

Online Autopilot Wealth Guide: “Your First Step To 6 Figure Autopilot Incomes Streams & Financial Freedom!”

# Autopilot Wealth Creation

**...Basics Made Easy For You**

*A Beginner’s Guide To Attaining Time Freedom And  
Financial Freedom By Creating Leveraged And Passive  
Wealth Online And Putting It All On Auto play....*

Time Freedom & Financial Freedom - Meet Here

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## **Chapter 1**

**“Are you ready to convert your annual income to**

## **your monthly income online, using leverage and automation?”**

Not everyone makes money with a regular and boring 9 am to 5 pm job. Isn't it amazing?

We're now in the **Information/Digital age** where millions everyday are breaking free from the shackles that bound them to an office or a cubicle of the Industrial Age.

With today's computer technology and Internet accessibility, earning incomes online is a powerful choice for individuals.

And anyone can do it. Your age (17 or 67?), race, nationality, location, sex or background doesn't matter.....it's a truly level playing field.

**There are millions of people worldwide, right now, making a full time income on the internet right from the comforts of their own homes....**

These people are smart. You know why?

- 1. They work and earn money for themselves and not their bosses.**
- 2. They earn incomes in a leveraged manner and as passively as possible today, without trading their time (irreplaceable resource) for money (replaceable resource) – make more money with less effort.**
- 3. They set their own working hours, vacations and holidays.**
- 4. They don't waste time commuting to and from their workplaces.**
- 5. They have more time for family and friends.**

6. They're **location free - work from home, beaches, coffee shops, parks** or from wherever they choose.
7. They **accumulate wealth while paving their path to time, financial and location freedom.**

## **Does this sound like something you'd like to be doing?**

We hear a resounding yes! Why else would you have bought this guide?

**Warning!** On the other hand....If you're not serious about creating an income online then please stop reading this now!

This is the beginner's **GPS** to online wealth creation in a leveraged manner....and putting it on auto-play.

We wrote this e-book with the purpose of teaching newbie's how to **create serious incomes using simple online business methods that are tried, tested and proven over time to work.**

We've put in a lot of effort creating this guide because we've been in your shoes before and know 100% that this works. We've been there, done that and now we've created a roadmap to follow so you won't have to re-invent the wheel.

## **We want this to work for you....**

We've worked hard in putting together this e-book and we want you to take action.

You absolutely need you to promise yourself to apply what you learn here, if not you'll be simply wasting time reading any further.

On the other hand, our promise is to deliver you the exact steps we've taken while building our online business empire. We still get kicks from calling it that... "our online business empire."

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This should give you an idea of what’s possible for anyone working a business online....

**Here’s some of our online business merchant accounts “paychecks” ....**



In the next few chapters, we’ll be teaching you the skills that you absolutely need to know in order to create your own income online (and then maybe you’ll take your publish your own online paychecks as well?).



Now, you most likely are one of the following .....

**A corporate professional or employee thinking of escaping the 9 to 5 J.O.B (Just Over Broke) and corporate rat-race....**

**A network marketer/ MLM'er tired of the hotel meetings, drawing circle's on boards and in homes and making lists of family and friends?**

**A mom looking simply to spend a lot more time with your**



**kids at home, while not sacrificing your income....**

**Or you've already started your journey to time and financial freedom leveraging the best tool on the planet (The Internet), but just haven't found the proper vehicle or guidance?**

If you answered yes, to any of the above categories or if you're simply among the over 40 million people worldwide looking to earn incomes online....Great!

Here we will teach you all the essentials of setting up and running a successful online autopilot business from scratch.

We hope you are as excited about doing business online as we are in having you here!

## **The 7 important reasons why people decide to start an online business....**

● **Reason 1: Very low start-up costs, capital investment and time requirements....**

An Online business has substantially lower startup costs than a real world

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“brick and mortar” business. To get started you need a sound idea, Internet access, a domain name and hosting.

**For less than \$100 you can have a fully functional business set up and running within 24 hours**, if you know how to do it.

Compare this with the monthly costs of renting offices, warehouses, factories or other business facilities. Add to it, electricity, utilities, gas bills, employee salaries and all of the overheads of running an industrial age business versus a digital age business online.

More importantly, it’s the time it takes to set up a “brick and mortar” business.

**Do the math:** If you invested \$100 and 1 month to fully set up your online business and earned only \$200 from it’s sales, you made a 100% ROI (return on investment) in 1 month!

Compare this to investing a minimum \$100,000 on a “brick and mortar” business and at least 6 months in time. You need to profit a lot more and quickly to generate the same 100% ROI as your online business.

● **Reason 2 - B.Y.O.B – Be your own boss and choose your own working hours....**

Your work timings are not fixed from 9 am to 5 pm, or 9 am to 9 pm if you owned a traditional small business. You can work at your own convenient timings as you are your own boss.

Hey, just imagine – **No alarm clocks - you don’t need to get up early and rush to your office.** You are not bound within the confines of an office space or cubicle.

You don’t have a boss to report to every week or month. You don’t have deadlines to meet and you don’t need to be insecure about being fired!

● **Reason 3 - Work from home sweet home! or choose your own workplace....**

Simply think about how much time you’ll save with commuting to your

workplace. Let’s say 2 hours daily?? (trying to beat the rush hour traffic, thinking about whether you might just be late for that meeting at 10 am or whether you can reach the movie on time?).

You do the math. 2 hours a day spent in commuting. That’s about 530 hours a year! – **22 full days in a year you spend just commuting!** Instead, you can find yourself using that time productively and enjoying it too.

How about a 2 minute commute from your bedroom to your home office? The Internet today is mobile. You can actually run your business from the beach or from a coffee shop! It’s true – we do it all the time.

