

# 5 Bucks a Day Version 3

By Dennis Becker  
(the “5 Buck Guy”)

**How Just \$5.00 a Day Can Make You Rich!**

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## Introduction

This is a very stripped down version of my best selling eBook, “5 Bucks a Day”. Someone has given you this as a favor in order to help motivate you to succeed in your Internet marketing endeavors. However, please don't devalue the information you're about to read just because it's free. Many formerly unsuccessful Internet marketers have read this book, used the strategy, and found success, sometimes in a huge way.

You should know that I'm not offering you a magic bullet. What I am going to offer you is a strategy that goes deep into your success mindset. If you think you can read a book, then go watch television and drink beer or take a nap while the money flows in, because maybe that's what another guru told you, don't waste your time reading this.

If however, you really want to succeed, you really want to have a more secure financial future, and/or you really want to work from home and control your own destiny, then I have lots of testimonials on file that tell me that the strategy that changed my life has changed theirs as well.

This “little” report is what I call a teaser. It gives you enough information that if you can read between the lines, you can walk away with enough insight here to succeed. You'll get an idea of what the “5 Bucks a Day” strategy is all about, you'll either get an “ah ha” moment and know the rest of the story already, or you'll be curious to know more.

We're of course hoping that you'll be sufficiently motivated to purchase the full version of this report, which we call “5 Bucks a Day, Jr.”, which is itself a cheaper version of “5 Bucks a Day”. Confused enough? Let me explain ...

“5 Bucks a Day” was released in 2006. We sold 1000's of copies, and it still sells, as it's a timeless strategy which will be as valid in 20 years as it was in 2006. It comes with access to a special members forum, which honestly isn't as active now as it was in the beginning, because most active members navigated over to something else, which I'll tell you about later.

In 2007, we released an almost identical version of the book, and titled that “5 Bucks a Day, Jr.”. The information was the same, but access to the forum was not included. We sold 1000's of copies of that version as well.

And now we've released “5 Bucks a Day, version 3” (this teaser edition) which is a shortened version of the original eBooks. If you like this, you'll probably want to purchase the junior version, which is available from the person you received this free version from. You can get it by clicking the link at the bottom of any page.

The obvious question is, what's missing?

Well, here's the deal. My "5 Bucks a Day" strategy was what helped me overcome three years of failure with my Internet marketing efforts. I finally hit upon something that worked, by first working on my mindset. You'll hear about that soon.

When things started to go well, I posted about my techniques in my favorite Internet marketing forum at the time (which is no longer in business), and decided to write a short report with the goal of building an email list. You know, "the money is in the list" and all that rot, right?

So I wrote about a 15-20 page report with no pictures, no case study (since I wanted to guard my techniques and best niche), and showed it to some of my forum friends. They encouraged me to make it longer, and longer, and longer, and rather than fluff it up, I added more details and methods. I even decided to divulge my best initial niche, showed all the stats, added a bunch of suggestions for ways to earn income, and it grew much larger. I was told in no uncertain terms by my advisors (my forum friends) that the information was too valuable to give away free.

So here I am, more than a couple years later, finally doing what I originally set out to do, which was to briefly tell you about my strategy, and how I went from total failure to great success, and hoping that I can motivate you to do the same. My goal is to bring down the full report to a reasonable 20 pages or so, but I don't think I can cut that much out. Every paragraph in the full book is there for a reason, and I hate to cut out the good stuff.

I hope you decide to purchase the full version so that you can read it all, and so that I can get you on my list. No obligation though, some of you will be well satisfied with what I'm going to tell you today, and some of you will have no desire to earn large amounts of money by working from your computer, and that's OK too.

Long story short, this version is drastically condensed. This is more about strategy and mindset than about the "how to". To learn the "how to", you're going to want to pick up the junior version, or the full version that comes with extra bonuses.

You can get the junior version by clicking on the link at the bottom of any page, or you can get the full version here (includes extra bonuses and forum access):  
<http://www.5bucksaday.com>

This report is not about how to use the latest black hat, gray hat, white hat, or even red hat techniques to get an advantage over search engines or competitors. If that's your thing, that's cool, but it's not what I'm writing this to teach.

What I do envision coming out of this report is first of all a motivational message to get you from wherever you are now, in terms of income from Internet marketing, to

wherever you want to be. And second of all, I will be giving you action steps to accomplish to get you started on the road to financial success.

