

*The Silent Sales Machine:  
Automatic Online Profits*

by Jim Cockrum

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## Chapter 1 What this book will do for you

there's a reason this is one of the most read ebooks of all time

### Chapter 2 What are "Silent Sales Machines"?

automated Internet based income streams

### Chapter 3 The tools and basic skills of online success

you won't see many other "experts" give it to you this straight

- 3.1 igniting email marketing
- 3.2 embrace simple video now
- 3.3 let someone else do the hard stuff
- 3.4 find your audience first
- 3.5 work with great partners

### Chapter 4 Some "Silent Sales Machine" business ideas

some business models I LOVE and use every day

- 4.1 Content is cash
- 4.2 Using eBay as a Silent Sales Machine
- 4.3 Amazon.com & FBA

## Chapter 5 Where you should NOT start

unless you are crazy, don't start here. The odds are against you!

### Chapter 6 More Business Ideas

### Chapter 7 Going offline

### Chapter 8 Where to start

## Chapter 1: What this book will do for you

I made a pretty bad decision in 1992 and wound up getting fired from the last real job I've ever had, but if I hadn't screwed up *you would not be reading this book.*

At the time my wife was eight months pregnant with our third child and I was the sole bread winner. We were committed to her being able to stay home with our kids.

Some choices we'd made recently, and other expensive circumstances had our bank account pretty thin and the pressure was definitely on for me to pick up the slack.

I had arguably peaked in my sales career about a year earlier and had tried to get things going again by making a horizontal move to a competitor in my industry, but things weren't panning out very well. A few months into the new job our family income had gone down - not up like we'd expected and hoped it would with my new job.

My sales results were average at best at my new job and I wanted out, but I was afraid of being "on my own" without a stable corporate career to lean on. I felt stuck though because I hadn't yet "put in the time" to be marketable again so soon. The base pay was GREAT at the new job so a part of me inside definitely thought I would be nuts to put this job at risk. I tried hard to stay serious and make it work but I found it very hard to focus and motivate myself.

### ***The rebel entrepreneur in me was raging to get out.***

In my state of "boredom" with my career I'd started playing around online with eBay in my spare time. I found it interesting and motivating. I felt creative and inspired when I was working online...and it was all starting to work for me. (Note: This book ISN'T about eBay...this is just important foundational info. for you)

Quickly I discovered that a few hours of spare time spent working online was earning me a nice side income and I wanted to ramp up!

### **FIRED!?**

No one wants to get fired, but there are points in life where the news hits harder than it would have otherwise. This was one of those times. Remember, Andrea was 8 months pregnant, and if there's one time in life where having health insurance is a good thing it's then!

This is why I got fired: I'd shared in confidence with my friend Chris (who happened to also be my boss) that I was struggling to stay motivated in a job I didn't love. My numbers as a salesman were

decent, but they needed improvement and we discussed it candidly. I confided in him that I might be a few months from looking at going out on my own and taking a shot at going full time online with my own business, but I promised him loyalty and good effort until such time arrived.

“If I were to go out on my own someday” I asked him, “what would we put into motion in a few months to help transition my territory smoothly and slowly to a new sales rep?” I was looking for support and encouragement and feeling out his reaction. I was also hoping the process I'd described would take months or longer to unfold.

If you missed it, that was my bad decision. Telling my friend (who was also my boss) the truth about how I felt about my career. It never occurred to me that what happened next was how it would all unfold.

The next day I was fired because Chris told his boss (the company VP) and they decided in about 30 seconds that I should be let go.

The day *after* being fired:

I didn't send out resumes. I didn't start calling my “connections” in the biz.

I was done.

No looking back.

I determined to become one of the greatest success stories of online marketing that the world had ever seen. There was no going back. My wife was a wreck for a few days there, but she believed in me and encouraged me. I had married an amazing girl (as if I needed any more evidence of that).

That was the start of my online career and I believe my story can do something powerful inside of you as well if you'll let it.

This book HAS played a roll in thousands of people's lives as I'll soon prove.

I wrote the first version of the book you are now reading and sold about 10 copies of it to customers of mine in early 2002 (before I was fired). At that time I had very few readers to give me feedback and even fewer who put my ideas into practice. Back then this was a book mainly about eBay.

You are now reading the 7<sup>th</sup> major update and re-release of this book. This version is by far the biggest “re-write” ever. It has very little in common with the original because things have changed so much online

and I've discovered so many additional great opportunities that I want to share with you.

