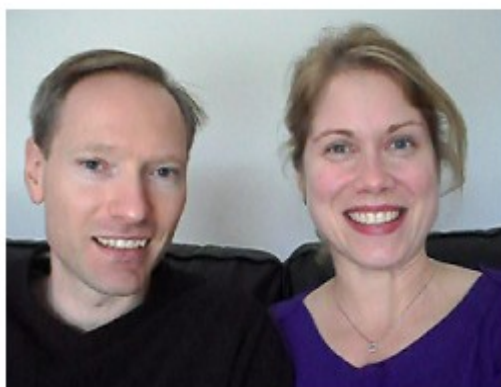


The ONE Secret To  
**Making Money Online**  
With A *Home-Based Business*  
Using Internet Marketing Strategies

Read this free report to discover the ONE THING you need to do consistently to make money online!



2000



2010

by Neil and Linda Shearing

“Helping people make money online since 1997!”

<http://www.ScamFreeZone.com/>

<http://www.NeilShearing.com/>

<http://www.IncomeMax.com/>

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## Introduction...

Hi,

I'm Neil Shearing, and I've got two questions for you. If you can answer “yes” to either question, this free report could change your life.

### **Question One:**

Are you new to the Internet and want to know how to make money online?

### **Question Two:**

Are you experienced online but struggling to make money and fed up with all the money-making scams, hype and downright LIES that pervade the “Internet Marketing” niche?

Were you able to answer “yes” to either question?

Good.

Now I need to tell you a bit about the journey Linda and myself have taken, and how we can help you...

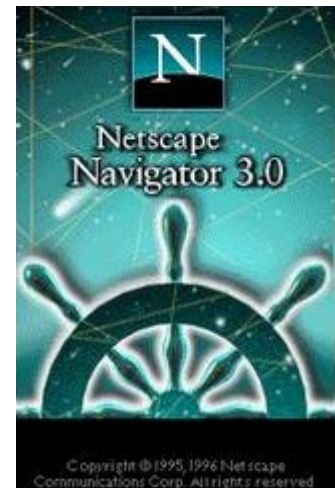
*Why not just dive into the money-making advice?*

I wish I could just “dive in”, but the fact is that **people learn best from those they trust**. At the moment, we're pretty much strangers, but I hope that by letting you know a bit about us, **you'll realise that you want to learn how to make money online from us**. I can tell you straight away that making money online is NOT as easy as people trying to sell you “how to make money online” ebooks would have you believe.

OK, let's begin...

## Into The Time Machine...

I want you to take a trip with me on a time-machine, back to 1996. The Internet was just starting to evolve from an “academic” grouping of documents accessible via gopher into a World Wide Web accessible via web browsers. I remember Netscape Navigator 3.0 as the browser I loved early on.



Back in 1996, Infoseek was the search engine of choice, and Google was called [BackRub!](#) (Google.com wasn't registered as a domain until 1997).

I was a scientist in the USA back in 1996, and started putting up a personal webpage at the free host, geocities.com. It's still archived online... and was last updated in 1996!

Check out my piccy of the SEARS TOWER. Here's a thumbnail ..



For your enjoyment, I present in glorious technicolour SNICKER and SPLODGE on the 'net:



[snicker](#)



[splodge](#)

Many graphics courtesy of [harlan](#)



Complaints Department:



Thanks Department:



This page hosted by 

Last updated 10th Oct. 1996

( <http://web.archive.org/web/19991011185604/http://www.geocities.com/CapeCanaveral/4748/> )

It was in 1997 that I wrote and started selling my first text file from free webspace at my ISP. Nowadays, we would call it an “ebook”, but back then the word hadn't been invented! I used a company based in Germany to sell the ebook, because *they only took a percentage of the sales as their costs*, which meant there were no setup costs or risks.

I still have a copy of the check they sent me in July 1997 for \$45.40... my first ever earnings online. (the original check was quickly deposited!)

Soon I realised that other people would want to know HOW I set up the system of being able to sell online with no setup costs and no risk.

So I wrote an ebook called, “**How To Make Money On The Internet**” which described how I'd written a text file and started selling it online without any startup costs or monthly costs apart from paying my Internet service provider.

I got an email shortly after from the Australian government saying that they'd noted my webpage as a potential scam!

I guess, even back then, there were “get rich quick” scams! After doing some investigation, I found that a lot of “Nigerian Fee Scams” and “Chain letters” were being sent via email.

So, with a totally legitimate way to make money online, we registered our first domain name, <http://www.scamfreezone.com/> way back in 1997. We still own it to this day.

The idea was that we'd link to other consumer protection organisations and list examples of scams. We'd also have a directory of genuine money-making opportunity websites, including our own. We had a selection of banners, badges and logos for the member sites to link back to us. Looking back, such a directory was a bit naïve because it was open to abuse by webmasters listing one page, then switching it with another after it was approved. We no longer run the directory aspect of the website.

So, we had our own products in 1997, our own website and we started our first email list in 1997 too... the ScamFreeZone newsletter.

Since those early days we've sold **over a million dollars of our own products** through our own email lists, affiliates and JV partners. We now earn money in many different niches and in many different ways.

**Unlike most “Internet marketers”, we won't hassle you endlessly for a quick buck!** We've bought and paid off two mortgages since the picture of us was taken with our newborn son in 2000. We now live debt-free, and want to show you how you can too.

## **The Rise And Fall Of “Internet Marketing”...**

Since 1997, the “Internet marketing niche” (which is a nice way of saying the “make money online niche”) has grown and then descended into almost total chaos.

