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However, It Must Not Be Changed or Edited In Any Way.**



Graham Cox, Randy Smith, Sally Neill, Katie & Alex Jeffreys

Hello, my name is Sally Neill and I just want to say thanks for taking the time to download my report and read it.

This is actually the first report I have ever written that does not promote a single product or affiliate product, look as hard as you might but you won't find an ulterior motive in here.

It's the first part of a sequence of reports (in the making) telling my honest journey online so far, to give those of you failing online a ray of hope.

I know many people don't find success online.

I know many of you have probably failed too.

But just remember, all the best marketers failed many times before they found success online.

Don't ever think of yourself as a failure, you are not a failure, you are a future success.

My journey to online riches started from my bedroom selling information products (ebooks) on eBay.

There was never any intention for me to make money online, I inadvertently stumbled upon making money online after buying a fruit machine cheats ebook that my sister wanted me to buy for her.

The fruit machine cheats ebook cost around \$2 and it wasn't even worth that, it was a piece of crap.

However, I realised because of my sister's needs for something, I had parted with my hard earned cash to buy her that ebook and, considering myself to be relatively clever it made me think...

If I bought an ebook, other people must have been buying ebooks too.

After some quick research on eBay I discovered thousands of people where buying ebooks and thousands of people appeared to be making money selling these ebooks.

But these ebook sellers didn't seem to be making a big profit on ebay, in fact it looked like they were losing money or breaking even at best.

It didn't add up, I knew I must be missing something, people wouldn't be doing this if it wasn't making them money right?

I searched ebay for another ebook, this time I wanted to know how I could make money selling ebooks.

This search led me to a very basic, short ebook that claimed to teach you how to write your own ebook fast and make money from selling it, so I parted with \$1 this time and bought it.

I bet I wasn't the first person to buy that \$1 ebook either, that lady was probably making a fortune selling that guide.

The ebook author guide I bought was very basic and it didn't teach me much, but it did introduce me to a profitable back end.

In the ebook there was a link to download some free ebooks with master resell rights, that I could start selling online and on ebay immediately.

So I visited the link and parted with my email address to get access to the free ebooks.

After that, each week I received an email with ebook selling tips and more free ebooks with resell rights that I could sell on eBay.

I was completely new to selling ebooks and it made sense to sell those free ebooks rather than buy ebooks to sell.

The thought of writing my own ebook did not appeal to me at the beginning, I never know enough about anything to write my own.

I guess the whole reason I decided I wanted to sell ebooks online was to make money quickly and easily.

There was literally thousands of ebooks I could access and sell, without every doing any hard work.

Selling ebooks was automated too which meant once it was set up you could literally make money as you slept.

And much to my surprise, it worked.

I can remember the very first time I woke up from a nice deep sleep and found email notifications totalling up to around \$23 from eBay ebook sales.

I almost fainted from shock.

I actually thought the payment notifications were scam emails but I checked and sure enough, the money was in my paypal account.

There was no way I had believed that selling ebooks on ebay could make me money, it was all too easy.

At that precise moment I realized that making money online was 100% achievable.

\$23 is hardly a fortune I know but it was enough incentive for me to continue with my ebay selling career.

That buzz of my first few sales was amazing and although I never realized it at the time, it would spur me onto greater fortunes later in my online career.

There is something special about waking up to payment notifications each day, so that was me instantly addicted to making money online.

The more sales I made the greater my desire grew to make even more sales.

I was like a woman possessed.

I have to be honest with you, I have been very lucky online, I have made a lot of money.

The reason I say I am lucky, is because making money for me was not always down to skill or expertise, it was often down to sheer luck and determination.

I simply never gave up.

I plodded along until I found success.

With hard work, I eventually built and ran a successful ebay ebook business making me around \$3000- \$4000 every month from ebay sales, sales of my own ebooks, selling a preloaded ebook website and affiliate products.

I am not telling to this to boast, I am telling to this to show it possible to earn money like that working online.

