amazon.

Michael: If you sell it, don't you pay Amazon a percentage, though?

James: Yes, but you don't have to pay any listing fees.

Michael: So, it's more affordable to sell stuff on Amazon.

James: I haven't run the numbers on it. I think you might pay a little bit more with Amazon. It's just so much easier.

Michael: How did Scott Foster make \$1472.43 using a sneaky but perfect legal technique that took about ten minutes and required no other effort on his part?

James: This is the first time I've ever revealed this publicly. I almost regret doing it. This is so cool.

Michael: Who is Scott Foster?

James: Scott Foster, he's one of my affiliates. I also sell his product. He's the owner of Need An Article. I think it's [www.Need-a-article.com](http://www.Need-a-article.com) or .net. It's a freelancing type site where you could hire writers to write your articles. So, that's where he comes from.

Anyway, he's a buddy of mine, and we get together about once a year anyway and we talk on the phone at least once a week. We do different projects together.

He called me up one day, and I was sharing with him this little idea that I had that had generated some money for me. The idea is that you know how Clickbank works with the affiliate IDs. You have the link with the merchant ID, and then the affiliate ID.

Well, when you have a product that you sell on Clickbank, a lot of times, you'll have an affiliate page that gives the details of your affiliate program, and if you see one, go to mine. It's [MicroNicheFinder.com/affiliates](http://MicroNicheFinder.com/affiliates), and generally the person who put up the page will tell you that the product pays 50% commission, and here's the link that you would use to promote it, and the link might say something like – I'm not looking at it right now, but it might have a thing in there that says, "Your ID."

In Clickbank's case, Clickbank uses the terminology, "nickname." It might say, "Your nickname," and what you're supposed to do is you're supposed to replace the word, "your nickname," with your actual Clickbank ID.

Well, what happens is sometimes affiliates just don't understand the process. They're new, or they forget. So, they copy that URL and they send a promotion out to a list or they put it on a webpage, and it still

got that what I call a placeholder in there. So, what you do is you register the name, “placeholder.”

Michael: What would the placeholder be called?

James: The placeholder is just whatever the person who has the product has put in there. A lot of times, they’ll use the terminology, “Your ID,” or “Your CB ID.” That’s the placeholder. That’s where you put your ID. So, my ID is JJJones. I would put JJJones instead of your ID.

So, what happens is a lot of affiliates just forget to do that, or they don’t know enough to do that. So, they put a link on their website and it still has that placeholder. So, what you do is you register on Clickbank the name of the placeholder.

So, I registered one, and it generates now maybe \$20-\$30 a month. I’ve got a couple of people in there that bought a product that they pay monthly for, so every month, I’m guaranteed at least those two sales.

I was telling Scott about this idea, and we were on the phone and we were looking at the Clickbank site, and we were trying different IDs, and most of them we tried, somebody else had already gotten. Scott hits on one. He says, “Hey, this is a good one.” He gave me the ID, and I said, “That sounds like a pretty good one.” So, he registered that ID.

Well, a couple of months go by. Scott gives me a call. He goes, “I just got a check for \$1300 and something odd dollars from Clickbank.” He said, “I couldn’t figure out at first where it came from, and then I saw the ID on the check. That was the ID we registered that night when we were playing around.”

That was a few months ago. In this past week, he said he got another check for I think he said it was like \$70-some for that ID. That is literally money from nothing. He spent ten minutes looking up or just trying to find an ID.

Michael: Have you spent some time looking for some other place?

James: I went to Clickbank just fooling around, just to see – because I had an idea about another one, and that was already taken, but in the process, I figured out a different one I’ve been able to register.

Michael: I'm at click bank right now. I'm going to find them by clicking on the "Buy Products," like looking at different products. Let's say I'm looking at business to business products, and I do like a search and it pulls up some products. Like here, [DayTradingRobot.com](http://DayTradingRobot.com). It's got the guy's promotion. So, I'm looking for his affiliate page, right?

James: Right.

Michael: There, affiliate makes money. So, he's got this affiliate page, when you promote Day Trading Robot, you can earn money. For all our affiliate tools, complete form. So, it asks you for an email. So, you sign up like you're interested as an affiliate.

James: In this case, he's asking you for your email address so he can send you all the information.

Michael: So, what you're doing is you're looking for the people who offer an affiliate program, but they haven't done their coding correctly. Oh, they've done their coding, but they're using it as an example.

