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**You May Give This Report Away For Free.  
However, It Must Not Be Changed or Edited In Any Way.**

# Contents

## 1. An Introduction To S.I.M.S.

### ***A quick message from Sally...***

*Before you begin creating your online business I want you to know that you may struggle to follow certain parts of these guides but I don't want you to give up.*

*See these tasks as mini challenges you have to overcome in order to find success online.*

*If you need help with anything at all related to these reports, you can get it for free from me at my support desk:*

*[www.sallyneill.com/support](http://www.sallyneill.com/support).*

## 1. An Introduction To S.I.M.S

You may or may not remember signing up to receive my free S.I.M.S (Sally's Internet Marketing Strategies) Reports.

If you don't remember, that's fine, it makes no difference.

What does make a difference is that you signed up and you are reading this report right now.

You see, many people will charge you a lot of money to teach you what I aim to show you for free.

I wrote these reports with absolute beginners in mind, so you will get tutorials going over the basics you need to create a successful online business.

You would be amazed at how many people think they know the basics of starting an online business but are so far off the mark it's unbelievable.

Every day I get support emails regarding making money online, so I thought it would be easier just to cover the most frequently asked questions in small bite sized reports.

Most people trying to make money online seem to make the same mistakes, so it seems the logical thing to do, to write reports showing my subscribers exactly what they should be doing.

Basicuallly what I am to do, through these reports, is show you the quickest route to online success, minus all the nonsense other marketers will try to convince you that you need.

First things first, there is no quick way, contrary to what you may think or have been told.

You need to do some work on your part.

I can easily show you each stage, but it's up to you to take action.

Now I am confident I can show you how to make money fairly quickly, and the quicker you see results the better, this will boost your enthusiasm and drive you forward at a steady pace.

So the aim of these reports is to get the cash coming in as quick as possible, but it won't be millions overnight.

People often ask me "how fast can I make money" this is not a question I can answer.

Your success is in your hands.

The more hard work you put in, the quicker you will become successful.

But I must stress this point again, you do have to realise that making money will not happen overnight.

Some people start Internet Marketing they expect money to start rolling in within as quick as a week, this is unrealistic for a beginner.

Many people expect faster results because of all those scam products out there promising overnight riches.

That's why I think people are essentially in the business of buying dreams.

They buy the dream of making money overnight and that will simply never happen.

If you think about it this way, you may understand a little more clearly what I mean...

Let's say one day you decide to become a Doctor.

You find the right course at a University and begin your studies.

Now, you don't think that you can start earning money as a Doctor the first week of your studies do you?

## **Of course not, that's just plain stupid.**

It's the same with Internet Marketing, you have to learn the basics first then the money will come later.

You need to look at your online business as building for your future.

Once you do that, you will have a much better grasp of how these reports can help you.

I urge you not to become one of those people who don't see instant results and move on to the next great product or way of making money.

Trying every money making method out there will lure you onto a fast track of failure and a dwindling bank account balance.

Follow my free reports, stick at it and don't give up.

At the beginning of this report I have given you a link to my support desk, if you are struggling to apply any of the methods I am teaching, ask me for help.

I am here to help you so never be afraid to ask.

Forget about all those products promising you amazing results in very little time.

Don't be one of those money making dreamers.

Years down the line, these people will still be trying to find that magic product or method and have spent a small fortune along the way.

You, on the other hand, will have a successful business making you money.

## **You could have 40 websites making you money, the world is your oyster after all!**

But what I do know is that these reports will give you the necessary skills to repeat the process over and over again as many times as you like.

I hope you are smart enough to realise that by taking the time to learn the basics and set up just one online business correctly, you are setting yourself up for success online.

All I ask is that you follow my reports to help you set up your first business correctly and keep me up to date on your progress.

Making money online is not rocket science, you just need to follow a proven formula to create the output or results you want.

Once you know the formula to success THEN you can move onto other projects or new websites, not BEFORE.

If you try to create several websites at the one time, none get your full attention and it's likely none will make you money.

So for now, trust me and only concentrate on one website / business.

I truly believe you reap what you sow, work now and receive later.

The methods I will show you, get set once and then benefit you forever.

If you are happy to do a little work just now to benefit in the future then I can help you.

If you are chasing overnight millions, I can't help you and doubt anyone else can.

I decided to write these reports that will introduce basic internet marketing strategies that should take you on a path to a successful online business.

Like I said before, too many people become obsessed with making money online and skip the basics.

## **Most people trying to make money, have no money.**

I think the problem is most people people trying to make money online don't have any money, which means they are at an almost desperate stage.

This desperation fuels the need to chase products promising overnight riches and delivering nothing.

No you may have lots of spare cash, you may have no spare cash, this does not matter when it comes to starting a successful online business.

