

Fast Cash Training

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Table of Contents

Introduction.....	4
#1 – Blog Your Way To Wealth.....	5
#2 – Create Your Own Info Products.....	8
#3 - Flip Existing Info Products.....	11
#4 – Flip Existing Websites.....	13
#5 – Become An Affiliate Marketer.....	15
#6 – Create a Membership Website.....	17
#7 - Take Advantage of eBay.....	19
Conclusion: Choose & Take Action!.....	21

Introduction



Welcome to **Fast Cash Training!**

My name is **David Walker** and you can find out more about me at my blog DavidWalker.tv.

I have been involved in a number of different online ventures during my time online, ranging from the successful to the spectacular failure.

Just some of the areas I have been involved in are: affiliate marketing, CPA marketing, private label rights (PLR), eBay, website flipping, online gambling, soccer, white hat, blackhat and everything in between!

Every day I receive messages at my help desk from readers who want to make money online but don't know where to begin and that's what compelled me to put this short report together.

First of all you need to take action and then have enough patience to stick with one thing until you get really good at it so that it starts to make you money. Then all you need is to scale things up or outsource the process completely and move onto something new!

In this report I have outlined **seven methods** I have been involved with myself at one time or another during my years online. You can get started with them right away and they have the potential to earn a five figure monthly income.

All you need to do is **TAKE ACTION...**

#1 – Blog Your Way To Wealth

Blogging is one of my favourite online activities so it makes sense that I want to discuss it right at the start of this report!

Blogging is great because the potential is there to make from a few extra hundred dollars per month, all the way to five figures monthly without creating your own information product.

Set up a blog in a niche you are passionate about and know well. This is important because if you love a subject, rather than just want to exploit it for profit, it will be much easier and enjoyable to keep adding fresh content to it.

You can monetize a blog in one or more of the following ways:

- Promote your own info products or training programs
- Promote products by other marketers as an affiliate to earn commissions
- Promote cost per action (CPA) offers and earn a commission every time your visitor performs a specific action, such as filling out a form or completing a survey
- Use Google AdWords and earn a few cents when someone clicks on an advert
- Accept donations on your blog

As you can see there are numerous ways you can earn money with your blog and here is an overview of the process involved to earn up to a five figure monthly income:

1. **Find a Hungry Niche.** Find out what people are having problems with and need solutions to. They will read your blog to get some of the answers but if they want the full story, they should be willing to spend some money in order to solve their problems fully.

2. **Spy On Your Competition.** Make a list of all the popular blogs in your niche and visit them. Find out what the visitors are discussing in the comments sections of each post and what problems are being solved. This will help you think of a different angle you can approach these issues from with your own blog to set it apart and in time become better than the existing blogs out there.

3. **Register Your Domain Name.** There are hundreds of registrars available but I have done a lot of business over the years with [GoDaddy](#). Try and add the main keywords you are targeting in the domain name itself and get the .com suffix if possible. For example your domain name could be "**WeightLossTips.com**".

4. **Register Your Hosting Account.** You need hosting to store your blog content. Again, there are lots of options available but it's safer to host with a large, established company such as [Hostgator](#) because there is less likelihood they will disappear overnight.

5. **Install Your Blog.** Visit [WordPress.org](#) and download the latest version of the blogging software. Install and customize it. Some hosts, [Hostgator](#) included, will allow you to install Wordpress with a single click of a button.

6. **Start Blogging!** Start putting content on your blog. A niche blog ideally needs at least 10 posts to give the impression of popularity for any early visitors you receive. Blog need constant, fresh content, so try to add new posts at least two or three times per week. This is why I said it was important to have passion for your niche earlier on!

Use [Niche Reaper](#) find popular search phrases in your niche and create problem-solving content based around them.

