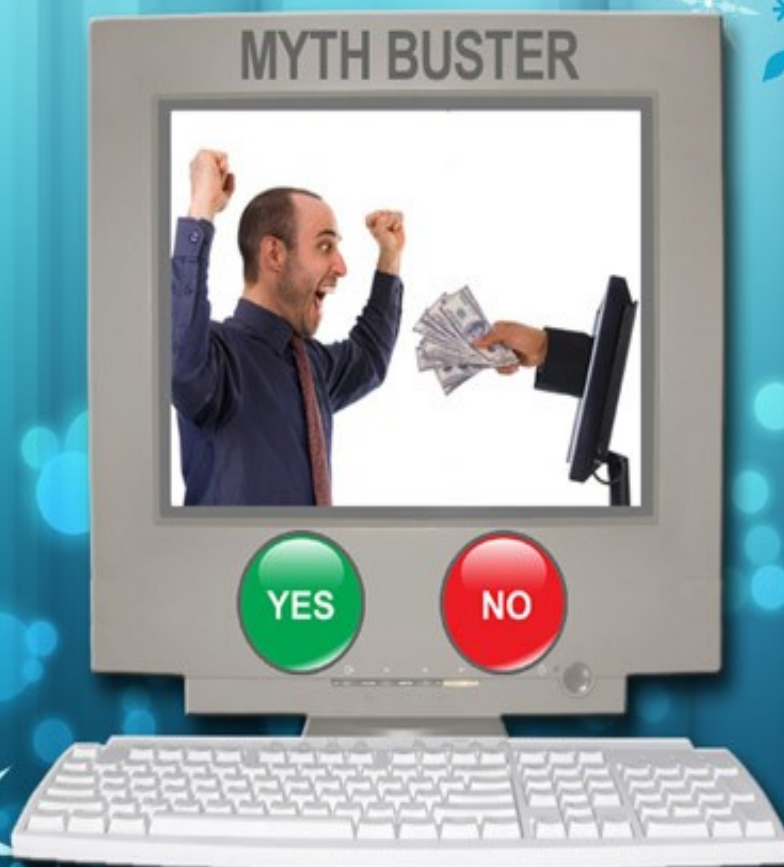


The Cold, Hard Truth About Making Money Online



Don't Let *Misleading
Myths* Hold You Back

The Cold, Hard Truth About Making Money Online

Don't Let Misleading Myths Hold You Back

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Disclaimer

This guide has been written to provide information to help you get yourself prepared to be a successful entrepreneur. Every effort has been made to make this guide as complete and accurate as possible. However, there may be mistakes in typography or content. This guide should be used as a guide – not as the ultimate source of information.

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Message From The Author

Hello. I'm Kevin Riley.

I have been an entrepreneur – building and running businesses since 1977. In 1994, I first started building websites and created my first commercial site in 1995.

Now, I run a number of online enterprises from my home in Osaka, Japan. The information product business allows me to travel with my lovely wife, Rieko, and run my business from anywhere in the world.

I started creating products in 1982. Then, I was creating physical products – board games, taper candles, wooden toy kits. It wasn't until the late 1990s that I realized that future profits lay in information products – books, audios, videos.

Now, I'm an entrepreneur who markets information – I'm an infopreneur. And, at [Product Creation Labs](#), I help others to make their own money-making info products and succeed on the Internet.

A handwritten signature in blue ink that reads "Kevin Riley".

[Product Creation Lab Private Workshop](#)



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Myths & Hype: Where's The Truth?

The pursuit of money has always been hampered by myths, extreme hype, and even some outright blatant lies.

DO YOU HAVE THE COURAGE TO EARN HALF A MILLION DOLLARS A YEAR?



This is a private advertisement. It is meant for the exceptionally ambitious man only.

