

# **Fast Money Formulas (Even if you have no experience at all with making money online)**

By Tony Shepherd and Suzanne S Farmer  
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**Fast Money Formulas (Even if you've no experience at all with making money online)**  
by Tony Shepherd and Suzanne S Farmer



*Tony Shepherd and Suzanne S Farmer here...*

There are reasons why some internet marketing beginners build successful, profitable businesses...

...yet others don't or *can't*.

**One of those reasons is choosing the right model.**

Whether you're a beginner to internet marketing or you've not found anything that seems to work with you, you need something simple, that will work.

The following models are the ones we've seen work time and time again for beginners and struggling marketers.

*Tony Shepherd*

*Suzanne S Farmer*

# Introduction

*Just to hammer the point home...*



The following models will work for beginners starting out with their new internet marketing business.

They'll *also* work if you've been involved in IM for a while but have tied yourself up in knots trying every strategy you've ever heard of and nothing seems to have worked.

Either way, strip things back, start from a clean slate and choose the one that appeals to you.

The first model takes the least amount of skill and is the quickest one to integrate into the marketplace.

The others are slightly more complex and with all of them you'll need to put the effort in, **but they all work.**

We'll mention traffic sources at the end of the report.

# The \$7 Report Model



Depending on how fast you work, this is quick and profitable.

That makes it very powerful because it allows you to put something out there, get feedback so you're able to make changes, course corrections and adjustments.

It's also an easy model to grasp and get your head round, which for us makes it perfect for beginners. (We're stripped-back, bare-bones, simplistic model kinds of people – reformed from making things overly complicated)

Ok here we go...

**First, Find ONE simple desperate problem.**

It **MUST** be a simple, **SINGLE** problem though, not a complex issue.

So wanting to make money online is **NOT** a simple, single issue\*.

\*You might think 'Then what is the point of this report? Well it's exactly THAT - to take the simplest and most effective strategies of the entire 'want to make money online' thing and break it down into a single strategy.

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It's a bloody big, complex problem that you can't provide a simple solution to unless you break it down some more.

If someone needs to know how to cloak an affiliate link or automatically add JVZoo buyers names to their email list then YES you can provide a fast, comprehensive solution to that because it's a SINGLE problem.

You see where I'm going with this?

**Most beginners try to solve EVERYTHING when they begin to create products or start to email their list.**

Instead, a better and much more effective way is take just a *chunk* of a large problem and provide a fast easy solution.

We've tried both ways and it's SO much easier (and writing the sales page is so much easier too) to solve a *small part* of a bigger problem.

Tony has had small \$7 reports make tens of thousands for him.

In the early days of IM when many platforms weren't so user friendly Tony made nice profits selling '*How to put a Paypal button on your website in 3 minutes*' (step by step with images) because the only real tutorial was Paypal's own which was technical and dreadful.

*'How to install a FREE support desk in just 30 minutes (includes where to find the free software)*' sold multiple copies, as did '*24 hour FTP guru*', '*24 hour Wordpress guru*' reports and many more.

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You look at these topics now and think that times have changed and there are no issues like this that can't be solved by Googling or finding a plugin that does it for you.

Really?

Facebook is the most popular site in the world but how many beginners know how to get a simple Facebook Ad campaign up and running in 30 minutes?

Or know which is the easiest CPA affiliate network that you can get approved for without having to get on the phone to them?

Or a step by step of how to integrate 'bumps' (one click upsells) into your Stripe payment processor in just 10 minutes?

**If someone is building a business these aren't just small things to them - they're major roadblocks, and if you provide step-by-step solutions with images and bullet points they'll love you for it.**

*But where do you get the info to put into your reports?*

First off, break down your problem into single chunks.

And then go research those problems.

So for example a client made a very nice profit from training beginner YouTube marketers about the importance of basic SEO tactics when they're uploading their videos.

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We did some research and it turned out that while there might be plenty of ‘advice’ about how to SEO your YouTube videos, there was very little in terms of a solution to the problem of doing it FAST and getting it to WORK.

