

How this guy made \$43000 in his FIRST year as an
Internet marketer in his spare room

“\$43k In One Year Using An Old Laptop And This Strategy...!”

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This is a case study of a real life income-generating strategy, and the ideas, false starts, and experience that led to it.

It's a strategy used by someone who's still earning residual income from and for his efforts. It came to my attention a while back by virtue of a friend of mine who thought I might be interested in reading his story.

I was interested and I thought I'd like to bring it to your attention too. It's nothing complicated and it's *easy to follow* - indeed his strategies are so easy (that's not to say there no hard work involved, but they're easy to follow and anyone can employ them) that there's **no excuse** for not being able to do what he did.

What I also found interesting is the route that got him to where he ended up. It is not exactly a conventional rags to riches story - those are always a bit too fairy-tale-ish for my liking, but it's the

route that several other “infopreneurs” of the Internet marketing community, **myself included**, have followed, wittingly or otherwise.

Right, let's crack on with it.



A couple of years ago some unknown wannabe was “playing around” on his laptop, kicking back and doing something that he kind of dreaded, kind of didn't, primarily because he'd been lured by the bling of what seemed like easy money, even if it was for the sake of a bit of a learning curve.

He had begun to invest in a new-found interest in Spread Betting. It was all the rage for those interested in the “money making” niche that actually began in the 1990s but came to prominence in the “noughties” and because there had been a deregulation of finance by the Banks in 1997, *which made this niche an easy target for the guys and girls writing*

and deriving Spread Betting programs, software, courses and so on.

It was found in publications like Simon Coulson's "Business Opportunities Digest" were the ones that lit his fuse, and mine too. Such publication were typical of the type where you'd find these so-called opportunities.

If you exercised due diligence, some of them were actually workable!

To backpedal a bit, he, like me enjoys writing, and how writers can express things through words, and essentially studying the art and technicalities of what I call "**wordsmiths**". Internet marketers can plainly see its virtue as it is a key component to success in this business - all reasons why it was highlighted to me as a study.

Another aspect we have in common is a latent desire to write an Autobiography 😊.



Thanks to reading autobiographies about a life behind-the-scenes of sports employees and their accounts of shoulder-rubs with the great "personalities" and their stories of life in their chosen sport... the glamorous World of top level sport, he like me, had gotten a latent desire to write a book about his own rather "varied" career.

I'm not sure about him but for me it felt that there was too narrow a market and more an opportunity for those who had actually achieved something in the public domain and made a "celebrity" kind of name for themselves, so after writing a few chapters, I put mine on the back burner... we'll see.

As I said, what he did discover was that he liked writing, and felt he was rather good at it, but ultimately he lacked the conviction for such a project and I had doubts about there being a large enough market for mine - I was factory based, and in spite of working for quite a glamorous "industry", my

role was rather unglamorous, and I anticipated there would be limited interest.

I digress, back to the note about financial trading for a moment...

Roll on a couple of years to 2009 when he signed up for a Commodities training seminar in London.



He worked hard to understand the system and did so in terms of how signals were supplied for traders to act upon.

Later as he learned more and also about more systems, it became apparent to him that he should have held back and learned a few more systems, ones that taught from first principles, i.e. how signals are they derived in the first place.

So he learned the hard way from his time in cloud-cuckoo land... and the hard way revealed itself to the tune of almost \$4000, while watching a live trade go

against him for about 30 minutes! *If that is not enough to deter anyone from the "Shiny Object Syndrome", I don't know what is.*



The side-effect of this was to kindle his interest and curiosity about the delivery mechanism for most of, if not all of, the marketing and promotion strategies for all trading systems, and THAT was the next major component that played a part in getting him to the point of his own online business.

All those systems had one thing in common; they all used Internet marketing.. it was, is, and will be, their common denominator.

I say will be because there will be plenty of "traders" promoting their systems for a long while yet.

And since those days a few years ago, the ubiquitous Internet has, is, and will be, gifting us all with amazing opportunities to build our own businesses and income streams.

Yes, it is a learning curve and not an easy path. But if it was, there would be no value in it and good results always favor those willing to put the work in.

Anyway the guy got stuck in, invested in some coaching, and in one year, just a few hours a week online following few strategies he'd been taught, he earned **over \$43000**.

Yeah, I know, you're keen find out how, but first I need you to understand necessary mind set and that there is no single method or strategy involved here, but a combination of them that I could maybe say "evolve" *into* a single one.

