

"The Robert Plank Show"



Episode #025

[How to Make Your First 1000 Dollars Online](#)

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We're going to talk about building an internet business, making money, getting stuff done, and everything in between. So, whether you're making \$1.00 a month online or \$100,000 a month online, this is the show to talk about.

Today is a little bit different, isn't it? Today is about how to make your first \$1,000 online, or even if you're already making some money, how to make \$1,000 in a hurry. And so, you know, on the internet, we're still building a business, aren't we?

We're still doing the usual stuff like, when we have something for sale, we build a list, we get customers, we increase conversions, and a lot of people overlook that. A lot of people, they try to think so big that they want to, you know, create the next Twitter, YouTube, Facebook, Google, and they want to create something that changes the world, then they get bought out.

The Truth About "Getting Bought Out"

For every YouTube and Facebook you hear about, there's thousands of Facebooks and YouTubes that you don't hear about, and some of them, they hold out and they hold out. They want to get bought out for \$50 million and that day never comes. If you're just trying to make ends meet, you just want to make \$1,000, that's an entirely different problem so let's just call a spade a spade here.

I've been in these situations. People I know have been in these situations where, either if we had very little money or we had a lot of money, having that cushion, having that safety net brings out who you actually are. Some people are jerks, but I think – as far as my case – when I actually can breathe and I actually don't have to check my bank account for six months or for a year, or I know that I can take time off and regroup, and I know that money will still be coming in, that's a very, very good place to be.

I don't want to get into too much "make a budget" type of advice. But you might be in certain amount of debt. Getting money to pay off that debt is only a temporary solution. We have to change habits.

You find yourself with X amount of income, you get an X percentage of debt, increasing your income is only going to get you into more debt. I don't want to get too far down this path. We've talked about it in previous episodes. First step is digging yourself out of that hole.

After that, you need to take steps to make sure that you don't get into that hole again, right? That means to do things like have a budget, be careful about stuff, make sure to put things in savings, don't blow all the money immediately, don't have risky investments. Anyway, that's your business.

What we're going to be talking about today is how to make your first \$1,000 online. I'm really hesitant about today's topic, first of all, because I don't like to say, "I guarantee you'll make this kind of money!" I don't guarantee anything. It's up to you to actually put these things into motion. But I'm going to list five methods that I've personally used over and over again to pull out \$1,000 over and over, repeatedly – sometimes in minutes, sometimes in mere hours. Let's get to them.

The thing about these five things is one kind of builds on the next. I want you to just listen and then go to whichever one is appropriate for you. Go do this for the next thirty days. Do your best at it.

Here are the five. I'm going to list them out. We'll unpack them one at a time.

1. Offline Marketing
2. Freelancing
3. Local Businesses
4. Affiliate Marketing
5. Information Products

Offline, freelancing, local business, affiliate marketing, information products.

Offline Marketing: eBay, Craigslist, Amazon FBA

The first thing I'm going to tell you – it's pretty common sense but a lot of people don't think about these off the bat – is to sell stuff you have laying around the house. Most people that I know are running out of room – the attic's full, the garage is full of stuff. Here's something to think about: if your garage is so crammed full of so much stuff that you can't even get to the middle, or you can't even get to the back, and you haven't gotten to the stuff in the back in the past five, ten years, are you really going to miss it?

Over and over again, sometimes in a much smaller scale – I'm guilty of this – I'll have stuff in my office closet, or I'll have stuff sitting in my car. I'm thinking, "Well, if I haven't used it in a year, two years, five years, at what point will I never ever, ever, ever use it?"

eBay's been around for a very long time. I know that, as a young kid, I used eBay to sell certain things. Actually, to be honest, to make my first money online, I got resale rights to a report. This was late 1990s. I got resale rights to a report on how to get free Microsoft software. I printed it out. I sold these for about \$2.00 apiece.

On a given weekend, if I wanted to make an easy \$20.00, I'd do a Dutch auction, sell ten copies, make \$20.00. But the thing about eBay now is that you can't do that anymore. It's really tough to sell information on eBay even though I've bought certain gurus' courses for \$300, \$1,000 that aren't sold anymore. But the real money in selling things on eBay is basically the garage sale factor.

If you have an old printer, if you have electronic stuff, if you have clothes, you can sell them as long as they are at a very reduced price. What you have to do is go on eBay, if you have a certain stereo for example, you search that exact stereo number in eBay's website, you look at what people are selling them, what prices. The most important thing – I would even search in the completed auctions – look at which of those auctions actually got bids and actually got sold. It might get kind of discouraging but the good news is, if something sells for a very low price, don't put it up for sale on eBay. It's totally up to you.