#### ● **Reason 4 - Automate your income**

Thanks to technology and to the Internet your online business can be fully automated. Since your business is on the Internet you don’t need to close shop at 5 pm or on holidays.

From product presentation (the website itself), information inquiries, pricing, payment processing, order fulfillment and customer service can all be automated. The payments from your online payment processor can also be deposited directly into your accounts.

Your business is working for you 24/7 365 days of the year, even on Christmas and New Years! Any potential customer from some place in the world can access your site at any time of the day or night, generating income for you probably even as you sleep!

You are able to leverage on low cost software and the Internet infrastructure to accomplish more and more with lesser and lesser work, compared to a brick-and-mortar conventional business.

#### ● **Reason 5 - Own multiple businesses online without employees!**

You can operate multiple Internet Businesses as a one-person Internet Business owner, since the cost of setting up and running an Internet Business is so low.

You can do this individually without any hired employees, as the Internet Business operates on its own most of the time. This saves you the usual

employee-related issues such as vacations, insurances, promotions or incomplete work.

### ● **Reason 6 - You get the tax savings of a business owner**

When you work a job, you get paid a salary, you pay taxes and then you get to spend and save from what's left, after taxes. But, when you own your business, you earn, you spend first and then you pay taxes on what's left.

Your tax savings over time is massive.

### ● **Reason 7 - Reach a global rapidly growing marketplace**

The Internet gives you immediate access to a global market. Regardless of where you're located, consumers from Mc Lean Virginia, Guangzhou China, Melbourne Australia or Hyderabad India will have equal access to you.

If you own a clothing store in manhattan, you're market is limited. It's one of the most densely populated places in the world and thousands may walk into your store daily but your market is still limited by geography.

With your online business you can have hundreds of thousands of people accessing your business and purchasing from you without restrictions of location.

### **..... and it's getting bigger even as you read these words...**

There's approximately 1.7 billion Internet users.

Over 40 million of those users are looking to earn incomes online.

Every 2.2 seconds there's another new person using the Net.

Every 11.6 seconds another new person starts a home based business.

These numbers are growing faster then ever before.

It's easier now than ever before to transact online. People are more comfortable interacting and paying online than ever before. These are upward trends for online business and e-commerce.

China and India have a combined population of over 2.5 billion people and less than 350 million Internet users. Those numbers are changing with China overtaking the US with the number of Internet users for the first time in

2008. We’re only at the tip of the iceberg with where this is headed.

Plus there’s a whole generation of high-school and college students, ready to graduate that never want to go out and punch time clocks like their parents did. And they know the Internet like their backyard.

These are reasons enough to start your own Internet Business. By now, we’re sure that you have already made up your mind and decided whether starting an Internet Business is for you.

If you’ve absolutely decided that it’s for you, then ..... Shall we begin?

## Chapter 2

# **“The fundamentals of setting up your profitable online business from scratch and putting it on Autopilot in 24 hours”**

In the last chapter you read about how starting an online business was the best vehicle to creating wealth while freeing up your time and resources to do the things in life you really want to do....

In this chapter you’ll learn about the basics you need, that anyone can use to **set up a fully functional online business within 24 hours** and start earning revenues, almost immediately thereafter.

Before we go into the more advanced specifics of implementing your business, we need to build a strong base and ensure that you’re very familiar with the fundamentals.

The stronger your understanding of these basic tools and resources, the better you’ll be able to implement your online business.....so pay close attention to the concepts that we’re about to teach.

Let’s start with the first most basic question....

## **How can I (as an individual) use the Internet to do business and make money?**

The Internet is a global network of millions of computers all connected to each other. These computers can share information, process data and conduct transactions in real time. As against the prevalent idea, the Internet is still in its infancy, especially in the domain of e-commerce (transacting business online).

For individual’s such as yourself, the internet is becoming more accessible day-by-day, starting with your PC’s and Mac’s to your cell phones and PDA’s, entering every aspect of your life. So much so, you can stay connected to the virtual world even when you’re traveling.

Most of us have used the Internet to at least send and receive email, read online papers, download music or video files....but few people have understood the power of the net for an individual to earn serious incomes and build wealth.

An Internet connection makes for easy and efficient information sharing with other users worldwide within seconds. This translates into **an easy tool to market your products or services to others and earn money in the process at a very low transaction cost!** Simple.

You can set up your Internet business so that marketing information can be sent to your prospects 24 hours a day, 7 days a week, 52 weeks a year.

This can prove very effective as its users are all over the world, living in different time zones. This system works mainly via a Website and E-mail. **The good thing is anyone can set it up – no technical background required at all.**

Now, here are the **5 requirements** you absolutely need to get started from scratch.....

### **1. Domain name. What’s that?**

Your Domain name is the Internet address of your website. It looks like this:

[www.yourname.com](http://www.yourname.com)

Once you select and register your domain name, you'll have exclusive rights to this name. No one else can register the same domain name just as there can never be two houses with the same address. Your Internet Business name can also be your Domain name.

## **2. A website that sells ...**

Think of a website as a source of information, a brochure or better yet, a sales letter but in electronic form, accessible on the Internet anywhere in the world.

**Your website should be your “virtual office”, salesperson (informing, telling and selling your prospects) and cashier that are always working for you on auto pilot.**

Your website will present your products and your business and also sell it effectively via marketing copy, audios, videos, flash presentations and graphics.

People can view your website for your products, watch and listen to your presentation and purchase from you, via an Internet Browser, virtually, without going in person to see them.

Your goal is to get **high conversion rates (= total buyers/ total visitors)** from your website and we're going to teach you how to do just that in the next chapters.