It started with an internal debate about what constitutes hard work and what constitutes luck.

And that what **you** can bring to the table **doesn't** have to just be about stuff that covers money-making themes; THAT couldn't be further from the truth, and anyone who tells you otherwise is telling you porkies.

Is it all about hard work or is a chunk of luck involved too?

If this guy (or even me) earned a Dollar for every time someone said to us, or we've heard someone say to someone else "Jeez, you're just lucky", and they were right, there'd be no need for him, me, or anyone else to make the effort to run an online business, or any type of business, or anything else that earned an income, because **we could all live happily ever after in the Land of Milk and Honey Money Trees**

Except it doesn't exist... no shit 😞

**THE
REAL
WORLD**

Welcome to the real World!

"You're a pro at this, you're a pro at that, you're an expert at whatever, and you've just had luck come your way".

Utter tosh.

This is such a sad attitude, and one that has no foundation. All it is is a state of mind, and one that usually stems from someone who's not willing to put in any work to make a better life for themselves.

Discipline is a must, and there are plenty of books that can help in this critical asset. The bottom line is though, that **ONLY YOU** can put theory into practice! I used to struggle big-time, but got into the habit of chunking my time into 20 minute segments with 5 minute breaks in-between, then progressed from there. Now I can do an all-nighter (just about!)

There is no logic behind what is frankly an idle excuse. It's shame.

I'm going to tell it how it is, which might be unpalatable to some, but people with this attitude don't belong in the World of entrepreneurs, **they belong in a 9-5 jobbies where they have a boss to keep them in line and focused.**

Jobs are the kind of work is where the boss is used to listening to lots of people moaning and groaning about how unfair life is all the time.

I got out of that kind of World because I felt myself becoming one of them and being dragged down the same way, to the lowest common denominator.

It is destructive and counter-productive.

There's no foundation for it because if there was, it would be the same for everyone, and there is so much overwhelming proof to the contrary.

Belief systems are powerful things, and whether you believe you can or believe you can't, either way, you're right. (Henry Ford)

**BELIEVE IN
YOURSELF.**

Anyway the guy put in many long tiring hours, days, and weeks learning and discovering his trading, and it cost him several thousand Dollars along the way.

Looking back HE sees that as money well spent on a good investment because he learned SO much, and that learning and experience can never be taken away. This

is the kind of thing that keeps our brains **exercised and challenged** 😊



Then he put a similar approach in to building his first website (remember I mentioned the side-effect of discovering trading) and because he was doing as he was learning, there were expensive mistakes along the way, but he wanted to learn and discover by doing, not by procrastination, being indecisive and taking all day to decide which domain name registrar to use.

He'd heard pros and cons about two or three of the main ones, had a look, like the user interface of one, so used it.

And that took all of 5 minutes to decide.

Passion drove him forward, and the excitement of the gut feeling that something based around websites was the way to move forward.

The other crucial element in deciding whether to pursue online trading or something web-based was the desire to build *his own business*.

He quickly realized that if he had his own business, he could involve others too, and the risk of building an online business seemed a lot less than Spread Betting/Trading. Having tried Spread Betting too, I tend to agree with him!

When you become passionate about something, you'll move Heaven and Earth to reach it. He did with his Internet marketing, as I do with my Internet marketing.

I spent my early career in knitwear and clothing, but **craved** to turn my passion (for motor racing) into a full time job back in the day - which I did, and in turn led to employment in Formula 1 teams.



I did it, and still have connections, a "network" of contacts who still calls me up to offer seasonal work

every year. If I have windows of opportunity in my schedule, I oblige.

*Now though, I get a **BIGGER** buzz of passion building my online business*

The bridging gap

There were expensive mistakes along the way and his first efforts took a nose-dive, as have several of mine, and many an expert and seasoned marketer too.

So he quit, and went crying to his mates, trying to find someone to blame.

Nah... NOT LIKELY!

He had *determination*, a *will to succeed*, and had continued to read inspirational success stories.

Common sense told him there was a way because as I noted above, he had seen too many real-life examples.

He was right.

He had faith in himself when it would have been much easier to give up and blame everyone else.

So, time for the next website attempt, the next website venture. This time though, his investment funded a coach, someone to mentor him through potentially rough seas, someone who knew the pitfalls because they'd navigated the same waters - navigated them through to success.