Thanks to working online:

I bought my dream car, a blue and white Mini Cooper S.

I had extra holidays with my daughter Jade.

I bought lots of gifts for my friends and family, took them out to fancy restaurants and all that jazz.

I basically had more money than I knew what to do with.

It was a fantastic time of my life, I was finally living the internet lifestyle I had only ever dreamed of.

However, for that particular online venture there was no happy ending as you will soon discover.

Here Comes Trouble...

I got used to having so much extra income I never dreamed it would all end.

But low and behold, little did I know a storm was brewing that ruined my business.

Ebay banned digitally downloaded ebooks and my business went down the pan.

I worked so hard, just for all it to be torn down, I was devastated to say the least.

This devastation caused me to give up.

I took a full time offline job again and never went near my online business for over 1 year.

Looking back, I shouldn't have just given up, but I felt like I had no fight left in me.

I had lost my enthusiasm and just wanted to get away from it all.

You can see the actual blog post I wrote when I made the decision to return to Internet Marketing after my long spell away.

<http://sallyneill.com/2010/03/05/an-apology-from-sally/>

Feel free to add your own comment if you wish.

That blog post was my first step towards getting back into the saddle of marketing online.

After a year of being away from everything internet related, I didn't have a clue how to get started again.

So I decided I would write an honest post about my sudden disappearance and my failings online.

I never expected to get a single comment on that blog post, after all I had been off the internet marketing scene for well over a year.

I didn't even think anyone still read my blog or let alone remembered who I was.

But I was wrong and people loved the honesty of my post.

I got over 40 comments, all positive, welcoming me back, well wishing comments from people whom I had helped in the past.

Those comments gave me such inspiration and determination to help my subscribers find true success online.

But I also felt a huge pang of guilt.

I felt I had let so many of my readers down.

I Deserted Them And Left Them To The Sharks

Even though I disappeared from the face of the net, when I returned not much had changed.

People where still falling for the same scams.

People where still buying the dreams.

People where still chasing money instead of making money.

And one thing had definitely not changed, there was still a long queue of scam marketers ready and waiting to take peoples hard earned cash.

It literally makes my blood boil when I get emails from people stating they have spent a small fortune online and not made any progress.

Some marketers online sell you what you want to buy not what you NEED to buy.

They cleverly craft sales pages to cater to your wants and not your needs.

Let's face it,

You don't want to hear that it's takes time to make money.

You don't want to hear that it takes some hard work to make money.

So they tell you what you want to hear and then sell you that dream.

In an ideal world, there would not be people online who are just happy to take you for every dollar they can.

But we don't live in an ideal world.

We live in a world where any idiot can throw together a convincing sales page online and take money from you.

They promise the world and deliver nothing of great value.

I honestly do not know how marketers (and I use that term loosely for those type of people) like that can sleep at night knowing they provide no true value.

I can only assume they convince themselves that they are providing value in order that they can sleep at night because thinking they don't care is just inconceivable to me.

Scam marketers are very clever though, they will package their product with bonus after bonus after bonus to give the impression of value to you.

Then when you don't succeed, you blame yourself, not their product and you never ask for a refund.

These sharks don't care about you once they have your money, they have no interest in helping you become a success online.

Dodgy Used Car Dealers

Marketers who take your money time and time again then run remind me of dodgy used cars dealers.

When you are considering buying a used car, the salesperson will bend over backwards to help you, they will return all your calls immediately and act like your newest best friend.

But once you buy that car then have a problem with it, you will soon notice your calls are never returned and your new best friend is long gone.

Marketers who sell the dream are very similar.

Always willing to help before the sale but never after it.

Each time you buy one of these packages it doesn't just affect your bank balance.

It affects your confidence and your enthusiasm.

You blame yourself when a product doesn't work.

You think maybe you have done something wrong.

You are convinced you missed out a vital part of the process etc.

More often than not, it's the product that fails to deliver not you.