Of course there are purchases you will need to make to help your business achieve success, but it wont be \$2000 purchases.

I have made such purchases before and I wouldn't say any made a real difference to the success of my business.

Not until I got Alex Jeffrey's as my personal mentor did I begin to see real results to my online earnings.

Now I know not everyone can afford a mentor and I am not asking you to do that.

The reason I have written these reports is to share with you the knowledge I have learned and will learn from my mentoring with Alex.

## **You Must Learn Internet Marketing**

You need to learn Internet Marketing and Business basics to be a success online.

But what is Internet Marketing?

It is simply marketing but online.

There, that's all you need to know...well not quite.

Internet Marketing is not hard, but it does take time, and I don't just mean learning, I mean implementing the techniques too.

But using my reports you can certainly speed up the learning process.

I started online as a complete newbie, who didn't have a clue about anything online.

I didn't know how to buy a domain name or webhosting and I had never even heard of ftp or cpanel.

I didn't understand what php, html or mysql databases were.

I didn't know how to write emails, blogs or articles.

Trust me, I knew absolutely nothing.

Now you may not want to know anything about me, I don't blame you, I am not that interesting to be honest.

But I have been down the path you are about to go down.

I have been there, done that and wore the t-shirt.

I have had success and failures online aplenty.

Who better to show the basics than someone who has already done it?

Building an online business can be tough and lonely, so it's important that right now you begin to work on your online relationships, and who better to start with than me?

Don't worry it's not one of those online relationships ;)

I don't expect you to buy me dinner.

Relationship building online is one of the keys to your success.

These will be critical in ensuring you make large profits online.

## **Strange things happen when you begin to work online.**

You may have heard the term “guilt by association”, well online it's “success by association”.

Surround yourself by successful people and you will find success.

You will no doubt have heard the term “guru” which is basically an expert in a certain field usually Internet Marketing.

These “gurus” become become “god like” and have people throwing money at their products.

You don't have to be a guru to be a success online, but it wouldn't do you any harm to become a guru in your field ofcourse.

When I attended my first UK Internet Marketing Seminar in Coventry, a few years back I met several people making money online.



That's me above, the little one in the middle, at 5 foot 1, I am always the little one.

You can see Alex Jeffreys who would later become my mentor and show me the true way to success online.

When I went to that seminar I met a few people (whose mailing list I was on) whom I considered to be Gurus.

I was almost in awe at meeting them, seriously it was like meeting someone famous to me.

But the part you have to understand is that it's just like everyday life, these "gurus" are normal people, like you and me.

Sure they run successful internet businesses online but... most of them work from home in their bedroom, almost all of them started in their bedroom too.

That's right, contrary to popular belief many don't have a dedicated office, they work right from home.

But these "gurus" do something most people failing online don't.

## **Successful People Take Action.**

Successful people online took action.

They didn't make excuses or look for excuses not to become a success.

They drove forwards, onwards and upwards towards their goal of being a success online.

They let nothing get in the way.

Take action, every day, to move closer to your goal, and you will truly find success online.

That's what I love about starting an online business, anyone can do it.

You don't need anything but a pc, an internet connection and the will to succeed.

Well, technically you also need a product or an offer to promote, then you just drive the traffic to it, build a list and make sales.

Sounds simple and it is that simple.

If you can get the right message to the right market at the right time you will make sales almost effortlessly.

Don't worry that you are not a guru, like I said before you don't have to be.

Gurus may have a better understanding of online marketing than you right now, but you can easily learn what they know.

People email my support desk and talk to me like I am a “guru”.

I am no guru and have never claimed to be a guru, I just know more than most people learned through my experiences online so far.

I am a self taught nobody from Glasgow, but I know how to make a profit online, I can show you how to make money and surely that's all that matters at the end of the day.

## **A Crappy 99cent Ebook**

I was a single mum, who spent her evenings watching repeats of Prisoner Cell Block H on television, totally bored out of my brains.

So one night, whilst searching on eBay I discovered Ebooks, the first ebook I bought on eBay was a “Fruit Machine Cheats Guide” for my sister.

That was the day my journey online began, I realised money could be made selling information products and the rest they say... is history.

As I started my online career time and time again I began to notice a common trend amongst people failing to earn a living online...

They want it easy.

They are not prepared to work at it like a real business.

When I began my online business:

I worked my guts off to become a success online.

I made many many sacrifices to achieve success.

Just because a business is based online does not mean it doesn't take just as much work as an offline business and you should treat it with the same respect.

That's why so many online internet business models don't work.

People simply don't take action.

So many people have all the information they need right at their fingertips and still end up failing because they are chasing the fast bucks.

