

A Quick Plan To Improve Your Earnings!

Introduction

In this document, we will show you that it isn't a coin toss for you to have a better life. We will also show a very simple way to get yourself into a satisfying and steady income position.

This is not a get rich quick program, rather, a step by step easy to accomplish set of instructions with named sources that, if you follow the instructions, will get you to where you want to be in a relatively short period of time.



"You may keep the coin I flipped to see if you could have a raise."

This program is free. But, this program will cost you some money as you get more into it. And, just so that you understand why, look carefully at this line: **"YOU must spend money to make money!"** ([Titus Maccius Plautus quotes](#).)

If you sign up for every FREE system there is and everybody you refer to those systems also joins for free, then nobody will make any money.

Think about a retail store. There are a number of things on their shelves that you can "BUY". The shop keeper had to have purchased them from his wholesaler first. And, the wholesaler paid for what they have in their warehouses from the manufacturers.

Our business (online) is the same. We must have something to sell that we acquired first. And, an idea of who our prospects might be.

We must have a marketing plan:

- Who are we planning to sell our wares to;
- Where are we going to find those people;
- How are we going to store their email addresses and names for future use
- How much are we going to invest in our inventory

So, let's get started.

Who Are We Planning To Sell To?

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For our business model, we have chosen the home business entrepreneur. This would be you. We selected this market (not because it is easy) because we know that these folks are willing to gamble on their business more readily than other folks.

They represent people who are daring and willing to invest in things that they feel will benefit them both in the short term and long term.

We have chosen to target safelists(SL), traffic exchanges(TE), PTC's and more to find people who are online entrepreneurs. Generally, the way these work is that you review someone's ad and get one or more credits. You use the credits to send your ad to members of those services.

Think of that retailer we mentioned above. He has a storefront facing a major roadway within your town. Tons of cars drive by. Some park in his parking lot. Fewer walk into his store and even fewer purchase something from him.

It is the same thing with our placing an ad in these systems. We hope that a number of people see our ad, some of them take a closer look (click on it), and some of those buy something from us.

As the competition becomes more acute, you will need to make sure that you get enough traffic (those are the ones that see your ad). And, from them you get some that actually click to get more information or to purchase right away.

There are all sorts of statistics out there that tell you that you need X number of clicks in order to get an order. Well, if they can predict exactly how many clicks I need to get an order, they have kept it a secret.

There are way too many variables to predict if any specific offer will work on the day that you send it to your prospective list.

Just about the only thing that I can predict is that if you don't buy something from me, then you will not be a really hot prospect for me; or for anyone that I would refer you to either.

A "quality list" of people is those that have joined you as a referral and have purchased something. When you suggest something to them that they



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might be interested in, they'll believe you better and maybe even try it out themselves.

Otherwise, your list is a bunch of "tire kickers".

None of us will survive in this or any business without paying customers. So, make that your real objective and strive to garner a whole lot of satisfied ones as you build your business.

Safelists, etc, as Referral Builders

Now, before you give up on all those folks that signed up to be on your personal mailing list but did not buy anything, send them a note about once a month to let them know that you are thinking about them. Every now and again, one of them will buy something. At least if they have chosen to stay on your list, which means they at least recognize your name.

Most of the time, you will join a Safelist, Traffic Exchange, or other such service as a free member. Sometimes, you can join using a promo offer and get upgraded.

You will be sending your advertisements to the members of those lists as well as to your personal buyer and prospect lists.

We recommend that you keep some sort of records particularly around the number of clicks you get from each service for each offer that you send out.

For instance, we have a spreadsheet that records when we sent an offer, to how many, and the headline used for that offer that day for each safelist, etc that we send to daily.

We use an URL shortner and tracker service that keeps track of the number of hits we got from each list that we used.

We record the number of hits by each safelist. We try to get over 100 hits per day, and have been told to get 400.

But, more important, from these stats, we can see where most of our hits are coming from and flag those for expansion (explained in a bit).

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We have been using 20 (or more) as our number of hits to qualify for watching. We think we ought to take a harder look at the percent of the hits to total emailed too.