I realize that money isn't everything, but lack of money isn't either. Unfortunately lack of money can cause debilitating effects on other parts of your life, and can cause stress which can and will affect your health and possibly your relationships. If you believe that money isn't everything, you probably believe (and are probably correct) that health and relationships ARE everything, so here we are.

OK, enough philosophy.

I suspect that most of my readers are not exactly newbies in the field of Internet marketing. You've probably arrived here because you've made some attempts to earn income, and have become frustrated. I was at that very point myself not long ago, as I'll talk about later.

What I want to share with you is a method I've developed over time that has had an amazing impact on my ability to earn substantial and continual income using my computer. The method I developed did not come because I read something, or because I went to a seminar, or because I paid someone to do something for me.

The method I am going to share in this report is something that you can pick up between now and the time you've finished reading this. It's something that you can implement starting tomorrow (or today), something that could have an affect on your income by next week.

The method, or strategy, is one that can be used successfully regardless of how you are attempting to earn income. It doesn't matter whether you're male or female, old or young, or what country you reside in.

The "5 bucks a day strategy" can also be used in conjunction with offline activities. For example if you're a real estate agent, network marketer, commissioned sales person, etc., you certainly will find value in following this strategy. Many people find that removing boundaries on their "territory" will give them a whole new outlook on ideas, as we'll discuss more about later.

I call my method the "5 Bucks a Day" strategy, but of course you knew that already, because that's the name on page 1 of this report, and you most likely read the sales page that convinced you to download this.

So shall we get started? ...

### **Who is this "5 Buck Guy" anyway?**

My journey to Internet marketing success started in early November, 2005. Up until then I had dabbled in Internet marketing for years, trying various things, but hadn't yet figured it out. My main income for many years had come from retail sales in a brick and mortar storefront, as well as mail order sales generated by eBay auctions and a web site. After 13 years I was totally burned out and needing, desperately needing, and wanting, desperately wanting, to succeed online from my computer.

Like many other wannabe Internet marketers, I bought the e-Books, visited the forums, subscribed to the ezines, and tried dozens of the schemes and techniques which the gurus promised would lead me to riches. I wasn't looking for a get rich quick scheme (though I wouldn't refuse one if it truly existed), I was willing to work hard and do whatever it took.

Along the way, I tried:

- acquiring resell rights to e-Books and software products, and selling them online and on eBay.
- joining affiliate programs and buying pay per click ads to send traffic to the merchants.
- building a mailing list by giving away free e-Books, then attempting to sell to the people on the list.
- building web sites, and doing the proper SEO things to get traffic to them.
- buying and using the software products that would mass generate thousands of web pages in minutes.
- setting up blogs, and pinging the directories.
- writing articles and distributing them to article directories.
- writing press releases and submitting them.
- hiring writers on eLance to write articles for me and building web sites around those articles.
- purchasing Private Label Rights (PLR) for thousands of other articles.
- finding public domain works and using them for other sites.
- buying high priced DVD/CD courses to learn how to drive traffic to my sites.

- joining paid membership sites that provided niche product ideas.
- I joined another paid membership site where it was promised that I would learn how to put it all together under the tutelage of a "niche master" who would spill his secrets.
- lurking in Internet marketing forums, hoping to discover new ways to copy from other people who claimed to have found success.
- probably the most frustrating project was taking hundreds of articles written for me for a fee, spending several weeks and hundreds of hours editing them, organizing them into an e-Book, and placing it on Clickbank, only to see it too fail.
- ... and much, much more.

You name it, if someone said it worked, I bought it, I bought into it, and I tried it. Like I mentioned, I wasn't afraid or unwilling to work hard. I wasn't unwilling to invest money into educating myself. And I wasn't unwilling to try new things.

Every new scheme I tried started out with high promise, and was recommended by someone who supposedly had made a fortune using those techniques. But not me.

After all that, I was still making my income selling merchandise on eBay and through my web site, I still sweated bullets every week hoping I sold enough goods at a profit to meet the payroll and pay the rent and overhead. If a week was bad, I couldn't sleep, and several times I had to write cash advance checks from my credit card accounts to pay vendors. It was no way to live.

Sure, I had my own business, supposedly that is the "American Dream", but deep down inside, I knew that having a job and reporting to the boss would be a lot more secure. And at my age, going on interviews in a tight job market just didn't seem very appetizing or promising.