But some research threw up this site:

### We Analyzed 1.3 Million YouTube Videos. Here's What We Learned About YouTube SEO

by Brian Dean © Last updated Feb. 28, 2017



We analyzed 1.3 million YouTube videos to better understand how YouTube's search engine works.

Specifically, we looked at the correlation between ranking factors — like views, comments and shares — with YouTube rankings.

We learned a lot about YouTube SEO. And I'm sure you will too.

**Here is a Summary of What We Discovered:**

1. Comments appear to be an influential ranking factor. We found that **a video's comment count strongly correlates with higher rankings.**
2. Longer videos significantly outperform shorter videos. **The average length of a first page YouTube video is 14 minutes, 50 seconds.**
3. We discovered that video views **have a significant correlation with rankings.**
4. The number of shares a video generates **is strongly tied to first page YouTube rankings.**
5. There's a moderate correlation between a channel's subscriber size and rankings. This means that **even small channels have a chance to rank their videos in YouTube.**
6. Video likes **are significantly correlated with higher rankings.**
7. "Subscriptions driven" has reasonably strong correlation with rankings. Therefore, **videos that result in new subscribers have an advantage in YouTube search.**

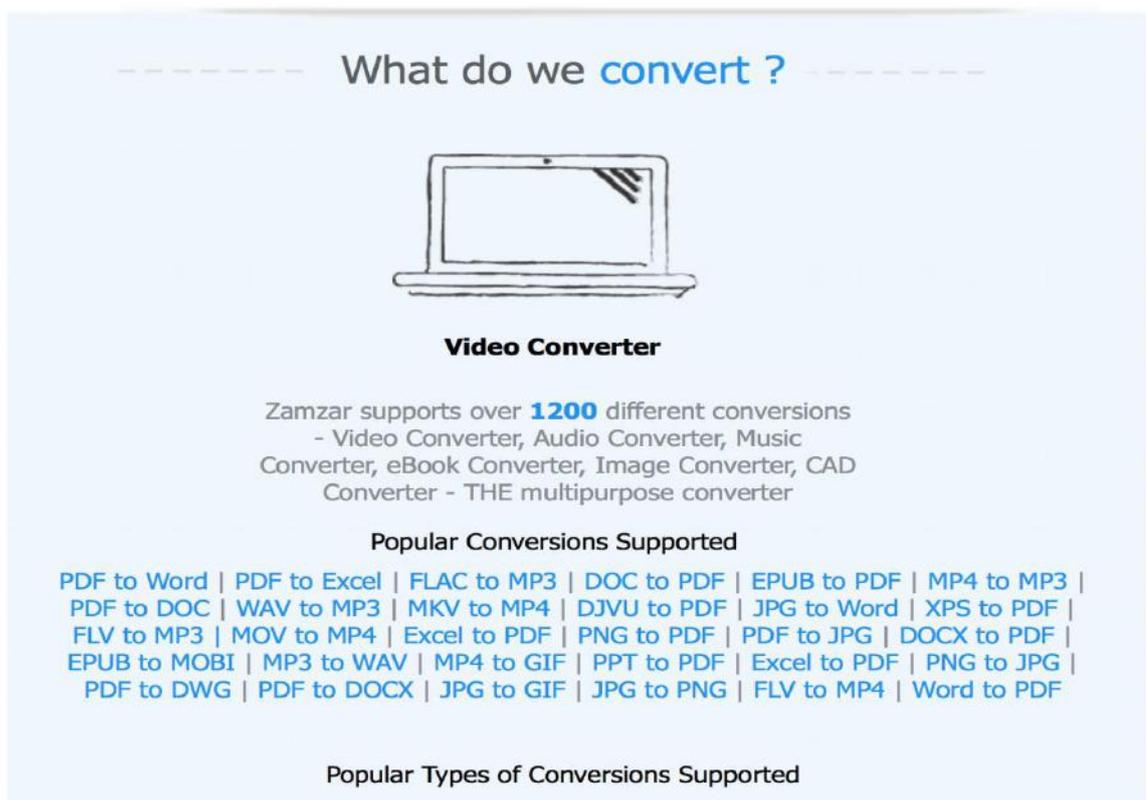
Quite obviously from the findings of this study, some basic SEO rules could be compiled into a very valuable report.