An estimated 250,000+ people have paid for and read earlier versions of this book. Such a large number of people have succeeded applying the ideas I've taught in the various versions of this book that I've become labeled as the "most trusted" Internet marketer<sup>1</sup> online for nearly three years now as of this writing. It's a label I hold in the highest regard!

I've received many testimonials and success stories from my past customers and readers and posted them on a few of my sites. To get an idea of what others have to say about this book (past versions and this version) please visit these two pages:

<http://www.jimcockrum.com/blog/success-stories/>

or

<http://www.silentsalesmachine.com/comments.html>

I hope none of this comes across like I'm bragging, but I want to establish my credibility quickly so that you can relax knowing who I am and why I'm qualified to teach you what I'm about to show you.

If you are ready to get serious about using the Internet the RIGHT WAY as a tool of influence and income, then I'm someone you should definitely be listening to.

While some online "experts" are continually coming out with new products and selling them to the same audience over and over again, I've chosen to keep updating this one ebook over and over again and each time I pass it out to all my past customers at no charge while charging new customers very little to get a copy. I'm doing my best to raise the standard in my industry and raise your expectations of all "Internet Marketing experts."

Since 2002 my Internet marketing career has exploded. I won't go into full detail here about my current situation because that information would be obsolete by the time you read it.

The best way to sum it all up is to say that thanks to the Internet and the implementation of the very ideas contained in this book I left my

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<sup>1</sup>According to the 40,000 independent voting members of imreportcard

last full-time corporate job behind in 2002 and have since been able to work from home with my wife and five kids nearby. We travel, we've adopted three times internationally (twice since being fired), we support the causes we believe in, we volunteer, and my kids have the best private tutors they could ever have schooling them in our own home - their mom and I.

There is no traditional job that can possibly lure me out of this lifestyle. I work the hours I want, work out and run 2-3 times per week, take the day off for a movie or museum with my kids whenever I get the urge to, and I earn way more than anyone I know with any traditional "job".

It's not just my success that should inspire you though. The concepts of this book have helped launch literally thousands of other individuals and businesses towards success online. Many of the people behind those success stories are gathered at my two membership sites [MySilentTeam.com](http://MySilentTeam.com) and [OfflineBiz.com](http://OfflineBiz.com). Hundreds of members log onto those sites daily and we've had thousands of members join since each of the sites launched. I'll talk more about those two sites and how they are different later in the book.

This book is about WHAT WORKS online as are my newsletter and membership sites found at [OfflineBiz.com](http://OfflineBiz.com) and [MySilentTeam.com](http://MySilentTeam.com).

I teach people how to establish multiple sources of LEGITIMATE automated online income QUICKLY and without having to learn a bunch of new skills.

If you have a similar goal to quit your job and work the Internet part-time while pulling in a full-time income then my goal is that this book will be the first steps in getting you there.

Another important note:

I've incorporated several ideas into this book from my first ever best selling "real" book about using the Internet as a creative marketing tool. That hardcover book was written recently for Wiley Publishing (the 'For Dummies' publishers). You can get details on that book at [101freemarketing.com](http://101freemarketing.com). The "101 Free Marketing" book was ranked as the #1 top selling Internet Marketing book on Amazon.com for several weeks after launch...and was one of the top selling books in the world for several days after launch as well! The reviews are still fantastic as well. You may want to check it out if you enjoy this book.

While there is perhaps a 15% overlap between the [101freemarketing.com](http://101freemarketing.com) book and this one, this book differs because the goal of this book is to help you DISCOVER, START and grow

multiple income streams by choosing from among the several proven business models I'll be showing you. This book will help you establish **hands free income online**, while the 101freemarketing.com book is about online and offline marketing for any established business and DOES NOT offer up specific business models. In other words, if you like this book, you'll love the other one too as a follow up (and vice versa).

For the first time ever I'm virtually giving this ebook away. Older versions have been priced as high as \$50 in the past.

## **What do I hope this book does for you?**

Like so many others before you, I hope you'll find new streams of income for you and your family. I hope you'll find more free time and less stress to go along with the new income. I love seeing parents get to stay home. I love helping leaders use the Internet in creative ways to spread their message. From the bottom of my heart I want to help you succeed!

