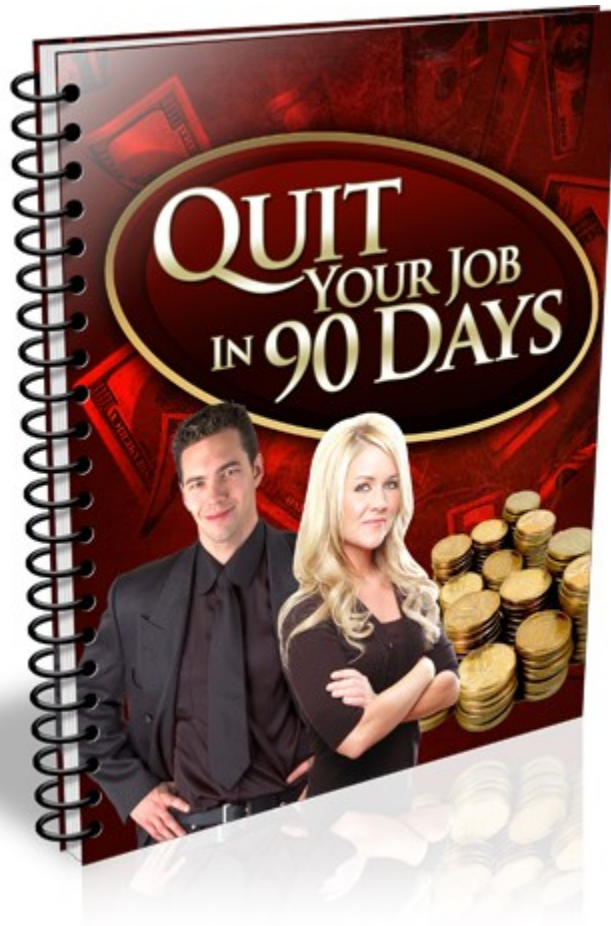


# Quit Your Job In Ninety Days.



**By**

**Tony Shepherd**

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**“Helping almost 500 people work towards going full-time online”**

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**T**his is the most asked-for information request I receive on a regular basis.

It's not a complicated question, it just reflects the times we live in and the mindset of many people....

***'How do I quit my job as soon as possible?'***



Let's start with a warning:

**#The following information is NOT for the faint-hearted**

**#The following information is just that – INFORMATION ONLY – and we don't suggest you quit your job without thinking about your position long and hard.**

**But think about the following:**

It's very possible to quit your job in just 90 days.

It involves three things that most people aren't comfortable with -

1. Making decisions
2. Hard work
3. Gaining knowledge

No insult intended – I'm not a fan of hard work if I can avoid it, and until you get used to it, making decisions that will affect potentially the rest of your life is very scary.

But that's what you might need to do if you decide to go full-time online, and it's what you'll *definitely* need to do if you decide to accomplish it in 90 days.

There are certain things that need to be in place if you want to make your living as an internet marketer.

Let's take it as obvious that you need a PC, internet connection and an idea of how the two work together.

I'll also take it as given that you understand terms such as 'affiliate', 'list' and how autoresponders and HTML editors work.

In short – I can show you what you need to do, but YOU need the skills to do it, IN PLACE, before you can quit your job in 90 days.

Leonardo needed to know the technical aspects of sketching before he could create a masterpiece.

If you don't know what I'm talking about sign up for [www.kickstartcourse.com](http://www.kickstartcourse.com) immediately while there are still places left.

Let's take it step by step...

Please note that the following 'system' is adaptable – you can do things your own way but it stands to reason that you must have the basics – you can manage without a membership script and use a simple protected folder instead for example, but you cannot manage without traffic or products.

## 1. Build a system..

You need to build yourself a system that will monetize your traffic. Forget about selling products – it's of secondary importance. What IS vital is that you push all your traffic through a traffic funnel.

It sounds simple doesn't it?

Use upsells, cross selling, autoresponders etc and monetize your traffic.

It's not as easy as it sounds – in fact I've been doing this for years and I'm STILL finding ways of improving the whole set up.

Most gurus are constantly tweaking their systems. It's like dealing with a huge, ancient plumbing system. You need to flush the pipes, tap with a hammer and give the whole thing a good kicking now and then!

So let's start with a simple system that you can drop your traffic into and that will keep those important sales dropping into your account. You've got to be able to afford to live if you quit your job remember – and as soon as you DO quit, your online activities will cease being a hobby and will become deadly serious, especially if you have a family and a mortgage.

## 2. Create your squeeze page...

Write, outsource or grab PLR rights to a good quality ebook or report.

