

The **Simple Truth**

Tom Hua & Brett McFall

SPECIAL REPORT: The 7 Biggest Secrets Beginners Can Use To Quickly & Easily Make Huge Profits On The Internet.

By Tom Hua & Brett McFall

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The Simple Truth

The 7 Biggest Secrets
Beginners Can Use To
Quickly & Easily Make Huge
Profits On The Internet.

IMPORTANT:

After training over 10,000 people around the world, Tom Hua and Brett McFall are certain of one thing: very few beginners know the following secrets you are about to discover, let alone how to use them. And by combining them with your own initiative and the power of the internet, you too could create a profitable business from home or anywhere in the world.

This information is based on 8 years of research by Tom and Brett using their own money to test and measure the advice you are about to read. *In fact here are some things you should know:*

- Tom and Brett generate over \$5 million a year using these secrets in their own businesses selling everything from ebooks to DVDs and manuals
- They are paid consulting rates of up to \$2,500 an hour to reveal what they know
- They have step-by-step plans for every part of their processes
- Their money-making formulas can generate cash-on-demand. In fact, LIVE in front of captivated audiences, they regularly take absolute beginners and help them make up to \$30,000 in a single weekend.
- They teach audiences in the USA, UK, Australia, China, Singapore, Malaysia, Indonesia, India, Thailand, Hong Kong, United Arab Emirates and New Zealand
- Tom and Brett are the co-founders of the world's biggest internet business event, World Internet Summit – a 4-day step-by-step training in the simplest and latest internet marketing techniques for the beginner
- Are featured on over 1,400,000 websites on the internet
- And have the freedom to earn their income from anywhere in the world

What Tom and Brett reveal in this report could be the first step to changing your future forever. Yes, it's true, you too CAN make money in your sleep.



Firstly, some brutal honesty...

It doesn't matter what day you are receiving this report. It doesn't matter what month. And it doesn't matter what year either.

What you are about to read is the *simplest knowledge we believe exists on the internet* ABOUT the internet. We believe that too many experts have made it all "too hard" for too long. When in fact, creating a business online doesn't



have to be rocket science.

We know from person experience in training thousands of people, that what you need at the beginning is the essential knowledge only. *This isn't one of those "shock jock" reports* that predicts the end of the internet; the birth of something else; or the promotes the latest fad or trend to hit the online world.

This report is designed to get you back to basics. In fact, this report may even be regarded by some as "boring." But in truth, it could be the most exciting thing you read all year. There are so many trends on the internet, so much distraction, and so many so-called "gurus" launching their own "new" way of marketing online, that we felt the average person needed some real world advice.

Advice from people who actually earn their full time income from the internet, and have done so for many years. What we have found over the past few years is massive confusion in the minds of beginners as to what it really takes to make money on the internet.

"Overwhelm" is a word we hear frequently. Mainly from people who have bought a lot of ebooks and courses about how to get started. One thing is for sure, a lot of information is too much to handle when you're starting out. And information is one thing the internet has no shortage of.

When what you really need is the **right information revealed to you at the right time.** You do NOT need to know everything up front. You just need to know enough so that you can progress to the next step.

This way, your internet journey becomes an adventure, not an ordeal. It was Walt Disney who said that one of the secrets behind the success of Disneyland was that no matter where you are in the park, you can never quite see around the corner. As humans we love to discover things. We're curious.

And so this report is designed to be that first step. You never know what is around the corner, the internet is always throwing up surprises. But at least if you prepare yourself properly, you'll have a very high chance of success.

Looking at the internet as a business tool is about more than just "making money online." We believe it's about building a sustainable business that you can either run for profit, or sell to someone else. Whichever, it all starts in the mind.

Start off thinking the right way and you'll end with a great result. This report contains the "right ways." So join us now as we take you through the critical things you should know from the very beginning.

Warmly

Tom Hua & Brett McFall

www.worldinternetsummit.com

SECRET #1: How to virtually guarantee that you'll be successful online from Day 1 (even if you've never sold a thing on the internet before)

Stop looking for the “hot” product to sell, and begin looking for the hot market

It seems nearly everyone has a “great” idea for a product these days. Which is a positive start, but it can also be the very reason why making money over the internet becomes almost impossible.