Perhaps the first goal of this book is to get you to look at the opportunities that the Internet presents with realistic excitement. I'll show you what works and even some common misconceptions about what other "experts" are teaching that actually doesn't work nearly as well as they'd like you to believe. I should know because I've been successfully teaching what works since 2002 with plenty of proof to back up my theories.

## **A "Silent Sales Machine" idea strikes...**

I'll tell you what a "Silent Sales Machine" is very soon, but first a bit more about my early success and how you can apply the same ideas to your online adventure:

The idea for my first "Silent Sales Machine" hit me like a ton of bricks one day. I even remember the exact spot where I was while driving down the road when it hit me. I nearly had to pull over because I knew I had just had a HUGE idea. I finally realized the amazing power of the Internet as a 24/7 tool for connecting with prospects, customers, partners etc.

That one idea I had several years ago changed my life and the lifestyle my family enjoys to this day and I think you are in for some eye-opening moments very soon as well as you read on.

My realization was this:

I was going to stop trying to “drive traffic” and “find customers” and instead focus on finding creative ways to pull customers away from where they were already gathered. That will make more sense as you read further into this book.

A Challenge For You : Convince yourself that creative income that DOES NOT require tedious daily effort IS POSSIBLE online. YOU CAN ACHIEVE IT as so many others have already done by using a little effort and a proven system. Do not proceed until you are CONVINCED. Need evidence? Visit my blog at [JimCockrum.com](http://JimCockrum.com) or [OfflineBiz.com](http://OfflineBiz.com) or any of my other sites and check out the numerous testimonials and success stories.

### **A note about the “clickable” links in this book:**

You will notice that there are many links in this book to help you go quickly to a website that further helps illustrate a lesson or an example. Many of these links are “redirect” links that point to my website “[MySilentTeam.com/XXXX](http://MySilentTeam.com/XXXX)” where “XXXX” is the redirect portion of the link. If this confuses you don’t worry – it will make sense as you read along. I’ve taken the “redirect” approach so that I can easily update links that are outdated. If you happened to encounter an outdated link please let us know and we’ll fix it for you. **Send an email to [support@silentsalesmachine.com](mailto:support@silentsalesmachine.com).**

Part of the beauty of ebooks is that they are “living” documents that can be updated and corrected on the fly by the author. Let’s take advantage of that – help me keep it as accurate as possible for everyone until the next update (which you’ll get for free as a buyer of any previous version of this book!)

### **Concluding thoughts for Chapter 1:**

If you don’t have several new ideas bouncing around in your head after reading this book then you weren’t paying attention. I get emails and messages almost daily from people who have been inspired to success with the simple yet profoundly effective concepts in this book. I’ll equip you with some great ideas and the tools and training to get you there. Hold on for a great ride!

People just like you are putting these ideas to work every day and changing their lives as a result.

Here's to YOUR continued success!

I look forward to hearing your feedback!

Jim Cockrum  
JimCockrum.com



Now skipping forward over 100 pages to chapter 5.

To get the full version of this book please visit :

[SilentSalesMachine.com](http://SilentSalesMachine.com)

## Chapter 5: Where you should NOT start

Have you noticed that all of the experts who are selling “how to make money online” courses all seem to flash big checks and big results in an effort to impress you?

Do you ever feel like you are only getting part of the story?

The truth is, you ARE only getting part of the story!!

Allow me to illustrate.

Check out the below picture of my son and I – it's unedited, and is a REAL picture. It makes me look like a champ...but you aren't getting the whole story as you'll soon see. I put this pic in here to make a very important point, and the lesson will soon be clear to you.

I'll reveal the lesson of the above picture at the end of this chapter.

If you feel “new” to the idea of having an online business I have some proven advice from my ten years of success (and over 15 years of “trying” to succeed).

I'll be revealing some pretty popular business models that are all bad ideas! These are the places you **SHOULD NOT START** no matter how big and flashy the pitch that tries to convince you otherwise.

This is my “SUCKER LIST”. It's the stuff newbies almost always fall for thinking they can pay someone to make



them a success story. I'll explain my sucker list in more detail below, but here are some things to entirely avoid when you are first starting out:

- Pay Per Click Advertising (Google Adwords, Facebook ads etc.)
- SEO (Search Engine Optimization)
- Affiliate Marketing (Selling other people's stuff for a commission)
- Building any kind of website (including simple blogs)
- Driving Traffic Gimmicks
- Virtually EVERYTHING and ANYTHING "step-by-step" or "push button simple"
- Eagerly following a celebrity "guru"

Millions of very smart and well intentioned people have spent (wasted) billions of dollars on the above activities because they were fooled into thinking that it was far easier than it really is.