As what follows shows, my friend knew that his instinct was correct.

First taste of success

People think it's difficult to build a website.

Well it was a lot harder 10 years ago!

It's so easy now because there are so many channels that give information about how to do it.

What does that tell you?

It tells me that the problem is not down to how difficult (or not) it is to build websites (online businesses in our language), so it **MUST** be something else.

IT IS

Trust me when I tell you this, I've seen it times over...

It is down to individual building the website and how prone to distraction they are.

It is **THAT** simple.

And it always happens when a fresh challenge, frustration, irritation, fed upness, and similar things happen.

Because it's easier to "have a quick break" and open another tab, go to YouTube or wherever, and watch some or other music video or whatever.

Fair enough, it's easy for me to sit here and say it's simple, but I have, and this guy has, been through the same process and barriers as you.

It's almost a clean sweep, that it is the baseline characteristic or trait of every beginner. It's not your fault, it's the way things are because it is Human nature and unless you have someone to tell you (like I'm doing now), how are you to know any different?

You won't.

That is because your comfort zone is challenged.

And the irony is that your comfort zone is uncomfortable because you are bored with it, or fed up, or something else about it that has prompted you to the place you're reading this.

So committing yourself to something new, no matter what its content is unnerving, and unsettling.

But so is anything that challenges you, and coaxes you from your comfort zone.

Following a mentor, one who has a good track record, one who will give you low-investment tasters of what they're like to work with *first*, one who can show you a proven (probably testimonial-based system), is the most sure-fire way to grow and develop.



You invested a little to understand more about me and the kind of systems I use, and that business partners of mine use that I think are good to bring to your attention in the context of case-studies... all great stuff. And it **WORKS**

It's investment that won't break you and you can make an informed decision to look into more of my business, and ask "what's next" or you may want to check out someone else.

It's your call.

It's called business, it's called networking, and it's how we progress as businessmen and businesswomen.

How do you recognize a worthwhile niche?

In conjunction with a good Keyword tool, Google some phrases like "**10 most popular Internet marketing niches**", and there'll be pages of popular niches.

With reference to a point I make a little further on, Choose one that best fits **your** interests.

For those of you who are new to this, Google's KW tool is a safe bet to start with:

<https://adwords.google.co.uk/KeywordPlanner>



Search for new keyword or ad group ideas

Keyword Planner is like a workshop for building new Search Network campaigns or expanding existing ones. You can search for keyword and ad group ideas, get historical statistics, see how a list of keywords might perform and even create a new keyword list by multiplying several lists of keywords together. A free AdWords tool. Keyword Planner can also help you choose competitive bids and budgets to use with your campaigns.

Whether you're new to online advertising or an experienced pro, you can use Keyword Planner to lay the groundwork for a successful campaign. [Learn more](#)

and it's free, so I suggest you sign up with gmail.com email address and have a look around it. Again, there are plenty of tutorials on YouTube.

Using the logic of taking his passion to the market, he almost set himself up to fail again.

Good job \$43k man had a rethink, listened to someone who told him to do some market research, set up a couple of Google alerts, reverse engineer his whole approach, and find out what the market wanted

This proved to be a pivotal point

His lightbulb moment



Which got him thinking...

*Forget mine, it is all about **the passion of the market***

And if, and only if, his passion coincided with that of his target market could he validly work with HIS passion.

That understood, next there followed a severe investigation into keywords related to specific niches.

There's an important factor that warrants a mention here...

Since you'll be getting most of your exposure via Google, it is important to play by its rules. Don't try and box-clever to circumnavigate them.

When they catch you it could undo your business.

Here's the thing: there are two observations from this:

A) Google will not, nor ever will, buy anything from you. **Your subscribers and clients buy from you.**

B) So with respect to A), provide for your clients not Google. That means ***deriving keyword sentences based on what your traffic is typing into the search engine box.***

Search Engine Optimization (SEO, as you will know) is the action of marketing to appease the SE's, which will give you credit for credit for creating and publishing good, original content.

You see where I'm going with this...

You create content for your audience, while adhering to the rules of the Search Engines.

This guy looks for around 100 decent KW's and his objective to for larger sites.

Good demand

Minimal competition

Good profitability

And yes, there are many tutorials on YouTube 😊

Keywords sorted, the structure looks something like this:

Homepage: main KW (at least 2, probably 3 or more)

Categories: KW's related to methods and techniques

Content: KW's based on search terms and phrases used by traffic/visitors

So this is a representation or description of where the keywords are placed, and would be for a website structure *per se*.

