

# The Lazy Man's Way to Riches

**By**

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## TOC

Introduction .....	3
Chapter One – Introducing the Six-Step Formula.....	7
Chapter Two – Step One of the Six-Step Formula .....	11
Chapter Three – Step Two of the Six-Step Formula.....	17
Chapter Four – Step Three of the Six-Step Formula .....	21
Chapter Five – Step Four of the Six-Step Formula.....	26
Chapter Six – Step Five and Six of the Six-Step Formula .....	29
Chapter Seven – How the Six-Step Formula Works.....	33
Summary .....	38

## **Introduction**

Do you work at a dead end job and find your life is going nowhere? Are you looking for financial freedom? Do you want to have more time with your family and friends? If getting out of debt and staying out of debt means a lot to you then you need to read on for you will find out exactly how to get out of the rat race for good.

Let's say you have a dead end job or just can't make ends meet, so you so decide to investigate other ways to make money. The problem here is you are not sure what to go into. There are many sites that tell you how to make a fortune on the Internet by buying and using a certain program. The only problem is you are helping that person to get rich and not yourself.

There are legitimate ways for you to make lots of money online; it is just the matter of looking in the right places. Or you can go in the direction of a certain lead that someone may provide you.

Making money online is not really that hard to do if you are shown how to do it. Well there is a program that does provide you with the kind of income you may have only dreamed of making. But in order to

work this program, you have to know what the program is and how it works. This is where education comes in. The more you know about this program the better you will be able to use it to make lots of money online.

The first thing you should know before going into this program is that it is not a get-rich-quick scheme. It is not one of those scam operations. Nor is it some online auction, investing, stock market, gambling, or multi level marketing product. This is a legitimate course that will teach you how to make upwards of \$20,000 - \$100,000 or more a month.

In fact, I was taught this system by the man who invented it and I tried his system and because I put forth what he told me, I have banked over \$12,000 pounds since using it for a little over 10 months now. Before I used it, this system was tested on five different people and each one netted themselves over \$300,000 in less than 2 years.

In order to work this system, you must follow a six-step plan. If you follow this six step plan, you could literally achieve \$20,000 to \$100,000 a month online.

This six-step plan will be provided to you throughout this ebook. You may even be able to start making money right after you read step one. But it would be good if you can go through all the steps first so you have a well-rounded understanding of the system. This way, there are no complications, misunderstandings, or confusion as to what you need to do. The step-by-step plan will explain everything to you so you can follow it exactly. Just don't be impulsive and react to what you learn, being anxious to get started. Curb your enthusiasm a bit as you learn each step. After you have completed all steps, then take action and apply what you learned, always referring back to the system as you go so you won't forget any vital information you may have read but didn't recall.

Can you imagine waking up each day, scroll over to your computer, log into your bank account, and see \$10,000 or more there that wasn't there the day before. You would probably flip for joy. That is exactly what would happen if you ran this program to the letter. All it takes is just 2 to 3 hours of your time each day to run this course, and before you know it, you'll be raking in the dough. All you need is an Internet connection and an e-mail account.

Think about all the other people who invested in this course and are now raking in the money each day of the week. And many of them are making money without even being home. If this sounds like what you want to do, you owe it to yourself to read this ebook, for it will open your eyes to never before possibilities. You will actually have the chance to change your life and enjoy the good things life can bring.

Why struggle through life, just getting by or being fearful you may get laid off work. That isn't security. That isn't the way to master your life and get rich. Remember, you can't get rich helping someone else get rich. Stop making money for others and start making money for yourself.

If you are ready to get rich online, proceed onward and prepare for a journey that will change your life forever.

## **Chapter One – Introducing the Six-Step Formula**

In the Introduction, I spoke about a six-step system that if you applied it to the letter you would get rich. This system has made millionaires online, and you could join that crowd. All it takes is commitment and a willingness to put forth great effort to implement this program and you'll be on your way to easy street.