When we see a large return for our numbers sent, we put them on a special list of sites where we might upgrade.

Upgraded members of safelists get a number of greater benefits compared to free members.

One approach is to pick one that is exceptional. If the upgrade cost is within your budget range, then upgrade for a month. Earn as many credits as you can. For instance, we have a few accounts with credits in the millions which will give us free mailings for months/years to come.

Many of these safelists, etc, have referral programs where you join another SL and then store your new referral number in the first SL's system. When someone joins that new SL via your link, you will have a new downline member or referral. This referral would be a prospect at best.

If you can acquire a referrals email address (and name) you can add them to your personal list of prospects. Remember, do not violate the CAN-SPAM laws which basically say that you cannot send a solicitation to someone who has not given you permission to send such emails. In this case, since they have signed up via one of these referral programs, they are eligible to be on your list.

You will want to keep about \$10 to \$25 in your reserve to upgrade with. Some places will let you [earn an upgrade](#). We have used this system extensively.

Where To Find Safelists, etc

We like to start all newbies and anyone that does not have a good system in place with the [10K Challenge](#).

This is a way for you to build a great system that is both thorough and detailed. It is highly recommended that you take each step in the order in which it is presented, don't skip around, and complete the tasks before moving on.

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If you follow the 10K program, you will have a great foundation to develop your own plan. And, you will have the necessary tools to make a difference.

You can continue to build your foundation by referring to MyChoiceThings.com/membersonly.htm. You became a member of that site when you ordered this document.

Time To Start Building Your Inventory

Once you have a foundation of safelists, etc, it is time to start building your inventory of goodies to sell. If you are going to follow in our footsteps, we suggest two to get started easily:

1. [Easy Cash List Building](#)
2. [Feeder Matrix](#)

The first one pays 50% on referrals that upgrade, so two referrals pays for your investment. This is a monthly investment system.

The second one costs \$1.75 for the first level. You earn 100% on your referrals. The second level costs \$5.00. Again, you earn 100% on the referrals that join under you. This self perpetuating system can pay for itself over time from it's own profits.

With these two systems in place, you are ready to move on. As they earn you more money, you can move forward by investing in other money making projects.

Here is the list of the ones that we are actively promoting today:

- [Easy Cash List Building](#)
- [Feeder Matrix](#)
- [Daily Mail Blaster](#)
- [Reality Networkers](#)

Unless you have deep pockets, don't get ahead of yourself. Keep working one project until it is making you money. Don't forget to keep reviewing ads so that you keep your inventory of places to send your ads full.

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The Coop Program

We are going to refer you back to the 10K program that we pointed you to above.

On their main (left hand side of the page) menu near the bottom, there is a link to Advertising Co-Op.

In this program, you purchase shares at \$10 each. Then, your investment is combined with other members to create a larger pool of money.

This pool is then invested in larger fee based traffic sites (usually upgraded to the top). You would have 1 share of that pool. So, as the traffic comes back, you get your share of it toward your particular offer.

This program is well described by Larry Smith, The 10K Challenge owner and manager of this project.

Summary

We've shown you how to place yourself in a position to be earning the kind of money that you want. Well, maybe enough to keep you at least reasonably happy.

You should have joined a ton of SLs, TEs, PTCs, to maintain an inventory of places to send your offers.

You should have upgraded, or purchased your way to a position where your offers will earn you an income.

We have a whole lot of SLs where we are classed as Super JVs or equal. These sites also pay money for upgrades within them. As you build your income streams, you will start to notice that you are getting money from places that you did not actively promote. This kind of income is really nice.

Remember, to keep in touch with your downlines. Many of them will be embedded within the SL where they were created and you will need to communicate through that SL.

Wherever you can get the email address and name, you need to put them in one of your personal email lists. You have better control over that environment.

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That's all folks! Let's get out there and make some money.

Thanks for taking the time to read all of this. If you would like additional information, visit my websites:

MyChoiceThings.com

MyChoiceThings.info

Or, email me at brutug@gmail.com

Again, thanks.

Bruce Tuggle