

**SPECIAL
REPORT**

“The Great Ezine Experiment”

**How to Create Unlimited
Profits on a Limited Budget:
by Ryan Deiss**

The Great Ezine Experiment

How to Create Unlimited Profits on a Limited Budget

Special Report

By Ryan Deiss, Owner and Founder of Softniche Solutions

Turn this Report Into Your Own, 24-Hour “Digital Salesperson”

Just by owning "The Great Ezine Experiment", you are already granted the right to resell it. But did you know that you can make even more money selling this report?

Click the link below for more information:

<http://www.EzineExperiment.com/resale-rights.htm>

© 2002 by Softniche Solutions

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions.

The Report is for informational purposes only. Copyright permission is granted neither in whole nor in part, unless it is expressly granted by Ryan Deiss.

*Ryan Deiss
Owner and Founder*

*Softniche Solutions
2727 Exposition #114
Austin, Texas 78703
(866) 889-6345*

DEDICATION

To Emily, the love of my life, you are my inspiration and my encouragement. Thank you for putting up with me when I take you for granted. Thank you for your patience and understanding. And most of all, thank you for being my best friend. I love you with all my heart.

DISCLAIMER

This report is not a magic bullet or a guarantee for success.

I don't know you or your business and so I can't promise you that you will succeed. However, I do know that if you work hard and follow these steps, you will get a better start than most.

All I can do is supply the vehicle and the roadmap.

In the end it's up to you to take action.

**IMPORTANT – READ
THIS FIRST!**

**I wrote this report because I've been there, and I know
what you're going through...**

You know the Internet is a great place to start your own business, but you have no idea how or where to start.

You've tried the affiliate programs and the so-called "opportunities" only to be disappointed time and time again.

You want to have your own products, but you don't have the time or starting capital it requires to roll them out.

In short, you're stuck.

You have the desire but you don't have the vehicle. Oh sure, you've read about how some "guru" wrote a best-selling book or came up with some million dollar idea, but what about the average Joe or Jane who can't write and isn't bursting with ideas? What do they do? What do YOU do?

Well I don't claim to be a guru or a world-class writer. If I were then what help would I be to someone who doesn't have those special talents or gifts? I'm a regular guy, just like you (unless of course you happen to be a lady, but you get the idea <grin>).

There was a time when I had more obligations than free-time, and more bills than income. And yet somehow I managed to find a formula for succeeding online that worked for me. But more importantly, I found a formula that will work for *anyone* who really wants to succeed. (And if you're reading this then I assume that includes YOU.)

How do I know it works?

Simple. My formula does not require much time or monetary commitment, nor does it require you to already have a million dollar idea or book in your back pocket. I assume that you are starting from 0, with only a little money and a lot of desire to get you going.

If what I'm saying sounds exciting, then you're on the right track. This formula DOES work, and I've proven it time and time again. Now I invite you to put me to the test and continue to read...

BEFORE WE BEGIN

What you have in front of you is a proven, step-by-step formula for turning a simple newsletter/ezine into your very own online empire. My mission is for YOU to succeed. And believe me when I say, "There's plenty of room at the top." I hope to see you here soon. :-)

Before we begin, here's what this report is **NOT**:

- **A "How-to" guide for launching an ezine/newsletter**
- **A regurgitation of 5-year-old marketing tactics that everyone is already using**
- **A get rich scheme that doesn't require work or financial investment.**

You may also have noticed that this report is not very long. The reason for that is simple:

1. I want you to read this report in one sitting and then IMMEDIATELY start putting it into action. I could have filled it with a lot of junk and easily created a 400 or 500 page ebook, but let's face it, you would never read it and I would fail in my mission.
2. The formula I've developed is as simple as it is powerful, therefore there's no reason to pad it just for the sake of making it longer. (And if you have ever tried to read 400 pages on a computer screen, then chances are you already appreciate the brevity of this report.)

SYSTEM REQUIREMENTS

Even though this formula is incredibly effective, it won't do all the work for you. Here are some things you absolutely **MUST** have if you want to succeed:

A Passion for Something

Here's the deal...to work this formula, there absolutely must be something in your life that you love. I don't care if it's dog-breeding or hang gliding – if you don't have a passion of some sort, you **CAN'T** succeed using this formula. Your best bet is to stop reading right now because I can tell you that you'll only be disappointed.