James: Exactly. The people that come around and want to be affiliates for them, they don't do it correctly.

Michael: And, they'll think that that's their affiliate – they don't put their affiliate ID in there, and then they'll promote it like they saw on their affiliate page. I've got you.

So, he got a couple of checks, one for \$1300 and another one for \$70, and that was recently?

James: Yeah, the one for \$70 was just this past week. I don't know if he's gotten other ones than that. He probably has.

Michael: What you can do is look for the top selling products.

James: Well, what I did originally was I just tried to figure out what people would use. I've seen a couple of sales come in, once that it was UR ID. I looked at one of my affiliate pages, and that's what I was using there. So, I quickly changed it to something that I controlled. I would get the commission that came in through that, which I strongly suggest you do if you've got a product in Clickbank you're selling. You need to register whatever that placeholder is that you're using.

Michael: So, like here, this Day Trading Robot. He's got your link, and he's got <HTTP://XXX.ROBOTSTOCK.HOP>.

James: I already checked the XXX one. That was gone.

Michael: Oh, you can't register that one.

James: Somebody else has got that tone.

Michael: So, people are doing this.

James: Yes, people are doing this, but nobody's talking about it. People are going to say, "All the good ones are gone." Do you know how many merchants there are out there selling stuff? That's the number of possible placeholders that you can have.

Michael: There are tens of thousands.

James: Yes.

Michael: How about Affiliate Junction? Have you checked any of theirs? Do they do it similar?

James: I haven't checked that. The only ones I've checked it Clickbank. It has to be an affiliate network that's what I call an open network where you don't have to register for every individual product. You only have to register for the network itself. The only way that this will work, I'm not familiar with Affiliate Junction.

Michael: Very interesting. That is a great, great idea. How Dick Torsh turned a \$50 investment into \$753.23 profit in just fourteen days.

James: Yes, and what he does is he gets to the mini-storage auctions, and he buys the content in the storage bins. He takes the contents, and he sells some of it on eBay. He has a stand at a flea market, and he sells some of it there. He has a once a month yard sale and sells a lot of it there. Sometimes he finds gold and silver, which he is able to flip that to by selling it to somebody who buys that stuff.

It's a nice little income stream. I don't know if you've ever been to one of the storage bin auctions, but it's just a lot of fun. It's like going on a treasure hunt.

Michael: People need to move, and they put their stuff in the storage sheds, and they stop paying and the storage shed has to auction it off and sell it. I met a lady who did that for a living. I interviewed her a long time ago. I don't think I have the interview on the site, but there's money there. How you made \$3667 from your internet browser bookmarks.

James: This is another one about eBay. I have a bunch of sources where I buy products to resell on eBay. These particular sources are sources that are all on the internet, and they're just links. I'll give you one that's a really good one. It's Woot, [www.woot.com](http://www.woot.com). Woot is a deal a day type site, but they literally only have one deal a day.

Michael: I've heard about these.

James: So, not all the time, but sometimes, you can find products on Woot that you can buy and flip on eBay.

Michael: And, you can buy quantities of them.

James: You can buy three. That's the most you can buy.

Michael: The most you can buy.

James: But, what you do is you look for the higher priced products. One time, they had that Dizen vacuum cleaner, the one that the ball. They had an amazing deal on these things. I think they were selling them for like \$200 each, and on eBay, you could sell them, they were completed auctions. They were regularly selling for like \$400. So, you could've bought three of those, and easily made \$600.

Michael: That's cool. I'm at Woot, and look what they have. They had an Apple eight gig second generation iPod touch, and it is sold out for \$169.

James: They start their deal a day at twelve midnight, so if it's really good, they sell out pretty quick. Anyway, that's one of the sites. I have a list of maybe 75-100 different places where I would look for stuff to resell on eBay. These were all bookmarks.

So, I took these bookmarks, and me and a buddy of mine recorded an audio where we just went through these bookmarks telling what each site was, and what types of products you could find there.

Then, we offered that product to my list, to my eBay list, and we sold tons of these things. We originally started selling them at \$9.99, and

they sold really well, and then we sold them for \$14.99. I think the price we finally ended up was \$39.99. It would still sell at \$39.99.

Michael: Did you use audio to promote it, or they got the audio in the list when they bought it?

James: What they got was they got the audio, they got the transcript of the audio, they got the actual bookmark list, and there was a couple of bonuses we threw in too. I can't remember what they were, but actually you can see the sites. The site is still there.