Online business is BUSINESS...and business is never "easy".

It can be fun, adventurous, challenging, entertaining, energizing, rewarding and fulfilling, but never "easy".

Until you feel very grounded, confident, and CREATIVE (I'll explain that later) then you should avoid all of the above "opportunities" and pursuits. Your odds of success **even with training** are abysmal.

I'm probably the ONLY guy you'll ever hear this from, so call me crazy if you want to, but the fact is THE STATISTICS BACK ME UP.

The facts are clear on this point.

### **Follow the herd and you'll get slaughtered**

If you buy into ANY popular "Step by Step" course of any kind you'll wind up completing a bunch of steps that make you feel good (and yes, you might pick up some new useless skills or even have a shiny new website to show for it), but unless you are in the lucky 2% you won't make any money. I'm sorry, but it's a sad truth that I've seen playing out for over a decade online.

There are some very popular personalities online with large followings, but nearly all of them they lack one thing in my opinion. This glaringly obvious flaw in their "fame" of course is a significant number of true success stories (a raving FAN is NOT the same thing as a success story). Among their tens of thousands of paid followers you'd think SOMEONE would be making some money and talking about it right? They might have a handful of success stories on their website (and sure there are loads of people who "love" them and write great reviews because they think their guy is "cool" or "helpful" or "kind"

etc.), but in the end you just don't see a whole lot of people making any money.

These experts (well intentioned in many cases perhaps) are simply good at making people feel good for the most part. Often times it's all masked in "step-by-step" courses that teach you to make money online.

It's true in life and it's true online. Whatever the most popular leaders are teaching to the biggest crowds at any given time is probably total garbage or *it will be very soon*. It's been true forever in business.

Business success has always (and always will) belong to the creative mavericks.

Am I saying there are no systems to learn and apply? Of course not.

I AM saying that the truly successful people who I'm working with (as well as the 2% of "followers" from my above example who are actually making some decent money) all have some things in common. Here's what I've observed:

- They watch what leaders do instead of just following leaders.
- They don't "buy courses", they also watch how courses are sold and learn to sell
- They don't follow the crowd, they find ways to sell their own ideas to the crowd
- They apply successful concepts from two seemingly unrelated fields and combine them creatively
- They know how to leverage and build REAL relationship online with other influential people

For example, they might take a course from "Expert A" and then read a book by "Expert B" and then combine ideas from both experts into a brand new idea that they pursue themselves and it's unlike anything anyone else is doing. Then they teach this new strategy to others after they've succeeded themselves.

Confession time...

I'm in the business of teaching people how to make money online.

{GASP!}

That puts me in the company of some pretty slick scam artists. I've managed to keep my integrity and NOT "sell out".

What do I mean by "Sell Out"? In this business you "sell out" when you start promoting products (your own or those from someone else)

that bring you a nice profit without any regard to the actual usefulness of the product or success rate that your audience can expect.

The most offensive (and hardest to detect) scam courses are those that make people "feel good" initially because they are so "step by step" helpful, full of great video, engaging and entertaining, but in the end all you have is a pretty website with links all over it and you start down the road of "driving traffic" or trying to find visitors for your new pretty site in a niche you could care less about. This approach has been done a thousand times – and surprisingly nearly every time a new "guru" comes on the scene and tries it, they get rich (while helping very few people in the end).

It works because YOU - as the "student" will most likely blame yourself for the time-sucking failure, but as long as enough time has passed between "purchase point" and "frustration point" so that you don't ask for a refund, the "guru" that sold you the course wins and you'll wind up thinking that you are at fault. In my office we talk to people nearly every day that have been down that road – in some cases multiple times.

Success online is not a matter of step-by-step formulas or buying the right training courses from the right guru. I could make a BUNCH of money putting together such videos and courses though because that's what people want in general. Don't be a sheep.

To further illustrate, here's a sarcastic article I wrote on this topic that shows how to be a rich Internet Marketing Guru in four simple steps:

<http://www.jimcockrum.com/blog/?p=944>

If that doesn't set you straight nothing will. Please put this book down, go find a popular, even likeable "expert" and go try their system out for six months. Come back to this book (put it on your calendar) after you've failed to make any money (because you will in all likelihood fail just like the other 98% of those who followed the herd to slaughter).