I'll see if I can illustrate this point with a story. Tell me which one of the following scenarios sounds like a better recipe for success:

- 1) You look around on a crowded street. You approach a person and try to sell them an ice cream.
- 2) You look around on a crowded street. You approach a person and ask them if they are hungry. If they say “yes,” you ask them what they feel like eating. They tell you. You quickly go and find what they just told you they wanted, and sell it to them.

Hmmm... which scenario do you choose as having the highest rate of success? If you chose No.1, you're not wrong – you're just making things a lot harder than they need to be. What if the person doesn't like ice cream? It doesn't matter how good a salesperson you are... they don't like ice cream!

The 2nd method however makes your chances of success much higher. By finding out first whether the person is hungry, and secondly, what they really want to eat, don't you have a greater chance of success of selling it to them?

In fact, we find this to be true in nearly every transaction we do online. When we find a group of people (*which may be in the hundreds of thousands*) that are openly saying they love something in particular or hate something in particular, that gives us an unfair advantage.

The market is telling us WHAT they want. All we have to do is help them get it.

These specialized groups of people are called “niches.” For instance: hobbyists ... or sports lovers ... or car lovers ... or horse owners. There are MILLIONS of people who have a particular interest in a certain topic - even ***Dog Food Recipes***.

Good news: the great part about selling to “niches” is that because your information is tailored to them specifically, a higher percentage of people buy. We all like information that tells us exactly what WE want. And so catering to niche markets, rather than “general” markets can fast-track your profits. You can often triple your sales, by selling to a “niche.”

So before you sell anything on the internet remember: market comes first, product comes second.

Great place to start your searching for free is www.wordtracker.com

SECRET #2: What type of product to sell on the internet to make huge sales and automatic profits

Sell downloadable products.

The internet is designed for information exchange. Information is why most people go to the internet. They are looking for information that will help them.

There are millions of people on the internet looking for quality information at any given time. *Although initially they are searching for free information, they are willing to pay for the right information that solves their problems.*

Which makes selling downloadable products – *mostly information based* - over the Internet the best business you could ever dream of having. Why? Because:

- **They can be delivered instantly.** Meaning the customer can satisfy their demands right then and there.
- **Quick and easy to produce.** Truly, in a matter of hours you could have your own information product created. It can be as easy as recording a 1 hour interview with an expert (which may be you!)
- **No stock to keep.** One part of any business that can eat up profits is the warehousing and fulfillment of the product. But with a downloadable product, it's one product that is downloaded thousands of times.
- **You can automate your business to run without you!** This is perhaps the best news of all. If you sell products which are downloadable, your customers can buy your product any time of the day automatically. Meaning they can give you their money and download their product, and easy-to-use software takes care of the lot.

Downloadable products can be:

- a written book in electronic format (*also known as an "e-book"*)
- a piece of software
- an audio recording
- a digital video recording
- even a membership website that is protected by username and password.

Good news: once an information product is developed, it will cost you almost nothing to produce an additional copy ... or thousands of copies! You're selling the same file repeatedly.

You can make money over and over again, but you only do the "work" once. In fact, the entire process of your business from production, marketing, sales presentation, payment processing, to product delivery and customer support can all be done from your website without your personal involvement.

Selling quality information to the right market is the most profitable business of any kind. We've had students make as much as \$30,000 in 72 hours.

For a great video lesson on how to create your own product in just 60 minutes, visit www.worldinternetsummit.com/video_product1.html

SECRET #3: How to sell your product to people all over the world without seeing them... talking to them ... or employing a salesperson

Create a compelling sales message.

This is without doubt this is the most important part of your website (and we haven't even talked about designing your site – next secret). Bottomline is, the only communication you're going to have with your potential customers is through the words on your website.

Your words are your “salesperson.” Your words are what does the selling for you while you're sleeping... taking a break ... playing sport ... taking the kids to school ... relaxing at the game, you name it. So you need to use the right words to put your prospects at ease and to excite them into owning your product.

Can you write a letter? If so, then you've got the skills needed to write the words on your webpage. Why? Because a letter is the method we've proven to work when it comes to making the most sales on your website. A simple, compelling letter which educates and excites your prospect to your value.

Now there is a formula for writing the right letter because there is a process that we as customers must go through in order to feel comfortable buying. Luckily there is plenty of information online on how to do it effectively.