I wouldn't sell big items. I wouldn't sell a desk or a workbench or a bicycle on eBay. But things that you can easily pack into a box like computer equipment, hard drives.

Just by going to the front page of eBay you can see what's selling very well. I can see things like old iPhones, sunglasses, tablets, LED light bulbs, memory sticks, chrome books, laptops, PlayStations, flip-flops, Nintendo Wiis – all those kinds of things are being sold.

Once again, if that Nintendo Wii or that game of Rock Band, if anything is not in use, if you haven't used it for the last several years, if the kids outgrew it, whatever it is, look and see what price it's selling for. Maybe an iPhone is selling for \$200 and that's on the low end but you'd still be willing to get \$200 because times are desperate and you're not going to be using this thing then go ahead and list it.

Once your auction gets sold, compared to the way things were five, ten years ago, it's very, very simple. What you can do is pay for postage right there on the internet using PayPal. Once your product is sold, they pay you and you get their shipping address from that. You just measure whatever box you pack it in. You figure out what's it measure across, over, and up and down so you get the width, height, and depth.

What I do is I just take a scale. I stand on the scale to get my own weight. I pick up the box. Stand on the scale again so I can subtract it and say, "Cool. Well, now I have a box that's 17 inches by 10 inches by 6 inches. It's 4 pounds." You plug all that in there then you can just pay for the postage right there. You print out the shipping label, you tape it to the box, you take it to the post office.

The good news is that you don't have to wait in line. You just drop it off on the counter and you're done. You have your money instantly. You don't have to go out there, wait in line, pay at the post office. You just pay it online and it's done.

Really easy way to make \$1,000 if you just sell some old clothes, some old electronic stuff, an old camera, whatever it is, then you're done.

For the higher ticket items, I would use Craigslist. So few people actually follow this but look at what's selling already and try to model that. If I go, for example... to Craigslist.com. It's a site that hasn't changed its layout in ten, twenty years but that's okay. You go and find the closest city to you.

Most of us can find a city. There's a For Sale section. They have subcategories. Selling books, good luck selling them at anything. But if you're selling toys and games, video camera, sporting equipment, cell phones, appliances, furniture – those are all hot-sellers.

What you basically do is you look at how people sell things near you. What I would do is I would take a couple of pictures. I actually use a free website called Flickr.com. What I like about Flickr is that they have an app for the iPhone. What I can do is I can take a couple of pictures.

If I'm selling a coffee table, I can open the Flickr app, take a couple of pictures. They're instantly sent up to Flickr. I can get my Craigslist account, log in, go to Flickr, and grab the image URL for that.

If you want to use Facebook for that, if it's easier, whatever either way, but I would definitely have a picture of what it is you're selling. Say it's in good condition, it's brand new, or whatever. I'm asking this amount of money for it. You put in your real phone number.

You don't put in your address but you say, "Call Robert at this phone number." It's all people need to know. Basically, picture, how is it, asking price, phone number.

Not everything will sell but you'd be surprised at how high traffic that is. You might get a couple of phone calls. You arrange a time and date to meet. If you want to meet in a public place, that's fine. If you want to meet in front of your house – I've done that plenty of times – you figure out when they want to meet. They call you when they're close, you go out in the front porch, you bring the thing that you're going to sell.

They usually pay you the money in cash. I wouldn't take a check, I wouldn't take credit card. Just agree to pay in cash. There you go. They money's changed hand, done and done.

If you want to really be blown away, run a garage sale using Craigslist. I did this when I had some stuff to get rid of. Two days before the garage sale, someone came over to my house, I sold an item on the spot. The garage sale started at 8:00 AM. People were lining up and parked outside by 6:00-7:00.

If you have a lot of stuff to get rid of, run a garage sale. You're probably going to have sell things for about 30 percent of what it would cost in the store. But, if you only want \$1,000 and you have a lot of junk and you don't need to sell it all, you don't have to sell it all.

That's the good news. You can be firm on your prices, right?

With the garage sale, I would, once again, use Flickr and take a picture of the top ten or fifteen items people would really want, especially high-ticket stuff like appliances and things like that – furniture, TVs, speakers. You put your home address in the actual listing just because you want people to find it. What's really cool is that, if you put it in the right spot, it will actually draw a map to your house.

