

Really Fast Money

How To Make \$1000
- \$2000 In 24 Hours
Or Less!

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<http://WillieCrawford.com/blog>

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Disclaimer:

While this report shares with you a system for quickly creating and marketing your own product, with the potential to generate quick revenue, we cannot and don't promise that you will earn any specific amount of money (or even any money for that matter). This report is FOR INFORMATIONAL PURPOSES ONLY. You assume all responsibility and risk for what you do with this information.

Note:

This report is deliberately short so that you can quickly digest it and put it into action. I didn't add a lot of fluff. However, this report is a “living/growing” document. That is why you are referred to my blog often. There are certain parts that will continue to grow, and it's easiest to provide you with changes by posting those changes on my blog. An example of parts of this document that will grow includes a list of internet marketing forums, and a list of places to place solo ads. You'll find links to those posts in the left menu bar on the blog at: <http://WillieCrawford.com/blog/>

What would you do if you needed \$1000 - \$2000 by TOMORROW, and you didn't see it scheduled to flow into your life. That's the question I recently asked myself because I am very often approached by people who "need" that amount of money for an "emergency." For some reason they frequently come to me.

After mulling it over, I decided to write this short special report with my answer to that question. On top of that, I decided to SELL this special report (for \$5) to see if I could do exactly that... generate \$1000 to \$2000 in 24 hours. That's one of two reasons that I did not give this report away. The second reason is that often when you give someone something they do nothing with it, but if you charge them even a token fee, they feel more invested... more inclined to use it!

This report is my well-reasoned answer to that question, filtered through my personal experience. It's just one of many possible answers. I did not want to give you too many options because generally when a person is given too many choices that leads to making no choice.

To answer the question of whether or not I achieved the goal, you'll need to visit my blog in a few days. The blog is at: <http://WillieCrawford.com/blog/> While at my blog feel free to "Digg it!"

On the blog, there is a section called \$100,000 - Seven Dollars At A Time. I'll answer the question of how well I did within that 24-hour period there.

There have been dozens of similar "guru emergency income plans" written over the years. Many of these are compilations of experts sharing hypothetical plans, often concocted off the top of their heads.

This report is not just wild dreaming, but something I actually put to the test by writing and marketing this plan. I will also implement a few of the other ideas in this report and let you know how they do!

Begin by scanning online forums such as Warriors, Anthony Blake's, and Michael Greene's (assuming you're in the Internet marketing niche). If not look for forums in your niche. Just type in your keyword plus "forum" or

“discussion board.” You can find a list of internet marketing discussion forums at: <http://WillieCrawford.com/blog/> The link to that list will be in the left menu bar, and the list will grow over time as I discover or am told of new forums that readers consider worth visiting.

When you visit the discussion forums you will be doing research. You want to see what hot topics members of these communities might be willing to PAY for more information on. So, you want to scan forums looking for clues.

Look at what they are talking about.

Many forums are set to show you how many view and responses there are to each thread. Look for most viewed and most commented on threads.

On The Warriors’ Forum scan the Warrior Special Offers (WSO's), looking for most viewed, and most commented threads, as well as those with the most positive feedback. The WSO Forum is a place where members actually sell things to each other (at a special discount price). This will show you what types of products are popular sellers there.

In scanning all these forums, what you're looking for is a really pressing problem that you can develop a simple, but benefits-packed, info product on. I'm thinking a special report that you can write quickly, and sell for \$2 to \$10.

In the WSO Forum, what you are looking for is an indicator of a really hot topic, or some product (or product category) that's selling REALLY well.

In reading the threads in all of the forums, what you're looking for is an indicator of extreme pain. People happily pay for products that end their pain!

In creating a product, you don't have to start from scratch! You could easily take one of the many products that you have private label rights, to and quickly rework it, making sure that it's super accurate, and also that it addresses a pressing need.

Most people with these private label products NEVER do anything with them, but they are fairly easy to rework. Most of the work/research has been done for you.

All you really need to do to have NEW, in-demand products with many of these packages is:

- 1) Rework the web copy, eliminating grammar and spelling errors, adding your own order links, and when you get them adding testimonials.
- 2) Add your own unique graphics if desired. Since I would change the title, this would be necessary. My goal in reworking a PLR product is to change it enough so that it is essentially a new product... one that owners of the original PLR product wouldn't even recognize.
- 3) Read through the basic product and make minor corrections, revisions to it, as well as renaming it and putting your name on it... if desired.
- 4) Add links in the product to backend products... other products and resource that it's natural to recommend to users of the original product. With many of these products, MOST of your profits will come from backend sales.
- 5) Start marketing it right away! Remember, our goal is to make \$1000 to \$2000 in 24 hours or less. That means that you need to spend more time "doing" than thinking about it.