This creates desperation, which pushes you onto buying more products promising the world and you end up in a viscous buying circle.

I was the exact same at the beginning.

I too bought product after product and wasted more money than I care to mention.

But I don't blame myself, I blame the slick sales pages and the products.

I blame the hype.

The more hyped up products you buy, the more disappointment you will encounter.

As the disappointment grows steadily, you start to think nothing will ever work for you and you become even more desperate.

You start to lose trust in products and marketers online.

That's why most people give up, they spend a fortune, never make any money and give up.

But it doesn't matter because everyday new people come online and follow the same path most of us did, and chase dreams.

Working Online Can Be A Lonely Business...

I understand how hard it is trying to make money online.

When I started out online I worked alone, I didn't know who to trust and more often than not, trusted the wrong people.

Like I said before I wasted a small fortune buying:

- Ebooks
- Video Tutorials
- Coaching Courses
- Home Study Courses

I have chased dreams of making money with:

- Adsense Blogs
- Google Adwords
- Ready Made Affiliate Sites
- Social Media Sites Like Facebook / Twitter
- Squidoo Lenses
- Article Marketing

The list goes on and on, I tried every dirty, filthy, money making scam out there but I never tried any methods that were illegal or black hat as they are known online, unlike some people I do have morals.

I am also a firm believer in Karma, so I would never deliberately mislead someone simply to get a sale for the fear of any karma repercussions.

I have literally spent (and wasted) thousands of dollars trying to make money online.

If I had only known then, what I know now, I would have saved myself a fortune.

When I started out online I didn't have a clue.

I had no one to ask for help or advice and I put my trust in the wrong type of marketers.

I Chased Money Instead Of Making It...

Because I was so obsessed with making money online I chased money.

When money making products popped into my inbox I bought them by the ton.

I bought the dream of overnight millions.

I signed up for free report after free report.

I bought hundreds of ebooks and packages that seemed to solve the solution of making money online, but none did.

My pc was practically buckling under the strain of having all these products stored on it.

All I did was buy into the "hype".

I was a dream chaser, destined to never make a single penny online.

I wanted a fast track to success, I wasn't interested in building an online business.

That's why I never found success.

I was forever dreaming of that next magic product that would propel me to earning millions online, whilst I lay on a beach sipping a nice cold budweiser.

I was every online marketers dream, the perfect customer so to speak.

I was desperate for a solution and I had money to spend.

I was looking for a product that would take:

The least amount of work on my part
The least amount of my money
The least amount of time to implement
The least amount of experience required

But still gave me the maximum profits.

How dumb was I to even think such a product existed.

Even if someone knew that formula I bet they would never share it with anyone let alone sell this magic formula for \$27.

Stop Chasing Dreams...

You have to stop chasing the dreams of overnight millions, I tell people that over and over again.

It takes hard work to build a successful online business.

You can of course outsource certain tasks or parts of your business, but you still need to put in the hours.

Most people want to work from home online so they can give up their full time offline job.

That's fine, once you put in the hours, you can sit back and relax a little.

You can have those exotic holidays, the car, the house, the money, all of it.

AFTER you build your business.

The only way you will find a magic button is to make one for yourself.

The Truth Is Out There...

Ask any honest marketer and I am sure they will tell you there were days when they felt overworked and completely stressed.

There are times when they had to burn the midnight oil.

There were times felt like throwing the towel and giving up.

Successful marketers had to make sacrifices in order to achieve the success they have today.

They took action, where other lazy people took no action.

They worked their butt off so now they only need to spend a few hours a day working online.

Most hyped up product sales pages don't tell you this.

You get sold a dream of a business running on autopilot.

A business pulling in cash for you everyday as you do nothing.

And surprisingly so many people fall for these dreams.

The slick sales pages.

The testimonials.

The bank account screen shots.

Don't get me wrong, not all products are like this, there are genuine ones out there, but it's like trying to find a needle in a haystack.

The hyped up products are carefully positioned to sell you a dream and deliver nothing.