What could I do next?

## The Ah-Ha Moment



Then a flash of inspiration hit me. I came to the realization because of something I read, probably for about the 50th time in 50 different places, that my problem was not that I didn't have the knowledge or skills. I had purchased enough products, read enough e-Books, and followed enough inspirational success story threads in forums, that I knew it wasn't my lack of knowledge, it was my lack of focus. One guru I followed said it best: "No hocus pocus, just focus".



"No hocus pocus, just focus" was embedded in my mind, and to my way of thinking I was doing just that. Whenever I built a new site, I focused on doing things right, giving the visitor a good user experience, that kind of thing. But I soon came to realize that the phrase could, and should, mean so much more.

When I analyzed my day, it became clear that I never concentrated on any one thing for more than a half hour at a time, usually not even that. Between emails (check them every 15 minutes to see if any orders came in), phone calls, reading the latest must-have e-Book that I purchased, catching up on the forums, tweaking my web site, and lusting after the next must-have e-Book or CD/DVD course that was the missing link in my knowledge base, I suddenly (duh!) realized that I wasn't giving myself a chance to succeed.

At the end of the day I was exhausted, but had I accomplished anything? Usually not.

True enough, I wasn't succumbing to hocus pocus, but I also failed to focus. Too many ideas, and I never properly implemented any one of them without going off on a tangent. My income had stagnated for many months as a result.

It seemed like years, but it probably was only about 8 months before then that I had set a goal for myself. Everybody says you need to set goals, write them down, focus on them, and success will follow.

I had always believed in the power of goals and visualization. In fact, I believed so much in the power of visualization that I had written "200" on a small post-it note and stuck it to my printer, which is next to my monitor, so that I would see it constantly and hopefully burn the desire into my very core. The 200 meant that my income goal was to earn \$200 profit per day through Internet marketing projects.

The \$200/day goal might seem lofty if you're just beginning. Or it may seem low if you're a veteran. That's not important, you'll be setting your own starting goal, of course.

By November, 2005, three full years had gone by since I set out to make my mark in the Internet marketing world, and I had little to show for it except the constant reminder from my fading post-it note that I hadn't made much if any progress towards "200". In fact, sad to admit, I was still at less than "50". Some days I would make 30, 40 dollars, some days not. Some days I made a profit from AdWords campaigns, some days not. Some days my web sites got 5 dollars AdSense income, some days not. And most weeks I spent more than I made buying another e-Book or traffic generation course.

So, I challenged myself. It made sense to me that if you keep on doing the things you're doing, you'll keep on getting the results you're getting. Since I didn't like the results I was getting, I wanted to determine if in fact, focus would make a difference. On that fateful day in November, 2005, I set up a mantra for myself:



## FOCUS

- F** - find a project that will move me towards my \$200 goal
- O** - occupy myself with nothing else until I finish that project
- C** - concentrate on the tasks that make up that single project
- U** - understand that nothing else is more important
- S** - succeed



... and then, lather, rinse, and repeat!

So far, I probably haven't told you anything you might not already know, but keep reading, I hope to provide you with an ah-ha moment for yourself soon.

Before proceeding, I tried to define in my mind what guidelines I should use to find and choose a project to concentrate (focus) on. Then something else hit me. In the past, I had tried to go for home runs with everything I did. If I didn't get a home run, I thought of it as a failure, a waste of time, and went on to something else. In fact, when I didn't get the home run in the first at-bat, I got discouraged and tried to find another game to play. I should have realized far sooner that nobody can hit a home run every time (or score a touchdown or a goal, depending on your sport of preference), it's just as true in Internet marketing as it is in sports.

What I determined, in addition to becoming more focused, was to be less choosy about my projects. I made a very crucial decision: No longer would I care if something would be a home run. No longer would I care if a project would make me a thousand dollars overnight like the gurus all said they could do by sending a single email. In fact, I started to think that an overnight thousand dollars wouldn't be good enough, certainly if I couldn't do it on demand. If I could only make a thousand dollars occasionally, even if once a month, that wouldn't even pay the mortgage, much less the rest of the bills.