The system that I am about to introduce you to is referred by many as the ultimate money machine. Once you put it in place, your bank account will fill up with oodles of cash each day. Some people have been known to make \$1,000 in the first day they put the system in force. After you read the following pages, and learn what the system is, and how to do it, apply what you read, stick to it, and you'll see how easy it is to become rich online.

### **The Six-Step System**

The six-step system is a course that will teach you exactly what you need to make tons of cash. It is known as the **\$1,000,000 A Year System Formula**. This Cash-On-Demand System will guarantee you obscene amounts of money online. All you need to do is follow it and you'll be in business.

The basic \$1,000,000 a year system formula works in six-steps. Each step explains in detail what you need to do in order to prepare for the greatest adventure in your life. You must pay very close attention to what I will say in these six steps because by doing so, you will have the foundation to do what I did and that is to become a multimillionaire. This formula got me a \$70,000 car, a \$1,000,000 home, and several other properties. By applying the system I am able to fly FIRST CLASS wherever I go. I can go on exotic vacations without batting an eye. And you know what, this can also happen to you, if you apply what you are about to learn.

### **Outline of Six-Step Formula**

Below is a brief outline of the six-step formula. If you don't understand something, don't worry, for each step will be explained in

its entirety so you won't miss anything. So if you are ready to embark on becoming a multimillionaire, begin reading the steps below to get an idea of the system. After you read the steps, each step will be explained more fully.

**Step One:**

Find a large group of targeted individuals who are voraciously hungry to buy if they are offered the kind of product they want.

**Step Two:**

Find a product that is already made. (you don't want to spend the time designing, producing, and packaging your products.

**Step Three:**

Reach the targeted individuals in the most cost-effective manner possible, but without engaging in the promotion yourself.

Now, here's the secret to making a large amount of money....

**Step Four:**

Offer your target market a very tempting, low-cost product to hook them in (e.g. \$47).

**Step Five:**

After you hook the customer with the low-end stuff, offer a high margin product (e.g. \$197). This is also referred to as a “back-end” product.

**Step Six:**

After you complete step five, go back and repeat step five with an even higher margin product (e.g. \$497, \$597, or \$697).

These are the six steps in the six-step formula. In the next six chapters, I will break down this formula step-by-step, so you will understand fully how each step works and how you can implement it.

## **Chapter Two – Step One of the Six-Step Formula**

Step one of the amazing six-step \$1,000,000 a year system formula works by you finding a large group of targeted individuals who really want to buy from you. They are very anxious to buy your product and can't wait to see what you have to sell so they can purchase what you have.

This step may seem hard for you, but it really isn't. What you need to do to accomplish this is by doing a search under the keyword you are using for the product you are selling. Find out how many of those keywords are being used. This is your target market. Then you just have to put up a website, making sure to place that particular keyword or keywords in various strategic places on the site, and then place your website with search engines. You'll be surprised by not only the traffic you will get, but by the sales you will accumulate as well.

Don't put up a website yet. That will be for another step. Just know that you would have to gear your future site to the keywords you find. In the mean time do the research and find your target market.

Another way to find your target market, other than by researching keywords, is by finding someone who has a huge list of email addresses and make an arrangement or agreement with the owner to market your product to his list, with the agreement that he will get a certain percentage of the profits for every sell that is generated. The owner gets to make money as well as you. Both parties come out winners in this situation. This is why many people take advantage of this method, since they know it works.

Many individuals and companies use both methods to find their target market, especially online. Some even go so far as to join newsgroups to seek out people who are interested in what they are offering. With so many newsgroups around, there usually is a newsgroup for what the individual is selling.

However, many marketers, even the late Cory Rudl expressed great passion in looking for your target market by doing keyword searches. He suggested using such tools as Wordtracker or Yahoo

Search Marketing. By using either or both of these tools you can find the keyword or keywords that will fit what you want to sell. You will find out how many people are searching for the keyword you are using.

