

Cash Cow Report – Your 1<sup>st</sup> \$1000

# Your 1<sup>st</sup> 1000



**Mike Collins**

<http://www.JVGiveawayHQ.com>

If you are ready for 2012 to be your year then turn off all the distractions and read every word of this report right now. Not tomorrow or later this evening. RIGHT NOW!

There are very few ways to make a full time online and the #1 way to do that is to BUILD A LIST!

I will go out on a limb and say that isn't the 1<sup>st</sup> time you have heard that either. You know you need to do it and I know you need to do it.

Having my own list (and creating killer products) is the reason that I never have to worry about money. I literally have the ability to push a button and get a lot of cash on demand! If you don't want to create your own products then that is fine as well.

You can make a damn good income just by promoting other peoples products as an affiliate. It is definitely less headaches because you don't have to do any customer service.

Another thing I want to point out before you think of building a list in the IM niche. It is as cut throat a niche as you can ever imagine!

There is a ton of money to be made in a ton of other niches and this method will actually work better in niches that aren't IM related because you will have a more captive audience that

isn't being bombarded everyday with the next new "Shiny Object!"

Now that's out of the way let's dive into this method and get our hands dirty.

If I told you that all the traffic you will ever need to create a huge list in any niche at all is just waiting for you to tap into it, what would you say?

What if I also told you that you can literally start tapping into that traffic starting today for **FREE** (I will explain what Free means here shortly) and doing very little work?

Sounds a little crazy I know but this is 1 of the most hands free and auto-pilot way I have every come across to build a huge list.

What we are going to be focusing on here is Press Releases and how to use them to get your **1<sup>st</sup> 1000 people** on your list and then it is up to you on how far you want to take this process!

I know that you have probably read a few reports on using the power of Press Releases but I promise you that this report will put a whole new twist on it.

First thing that you are going to need is something that is news worthy. Press releases are not like articles or blog posts. They need to be used to get the word out about a news worthy

event. That means you will have to create a news worthy event!

1<sup>st</sup> thing 1<sup>st</sup>:

<http://www.inc.com/guides/2010/09/how-to-write-a-press-release.html>

<http://service.prweb.com/>

<http://www.wikihow.com/Write-a-Press-Release>

Using these resources you will learn how to create a killer Press Release. They will walk you through the setup and structure that will both get your PR noticed and your PR published on other sites.

I am not going to go on and on about how to structure the Press Release just to fill pages like most people will do. These 3 sites listed above will teach you more about how to write a kick ass PR then 25 pages of me rambling on and on about it.

What are we going to be doing that is PRESS WORTHY?

Giving away a product for free that you will usually charge for. What does that mean?

That means that all you need is any PLR product that you can give away for free to build a list. The way it works is that you will have a website set up that has the product for sale.

Salessite.com

This would have the sales page for your product. From there you would create another page on your site that will allow people to download the report for free. I don't care if I ever make a real sale on the main page. The only reason the site is set up at all is so we can make it look news worthy when people click on the link on the PR and see that we are giving away a top selling product for free.

Salessite.com/specialoffer/

On that link we will be giving away the product for free as long as they enter their email address and name. That is the goal of list building and this is exactly what we are going to do.

The quality of the PLR material is up to you. Since we aren't going to be actually charging for the product you don't have to worry about ripping people off.

At the same time the better the quality of the information or products that you are giving away the happier your new subscribers are going to be.

<http://bit.ly/h5bmrU>

There's a link to a good PLR site that I use to get different products from.

I will walk you through a **complete example** later on in this report to show you exactly how everything needs to be set up.

But 1<sup>st</sup> thing I want to do is show you **exactly how easy** this whole process is.

Either you need to invest your time or your money. And by investing I am talking about less than \$25 to get started.

When you are dealing with a PR you want to make sure that your site looks like it is from a big company and not just someone producing ebooks from their basement (even if that is exactly what it is that you are doing! ;-)

To do that when you set up your site you will want to make sure that your Whols is set up to look like a corporation.

When you register your domain name you will want to walk through each step in the registration process and give each department their own email address.

[tech@yoursite.com](mailto:tech@yoursite.com)

[admin@yoursite.com](mailto:admin@yoursite.com)

You get the idea. Even though you will be the 1 on the receiving end of all those emails you still want it to look like you are running a big corporation.

You will also want the registrant to be a company name and not your own personal name.