You'll be offering this for free in return for an opt-in

It **needs** to be something interesting. '101 free report ideas' is BORING when it comes to asking people to give you their email address in return for a free report.

Boring.

People want sexy, and in internet marketing circles that equates to making money.

Here's a screenshot of the opt in page from my blog:



It promises (and delivers!) the secret to a six figure income. The 'sales copy' is dynamic and exciting and it converts well.

So think about what YOU would like to see - what YOU would swap your email address for. People are getting choosier about what they opt in for, and squeeze pages must now be as good as sales pages.

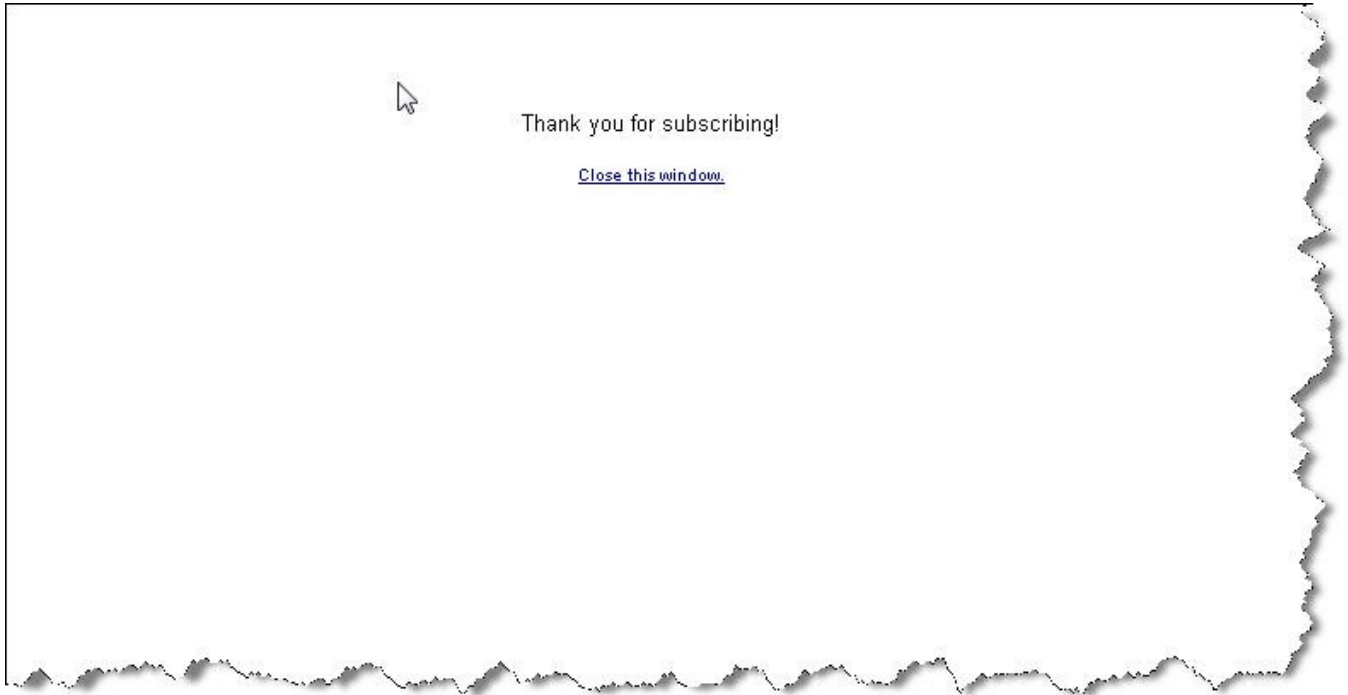
So take the report you've written or the PLR you've grabbed and 'sex it up' - change the title - use some 'hype' - it's a dirty word in Internet Marketing circles but it works well.

You're not marketing to crusty old IM nerds, you're trying to attract **new subscribers** and what they want most of all is to make some cash!

So they've read your sales copy, got all excited by it and have filled in your opt-in box and pressed 'Yes!! I want this super-hot info RIGHT NOW'

Note- Don't just have 'submit' on your opt in button if you can help it - you can change it when you're creating your Aweber web forms - have something spicy instead!

The next page they should see – the one after they press the button to send you their email details - *isn't* this one:



Because they've just signed up to your list – they're waiting for their exciting free report to arrive and, in short **they're hot about YOU**

This is one of a handful of key moments when your readers/subscribers/new list-members are most responsive to your offers, so to present them with a screen like the one above is CRAZY.

You need to present them with an offer.

It's not being pushy – they don't have to buy.