1. OPPORTUNITY BARRIERS

2. STOP USING YOUR OWN MONEY!

3. FINING GREATNESS!

4. THE POWER OF SAVING MONEY

5. SCOURING THE PEOPLE FROM EACH DEAL!

6. MILLION-DOLLAR TAX ANGLES

7. DON'T RISK DISAPPOINTMENT! Send for Your Copy Today!

8. MAKE YOUR WEALTHY IN 30 DAYS! (NO INVESTMENT!)

9. INFORMATION INCORPORATED

10. MAKE YOUR WEALTHY TODAY!

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100. MAKE YOUR WEALTHY TODAY!

With the instant gratification mindset that has become prevalent in the last decade or so, these myths have grown – and nowhere as much as on the Internet. Whether it's the relative newness of Internet marketing, or the expectation of instant gratification that a fast broadband connection fills people with, making money online is fraught with a confusing blend of facts and fiction.

To succeed online, you have to first sift out the truth. You must recognize what is truly possible on the Internet, and what is just a lot of hot air. One truth remains. If you avoid being distracted by the myths, and work to create a serious venture online, you can create a very good income and enjoy the freedom of working when you choose and doing what you want to do.

The Internet does hold a great opportunity for you to create your own Income Security. So, learn the pitfalls and the true paths to success.

You Just Need One Big Idea To Get Rich Online



The hunt for the million-dollar idea has been around since long before the Internet, and many still chase after this jackpot. The problem is, million-dollar ideas are few and far between. While you are wasting time and resources chasing after one, you could be building a solid business that will supply you with a good, steady income for many years to come.

Much easier is developing a number of smaller ideas and compounding your income. These ideas take less time to develop and don't carry the risk of failure after lots of investment. Of course, you should limit yourself to developing one idea at a time – giving it your full focus until completion – before going on to develop your next idea.

In the Private Workshop, I get participants to design a cohesive product line of simple guides, and then focus on creating one guide at a time. With this kind of strategy, you can soon have one idea developed and making you money. Then, you develop the next idea, and the next, and so on – until you have multiple streams of income.

With a number of products bringing in streams of income, there's no danger of your one big moneymaker suddenly becoming obsolete, and having your income stream dry up. Having multiple income streams cements your income security.

You Can Build Your Online Business Part Time



When you build a brick & mortar business – where you have lots of overhead, like storefront rent – you must set up and open for business as soon as possible. You have to work long hours to get your business running and making money, before you run out of capital.

With an online business, you have next to no overhead and have lots of breathing room. While you are still working at a 9-5 job, you can start building your online business. Set aside 2-3 hours per night, or get up early and work on your business before going to work. If you use those 2-3 hours to only focus on your business – no being distracted by e-mail, forums, or time-wasting Internet surfing – you'll be pleasantly surprised by how much you can accomplish.

A good habit to put into practice is setting yourself daily tasks. At the end of each day, make yourself a list of five things to accomplish the next day, and write them down on a “to do” list.

When planning your daily tasks, make sure that you are listing tasks that build your business. Have your goal in mind and make sure your daily tasks are ones that take you and your fledgling business closer to that goal.

All You Have To Do Is Set Up A Good Website Or Blog And You'll Make Money



The old adage “Build a better mousetrap and people will beat a path to your door” doesn't mirror the true state of affairs. With all the millions of websites on the Internet, just putting up a good site or blog is not going to bring in the customers.

Yes, you do want to invest your energy in creating great products and putting up a compelling website. But, after that you must put in place a campaign to drive targeted traffic to your site. Fortunately, there are many ways to drive traffic and you can combine them to ensure steady traffic and sales.

Some traffic-generating methods are totally free – but you'll need to invest time instead – while others cost you either an up-front fee, a cost per click, or a percentage of the sale.

You Can Start A Home-Based Online Business On A Shoestring



Putting up a website has drastically come down in price since the early days of Internet. Even in those days, getting a domain and hosting a website was only a fraction of the cost of building a “brick and mortar” business.

Nowadays, you can register a domain name for about \$9/year. Hosting a website only costs you about \$10-20 a month. You'll also want an autoresponder service for building a mailing list, and you can get a good service for about \$20/month.