Scary, I know, but what you do is have the items you're selling in your front yard or your garage. Definitely don't let people inside of your house and have a couple of people to help you, that way, no one can just come in and rip you off. If you have to go get something to eat then everyone else is watching your stuff for you.

Make sure that you're doing this on a weekend, especially a Saturday, especially in the morning, especially when we're talking about 8:00 to 10:00 AM are those prime hours because there actually is a subculture of people on the internet who, every Saturday morning or every Friday night, they scour the Craigslist ads in your town to visit these garage sales and find the latest deals.

These buyers know each other. I see them catching up and talking to each other at my garage sale. I didn't want to get too much in the subject but also check with your city police department, especially their website, to see if you need a permit because, with a lot of these garage sales, you can only run X number per year. You need a permit. You can't put out signs and stuff like that.

List of a couple of things in this Craigslist ad. If you're selling dishes, camping equipment – stuff like that – a couple of pictures, your address, and then go ahead and list that garage sale and do it.

The final thing in this offline category is this thing called Amazon FBA. What's cool about Amazon FBA is you can, literally anyone can list items for sale on Amazon.com. This is probably the best for getting rid of books – used books especially.

It's hard to find but if you just Google search "Amazon FBA," you can register with Amazon in a special way where you can say, "I have this book for sale. I have Four-Hour Workweek for sale." You can then ship it off to Amazon, it will get stored in their warehouse until it gets sold. When it gets sold, they take a cut then they give you the rest of the money, and they ship it off for that customer.

Really good way to, first of all, get all this junk out of your house to begin with. You don't have to worry about shipping things off later. But the only trick to this is I would only do this for items that have a UPC code. This is why I'm saying books or new electronic equipment – stuff like that.

Find a book that you want to get rid of, if we say Four-Hour Workweek. If we go see that the new price for Four-Hour Workweek is \$15.00, you go find the other sellers – the new or used – and they'd charging \$12.00, what's interesting is that most of these people who are selling – used book stores will even list their merchandise on Amazon.

You'll have all these books selling for \$12.00 but it will not have this thing called Amazon Prime Shipping. Basically, there's this thing called Amazon Prime. It's about \$80.00 a year. Anyone who is subscribed to it can get a lot of stuff for free. They can get this free two-day shipping from Amazon directly.

Let's just say this book costs \$15.00 from the publisher, \$12.00 from these other sellers, but you have to pay for shipping. Really, people are paying the same amount. But now, if you do this thing called Amazon FBA and you correctly where you mail it to Amazon first, people can get the prime shipping. So, if you have all these books that you're not using anymore, you can ship them off to Amazon – to their warehouse – and you can list it for, say, \$11.00 with prime shipping. Those books will sell a lot faster.

What's it to you? It's not like you're trying to make a profit on your original investment. You're just trying to get rid of this stuff that you're no longer using for a profit.

There's an app – I know Lance uses it, my business partner – I think it's called Scan Power. Don't quote me on this but some of these people, including Lance, go to Costco and find items that are at a discount at Costco. You can basically scan the bar code using your iPhone and it will tell you what this sells for on Amazon. They'll factor in the fee that they charge, the shipping, and basically, if you give them the price it's listed at Costco, you can tell if you can make money from this item.

For example, if there is an LED flashlight or a set of LED flashlights at Costco for \$10.00 and you're saying they're selling on Amazon for \$20.00, you can just scan it, it says, "Okay, cool," and you can go buy them physically at the store. Using this app, you can place your listing, go back to your computer, print out the shipping label, ship these over to Amazon, and make some money that way.

Right there, from offline selling, three ways – eBay, Craigslist, and Amazon FBA. What we're just doing is looking at what are all these items in my house. Maybe like old cell phones or camcorders or things like that that I'm no longer using that I want to sell to get \$1,000. That's one way.

Freelancing: Fiverr, oDesk

Now, the next way that I want to talk about – that was offline selling – number two is this thing called freelancing. This is another thing where it's not the most glamorous thing in the world. I see a lot of people ignore the \$1,000 staring them in the face because they want to get \$100,000. I'm just saying then you're not that desperate enough.

There are two sites I always recommend for this thing. One is called Fiverr, the other is called oDesk. Let's just get Fiverr out of the way because there's a stigma there. This site called Fiverr is basically a site where you can hire people to do things for you for \$5.00.