## **3. Web hosting to park your site ...**

Your website rests on the hard disk of a big computer called a server that is connected to the Internet 24 hours a day. This server is the host of your website.

A server can host many websites at a time. Don't worry ...you won't have to go looking for a server to host your site. There are several companies that do web hosting. For now's purpose, just know that you need a web host for your site.

## **4. Email to sell and get paid ...**

E-mails can be sent free of cost worldwide and can be used quite effectively while doing business online. **Yes, you can actually sell and get paid via email.**

The same e-mail can also be sent to many people at a time by just copying and pasting thus increasing your business effectively with a significant reduction in your operative costs.

In the next chapters we're going to show you exactly how to use email to make money efficiently and on auto pilot...

## **5. Autoresponder....What's an autoresponder?**

An Autoresponder is a program that will automatically send out multiple pre-written e-mails once it's been set up to follow-up with your prospects sequentially.

You can specify the time gap between each pre-written message. **This is the most effective tool in following up with your prospects on auto-pilot.**

This saves you the task of following up with your prospects or clients on the phone or by mail. When your email messages have been set on your autoresponder and your clients have opted in to receive messages from you via your website, sending them e-mails regarding your products and services is easy. The autoresponder does it for you.

An autoresponder message can also include audio's and video messages to sell your prospects. This eliminates the need of hiring salespeople.

**Your autoresponder can be used to compile a database of**

**customer interests in your products or services and then automatically send them e-mails and messages concerning that particular product or service, thereby completely automating your sales follow-up system.** Hence using an autoresponder that does it all for you can be a big advantage.

Now, to help you understand the most commonly used terms pertinent to online business; here’s a basic “**Internet Glossary**” for you:

These brief basic definitions below will give you an idea of the resources and tools you’ll be using:-

**Download** – transfer of information from the Internet to your computer.

**E-mail** – one of the most popular features on the Internet using which you can send and receive letters instantly. You can use it for business to make money!

**FAQ** – Frequently Asked Questions.

**File** – any computer document you work with. You can send any type of files over the Internet to just about anywhere in the world.

**FTP program** - FTP is short for File Transfer Protocol. An FTP Program makes it possible for you to send digital files to your website’s host directly from your computer through the Internet in order to get your website ready for viewing. This program also allows you to edit and delete existing web pages and images

**Java** – a programming language used to distribute digital information. Since Java is compatible with most computer operating systems, it is ideal for something as varied as the Internet.

**Log In** – connecting to the Internet.

**Mailing list** – a list of people who want to get information about a specific subject (e.g. person, place, products, services, etc.) over e-mail.

**Netiquette** – from net and etiquette, it simply means appropriate behavior on the Internet.

**Newsgroup** – a place where anyone can post and retrieve messages regarding a single topic. You can either read or join the group with your own news, views and comments.

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**URL** – Uniform Resource Locator. Also known as website address. E.g. www...

**Web browser** - A web browser or Internet Browser is an application that allows people to view your website. Examples are Internet Explorer, Google Chrome and Mozilla Firefox.

You now have a pretty good grasp of the 5 essentials that are required to set up an online business from scratch. These are the fundamentals and will help you set up a fully functional business online.

And that’s right....it can be done in 24 hours! In the next chapter, we’ll help you choose a profitable online business model. Just as in the real world there are infinite ways to earn money online and at the same time....there’s infinite ways to loose money online.

It’s very important to cut through the fluff and get to the gravy. This next chapter will be EXTREMELY helpful in showing you the process of finding a profitable online business model.

We also want to mention a one stop solution that has allowed thousands of newbie’s to get started and profit online: [Online Autopilot Wealth](#) fully sets-up your business allowing you to profit within 24 hours.

But, first let's get you a nice solid foundation built with what we’re teaching you in these chapters. Then, you can use [Online Autopilot Wealth](#) to set up your own online business within 24 hours and start earning an income while learning everything there is to know about setting up and successfully operating businesses online.



## Chapter 3

## “Picking a profitable online business model”

Remember, we're building a very strong foundation in these first few chapters, so that when we get to the more advanced topics later on, you'll be able to truly follow and use them to start making money soon! So let's get started...

The next thing to do on the list is to choose the right Online Business Model. Now this is crucial to your Online Business success. The Internet Business Model has to be right for the type of product or service you're offering to your customers.

Also, remember that our goal with this book is to become time and financially free. Not to buy ourselves another J.O.B via a business. The right business system is critical to accomplish this goal.

When choosing the right Business Model, you'll want to pay careful attention to the following factors:

### ● Profit Margin...

**The higher the profit margin the better.** Simple. If you can make a 100% profit on product A and 10% profit on product B, which product would you sell? Simple answer – A.

Now, how many products have a 100% profit margin you may ask? The answer is digital and information products.

### ● Total Profit...

Besides the profit margin, the products in your business should have the potential to produce higher total profits.

This basically means that **your products are affordable to the masses**

= **large volume sales.** This is like taking the Walmart approach online.

## ● **Delivery...**

Any physical product/ industrial age product will require shipping and handling. This requires a physical product storage location, packaging, shipping and tracking.

Shipping and handling adds to the cost of the product and is oftentimes a deterrent for customers who will prefer to pick up the products from physical stores themselves to save on the extra cost.

A percentage of your products that are shipped out will be returned due to physical damage or defects. International shipping further increases costs and complexities.

If you were able to sell products that completely eliminates the need for shipping and handling, would you do it? Absolutely! **Digital and information products do not require shipping and handling. They are immediately accessible and immediately downloadable. They cannot have physical defects and they don't cost extra to download.**

**And, these products are accessible equally and instantly from any part of the world** – as long as you have internet access you don't need Fedex or any other “snail-mailing” service. That's another reason why digital age products such as e-books, e-seminars, e-software and webucation (web education) are growing exponentially.