The Key To Your Products Success

The product you're going to develop has to make a BIG promise in how it's going to solve the potential customers' problems.

Dan Kennedy calls the type of ads you'll use in selling this product "The Giant Promise!" It has to promise such amazing results that it borders on unbelievable... but at the same time it must not be a false promise. This is a critical factor though in how well your sales will do. "The Giant Promise" sells products like hotcakes!

A couple of examples of “The Giant Promise”...

- Maybe you discovered a way to get listed at better than #1 at Google. So you write a report on how to do that. Better than #1 sounds almost impossible, yet it is. You can do it by using press releases since news stories and press releases are often listed above the SERPs and sponsored listings!

- Maybe you discovered a way to dramatically improve ones Alexa ranking overnight. After verifying that it works every time or even the majority of the time, you document it, and then you can make that big claim in your promotions (maybe with a slight disclaimer).

- Maybe you created a squeeze page template that consistently converts 80% of visitors to a page. You start marketing “The Amazing Squeeze Page Template PROVEN To Convert 80% Of Site Visitors!”

At this point, you may actually be saying to yourself, this is a lot of WORK! Yes, it can be, but it doesn't have to be, especially if you start with a PLR product.

Regardless, if you really want to make \$1000 - \$2000 in the next 24 hours, you have to

Eliminate all excuses and just write the report!

Get it down on paper, and then you can go back and refine it several times.

Get it down on paper, and then you can ask several online friends to review it for you and suggest changes. However, it's more important to get it written and into the marketplace than to make it perfect. As you roll it out, you may want to offer review copies to a few people for reviews/testimonials. Based upon their feedback you can even improve upon the product, releasing an updated version as you do.

At first you need to

"Focus on completion rather than perfection!"

Your product does need to be accurate, deliver tremendous value, and deliver all that you promise in your promotion. However, it does not need to be perfect!

When using PLR products, it is CRITICAL that you confirm anything taught in the product. Test everything and confirm the absolute accuracy since many people who create PLR products often create products on topics that they are NOT experts on. When you don't confirm what these products teach and blindly pass that on, you are setting yourself up for failure and MASSIVE REFUNDS!

As you finish the product, one of the things to consider is pricing. What you can get for the product depends upon perceived value. However, for short, quick reports, that you can crank out in no time, I'm thinking that you want them to be so inexpensive that the purchase decision is a no-brainer.

Remember, our goal is \$1000 - \$2000 in 24 hours. So, again, we want the price to be so low that your prospects realize they're not taking ANY risk.

Price your report at \$2 - \$10, and I'd use Paypal to process the orders. If you price the report at \$5 and worded your "giant promise" promotion correctly, you should easily be able to sell the 420 copies you'd need to sell to raise the \$2000 within 24 hours. I said 420 units rather than 400 because you would have Paypal fees. I didn't actually calculate the Paypal fees precisely, but rather rounded off the numbers.

“BUT...”

The first objection you might have is that your list (that you'd market to) is small? If it's a small list, that is a legitimate concern, but also an excuse. Excuses only lead to failure.

For inspiration, and ideas, check out how Brain Edmondson earned over \$15,000 in 7 days with a list of only 1286 subscribers. His "\$15K In 7 Days" report is very inspirational. Brian is a personal friend, and proves that you really have no excuse. You can check out Brian's report at: <http://WillieCrawford.com/brian/>

If you have NO list, then you simply have to get creative, and use alternative promotion methods. That does require some creativity, and hard work, but you're smart enough, and determined enough, to figure it out.

Ways that you can effectively promote your product include:

- Post to discussion forums. Whenever you make a post, include your signature file which spells out that giant promise!
- Buy solo ads. For a list of places offering solo ads, check out my blog at: <http://WillieCrawford.com/blog/>
- Asking friends to send mailings for you. Maybe promise to mail for them later after you've built up your list.
- Doing ad or article swaps
- Blogging about your special
- Posting ads to forums that have a free advertising section

- Visit popular blogs in your market-space and comment on them where appropriate. Leave a tag-line that includes your giant promise.
- Create or have created a few banners that include your giant promise. Use those banners on forums where you are allowed to not only leave a url and title but also an image. Images have been proven to increase your click-through rate, probably because they draw the eye to the link, and spell out a reason to click.
- Write an article on the central theme of your product and post it to as many article directories as practical. Using an article submission script (and you probably have a decent one on your computer right now) to speed up the process. After you make a few sales consider PAYING a service such as ISNARE to also distribute your article.

- Run your own WSO. Check the WSO section of The Warrior Forum for the current rules/restrictions. Send a mailing to your list if you have one... no matter how small, at the same time that you are running the WSO. This is allowed according to the WSO rules. If you have no list, at least mention it on your forum or blog!