For example, if you want someone to make you a logo, or record a cool video, or take a picture of something, or even write you an article, draw you a picture, it's \$5.00. At first, you might be thinking, "What the heck? I'm not going to do all this work for \$5.00."

The people who make money on Fiverr are the ones who have these things called upsells. Let me just pull up Fiverr on my computer so you can get an idea. I go to Fiverr, there are different categories, one is called Music and Audio Gig.

There's one that says, "I'll speak your message in the cartoon voice of your choosing for \$5.00." This person does voice-overs. For \$5.00, he'll take your 50-word message. Fifty words is about 20 seconds or so. For \$5.00, you can get a 20-second audio.

On face value, you're like, "Well, maybe that's worth it for the person if they do ten a day or something like that," but he has upsells. Now, what are the upsells? Well, for an additional \$20.00 – we're now talking \$25.00 – he'll write a short script up to 100 words then do the voice-over. Now, you'll have a whopping 30 seconds for \$20.00 extra – we're saying the \$5.00 plus \$20.00 – he will go up to 300 words which is two minutes. For \$10.00 there's rush delivery. For \$5.00, that's where you can do 100 words instead of just 50 words.

Even me, personally, I think I've maybe spent about \$1,000 on Fiverr. Many times, I'll take some of these upsells. I'll hire someone to do a voice-over then I'll say, "Well, you know, I want a longer voice-over," and things like that.

Let me click on the Writing and Translation section. Here's someone who has done 2,600 gigs. "I will write a high-quality 100 to 300-word post or article under 24 hours for \$5.00." On first glance, maybe that's worth it. But if you want the article to be longer, 400 to 500 words is an extra \$5.00. If you want it to be 600 to 700 words, \$10.00 more. 800 to 1,000 words, \$20.00 more. 1,200 to 1,500 words, \$40.00 more.

Even if a college student got one of these a day, and one person took that upsell, it's \$50.00 a day for just writing not even a term paper, just 1,000 words which is, what are we saying? Three, four words. If you're someone who likes to write, or writing's not that big a deal, there you go.

Fiverr has all these things – there's proof-readers, editors, people who will leave blog comments, people who will record quick videos, spellcheck. I've seen people who do things like they'll set up WordPress site. If I do a search in WordPress, there is install WordPress on your host for \$5.00.

The upsells will, for an extra \$40.00, they'll add the theme. For an extra \$10.00, they'll install a plug-in of your choosing. For an extra \$20.00, they will make the site more secure. For an extra \$40.00, they'll do rush delivery.

I've seen some really cool ones like, for example, if you want to do customer support, you can hire someone to make phone calls and do cold calling, things like that. That's Fiverr where basically, once again, you look at what's a hot sell, you look at what seems to be really popular, then you model your own listing for that.

The only thing about Fiverr that I've noticed is that you have to get your own traffic first. You have to post your Fiverr gigs they call them on your own Facebook page to get those first few sales. Then people will see you're not the very first order ever.

Fiverr: people can hire you for \$5 but, if they take those upsells, you can get paid \$40, \$50, \$70 a pop.

Now, oDesk is similar in that you bid on jobs. People will do things – I post on oDesk all the time. I think we've had transcribed maybe four million words or so where we speak out – even this podcast, things like webinars. If I want to have articles done, oDesk is the place I go.

I post a job, people bid. I don't always go based on price. We have people from overseas – from India or from the Philippines, stuff like that – they'll be able to post very, very low because they have that exchange rate. But they don't understand the language as well as someone from Europe, South America, the US, Canada. I'll also look at the previous jobs that they've done and how well they have been rated.

This is one of those situations where you might have to prove yourself at first and build up a reputation, bid on a couple of jobs on oDesk, bid a little bit lower than you're comfortable with just to get those first few jobs. Once you have that rating, you can do it over and over again.

The other thing too about oDesk is that, at any given time, I have about ten favorites. I'll post a job, I'll hire the people that I've previously hired and really enjoyed working with, so they don't even have to track me down. I track them down.

oDesk.com. I'm seeing people who do stuff for logo designers, WordPress experts, programmers – I'm not really sure if you're into that. SEO people, article writers, translators, personal assistants.

Let me open up a couple of these categories. Now, the personal assistant one is kind of cool because I talked a couple of minutes ago about on Fiverr I can hire people to call some of my customers on an every now and then basis.