## ● **Customer Service...**

Customer service and satisfaction is very important after the sale is made and to retain existing customers and develop a wider customer base.

While our goal is keep our customers satisfied with their questions fully answered and their needs met, we want to keep our customer service as accurate, efficient and effective as possible.

Also, we understand that ineffective customer service involves costs

which in turn increases product costs to our customers.

Having a call center handle customer service adds costs and requires tracking of efficiency and customer satisfaction.

**With an online business, you have the advantage of being able to provide effective and efficient support via a online support center which fully and completely answers customer queries and provides support.**

This can make the difference between plunking down lots of money on ineffective customer service or providing targeted customer service that specifically addresses and resolves customer questions.



## Chapter 4

# **“Setting up your online business to work and make you money on Auto-pilot”**

In chapters 2 and 3 you’ve learnt about the fundamentals required to set up a fully functional online business and also how to choose an online business model that is profitable.

Once you have the basic requirements and have chosen your online business model you’re now going to set up your online business to start working and earning your incomes.

We’re going to take you through a **simple 5 step process** that will allow you to set up your own fully functional online business.

So here goes....

## Step 1: Get your domain name...

Now you're quite familiar with a domain name. You also know that your website address can be the name of your Internet Business as well.

Having a good domain name gives your business respect, credibility and a foundation to begin with.

You're also aware of the importance of getting a good domain name for your business.

### So let's get to choosing your domain name....

When choosing your domain name, these are the **3 key factors** to cover -

#### 1) Get a good extension

The common ones are:-

**.com** - stands for commercial / community. The most used domain entity on the Internet. (Recommended for your Internet Business)

**.net** - stands for network.

**.info** - information

**.org** - stands for organization. A lot of online communities use this domain entity.

**.gov** - stands for government. All government web sites use this domain entity.

**.biz** - stands for business. Recommended for your Internet Business.

.com (dot com) is still the best. If you're looking for a site knowing only the name of the business e.g. google. Would you try google.biz first? So, get a domain name with a .com extension – it's most widely used and accepted worldwide.

You can get a .biz, .info, .org etc. if you have a very good reason. If your site provides only information about a particular topic, then a .info is perfectly

okay.

## **2) Keep it short**

It’s much easier to remember and type – avoiding typos and spelling errors which frustrate your prospects causing you to lose web traffic.

It’s best to keep the domain name between one to three words.

Unless the domain name is unique like “google” your chances of getting a meaningful two word domain name are stiff.

## **3) Descriptive of your business**

Your prospects should be able to get an idea of your business from your domain name. That way you’ll get more targeted customers clicking on your url to get to your site. It’s also a good branding strategy and easy for prospects to remember your business.

You can get a non-descriptive domain name like “yahoo” but also be prepared to spend millions of dollars in branding and marketing to let your prospects know what your business is about.

Currently, you can get a .com domain name for between \$8-\$10. [Godaddy.com](http://Godaddy.com) is a domain name provider that’s reliable and inexpensive as well.

Check the registration of the domain name. If it has been registered by someone else, you will have to change your domain name.

While registering domain names, make sure you have a few extra names in case the domain name you want to use is not available. Remember, there can never be two houses with the same address.

## **Step 2: Get suitable web hosting for your site...**

The next step is to finalize a web host. Any business needs a place from where it can operate. A conventional business can be run from rented space in an office or shopping complex.

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In the case an Online Business, you have to locate virtual space. This can be done by creating a website and finding a host for your site. It’s the “virtual space” where your site sites.

A web host company that makes your site available 24/7 (24 hours a day, 7 days a week) by maintaining it on a Web server.

So now you’ve registered your domain name and now it’s time to pick a good webhost for your site.

### **How to choose your web host?**

Hosting fees range from \$10 a month to as high as \$400 a month. You have the option of hosting your site for free as well but you’d have to allow them to put ads on your site.

You’ll lose customers that way and sometimes to competitors ads on your site!

When sourcing for a good web host, you want to make sure that your host allows you sufficient bandwidth to host your site and can handle large numbers of simultaneous visits (also known as hits) to your site.

You also want to make sure that your web host offers a variety of related services, including some or all of the following:

E-mail addresses. You should be able to get email address also related to your domain name.

Web page software. Some web hosting services also include software for web page authoring and editing.

Multimedia / CGI scripts. Some web hosting services serve complex and memory-intensive content such as RealAudio sound files or RealVideo video clips. They also allow you to process web page forms that you include on your site by executing computer programs called CGI scripts.

- Shopping Cart software. Most services offer you web page forms that you can fill out to create items for sale and offer them in an online shopping cart.

Site statistics. Site statistics give you an idea of how many visitors you

have received on a daily and monthly basis and you also get to track more specific data such as where they’re coming from and their activity on your site.

Shopping and electronic commerce features such as Shopping Cart software. Most services offer you web page forms that you can fill out to create items for sale and offer them in an online shopping cart.

### **Step 3: Setup your website....**

Once you have your domain name and you’ve found a hosting service to situate your site, you should set up your website which is the core of your online business.

**It is your virtual office, your salesperson and your billing department working for you 24/7. The purpose of your online website is to SELL. Nothing else!**

In the real world when customers walk into a store to look at a product they do one of two things –

1) they buy

or

2) they don’t buy

If they buy, you process their order and charge them. If they don’t buy, they leave the store and they may or may not return again. On your website you carry out the same process – automated.

If your prospect buys from your website, the order is processed and their credit card is charged. If they don’t buy, however, you can still capture their name and email and follow-up with them via an autoresponder (as we’ve already discussed in chapter 2).