Cash Cow Report – Your 1<sup>st</sup> \$1000

```
Registrant:
Internet Made Simple
23785 El Toro Rd. #601
Lake Forest, CA 92630
US

Domain name: FATLOSS4IDIOTS.COM

Administrative Contact:
Admin, Tech Dept domain@fatloss4idiots.com
23785 El Toro Rd. #601
Lake Forest, CA 92630
US
+1.9493408002

Technical Contact:
Admin, Tech Dept domain@fatloss4idiots.com
23785 El Toro Rd. #601
Lake Forest, CA 92630
US
+1.9493408002

Registration Service Provider:
Hover, help@hover.com
416.538.5498
http://help.hover.com

Registrar of Record: TUCOWS, INC.
Record last updated on 11-Oct-2010.
Record expires on 16-Jul-2014.
Record created on 16-Jul-2004.

Registrar Domain Name Help Center:
http://tucowsdomains.com

Domain servers in listed order:
NS1.HOVER.COM
NS2.HOVER.COM

Domain status: clientTransferProhibited
clientUpdateProhibited
```

I pulled the Whois for fatloss 4 idiots to show you a little what I am talking about. I would grab 1 of my domains but I don't want to give away the farm on this 1!

Now that you have a domain name that is up and running and looking professional you will want to add your product to the

main page with all the relevant pages as well. Privacy page, about us and contact page. On the contact page you will want to add the links to all your email accounts. Make sure that you have a link for ADVERTISING department. Press Releases are a good way to get other big sites open to the idea of doing advertising for you.

Now here is where the rubber meets the road. When doing traditional SEO you don't want to go after those HUGE niche keywords. You know the ones that get xxx,xxx searches a month because you will spend years and a ton of money trying to rank for them.

In this case this is **exactly** what you want to do because when your press release gets syndicated all over the internet you want to be on top for these huge keywords so you can ride the wave and get a huge burst of traffic.

Lets head on over to the Google Keyword tool and see what we can find.

The forex market is **absolutely huge** and the amount of money to be made in this market is there for the taking as well. This is just an example for this report. I will also include a PLR report for the Forex market in case you want to attack this market.

Cash Cow Report – Your 1<sup>st</sup> \$1000

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/>	☆ [forex]		673,000	49,500
<input type="checkbox"/>	☆ [forex trading]		90,500	18,100
<input type="checkbox"/>	☆ [forex factory]		74,000	8,100
<input type="checkbox"/>	☆ [forex.se]		49,500	390
<input type="checkbox"/>	☆ [forex rates]		33,100	3,600
<input type="checkbox"/>	☆ [easy forex]		27,100	1,000
<input type="checkbox"/>	☆ [forex forum]		18,100	1,300
<input type="checkbox"/>	☆ [forex news]		18,100	3,600
<input type="checkbox"/>	☆ [forex broker]		14,800	2,400

For this example I would either focus on the terms forex trading or Forex factory. Forex factory is a huge online forum dedicated to Forex trading.

Since I don't know anything about the Forex market I would choose to outsource the PR writing. Unless you like to do the writing I would suggest that you outsource this as well.

Lets head on over to Fiverr.com and see what type of work we can get done for \$5.

**I will write your personal, business, event or product related press release for \$5**

<http://www.fiverr.com/users/csisson/gigs/write-your-personal-business-event-or-product-related-press-release>

**I will write an excellent Press Release only for \$5**

[http://www.fiverr.com/users/annie\\_kole/gigs/write-an-excellent-press-release-only](http://www.fiverr.com/users/annie_kole/gigs/write-an-excellent-press-release-only)

**I will write a 300 to 500 word press release for your product, news or service for \$5**

<http://www.fiverr.com/users/power2believe/gigs/write-a-300-to-500-word-press-release-for-your-product-news-or-service>

**I will write a SEO optimized article, press release or review up to 500 words for \$5**

<http://www.fiverr.com/users/yourfreegadgets/gigs/write-a-seo-optimized-article-press-release-or-review-up-to-500-words>

**I will write a press release to launch or relaunch your website for \$5**

<http://www.fiverr.com/users/websitelaunchpr/gigs/write-a-press-release-to-launch-or-relaunch-your-website>

Check out the feedback on the 1<sup>st</sup> 2 fiverr gigs that I just posted. With that amount of feedback you can rest assured that they will produce an amazing Press Release for you.

Once you get the press release back there are also seasoned professionals on Fiverr that will give your PR the fine tuning that it needs:

**I will shoot holes in, and help you get more media attention with, your press release for \$5**

<http://www.fiverr.com/users/todmaffin/gigs/shoot-holes-in-and-help-you-get-more-media-attention-with-your-press-release>

**I will evaluate your press release with needed changes for \$5**

<http://www.fiverr.com/users/writer60/gigs/evaluate-your-press-release-with-needed-changes>

If you check out the 1<sup>st</sup> link I have above you will see that you can get a complete review for your PR from a seasoned professional that knows what they are talking about!