As your online business grows – and your business income increases – you'll start investing more back into your business. But, at first you can make do with the basics and keep your expenditure very low.

Also, with an online business you can easily start making at least a few hundred dollars a month early in your venture. This way, your online venture can soon support itself – and you truly can start a business on a shoestring.

You Have To Be An Expert Or Genius To Run A Profitable Online Business



While running any kind of business is not for everybody, most people have more than enough intelligence to run a successful online business. Any knowledge that is required to build a successful business can be obtained from a good home study course or a business coach.

As long as you have a desire to learn, and the dedication to carry out what you learn, you can create an income from the Internet. Just be sure to nurture those entrepreneurial traits described in the [previous report](#), and you too can build a very successful online business.

You don't have to be an expert. With an honest desire to help other people and provide them with value, you'll soon find that you have something to give that will make you profits via your own products, other people's products, or some other income source.

The beauty of the Internet is that you have a gigantic source of information at your fingertips. If you commit yourself to researching every aspect of a topic, you too can soon become an "expert". You'll know more about the topic than most people, and you can profit from that knowledge.

You Need Top Search Engine Rankings To Make Money Online



When you see a few million web pages competing for top search engine results for a keyword or keyword phrase, it can seem to be an impossible quest to get your own site listed in those top rankings.

Depending upon the niche, beating out a large number of competitors for one of those top positions can range anywhere from “not all that difficult” to “absolutely impossible”. It all depends upon the quality of your competition. In some niches, with a little bit of study, you can easily beat the majority of sites – mostly run by non-marketers with no interest in search engine rankings.

The good news is, you don't need top search engine rankings to be successful online. In fact, your site can be far down in the rankings and still get very good traffic.

To effectively drive targeted traffic to your website, you can't rely on just search engine rankings. Sometimes, getting a top ranking does nothing for bringing you traffic. As with any marketing, on the Internet you need a good mixture of strategies to drive traffic to your site.

In fact, many traffic-generating strategies will be much more effective than getting good search engine positions.

You Can Start Making A Six Figure Income Basically Overnight



This is one of the biggest myths propagated in Internet marketing circles, and it's fueled by the sight of some marketers who have had million dollar plus launches. What is often left out of those stories is the amount of work that went into laying the groundwork for those big launches.

Even those who are just pulling in \$10,000 a month with their online business did not get to that income level overnight. To generate a good, steady income from your online venture, you'll have to build a solid foundation – build a real business.

Depending upon how much time you can invest in your online venture when you first start building your business, you should count on it taking anywhere from three months to half a year before your business grows to the point where it is generating a sizable income for you.

There is no such thing as instant income. However, the sooner you take action and start building a real online business, the sooner you will create a good income – and develop your own income security.

A Good \$27 E-Book Can Reveal Everything You Need To Know To Be Successful Online



Many a sales letter will tout their e-book or home study course as being the “be all and end all” to making money online. The hype implies that this one product can teach you everything you will need to know to successfully make money from the Internet.

Now, a good info product can be the key that gets you started in the right direction, but no one product is going to give you all the guidance you need. Internet marketing – like any marketing – is an ongoing education. To be truly successful, you'll want to continually explore new ideas and tactics for growing your business.

A mistake many online entrepreneurs make – that you won't see mirrored in the offline world – is not budgeting a small amount each month for their ongoing business education. Offline businesses often pay large fees to consultants, attend seminars, and take training courses to stay competitive. If you want to be competitive online, you need to always be learning.

On the other hand, although no one product can fill all your needs, you also want to avoid buying more books and other info products than you need. This is a problem that plagues many would-be Internet marketers, who buy just about every product that promises success and then never put any to full use.

The best strategy is to limit yourself to only purchase those products that teach you something you can put into action immediately. Otherwise, that product will just sit on your hard drive – forgotten as you go on to another “must have” info product.