Then it clicked. Ah ha! If I couldn't figure out how to make a quick thousand dollars, what number could I figure out how to obtain? My magic number: **Five dollars.**

Yes, \$5.00. My short term goal and my primary focus point became to choose a project at the beginning of every week that would in all probability make me \$5.00 a day. The week's project could be virtually anything.

I'll bet at this point you're thinking: This guy's nuts. He gets me to read this report and all he's going to tell me is how he made \$5 a day. What a moron. What a time waster.

But think about this, and then keep reading: If I could figure out how to make \$5.00 a day, how many times could I repeat that? Probably more than I could repeat making a thousand dollars overnight, to be sure!

Can you figure out how to make \$5 a day? I'll bet you can. And if you can figure that one out, can you do it again? And again? And again? I'll bet you can. So let's keep talking, OK?

My first day's task, after making that decision, was to sit down and focus on making a list. What projects could conceivably make me a profit of \$5.00 per day?



I sat and I thought and I wrote down page after page of my thoughts in a spiral notebook, and after a half day was done, I was a bit exhausted, but mentally alive and thrilled at what I was about to accomplish.

There were over 25 items on my first list. I was positive that I could pick one task that week from the list, whatever I wanted to do, and if I worked at it for the entire week, or a shorter period if it was done sooner, it was likely to earn me \$5 a day. And furthermore, and this is the key: **Forever.**

Earning \$5 a day doesn't seem very thrilling at first glance. It might buy you lunch at McDonalds, it might buy you coffee at Starbucks, but it certainly won't make you rich. Or will it? Keep reading.

Making a list isn't something new to most people, especially Internet marketers. If we didn't have lists, we'd have chaos (or at least stacks of paper all over our desks, which has happened to me countless times also). So that in itself isn't new information to most readers.

First, let's clear one thing up. I'm sure, if you've been studying Internet marketing more than a few hours, and subscribe to at least one ezine, that you've heard over and over again that "the money is in the list". Internet marketers saying that generally mean that the money is in their list of email addresses, people who hang on their every email before they make decisions. The gurus who have huge lists tend to, or at least claim to, have huge bank accounts also.

With the "5 buck a day" strategy, it's still true that the money is in the list, but I'm talking about a different list. The list we want to build is our project list. Each project on there is something that will earn us money. The more projects we complete, the more money we'll make.

In the months and years prior to my ah-ha moment, I had set up endless lists of things to do. Or if I didn't have a list, I had them in my head. Dozens of projects that I wanted to accomplish, each had dozens of tasks that needed to be done to finish the project, I was constantly flitting from one task to another, all the while checking on emails, reading forums and ezines, checking out sales pages for new e-Books to purchase. No wonder I never got anywhere, I might as well have been a gerbil running on one of those wheels for all the good it was doing me.



In early November 2005, I promised myself that I would get off the wheel, set a task to accomplish that would take a week or less, and work on it until it got done.

My new goal was therefore: \$5 a day. From this week's project. Next week a new project that would, upon completion, earn me a new \$5 a day. Forever. The following week, another project from the list. Another \$5 a day. Forever. At the end of the year, if all went as planned, and if I took 2 weeks vacation, 50 \$5 a day projects would have been completed and I would suddenly, mysteriously, magically, be earning \$250 a day, **with no end in sight.**

Compare a goal of \$5 a day to a goal of \$200 a day. Starting from zero, which do you think your mind will more readily accept? Yes, suddenly my mind was alive and I was totally pumped up. No more concentrating on a far away goal of 200 (though I kept the post-it note up), but in addition to the longer term 200, I had a short term 5.

Yes, the money is in the list, all right. The more items you have on your project list, the more potential money (income) is included there. There are two things you need to do, one is to identify the (potential) money items and put them on your list, and the other thing you need to do is take action and get the item off the list, into operation, and turned into (actual) money..

At the same time, make sure you're focusing. If you have 25 items on your list, you need to focus on one at a time. If you try to do all 25 at once, even 3 at once, you're not going to be productive, you're going to get frustrated, and you're not going to accomplish near as much as if you do one at a time.

One more thing before we go to the next chapter. I said that originally I had wanted to do projects that would make me a thousand dollars. And instead I decided to concentrate on making \$5 a day. Suddenly I began to realize that \$5 a day was the same thing as \$1,825.00 a year.

And suddenly it started to become clear to me where my focus should be. Read on.