But you may question this approach because you haven't come up with the product yet or don't know what you want to sell. The best way around this is to know what you are passionate about and to look for keywords that center around your passion. This will tell you whether it has a market or not. You may be amazed by how many products may have already been created already that fit your passion or what you like to do most. All you have to do is research it you'll know if there is a market for it. For example, let's say your passion is boat painting. If you go to Wordtracker or Yahoo Search Marketing and type in the keyword boat painting, you'll be surprised as to what comes up. In fact, let's take a look and see exactly what does come up for boat painting:

**Wordtracker**  
Webmaster Keywords

Finished! Please scroll down...

**Step 2**

**Click any keyword below**  
(to search our database of metacrawler queries. Results will appear in the right window)

**Related keywords for boat painting**  
Why do I need related keywords? [Click here](#)

- [boat painting](#)
- [boat](#)
- [painting](#)
- [art](#)

**Click on keywords below to add to basket**

↓

Searching...28 row(s) returned  
Taken from all Dogpile & Metacrawler queries over the last 30 days  
Your trial results have been filtered to remove adult v

[Click here to add all keywords to your basket](#)

Keyword (?)	Count (?)	Predict (?)
<a href="#">painting an aluminum boat</a>	16	28
<a href="#">boat painting</a>	10	18
<a href="#">yellow boat painting</a>	10	18
<a href="#">boat painting instruction</a>	9	16
<a href="#">boat painting massachusetts</a>	8	14

As you can see from using Wordtracker, there aren't that many keywords used for boat painting. But you get the idea. Let's say for the sake of argument that there were a lot of hits for boat painting.

The next step for you would be to find a product online that provides information on boat painting that is really selling. If you found one, this would be called an affiliate program. More on that in step two. The main point here is that you found the product about boat painting that sells well. At this point you completed two one.

Remember, the above step works well on any keyword you wish to use. You can find many products online that sell really well based on the popularity of the keyword. If there are a lot of hits for a keyword, more than likely someone has created a product based on that keyword.

You can also find your target market by looking for companies that have lists you can rent and that have tons of email addresses on it you can send your offer to. This is almost like the choice above, regarding having a list owner sell your product for you, but the difference is you are not letting the owner of the list sell to his list, you have the list yourself, and selling to the people on the list you purchased or leased.

I know people have done the latter above and have done quite well. It is a matter of purchasing or renting the list that has the most

names of those who have agreed to purchase products of whatever kind is offered to them.

Finding a target market is really not that hard to do, especially since there are tools online you can use to search for one. it really is just a matter of taking the time to do research and you'll eventually spot what you are looking for.

Now on to step two.

## **Chapter Three – Step Two of the Six-Step Formula**

Step two of the amazing six-step \$1,000,000 a year system formula works by you finding a ready-made product for sell. This way you don't have to spend the time to make design it, create it, and produce it. The hard work was already done. You just have to take the product and sell it.

The kind of product you want to find has to be in demand. It has to be one that is hot and that people are buying left and right. You don't want a product that is getting mediocre sales. You want a product with a good commission structure and that the owner has no trouble selling.

The best type of product is either an information product or some kind of software. Whatever it is, the price has to be low enough for people to buy it. But the commission for the sale has to be high enough so you can make a decent profit from it.

In most cases, finding a product like this is known as an affiliate program, since affiliate programs work like this. You can go to such

sites as Commission Junction and BeFree to find products companies are selling and have a program in place that you can join so you can help them sell what they have.

You don't even have to go to Commission Junction; you can just type in affiliate programs in Google and get a million results. Then just go through each part until you find a product that has a large commission and possible high profit margin. An example would be signing up for Sony's affiliate program and selling their high priced digital cameras. Sony sells tons of them everyday online and you can to. Just go there and sign up for Sony's affiliate program. After you sign up, they will send you a link you can use to guide people to their site. You can also use banners and images to put on your site to advertise their products and guide them to Sony's website for the sale.

If you don't like Sony, you can also go for Amazon.com. Amazon.com has an excellent affiliate program. They have millions of affiliates advertising their products all over the Internet. When an affiliate points to a particular product, and the customer buys it, the affiliate gets a commission.