Forget what your partner thinks or what your friends say – the letters we use are usually not popular when it comes to judging a website on its looks. But it's a different story when we judge it on SALES! A letter ... sales letter ... will become your best friend. It will become your No.1 salesperson and something which produces thousands of dollars in sales at the very least.

Overall, you'll need to tell your prospect the benefits of what your product offers. Which means, what it will DO for them. It's all about THEM okay? Not about you. Sometimes the letter can take 3 pages to properly tell your prospect what they need to know in order to feel comfortable buying from you. But sometimes it can take 20 pages. Generally the more you charge, the more information your prospect will need before making their decision.

Don't worry, you have 3 options when it comes to writing the letter to sell your product:

- You can learn to write it yourself – search for “how to write sales letter” on your favorite search engine
- You can use software that will help you write most of it – search for “sales letter software”
- Or you can hire someone to do all the work – visit www.elance.com

But have one, you must. Ignore this at your peril.

SECRET #4: How to turn absolute strangers into eager customers happy to give you their money

Create a website that sells.

Now what we're about to reveal here may ruffle your feathers if you've been looking at your favorite sites and getting excited about how good it would be if yours looked similar.

Because the honest truth is that the flashy, colorful, exciting looking websites with awesome video graphics and dazzling special effects, are NOT good for sales.

The last thing you want to do is have your prospect focus on anything else other than the letter you created for them. No distractions. No distractions. No distractions.

What you want to provide is a very simply designed, easy to navigate website. Which means:

- Black text on a white background
- Keep the fonts you use down to 2 maximum – even though it's tempting to use all the amazing fonts that are available today, save that for something else. Think like the editor of a newspaper – and use a bold font for a headline (like “Tahoma”) and a light clear font for the text (*like this font which is “Times New Roman”*)
- No fancy graphics that intrude into the words of the letter
- No bright colors or shapes that demand attention yet don't add any value to the reader
- Only use photos if you can keep their size small (*this way they load quickly for your prospect so that they can see them at a glance*)
- Forget the ‘technology’ – it's so tempting to want to impress your visitor with pop-ins, pop-ups, hover ads, banners ads and so much more (*and if you don't know about these yet, then wait until your project is online before you start looking into them – focus, focus, focus!*)
- Place links to other pages like “Frequently Asked Questions” and “Testimonials” in one spot only, so that readers can easily find them if they want them

Your only goal is to keep your visitor on the page and reading. It's not to impress them with your artistic ability or dazzle them with technology. If you want to make a lot of money from your site, you need to think from your customers' point of view, and only tell them what they want to know.

And to add to the buying experience, offer even more value by giving your visitors an opportunity to opt-in for even more information. A simple offer of a “FREE REPORT” or “7 HANDY TIPS” is enough to have visitors give you their name and email address. Meaning you deliver extra value, but also communicate with them afterwards.

Good tool for creating your own website, especially if you're a beginner: www.worldinternetbuilder.com

SECRET #5: Free ... and nearly-free ... ways to attract visitors from all over the world to visit your website

Make the internet's best search engines work for you.

So you're ready to go. You've done your research... created a product ... written a letter which sells your product ... designed a site that makes it easy to buy – now what? The only thing you need now is people to visit your website, true?

This is called “traffic.” And to get traffic, you have 2 choices:

- You can buy it, or
- You can get it for free

Now if you're like most people, you'd rather get it for free. But don't be too sure. Because generally “free” traffic takes more work. So you'll want to weigh up what you've got more of – money or time.

If you want quick results with only a little bit of work, then buying traffic is the way. And the quickest way to do this is through “pay per click” adverts. These are available through the 2 major search engines around the world, Google and Yahoo. Meaning you could have your ad appear on these search engines in just 5 minutes from now if you wanted to.

How do they charge? Simply by the number of people who click on your adverts. For every “click” you will pay the search engine. Hence the name, “pay per click.” Generally this may be around 30 cents a time, so it's relatively low cost. But the great part is you can choose how much you pay. Go to both Google and Yahoo to read their tutorials on “pay per click” advertising. It's the traffic secret behind most of the successful companies online.

What about if you want traffic for free? Well as I said, more work is involved, but gladly nothing too difficult (*you can even hire other people to do it you, at places like www.elance.com*).