With your blog now set up you need to create content that entices visitors to return to your blog over and over. These ideas should get you started:

- **List Posts.** List-based content does well on blogs because readers can scan the information quickly and consume it in bite-size chunks. For example, a weight loss blog may list the top 10 diets, top 10 weight loss supplements, top 10 fat-burning foods etc.
- **Product Reviews.** Truthful product reviews are more difficult to come by than you think online because affiliates are more interested in earning a commission than providing value to their readers. Become a trusted resource and you will earn even more money!
- **Controversial Posts.** Do not be afraid of a little controversy – it can get your readers talking and linking to you, drawing in your target market even closer.
- **Opinionated Posts.** Those who express strong opinions are considered authority figures compared to those who simply regurgitate information. Be passionate and make a stand.
- **Join Ongoing Conversations.** Read a great blog post in your niche? Write a follow-up post on your blog and link to the original. If you take a different viewpoint or form a strong opinion, readers will migrate to your blog because you offer something new.
- **Answer Questions.** Visit blogs in your niche to see what sorts of questions people are regularly asking and answer them on your blog.

[To learn the secrets behind why a minority of bloggers earn six figures per year while the majority do not, click here.](#)

#2 – Create Your Own Info Products

Many internet marketers will tell you if you want to make money online, you need to develop and sell your own information products.

It is not the only way to make money online, as you will see in this report, but it is one route you can take to create a five figure monthly income. You can also create your own products in addition to performing any of the other techniques in this report.

You may not think it, but it is likely you have knowledge that other people would be willing to pay for. If you are knowledgeable about a particular subject or perhaps confident you can do something better than anyone else, you have the basis of an info product or training course.

Here are a few suggestions of thing you may be able to do very well:

- You are a natural charmer and could teach hapless singletons how to get a date.
- You are an expert dog trainer and can help frustrated owners control even the most stubborn of pets.
- You have lost a lot of weight and could teach others to do the same.
- You are a skilled golfer and could help others improve their game.
- You are adept at getting websites to rank prominently in the search engines and could help others improve their own positions.

You are not restricted to the above list. If you are good at something, the chances are other people want to be good at it too and will be prepared to pay for that information!

When you have decided what topic you want to create an information product or training course on, follow these steps to get the work done.

Better still, a lot of the steps below can be completely outsourced to freelancers. This will allow you more time to work on marketing your product, rather than getting bogged down in the content creation and technical side of things.

1. **Do Your Market Research.** Your aim here is not to find a market and then need to educate them on why they need your product. This could take years and the aim of this report is to start making you money as soon as possible. Instead, focus your attention on determining a hungry niche which **already** has products people are actively buying and then present yours to the marketplace.
2. **Do Your Competition Research.** Find out what products are already being sold so you know what you are up against and can develop a better product. Do existing products still leave questions unanswered or can you approach an old problem from a different angle? Your aim should be to improve on what is currently available.
3. **Create Your Product.** Now it's time to take action. Start with an outline and get a draft of your product written down as soon as possible. You can create your product in video, audio and written format. This is going to be the most time-intensive of the five-step process here but the good news is when you have decided on your outline, you can outsource the content creation completely.
4. **Set Up Your Website.** As well as the product, you will need a sales letter and minisite and product graphics to entice customers to buy your product. You may want to give away some content to build your list and develop trust between you and your potential customers. In which case, you will need an autoresponder, such as [Aweber](#).

5. **Set Up Your Backend Sales System.** It is unlikely you will get rich selling just one product, so think of it as the gateway to your portfolio of products. Develop further products at increasing price-points – such as a monthly continuity program or personal training.

The last step is important and even as you create your first product, you should think about how you can develop your backend sales system. Your aim should be to send your customers deeper into an overall sales funnel whereby you offer them increasingly expensive products and services, perhaps even closer, one-to-one access with yourself.

As you can see, product creation is not a complicated process and can actually be summarised in one sentence:

Find a hungry market and give them what they want.

[To learn how to create your own information products and build a horde of affiliates to promote them on your behalf, click here.](#)

#3 - Flip Existing Info Products

If you don't want to go through the process of creating your own products from scratch, you can save a lot of time by purchasing, editing and then reselling info products which have Private Label Rights (PLR).

With a PLR product, you purchase the right to modify the product and can then do whatever you like with it as long as it is within the terms of your PLR license. You can usually modify the supplied text files, break it up, add new information to it, change the format (e.g. create an audio, video or physical product), sell it, give it away, etc.

The reason PLR products are so profitable is that even though 20, 200 or even 500 people may have the rights to this same product, only a small percentage will take any action. Of that small percentage who do, most will simply use the PLR product as it is, without making any effort to modify it, add their own content, draw upon their own experiences or even change the name of the product.