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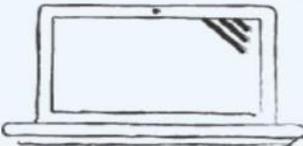
Another marketer we know who uses a similar approach offers a fantastically valuable resource guide to free online services available for internet marketers.

Simple things like online converter sites for video and audio, royalty-free music, images etc.

This sort of thing (this is just one of the sites found).



----- What do we **convert** ? -----



**Video Converter**

Zamzar supports over **1200** different conversions  
- Video Converter, Audio Converter, Music Converter, eBook Converter, Image Converter, CAD Converter - THE multipurpose converter

**Popular Conversions Supported**

PDF to Word | PDF to Excel | FLAC to MP3 | DOC to PDF | EPUB to PDF | MP4 to MP3 | PDF to DOC | WAV to MP3 | MKV to MP4 | DJVU to PDF | JPG to Word | XPS to PDF | FLV to MP3 | MOV to MP4 | Excel to PDF | PNG to PDF | PDF to JPG | DOCX to PDF | EPUB to MOBI | MP3 to WAV | MP4 to GIF | PPT to PDF | Excel to PDF | PNG to JPG | PDF to DWG | PDF to DOCX | JPG to GIF | JPG to PNG | FLV to MP4 | Word to PDF

**Popular Types of Conversions Supported**

Simple and available but if you're not aware it's out there, it's well worth the \$7 to save money and remove the roadblocks from your business right?

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Solving problems.

*'How can I convert my audio and video files to any format for free'?*

That's the kind of thing you'd be solving. You could be in the home video niche, the hobbyist niche, targeting amateur musicians on a budget or a dozen other niches.

So find your idea for a report.

Then create it fast and get it out there to get some feedback.

You should be able to research and write a 25-page report in two days maximum.

Write some sales copy.

So get it out there and see how it sells.

Try selling it for \$7 initially

If it doesn't sell, no big deal, go back to the drawing board. Not much time lost.

Here's the BIG takeaway:

**You're never going to lose money *even if it doesn't sell* because you just go back out there and offer it with PLR!**

And that's pretty much always going to sell.

Especially if it comes with a sales page, which yours will.

It's a win-win situation.

If your report only takes two days to put together and it sells then that's great.

If it doesn't sell **offer it with PLR rights** and move on. You'll make enough money to make it worth your while.

In fact creating reports and selling them with PLR is another angle on the \$7 report that you could run with.

If it DOES sell you have a proven winner.

If they'll buy at \$7 then you can work on trying higher prices.

Add a video to the package where you read through the report to give it higher perceived value. Add a mind-map and you can sell it for at least \$14

Better still add personal coaching and charge accordingly.

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Personally we would go with the \$7 report option and add personal coaching to work through the method with them for \$1000 for two weeks.

Charge less (or more) if that figure doesn't suit.

You're not going to get rich selling \$7 reports so you need to **resell to your buyers over and over again**. The best way to do this initially as a beginner is to seek out highly related products from other marketers and offer them through your affiliate link.

**For example, when Tony's coaching program is closed or full, he makes sure that where applicable he offers someone ELSE's coaching as an affiliate.**

Quick heads-up though...

Not to touch on the mindset approach too much, but we have found that most times the people who reach out with arguments such as *'If the information is free to be researched why would anyone pay for it?' or 'Why should they buy anything from me when I'm an unknown'* are often just trying to put off doing any work.

(Yeah sorry but it needs to be said)

There's perhaps two day's work here at most, and the outcome could be something that changes your life, makes you see possibilities and opens the world of internet marketing wide to you.

Suspend disbelief and TRY IT. How can anyone say something doesn't work until they've tried it? ;)

## Interviewing Experts



*Don't groan when you read the above headline...read on because this isn't the 'same old' thing you've seen before...*

First off, this doesn't seem to work as well in the IM niche as it did a few years back.

It's harder to get interviews and they have less perceived value.

So you've got to tweak...