Even if you want to use an affiliate program as a backend product, you can. You simply sign up for the program and select the product to sell. Place the images on your website, with copy to entice the sell, and then have an order process ready so the customer can place his order. When he enters his credit card information for the amount of the sale, he is redirected to the product download page, where he instantly downloads the product (if it is an information or software product). If it is an item that has to be shipped, he provides the shipping and billing information, along with his credit card, then clicks submit, the order is processed and a return email is sent describing the actual sale and what the item is, along with an explanation stating another email will be sent when the item ships. Amazon is great for doing this. They sell many products for companies around the world.

If you are not interested in an affiliate program, you could simply find a product, purchase the product, along with resale rights, place the product on your website, with an image of it, and copy to sell it, along with an order page. This way, you get full credit for the purchase and you don't have to split the profits. All the money you make on the product goes directly into your bank account

commission free. There are many products like that online you can buy that can provide you with resale rights. You just need to do some research but you can find one or two, depending on how many you want to buy and resale. There are actually websites that have a ton of ebooks that provide resale rights. You just look through and find one that has a catchy title and that is in demand (based on keyword selection), and buy it. Then you can proceed to set it for on your website for resale.

As long as it is something that interest people, you will make money off of it. The biggest concern for you is to promote the product. If you really know your marketing, and you promote your product heavily, you can make tons of money off of it. At least this is a start in the income producing formula I introduced earlier.

The key here is to find a product that will really sell. If you do, you are on your way to becoming a millionaire with this high-powered \$1,000,000 formula.

On to step three....

## **Chapter Four – Step Three of the Six-Step Formula**

Step three of the amazing six-step \$1,000,000 a year system formula works by you learning of ways to reach your target market in the best manner that will not only save you money, but you can do so without even engaging in the promotion yourself.

One method you can use to promote your product or website is by sending a podcast. Today, many people have iPods. These iPods hold mainly music, but they can also receive messages and email. But think about the idea of recording a news program that features your product and send it to iPods, especially to your target market. All that you need is a computer, a mic, and the Internet. Once it is done, you send it to organizations that can transmit it to iPods for you.

Another way to reach your target market without doing any work on your part of actually promoting your product or website is by using TrafficSwarm. TrafficSwarm is a wonder marketing scheme that guarantees you a swarm of traffic to your website. TrafficSwarm has been known to do the following for people who engage their services:

- Provide you with a direct channel to people who are money-minded and who are looking to profit from being on the Internet.
- Provide you with the means to market high quality, in-demand products.
- Provide you with a highly cost-effective and successful system that you can use to advertise to your target for free.
- Provide you with an enormous amount of hits to your website where you will have millions of people looking at and buying your product.

TrafficSwarm is great for exposing your product or service to thousands of people. TrafficSwarm has thousands of participants who surf the websites that are listed in the system. The system works by displaying small, text-based advertisements. When someone clicks on the ad and visits the website, the person who clicks the ad, receives credit, and has his website displayed.

With this kind of system, you don't do any advertising or promoting your website yourself. Instead, you simply surf the web and get people to visit your website in return. The one important part of TrafficSwarm is it works automatically. All you do is set up TrafficSwarm as your home page, set up your advertisements, and the rest works itself. And the one good thing about it is it's free to join. And you can track each advertisement to see which one is working or not.

TrafficSwarm is a definite plus for those who want to advertise and promote their products online. It is the best system for doing nothing but yet get exposure for your website and product.

If you don't want to deal with TrafficSwarm, you can always go with affiliate programs. You can contact people you know that have affiliate programs or large mailing lists. Maybe you can work out a deal of some type where they promote your product to their list, and make a small commission to boot. It is the best way to promote your product without lifting a finger. Just find the person you want to work with, send that person information about your product. If they agree on your product, you can take the steps necessary by supplying them

with a sample of your work, so they know what your book is about. This way they can provide the best advertising possible to sell your product to their customers or subscribers. This actually works to your benefit, because not only is your product shown to thousands of people, but you are also benefiting from having your product presented to a huge list of subscribers, who can't wait to buy from you. And the best part is you don't lift a hand to do anything. Your promotion is done for you.