This kind of work and the high caliber that you can have done for you has never been available ever before at such a low rate.

Now that you have your kick ass PR that has been professionally written as well as looked over by a season pro

you will be out a total of \$10. Not too bad if you ask me for the type of traffic you will be getting.

The easiest part of this whole process is getting the Press Release distributed:

**I will submit and get your press release on Google News Guaranteed Service for \$5**

<http://www.fiverr.com/users/mrbrent/gigs/submit-and-get-your-press-release-on-google-news-guaranteed-service>

**I will submit Your Press Release to more than 25 Top Press Release Sites for \$5**

<http://www.fiverr.com/users/cellcom/gigs/submit-your-press-release-to-more-than-25-top-press-release-sites>

**I will submit your press release to 10 top press release sites with anchor text backlinks for \$5**

<http://www.fiverr.com/users/optanya/gigs/submit-your-press-release-to-10-top-press-release-sites-with-anchor-text-backlinks>

**I will send Your Press Release to 1000 Newspaper Editors, Magazines, TV, Radio, Online ,etc for \$5**

<http://www.fiverr.com/users/arturoalvarado/gigs/send-your-press-release-to-1000-newspaper-editors-magazines-tv-radio-online-etc>

**I will send your press release to a potential 266 958 visitors per day with your own control panel for \$5**

<http://www.fiverr.com/users/ambosgroup/gigs/send-your-press-release-to-a-potential-266-958-visitors-per-day-with-your-own-control-panel>

**I will get your press release on the homepage of Google News for \$5**

<http://www.fiverr.com/users/ambosgroup/gigs/get-your-press-release-on-the-homepage-of-google-news>

**I will send your press release to the homepage of 10 000 news release sites for \$5**

<http://www.fiverr.com/users/brayden/gigs/send-your-press-release-to-the-homepage-of-10-000-news-release-sites>

**I will submit your Press Release to 229 high quality websites for \$5**

<http://www.fiverr.com/users/gstek/gigs/submit-your-press-release-to-229-high-quality-websites>

**I will send 7000 Press Releases for the 2011 for \$5**

<http://www.fiverr.com/users/digitaldiva/gigs/send-7000-press-releases-for-the-2011>

That is just a small selection of the people on Fiverr who are willing to submit the press release all over the place for you. I would go with the people who offer a guarantee on Google News placement because that will get your offer in front of a tidal wave of hot prospects.

The Warrior Forum is also a good place to find people who will distribute your Press Release but the prices will usually be a little higher.

<http://www.warriorforum.com/warriors-hire/>

Let's say that you choose to go with 2 of these people to submit the amazing press release that you have just received back. You will be into this whole project for a total of \$20. Add \$10 to the total if you had to buy a new domain for the project.

The key to building a list is starting to turn that list into CASH as soon as possible. By that I mean as soon as people opt into your list you will hit them with a OTO instead of a thank you page.

That OTO will be an instant affiliate program paid directly to your Paypal account. The 3 top sites for this are:

<http://rapbank.com>

<http://payspree.com>

<http://www.digireresults.com>

These sites are exactly like Clickbank except for the fact that they pay you anywhere from 50% all the way up to 100% of the sales price for all the sales you make. The key to this is that you don't have to wait for a week or 1 month to get that cash to reinvest. You will get the money right away!

Looking around on RapBank I found this product:

[http://daytradeforex.com/Color Coded Trend Trading System/](http://daytradeforex.com/Color_Coded_Trend_Trading_System/)

I have absolutely no clue how well the sales page performs but I would be willing to bet that it doesn't convert that well especially since they are selling their product for \$127.

Out of the products listed on RapBank for Forex I would probably choose this product:

<http://www.compareforexadvice.com/ForexSpecialReport/>

To get my link on RapBank, simply click on the "get personalized aff links" section and it will give you the link that you will use on your OTO page.

This will also work on Clickbank and any other affiliate marketing page. The reason I am focusing on the Instant Affiliate programs is because most people don't want to wait to get paid. If you can wait a little while you can usually find other affiliate programs to add to your OTO.

For the forex market I know that there are some kick ass products on Clickbank. By that I mean that they have a high gravity:

<http://www.fapturbo.com/?hop=0>

That is the product I would go with in this example just because the payout is almost \$80 and their sales page looks like it would convert really well.

Again, this all depends on what your financial situation is. If you are low on funds you will want to plug an instant affiliate program so that you can make your money back as soon as possible! Then you can rinse and repeat using the same money that you started with. The odds that you make more money then you spend go up wildly with this method.

Lets run through an example and attach some real numbers to it. These are numbers I have compiled from my own testing using this method.