One of the most effective ways to get free traffic is by writing articles. Short 300 to 500-word articles which give good tips about your chosen field. Then at the end of the article, you place your website address. Give good, quality information (*remember, this is what most people are searching the internet for in the first place*), and then at the end offer the reader a reason to visit your webpage.

The great thing is there are websites which publish your articles for you on the internet for free (*like www.ezinearticles.com*). Even better, they allow newsletter publishers to use your articles for their own gain. But ONLY if they use the entire article as it is – meaning even the part at the end which mentions your website.

So by just writing an article, you could end up with thousands of people reading it if a publisher takes the article and promotes it to their customers. This is such a fantastic way to get traffic.

Great tool for publishing your article on thousands of article directories at once: www.articlemarketer.com

SECRET #6: How to make sales using a method that costs you virtually nothing ... yet can increase your profits by at least 30%

Use email to turn even more people into customers.

If you recall, at the end of Secret #4 we mentioned that a great idea is to offer something on your webpage that makes visitors want to give you their name and email. Like a free report containing answers they naturally want to know.

There are 2 reasons for this:

- It's great for the visitor because you're adding value to their experience – they come seeking information and you give it to them
- But secondly, it allows you to contact them afterwards

The reason why this is good is because most people will NOT buy from you the first time they see your website. True, at least 95% of people will leave your website with their credit card still in hand. This is still okay for you, because even if 3, 4 or 5 people DO buy, you can still create a good, profitable business.

But what about the majority of people who visited your site because they wanted the information you have, but didn't buy? Well this is where follow-up email comes in.

Email is virtually free to send. About the only costs you have are for the service which allows you to send email to large numbers of people. And this can be as low as US\$29.95 a month.

By using email as a marketing tool, you can contact your visitors (*who are not yet 'buyers'*) and give them more reasons why they should consider becoming your customers. You can give them more information ... more supporting facts ... more proof that what you claim the product will do is true – and basically educate them to your true value.

Of course, they can always unsubscribe their email address. But those that don't unsubscribe are interested in your offer. At the time however, it may not be convenient ... they may be busy with other things ... they may be on holiday ... they just may not have had time to read your website.

Whichever, by using email you can most accurately find the right buying time for them. It might be 2 days from now ... 2 weeks from now ... or even 2 months from now. You don't mind, a sale is a sale.

Here's another tip...

Even those that DO buy from you, may still want something else along the same lines. But if you don't tell them you have a 2nd and 3rd product, they may never know. If you don't ask via an email, you could be costing yourself a lot of profits.

Email is great for building up trust. And trust is really what making sales is all about.

Great tools for managing your email are: www.worldinternetoffice.com or www.aweber.com

SECRET #7: How to create sales out of thin air forever, for no effort ... no risk ... and no upfront cost

Build a motivated team of people to sell your product for you.

If you truly want to make money while you sleep, you can have other people promote your internet business for you. How? By creating what's called an "*affiliate program.*"

Since it costs you nothing extra to produce and deliver an additional unit of your information product, you now can afford to offer other people a good commission for helping you sell your products.

An affiliate is someone who will promote your website on the internet and take only a commission on the sales they produce. Meaning no effort from you (*the affiliate does all the marketing*), no risk (*you still fulfill the product as normal*) and no upfront costs (*you only pay them out of the sales they produce*).

You could offer them 50% of the selling price ... or even more ... as commission. **Why?** So you can get thousands of people to promote your products at no cost to you. *Once again, you only pay them when they make sales for you!*

All you need is a system that helps you run the affiliate program and track the sales. After all, you need to know how much to pay each affiliate.

Good news: it can be managed fully automatically. Software like www.worldinternetoffice.com is designed to look after this for you.

So if you currently sell 10 e-books a week at \$27. Your weekly sales are \$270.

But if you have 50 affiliates promoting your product for you and each of them sell just 3 more copies each of your e-book, your total weekly sales will now be:

\$4,320

(50 affiliates x 3 sales = 150 sales + 10 of your own sales = 160 sales a week).

Your affiliate software then tells you at the click of a button that you need to pay \$2,025 in commissions (*150 affiliate sales x \$27 = \$4,050 ÷ 50% commission = \$2,025*).

Still leaving you a whopping \$2,295 in sales!