A Community (or Niche) of People Who Share In Your Passion

Let's say your passion is underwater basket weaving. Well if you don't know of anyone else who loves to weave baskets underwater, then it's not the kind of thing that you can structure a business around. Choose a topic that has a reasonable following and whose "members" can be located fairly easily.

Some Startup Capital

Don't let this one scare you. I'm not asking you to go out and raise \$5 million from venture capitalists and angel investors. :-) But I am asking you to set aside *some* money for your business, and be willing to spend around \$30 a month right from the start.

In all honesty, *anyone who tells you that you can make a fortune without spending any money is a liar!* Talk to anyone who has a successful business (online or off), and they'll tell you that it wasn't free starting out. In fact, most would tell you that it costs thousands or even tens of thousands to get a business off the ground. All I'm asking you to do is save a couple hundred dollars and be willing to spend at least \$30 every month.

If this figure sounds outrageous or if you're spread so thin that you can't afford \$1 a day to launch your own business, then this may not be for you. You have two choices: stop reading now and go back to your old life, or cancel cable, eat out less, and start saving those nickels and dimes until you have enough money to begin.

If you meet all the requirements above, then I'd say we're ready to roll...

MY STORY

In 1999, the Internet was still a mysterious and wonderful entity that offered infinitely more promises than it did results. But, being young, naïve, and poor :-), I decided to get in on the “Internet Revolution” and start earning my millions.

It was going to be so easy. I would join some affiliate programs, throw up a cheap looking site, and *voila!*, the world would beat a path to my door with money in hand.

But that’s not how it happened...

After months of waiting, I had zero affiliate sales and only a few visitors to my site. (I assume from family and friends who just wanted to be nice.)

I then took a long hard look at the people who were succeeding online, and do you know what they all had that I didn’t – **their own products!**

Though I didn’t realize it at the time, I had just discovered the real secret to succeeding online – **you must have products that you can call your own if you truly want to succeed.**

Like other budding Internet marketers that had come before me, I decided that digital information products were the way to go. They’re cheap to create, and even cheaper to sell. I loved the idea of writing it once, and then selling it over and over again for 100% profit.

But like everything else on the Internet, actually creating my own product was more difficult than I first anticipated.

Ebooks take too long, and there’s certainly no guarantee that they’ll sell. For me, that was just a bit too risky. I was convinced, however, that info-products were the way to go, and so...

Here’s What I Did...

When I first got started online, I had almost no spare cash and even less spare time. I knew I wouldn’t be able to sit down and write an entire ebook, and so I decided instead to publish a newsletter. I called this, “**The Great Ezine Experiment,**” since at the time I didn’t know of anyone else who started their business using only a simple, free newsletter/ezine as their first product. **(Read that again...I’m calling my newsletter a “product”. More on that later.)**

The way I looked at it, newsletters were easier to create, required less time, and allowed me to build relationships and make contact more often with my subscriber base than any ebook could.

My objectives in “**The Great Ezine Experiment**” were simple:

- **Create a unique and desirable newsletter**
- **Promote it as a product to a targeted, niche market**
- **Slowly build my subscriber base**
- **Listen to my subscribers’ needs and wants**
- **Create or purchase the rights to a product to meet those needs**
- **Market that product to my subscriber base**
- **Use the revenue generated from the initial product to roll out more and more products to an ever growing subscriber/customer base**

*And guess what...**IT WORKED!***

To Make a Long Story Short...

In the fall of 2001 I built a site to support my “Webs Worth Watching” newsletter. The newsletter was targeted to webmasters and ebusiness owners, which were the markets that I chose to align myself with. (I’ve always had a passion for web design and even did some freelance work for a marketing firm before the dot.com bubble burst.)

My first issue went out in late November of 2001 and received rave reviews from my subscriber base (which was only about 100 people at the time). Within a couple of months my subscriber list had increased ten-fold, and it was at that time that I decided to release my first product.

I listened to my subscribers and participated in the same forums that they frequented. I found out what their needs were, and just two months after publishing my first issue, I rolled out **Opt-In Automator**, which was my first product. You can check it out for yourself by going to --> <http://www.OptInAutomator.com>

Since I already had my own list, marketing the product was a breeze, and more sales rolled in than I ever anticipated. I was then able to take some of the money I earned from Opt-In Automator to create another software product – **Pop-Up Rotator!** You can see the site for this product by going to:

--> <http://www.PopUpRotator.com>

Marketing this product was even easier because now I had two lists to promote it to: my newsletter subscribers (who I already

knew were interested, as e-business enthusiast), and my former customers who purchased Opt-In Automator.