- Email online friends that you have a genuine relationship with. Explain both what you are trying to accomplish (and why) and also ask them directly for the order.

- If you are a member of email discussion lists, read through a few recent issues and FIND a post that you can comment on. Include a sig file as appropriate. This sig file MUST include your giant promise.

- Edit any of your sites where you have ads (such as across the top of a forum) and change those ads to your “emergency cash product” ... add your banner and your giant promise.

-Take advantage of underutilized real estate on your site. -Look through your log files to see which pages are getting the most traffic! Consider putting temporary ads across the tops of those pages!

- Change your email signature file to include your latest promo and giant promise.

- Run a sale! If you have a product of your own that you’ve been selling for a while but sales aren’t zipping along, run a sale where you offer the product at deep discount. If the product is a quality product, that should generate some immediate cash flow.

If you really do need the money that urgently, the first thing you absolutely must do is to get over is your excusitis. Acknowledge that you may need to stay up 24 hours just doing forum marketing if necessary, but that you can do it. Pull that all-nighter if necessary so that you can get seen in enough places!

You simply have to get into action. As Albert Einstein said, “Nothing happens until something moves!” That means you must get into action!

A Simple Marketing Tool

One of the simplest setups for marketing a report is to use Jonathan Leger's \$7 Script and a revised quality PLR product. You can get that script here: <http://100000Dollars7DollarsAtATime.com>

Using the \$7 script also helps to build you a list, but as you roll out your product (and new customers start to sell the product), you're also competing against yourself. However, that's ok, especially if you build in backend sales. You can build them into the order fulfillment process, and you can build backend sales into the product itself. An example, is that in this report, backend sales are built in through the recommended resources section.

I like using reworked PLR products because they are so readily available. The resources section has several examples. Personally, my hard drive has several hundred products to include software.

Software is actually an excellent seller. However, it also comes with a big danger! If you do offer software, make sure that it's something simple, not requiring a lot of technical support.

Software can actually go for much higher prices and sell well. However, it is generally more complicated than ebooks or multi-media products.

If your product is developed from software source code that needs reworking and you don't have the skill and any money ask a programmer to allow you to pay him/her AFTER you finish your sale! I'm sure some would :-)

This idea of reworking PLR products (or software source code) and then marketing them as new products works very well. I know several marketers earning 4-figure and 5-figure incomes each month, and that's the only thing that they really do.

As you can see, quickly creating a product and then getting it into the marketplace, is simple. It's just a matter of deciding you're going to do it. It's a process that I've actually done many times. If you were to ever chat with my wife, she'll verify that I once wrote THREE new ebooks, from scratch, in ONE day. They were short (more like special reports), but it can be done.

OK, you now have enough to get into action! You need to stop thinking... stop reading, and start doing. It may seem like a daunting task, but once you get started you'll be amazed at how fast things flow. If you need to take a break from time to time, do so, but commit to not stopping completely until your product is finished, and "out there!"

“Let’s Get This Party Started!”

Additional Recommended Resources

1) 10 NEW Niche "Unrestricted" PLR Products For Only \$7

Check out this amazing private label rights (PLR) sale. This sale is for 10 PLR products that come with absolutely no restrictions. These are all products on hot topics, and you should do well with any of them. You can get the entire package of 10 products for only \$7. Grab it today, while it's still brand new at: <http://WillieCrawford.com/10PLRPak/>

2) Short Report Profits - How to Create A Short Report In Under An Hour & Market It Using A Systematic Process To Create An Insane Passive Income Online”

It outlines a systematic niche marketing process that enables anyone to be able to develop a 7,8,9,10 (maybe more) page report packed full of top quality information. It then goes onto explain exactly how to market this short report using free and cost-effective methods and then it explains how to develop a back-end strategy to squeeze more cash from the short report buyers. Get this ebook at:

<http://shortreportprofits.com/hg/?a=XVYyXvhYQ>

3) Limitless Marketing Ezine - This is my free ezine published whenever I have something worthwhile to share with readers/clients. Most issues have a new original article that I've written pertaining to some aspect to internet marketing. Subscribe by filling in the box at top of the left menu bar at:

<http://WillieCrawford.com/blog/>

4) The Master Key System (Audios and Ebook) - Self-Knowledge so powerful that it was once banned! Understand life, money, love, success, happiness, and your place in the universe! Get it at:

<http://TheMasterKeySystemByCharlesHannel.com>

5) <http://www.nicheaday.com>

A free niche with keyword research emailed to you each day free of charge - great idea generators.

6) <http://www.templateaday.com>

A free niche template each day .