On oDesk, there are some very specific jobs for, for example, Americans. If you search oDesk for United States or America or California, on some of these jobs, people will actually be looking for people in a

certain region. Off the bat, one thing that comes to mind is that some of these, I guess, record labels are doing them where they want someone near, say, San Francisco, to call up local radio stations and request the song that they tell you to request. That way, it artificially inflates the rankings there.

Some of these jobs will be to answer customer support. They'll have a way to forward the calls to you, or you can set up what's called a Skype number or a Google Voice number. Basically, between certain hours, you will answer phones. People want to hire you from the United States because you have a better grasp on the English language and stuff like that. They will have their phones ring to you and they'll have a book for you to go through.

I've even seen, to be honest, a couple of jobs like, for example, phone sex operators if you want to get really crazy. I've seen jobs for people just to man help desks, support desks, answer emails.

What's really cool about oDesk is that they can hire you either on a project basis – they say, "My budget is \$500 for you to do this stuff. Maybe set up some websites, make some articles," – or they can hire you on an hourly basis. If you're answering phone calls or answering support desk queries, you can clock in. You can use this oDesk app to say, "Okay, my work is starting. Start counting my time." It will start, every now and then, take a screenshot of your computer and store it, that way people can see that we are actually doing things on the screen, you're doing things that you're supposed to, and at the end of the week or end of the month, it's all totaled up and you get paid for that.

Fiverr's where you say, "I can do this thing for you," and oDesk is where other people post jobs and you, as a worker I think they call it, you bid on the jobs and get paid for those kinds of things.

A lot of people I know, they turn their nose up, get stuck up about, "I don't want to work on an hourly basis," but if you're just trying to get some desperate money, get some of the money. The good thing about this whole thing of working for yourself is you can quit whenever you want to.

If you are answering customer support on an hourly basis, you want to stop, you stop, clock in, you close the job, you don't get paid for it anymore, but you're still setting your own hours. You can try out different things.

The good news about a lot of these things is that you don't even have to have any education or experience. It's just you doing this labor.

That was number two, freelancing. Now, number three of the ways to make \$1,000 online is this thing called local businesses. I have a confession to make. These offline techniques, I've done them quite a bit, especially starting out. The freelancing techniques, I did these quite a bit, especially starting out.

Local Business

The local business thing, I'm not that experienced with but the way I'm connected to this is Lance and I have a plug-in for WordPress called Backup Creator – that's at backupcreator.com. This thing caught on, probably a few years after I got started, which is basically where you go to businesses in your area – not the chain restaurants, not like Taco Bell, but the small mom and pop restaurants, or the lawyers, the chiropractors, the dentists nearby – people who have some business.

All these offline, physical businesses, they've all been feeling the hurt of the economy. Basically, a lot of what it is is that the internet, Facebook, Smart Phones, and Google have taken a lot of market share away from billboards, radio, TV, yellow pages, that kind of stuff. Who's going to look in the newspaper anymore to find the best dentist? Instead, they're going to go on to a search engine, or ask their friends, and find the best local dentist.

What you can do are a couple of things. First of all, find out if they have a website. If not, you approach them and say, "For \$2,000, I'll make your website. If you want the website to continue in a year, that's \$2,000 a year to keep the website online and make sure it's all running."

Every business, I don't care who it is, they all need a website that tells me that they're still in business, gives me directions to where they're going, tells me their hours, their phone number, gives me a map to the place, and shows me pictures of the inside and the outside. Now, you might have a couple of extra things like a few things that are on the menu, or a place where I can get updates, or a couple of things that are in the store – that's all optional, but you'd need to have those few basic things.

The other thing – I've talked about this a couple of episodes ago – if someone searches for "Turlock Dentist" or if there's a certain specific business that they're looking for, you search in the search results, they better come up on the first page or number one. If you're searching for the exact name of the place you want to go and it's not coming up number one, this business is in trouble.

The other problem that these local businesses are having is that they're getting bad reviews because, whether they want to be on the internet or not, Yelp puts them on there. Facebook puts them on there. Google+, Google Places puts them on there. They're listed some way somehow. A lot of the time, they'll have no reviews or they'll have one review and it's one star out of five – it's very bad.

What you can do is you can say, "Well, I want to actually get you listed. I want to get you an extra ten, twenty, a hundred customers." You can do that for them just by having the website online. If you can somehow find the name of their business dot com, or even if you get lucky, these things called exact match domains. If I register modestodontist.com, I point it to their website and someone searches in Google for "Modesto Dentist," they're going to rank high on the search engines because they own the actual dot com name.