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Go OUTSIDE the IM niche, or even just to the fringes of the IM niche and find experts who know their subjects inside out, but don't have a clue about marketing, and you're laughing all the way to the bank 😊

**This is a great solution if you want to make money selling information products but don't have any expertise, proof or 'insider secrets'.**

The shortcut is to find someone who HAS the secrets but doesn't really know about marketing and interview them.

Tony did this in the restless leg syndrome niche (this is quite unpleasant actually and people who suffer badly really want a cure and fast!)

Also in the bee-keeping niche. When new keepers are having problems with their first hive or all their first batch of bees leave or die they really want solutions, and fast.

Also in the outsourcing niche. If you're a new ghostwriter or coder or virtual assistant and you want to start earning money from home doing your thing, finding someone *who already does it* and knows how to write biographies, how to pitch their fees, how to use the freelancing platforms and interviewing them can lead to a very saleable product for people wanting to learn how it's done.

Fibromyalgia is another great niche because there's little solid medical proof for it, yet it obviously exists and there are forums for sufferers and many people have cured themselves and written blogs or reports about it.

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Interview these people and turn it into a report or eBook or video series and this becomes very attractive to new 'Fibro' sufferers who both want a cure AND want to feel they're not crazy if their doctor has told them the syndrome is just 'in the mind'.

On the fringes of the IM world, we've interviewed domain flippers and published the info, interviewed coders about how to ensure you get the BEST results when you're hiring a coder to make a plugin or software, how to write a spec, how to get the best price etc...

...and published **our own info products** based on that information.

In return, we either pay an hourly rate for the interview, include links to the person's site or book, give them a cut of profits, or just hire them to build an actual plugin. The deal depends on the person.

With the outsourcers we often just hire them on their usual hourly rate and when they ask what the 'coding job' is, we just say *we want to Skype call you with some questions for two hours and you get paid for chatting :)*

Works well. It's easy money for them.

Remember you're not ripping anyone off. These people usually aren't entrepreneurial and are more than happy to be paid a good hourly rate for talking about what they do.

Those are the kind of people you're after.

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So you set up the interview.

Then what?

We find Skype is best and you if you Google free Skype recording you'll find the current solutions. We paid for software called Pamela in the early days which is inexpensive and still around I think if you're going to get into doing interviews.

If your expert is a bit shy and don't want to chat, email questions work well.

There are two ways we go about interview.

One is an in-depth interview with ONE expert and then use that info to create your own product.

The other is to take the (for example) THREE most popular questions in any niche and getting four or five experts to give their own ways of solving them.

The latter is more interesting in my view but finding four or five experts can be bloody hard work so sometimes the first way is best.

*How you sell it is up to you.*

We usually extract the information and make our own products from it, but I've seen some cracking interviews and transcripts that offer the whole uncut interview.

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If they're willing, video is also a great way to go to, and *you* don't even have to be on camera - just set up your iPhone or digital camera pointing at the subject then stand behind it asking the questions.

If you're doing this buy a lapel mic and record the sound through it. They're very inexpensive but make a lot of difference to the end result. Echoey audio is off putting to the listener.

You don't have to mic yourself up.

Your voice should pick up well because you're nearer the camera. If it doesn't you can just edit the video and put titles with the questions up where needed.

You can package this into a PDF transcript or write it up in your own words or release the audio or whatever you want.

Once you've done this, you'll see if it sells.

If it does, you have two options:

You can either replicate the procedure in a different niche

Or go deeper into the same niche.

The latter is maybe best because you can sell the 'deeper' products to the people who bought the first product. You already know they're interested because they bought.

If you're sharp you can even survey the people who bought the first product and ask what further information they'd like to see, then go out and find the interviews, then sell it to your existing buyers!

If you like this idea but are terrified of doing interviews read on to the next method I've seen working very well.

## **'Harvest' Expert Info From Books In Almost Any Niche**



This is kind of similar to interviewing because you're accessing an expert and their knowledge, except in this way you're doing it without them knowing!

You need to find small, 'weird' niches that have desperate buyers in them but are big enough to have books written and on Amazon for them.

Here's a secret:

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We've done this a LOT over the years.

We amass information from books because we love reading and have compiled this info into courses, reports, eBooks and even software.

Software??