## **What about that sucker list I talked about earlier?**

I told you to avoid these activities if you are new to online business. That means **UNTIL YOU ARE MAKING MONEY OR GROWING A FOLLOWING ONLINE YOU SHOULD KEEP AWAY FROM ALL OF THE FOLLOWING ACTIVITIES:**

1. Pay Per Click Advertising
2. SEO (Search Engine Optimization)
3. Affiliate Marketing (it's just the "gravy on the top" - it's not an online income strategy all by itself)
4. Building any kind of website (including simple blogs)

5. Driving Traffic Strategies
6. Virtually EVERYTHING “step-by-step” or “push button simple”
7. Eagerly following a celebrity “guru”

I'll go through this list one at a time in a moment, but your level of success and frustration both rely heavily on you trusting me here.

If you are considering buying a course, taking coaching, joining a membership site, or attending a conference that promises to help you in any of the above area, the odds are you are NOT READY TO get into those topics unless and until you are ACTIVELY ALREADY MAKING MONEY OR GROWING A LOYAL FOLLOWING ONLINE.

**5.1 Pay Per Click (PPC)** is cut throat for all popular niche markets. I'm talking about Facebook ads, Google Adwords etc. It's a game being won by mathematics, testing, experience and total commitment to big numbers. There are also MILLIONS of “stupid dollars” being thrown in the mix constantly by newbies and this only drives up prices making it more difficult for anyone who isn't SUPER SERIOUS about studying the process deeply. PPC is NOT for newbies.

**5.2 SEO (Search Engine Optimization)** is an entire industry that many people become mesmerized by.

While there are several search engines that arguably could included in this discussion, I'll only be referring to Google because all other search engines wish they were Google and are doing their best to emulate them. If anyone ever does pass Google these same ideas will apply to them as well I assure you.

While there is an entire industry set up to provide Search Engine Optimization (SEO) services to help businesses and websites get ranked on online search engines like Google.com, there are precious few honest experts who will tell you that there is absolutely *no way* you can ever be assured of a good ranking online. If anyone PROMISES results in the short or long term you should RUN AWAY. Even if you are fortunate enough to “get ranked” well on Google in the short term, the odds are against you being there long term unless you are both **fortunate and focused** in your efforts to maintain your rank using **legitimate** strategies which I'll explain in a moment.

I've encountered countless website owners who could have sworn they had cracked the Google code, but inevitably they've all realized a harsh reality (or soon likely will). Google is too smart to be fooled long-term. Only quality sites that meet the Google standards will be rewarded. Anyone can go from page 1 on Google to page 431 overnight. Pretending that this could never happen to you is simply

inviting disaster. **I've chosen not to rely on my Google rankings as a result**, and neither should you in my opinion.

All of that being said, you should still pay attention to doing your best to generate the greatest amount of free traffic from Google that you possibly can.

What should you focus on in order to be rewarded by Google?

There are only two proven ways to get more "Google love".

A. Have a great site with current, user friendly, keyword relevant information, and more importantly...

B. Increase the number of quality pages that link to you.

In Google's own words: *"Pages that we believe are important pages receive a higher PageRank and are more likely to appear at the top of the search results. Webmasters can improve the rank of their sites by increasing the number of high-quality sites that link to their pages."*

What is this "PageRank"?

The "PageRank" metric used by Google is assigned to virtually every publicly accessible page online. You can measure the level of importance that Google assigns to any page by checking its page rank (PR). The score is a publicly viewable number from 0-10 with sites having a score of 0 or 1. You can easily add a Google "PageRank" indicator to your browser button bar and begin noticing the difference between sites that Google likes and sites that they barely even notice.

It has nothing to do with how "slick" or pretty the site is. It has everything to do with protecting the user experience when Google users enter a search phrase. Google wants the best of the best websites at the top. The best information, most up to date, most "linked to" etc.

**What's the difference between "organic results" and "paid results"?**

Keep In mind that this entire section is referring to Google's "organic results". These are the websites that Google likes and rewards with a good search engine rank at no expense whatsoever to the site owner. You'll notice when using the Google.com search engine that they always list the paid results or "Pay Per Click" ads down the right-hand side of the screen, as well as a handful of them at the top of the screen. All of these ads appear as a result of someone paying (in some cases paying a lot)

to appear in those positions. There are entire books written about the expensive prospect of effectively using these ads for advertising. I don't rely on "pay per click" ads, and this book won't be discussing them very much at all because the learning curve is typically expensive when using them. In my opinion it's getting more and more difficult all the time to have success with PPC ads long-term.