But you **WILL** make sales from presenting an offer at this point that you wouldn't have grabbed if you left the default 'thank for opting in' page there.

Your offer should be related to your free report.

Regarding pricing – there are many arguments about what's the best price point to set at this stage in the process.

My advice would be to try a few different prices. Start at \$47 perhaps, and work up or down from there depending on your results.

If you have your own product then great.

If not use an affiliate link to redirect to a Clickbank product.

But make sure you put an offer in at this stage. It's important.

Make it a GOOD, SOLID offer because the first three or four emails in your autoresponder sequence (the one your opt-in has just signed up to) will remind him of this offer, obviously giving a link to the offer page too.

A recurring Clickbank product (<http://www.kickstartcourse.com/affiliates>) is best.

These follow up emails are for those opt-in's who didn't buy your offer first time round.

We send our first 3 emails at 24 hour intervals then when the sequence changes to the ezine, we space these 4 to 10 days apart, depending on which interval we're currently testing.

Message #1 should remind the new subscriber about the download link to their free report but you *can* also mention the offer again – tell them where to get it if they haven't already done so.

You can also include an upsell in your pre-follow up message process by editing the opt-in confirmation URL in Aweber .

So they see your main offer immediately they click the 'submit' button (which of course has been reworded) then they get an email asking them to click the link to double opt-in.

Once they've 'clicked the link to confirm' they'll see a second default message

'Thanks you for confirming your email address'

or something similar.

You can also change this default message (again in your aweber account) so they see ANOTHER offer from you:



above is an example of one of mine.

So let's back up and recap....

You've enticed your new subscriber to opt in to your list using your sexy free report as bait.

Not only have they opted in to your list, but in the process of doing so you've presented them with TWO offers.

Now they were going to have to go through the opt-in process anyway, so why leave the default pages in place when you can use your own products, or Clickbank affiliate products or whatever to start making a profit?

You have to think of it as an audition on a TV talent show – you have a very short window of time in which to present yourself before Simon Cowell pushes the big red **X** and you've blown it forever.

You might feel this is 'pushy' and quite honestly some people *will* opt-out immediately because of it.

That's what happens when you sell to people – some get upset.

If you're genuinely providing value and quality products you should have no problem with this.

And if you're trying to go full-time you can't afford to leave money on the table.

If you're still not sure then why not include just one upsell to start with? and after a while include the second. I can guarantee your profits will increase.

As you become established you can chill out a little, sell a little less and start to provide more freebies and resources to help people to go full time too, but when you start you *need* to be slightly 'hungry' for profit, and upsells are part of maximizing your process!

### **3. OK – so they're on your list – now introduce them to your EZINE.**

As soon as your new subscriber has gone through your upsell process, and has received your first three emails reminding them of your main offer (upsell #1), it's time to get them used to receiving emails from you on a regular basis.

One of the best ways to do this is to welcome them to your *ezine*.

*All an ezine is, is a regular email from you.*

And once they're used to getting it in their inbox on a regular basis (sounds slightly rude), it's a lot easier to sell to them.

*But you have to provide content – and GOOD content.*

If you **ONLY** send sales email after sales email you'll go out of business quickly

This approach worked once upon a time but it *doesn't* work any more.

Even if the content you provide is directly related to the product you're selling in your email it's fine – *but you must include some content **somewhere** for your subscribers if you're going to sell to them.*

I sell on every single one of my emails!

But it doesn't seem that way because I've found the best way to sell is to include a link to a related (or sometimes even a non-related) product at the bottom of the ezine, *below* the content.

And I make the content GOOD.

Below the content it's easy to ignore (if they want) and isn't pushy.

But I make sales from **every single email I send out!**

I'll say that again - **I make sales from every single email I send out!**

And this wouldn't happen if I didn't include a sales link in every email. People can't buy from a link if the link ain't there!

And it sweetens the pill if the link is at the bottom of a good, solid content email – an ezine.

Oh – and make sure you *tell* them at the top of the email that it's your *ezine* they're reading.

**Calling something an ezine or newsletter makes it easier to accept than just sending out a straight email.**

Even better if you use Aweber's built-in codes to tell them **when and where** they opted in to your list. This will greatly reduce spam complaints.

**Stack as many follow-up emails (ezines) into your autoresponder as possible OR make sure you send out your ezine at regular intervals.**

There are two schools of thought on the approach here.

Many successful newsletters and ezines are sent out (for example) every few days as they are written by the owner.

This means they're current and topical.

The other way is to stack up your AR with pre-written newsletters or ezines that are sent out at intervals determined by you.

This is easier, but you have to constantly check your follow up messages to ensure that they're up to date.