One other way to promote your product without even doing any kind of promotion is by placing your product and a link to it on your blog. There are so many blogs around these days that placing information or some kind of product on there will nearly guarantee you exposure, especially when Google or Yahoo indexes it.

Blogs are everywhere. And by using a blog you are basically using one avenue of promotion that will nearly boost your exposure. If your product is in demand and is something that everyone wants, you would do well to put it on your blog, and tell all your friends to link to your blog. This way you get your blog listed at the top of the search pages. Having a blog is like having a business card. You can

highlight who you are and what your product is like one time, and let people do the rest. You'll eventually gain a lot of exposure and find sells of your product increase dramatically.

Another fact to consider with blogs is this. There have been many situations where the media has gotten hold of information from a blog and ran with it for a story. If your product is very newsworthy, you could literally have the media call you and beat down your door for a chance to have a look at your product or interview you about it. That publicity alone is worth millions of dollars.

On to step four....

## **Chapter Five – Step Four of the Six-Step Formula**

Step four of the amazing six-step \$1,000,000 a year system formula works by you offering your target market a very tempting, low-cost product to hook them in. You would offer a product with a low price range like perhaps \$47.

This step actually ties in with step two, where you find a ready-made product for sell. This product you find should be in demand and low enough that people will open up their wallets to buy it.

If you think about it, even if you were to skip the other steps, which I wouldn't advise, you would still need to follow step two first to find the product worth selling. In your process of finding the product to sell, you would locate one that offers you the lowest costs, well not completely lowest, price in order to get people to buy the product from you. The retail price would have to be high enough for you to make a profit off of it, but also low enough to get people to buy it.

This is why finding a product that you can place a price tag of around \$47, \$57, or even \$67, is the best way to go. This is a low-

price product that would be in the ballpark of a figure that people would buy from you but at the same time be in the range where you can make a profit. Such a product could be an information product about something that was just invented. It could be a new type of software program. Whatever it may be, this product would be in demand and would be the type of product people would buy on a daily basis.

This is the way you would start making tons of money online. This is because by offering this product to your huge target market, you can be assured that most if not all of them would buy your product. And if your product really serves them well, guess what, they will tell others about it. Then their friends would tell people, who would tell other people. Before you know it, you would have a lot of people coming to you with the goal of purchasing your product. And with the price marked down at a reasonable level, you would even stand a bigger chance of making a lot more money, considering the price is low, which will influence them to buy more of your product. Maybe they would buy more of your product just to give to their friends and family members.

The main factor here is to offer a low-cost product that will hook them in. Once you get them hooked and they buy from you, now you have them right where you want them. And you can take them a step further as will be explained in the next step.

When it comes to making money online, the key factor is to sell something to your visitor at the time he/she visits. This way you sold them a product they can use and will be beneficial to them. Not only this, but you will be in the position to offer them something down the road that is more pricy. This will be explained more fully in the next step.

By doing this you are well on your way to making a ton of money online, and becoming the next Internet millionaire.

On to step five....

## **Chapter Six – Step Five and Six of the Six-Step Formula**

In step four you learned about offering your target market products at low prices just to get them hooked in. For step five, you will go beyond this. After you hook the customer with the low-end stuff, you will offer a high margin product (e.g. \$197). This is also referred to as a “back-end” product.

High ticket or higher priced products are really what make the money for you. These kinds of products happen to be the big moneymakers. This is because they have high profit margins. If you sell a product for \$197, and have a huge market to shoot for, the chances of you making the big money fast are very real.

Think about the outcome here. You have a list of about 100,000 people on your list and you sell your high-profit products to them. Let's say out of the 100,000 people on your list, about 10% actually buy your product. And let's say the cost of each product is \$197. You are looking at \$1.9 million. That is not chump change. Now imagine if your response ratio was about 20%, or \$3.9 million. Do you see how this can work for you?