The formula is simple, and yet incredibly effective because it allows you to **build your up your leads *before* you even have a product**. Like any successful marketer will tell you, the power is in the list, and this formula focuses on that.

But there really is more to it than what I described above, so let's now break down each one of the steps, and see how they can apply to your OWN business.

THE NEWSLETTER

The reason I suggest having a newsletter as your first “product” is simple...

They’re amazingly cheap and easy to start. Even if you go with an automated list host (which I highly recommend doing), you can still publish your own ezine for less than \$20 or \$25 a month. (And I’m sorry to say that if you can’t scrape together \$1 a day then you’re going to have a *very* tough time succeeding online.)

SIDE BAR: Automated list hosts take care of all of the subscribe and unsubscribe requests, and manage your entire opt-in database. These services keep you from having to manually enter and remove people from your database, allowing you to concentrate on marketing.

But if money is ultra-tight, or if you want to save your funds for marketing purposes, you can find and utilize one of the many free list hosts that are on the Internet. I know a couple of successful marketers that use free services such as Yahoo!Groups, but the way I see it, you always get what you pay for.

There are a couple of free services that I can recommend, however.

FreeAutoBot – <http://www.FreeAutoBot.com>

I used this service in the “early days” to host some of my smaller autoresponders. They allow you to have an unlimited number of messages and leads, and they do it all ad-free. (Actually they place one small line of text about the FreeAutoBot service at the bottom of every message, but it’s very unobtrusive.) My only complaint is that they tend to be slow when responding to service related emails, but since it’s free you can really only expect so much.

Turbo Notes – <http://www.TurboNotes.com>

Turbo Notes offers all of the advantages of FreeAutoBot, but they also have a paid version that will allow you to remove the small one line ad at the bottom of the messages. Currently the fee is \$47 a year (notice that’s year) which is almost nothing when you consider what some paid list hosts charge. They also provided better support when I tested them out.

One thing that you always need to keep in mind about the free list hosts is that the customer service usually suffers because of the size of the operation. It doesn't cost much for someone to throw up an autoresponder script on a server and start hosting lists, but it does cost a lot for them to support those customers. Keep that in mind when choosing who will host *your* list.

In case you were wondering, here's my personal choice for a list host...

AutoRespond*it*

--> <http://www.AutoRespondIt.com>

I tried numerous autoresponder/list host services over the years, and I never could find one that blended both the features I wanted with top-notch customer support.

So what did I do? **I created my own!**

With **AutoRespond*it***, you'll get unmatched service and support along with all the features that you need to publish a professional ezine. Best of all, your investment is half of what many similar services charge. *Check it out!*

Now that we've sufficiently covered the financial benefits of starting a newsletter, let's address some of the other benefits...

Another positive aspect of publishing your own newsletters is that it allows you the ability to "profit at will" month after month. (Don't worry about this right now. We'll cover it a little later.)

Best of all, by publishing your own ezine you create something that you can honestly call your own! You get to name it. You get to market it. You even get to call yourself the publisher!

As I've already told you, the avenue to success on the Internet is through your opt-in list. And the best way to generate these opt-ins is by publishing a unique and desirable newsletter/ezine on a subject that you are passionate about.

The paragraph above contained three necessary conditions for a successful ezine:

1. It must be unique

Ezines are everywhere on the Internet now, so if you want people to subscribe to yours, then you absolutely **MUST** be unique. Be a little controversial. Do something outside of the norm. Or, just be better than everyone else in your niche. Whatever you do, just make sure you stand out from the crowd.

2. It must be desirable

Being a bit different will help people notice your ezine, but unless it's truly desirable, they won't stay around for long. Here's a hint...you know your newsletter is truly top-notch when people are constantly telling you that you should charge for it. ;-)

3. It must pertain to something you love

This is the most important of the three, as far as I'm concerned, because if you don't love what you're writing about, you'll get burned out before you actually start making money. And worst of all, you won't enjoy it even when you do. (I know it may sound crazy but it's true.)

So be sure to pick a topic that you love. And if you're not an expert yet, start learning all you can. Before long you'll become a real pro.

Once you have picked your ezine topic, you then have to decide what you want your newsletter to look like. Here are some common formats:

The Standard: Usually two or three articles and some ads

If you decide to go this route, you should commit to writing at least one article per issue. Too many ezine publishers have resorted to using other people's articles, and those are usually the first to be ditched by overwhelmed subscribers.

Be unique. Use your ezine to express yourself and put your expertise on display.