You Don't Need A Big Advertising Budget On The Internet



Before the Internet, a large advertising budget was a necessity to get in front of your market. Newspaper ads cost you hundreds of dollars and magazine ads many thousands of dollars.

On the Internet, there are many strategies for getting exposure in your market place that cost you nothing, while others are very inexpensive. You can upload video commercials at sites like YouTube for free. You can get affiliates promoting your products for commissions, so you don't have to pay anything up front. You can buy cheap classified ads for under \$10/month.

Offline, when you implemented a direct mail campaign, each individual e-mail cost you money. On the Internet, you can use an autoresponder service to send out as many mailings as you want – for about \$20 per month.

You Can Make Quick Cash Online



OK, you actually can sometimes make some quick emergency cash online, but just focusing on quick income is a dangerous precedent. Only chasing after a quick fix – to pay the rent, the car loan, or some other emergency – holds you back from building a true business that will provide you with a steady income.

The promise of making quick money online also stops many from reaching their true potential on the Internet. Because they expect their efforts to pay off in just days or weeks, many would-be entrepreneurs soon give up on one venture and jump to another that promises quick return. This leads to continuous jumping from one idea to another, and never making any progress towards a goal of building a real business and creating a steady income.

Decide now that you are going to build a long-term income online. Sacrifice instant gratification for a lifetime of income security.

It's Very Easy To Make Money On The Internet



Many a hyped up sales letter would have you believe that making money online requires nothing more than putting up a simple website and lounging by the pool as the profits roll in.

The hard truth is that, like any other endeavour, creating an income on the Internet requires work. You have to put in effort to build a real business, if you expect it to supply you with income security for a long time to come.

The danger of the “easy money” myth is that too many would-be online entrepreneurs give up too easily. The minute their minimal efforts don't produce any results, they go off in search of the next “golden opportunity” to make some easy money.

Don't let this happen to you. Instead, put in the initial effort and persist with your business building. It will pay off handsomely in the long run.

You Need To Work In A Number Of Niches To Make A Lot Of Money



While you shouldn't pin all your hopes on one “million dollar” idea, don't spread yourself too thin by dabbling in a number of different niches.

Creating a line of products – or promoting affiliate products – in one niche is far more effective. It allows you to build a customer list and profit from repeat sales of related products. Why only sell one product to a customer, when money are willing to buy more – quite often actively looking for other niche-related products.

When you start dabbling in a number of niches, it becomes just that – ineffective dabbling. With your time and energy divided among a number of niches, you can't give any of them the focused attention they need to increase your income from them.

In the Private Workshop, you research the market for a niche that suits you and will make you money. Then, you focus fully on that niche – learning your customers' wants and needs, designing a full product line, and dominating your market.

It's very difficult to dominate anything if you split your energies amongst a number of niches. It's like being a “Jack of all trades, master of none”.

There Are Many Ways To Make Money On The Internet



With the ease of doing business online, there are a number of options open to you for your online venture. It really depends upon which business model suits you and your lifestyle the best.

Some people build profitable businesses selling physical products on eBay. Some create digital products – like information products or software – and sell them with direct downloads. Some promote other people's products and collect commissions as affiliates. Some create sites with lots of content and collect advertising revenues. Some offer services, such as web designers, virtual assistants, and graphic artists.

These are just some of the many ways you can make money online. Each model has its pros and cons, and you'll have to decide which one suits you.

In the [next video](#), I'll introduce to you the model which in my opinion is an ideal way to make money on the Internet – and I'll show you why. Then, it's up to you to decide what is the best business model to suit your needs and your lifestyle.

What Will Make You Money Online?

As you saw in the last fact, there are a number of ways to make money online. Only you can decide which one is right for you.

The next video in the Income Security series goes over how to use the Internet to make money in the comfort of your home. You'll discover a business model that provides many with a very good income, coupled with freedom and flexibility. Watch the video and then decide for yourself, if this is your route to Income Security.

To be notified of this video, please click here now.

[Click here to be assured access to more free Income Security reports and videos.](#)