At one end of the market there are the slick marketers pushing **\$1,997 products** through massive joint-venture partner promotions and launch sequences. I ask you, how many people who pay \$1,997 actually get that value out of the product? I guess some will, but it's a steep price for goods which as usually delivered electronically. However, that's not as bad as...

At the other end of the market, there are **cheap \$37 ebooks** usually sold via Clickbank that promise to have you making money almost immediately. They also lie about things like, “only 300 copies available”, only to sell **several thousand copies** and brag about it to their “JV partners”. If you try to leave the page they'll offer you a \$10 discount “for the next two people only”! What they don't tell you is that if you buy the ebook they'll ruthlessly upsell you with multiple additional offers at different price points, for example **\$97 then \$197 then \$37/month**. You could end up spending a lot of money and get no real information about making money online. Worse, you'll be on their ~~suekers~~ email list and get bombarded with more offers from them promoting their online partners. You won't know which offers are valuable and which are junk. It's not a great way to start an online business.

Linda and I don't work that way. We believe there's room for ethical Internet marketing, where we explain what you need to do and the various options for achieving it. Often you can spend your time instead of your money. As with most things in life, if you want to save time, you can spend

cash instead, either for software, services or outsourcers. It's a trade-off depending on how fast you want to achieve results.

Before we get into the “one secret” bit of the report, I just want to show you something. Note the headline of this report...

The ONE Secret To  
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... and now take a look at our three main websites...

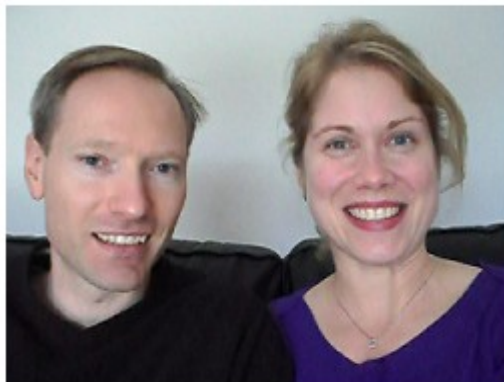
The ONE Secret To  
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Internet Marketing Strategies and Marketing Tips by Neil Shearing	<a href="http://www.neilshearing.com/">http://www.neilshearing.com/</a>	<u>2000</u>
Home Business Opportunities and Home Based Business Resources!	<a href="http://www.scamfreezone.com/">http://www.scamfreezone.com/</a>	<u>1997</u>
Make Money Online With Money Making Ideas At IncomeMax.com	<a href="http://www.incomemax.com/">http://www.incomemax.com/</a>	<u>1999</u>

As you can see, we've had websites covering all aspects of making money online through Internet marketing for over ten years!

I don't think you'll find many online marketers with such a long track record of helping people. On the contrary, most marketers who have discovered the “Internet marketing” niche in the last few years seem intent on plundering people's wallets as fast as possible.

If you're looking for honest, ethical, genuine people with a long track record of success (who aren't looking to plunder your wallet) to show you how to make money online, read on. :)



## The ONE SECRET...

OK, one of the things I learned as a scientist (I got my Ph.D. In 2001. If you can't get to sleep one night, you can download it [here](#) [password =access]) was to distill passages of information to just a few words wherever possible. So, regarding making money online, here's the truth...

### **“To Make Money Online, Add More Value”**

There, that wasn't so hard, was it? :)

OK, let's dig deeper...

\* If you want to **make money selling an ebook at \$67**, create a better ebook than any current ones on the market in your niche at that price, or add a video series for free, or add a complementary second ebook for nothing. Basically, **bring more value** to the marketplace at that price point.

\* If you want to **make money from top search engine rankings in Google**, have webpages that contains better information than any other webpages for the specific keyword phrase you want to rank for... then tell everyone about your page and get them to link to it, editorially. If you **add value** to the Internet, Google will reward you with top rankings. As they say...

1. Focus on the user and all else will follow.

<http://www.google.com/corporate/tenthings.html>

\* If you want to **make more sales as an affiliate**, add value. Either write the best-ever unbiased review, add a bonus that people can claim from you if they buy via a link on your website or get an exclusive discount code from the merchant. All of those **add value**.

\* If you want to **make more money from your existing email list**, which means getting them to take action and buy from you or someone you recommend, build your relationship with your list. How? **Add value**. Send them quality free reports, dig out discount coupons for things you recommend, make videos for them that you can add as bonuses with any product recommendations you do.

\* If you want to **make more money by growing your list**, improve your opt-in page offer. Give them an irresistible reason to sign up. Put a dollar amount on **the value you'll give them** in exchange for their name and email.

\* If you want to **make more money by having lifetime customers**, make sure you **offer great value at each contact point** with your customers before and after each purchase.

OK, so I think I've hammered the “value proposition” fairly hard, and I think it makes sense. **Businesses only make a profit because they add value.** You'll only be successful online, long-term, if you find ways to add value to people's lives.

If you're interested in the “nuts and bolts” of how to make money such as SEO techniques for getting free traffic, product creation tips, affiliate marketing advice, list building strategies and much, much more, stay tuned to your Inbox or follow my blog posts and twitter feed...

Sign up for email notices: <http://www.scamfreezone.com/>

My blog: <http://www.neilshearing.com/>

Subscribe to the RSS feed: <http://www.neilshearing.com/feed/>

Follow me on Twitter: <http://www.twitter.com/neilshearing/>

If you've already subscribed to my email list, many thanks. I hope you enjoyed this free report, and I'll talk to you soon.

Please feel free to share this report with anyone you know who'd like to start making money online.

Regards,

Neil and Linda Shearing.