You may remember earlier I said a lot of my initial success online was down to luck?

One day I received an email that changed my life.

No, not one of those magic dreamer product emails!

It was an email from a guy called Alex Jeffreys.

The One Email That Did Change My Life...

On the 9th January 2007 I received an email from Alex Jeffreys, who would later become my mentor.

Alex was promoting a training package based around the niche I was in, which was selling information products on eBay.

At that time, my ebay business was pulling in an erratic income from selling master resell rights ebooks.

I was adding around 10-20 subscribers to my mailing list every day but not yet maximising very well on the back end or with follow up sales.

My profits mainly came from sending promotional emails containing links of products to which I was an affiliate.

I was making a good profits from sending out emails, one broadcast message usually gave me commissions of around \$1000.

But my business was not fully automated and the profits were not stable or regular.

So, on that particular day, Alex sent me an email and like I said, it literally transformed my business and my life. (I actually want the day you met me, to have the same effect on you and your online business).

Now before I go on, I want to make it clear I am not trying to sell you one of Alex's products here.

In fact the products I discuss in this report are now defunct and no longer for sale.

Opportunity Knocks On My Inbox...

Ok, so way back in 2007 and a typical email hit my inbox.

I am not even sure why I still have this email, one of life's little mysteries I guess because I have not kept another single email from 2007, only this one from Alex.

Anyway you can see the actual email below:

I might add he didn't even address me by name as he didn't know me and it was probably just a standard joint venture enquiry email.

*Hi,
It's Alex Jeffreys here.*

*I've sent this email to find out if you would like to do a Joint Venture
With Easy Profit Auctions.*

we pay out 50% commission on every \$97 sale.

*If you like I will grant you free access to the member's area so you can review
it.*

you can check the home page here <http://www.easyprofitauctions.com/index2>

We also have promotional tools if needed.

*We are building our strategic alliance throughout 2007
So it would be a pleasure to have you as part of our Network*

I'm sure we will have a great working relationship

If you need anything please ask

Thanks for your time

To our success

*Alex Jeffreys
Alex@EasyProfitAuctions.com*

I used to get joint venture emails like that every single day, in fact I still get them to this day.

When you become successful online you get access to lots of products for free, people become desperate for you to promote their product.

Anyway I responded, got my free access and took a look around the members area, that's when I instantly realized Alex's product was one I would like to promote.

I knew a lot about selling ebooks on ebay and Alex's videos and tutorials made selling on eBay a whole lot easier for beginners.

And one thing Alex explained clearly was back end profits, which I realized I was not capitalizing in on myself.

Easy Profit Auctions stood out from crowd of other ebay ebook sellers business products back then.

Once I started to promote that product (which is no longer for sale due to eBay's digital download ban) I seen real money coming in.

The reason I made profits from EPA was for two reasons:

1. It was a class product being sold for less than it was worth at only \$97.
2. I had complete knowledge of the product and done a review.

Easy Profit Auctions was the first proper review I ever done for a product.

I set up a special page for my review and sent traffic to it from my mailing list built through selling ebooks on ebay.

You can see my old review here:

<http://www.sallys-ebooks.co.uk/easyprofitauctions/>

The review is nothing special I am not a gifted sales page copywriter which is quite apparent by reading that page, but it generated me at least 1 or 2 affiliate sales of Easy Profit Auctions EVERY DAY.

I became a regular visitor at the EPA forum and I discovered that although Alex had provided very advanced strategies for Ebay ebook sellers, he had inadvertently neglected the newbie ebook seller.

I seen a gap in his system.

So encouraged by the other EPA forum members, I started to write my own ebook...

“How To Start An Ebay Ebook Business”

You can see the sales page here:

<http://www.startebookbusiness.com/>

My ebook sold many copies every day for between \$27 and \$37 and if I remember correctly I sold it myself as one time special offer for \$17 right after people signed up to any of my mailing lists.