Honestly, even though it's the present day, a lot of people will just type in whatever they're looking for dot com. You'd be shocked at how many people, if they're looking for a Modesto Dentist, they won't search! They'll type in modestodontist.com because that's just how the average person who's not very computer literate is.

You use WordPress, set up a site, and you just model the sites that you kind of see. You approach these businesses, you agree on a couple of bullet points, what it is that you want to be paid, what is it you'll do, how soon it'll be done, and what's the agreement on will changes be made or not. Honestly, if I were you, I would just say \$2,000, set up the site, no changes, that's it. We can talk about changes once it's online.

Even though, just to be completely honest, I haven't done this local business thing, even though I have worked one-on-one with clients, made them websites, plug-ins, and things, I haven't actually gone to, say, a pizza restaurant in my own local town. But I put it in this list because quite a few of our Backup Creator customers do this and it's a really fast way to get paid up-front, especially if you're hurting right now. \$2,000 goes a long way to pay off some of those bills.

We're going to get to the final two. So far we've had offline items, freelancing, and local businesses. The final two are going to be affiliate marketing and product creation. But first, I want to give a couple of shoutouts to a few recommended podcasts. A few of my friends who have their own radio shows on iTunes just like this one.

Recommended Podcasts

By the way, I don't know how you're listening to this show right now – if you're viewing it on RobertPlank.com itself – but I would highly recommend you open up your iPhone, or iPad if you have one, or iTunes on your computer, go to the podcast section, and search for Robert Plank Show. You'll get this podcast. Click the subscribe button so that, when we come out with new episodes, you'll get them automatically downloaded to your computer and your Smart Phone if you're so technically inclined.

That's what this show actually is. If this is your first time stumbling on here, we do this not every week, not really regularly, but we do quite a few of these. This is the 25th episode. There are four other podcasts that I want to mention this time that I definitely think that you should subscribe to. Now, they are in this order. [The Ray Edwards Podcast](#), [Lance Tamashiro Show](#), [Marketing In Your Car](#), and [Internet Marketing Calls](#).

I don't want to spend too much time explaining these but [Ray Edwards](#) is one of the coolest guys on the internet. He's a copywriter. He's this religious guy. He knows all these things about writing strategically and having this message. He is a very prolific podcaster. Check him out. He releases podcast episodes regularly. He's actually one of the first podcasters I ever subscribed to.

Number two – not number two like he's not as good – the second podcast I'm recommending is called the [Lance Tamashiro Show](#). Lance Tamashiro is my business partner. We worked together for several years. He puts out these shorter episodes about things that you need to be doing.

The good thing about Lance is everything that he talks about – kind of like on this show – is based off of experience. Everything complicated is made simple. Subscribe to him. He doesn't put them out as often as me, but whenever he puts something out, even though I work with him and I talk to him all the time, I still listen to what he has to say because it still helps our business.

Number three is called [Marketing in your Car](#) by Russell Brunson. They're really easy to listen to – five to six-minute podcast episodes where he's driving in his car and the idea is that you're driving in your car, listening to these podcasts episodes. Everyone is kind of marketing in their car.

With these short podcasters, these shows with five-minute episodes, usually they're a bunch of crap. Usually, three tips for social media. There's really nothing to them. But the good thing about Russell is that he really packs in the good stuff. He'll be watching The Apprentice, or he'll read something from Dan Kennedy, or read some book, or he'll tell some story. He hasn't put out a bad episode yet. It's just five, six, seven, eight minutes. It's all really helpful to get your online business going.

The final one, now, I'm kind of nervous recommending this guy, Jason Parker. He's one of our favorite people. He is a humble dude. He has this podcast called Internet Marketing Calls where he talks about how to get traffic, how to make products, how to do sales letters. Even if you know that stuff, it's always good to sharpen the edge and get the latest and greatest stuff.

The only thing about him is, sometimes – to be honest – he gets burned out and will delete websites. He knows that I get on his butt about that. But, when he does put out things, I listen and read every single thing he puts out. That's Jason Parker from [Internet Marketing Calls](#).

If you like this podcast, honestly, I'm not a podcast junkie. I don't have very many podcasts on my device. But it's good to have different people listen to you whether you're talking a walk, driving in your car, whatever.

In addition to this show, the Robert Plank Show, also be sure to subscribe to the [Ray Edwards Podcast](#), the [Lance Tamashiro Show](#), [Marketing in Your Car](#), and [Internet Marketing Calls](#).

