

Putting the



in OPPportunity:
How to Make Money Online
with
Other People's Products

from
AutomatedWealthGuide.com

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in OPPortunity:
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INTRODUCTION

I used to be just like you. I had a regular 8-to-5 job, commuting an hour each way, stuck to someone else's schedule, not making much money, and never having time to stop and smell the roses.

Then I found a great way to leave the rat race behind and become my own boss! Today I'm living my dream every day. And you can, too!

My secret? I like to call it OPP—making money online with Other People's Products. Another name you'll find for it is Affiliate Marketing. Now, I know some of you are going to see words like “affiliate” and “marketing” and think “I can't do that. I don't have a degree in business!”

Don't worry—neither do I. And I've been earning an incredibly good living at it for almost a decade.

In this book, I'm going to walk you through everything you need to know to start your own online career, starting with one of the simplest and easiest ways to get started. And it gets even better: you don't have to manufacture, purchase, ship, store, or import any products of your own. You'll do it all with OPP: Other People's Products.

Sure, you'll need to put in some work and make a small financial investment. But dollar-for-dollar and minute-for-minute, affiliate marketing is the most cost-effective way there is to become successful. With a just little time and effort, you'll find that this is without a doubt the best way to earn a terrific living and still have time to enjoy your life.

So whether you're a newcomer to the Internet or a seasoned surfer, once you've read Putting the “OPP” in OPPportunity: How to Make Money Online with Other People's Products, you'll be ready to stop working for someone else and start working for you!

CHAPTER ONE—WHY OPP?

There are lots of reasons people want to go into business for themselves. If you're reading this book, you've probably already spent some time thinking about your own reasons—and they're probably a lot like mine:

Do you want to be your own boss?

- Set your own goals—stop answering to someone else's schedule or priorities.
- Set your own income—stop getting passed over for that well-deserved and long-overdue raise or promotion.
- No more sitting by quietly while someone higher up the food chain takes credit for your work.
- No more bumping your head against the glass ceiling.
- Enjoy the freedom of answering to nobody but yourself.

Do you want to work from home?

- Give up your long (and increasingly expensive) commute.
- Throw away those pantyhose or neck ties—work in your pajamas, if you like.
- Set your own schedule—you'll never again miss your daughter's soccer game or your son's field trip.
- See how much you can earn when you're not tied to a paycheck (or a salary cap!).

Or would you just like to earn some extra cash on the side without having to give up your day job? I can help you achieve those dreams. And it's so much easier than you'd think.

So Many Businesses—So Little Time

There are lots of ways to go into business for yourself. You could go back to school and become a doctor or a lawyer—expensive, time consuming, and really not for everybody. You could open a retail store in a mall—you'll be paying a fortune in rent, utilities, insurance, employee salaries and benefits, not to mention buying and storing merchandise that may or may not sell, and shelling out big bucks for advertising. You could buy into a franchise—as long as you have a really startling amount of your own money to invest and don't mind letting the corporation make all the decisions.

With any of these businesses, you can expect to put in 70 or 80 hour work weeks and wait at least three years to show a decent profit. The fact of the matter is that most “bricks and mortar” businesses like stores and restaurants go out of business within a year or two.

Is that really what you're looking for? For me, 80 hour work weeks and investing tons of money I didn't have wasn't what I wanted.

When I started looking into online businesses, I found many opportunities at a much lower cost. You could sell stuff on Ebay or start your own Web site to sell hats, bird houses, carpets, or any other products. But you're still going to have to deal with customer orders (and returns), business accounting, shipping, storage, and all the rest of it.

Then I discovered the most amazing and simple way to make money online: OPP—Other People's Products (or Affiliate Marketing).

What makes OPP so different? The two most important reasons are very simple: low start up and maintenance costs, and unlimited income potential.

Low Start Up and Maintenance Costs

Let's look more closely at that first reason. This chart shows how your expenses as an affiliate marketer compare to other types of businesses.

Expenses for OPP	Expenses for Other Business
<ul style="list-style-type: none"> • Online advertising • Web site development and maintenance (maybe) • Freelance writing and tech support (possibly) 	<ul style="list-style-type: none"> • Web site development and maintenance • Online advertising • Rent • Utilities • Raw materials • Manufacturing • Inventory storage • Fees or licensing • Employee salaries and benefits • Shipping • TV and print advertising • Merchant accounts • Business loan payments • Other business-specific expenses

Wow! Those lists are pretty different. And did you notice how all the expenses on the OPP side are also on the Other Business side? Except that hiring freelancers now and again for particular jobs is a whole lot more cost effective than maintaining even one part-time employee. Later in the book, I'll be showing you how to do it all for VERY REASONABLE PRICES.

Unlimited Income Potential

But what about the unlimited income potential? How does that work?

Whether you work in an office, a factory, or out on the road, if you're working for someone else, you can't make more than your boss is willing to pay you. Most jobs have either a set hourly rate or a salary range with an upper limit. Even sales people who work on commission are limited by the amount of their commission and the number of hours in a day they can spend selling.

Don't get me wrong—OPP (Affiliate Marketing) is not a get-rich-quick scheme. It's more like a "get comfortable in an amazingly easy way in almost no time" scheme. You have to put in a little time and effort, especially at the beginning. But once you're up and running, you'll be making money even when you're asleep.

And take it from me, there's no upper limit to how much you can make.

- No limits on time—customers can shop whenever it's convenient for them. You don't even have to know they're there!
- No limits on space—from the comfort of your own home, you can be making money by selling products you never see to people you never see, from anywhere in the world.
- What a beautifully simple way to run a business! You don't have to deal with processing orders, financial transactions, customer service, returns or refunds, shipping, or any of the other details of fulfilling orders.
- No limit on opportunity—you can sell a single product or hundreds!