Q&A: Readers submit questions, and you answer a few in the newsletter

This one requires a bit less maintenance, but it also requires you to have a fairly active subscriber base. It can be especially difficult in the beginning when your subscriber numbers are low, and your readers are uninvolved. You may have to answer questions that you see asked in popular forums within your niche, or even give freebies for submitting questions.

A good example of a newsletter that uses this format is Ralph Wilson's "Dr. Ebiz" newsletter. If you want to see how a real pro does it, check out Dr. Wilson's site at:

--> <http://www.DrEbiz.com>

Resource Newsletter: Search out and have your readers submit valuable website resources that they find useful to their particular business or hobby

A good example of this is my own "Webs Worth Watching" newsletter. Subscribers submit sites that they find particularly useful to their ebusiness, and I post the top 5 in the newsletter and distribute it twice a month. You can subscribe or even submit *your* favorite site by going to --> <http://www.SiteSightings.com>

The best part about this kind of newsletter is that it's very easy to put together, and it will work in almost any market or industry. Of course, if your newsletter is structured around something like hang gliding where the online resources will be minimal, you may only be able to have one or two sites in your newsletter at a time.

This format offers a lot of choices so give it some thought and see what you can come up with.

SIDE BAR: And don't forget that you can also blend the different formats. In my own newsletter, for example, I publish an original "From the Trenches" Marketing Tip in addition to the 5 website resources. That way I get to add unique value with the resources, and display my expertise with the "Tip".

Once you have your newsletter topic and format chosen, your next step is to build a website that can "sell" it. Note that even though you're going to be giving away subscriptions, you should still treat your site as a sales page. It's good training for later, and it will add an enormous amount of perceived value to your newsletter.

Think about it...how many newsletters do you know of that have their own website?

Not many, at least not yet. :-)

THE WEBSITE

This is not a report on web design and copywriting and so I'm going to keep this chapter short. There are a few things, however, that are worth mentioning...

As anybody who's really making money online will tell you, if you want to sell a product, the best way to do it is with a single page sales letter-style website. And when it comes to your newsletter, the same rule applies.

SIDE BAR: Still, one of the best books I've ever read on creating a profitable mini-site is the timeless, "Mini Site Profits" by Phil Wiley. Whether you market affiliate products or your own creations, Phil's mini site formula *will* help you sell more. Here's his website so you can get all the details:

--> <http://www.MinisiteProfits.com/>

You have to always keep in the front of your mind that your newsletter *IS* a product. So treat it that way.

First, the most important part of any website is the sales copy, and it's no different when your product is a free newsletter. A few years ago it was easy. If you wanted people to subscribe to your newsletter you just put a subscription box on your site and wrote above it, "Free Newsletter!" Next thing you knew people would be falling all over themselves to signup. They just couldn't get enough free information.

Not anymore...

Now, free information is everywhere and so your average web surfer is a lot more particular about which ezines he or she subscribes to. These days, if you want subscribers you're going to have to work a lot harder, and one way to do this is by writing a full blown sales page for your newsletter. It may seem like a lot of work, but it's well worth it in the added perceived value (and added subscribers) it gives your newsletter.

- The Salesletter -

In my opinion, you should always write the salesletter for your products (including your ezine) *before* you actually develop them. It sounds a little backwards, but what it allows you to do is to brainstorm the ideal features and benefits that you know would be appealing to your potential customers.

Then all you have to do is create a product that lives up to the words in the salesletter and I promise you'll have a winner everytime.

Oh yeah, and if you're worried that you don't know how to write, don't worry, you can learn. ;-)

The "**Step-By-Step Copywriting Course**" is an excellent book that shows you precisely how to write sales-generating, emotion-filled copy. Best of all, you get live feedback support calls at no additional charge. It's an invaluable part of my marketing library and if you plan on writing your own copy it should be on your bookshelf as well. Here's the link where you can get it:

--> <http://www.EzineExperiment.com/copycourse.htm>

And I can't forget to mention my new favorite tool from Armand Morin of eCover and eBook Generator fame. It's called **Sales Letter Generator**, and in my opinion it's hands-down the best copywriting software on the market. *I even used it to write the sales copy for my EzineExperiment.com website!*

It's been a tremendous asset to my business and I firmly believe it's worth much more than what Armand is charging. Check it out for yourself by going to:

--> <http://www.EzineExperiment.com/saleslettergen.htm>

Ok, moving along...