Once people bought and read my ebook, they started asking how I got my www.sallys-ebooks.co.uk ebook website and how could they get one?

So I made a deal with automated ebook website creator, Mikey J of www.dotcomallsorts.com and I set up sales page to resell the ebook website too.

The sales page is here:

<http://www.ebookwebsite.co.uk>

Remember the products shown are no longer sold by myself or Alex.

I am trying to show you that I had to set up sales pages, review pages by myself, I had to work hard to get the success I found.

Because the ebook website was exactly what the people on my list wanted and was more flexible than other inferior pre-loaded ebook websites, it converted highly and made me ton of sales, I was on a roll...

So I now had:

My ebay ebook sales.
My ebook website package sales.
My own written ebook sales
My affiliate sales for EPA.

I would sell ebooks on eBay, then refer eBay customers to buy my own ebook and start their own ebook business.

Almost every customer bought my ebook, then the ebook website (\$97), then the EPA product (50% commission of \$97).

My buyers had everything they needed to make money on and off eBay.

They had affiliates links for everything they bought from me and an affiliate link for Easy Profit Auctions too.

As my business gained momentum I was referring so much traffic to Easy Profit Auctions that Alex contacted me again.

Thanks to my personal approach to marketing I was referring more traffic to EPA than many of Alex's other affiliates.

This lead to skype calls with Alex and there began our friendship.

The Money Just Kept Rolling In...

The money was well and truly rolling in, I was making around \$4000 a month sometimes more sometimes less.

As sales gained momentum, more affiliates signed up to promote my ebook and the ebook website, thus bringing me even more sales on auto pilot.

I was on cloud nine, I had finally hit the online money making jackpot, but sadly for me, it didn't last.

Just as I was getting used to all this lovely cash coming at me left, right and center, eBay slapped a ban on digitally delivered ebooks and my business went down the proverbial pan.

My business was based on getting the initial traffic from selling digital downloads on ebay, when ebay banned this, my product became a waste of space.

Now I am not even 100% sure why I didn't amend or adjust my ebay ebook business to comply with the new terms eBay had applied to ebooks.

I know for a fact there is a lot of money to be made on eBay and who knows one day I may go back utilizing the power of eBay and it's massive traffic source.

But it's the weirdest thing in the world, at that moment in time, I just gave up.

I had worked so hard to get my business to the point of success it had reached that when it came crashing down I just accepted it.

I personally think I burned out.

I didn't outsource any of my online business tasks, I done them all myself, I wanted the personal touch in everything I done, which is a very bad way to run your business.

Although I was making a ton of money, I was working every hour I could due to answering email support requests and trying to help people achieve the success I had.

I got sick of telling people what they should be doing, only to find out they ignored my advice and chased dreams instead.

To know I had a proven system, that worked if people followed it, and still see them throw money at pie in the sky products was extremely frustrating.

I didn't want to promote dreamer products, but it seemed like that was all people wanted to buy.

It was so frustrating.

The minute people discovered they had to do a little work themselves I didn't see them for dust.

Using my own personal time to help people, only to have it thrown back in my face time and time again took its toll on me and I think it was a factor in my decision to quit.

I Reached My Goals

The other reason that I think contributed to ditching my business instead of moving it in another direction was I reached my goals.

I had set the goal of getting a new car, the car I had dreamed of owning since I was 15 years old.

A nice shiny blue Mini Cooper S.

Not a big goal really, but it was my personal goal and meant a lot to me.

All my previous cars had been bought by my Dad, I was never allowed any input to the purchase of my previous cars.

My dad chose them and as he was paying for them, I couldn't really complain.

Don't get me wrong, I was really grateful he bought my cars, I just wished I could choose them, particularly a Mini.

But he hated Minis, so I was never allowed one.

The minute I had enough money, I went out and got my dream car.

This is no word of a lie, as I write this report I can see my car from my window.

I still have that same car today, it's older now, but still as beautiful as the day I got it and I still get the most amazing feeling of pride every single time I get behind the wheel and drive it.