This is actually how many companies and individuals as well make tons of cash online. They know how to play the money game with products. They offer their customers the best products at low cost just to get their names and email addresses, then they shoot the higher cost product to them, with the expectation they will buy that to. In most cases their customers will.

The one good thing about offering two kinds of products: one at low cost and one at higher cost, you have the leverage with your customers of keeping your business in front of them, and providing products that people will want. Plus, by offering higher cost products, you are in essence, providing your customers something of great value. Just prove to your customers you have something they can use and they will buy it.

When you first provide the offer in your email newsletter, or by some other means, you are in fact, not only getting their contact information, you are also telling your customers that you are the expert at what you do and prove it by the products they buy. What could be better than that? And as stated above, your customers will know who to go to for their needs. This helps your customers develop trust in you and realize you are the one they can turn to when they

want to purchase what you have. Another fact you should consider is that when your customers buy from you and they like your product, they will tell others about your product, and those people will buy your product as well.

The bottom line here is that by providing a high-cost product to your customers, after you offer them a low-cost product, will provide you with a higher profit margin, and you will be in the position to make a ton of money. If you want to be an online millionaire, this is the way to do it.

As for step six, after you complete step five, go back and repeat step five with an even higher margin product (e.g. \$497, \$597, or \$697). This is the secret to making large sums of money online. Keep those products coming. Keep your products into the eyes of your customers. If you do this and your products have a lot of great value, you will find yourself making the kind of money you want, and your customers will be happy.

If you look at companies like the Internet Marketing Center, Amazon.com, and Microsoft, you will notice these companies provide their customers products they can use. And they offer back-end

products as well. This is where they make most of their money. Back-end products are the catalyst to any company's bottom line. If you just sell one low priced product and that's it, you won't make much money. You will make good money, as long as you have a large mailing list, and the product you offer is what people are looking for. But you won't become a millionaire that way, unless you can become consistent with your sales. But if you constantly offer large priced products, you are talking about large profit margins, which will boost your income quickly.

Just use a low priced product to get your customers interested, and then sock it to them by offering much higher priced products they can't do without. Then you'll see the outcome.

## **Chapter Seven – How the Six-Step Formula Works**

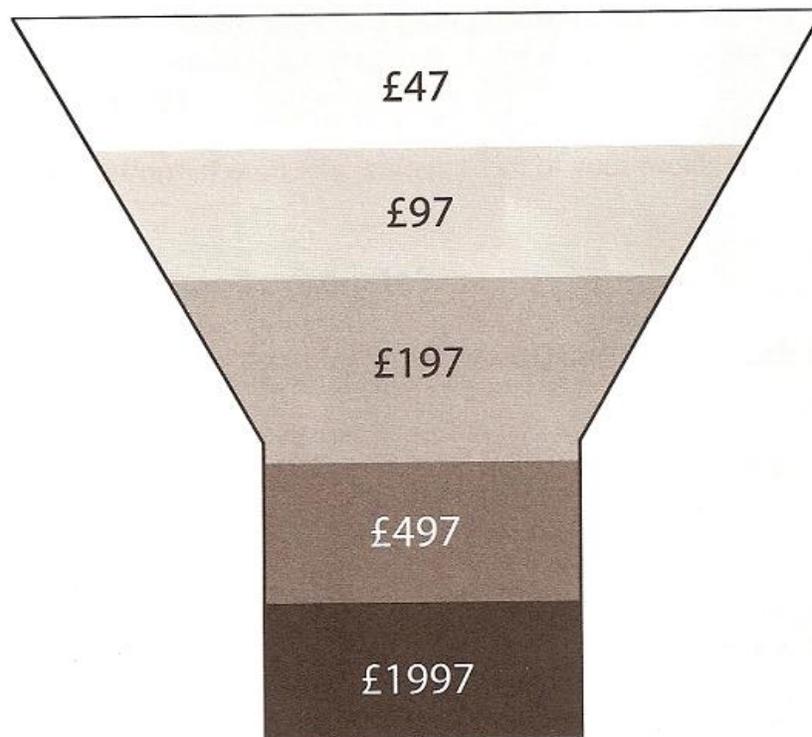
You've read in the previous six chapters a breakdown of the actual six steps. You were introduced to how each step functioned and what you had to do to accomplish each step. Now you are going to be introduced to the actual system and how it works. This way when you apply the six steps, you'll have an idea how everything will come about.