In fact most people don’t buy on their first visit to your website. But their visit and their entering their name and email on your site capture’s their information as a potential targeted buyer and your follow-up messages substantially increases the buyers from your “list” of subscribed prospects.

## **Turn your site into a top notch closing salesperson.....**

The focus of your website is the sales letter. **Compelling sales copy combined with audios and descriptive videos will bring you buyers via your site 24/7 from all over the world.**

Remember, words and content make sales and not fancy looking sites. We will walk you through tried and tested techniques for creating some of the best web content which will turn your visitors to customers.

Your website must be treated as a sales letter, not a brochure. That’s because brochures don’t sell. Brochures just inform viewers of a product or service. But they won’t help you make a sale

### **Create a unique selling proposition (USP) for your website....**

Start by choosing one single benefit for your product that makes your business stand out from the crowd. This is your **“unique selling proposition”**.

**Your sales copy has to have a compelling reason for your visitor to do business with you instead of any of your competitors. The benefit must be stated clearly and create a desire in the buyer’s mind.**

That is very important because the purpose of your Internet Business is to convert visitors to customers by providing them with the unique benefit that they can’t find elsewhere.

### **Attention Grabbing Headline....**

On an average a visitor takes between 5 to 10 seconds after clicking on your site to decide where or not to stay. If you can’t capture the visitor’s attention in that time you may loose the visitor for good.

An attention grabbing headline that clearly spells out why the visitor should stay on the site and read further is very important. The headline can make or break your sales letter!

Let’s assume you’re selling an instructional video on how to play the guitar professionally. Your headline must contain an actionable benefit like the following:

**“Learn To Play The Guitar Like A Pro In Just 36 Days, Without Spending A Fortune In Time And Money On Courses That Leave You With A Headache”**

Guitar enthusiasts would definitely stop dead in their tracks and read on to learn more about your product. You’ve mentioned 14 days which is a quantitative benefit for someone who wants to learn quickly and doesn’t have the time to dabble around trying to learn. It shows you mean business and action.

The headline also takes away the fear of having to spend large amounts of money for this product unlike other courses or tutorials where the results might not be suitable despite paying big money!

Stress the benefits!

A “mission statement” or “about us” won’t help! Nobody cares. Your visitors want benefits. What can the product do for me? And right now?

Can it save me time?

Can it make me money?

Can it cure my headache?

**WARNING:** Do not make any false statements or any promises that you cannot deliver, in your sales letter. This is a very important business practice without which you’ll lose credibility and develop a bad reputation that can kill a business.

For instance, if this product cannot enable its students to be a Guitar pro in 36 days, then the product should be described otherwise or not make into the sales copy. Period.

The **sub-headline** will encourage your visitors to read further. After you’ve succeeded in getting their interest, use sub-headlines to highlight the benefits and features of your product.

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Support your claims and benefits with **testimonials** from satisfied consumers who benefited from your product. Testimonials help establish good credibility. Write in a **natural and conversational style** as if you were speaking to your prospects explaining them the product.

**Free offers, bonuses and previews** are effective. In the above example, offer a free preview clip of your instructional video or audio for your visitors to watch on the website.

Always have a **call for action** – make it dummy proof. For example “click here to order now” or “click here to get started now”. Don’t let your prospects guess. **Ask for the order** and make the order process clear and simple. Any confusion will loose sales.

**Create urgency** - for example - give our bonuses, special promotions or packages for your first 100 buyers or subscribers. Establish a time limit to the promotion and make sure it’s a credible promotion and not just fluff.

Creating a sense of urgency with a time limit will encourage your customers to make the purchase before leaving the site. Once an interested customer leaves the site he may never come back again.

### **Step 4: Set up an online payment processor...**

Now you’ve got a hot selling website up and running and proven sales copy for your product, but you can’t take orders unless you set up an online payment processor. 95% of all online payments are made via a credit card.

The internet is all about instant access and the same goes with payments. Your online sales can increase by 400% after you’ve provided your visitors with a convenient and clear online payment process.

Credit Card Payment Processors accepts credit card payments for you deposits the amount within 3-5 business days via a transfer to your local bank account.

Some reputable Credit Card Payment Processors you can use are:-

2CheckOut - <http://www.2CheckOut.com>

iBill - <http://www.ibill.com>

PayPal - <http://www.paypal.com> (this is the best one)

## Now, how do you build the website?

On the technical side, you can choose from three ways to create your own web pages:

### 🔧 Do it yourself (D.I.Y.)

If you're not a programmer, or professional web designer that knows how to use web tools like Macromedia Dreamweaver, Microsoft FrontPage or understands html, you can use free site builder tools. [Yahoo Sitebuilder](#) is a reliable free site building tool that allows you to simply drag, drop and type in your web content.

### 🔧 Hire A Free Lancer, Professional or Internal I.T. Team

A lot of beginners are intimidated with creating a website. The good news is that you don't have to do it yourself! Now if you don't know how to create web pages or if you have the time to invest learning how to do it, you can hire professional help as learning the process can be time-consuming. Yes, this can add to the cost of your initial investment. But this option can be your best value for time and money in the long run. [E-lance.com](#) can help you find a freelance developer or a company that will build your site from ground up and set it all up for you.

### 🔧 Go to [www.onlinemillionaireuniversity.com](http://www.onlinemillionaireuniversity.com)

If the above two methods are not for you – don't sweat over it. This 1 stop online business training system has been set up to remove not only the technical barriers but also eliminate risks for aspiring but clueless Internet Entrepreneurs at an affordable price. This suite provides all the Internet Business tools and services including your own tried and tested high converting website, Setup Sequential Autoresponders, Mailing List Broadcaster, and everything you need to get you starting your Internet Business quickly!