Get more information on Google PR by searching Google for the term "page rank". Your efforts at increasing your level of respect from Google can easily be tracked by watching your score slowly creep up over time.

How does Google's algorithm really work?

To truly understand what you are up against when trying to "win the affections" of Google you'll need to start to grasp how seriously they take the business of ranking websites. One of their core missions is to automate as much as possible the process of providing easy access to the best content on the Internet for all users of Google.com. Once you understand that core service as their goal consider the fact that they've spent countless hours and millions of dollars hiring the most brilliant statisticians, mathematicians, genius level data analysts etc. all chartered with the mission of creating a top-secret algorithm that automatically tracks and assigns page rank scores to every website online. They do all this to decide which sites will appear on which pages of the organic search results.

Yes – it's that complicated.

Want it all broken down in simple terms?

One of the best explanations I've ever heard of the Google ranking algorithm was as follows:

Imagine a large wall covered with light switches. There are rows and rows each with hundreds of light switches. Several top secret, genius level engineers are assigned the task of continually adjusting those light switches in such a way that the Google search engine performs at an optimum level. It is an ongoing process that never "stabilizes". The process never stabilizes because Google does not want anyone to know the exact nature of their algorithm. They don't want anyone to be able to manipulate their "machine". I even have a theory (my opinion only) that there are several random elements in this process that make it impossible to fully map out by anyone...ever (even their own engineers).

The next time someone tells you that they can guarantee you results on Google, imagine that person matching wits with the multi-million dollar genius level process I've just described. While there is a chance that they might be able to accomplish some results some of the time short-term, the only long-term strategy that might work long-term is to "play by the rules". **This means creating unique quality content that multiple other quality websites will willingly (and voluntarily) link to.** The process of having other sites link to yours is called creating "back links". If anyone tells you they can automate the process of creating great back links you should know that they are participating in a process that Google is actively spending millions of dollars and many genius level man hours trying to punish. Again, it's worth repeating: **Google cannot be fooled. They will find the best websites and reward them, and they will find the sites that have automated the manipulation of their system and they will punish them. Google's own success hinges on their ability to do this task well!**

I have several sites that rank very well on Google for top keywords, but I've NEVER focused on SEO strategies, I've never hired an SEO firm, and I don't read "driving traffic" books and tips. All I do is create great content that others want to get. The most work I do is finding potential partners who already have an audience that might want what I have to offer. This is the winning strategy that can't be stopped.

I have a section about SEO on my blog at JimCockrum.com. I suggest you check it out. I'd be happy to debate this issue - and have on many occasions in my blog comments.

### 5.3 Affiliate Marketing

**"Affiliate marketing is a nice 'gravy on top' income model, but it is not a steady income business model for anyone except the most advanced experts – and with over a decade of experience I'm *still* not one of them!"**

**-Jim Cockrum**

Rather than re-type out my thoughts on affiliate marketing I think I'll refer you to my blog to educate you on what is possibly my most controversial (but nonetheless statistically VERY TRUE) stance. The sucker list DEFINITELY needs this topic on it!

Until you are GROWING AN AUDIENCE or CREATING YOUR OWN PRODUCTS and making money in other creative ways, you should NEVER get into "affiliate marketing". Your odds of success use to be decent, but now they are simply abysmal.

Here are some articles that will give you several reasons why a “newbie” should NEVER get into affiliate marketing, and some good conversation from my readers about other options (be sure to join the conversation on any of these topics):

<http://www.jimcockrum.com/blog/?p=1073>

<http://www.jimcockrum.com/blog/category/categories/grow-your-business/affiliate-marketing/>

<http://www.jimcockrum.com/blog/?p=1200>

<http://www.jimcockrum.com/blog/?p=1101>

<http://www.jimcockrum.com/blog/?p=1200>

The “experts” love to teach affiliate marketing strategies because it's really not all that hard to get people excited about the idea. They flash some big checks, get *some* tiny results for *some* people, and then supply a steady stream of “tips” to keep the crowd listening...but the dirty little secret is this: **“The VAST MAJORITY (I'm talking 95% or so) of the people trying to make affiliate income aren't making more than a few bucks per week even after months or years of trying.”** By the time someone gets that vested in the game, they tend to feel good about the “skills” that they've picked up along the way, but they are on a path to nowhere without some creative intervention. It reminds me a lot of the people that get vested in college educations, and defend their decision, but never use it for anything useful.