If you choose 2 people on fiverr to submit your press release and it gets on Google news I am going to stick a conservative number on the amount of clicks you can expect:

**1000 clicks to your squeeze page.**

Let's also go low on the conversions and peg it at 30%.

That means for \$20 you can add 300 people to your list. Since they have already taken action on signing up to your list the odds of them buying the offer you hit them with right away go up. Lets stick that at 3% and that is wildly low with this method.

That means when you spend \$20 you can expect to add 300 people to your list and out of those 300 people you can very easily expect 9 sales.

If they only pay you on 50% of the sales (there are a ton of offers that pay out 100%) that would leave you with 4-5 sales.

Even if the product only sells for \$10 you would easily double **your money every time you add 300 people to your list!**

These are very conservative numbers that I am using here. Depending on your niche that you are in the traffic will vary. Weight loss will always get more traffic than miniature poodle grooming.

The last thing I like to do before I send out the PR is get some traffic to my site to get the Alexa ranking down. The easiest and cheapest way I have found to do this is use <http://adf.ly/advertising.php> advertising platform and send 1000 visitors to the site for \$1. If you can do this for a matter of 10 days then your alexa ranking will drop which will make your site look more popular then what it is. To make sure that the

traffic gets counted on your site I always install the <http://www.alexacom/siteowners/widgets> .

This will display your Alexa ranking and allow your site to look like it is getting a lot more traffic than it really is. This is a little grey hat but it works like crazy. Press Releases get picked up by a ton of different places. These places and sites like to verify that your site is indeed getting traffic before they go out and post your PR on their site. 1 of the easiest ways for them to do that is to check out your Alexa rankings which is the standard test online for traffic and popularity.

Lets walk through a complete example.

Here is the site I have set up:

<http://iforextradingstrategies.com>

If you check out the Whois you will see that I have added information that looks professional as well as makes it look like we have set up shop in the USA:

```
Registration Service Provided By: Namecheap.com
Contact: support@namecheap.com
Visit: http://namecheap.com

Domain name: iforextradingstrategies.com

Registrant Contact:
  Forex Trading Unlimited
  Jason Parker ( )

  Fax:
  4582 Market St,
  St. Louis, MO 63108
  US

Administrative Contact:
  Forex Trading Unlimited
  Jason Parker ( admin@iforextradingstrategies.com )
  +1.3148547522
  Fax: +1.5555555555
  4582 Market St,
  St. Louis, MO 63108
  US

Technical Contact:
  Forex Trading Unlimited
  Jason Parker ( tech@iforextradingstrategies.com )
  +1.3148547522
  Fax: +1.5555555555
  4582 Market St,
  St. Louis, MO 63108
  US

Status: Locked

Name Servers:
  ns2257.hostgator.com
  ns2258.hostgator.com

Creation date: 08 Mar 2011 16:33:00
Expiration date: 08 Mar 2012 11:33:00
```

Now that the index page is a sales page we need to set up a squeeze page for the Press release to link up to. This can be done in a few different ways.

The 1<sup>st</sup> way is to just edit down the sales page and let everyone know that instead of charging for the report they are getting a special link that will allow them to download it for free.

The 2<sup>nd</sup> way to go about this is to use a standard squeeze page template. The thing that you want to get across in the squeeze page that this is a paid product that people will be getting for free.

You can see the example I have added to this site here:

<http://iforextradingstrategies.com/freebie.htm>

**NO NEED to signup – it's the "Insiders Guide To Forex Trading" already included with this report 😊**

The press release would be linked to that page. As you can see, for this example I have made the redirect go to a ClickBank product instead of an instant affiliate product for this example.

The reason I did that is because for the Forex niche I think the products on ClickBank will convert a lot better than the products on the instant affiliate networks. This is just for the Forex example.

If you are doing the weight loss niche, IM or pets you will find a ton of products on the instant affiliate networks that will put instant cash in your pockets!

Don't over complicate this method. If you want to write the press releases yourselves then go for it. It will save some money up front. I like to pay other people to do the work because the quality is great and the price is so damn cheap that you really can't go wrong.

As far as getting the press release sent out all over the internet there are a few programs online that will take care of it for you. The only 1 that I remotely like is

<http://www.incansofts.com/IS0027.htm>

All the bots on Incansofts websites are 1 time payments instead of subscription payments. I haven't used this bot in a while because I have found that it is so much easier just to pay someone \$5 to do all the dirty work for me.

99% of the time I get back every \$ I spend on the outsourcing and put some money in my pocket.

I hope you take action on this report because this is 1 of the only ways out there that you can actually get paid to build a list. Once the subscribers start rolling in you will finally be in control of your own financial destiny.