## The Beginning

On the very first week, I got lucky. Or if you believe that luck comes to those that are prepared to accept opportunities, then I was prepared for an amazing opportunity.

Details about my first amazing success, where I went in hoping for a \$5/day profit stream, and ended up earning a \$38,000 profit over the course of 6 weeks is detailed in the full version of the book.

## The 2 Controlling Influences on Your Life

Before we proceed, I'd just like to share my thoughts about 2 things that will make a tremendous difference in your life. They will determine your success or failure in all types of endeavors, but what this report is focusing on is your income, so let's concentrate our discussion there.

The first controlling influence is your goals. A goal is a desire. A goal is a purpose. A goal is a destination. A goal is something that can drive a person to make great achievements. It's not uncommon for someone less prepared, less educated, less obviously able, to make greater achievements than those with the other advantages just listed, only because the less able person has a goal, and the more able person just wanders with the wind.

The second controlling influence is your habits. There are good habits and there are bad habits. Most of us have both. Habits are formed over time.

For example you make a habit of driving to work by taking a certain route, while you could go a different way. You eat meals, habitually, at the same time most days. You have certain habits that might drive your spouse or your family mad, but you can't give them up. How did you learn those habits? By repeating an action enough times, it became something that you find very hard to stop doing.

I'm going to ask you to do some simple things that will be different than you're used to. Not difficult at all, just perhaps a different way of thinking about things, perhaps a little difficult in the beginning to resist doing things you've gotten used to doing first thing in the morning, but it's important to form a new habit or two.

Remember, if you keep on doing the things you have been doing, you'll keep on getting the things you've been getting. Have you been getting good results? If so, maybe you don't need my help. If you want to change and improve your results, I'm going to ask you to make a new habit, along with setting a goal or two.

What I want to stress to you is that reading this report, saying "ah-ha, good idea, I'll try that tomorrow" will partly fulfill my objective, but until I know that you've set a goal, and that you're making a habit of doing the action steps that I'll cover later, I won't be happy.

So to summarize: Once you set a goal, you need to make a habit of taking steps towards the achievement of that goal. Once you find something that works, all you need to do is do it again, and again, and again, or like I love to say:

## **lather, rinse, repeat**

## A Typical Week Now

On Monday morning, first thing, I sit down with my list. I'll look it over and make a decision as to what I want to focus on for the week. I try to pick a project likely to earn \$5 a day, of course, which to be honest, is just an educated guess. I select a project and start working on it until it's complete.

### **It's as simple as that.**

I must admit that I do still flit off now and then to check emails, check forums, check AdWords stats, check AdSense, Clickbank, and CJ stats, check web site traffic stats, that kind of thing, but not nearly as often as I used to. I save those activities for when I need to take a break, rest my eyes, or clear my mind.

Some weeks the project is easy to choose. Keep in mind that I'm constantly updating my list, adding to it as I get ideas, taking things off the list either because that item was completed, or sometimes because I decide it's either not as potentially profitable as I originally thought when I first wrote it down, or if I just don't want to do that particular item for whatever reason (not everything is fun, you know, even if it does earn you \$5, and at this point I can afford to just work on fun things).

Again, "the money is in the list". I'm talking still about your project list. The more projects you have on your list, the more money you have coming to you. Some of the projects will make you a dollar or two a day, some will make you 5 bucks a day, some will make you hundreds a day. Some will lose a little.

While the projects are on your list, you don't know which is which usually, but you should be confident that there is money in your list, and you should strive to get that money off the list and into your bank account.

One of the key components of this strategy is to develop a large enough list that you have thousands of dollars (per day) income on your list. At that point, your main challenge is to choose the best project to work on. Remember: FOCUS. One project at a time. Every Monday, you'll choose one project that shows the most promise (or looks like the most enjoyable). Hopefully you'll be choosing a project that be completed by the end of the week.

Remember, keep building that list. As you work on projects, you'll think of something else that you could do. First, resist the urge to be distracted (FOCUS). Second, write that project onto your list. You might want to do it next week. But do not interrupt your current project until your current project is finished.

## 5 Bucks a Day, by Dennis Becker

As the weeks and months go by, you'll develop a knack for choosing projects. You'll have a better feel for which ones are likely to be 5 buck a day income streams, which ones are likely to be home run hits, and which ones aren't worth the effort. Believe me, it gets easier, you'll have to trust me on that.