I've attended conferences specifically aimed at affiliate marketers and they are depressing to me. These events are aimed at allowing the “best of the best” affiliate marketers to get together and share ideas etc. Inevitably though these conferences are FULL of people who have been trying for years to get that supposed “low hanging fruit” that is affiliate marketing income. It lures so many in - but the vast majority never achieve any significant results. When I've attended these events my estimation is that 95% of the crowd is either selling something, or struggling to find a way to finally make some money. It's not place for “newbies”!

If you are someone who has been trying to generate affiliate income for a long time without success I suggest you check out the “Offline” chapter. You are more than ready to start helping real world businesses with the skills you've developed!

Still not convinced? One of the leading GURU'S of affiliate marketing (this guy has made MILLIONS in the "game") recently said on his blog that, "Affiliate Marketing Is Not a Business!"

Get the details here:

<http://www.jimcockrum.com/blog/?p=1825>

**5.4 Building any kind of website** as your starting point in online business is a HUGE mistake.

I'm going against the grain of what you'll hear from most other "experts", but then again, I'm not just "any other expert". I'm a guy that's been at this longer than most of the other leaders in this game, and I've seen experts and students alike rise and fall (very quickly in some cases and very slowly in other cases).

If you start out by building a website the next logical "trap" for you to fall into is the "must drive traffic" trap.

Building a website is probably step 4 or 5 at best if you are going to succeed online.

The first step is ALWAYS finding your traffic source. That means finding where your target audience is ALREADY hanging out online and then strategically approaching the process of getting your ideas in front of that audience. This is why I love helping "newbies" start out with low hanging fruit opportunities like selling on eBay or Amazon.com. I know I can get you going in a successful direction on those platforms. The audience is there. A little training and a bit of creativity and you've got a \$100K business AND you are ready to expand into a website that makes money DAY ONE.

An example of building the website LAST...not FIRST:

When I first met Nancy she was selling her handmade wreaths one at a time on eBay for a decent price, but after some coaching from my team and I she grew her business to include informational materials teaching others how to build wreaths the way she did. She sold those on eBay as well successfully.

She also collected the email addresses of her prospects and buying customers on eBay and started to grow her mailing list. Once her loyal list was big enough she launched a website where her "fan base" could go to get more of what Nancy had to offer. (LadybugWreaths.net.)

Her loyal following of “crafty” women now rely on her for the latest decorating and craft making tips and strategies. They even pay her for coaching and devour the content she produces.

She has the email addresses of hundreds of buying customers and many time more fans, and a very nice income as a result of her ongoing efforts.

Here's a great article with some fantastic feedback from my blog readers. We talk about building your AUDIENCE before you build a website.

<http://www.jimcockrum.com/blog/?p=308>

The comments and “ah ha” moments among the readers make it a priceless “must read” article.

**5.5 “Driving Traffic”** is a term I'm liking less and less all the time.

Most of the “how to” courses for Internet success will tell you to first “build a website” and then “drive traffic” or visitors to that website using any number of opportunistic strategies that will be entirely irrelevant with a few days, weeks or at best months after the “herd” starts using the same ideas.

Do you like the idea of being “driven” somewhere on the Internet? Would you like an invisible hand “driving” you where that invisible hand wants to push you? Do you like when your peaceful browsing experience is interrupted by someone “driving” you somewhere else?

Of course not.

Here's some insight: ***No one else likes to be “herded” or driven anywhere either.***

Contrast the term “driving traffic” with the idea of “attracting eager fans”. Which sounds nicer? Which do you think is more effective? Which kind of business do you want? Which activity sounds like it has the potential for long term success?

The bottom line in “getting traffic” online is to create quality content that eager fans and partners are willing to share. Any other tactic or strategy or trick will be short lived if it ever works at all. I'll talk more about finding audiences and distributing

your content in other places in the book. To be clear, you DO NOT need a website to start this journey.