Yes – Tony once read a book chapter on how to attract attention and get visitors to take action on a website. The chapter recommended various techniques such as having subtly moving text or graphics to attract attention, inserting a 'star rating', having a moving feed from a related website (or that looked as though it was) and various others.

He and his partner took three of these features and had them built into a plugin for Amazon affiliates to put on their own websites. They could switch the features on and off, combine two or more and customise most of the elements involved.

We sold a shedload of the plugin then flipped the entire thing for slightly under \$10,000.

**Five figures from a \$9.99 book bought off Amazon.**

Not too shabby.

And it's doable by anyone. *Well, anyone who actually gives it a go that is ☺*

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That's the secret of success by the way, not thinking too much about why something won't work, rather just getting on with it.

Anyway, back to getting info from books...

We're not talking about slavishly rewriting a whole book here. We're talking about sitting comfortably with a cup of coffee and having a relaxing read to get the general concept of the book in your head.

Then (and just like the \$7 reports section at the start of this report), **choose ONE aspect of the book that can be rewritten in your own words, forms a complete concept and will make a great product.**

Paul McKenna's best-selling 'I Can Make You Thin' is about losing weight, but there's a great chapter about understanding the traits and behaviour of *naturally thin people* and copying their eating habits rather than following different diets.

Makes sense eh?

Things like leaving food on your plate because you should stop eating when you're full up and not when the portion is gone, making smaller portions, only eating when you're hungry, not 'banning' and food groups or treats and so on.

Well, the concept of watching what successful people in that niche do can be carried over to most other niches.

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In IM we get the concept of watching what the most successful marketers DO rather than what they SAY (we've all heard of this concept right?)

But then there are other niches like amateur golf where we've seen this done (again copying the behaviour of the most successful people), in the newly qualified schoolteacher niche, with blogging, with dog training, with homeschooling (Suzanne's favorite niche), and many, many more.

You see how amazing this technique is?

**The knowledge you need is just waiting for you on Amazon. The books don't have to be best-sellers or new, or old for that matter, they just need to be informative in their particular niche so that you can extract one of the key components to make into a product of your own.**

Here's another example:

There's a book by the name of *'Anyone Can Coach'* by Sean Mize.

There's a lot of great info in the book.

One of the chapters is called simply *'Price'* and it's about how to price your coaching programs.

There are some great tips in there as to how Mize prices up his own coaching. The chapter is just 11 pages long and it's just WAITING for someone to create a report called *'How To Price Your Coaching Product'*

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What's more is that you get his own expert system - a well known coach for DOING this that you can quote in your report.

So you rewrite the chapter outlining the pricing theory and then include multiple quotes from Sean and giving him full credit.

For example you might say in your report:

*"It's fine to recognise that when you start coaching you might not feel able to command high prices. In his book 'Anyone Can Coach' expert Sean Mize agrees, and says 'When you first start out, it's OK to underprice your coaching to compete.'*

That one chapter can make a cracking product - **"How To Price Your Coaching Program"**

There's are literally MILLIONS of books out there with top class information in all niches that are *just waiting* for you to read and deliver the information in your own words.

Don't pretend to be something you're not. Don't pretend to have done something you haven't. **Simply credit the source.** It's basic journalism.

For example...

Tony's newsletter is full of EXCELLENT case studies from people he knows and has heard of that are clever and creative. But he doesn't pretend to have done these things himself.

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He doesn't even give names in most instances because too much info means the methods can be hunted down and ripped off.

But it still makes (we think) amazing reading.

We just love this method. It's all just waiting for you to pluck.

You can take it stage further too.

**It's a great way for getting into a new niche and establishing yourself as an expert.**

Frankly, you probably don't even need to 'dominate' a new niche in any way. You don't even need to be seen as THE major expert.

**You just have to be interesting.**

## **INTERESTING**

And you'll get followers.

No one can deny that David Icke has some 'interesting' takes on conspiracy theory, especially his freaky idea that the British royal family are actually reptiles, but that doesn't stop him playing to a packed Wembley Arena of 12,000 people at a time.

He has a position. He has an opinion. He has a theory. He has somewhere that he's coming from.