If you invest a few hours of your time modifying and personalising the content, changing the name of the product and outsourcing the creation of some new ecover graphics and a sales letter, you will have a unique product in the fraction of the time it takes to create a brand new product from scratch. You can of course also outsource the entire process.

Here's how to make money online using PLR products:

1. **Do Your Market Research.** Just as if you were creating your own product from scratch, find a hungry niche and look at the products they are already buying.

2. **Find PLR Content.** The PLR product should be similar to what your niche is already buying. Search Google for your keywords alongside the word "PLR" or similar, such as "weight loss PLR" to find suitable products.
3. **Edit the Content.** I recommend editing the content thoroughly. Create a new title and try and personalise the content as much as possible. Add new chapters and take out anything which doesn't fit with your own teachings. Create or outsource new ecover and minisite graphics.

You could also approach the content from the perspective of a sub niche. For example, a general weight loss PLR product could be reworked as a product teaching "safe weight loss for teenagers". You could modify your core PLR product to create dozens of new products aimed at different sub niches. As well as aiming your reworked weight loss product at teenagers, you could develop products to target college students, busy professionals, new moms, senior citizens, people in wheelchairs etc.

4. **Create Your Sales Letter.** Your sales letter may need some tweaking due to the changes you have made to the product content but it won't take anywhere near the time as if you were to start from a blank page!
5. **Create Your Lead Capture System and Sales Funnel.** Just as before, the bulk of your earnings will come from backend sales. You can develop further products from PLR content and you should consider setting up a monthly continuity membership website for recurring income.

[You need a supply of quality PLR material and I have a membership at this website. For a low monthly fee I am able to download more PLR products than I can possibly use!](#)

#4 – Flip Existing Websites

I used to do this a lot on eBay a few years ago before the fees rocketed and they stopped displaying listings in the traditional “auction – items ending soonest” format (“best match”? What a load of crap... but I digress).

There is still a lot of money to be made flipping websites and it is something that will never go out of fashion or become saturated, simply because there are more and more websites being created and left to stagnate than ever before.

There are two ways you can make money flipping websites and you will probably want to combine both of them to maximise your income:

1. **Build Niche Websites From Scratch.** Here you are not really “flipping” a website as such. You are creating a brand new website in a particular niche and then sell it to an interested buyer.

You could create a one-off website and sell it to a single customer for a higher price.

Or, create a template site and fill it with private label content. You can then sell this to multiple customers at a lower price, as long as the customers are aware it is not an exclusive website.

You can sell the exclusive websites based on the traffic and profit “potential” or you can secure a much higher price by spending a few months developing content, building traffic and income. Since the website is actually attracting visitors and making money, then it will command a higher price because there’s proof that it’s profitable.

- 2. Flip Poor Performing Niche Websites.** You find a website which is under performing, tweak it until it improves and then resell it for a higher price.

There are lots of places where you can find websites with a high resell potential. Search market places on forums such as [Digital Point](#), [Warrior Forum](#) and [DNForum](#). Look for low-priced, low-profit websites where you can clearly see how to boost the profits. You can usually strike a deal at a few hundred dollars.

Then, work on improving the content, tweak the sales process and monetise the website properly. Improve its position in the search engines and start driving traffic.

When your website is converting you are able to resell it for a much higher price, usually between six to 12 months worth of profits. For example, if your website is making just \$200 per month you could resell it for between \$1,200 to \$2,400 or possibly even more if you find the right buyer. List your website on [Flippa](#) to find serious buyers.

When you have made your first sale, reinvest some of your profits into buying more websites. With some money in the bank you will be able to purchase better websites with a much higher resale potential.

If you continue to "trade up" in this manner after each sale, it will not be too long before you have a consistent, five figure monthly business!

[To learn how to find and purchase under performing websites for peanuts and then redevelop them so they have a high resale value, click here.](#)

#5 – Become An Affiliate Marketer

As an internet marketer, I use affiliate marketing in tandem with promoting my own products and it's an easy way to get started making money online.

At its most basic, affiliate marketing is when two marketers come together – one marketer has a product they want to sell and the other marketer has an audience who may be interested in buying that product. The marketers split the profits on any sales they make together.