Michael: What's it called?

James: [www.SecretProductSources.com](http://www.SecretProductSources.com). They're really good what I call proof websites because all the website is is basically just showing them different things that we've sold on eBay and how much money we make.

Michael: This is good. I have a product called the \$31,500 motherload of links product, and I interviewed a guy and we did like four separate one hour interviews about like the best ebook links, best marketing links, best advertising links, and we just through each link and discussed what it was. I sell that product for \$97, and they get all four hours. I've got a good sales letter that converts really well with it, too.

James: That's basically came from a list of bookmarks.

Michael: Very good, I like this. So, are you getting some sales on this still?

James: Oh, yeah, it'll do. The most profit I made from an item on eBay, and once again this is something to add to that list I was telling you about. Software, current software that's still in the box that hasn't been used will sell really well. I'm not talking about the junk you get for free or pay five dollars for, but I found a copy of – I can't remember exactly what it was, but it was something that was put out by Adobe.

Adobe bought Macromedia, which is the company that does flash. I think it was the flash suite that included Fireworks and Dreamweaver and all that stuff, basically like five different products in one. The retail on it was like \$600. I paid \$5 at a yard sale, and sold it for \$300. That's the most profit I've ever made on an item on eBay.

Michael: That's excellent. James, tell me about this one. One man earns \$9,000 a day with specialty seminars.

James: This is really neat. This is something that I want to do. Basically, what he does is he goes out and finds private label rights products that are geared toward a certain subject.

For instance, let me give you an example he gave me. One particular type of product was article marketing, and you know what article marketing is. You put articles in different article directories with links back to your website, and in a very simplistic way, that's what article marketing is.

There's all kinds of different things that you do like you need to write the articles, or you need to have software that will take private label rights articles and create unique articles for you. You might want to have a directory submission program, and you might need to know a directory of the different articles, and also there's also the training involved. How do you do all this stuff?

So, he went out and found private label rights products for all these items. He had software products to do the articles. Another software product to submit the articles to the directories, and of course, on how to do article marketing, a video course. He had also included a database of several thousand articles already written, private label rights articles.

So, what he does then he places ads in area newspapers like for instance, in my area we have the Penny Saver, and there's another one that's a freebie type of newspaper. The ads in them aren't very expensive. You might pay ten bucks for an ad, for classified like ads.

So, he advertises a seminar on how to make money on the internet, and he says, "We're going to tell you five specific ways to make money on the internet." He gets people to come to this seminar for free.

Michael: Classified or display?

James: It's a classified ad. He uses pay-per-click, too. So, he'll advertise n pay-per-click using the regional settings so that he specifically targets the people who are in the certain area. So, the pay per click ads for fairly cheap because there's not a lot of clicks, but they're highly targeted.

Then, what he does is he rents out a very cheap conference room in a hotel, and he holds his seminar, and he upsells. He gives good

information. He tells people how they can make money with article marketing or whatever the subject is. Then, he sells them the course, and the software and everything else as a package deal. He sells that for as much as \$1,500.

Michael: Do you know this guy personally?

James: I actually met him through the warriors forum. We got talking on the warriors forum, and I said, "Hey, let me do an interview with you." We did an interview about a couple of months ago. I said \$9,000 doing this, but he said his best seminar and this was a multi-day seminar, it wasn't just one day, but his best one has taking in over \$60,000.

Michael: And, he's really able to fill seats through these small papers and pay-per-click.

James: He also sends out press releases to the newspapers. He goes out say a hundred miles from the target city. So, I would imagine that even like here in Charlotte, you've got a hundred miles, you're probably going to hit 45 or 50 different small papers.

Michael: An ingenious way one guy makes \$750 a month from one website that has only a link and nothing else.

James: You know what? I just did this exact same thing last week. I made \$250.

Michael: What's the idea behind it?

James: I'll tell you what this guy did, and I've seen other people do it before too. I've actually done it before. I'm trying to think of how much I can tell you without revealing what he told me. It was a few years ago. He was an affiliate for a major hotel, and it was a hotel in Las Vegas. They had their own affiliate program where you can sign up.

Michael: I didn't know hotels had affiliate programs.

James: You can affiliate with just about any product or service. Just search for whatever the hotel name is or just whatever and then affiliate. The affiliate page comes up.