Not bad for very little ... if any ... work at all, true? Can you see how building a team of affiliates could explode your business? What if you had 100 ... or 200 ... or 500 affiliates selling for you. It all starts with getting every step right along the way. Once you have a product that sells, and a system that others can use too to help sell your product, your business can take on amazing proportions.

A very easy place to find affiliates who are ready and able to sell your product for you is: www.clickbank.com

Well by now hopefully you are beginning to understand the simplicity of internet marketing basics. These truly are the foundations of a profitable online business.

Would you like some bonus secrets on internet marketing? Here are 5 bonus strategies that very few beginners know and which can make you many more sales:

BONUS SECRET: Automate your business so that it runs without you

With an internet business, you can communicate with your customers on “auto-pilot.” Here’s what that means: You can set up what’s called an *auto-responder* email system.

When someone makes a purchase from your website, an automatic email message can be sent to your customer with a “Thank You” note from you. This is a message that you write once, but is automatically sent to each new customer that purchases from you (*so you don’t have to write a “thank you” note every time someone buys*).

This method can also be used for customer support, customer surveys and more. Even more powerfully, it can be used to promote more products to your customers weeks, months or years later. What we call, “*setting it and forgetting it.*” The software that can do all this for you is: www.worldinternetoffice.com

BONUS SECRET: Use *viral marketing* to promote your internet business

We’re sure you’ve heard that the internet can spread “viruses” that infect millions of computers in a matter of days. While what we’re about to tell you has NOTHING to do with infecting computers, *viral marketing* on the internet is just as powerful. And yes, it’s totally safe and can be hugely profitable if it is done correctly.

A simple example would be to *distribute something valuable for free*.

If you could offer a digital product, no matter if it’s an e-book or a simple piece of software that can solve people’s problems (*i.e. anything that has value*), and allow others to have it for free if they’ll simply email 3 of their friends about it, who can then also have it for free if they tell 3 friends about it etc, your product could be in contact with thousands of internet users almost overnight. Why do this? Because inside your free product you place links back to your website or make a special offer on another product.

Can you imagine how easily you could promote your product if thousands of people willingly passed on your information to their friends and family? That’s viral marketing.

BONUS SECRET: Understand the power of “resale licenses”

Would you like a secret for getting your internet business up and running almost immediately? Then purchasing a “Resale License” to a quality information product could be the right choice for you.

In traditional business, if you were a reseller of a product you would have to stock a lot of inventory. But this is not the case when you own a “Resale License” to an information product.

You can own a complete, ready-to-go downloadable product, including marketing messages, webpages, graphics and more for mostly less than \$200.

Good news: After you purchase your “Resale License,” you can sell as many copies of that product as you like without any additional cost - and best of all, keep all the profits. Just do a search for “Resale Rights” on your favorite search engine.

BONUS SECRET: Do joint venture deals with other website owners

Did you know that if you were to build up a database of just 500 people, you could not only promote your own product to these people, but other business owners would be happy to pay you to promote theirs?

This is called a *joint venture*. And this is another reason why having a database of customers is so important to your business. By sending a short email to your database, and telling them about your joint venture partner’s product, you could make money from a product that you did nothing to create ... nothing to research ... nothing to deliver.

If just 50 people from your database of 500 people purchase your joint venture partner’s product at \$97, you would likely keep 50%. *Meaning you’d make \$2,425 for clicking a button to send an email!*

And all the sales can be automatically calculated for both of you, so you know exactly what you are owed. Much easier than trying this in the OFF line world where tracking sales is very hard.

BONUS SECRET: Offer back-end products

Now what does this mean? Simply, offer more of the same to your customers. If someone buys a product from you on “real estate” for example, isn’t it logical to think that they might buy another product from you on the same topic?

When we *like* something we tend to buy *more* of it. This is called your “*back-end product*.”

But the great thing about “back-end products” is that they are MORE profitable. *Why?* Well because this time around, all you do is send an email to your database about the new offer.

There are no advertising costs or splitting the profits with anyone else. Meaning you keep 100% of the profits. It really can be this easy to create “money on demand.” *Need to pay off that credit card?* Just send out an email with an offer!

This special report was produced by Tom Hua and Brett McFall.

Now that you understand the major principles behind starting a profitable internet business, you’re ready to start learning some of the finer details of internet marketing.

Visit: www.WorldInternetDreamTeam.com