The affiliate sends traffic to the product creator's sales page and the product creator closes the sale. He or she then gives a commission to the affiliate for every paid referral.

The good news is you can become an affiliate for almost anything. Regardless of what niche you are in there will be marketers and suppliers who have products they want you to promote for them: from kitchen appliances to holidays to books and similar products on large online retailers like [Amazon](#).

The difference between promoting physical and digital products is the percentage you earn as an affiliate. For example, if you promote physical products, you typically receive only a small percentage as an affiliate, around 5% to 10%.

However, as an affiliate for a digital, downloadable product such as an ebook or training course, you can earn as much as 50%, 75% or even a full 100% commission for every sale!

Your earnings can rack up quite quickly as an affiliate promoting digital products, especially in the internet marketing niche where they sell for \$37, \$67, \$97 and higher.

Here is a five-step overview of how to make money online as an affiliate marketer:

1. **Find a Hungry Market.** Just as when we looked at creating your own products, it is important to find a hungry market that is willing to spend money.
2. **Do Your Product Research.** Find out what this market is already buying. The easiest way to make money online is to sell what people are already buying.
3. **Find Suitable Products.** This is the easy part. To promote digital products in all manner of different niches, visit Clickbank to browse for affiliate products that are currently being sold to the market.
4. **Create a Squeeze Page.** I would advise you to create your own squeeze page to send leads to rather than directly to the merchant's sales page. Entice your leads to opt-in to your list by offering them a free report and after you have built trust you can confidently recommend further products to your subscribers as an affiliate.
5. **Drive Traffic.** You need to send leads to your squeeze page and you can do this by using pay per click marketing, search engine optimisation, article marketing, blogging, social media marketing, forum marketing, viral marketing and other similar strategies.

As you can see, affiliate marketing is a simple process. Just build a list of targeted buyers, find affiliate products that solve their problems and recommend those products to them.

[To learn how to become a "super affiliate" and bank a sizeable income just by promoting other peoples products, click here.](#)

#6 – Create a Membership Website

A recurring theme throughout this report so far you may have noticed is the money is not in your products... it's in your list.

The easiest money you'll ever make is by selling more products and more expensive products to your existing customers (i.e. as has been mentioned several times, the "backend").

Smart marketers spend their time building their sales funnels because they know the hard part is getting a prospect into the funnel in the first place. But once the prospect starts buying, they'll continue to buy as long as you are solving their problems and giving them value.

Imagine, if you could sell a product to your customer once and then do so automatically every month after that, with no additional persuasion on your part.

Would that make it easier for you to run your business? Would you be able to make a whole lot more money? **Yes and yes!**

Fortunately, there already exists a way for you to tap into the backend income automatically and effortlessly: create a monthly membership site (also referred to as a continuity program).

Instead of selling a new product to your customers every month, you set up a membership site with a monthly fee. Your customers are billed automatically and all you have to do is update the site once a month. You can even outsource this task, meaning you're earning a residual income almost on autopilot!

For example, imagine setting up a membership site with a \$20 monthly fee and getting just 500 customers. Each and every month your payment processor rebills these customers to the tune of \$10,000 with no additional effort on your part!

Here are just a few ideas for membership sites you could set up:

- **Offer a Service.** Web hosting is an obvious example but you could offer something like sales letter critiques or college essay critiques.
- **Offer Lessons on a Topic.** I will use myself as an example here. My Blogging Boss training program runs for six months and teaches members how to build a profitable online business using their blog as a focal point.
- **Offer New Products.** Think of *Time Life* books or the “Wine of the Month” club. Every month the customer receives a new product and it doesn’t have to be a physical product either. I am a member of [Resell Rights Weekly](#) and can download lots of new Master Resell Rights (MRR) and Private Label Rights (PLR) products each month for a low subscription fee.

If you go down the route of selling your own information products I advise you to develop a membership site so you can sell it on the backend.

You customer purchases your “front end” product, such as a report or video series but you can then offer them membership to your continuity program for ongoing monthly tips, resources, advice and support.