## **5.6 Virtually EVERYTHING “step-by-step” or “push button simple”**

If I've not made myself clear enough yet, let me emphasize one more time that anyone endorsing a “big launch”, a “step by step” system, or anything “push button simple” deserves your HIGHEST level of scrutiny. Here's a popular blog post I wrote on the topic of “mega-launches” and Internet income products:

<http://www.jimcockrum.com/blog/?p=259>

In that article I set the bar VERY HIGH for the experts who claim to be able to teach you something about making money online. Hold me, or anyone else to those lofty standards. Demand to see that there are numerous success stories. Demand to see that their customers all get to hang out together and discuss the ideas in depth. Demand to be allowed to wait a few weeks to get in on the “super deal”. If the information is so incredible it will still be incredible (and available) a couple months after “launch” even though the guru claims it will be gone forever.

## **5.7 Eagerly following any “celebrity” guru**

In the game of Internet business, big egos come with the territory.

Although I've met several very genuine and helpful people at the top of my industry, I can confidently report that they are all human, and as such they are all susceptible to the classic human flaws and none of them are 100% creative, innovative and helpful 100% of time.

All leaders are flawed. When it comes to teaching “how to make money” strategies you'll run into even more flaws among the leaders.

I think this is because it takes a special kind of humility to remain genuine and other-oriented once you are in the spotlight. Most “experts” fail miserably at this challenge.

Never become so enamored by a “big dog” that you check your brains at the door. This advice fully applies to me just as much as it does anyone else.

For example, I get emails occasionally from subscribers to my newsletter letting me know that they've dropped all other email subscriptions and will only be reading my internet marketing email from now on.

That's just silliness.

There is no "one" guru or expert worthy of that sort of loyalty – I don't care who they are. Creativity demands that you be exposed to all sorts of ideas so that you can improve your filter and come up with great ideas of your own.

I rarely unsubscribe from anyone's email list. I read several every day and often times I learn something even from the blood-suckers in my industry.

But I'll NEVER blindly follow anyone.

If you missed this blog post the first time I mentioned it, please go check it out now:

<http://www.jimcockrum.com/blog/?p=944>

Now I'd like to reveal the secret behind the pic at the start of this chapter!

This picture of my son and I was taken by my wife a couple of seconds before the picture that appears at the start of this chapter. The lesson: Don't be enamored by the results the experts are getting – make sure you know the full story of how they got there to begin with.

### **Chapter 5 conclusions:**

This chapter has been a reality check. It's been a slap in the face of some of your misconceptions, but ultimately I'm saving you a lot of heartache, MONEY, TIME and pain. Trust me...I'm right on these things and have had no challengers ever prove me wrong or even attempt to.

I could make a WHOLE LOT MORE MONEY if I'd sell out and sell you some of the garbage I've just exposed.

If you feel like you've proven me wrong, or if you think I'm missing a valid point somewhere



PLEASE visit my blog and post your thoughts! You'll notice that I publish comments from both those who love me and those who think I'm wrong. Agree or disagree – it's all a matter of public record and I love to kick around great ideas with *thinking people*!

Of course there are countless other potential scams that can be entirely avoided by doing some simple google research before spending any of your hard earned money on any “slick” products. If the sales letter includes a yacht and pricey cars in the presentation or if it guarantees results or if it features someone trying to look or be “cool” as part of the sales pitch then odds are it's going to have a 1% success rate or worse for the victims, I mean suckers, I mean customers who buy in. Many would be online entrepreneurs actually buy system after system like this in search of the one idea that will work. I call this shiny object syndrome. That's a condition that will destroy you before you even begin. In this chapter I've gone after the “not so obvious” dead ends, but there are plenty out there that common sense should tell you to avoid. You've been warned.

A Challenge For You : The next time you see a slick launch or big pitch for a training course etc. that includes impressive statistics and results be VERY critical, patient, and determined in researching the offer. Get the whole story – and the odds are you won't be jumping in.

Thank you for reading two sample chapters from my book. The full book is 128 pages long, stuffed full of ideas that DO work, and is available at:

[SilentSalesMachine.com](http://SilentSalesMachine.com)

Go on – you know you want to read the MOST READ EBOOK about online success EVER WRITTEN!!

I'll give you your money back if you don't absolutely lose sleep over how excited you are to start seeing REAL results online!

I meet and hang out with REAL people EVERY DAY that have made great things happen online, and there's no reason you can't join us.

Jim Cockrum  
[JimCockrum.com](http://JimCockrum.com)