If I can't quickly select a project for the week (that rarely happens anymore unless I'm just so burned out that nothing appeals to me, since my list is fairly large now), I take some extra time to try to come up with something that isn't already on the list. If still nothing, maybe I'll pick my old standby: campaign blasting. With that, I'll work on finding 15 products to set up AdWords campaigns for, and work on that for the week. What's campaign blasting? More on that in a moment.

Remember, in the past, if I worked for a week on something, and I only made \$5 or \$10 out of it, I considered it to be a failure, considered myself to be a failure, and gave up. Now, if I work for a week, and find something that starts making me an average of \$5 a day, I'm satisfied, actually downright thrilled at what I accomplished that week.

To be honest, I can be happy making less than \$5 a day.

I no longer look at \$5 as just \$5, I look at \$5 as \$1825 (multiply 5 x the number of days in the year). Would you like to earn \$1825 for working for a week? Simple, just work a week on a project that will earn \$5 a day! But even better, you aren't just earning \$1825 from that week's effort, because the income won't stop at the end of the year, it will keep on coming. If you want to take a longer term approach, that week's effort will earn you \$18,250 over the course of 10 years!



Now, if that isn't enough to make you take the time to make a list, focus, and work on something non stop for a week, I'm sorry, I'm just not getting the message across to you!

## Examples of 5 Bucks a Day Projects

A long, fairly detailed list of project categories and examples are listed inside the full version of this report. In this version, I'll just list the categories, with no explanation. The explanations would make this little report much thicker.

- **Expand your eBay footprint**
- **Find a JV partner**
- **Expand your advertising**
- **Create your own video product**
- **Campaign Blasting**
- **Build a website**
- **Save 5 bucks**
- **Affiliate marketing**
- **More affiliate marketing opportunities**
- **Promote this book**
- **Start blogging**
- **Eliminate monthly expenses**
- **Lend money to yourself**
- **Invest in real estate (virtual real estate, that is)**
- **Bum Marketing (or article marketing)**
- **Create your own product fast**
- **Have someone else create your product**

- **Arbitrage**
- **Membership sites**
- **Offline Marketing**
- **Writing for dollars**
- **Flipping sites**

The above list should give you a lot of idea starters for ways to make money. Don't limit yourself, though. We could go on with hundreds of different examples of how to come up with ideas for 5 buck a day projects, but hopefully you get the idea. I'm just going from my background, again yours is likely very different. If you can't figure out how to make \$5, you aren't trying, I guarantee you.

In the beginning you'll likely be doing one type of project for a while, and later you'll gravitate to something more challenging and more profitable. When I started, all my time was spent on campaign blasting, and I made very good money with that. Now I'm spending the majority of my time on membership sites, creating products, finding ways to get free search engine traffic to my existing sites, and promoting affiliate products to people that I've established a trusted relationship with.

So, between the time that I first wrote this book, and now, my project mix has changed drastically, but I'm still using the 5 bucks a day strategy, and my income keeps increasing as a result.

## **Getting Started**

One obvious question concerns how much time you have to devote to your \$5 projects. Yes, I spend a good part of every day on my weekly projects. But I do consider that I have a full time job also, in that I have to run our mail order operation which involves constant monitoring of emails, orders, phone calls, shipping problems, vendor ordering, etc. I do admit I have an advantage over many in that regard, though, in that I can choose to spend some of my daytime hours on my \$5 projects.

If you have a full time J.O.B., you might not have that luxury, and might have to confine your project work activities to evenings and weekends. If so, you might have to compromise.

How much time do you have? We all start with 24 hours in a day. We have to sleep some of that. We have to spend time with our families. Most of us have to work on

other things. How many hours are left? How can you maximize the hours you devote to your projects? Can you give up some television? Can you go to bed later, wake up earlier? Can you do something more efficiently? Can you have someone else do some tasks that are monopolizing your time and don't require your personal attention?

Once you're devoting all the time you have available to these \$5 projects, you might still find that you don't have time to complete one in a week, especially if you have a full time job and family responsibilities. If that's the case, that's fine. Do one every 2 weeks if necessary. Or one every month. Or outsource some of the tasks in the project (maybe your spouse can help you some way). The key is to set a \$5 goal and work on those short term projects.