[To learn how to create your own profitable membership website and bank a recurring income effortlessly each month, click here.](#)

#7 - Take Advantage of eBay

Almost every single marketer I have talked to has used [eBay](#) at some point in their career and with good reason: it is one of the largest marketplaces in the world.

When you tap into the power of eBay, you don't have to waste time thinking about where your target market congregates and how to reach them because your target market comes looking for **you!**

Another important point to consider is that eBay browsers are likely planning on buying something. In fact, it is difficult to find “hotter” leads than those browsing eBay!

There are numerous ways to take advantage of the millions of visitors who visit eBay every month, but in general, you'll likely use one of these two models:

1. **Use eBay as a Lead Generator.** If you browse the closed auctions, you'll see certain sellers who consistently appear to be making very little profit, or even making a loss.

You may ask yourself why would someone choose to lose money on eBay? The answer is quite simple: they are using eBay to generate leads. They sell low-cost products to build a buyers list and get people into their sales funnel. The marketer can then work on selling them more expensive products on the backend.

2. **Use eBay to Make Big Profits.** This model is really a combination of direct profits and backend selling. Here, the marketer not only offers low-cost products to pull people into their sales funnel, he or she also offers high-ticket products directly to eBay buyers. While a loss may be incurred on the low-ticket items, profits are being made on the high-ticket items.

The model you choose depends on what you're selling. In certain markets, you'll find it difficult to sell high-ticket products directly on eBay, because people want bargains.

However, if you're selling something like antiques, you may find you get higher prices by putting them on the auction block rather than by offering them for a fixed price to your customer list.

In order to succeed on eBay, just like our other methods, your best bet is to choose a hungry niche and focus almost entirely on that one niche, i.e. become a specialist.

Once you find your hungry niche and know what they are buying, start giving it to them. Whether it's antiques, clothing, information products, collectibles, artwork, exercise equipment or anything else.

For physical products you can use a dropshipper so you never have to hold any stock yourself and for digital products you can create your own or resell those you have rights to.

An important point to consider is you want to sell digital products, like eBooks or videos, eBay now requires you to mail the product. This means you have to make a printed product, or the easier option of shipping it on a CD or DVD.

[If you want to learn more about how to make money on eBay, then you need to click here! I bought a copy of this definitive guide myself. Now in its sixth major update!](#)

Conclusion: Choose & Take Action!

Congratulations! You made it to the end of the report and have seven ideas to take action upon to build towards your goal of a five figure monthly income!

My best advice is to pick one topic and stick with it because you are not going to make a ton of cash overnight. Patience is the key.

Here is a recap of all seven methods and resource links to help accelerate your success:

1. **Blog Your Way to Wealth.** One of my favourite online activities. Choose a niche you are passionate and knowledgeable about, create a blog and become the authority.
[More advice and training on how to make money blogging can be found here.](#)
2. **Create Your Own Information Products.** If you have the expertise on a particular topic that people would pay for, consider creating your own information or training product.
[More advice on making money with your own info products can be found here.](#)
3. **Flip Existing Info Products.** You can also take a "short cut" to creating your own info products by redeveloping and reselling Private Label Rights (PLR) products. [I am a member of this website and download more PLR than I can use each month.](#)
4. **Flip Existing Websites.** Buy poorly performing websites for a few hundred dollars, redevelop them, drive traffic and get them earning. Then resell them for a large profit!
[More advice on flipping websites for large profits can be found here.](#)

5. **Become an Affiliate Marketer.** Find a hungry market and build a list of email subscribers. Promote other peoples products to them and earn commissions for each sale. [More advice on making money as an affiliate can be found here.](#)

6. **Create a Membership Website.** Earn a recurring monthly income by finding a hungry market and deliver them services, lessons or products (physical or digital) each month. [More advice on creating a profitable membership website can be found here.](#)

7. **Take Advantage of eBay.** Tap into eBay's huge user base by using it to generate leads and make money on the back-end or make a substantial income selling big-ticket items. [More advice on making money with eBay can be found here.](#)

The “best” option of the above seven is easy to spot – it’s the one that looks the most attractive to you. It’s the method that suits your lifestyle and the one you feel passionate about the most to stick with until it makes you a serious income!

The only thing I have left to say is **take action...** nothing starts to happen until you do!

To Your Success!



David Walker

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