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**And THAT is exactly what you need to be successful and/or establish yourself in as many niches as you want.**

Read books in your niche or area of interest and cherry pick the ideas you like, and make them into YOUR cohesive theory.

Keep it light-hearted and interesting, and do it on your own terms.

With Kindle, you can be reading pretty much any book on Amazon within 30 seconds. And if it's not available on Kindle, certainly within a couple of days using Amazon Prime.

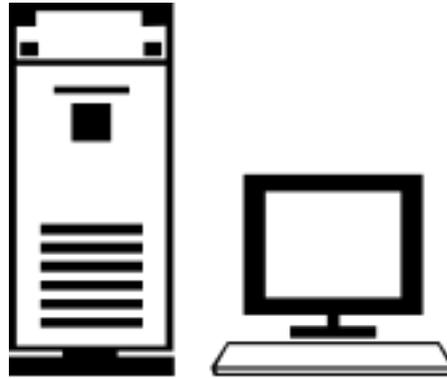
And it need not cost a fortune either.

We often buy second hand books for *pennies* rather than new ones that cost ten times as much because I know I'll read and re-read them and scrawl notes in the margin (well, Tony scrawls in his, Suzanne doesn't – she uses a notebook instead).

Books. Wonderful source of knowledge 😊

And like I keep saying, just waiting for you to go and profit from!

# Software



This is worth looking at again because this can be done by anyone with a \$600 - \$1000 budget.

*If you think that's expensive look at the amount you spent buying IM products over the past year 😊*

Even better, once created you should be able to sell your software (and/or PLR to it) and easily make a profit because of its perceived value.

You'll make more if you flip it with a sales page and can demonstrate you've made some sales. It's a stand-alone product that is of very real value.

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You don't even need a unique idea, you can look at what some existing plugins already do (you can't copyright an idea remember) and **add an extra feature** and off you go.

Yes it sounds a tad simplistic, but that IS the basic premise.

Obviously there are things you'll need to do like hiring a coder, writing a description for your plugin or software function and then there's the testing and de-bugging, although these will be done by your coder.

It's not difficult. Tony isn't a techie and he's made well over a hundred grand doing this.

He recommends you take on a partner, such as the person who's doing the coding, or at least someone who is techie enough to speak to coders the first time you do this.

Here's a free case study of exactly how we did this (it's a few years old now but still relevant) and made over \$7,500 in a matter of days:

<http://www.hippymarketer.com/plugincasestudy.pdf>

Software is a great way into IM for beginners. You don't need any sort of reputation, history or proof of sales.

You get immediate respect as a 'software developer' and your product will have a higher perceived value than reports or PLR.

It requires more work, but the payoff is greater.

# PLR



We are both big fans of PLR and from time to time Tony has splurges where he sells PLR licenses to his products (Suzanne sometimes uses PLR as a jumping off point for creating products).

This isn't just to make money, and honestly there are easier ways to make money once you're established.

Tony releases PLR licenses because he knows how valuable they are to his subscribers (which is also why he mostly ONLY sells his PLR to his subscribers) and that good quality PLR like his (he personally writes it) is very useable in any IM business.

But for beginners, selling PLR can be a safety net.

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An almost guaranteed way to make money OR make sure you don't LOSE money. We'll explain this below.

**But we wouldn't recommend you create PLR solely to sell.**

Tony doesn't do this; he usually releases licenses to his established products that have sold in their own right.

And that's what we believe beginners should do.

Create products and then you can choose whether you release PLR licenses for them.

If you release a PLR license immediately and then find it sells REALLY well as a product in its own right, that income stream is going to dry up very quickly when the people who have bought your license start selling it too.

Instead, release it as a product first, *then* if it sells well, decide whether you want to release a limited number of PLR licenses.

This will greatly increase your reputation, spread your name and people will see you're genuinely trying to help them.

That's our preferred way.

But we mentioned it being a 'safety net' too, right?

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PLR is a good way of making sure you profit from something that you're maybe not marketing too well and are struggling to make sales. PLR will usually sell, especially to something that has been previously released, for example as a WSO or JVZoo offer.