## Step 5: Marketing your online business....

We've written several books on marketing online but for now's purpose,

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to put it in short, marketing your website essentially means putting it in front of your prospects.

On the Internet, it's called **getting traffic to your site**. Think about it this way – if you owned a real world candy store or pizzeria how would you market it? You would advertize and bring people into your store right? Now, if 100 people walk into your store, will all of them buy? No! Of course not. But at least 10-15 will buy.

Now marketing on the Internet works the same way. **If you drive 100 prospects to your website, 1 or 2 WILL buy. It's pure statistics** - so now, it's a numbers game. Number of Buyers/ Total Visitors to your site = your conversion rate. The higher your conversion rates obviously the better.

Next you must reach out to your target market. As a matter of fact, not all Internet Business Models depend on a good search engine listing. On the contrary, some of them are not designed to be listed by search engines at all! Therefore they require varied marketing strategies and devices that can put traffic coming to your website on Autopilot.

We use some a combination of quick traffic driving strategies for quick conversions as well as long term traffic building strategies.

We've mastered the most effective ways of driving targeted and qualified traffic over the years and our best work is accessible via the Online Millionaire University.

### **Tracking sales and visitors to your website....**

The goal of tracking is to determine the conversion rate of visitors into customers. This can be done easily with a site statistic provided by your web host.

A good conversion rate from a Killer Sales Letter is 1 – 3% (depending on the price of the product). If the conversion rate is higher than 2%, it means that your Internet Business is extremely successful!

In contrast, if the conversion rate is less than 1%, you will need to take measures to make your site sell better. This will require more persuasive copy writing, a better web page layout or even something as simple as tweaking for a more attractive and effective headline (which is crucial in making or breaking

a sale!).

Your aim should be to improve the conversion rate from poor to excellent. Alternatively, you can use the facilities of counter services to track the number of visitors if your web-hosting doesn't offer a site statistic feature.

The best way to track your sales is by checking your Credit Card Payment Processor.

## Chapter 5

# “I don't have a product. How can I still make money?”

In the last chapter you learnt the **5 steps** to fully setting up a functional online business and putting it all on autopilot.

Our goal here is not to set up an online business so we can get ourselves another J.O.B but to set it up on autopilot so that it keeps working for us instead of us working for the business.

A business needs a product or a service but as a business person and a beginner you're thinking about how to start making money not how to start creating a product or service if you don't have one. Especially creating a digital or information product in the beginning can be time consuming.

So, we would like to take a HUGE MYTH out of the way. **If you think you MUST have a product to sell to make money – then you're absolutely wrong.**

Our focus here is on making the money and starting quickly, not on creating a product that's the next best thing since sliced bread. So, if you don't have a product or you don't have what it takes to create your own product,

don't worry.

### **You Can Still Make Money...**

You can still have a business online even if you have NO products to sell. No one should question this possibility since regular people have been doing this for several years.

“But how do we do that?” you're wondering. In the last chapter, you've found that the 5 steps have a lot to do with setting up a product-selling-orientated business. Next, you'll find out how people can still make their money even without having or creating their own product to sell.

## **Starting A Business Selling Other Peoples Products (As A Reseller)....**

Before we go any further, let's discuss whether this business is for you or not.

**This type of [online business](#) is for you if:**

- 🌀 You don't have your own product.
- 🌀 You don't have what it takes to create a product from scratch. Creating a product requires a degree of talent, skill and expertise in a field.
- 🌀 You don't want to create your own product or you simply don't have the time to do it!

You'll do well with this type of online business if you match one or more of the above statements. Now are you ready to find out how you can start your own resell rights business? If yes, Read on!

## **What Is This Business Model All About ?**

When you sell product(s) with resell rights you keep a majority percentage of the profit. You can either sell a product individually or you can sell a business system with a package or range of products to go with it.

In both cases the products have already been created. So you can either [sell the products or the business system as an Affiliate Business Owner \(ABO\)...](#)

## **What Is An Affiliate Business Owner (ABO)?**

The simplest and most effective way to make money online is to resell or refer customers to an already [established business system](#).

An Affiliate Business Owner obtains the rights to resell not just the products but the business that sells the products as well. The business is a digital franchise kind of like Mc Donald’s, which is a traditional “brick and mortar” franchise.

**An affiliate business owner, in the real world sense, can sell not just the burgers and fries but the franchise itself.** While Mc Donalds’ burgers, fries and value menu’s sell for between \$1 to \$10, the franchise can sell anywhere from \$250,000 to upwards of \$2 million depending on it’s location.

In the real world however, you can purchase the franchise and sell the products but you cannot resell the franchise itself. In the online world however, an affiliate business owner can.

### **What Are Resell Rights?**

Resell rights allow one to resell the product and keep up to 100% of the profits. You determine the pricing of the product since you own it once you’ve purchased it with resell rights.

### **What Do You Need From The Business?**

To start your [online affiliate business](#), you will need to have a high-quality business with resell rights products.

The first thing you should do is look to obtain a business with resell rights products to sell to your customers.

You want to carefully consider the following factors while setting up your

online affiliate business:

● **Tried, tested and proven business system...**

...the business system itself is very important. As in the real world where the “real money” is in selling the business itself eg. Blimpies, Mc Donald’s and Burger King, your online business will sell for more than the individual products when resold.

Since as an Affiliate Business Owner, you can resell the business itself, the business system itself needs to be proven, tried and tested and of high value.

● **Resell rights...**

...the products being sold by the business must have resell rights in order for you to sell and keep most of the profits. If the products have no resell rights, you can’t profit by selling them and most importantly you can’t use them to sell the business as well.