### **The Six-Step Formula**

The six-step formula I introduced to you throughout this ebook made me \$114,000 a month or \$26,000 a week. This is obviously nothing to sneeze at. If you work the six-step process as outlined in the ebook, you will find you have the chance of earning as much as one million dollars within a year.

Now when you looked at each step, you thought it was so easy to follow. You may think that but in reality, the formula is very, very

powerful. The formula I am speaking about works off the idea of funneling.



If you look at the image above, you will notice it looks like a funnel. This is why it is called a funnel. To understand this formula using the image above, you need to see what and how the formula works, based on the funnel concept.

Basically, look at it from this point of view. You have an object that looks like a funnel. Obviously funnels have a wide mouth at one end and a narrow neck at the other. Your customers enter the funnel when you provide them with a low-cost product. As you offer them higher priced products, they move through the funnel towards the narrow end that is proportionally smaller than the wider end. This is because many fewer customers will purchase the high-priced product as compared to the low-cost product.

But here is one point you don't know. The higher-price product will not be any ordinary product. Instead, it will be a higher priced concatenated product. As the customer proceeds down the funnel, that customer will buy fewer and fewer products, but those products will be higher priced. So you make a profit just the same.

A good example of this would be if I had a huge list of subscribers of say 5000 people, and each one of them buys my product for \$47 (that comes to \$235,000), but only 1,000 buy my product for \$197

(which comes to \$197,000). Although there are fewer purchases made, the price is higher because my profit margin will be higher. This is based on if my profit margin for the \$47 product is 10% and the profit margin for the \$197 product is 30%. The profit margin for my \$47 product would only be \$4.70, while my profit margin for \$197 would be \$59.10. Do you see the difference?

Now let's take that a step further and say that 350 people buy your product for \$497, and only 150 by your \$1,997 product, whatever it may be. As you can see, even though less people bought your \$1,997 product, your profit margin will be higher.

By using this funnel formula, I have made my fortune online pretty quickly. And this is the same formula I am teaching you to follow as well.

You may be wondering how I made so much money. What did I sell to become so rich online? The answer to that is specialist information. I found information on the Internet that hits a specialized target market and that's what I went for. But you should be able to apply my formula to anything. The main factor is to sell a concatenated product. Now you may ask what a concatenated product is. The answer to that is simple. A concatenated product is

something that connects to another product. In other words, in order to make a complete set, you must have both parts. A good example of this would be a serial mystery story. Although, there is an ending, the ending usually leaves you hanging until you see the next part. If you don't have the next part, you will never know how the event will end. This is how concatenation works.

For the customer, you offer a low-priced product. This is part one of the product. And let's say the product is a how-to guide. But the how-to guide stops at a certain point and leaves you hanging. You will then be forced to purchase the higher-priced product to get the next section so you can finish the story or read the rest of the information.

This is how the six-step formula works. And if you apply this to whatever products you want to sell, you shouldn't have any problems in making money. As long as the product is what people want, you'll sell a lot of it.

## **Summary**

I hope this guide will help you in your efforts to make tons of cash online so you can be success like I have been. It doesn't take much to start. But if you take the initiative, follow each step closely, and follow through, you shouldn't have a problem with making lots of money online.

The six-step formula is there to help you. If you follow it precisely, you will find yourself making lots of money. If you veer off of it for even a second, you will suffer the consequences. There is money to be made and finding and selling the right product will do it for you. Go for the gusto and you'll become the next Internet millionaire.