- The Domain Name -

The next step is to give your newsletter its own domain name and website. (This is where that starting capital that I referred to in the introduction will come in handy.) Domain name registrars are everywhere on the web, so finding a cheap one shouldn't be too tough. In the past I've used [GoDaddy.com](http://www.GoDaddy.com), because they'll give you a domain name for less than \$10 a year.

Another great choice for domain registration is Safe Domain Solutions. It'll cost you a little more for each domain, but they actually give you your own domain management center so **you** are always in control of **your** domains. Here's their URL:

--> <http://www.safe-domain-solutions.com>

- Hosting Your Website -

Now, hosting is a different story because this is something that you really shouldn't skimp on. Even still, you should be able to get quality hosting for around \$10 or \$12 a month.

For example, I personally use 40megs.com and they'll let you host one domain for \$7.77/month, 3 domains for \$17/month, and *unlimited* domains for \$47. While you may not need the unlimited domains account, you should be able to afford \$7.77.

** Rates shown are current for September 2002 and are subject to change.*

My suggestion is to do a search for "cheap web hosting." Chances are you'll find hundreds and thousands of companies to choose from. In fact, I don't have the space to list them all here, but if you do a little research on your own you should be able to come across a quality hosting plan that's under \$20 a month.

One thing to look out for is the setup fees. Some hosting companies will charge outrageous rates to get your account setup, while others will do it free of charge. It goes without saying that the latter is more desirable. :-)

SIDE BAR: Let me make this very clear, DON'T - I repeat - DON'T use a free web host. This makes your site and newsletter look cheap, and drastically lowers the perceived value of your product.

Pay for a quality host...you'll be glad you did.

- Designing Your Site -

When it comes to the actual design itself, I would stray away from web page templates. While there are some good ones out there, the majority look cheap and manufactured (probably because they are). Remember that the most important element to your site is the sales copy, and not the design. All that matters is that your design is clean and non-distracting. If you can do this then you should be ok.

However, if you have your heart set on using a website template, I can make a few suggestions:

For a truly professional look, I would go with a customized template from **EbookWow.com**. The website's owner, Brian Terry, has some of the best rates I've ever seen, and his package includes a header for your website, a digital box or ebook cover, a customized background and even an icon for when people add your site to their "Favorites" list. Most importantly, he does an excellent job. (I used him to design the websites for Pop-Up Rotator, Opt-In Automator, and even this report.)

Here's the link to the Ebook Wow! website:

--> <http://www.EzineExperiment.com/ebookwow.htm>

You can also post a job on eLance.com for a custom website template and see what other professionals are charging.

Another, less expensive option is Jimmy Brown's "Profit Pulling Webpages". For less than \$30 you get 36 ready-made templates, a professional HTML editor and a step-by-step page building guide. It's a good tool to have if you're not an experienced web designer, as it will provide you with all you need to get started.

My only complaint is that his templates are so good they've become commonplace on the web. Therefore, what you gain in price you lose in originality. Click the link below to get more info:

--> <http://www.EzineExperiment.com/profitwebs.htm>

In the end, it may seem daunting, but I suggest that you purchase a quality HTML editor such as Dreamweaver (which is what I use), or hire a web designer.

I know that may sound expensive, but you can usually find a person who is willing to build you a site dirt cheap, just to build their portfolio. I'd suggest checking out eLance.com. You can post your project for free and web designers of all levels will bid on it. Then all you have to do is pick one of them and you're ready to go. It's a quick and easy way to go about getting your site online, but it will definitely cost you more than doing it yourself.

In the end, you have to look at it this way...

This is going to be your business. If you're going to do it - *do it RIGHT!!*

However, I'm also a realist, and so if you just can't afford to have professional website made then by all means use the resources I suggested above or another less expensive service.

The most important thing is that you get started as soon as possible. You can always improve on things down the road when you have some steady cash flow rolling in.

BUILD YOUR LIST

Once you have your own newsletter and a site that basically "sells" it (even though it's free), you can then find some low-cost ways to generate those all important first subscribers. The good thing is that once you have a decent base of subscribers, you can then swap ads with other publishers and begin increasing your subscriber base free of charge.

Here are some methods I used to get my first batch of subscribers:

1. Classified ads in targeted ezines.

I can almost hear you saying, "But why would I pay for an ad for a newsletter that I don't even charge for?" Well there are two reasons: First off, no one else is doing it, so your newsletter will stand out and people will say, "Whoa, if they're advertising for it, it must be good."