This is true whether it's software, a video course, a report or whatever.

If you create a plugin and feel a bit uneasy about the Flipping process, just release multiple PLR licenses instead.

Let your buyers resell it, re-code it, rebrand it or whatever they want and for around \$27 they can have their own plugin ready to sell under their own name.

Put it on JVZoo and offer affiliates 50% to promote it.

Once you've done that you can alter the sales page to say the plugin was previously for sale on JVZoo

It's the same for reports, courses and pretty much all content.

You can choose how to offer the PLR - as an upsell, as a sales 'bump' (tick the box to add a PLR license to your order' or contact the buyers of your original product a week or two after launch and offer them a license.

Either way, PLR is a great safety net if your product isn't selling in it's own right. Just offer a PLR license.

OR if you want to sell more PLR than the other PLR sellers out there, simply launch your product first, then sell the PLR licenses. You're selling licenses to an established product and even if you find you can't price them higher (which you should be able to do) you'll find that buyers prefer them.

## Traffic



Traffic isn't the solution to all the problems beginners have.

You can have all the traffic in the world but if you're selling a turd, it's still a turd. Plop.

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Which is why it's important to get your product right first, and also why we left traffic until last. None of these are revolutionary, because there aren't really ANY 'hidden' or 'secret' traffic secrets out there - just ones that work if you put the work in. If there ARE any hidden traffic secrets they're likely to stay hidden. Wouldn't you keep them to yourself? 😊

**Banner Ads.** If you're outside the IM space try banner ads. They've worked really well for me. The usual way is to purchase ad space on other people's sites, forums or blogs that get high traffic.

You'll need a catchy ad but you can get one designed on Fiverr easily.

Banner ads are a cheap way to get clicks, but I've found they're pretty much stopping working for IM traffic without me doing a LOT of work.

**Forums.** If you're looking for free traffic and are willing to spend a couple of hours a day in forums establishing yourself as an expert, offering help (Google what you don't know) then forums can work for you.

You need to be able to place a signature link ideally OR in some forums you can buy banner or text ads. This might be worth looking at.

**Facebook Ads.** Many people are making these work. There's a learning curve but there are also some good free tutorials out there if you have a quick Google.

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In terms of getting your ad in front on the right people, Facebook is excellent. But in terms of *'what the hell is my ad doing NOW?'* and not really understanding how or where FB has decided to show your ads, it's an interesting experience to say the least. Give it a go, it's cheap.

**SEO and ranking for organic traffic.** It's hard to tell how to do this well anymore. Things have changed so much it's become more of an art than a science. Tony has friends who do well for organic traffic with established sites but updates and slaps take down established sites overnight. We've decided not to risk the time and effort in case Google moves the goalposts. Again.

If you can 'do' SEO then do it. It's a fabulous source of free traffic. If you're not sure then take the easy route - buy traffic from sites where people DO know what they're doing.

**Bing Ads.** These can be really good. Again there's a learning curve, but you can have traffic flowing to your sites within minutes and you only pay for the clicks you get.

Now the traffic is nowhere near the volume of Google but that makes it very affordable. They're also nowhere near as picky about the ads you run, so there's less of a risk of getting your account pulled. Yes, there's a learning curve, but there are some great free tutorials out there. Bing ads can definitely be a fast, good way of testing new products.

**Recruit Affiliates.** Setting up an affiliate program is fast and easy thanks to platforms such as Warrior Plus and JVZoo. Tony's secret weapon has always been to recruit his BUYERS as affiliate for the product they just bought.

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He doesn't rely on affiliates and rarely makes affiliate pages these days. He does, however, provide links and finds that the people who are happy to promote my stuff with just a link (no swipes or banners provided by me) do a much better job than people who want everything provided.

That said it would be better for you to set up good affiliate sites for all your products until you're established enough to do otherwise. It's good free traffic and only costs you a percentage of every sale that you wouldn't have sold anyway without the affiliate, if you see what we mean.

*So that's it...*

Good, solid models that work. Nothing flashy or fancy, it's just about doing the fundamentals WELL.

These work.

They really do.

Don't dismiss a single one until you've tried it.

And DO try them.

Good luck :)