For Blogs or Social Media based content, it gets less structured, but enshrouds the same KW's.

Note that if you are embedding links through a linking structure, you should be mindful of the flow of the syntax too, make to smooth, transitional, and pay attention to how it meshes with the main content.

Writing his content

Which essentially means that he is an article writer, like me.



This is how he does it:

He does use keywords, but more for *direction* than mechanically dropping X percentage into his articles.

Primarily he writes for his audience. He knows what to write because, prior to them subscribing to his list (from where he can ask specifically targeted questions), in his articles he writes solutions to the questions they ask... in forums, Social Media, and Blogs.

That's it.

There's his traffic

That content is the gateway through which he invites visitors to find out more about him.

I certainly haven't seen or heard of anyone not getting better results because they stick to some crap about use 3-5% keywords in each article you write.

It may have had more weight some time ago, but the Internet has become more sophisticated and more users have come on board to do Internet marketing, so the need to be more reader focused than KW focused is the better game in town.

So there's much to be said for using keywords *with respect* to your overall strategy and using them as a *guide* to test the market rather than a rule-book to follow rigidly.

Links

Linking structures work well but be careful and don't overdo them.



He write upwards of 50 pages of solid content to begin with, which masked the observation that would have otherwise suggested it was a new website.

Clever eh!

The more content you have the better your website or online platform will look, and obviously the search engine “spiders” will keep seeing a steady drip-feed of free fresh original content being published without any advertising. This is their favorite food, and the way they like to eat it 😊

And the strategy for links? Here’s what he used -

Comments - random (forums, blogs etc.)

YouTube - although making videos is not for everyone, so don’t sweat it

Four or five of the strongest pay-for directories

Solo ads - (paid - Udimi.com)

Article marketing (he likes writing, as I do)

Guest (blog) posts - arguably the best, and most worthwhile, but if you're new it could be hard to break into. Hint: it's easier if you're in a non-"IM" or money-making niche.

Social Media - groups, pages. Oh, and don't forget to use keyword-based anchor text too, then those spiders will pick it up.

And..

Outsourcing - to Freelancer.com, Fiverr.com, Warrior forum, Odesk.com, because like all experts, he knows he has limited skill sets, and also understands that (as I mentioned earlier) investment in help is vital for progression and success too.

How the cash started rolling

As was suspected, and then realized, the more content that was written and published, the more exposure his website got, and yes, more exposure meant more

visitors, and what turned out to be a **compounding** affect.

This happened because of a continued supply of good quality **useable** information, not rubbish and half-arsed.

How long does all this take?

Impossible to tell, even when there are many sites in the same niche, because as everyone is an individual, everyone works on their USP, and everyone does things in a different way, if only slightly.

There are simply too many variables to account for.

Another reason why it is impossible to tell is that no one knows how hard you will work except you.

This business IS hard work, very enjoyable and fulfilling, but still **HARD WORK**. That is why the drop-off rate is so high - people expect easy money because dishonest "Gurus" have sold them a bling-infested dummy.

It's all rubbish, so if you're still keen and willing to put in the work, welcome to the **real World** of Internet marketing.

I digress (again).

Once the guy had his content where he wanted it, he waited patiently until he got up to (I think) 300-500 visitors per day which is a realistic figure from which to get some results.

That figure reached, it was time for on-site advertising, and through AdSense, and signing up for some affiliate programs things started to roll.

That took around 4 months and then the momentum factor started to get traction and with a bit of regular feeding, it was starting to pretty much maintain and market itself.

Regular feeding! I can't believe that the majority of wannabes don't get their heads around this ONE SINGLE thing. It's one of the most likely and easy-to-implement components of any online business!

The result? In excess of 2500 visitors and earning of around \$2k every month, recurring, sometime a bit more.

All it takes is a crap load of work, focus, determination and of course doing the odd thing right



I'm hoping you can see that there's **no** BIG secret, **no** hidden magic and anyone with the right attitude and approach can do it.

The market is big enough to accommodate everyone.

The "Gurus" and experts cannot even service the whole market themselves, and it is growing by the day.

Supplying a steady stream of good information for your readers while structuring your delivery for SEO, helps enormously in your strategy to acquire visitors to your online business.

To your success!