Whichever approach you choose, make sure that your ezine provides content as well as sales links.

I do both.

### **Next - What to sell?**

Products that you actually use yourself are best.

Although let's not kid ourselves here - anyone who says they only promote products they use themselves is going to be stretching the truth a little.

I try to recommend ONLY products I use or have created myself. But I find that I write far more newsletters than I have products in the above categories.

So I promote products that have been sent to me by reputable marketers whom I know and trust, or by marketers who give me the chance to read and review their products before I recommend them.

What I don't do is jump on the latest launch unless it's very very good.

That's not to say this isn't profitable though – and you should decide what you want to promote from the outset, and how you want to do it.

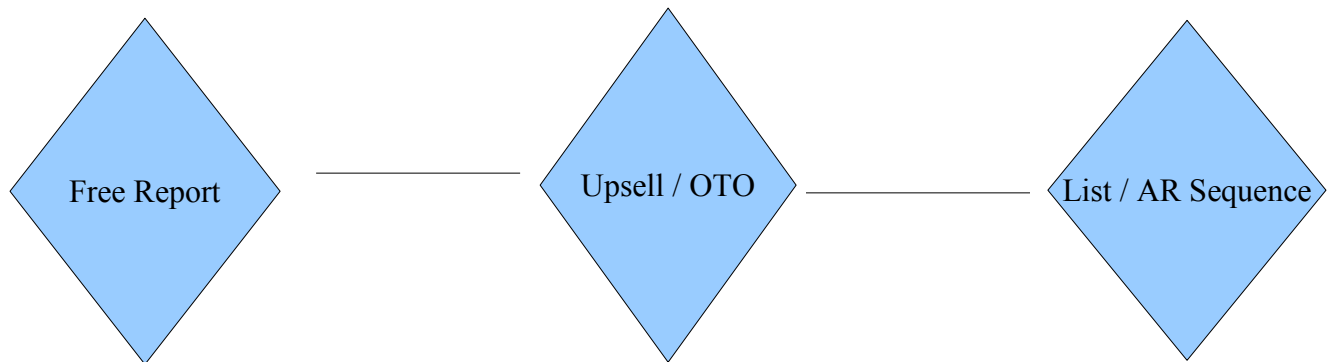
But think about it – every man and his dog is going to promote the latest launch – why inflict that much competition on yourself?

OK - If you're writing your newsletter every few days and sending it out when ready, you can certainly get away with sending a straight 'buy me' sales email in between because you're providing the content via your newsletter.

In this case it's far easier to stack up your sales emails into your autoresponder and program it to send them out every 7 days or so, and write your ezine around them.

You need to contact, provide content and SELL to the people on your list on a regular basis or they'll get out of the habit of opening your emails.

**This simple model –**



...has enough power to enable you to quit your job in 90 days.

**But you're going to need to use it in different ways...**

Obviously you need traffic, and that can be tricky.

**4. Here are some ways to use that funky term 'leverage' to get some traffic to your squeeze page.**

To start with, you have an advantage over many newcomers trying to go full-time in IM if the front of your funnel is a **free** product, because wayyyyy too many newbies start off fixated on one thing – 'the sale'

This is a mistake – the main thing is to get the opt in and get 'em on your list. And if you can present an upsell or two as you do it then great – you'll win from both ends.

*Perhaps more importantly, by having a free product as your first point of contact, it makes you a much more viable proposition to other marketers to adswap or JV with.*

Here's what I would recommend as your traffic / list building strategy.

When you start with no list you need to get people on your list somehow. Obviously.

So you're going to have to pay for advertising – whether that involves Google adwords or other pay per click methods, or a simple paid ad in another marketer's ezine.

Remember you're presenting a FREE offer whereas so many paid ads are pushing *paid* products so you have the edge here.

Another way is a simple one – at first glance it looks TOO simple – but I've seen it used to great effect (and have used it this way myself).

The method is simply to pay \$20 for a WSO – Warrior Special Offer – from the Warrior Forum, and offer your squeeze page.

*(Kickstart Course Lesson 23 gives full details of how to make a profit in a matter of hours and generate traffic using this method)*

Readers come for your freebie, sign up, are presented with your upsells and finish up on your list.

This is 100% what you want, and best of all the Warrior forum special offers section is read by so many people that the traffic is ready provided!

By 'bumping' your WSO (costs \$20 a time) to bring your offer back to the top of page 1, AND by changing your post title you can attract hundreds of subscribers onto your list and through your upsells, making a nice profit into the bargain.