● **Demand....**

....is there a hungry market seeking for information or solutions found in that product you’re selling? It’s critical to identify the demand first and then sell them the product instead of creating or buying a product and then trying to find a market for it. Make sure the product the business is selling is in high demand.

● **High quality products...**

...poor quality products won’t make you any sales. Worse, it’ll hurt your reputation and credibility. The products need to solve problems of your prospects and provide substantial value.

● **Good sales letter and follow-up e-mails...**

...if the principal owner’s sales letter and follow-up e-mails don’t motivate you about the products, it’s highly probable that you will see poor results as a reseller since you will also be using the sales letter for your business.

Now, you know all that’s required to find a good business system and set it up to be fully functional and making your money on Autopilot. Millions of people are doing it everyday and we know that this is the way of the future for us in the digital age.

**The only thing separating you now from wealth and your journey**

**to time and financial freedom is "action" on your part.** Regardless of your current circumstances or current occupation you can get started. The next chapter is a bonus chapter that will help you do just that...."take action!"....

## 🌐 Chapter 6 (Bonus Chapter)

# "Making the transition - from now till financial freedom"

## Corporate Professionals and Employees....

Does the thought of another day at work upset you? You're not alone. You're among millions of people that dread that alarm clock, the Monday



mornings and getting up and going to work day after day.

Corporate burnout is rampant worldwide that these days and seminars are conducted on how to handle job burnout and reduce workers' stress levels.

You're probably heard the spiel -"Learn to work smarter, not harder"... "Be a team player"... "It came down from the higher-ups"... "this will help us reach our goals and we'll get fat bonuses."

**Hint: You’re not exactly getting wealthy with all the overtime and extra hours you’re putting in.** The company or the owners are the only ones really benefiting.

Also, the goals set for many corporate employees are so unrealistic that the bonuses they hold out seldom materialize. It’s no surprise that a lot of people don’t feel very committed to a set-up that treats them like slaves.

Yes, someone else determines when you come in and when you leave work. Come in at 9, leave at 5, then go home to eat and sleep and come back again. You have to ask to take a vacation.

**Then you get a paycheck (replaceable) as a consolation for trading in something as priceless as your time (irreplaceable). You’re in it but you can’t change it.....and this causes stress....**

Incessant stress of a high-pressure job can lead to several health problems. In addition, many major corporations layoff staff frequently.

Corporations and employers keep the motivational talk on while things are going well for the company but lay-off in a heart beat if the company’s profitability requires it. It’s about the profit and not the employee.

Doesn’t matter if you’re a V.P, Director, finance executive or even a receptionist. Your title is only as good as the company’s current need. Over time, you’re replaceable even if you possess a highly valued skill at the moment. That’s a fact.

“Down-sizing”, “re-structuring”, “re-organizing”, “out-sourcing” or selling off to another company are common these days in bad as well as in good economies.

When a company “re-structures” oftentimes the company stock goes up due to the perception of increased efficiency and profitability. Meanwhile, employees await in suspense of the “chopping block”.

Given such a scenario, it’s natural for you and your co-workers to feel angry, undervalued, underpaid, and exhausted. Not many salaried employees work only the customary 40-hour week.

Many put in 50, 60 or even 70 hours to comply with the expectations of their bosses. Workers on hourly wages are asked to stop at 40 hours or less so

that the company can save on paying overtime-and you know who makes up for the pending work. (Meanwhile, those hourly workers may have to work an additional job-at straight-time pay too.)

### **What's the other option?**

The alternative: You don't have to let anyone control your life and hold power over your economic survival and lifestyle. Be your own boss and be in control of your life.

Ironically, as you become more and more disenchanted with your corporate job, you have also been learning what kind of job you need to be happy.

Do any of these aspects find a place on your list of ideal job conditions?

- The freedom to determine your own work timings.
- Preferring to tackle situations yourself instead of deferring to a "company policy" that you think is absurd.
- The luxury of spending time with your friends and family without imploring for it.
- Wearing comfortable clothes while working in a setting of your choice.
- Excellent pay that depends solely upon the amount of work you put in.
- Charting your own course without worrying about someone else determining your future.

### **Do you have it in you?**

The irony of all the hard work and overtime for your employers and corporation, is that it's helped you learn constructive business skills which will help you build [your own business](#).

Unlike, while working for your boss, the benefit here is that you will enjoy the rewards. It's like being your own CEO.

In addition to a computer and a phone, the only other thing you're going to need is a longing for personal freedom and a desire for financial security. If you've reached so far, you already know what it takes to set up a fully functional online business.

Ok, so you are working a full time job. Start your online business part-time and build it to a point where you can replace your current full-time income

with your business.

An extra one or two hours a day with your fully functional online business will allow you to gain valuable experience while you hone the skills that will set you financially and time free.

## **The Stay-At-Home Mom....**

For a working woman, a change in married status to a family status can mean giving up a challenging and lucrative career to stay at home to look after the baby.

It's challenging enough to survive on two incomes. When the difficult (and of course rewarding) decision is made to stay at home with your children, how can you fill the income void in your household?

Your children mean the utmost to you. It's a laudable decision to stay at home and give them all the care and attention they deserve. You're sure that you've taken the right decision.

But this decision comes with a price. Being cautious about your spending will not always be enough to make up for the missing second income.

Though your family is managing with the reduced income and able to spend more time together, it has required some amount of sacrifice on your part in order to raise your children.

This sacrifice can have a considerable impact after a few years, depending on how much you were earning. Ann Crittenden in her book *"The Price of Motherhood,"* has calculated that **a couple who once earned over \$80,000 per annum could lose over \$1 million dollars in lifetime earnings after they have a child if the woman chooses to resign and stay at home.**

Your retired life too is at stake.