My Dad almost blew a gasket when he found out I had bought a £10,000 Mini, but there was nothing he could do about it, this time it was my money not his.

When I had set the goal of getting my mini, I never for one second thought I would actually get one.

I had set, what I thought to be an unrealistic goal, but actually ended up achieving it.

With no goals to reach anymore and a business that need a serious revamp, I quit.

And that's when I disappeared for over a year and that takes us up to my business today when I have to start all over again.

Back To The Basics

So now I am back to the beginning of setting up an online business.

I have a new set of goals, more long terms goals now rather than simply wanting a car, I already have the car of my dreams and don't need another one.

Although I am starting over again I am not at the newbie stage I was back then.

Thanks to the experiences of running my first online business, even though it failed, I have a much better understanding of everything Internet Marketing related now.

I still have a mailing list of just under 10,000 subscribers that I built up during my profitable time online.

To date my mailing list still grows daily, mainly due to those previous list building strategies I used way back in 2006.

That fact alone shows me that planting seeds for future definitely benefits you in later days.

Looking at my mailing list and considering the rule that 1 subscriber equals 1 dollar to your business, I really should be making \$10,000 a month, but I am not.

I currently do not actively promote any products to my mailing list.

I could easily send out emails promoting the latest and greatest product, but I don't want to.

I am not a dream seller, I couldn't sleep at night if I marketed such products.

I want to set up my own profitable online business again and show other people how to do the same.

So right at this moment in time, I make a reasonable amount of money each day, mostly from recurring affiliate commissions and links contained in ebooks I sold way back in 2006 and 2007.

My online income right now is not ideal and I know that but it suits me just fine because I know that everything is about to change.

Only two weeks ago I decided to take the option of having a mentor.

I considered a few mentors but finally decided on my "opportunity knocks guy" who is of course, Alex Jeffreys.

In these past two weeks I have learned so much from Alex, much more than the entire time I have previously been online.

I have that excited feeling of anticipation again because I now have a crystal clear vision of where I want my business to go.

I have a clear direction of where I am headed.

Now that I know where I am headed, it's time to dig deep and get the ground work done.

I actually relish this new challenge, I love getting my teeth into something new.

I am not scared of hard work, I never have been, I completely understand the need to work before seeing any real profits online.

The dream chasers won't like this report, because to them it's a nightmare.

I hope you are not a dream chaser, I hope like me, you are willing to work hard now and benefit later.

This report has not been written to try and sell you anything, I just wanted to share my roller coaster ride to internet riches with you in the hope that it may benefit you in some way.

Up, Down, Up, Down...

My internet riches journey started down at the very bottom then gradually climbed up and then abruptly crashed back down again.

It truly has been a roller coaster ride for me.

But I know it's time for me to head back up again.

I want you to follow alongside me on my journey back up.

Follow me, learn from me and I hope one day, you write a similar report to this.

A report detailing your failures and more importantly your own roller coaster ride to success.

When you speak of opportunity knocking at your door, who knows, it may well be my name you mention.

Hopefully I can make that difference in your life and online business that Alex made and is currently making to mine.

I would just like to say thank you for taking the time out to read my report.

I know we all lead pretty busy lives and time is money after all but I do hope you found this ebook useful.

If you do one thing after reading this please make sure you stop chasing those dreamer products, and make the decision to start a real online business today.

In just one year from now I fully expect to be earning more than I ever did before.

Listen, this online money making stuff does work, I know that for 100% fact, you can be a future success online, just believe in yourself.

Right now, I am two weeks into my mentoring course with Alex Jeffreys, the information I am being given and intend to implement is seriously out of this world.

It is my intention to pass on that information to you.

So please watch out for my future reports and blog posts, I guarantee they will make a massive difference to your online earnings and business.

You can visit my blog here:

<http://www.sallyneill.com/>

Thanks again, take care and here's to our future success,



Sally Neill.