Second, classified ads are cheap compared to the value of a long-term subscriber. Remember, your list allows you to make money in the long-term, so don't be afraid if you lose some in the short-term.

2. Solo ads to other publisher's lists.

This is a bit more expensive, but infinitely more effective. If you want to pursue classified and solo ads as a possibility for advertising your newsletter, I would seriously consider grabbing a copy of "Ezine Ad Profits". Not only does it tell you how to craft a profit pulling ad, it also tells you the 35 best places to advertise on the net. And considering it costs less than \$10 (and includes free resale rights), there's no reason not to get a copy. Here's the link:

--> <http://www.optinautomator.com/ezineadprofits.htm>

3. Submit your newsletter to directories and free announcement lists.

This task is incredibly tedious, but it really does work. And best of all it's absolutely free! The only problem is that there are so many directories and announcement lists that you can literally use up all your spare time doing nothing but submitting to them. The good news, however, is that a friend of mine, Jason Potash, saw this need and decided to meet it. His product, EzineAnnouncer, will almost totally automate the ezine submission and announcement process. *I highly recommend it!* Here's the link:

--> <http://www.EzineExperiment.com/ezineannouncer.htm>

Keep in mind that the methods above are just what I did when I started online. **They are not the only, or even the most efficient, ways to build your list, but they should give you a good start.**

I know a lot of people who have also had great results with writing and submitting articles to other ezine publishers. I'm no expert on this topic, but a friend of mine, Rick Beneteau, is. He even wrote a book on it entitled "Ezine Marketing Machine" about this very topic, which has become an online classic. My suggestion is to read it a couple of times...it really is that good. :-) Here's the link:

--> <http://www.EzineExperiment.com/ezinemoney.htm>

Another recommendation that I can make is Paul Myer's, "The Amazing List Machine". Paul has isolated the most effective methods for building your own opt-in list quickly and easily, and I sincerely believe that anyone who plans to publish their own ezine owes it to themselves to read this book. (And yes, that means you.) ;-)

Here's the link to his website:

--> <http://www.EzineExperiment.com/listbuilding.htm>

Keep in mind that the newsletter itself doesn't really bring in any revenues. In fact, I make almost nothing off of "Webs Worth Watching" itself, because all the ads I run are my own. (I can make a heck of a lot more money advertising my own products than selling the space to someone else for \$20 or \$30.)

What the newsletter allows you to do, however, is to slowly **build a base of leads that may one day become customers**. If you choose your newsletter topic wisely and have it encompass something that you truly love and are knowledgeable about, you build the foundation for a VERY profitable business.

Now understand that **I'm not telling you that you're going to get rich in a month, or even six months. In fact, it may take an entire year** before you start making any *serious* income online (especially if you don't have much money to invest in advertising and things like that).

Again, you're building the foundation...you're forging relationships, and most importantly, you're building up your image to your future customer base.

But I can almost hear you asking yourself, "So how do I eventually make money?"

The answer...

FIND A NEED AND FILL IT

This chapter is the heart and soul of the “The Great Ezine Experiment” so pay close attention to what you’re about to read....

The beauty of publishing your own newsletter is that you have hundreds (and later, thousands) of people you can talk with to discover their wants and needs are. But how do you do it?

Answer: Just ask!

That’s right, just ask them. Send out a survey that simply says, “What’s the number one problem or need that you have in regard to hang gliding?” (Or whatever your niche is.)

You can put this message in your ezine month after month until you feel that you have a suitable number of responses. Another option is to use a survey service such as Survey Monkey to host your questionnaire. It’s a fast and simple solution, and best of all **it’s free.**

Here’s their URL --> <http://www.SurveyMonkey.com>

Once you have collected the data, look at it and find out if there is any way that you can solve the problems or fill the needs that they have brought to your attention.

This task is going to require some creativity on your part.

There will be some requests that you can’t possibly fill at this time, either because of monetary restrictions or because readers are just asking for the impossible (which will happen, by the way...I promise). When you come across these impossible requests, don’t throw them away. Instead, store them someplace and come back to them at a later date. ***Who knows what you’ll be capable of accomplishing in a year or even 6 months!?***

Now as for the requests that are feasible, separate them into three categories:

- 1. Problems that can be solved by products that are already selling well.**
- 2. Problems that can be solved by relatively unknown or poorly developed products.**
- 3. Problems that can only be solved with the creation of a new product.**

Your tendency is going to be to start with category #3, simply because it seems more exciting. But trust me on this one, product creation and rollout is no simple task, and if you're still fairly new at online marketing and selling you're going to have a difficult time.