No matter what your previous earnings were, there are long term consequences on your finances for the years spent raising children instead of earning a paycheck.

Irrespective of how much you used to earn, your finances will feel the

pinch of all the year spent at home with the children instead of earning a paycheck. You are losing out not only on your salary but also on pension benefits or medical insurance, both of which are very important.

It's a shame that there has to be such a cost for you to stay at home with your children. Of course, your role as a mom is indispensable. Taking the time to nurture the education and interests of your children is wonderful.

You are spared the stress that working mothers are under to juggle their work-life and children's appointments and in the bargain have a lot of fun too.

**You can enjoy the security of a second income again.**

A new revolution in our society is now easy to see. Office-goers don't want to crawl through peak hour traffic and spend 10 hours a day away from their families in order to make a living.

With a [home based business](#), you can rear your children and have a profitable career simultaneously. A supplementary income which also helps reduce your childcare costs would be doubly beneficial.

- Taking nicer vacations
- Getting that bigger house your growing family needs
- Saving for retirement
- Funding your children's college education

The salary research company Salary.com has attempted to calculate how much a stay at home mother should be paid. Taking into consideration in everything from childcare, transportation services, accounting, laundry, cooking, management, and much more, Salary.com came up with a figure of \$90,000 a year. This may seem like a lot but it was based on a 90 hour work week.

Unfortunately, though your work as a mother is worth nearly six figures, there is no one out there who is going to start writing you checks. You should be proactive and earn money on your own. This can be done with your own home based business. Being your own boss allows you to incorporate earning an income into your other significant obligations and responsibilities.

You won't have to worry about financial security or about your husband losing his job, thanks to the income from your home based business. In fact, he could even opt for a career change he may have been contemplating.

## **BABY BOOM – OR BUST?**

### **They grew up in prosperous times and lived life to the fullest...but have baby boomers saved enough for retirement?**

Over 78 million babies were born in the United States between 1946 and 1964. World War II rescued the American economy from the Great Depression lastingly.

Exceptional industrial growth resulted in steady employment and rising incomes in the "fabulous 50s." The four-child family, a house in the suburbs, two cars in the driveway, and that wonderful new invention, the television, in the living room symbolized the model American life.

Single income families were the norm--and for the middle class at least, this sufficiently supplied the escalating need of families for luxuries and new experiences.

Although many boomers invested wisely for retirement, the majority did not set aside enough. Society and the economy have seen major upheavals since the 1950s, when people grew up with an innocent confidence that life could only get better.

In contrast to their fathers, who usually worked with one company all their lives and drew a sizable pension, many boomers have job-hopped—at times simply due to boredom or a desire for better job satisfaction, and sometimes because of mergers, layoffs, outsourcing, and early-retirement buyouts.

The ever-increasing housing, education, and healthcare costs have all but wiped out their nest eggs as boomers have been caught between their children’s college expenditure and care for their elderly parents.

### **How will boomers be able to retire comfortably?**

An Associated Press survey reported that the majority of boomers hope to retire from their current jobs at around age 63. However, 66 percent think it likely they will work for pay even after retiring. Twenty-seven percent will continue to work due to financial necessity, 43 percent because they can't

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picture themselves being idle and 19 percent so that they will have extra money for things they could not afford on their retirement income.

The majority of boomers don't foresee either a full-time leisure or full-time retirement, but a combination of both. With increasing life expectancies, 30 years in retirement is a real possibility.

So they're seeking challenges now, not rocking chairs. Some want to launch new careers or use their skills to volunteer. Some others plan to make money from their hobbies or start their own businesses.

### **YOU Control Your Future.**

Fortunately, age is no barrier to [creating wealth online](#). For this you don't have to become a workaholic or even work full time. Alternatively, you can set up an [income generator](#) that will provide funds for you to invest now and to fund your retirement in the future. The best part is that this can be done anywhere, from the privacy and comfort of your own home to your RV or even your vacation hotel.

**With only Internet access, you can build a [successful business](#), thus replacing your anxiety and pessimism about retirement with financial confidence and security.**

So are you ready to live life in a way you may have dreamt of but never imagined possible? Starting 2010 a big chunk of the 78 million baby boomer market are retiring. **Is there still time? Absolutely.**

That wraps up the final bonus chapter. At this point you should know everything you NEED to know to earn a steady income online and put it on Autopilot.

All that is left for you to do now is to '**TAKE ACTION**'. We strongly urge you to take what you've learned in the past chapters of “no-fluff”, “no-hype” direct and to the point information and do at least 1 thing right now that will put you on your path to time and financial freedom. Not tomorrow, not later today... but right now!

We wish you all the best and we'll leave you with that!

**Yours In Success,**

Shay Summers, Vic Shake and Online Millionaire University Team

● **Chapter 7 (Bonus Chapter # 2)**

## **Chapter 7 (Bonus Chapter # 2) - Get Started Making Autopilot Residual Income NOW!**

Congratulations! Now that you've read the Online Autopilot Wealth Guide for Newbie's you are fully ready to get started making autopilot income from the comfort of your home.

As I mentioned, your first and most important step is to start today by taking action.

In a year from now you could still be doing what you're currently doing with no changes to your income or you could have added in more streams of autopilot income and be well on your way to financial and time freedom.

We wanted to make the process of getting started easy as 1...2...3 for you.

That's why we have a surprise to help you get started building a massive autopilot residual income stream starting today!

Click here to discover the incredible details :

<http://onlinemillionaireuniversity.com/autopilotwealthguide/>

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*Shay Summers, Vic Shake and Online Millionaire University Team*