He was an affiliate for this hotel. I don't remember what he said he was making per reservation, but it was a little bit. He was getting a lot of traffic, and what he did is he registered a domain name that was very

similar to the hotel. Well, this is actually exactly what he did. I can't tell you the name of the hotel, but it whatever the hotel name is, and he put the word "see" at the beginning of it, and that's all he did.

He didn't have a website per se. All he did was he redirected the traffic from his website through his affiliate link to their website, and he was making \$750 a month doing that. He basically sold that website.

Now, I did the same thing. I'll give you the exact details on this one, because I don't mind doing it. Last week, there was a major product launch, or actually a relaunch for Niche Blueprint. A lot of people probably heard about that.

Well, it was originally launched in January, and they shut it down after a day and a half because they basically sold out everything that they had wanted to sell that time. So, they told everybody it was going to be down for five days.

They went ahead and relaunched it again, opened it up for the affiliates. Well, back before it was launched, I had heard about it through a joint venture notification system. They didn't have a website at this time, but the product name was Niche Blueprint, and they were trying to get affiliates signed up for it before the product was launched.

Well, I went into Go Daddy and put a search on domain names, and I found the domain name, Niche Blueprints.

Michael: I was going to guess with an "s."

James: The first time the product was launched, I forgot about that, and it was only a day and a half that it was out there, and I forgot to put my affiliate link on the thing.

Michael: So, you registered it.

James: This time, I remembered. I put my affiliate link in it, and I didn't have a website. All I had was just in Go Daddy, there's a way to do a forward a URL, and in that forward a URL, I just put my affiliate link. Then, when someone goes to [NicheBlueprints.com](http://NicheBlueprints.com), it redirects them through my affiliate link through the real site, Niche Blueprint.

Michael: Tell the listeners how much it cost to register that name.

James: Well, I did a special coupon that I use on Go Daddy. It was \$7.95 for the year, and I made \$250, and I only made one sale.

Michael: I asked you to specifically together a special offer for my listeners at [HardToFindSeminars.com](http://www.HardToFindSeminars.com), which is exclusive for my listeners at [HardToFindSeminars.com](http://www.HardToFindSeminars.com), but you don't offer it to me. I said really sharpen your pencils. So, what did you come up with for me?

James: We talked about ten different money making ideas here, and basically most of these ten ideas come from three of my publications, and so what I'm going to do is I've put together a special deal for those three publications. The first one is Emergency Cash Generators, and that's just a bunch of really quick ideas that anyone can do to earn money quickly.

The second one is the Kindle Profits Exposed. It's one technique of taking private label rights products and putting them on the Kindle format to make money when someone downloads the book into their Kindle.

The third product is about buying and selling personal property, and that one is called – I can't remember the name of it exactly, but it's about Chattling. Chattling just basically means buying personal property to resell. There's a lot of great techniques in there. That's the one that if you need money now, that's how you do it.

Michael: You sell these separately currently. What do they currently sell for?

James: Kindle Profits Exposed is a video course. It sells for \$49.99. The other ones, Emergency Cash Generators sells for \$39.99 and the Chattling books sells for \$39.99 as well. So, what we've done is I've put together a special deal where you can get all three of those products for \$67.00.

Michael: Honestly, when I first started this interview, I thought it was going to be some of the same old, same old stuff, but I have to tell you. These money making ideas, these are really unique ideas, and I was just talking to my assistant and she was doing the editing on the first part, and we were talking about the Kindle idea. I go, "Diane, put that on your project list because we need to check that out."

James: As I said before I'm up to well over \$400 this month in Kindle. That's this month, and it's the 23<sup>rd</sup> of March, and I'm not doing anything. Those are books that I've had in there for months and months and

months. It was work to get them in there originally, but once they're there.

Michael: \$67 at the end of this recording, you'll have a URL that anyone who is interested in taking James up on this offer, and I would encourage you to do so. You'll go to the URL, and you'll be directed to more description and a page to order that. James, I really appreciate you taking the time doing this interview. These really have been some great fast cash ideas that anyone listening to this whether they get your extended version of all your fast cash ideas can really benefit from, and I really appreciate you doing this.

James: Thank you, Michael. I really loved talking about these ideas, and I hope your listeners got a lot of this.

Michael: I think they'll be really happy with it. Thank you very much.

*That's the end of my interview with the money making expert. For more information go to [MoneyMakingExpertOffer.com](http://MoneyMakingExpertOffer.com).*

*For more interviews like this, go to [HardToFindSeminars.com](http://HardToFindSeminars.com).*