Instead, I would suggest starting with #1. If your subscribers are all complaining about something that you know can be solved by someone else's product, don't try to create your own right off the bat – sell theirs!

How can you do this?

Well hopefully the owner of the product already has an affiliate program, and if that's the case, just join up and start promoting it. It's a quick and easy way to bring in some extra cash.

If, however, the product owner does not have an affiliate program, approach them about doing a joint venture with you. To do this, just send them a quick email letting them know that you would like to market their product, free of charge, in return for a percentage of every sale. Shoot for 50% on lower priced items, but never go lower than 20 or 25% unless the product is **incredibly** expensive. If the person agrees, you're ready to roll. If not, move on because that's not the kind of person you want to do business with anyway.

Once you exhaust everything from category #1, it's time to move on to category #2. Like I said earlier, ***category #2 products are defined as products that can solve a problem or fill a need, but are poorly developed or not marketed effectively.*** For these products, my suggestion is to try to purchase the full resale rights from the current owner. Chances are they're already disappointed with their sales, so the idea of someone paying a rather large sum for their product will be appealing.

Now I'm not going to lie, resale rights (especially on tangible products and software) can be **very** expensive. So you may be wondering "Where is this money going to come from?" Well if you've done what I suggested for the products in category #1, you should have *some* money coming in from affiliate sales. You should also have some capital saved up like I suggested in the "System Requirements" earlier.

Also keep in mind that resale rights don't have to cost you an arm and a leg. Many times people will give-away their product for next to nothing as long as it still references them as the creator. That way they get some added exposure from your sales.

You can also try to barter things like free advertising in your newsletter or maybe other products you already own. *The key is to use your imagination!*

SIDE BAR: There's a great manual on the market that specifically addresses how you can get reprint/resale rights for free. It's called "How to Get Reprint Rights to Products Without Paying a Dime!" and you can get more info about it by going to:

--> <http://www.SiteSightings.com/qfrr/>

Once you've gone through all of category #2, you should have both affiliate products and some of your own products for sale. And the best part is that you know these products are desirable to your market, because they already told you!

At this point you should have a small monthly income rolling in. It won't be enough to allow you to retire, but it will help you move on to category #3.

In category #3, you will begin developing brand new products. This is a short report, and its intent is not to teach you product development. For the actual thought behind the development, I can point you to two of my favorite resources:

Software Secrets Exposed – If the product you plan to develop is software related, this manual is a must-read. Its author, Ben Prater, does a wonderful job of breaking down the software development process into small, understandable pieces that are suitable for newbies and professional developers alike.

Use the link below to get more information about this manual:

--> <http://www.EzineExperiment.com/softwaresecrets.htm>

The Ultimate Million-Dollar Idea Generator – Sometimes, the toughest part of product development is coming up with the idea. Well if you want to create high-profit *info-products*, then this ebook by Jeff Gardner is exactly what you need. If info-products are your thing, then Jeff's ebook is a must.

Here's how you can get it:

--> <http://www.EzineExperiment.com/ideagenerator.htm>

This last category may take you longer to complete, but the rewards are much greater (and I don't just mean financial).

Ok, let's run down those steps one more time:

- Locate quality products, join as an affiliate, and begin marketing those products to your list.
- Use the money earned from the affiliate products above and your starting capital to purchase the rights to other great products. Then market those products to your subscriber list as well.
- With the money you have rolling in from your affiliate sales as well as your other products, develop your own products from scratch.

Take a good hard look at all of the successful people on the net. If you notice, they incorporate all of the steps above into their own business. This allows for a more diversified product line, as well as backend products to sell at a later date.

And that's how you make large sums of money on the internet.

It's not with one product, but many different products that you can market to your customers time and time again.

And to think, it all started with just one simple little newsletter. :-)

LATHER, RINSE, AND REPEAT

But it doesn't stop there...

Don't think that you're done just because you've completed the steps above. Each month you should make a point of adding one new product either through affiliate programs, purchasing resale rights, or rolling out new products of your own.

SIDE BAR: Just remember that each product gets its own website and domain name. I know you'll be paying quite a bit for hosting at this time, but trust me, you won't mind a bit. :-)

Keep looking for needs and ways to fill them, and before long you'll be rolling out product after product. And if you keep delivering quality products and your customer service is exceptional, you'll have hundreds of raving fans who purchase every product you put out.