Once you've got a few hundred subscribers (the magic number seems to be around 2000 to really open the gates for adswaps) then you can JV and do adswaps with other marketers of similar list sizes.

Yet again the Warrior forum comes to the rescue by providing a JV forum where you can contact people looking for the same.

Most experienced marketers will already have a system similar to yours – they'll offer a free product with upsells and an AR sequence ready to go for new subscribers.

So they mail their list with your free offer and vice versa.

You should both pull in new subscribers and profit from some upsells.

**5. But if you want to attract marketers with a slightly bigger list than yours to JV then there is another way...**

If your list is 1000 and theirs is 4000 you're going to have to work pretty hard to persuade them to mail your squeeze page URL to their 4000 subscribers in return for your – smaller – mailing.

One way to do this is to alter your upsell page (or better build a second squeeze page *and* upsell) and put *the other marketer's Clickbank nickname / hyperlink on the upsell page so that they collect commissions from **your** upsell too.*

If you agree to this AND send a mailing for the other marketer to your 1000 list, then there's a good chance that the other marketer will agree to mail his 4000 list.

You'll pick up a significant number of new subscribers and he'll get your upsell. To give him a really good deal, change BOTH your upsells to his Clickbank nickname so he gets both the opt-in AND confirmation upsell.

(Just make sure your 3 reminder emails for the people that didn't initially take your upsell link to YOUR Clickbank hoplink not your JV partners).

Read the last page again so it sinks in. You're effectively building a unique adswap page for him.

Remember you're out to gather subscribers – that's the main objective. If you make upsell sales on the way then that's cool, but your MAIN aim is to build your list.

Why?

Because it's possible to go full-time with around 2000 subscribers.

Let's do some numbers....

First of all decide how much you need to quit your job.

Let's presume it's \$2500 a month.

### **Here's how to go full time online in 90 days....**

Your job is simple – by using ALL methods – WSO's, Adswaps, JV's, Paid advertising etc...

ALL YOU NEED TO DO IS GET 1000 - 2000 PEOPLE A MONTH HITTING YOUR SQUEEZE PAGE.

When you consider a single WSO can easily get 500 viewings in 24 hours it's maybe not as hard as you thought.

Then get your squeeze page converting at 50%

This again is not that hard with some testing AND if it's a free product.

Let's suppose you get the lower figure – 1000 people a month – hitting your squeeze page and it converts at 50%

You get 500 subscribers opting into your list and making their way through your simple but effective sales funnel.

Out of the 500 that opt-in let's suppose just 4% buy your first upsell – that brings you 20 (4% of 500) people buying your \$47 upsell.

A profit of \$940 over 30 days.

Out of those 20 people let's presume that 5% convert to buying your *second* upsell at \$27 – that's just one sale resulting in \$27 profit.

Now of the 500 people that go onto your list and start receiving your ezine and sales email, let's suppose that just 3% of your list convert on each mailing.

Thats 3% of 500 – 15 people buying from your AR sequence every 7 days. Let's take a LOW price average of \$27 and that gives you \$405 a week in AR sales.

That's \$1620 a month in AR sales.

Add the upsell sales of \$940 and \$27 and the grand total income in a month is \$2587 a month.

That's after working your butt off driving traffic for a month, maybe two.

Less than 90 days.

\$2587 – that's slightly more than the figure needed to quit your job. Replicate the process for 90 days to see if it continues and if it does – BANG!

You're a full-time internet marketer.

Your job now – is to fill the funnel.

You see how it's possible?

Now it's your turn :-)

Best wishes

A handwritten signature in black ink that reads "Tony Shepherd". The signature is written in a cursive, flowing style with a long horizontal stroke at the bottom.

Tony Shepherd

Author - **KickStartCourse™**

I have a personal message for you below.....

Dear Friend,

If some of this has made sense but some *hasn't* then welcome to the world of internet marketing :-). It's a confusing, addictive, exhilarating **and hugely profitable** world, and one that I love and that brings me a 6 figure income.

All new internet marketers have to serve their apprenticeship – for me that involved spending thousands of dollars and a few years following my own backside as I learned from costly mistakes.

Which is why I wrote The KickStart Course – so you don't have to!

No heavy sales pitch here – the most successful entrepreneurs make their *own* minds up, but think about this...

If you're raring – *really straining at the rope* – to get moving as an online marketer, **then invest just \$27 for the first 4 lessons of the KickStart Course.**

If you don't agree you've progressed more in those 4 weeks than you have in all the time you've been trying to earn money online I'll give you a full refund without quibble and with a smile on my face.

Best wishes,

Tony Shepherd

author – <http://www.kickstartcourse.com>

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