Affiliate Marketing: Clickbank, Amazon, Facebook

Now back to the final two ways to make your first or your next \$1,000 online. First, let's go to affiliate marketing. How do I even say this? These last two are a little more long-term, a little more slow-going. If you're really, really desperate, focus on those three first things – offline for sure to get money in your pocket in the next couple of days, freelancing to get money in the next week or so, and these local businesses to get money in your pocket in your next couple of weeks.

I say it's local businesses because you might have to go to a few and get a few no's before you get a yes. But you get one yes, there you go – \$2,000 a year in your pocket.

Those are all fast but affiliate marketing is something where it's more long-term. What you can do basically is – well, there's a few ways but the idea here is that you find a good offer. You find something that is selling. Let me tell you, either Clickbank or Amazon.

Amazon affiliate programs are tricky because they've banned a couple of states like maybe North Carolina, California, and maybe a few others – maybe Colorado. You can still find other programs. The idea is that you go up there, you find items that are hot sellers, then you sign up for their referral program.

On Clickbank, they'll have maybe a weight-loss product, a weight-loss ebook. It sells for \$30.00. They will give anyone who refers a sale \$15.00 per sale. They'll give you these tools – banner ads, articles, things like that. The idea is that maybe you'll set up a blog of your own, you'll put up these ads, you put up these articles, maybe you'll record a YouTube video of you using the product, things like that. You send traffic, try to make a few sales, you build a list, set up Google Adwords, set up Facebook ads, buy banner ads on other sites, and that's the idea.

It actually works very, very well for a lot of people. I still get payments for things I promoted five, six years ago. I'm talking about things like – I've mentioned in this call before – this auto-responder called AWeber, that's aweber.com. I don't even know where it is but somewhere I have an affiliate link for AWeber and someone joined years ago, I still get paid every now and then for AWeber.

There is a membership training program from a guy in Singapore that I promoted pre-2010. It's a recurring program. I think maybe \$20.00, \$30.00 a month. I still get \$7.00 a month per person that I've referred way back then, over and over again.

It is possible to make money as an affiliate. Even when Amazon's program first came out in the first couple of months, I think I made about \$100 when I was age 16 from Amazon, from referring people to them. Amazon's cool because any book, any item – I mean, I've sold from Amazon autographed baseballs, autographed guitars, autographed pictures, cats' toys, things like that. All I had to do is just refer traffic.

You go to [amazon.com/associates](https://www.amazon.com/associates). They will basically allow you to browse pretty much any item in Amazon's store, even the electronics stuff, you get a special link. Whatever sales you generate through your link, I think on Amazon they pay you 15 percent if they buy directly. But it depends on the category so some things pay a little bit less. If you send traffic to Amazon and they don't buy that exact thing that you referred but they end up buying something else that day, you still get 5 percent.

The good thing about Amazon is pretty much everything's there. The bad thing is the commissions are low. That's why I would say Clickbank and Amazon so you go on, you find things that are in the same niche that you want to promote. If it's weight-loss, maybe you can promote some Clickbank books on weight-loss. You go on Amazon, you find maybe vitamins, supplements, exercise equipment, books about weight-loss, videos about weight-loss. The idea here is that you share this with your people.

Now, where a lot of people go wrong is that they can't generate traffic. They think that they can just put up some links and they wonder where the money's coming in. But if you do have some kind of an audience – I don't know what your setup is specifically, let's just say you have a Facebook fan page with a few tens of thousands of fans, and you know that when you post things, you get a lot of likes or a lot of clicks, and you don't really know how to make money from that, in between your content, put in some of these Amazon ads, or record a video, maybe one video a day of you reviewing or using some kind of product on Amazon, just see if that can build up for you.

You can join us at [SetupAFanPage.com](https://www.SetupAFanPage.com) to get your own Facebook page and to start running ads, doing these things like getting traffic to build up a fan base that you can market to over and over again.

Affiliate marketing is definitely not a guaranteed form of income. But if you can get consistent traffic and consistent people looking at your offers, I have made money from affiliate marketing, I know many people who, their primary source of income is affiliate marketing. How do I know? Because they promote our products, they promote things like [Backup Creator](#), [Setup a Fan Page](#), [Paper Template](#) – all that good stuff.