And do you remember above when I talked about your opt-in list allowing you to "profit at will"? This is exactly what I was referring to. Each time you roll out a new product, or join a new affiliate program, you can send an email to your list recommending it. And if you know what your subscribers want and need, and you pick products that you know meet their needs, it'll be like printing money every time you send out an email.

Does that sound exciting? Trust me, it is!

WRAP-UP

If you do everything that I've outlined in "The Great Ezine Experiment" then you should have the following things going for you:

1. A pre-existing customer base of hundreds, or even thousands of people who are interested in your area of expertise.
2. Establishment as an "expert" in front of your subscribers because you have been delivering valuable content to them for months.
3. The trust of your subscribers.
4. A good understanding of who your subscribers are and what problems/challenges they face in their lives.
5. A product that can solve their problem or challenge. (Either your own or one that you recently purchased the rights to.)

Once you're there, **all that's left to do is to bridge the gap between your subscriber's problems and your solution. Do that and you'll be well on your way to Internet marketing success.**

I'm confident that if you follow the steps I've laid out, you WILL succeed. All you have to do is to pick a topic that you love, and that you KNOW there is a market for. Please understand that if you pick a topic that only two or three people know about, you're severely limiting yourself and lessening the chances that you will succeed.

By contrast, if you pick something that EVERYONE is trying to do (like becoming an Internet marketing "guru") you limit yourself even further because of all the competition you'll be up against.

And above all else, *you MUST have your own product if you want to succeed.* I really can't stress that enough.

You have to make a name for YOURSELF - NOT SOMEONE ELSE! Affiliate programs are great for backend sales and as small revenue boosters in the beginning, but by and large you WILL NOT make a comfortable living online unless you have your own products.

DECISION TIME

And so now I bring you to a bit of a crossroads my dear reader...**what are you going to do?**

I can tell you that if you do nothing, you'll be no worse off than you are now. Look at your current situation. If you're perfectly happy with your lifestyle then you may not have enough of a reason to really put forth the effort that this will take.

If, however, you're fed up with not earning the kind of income you know you're perfectly capable of earning, or not having the free time that you wish you did, then I'd say you have enough fuel to be a success on the Internet or any other business for that matter.

Keep in mind, however, that fuel doesn't do a car any good if the car's owner doesn't turn the key. What I mean is: **You have to make a decision. You have to decide that you're going to go for this, and no matter how long it seems to be taking you're going to stick it out.**

I wish I could make that decision for you but I just can't.

If you decide you're willing to make that decision, then here's what you need to do:

1. If you don't have any money, **START SAVING**. Cut out everything that isn't absolutely necessary. For instance, just canceling cable is often all it takes to get the money to afford a domain name and a quality web host each month.
2. Decide on a topic that you love, have some experience with, and that you know there's a market for.
3. Come up with a clever and unique way to present it in the form of a newsletter/ezine. I, for one, was tired of all the marketing ezines that just had an article or two in them. That's why I created "Webs Worth Watching." It's unique, and yet still targets my desired market which is ebusiness owners and webmasters.
4. Make a website to "sell" your newsletter.
5. Start advertising your ezine with what little money you have. Be sure to test and hone your ads along the way.
6. Decide on a launch date (preferably when you have a few subscribers) and publish your first issue.

7. Ask and listen for your subscribers to tell you what they want and need. (Especially what they *want*, since people don't always buy what they *need*.)
8. Seek to fill that need with affiliate products and products of your own.
9. Market those products again and again to your subscriber base while at the same time providing value with your newsletter content.
10. Continually roll out new products and repeat the process over and over again.

There are, of course, many more steps, but if you promise to get the ball rolling, I promise to walk you through them. I mean that. **If you can show me that you have already begun the steps that I have laid out above, I will help you with any question you have free of charge.** Seriously...here's my email address:

mailto:Ryan@SiteSightings.com?subject=Walk_Through_Offer

Just tell me that you read this report and that you're taking me up on my "walk through" offer. If you do this, I promise that I'll answer all the questions you have that relate to starting your own online business using ezines. (Assuming you have completed the steps above.)

Give it some serious thought and get back to me. :-)

Until then, I wish you the best with your online business, and hope to hear your success story very soon. Take care.



Ryan Deiss

Founder of [Softniche Solutions](#)
And the "Webs Worth Watching" Newsletter

P.S. Don't forget to check out the newsletter that started it all, "Webs Worth Watching!" You can subscribe by going to:

--> <http://www.SiteSightings.com>