They continue buying products, looking for that missing piece of information that will boost them to success when they probably already know everything they need to know.

If they could just stop buying products and start creating then selling products they would find profits online.

Now right now, maybe you don't know everything you need to know.

If you have not made any or a little money online, it's highly likely you don't know all you need to.

But the fact is, my reports can help you make money online.

However, if you never follow them and use the strategies behind the business model, you won't make money.

I am trying to show you the quickest, easiest way to make money online, it's up to you to take action and put these reports to good use.

### **Don't chase dreams like that.**

I know you see marketers online making extraordinary claims of making \$xxxxxxx in one week yes?

The secret to working online is that it's not that easy.

There will always be some ground work that you have to do.

Once the money starts coming in THEN you can take a well deserved rest.

You can enjoy all those things you sacrificed in your quest for online success.

Right now I want to equip you with the basics to set up a profitable internet business, without breaking the bank.

I have tried many systems and software programs, and I know many of them don't deliver on their promises.

Stop buying these dud products and take action to starting a real online business not some pie in the sky pile of crap internet millions dream.

Many people online are in the business of selling dreams, I have had enough of dreams, it's time to take a reality check.

## **Seedy Marketers Told Me To Never Have A Conscience Online, They Where Wrong.**

Seriously, I was told I would never find success online whilst I had a conscience.

I was told not to care about the customer, only care about the sale.

I was never comfortable with this.

I feel guilt, I cannot make the sale and forget about it, I need to feel joy from people following through on my advice.

You might think that sounds like a pile of crap, but if you know, or once you get to know me, you will realize that is 100% truth.

I'm do not want to sell dreams, I want to sell products that will, without a doubt, show other people how to become a success online.

I want to share my Internet Marketing experience and knowledge with you.

Back in my early days online I tried so many get rich schemes it's almost laughable, well the only people laughing were the ones taking my money.

I have discovered that people are so desperate to make money, they will spend money they don't even have just to chase the chance of instant cash.

It would be so so so easy just to sell to those people, but I can't.

I remember spending money I didn't have buying those such products, and I remember how I felt when they didn't work as promised.

I would be on a high for a few days, dreaming of overnight millions, then a few weeks later, when I realized my purchase didn't work, I would be depressed at wasting more money yet again.

There are literally thousands of online marketers who are more than willing to take your cash and never give you a second thought.

It's time you stopped buying such products and stopped lining their pockets.

Use your spare money to start an online business using my reports.

Websites don't make money, it's the business behind a website that makes the money.

Running a successful online business is not all about the money, and you shouldn't focus simply on sales.

Your focus should be on providing true value, not just taking someone's money then running for the hills.

When you sell products of substantial quality you will be flooded with thankful emails from your buyers.

You build a trustful relationship with your customers.

Your customers will know you deliver great value and when you promote future products, they will buy them instantly.

I am telling you, those emails of gratitude give you an amazing feeling inside.

If you have seen "The Secret" you will know what I am talking about when I say "The Attitude of Gratitude".

Simply selling piece of crap products won't make you feel good and people will not trust you when you promote products in the future.

Once you break someone's trust it's very hard to get back, in fact it's almost impossible.

Plus you do not want a bad online reputation.

When people talk about you online, you want it to be all good things they are saying.

You want to run a business that you are proud of, not one that fills you with guilt, and I can point you in the right direction.

Ok, I don't want this report to go on and on, so if you relate to what I have said and can follow what I teach, then you have already taken the first step to running a succesful online business.

But before I go here is one of my favourite quotes:

**SUCCESS IS NOT THE KEY TO HAPPINESS.  
HAPPINESS IS THE KEY TO SUCCESS.  
IF YOU LOVE WHAT YOU ARE DOING,  
YOU WILL BE SUCCESSFUL.**

**“ALBERT SCHWEITZER”**

I have made money online, in fact I have made a whole lot of money online but more importantly I was happy how I made the money.

I am not in the business of selling dreams, I want to make people successful.

Now, I don't care if you have failed online already, to me you are a future success.

Each of my free reports will take you through the necessary stages of starting a profitable online business.

**Remember: All you need to do is take action.**

I am about to take you on an Internet Marketing journey that will make you:

Laugh, Cry, Jump for Joy, Scream with Frustration and much more!

But believe me, it's one heck of a journey and one that you certainly don't want to miss!

Look out for your next free S.I.M.S report, it's time to rock 'n' roll.

This report was brought to you from the bedroom of Sally Neill, your first Internet Marketing friend,



*Sally Neill .*

PS. I have a gift for you, it's 100% free and it explains clearly:

1. Why only a small percentage of people ACTUALLY make money online.
2. How you can REALLY make money online.

**It's truly eye opening and powerful stuff.**

**To access it just [click here now](#).**