Affiliate marketing, where you can find existing physical items on Amazon or digital items on Clickbank and send people that way, and get sales from that. I even know people who don't really have much of a list. I'm talking about people with a hundred, a thousand email subscribers. But because they talk to some of these people one-on-one, they can close some of these sales through their link just because they have this special relationship.

I'm even talking about things like they'll say, "If you buy this Clickbank product through my link, I'll give you one-hour of telephone coaching," or, "I'll give you this extra bonus," or, "If you cancel the web hosting you're already on and you move over to this other web hosting with my link where I get paid every single month, I'll give you this thing in return." Lots of possibilities there if you do it right. Nothing's guaranteed, of course.

Information Products

Now, the final one. So far, we've talked about offline selling, freelancing, local businesses, and affiliate marketing. The final one is this thing called making an information product. There's a reason why I put this last. In the beginning of this call, I said one of these methods kind of builds on to the next. Making a product – the first one you do might take a few days, might take a while.

It's never a guaranteed seller, especially if you don't have a list, you don't have traffic. If you don't have those two things, you can still set up an affiliate program for your product and get people to promote you. For example, if you list your product on Clickbank, you can yourself become a seller on Clickbank and get people to promote you.

At first, it is slow-going. It is easy to get a product set up. There's this thing called Resale Rights. Sometimes I'll go to sites like Master-Resale-Rights.com – that's not my site but that's master-resale-rights.com – where they have different information products that you can actually buy the rights to then sell it on your own site and make 100 percent of the profits.

When I go over there right now, I'm seeing things like First Year Marriage Survival, Low Carb Diets Explained, Public Speaking For Beginners, Weight-Loss Enigma. If I go to the videos section, there's some really good stuff like The Seven-Week Slimdown, Membership Site Secrets, Timeline Traffic Smasher – these video courses are \$15.00 but they come with three hours of video, a download page, a sales letter, this whole basically business in a bottle.

Buy these courses as is. I wouldn't buy a ton. I would just choose one that looks good and buy one. You could use a site called PayPal, paypal.com, and set up a button where you can take payments. There's a sales letter that's included, you put your own button on the sales letter, people buy, they get sent to what's called a download page to download the ebook or watch the videos, then you get paid.

The thing about stuff like resale rights is that very few people actually follow through and implement. Even if you buy this course or this thing that a lot of people have, you'll still be one of the few who are selling it online.

Let's say that you knew a few things about fitness and weight-loss. You bought one of these courses. You can put that up just for now and see how well that sells. If you look at it and say, "Well, I can teach this better," you can basically record your own videos modelling their table of contents. You say, "Here's the way they did their ten videos but, instead, I'm going to do these videos, I'm going to do it in this order," and you can add your own spin on it once it's been shown to be a proven seller.

Out of these five things, I guess what it all comes down to is traffic. When we're talking about affiliate marketing, we're talking about product creation, you have to generate your own traffic which means join affiliate networks, run paid Adwords ads, run Facebook ads. It is slow-going, that's why I think that if you're in a really bad situation and you really need to make \$1,000, I would stick with the first three. Remember the first one was offline selling, the second one was freelancing, the third one was local business.

Now, the reason is because the traffic is already there. When you list on a site like eBay and Craigslist, what you're really doing is you're putting your offer in front of a lot of people. There are tons and tons of people on eBay.

If you're selling your used iPhone on eBay, a lot of people looking for iPhones are there on eBay already. If you're listing your furniture – not all your furniture, I'd say your unused furniture, an old crib or something – you list it on Craigslist where there are a lot of people already there trying to find good deals.

The same thing with Fiverr and oDesk – these are high-traffic sites. There are a lot of people out there looking to hire freelancers on hourly or project basis. You go to Fiverr, you go to oDesk, you just post a job and the people find you.

Local business, those businesses are all there. It's just a matter of finding enough, calling enough, and following up enough to get even just a couple of deals. Now you have enough to get even just a couple of deals. Now you have this yearly recurring income.

That was [how to make your first \\$1,000 online](#). Those ways are: offline selling, freelancing, local businesses, affiliate marketing, and product creation.

Let me know if that helped. Make sure to contact us at robert@robertplank.com. Tell us how you earned your first \$1,000 online. Contact us about anything and everything. If you have an idea for a future show, you want to tell us how great the show is, whatever that is – robert@robertplank.com and RobertPlankShow.com to click the Like button on that page.

Join us next time for **Robert Plank Show Episode 26, How to Create Sales Letters in Minutes Using the Paper Template**. I'll talk to you very soon. Bye now.