Once the completed projects begin to pile up, your income will be increasing week after week, month after month. You'll see the power in this concept, and I suspect you'll either find more time to devote to them, or you'll find that you become more efficient in completing them in fewer hours.

The key thing is ...

You have to start. And you have to believe. The first week your \$5 pays for your coffee (unless you "cheated" and gave up coffee to save \$5). The second week your \$5 pays for your lunch. The third week, you really start to believe, and when you're into your 2nd month of this, you really begin to get excited. Every waking moment you're doing one of two things, either focusing on the week's task, or jotting down ideas onto your master list of future \$5 projects.

The more you add to your list, the easier it will be to pick a project next Monday.

And then, one day not that far off, you'll look back at the progress you've made since today, and you'll realize that the strategy has made a profound difference in your life. At some point, when you've met and surpassed the number you put on your first post it note, you'll decide that you can afford to take some time off and do something you enjoy, now that that stack of \$5 bills keeps coming in every day, non stop, without you having to work.

Or you can afford to lease a nicer car (that's only 2 or 3 \$5/day projects, after all). Or you can pay down the credit card debt that's been troubling you and your spouse. Or you can treat the family to the vacation they deserve this year.

Will you ever stop coming up with new projects? As long as you keep adding to the master list, no, there is always something else that you can think of.

Will you ever take a break? Well, you could. At some point working on these projects and updating your list becomes a habit. Habits are hard to break. But you could. Do you want to? How many \$5 bills a day are enough?

Do you want to take a week's vacation every month? You could. How many hours a week do you want to work? Instead of 40, maybe 20? You could. ☺

That, believe me, is a wonderful feeling. Look forward to it. You'll achieve it if you follow the steps I'm outlining here.

The more success you have, and the longer you're into the \$5 a day strategy, the easier it will be to pick projects that will earn \$5 a day, or more. But even if you fail some weeks, remember, you'll "fail to fail" frequently enough also. Embrace failure, it brings you a step closer to your next success.

Remember, failure is your friend. Keep that positive outlook all about you, don't grit your teeth when you fail, remember you're one step closer to yet another success.

If you're like me, after a while, you look at the list, and every week you're picking the project you would most like to work on, and every week you look at many that have been on the list for a while that suddenly don't seem so appealing. That's OK, you can scratch things off that weren't completed, as long as you keep enough fresh items on your list so that you have no problem finding a new week's project, you're still on the success path.

What if you finish a project before the week is over? Great, that will happen frequently. That's when you get to reward yourself. Take some extra time off. Spend time revising your list. Tweak a prior week's project, maybe you can squeeze some extra income out of it. Maybe you can find a way to make an update to that project into a new project. If it will add \$5 a day to the income stream, why not? Whatever. Reward yourself by purchasing a new eBook about a technique you've never tried, maybe it will give you ideas for new types of projects that you can add to your list.

Or just chill out, read a book, spend some extra time with your family and tell them your latest success story, just let your brain cells relax a bit. That's healthy and productive also.

Or ... if you have that project on the other list that you decided you couldn't do in a week, like write the next great American novel, break that project down into chunks and spend the rest of this week working on the next chunk.

## Overcoming Distractions

In the beginning, it might be difficult to adapt to the strategy. I still find myself going half days, even full days, without accomplishing anything.

For example, I might come in on Monday with a stack of paperwork piled on my desk left over from last week. There might be phone messages left on the machine. There might be merchandise orders (my daily J.O.B., remember) that have problems that have to be looked at, maybe we're out of stock on a particular item, and I have to inform the customer, and make a call to my vendor to get more on the way. A thousand things can distract me from sitting down and doing what I really want to do, because I have the habit of doing it, which is . . .

### **Update my list and select my project for the week on Monday, and focus on the selected task all week until it's complete**

There are even some weeks when I don't get to do a project. Maybe last week's project is taking longer than expected. Maybe a previous one needs some looking after, maybe income has dropped on one of my other projects, and I have to determine how to tweak my AdWords campaign or something. If it isn't profitable, do I reduce my bids for some of the keywords? Do I chop it? Do I test new ads?

Yes, you'll get distracted occasionally (frequently), and you might think that it will affect your progress. Will it? Well yes, everything will have an effect, but some things have a positive effect, some things have a negative effect.

For example, let's go back in time. I set up my first successful project in November 2005. I made \$5 profit the first day, \$50 the next. What if that was where I left it? What if I wouldn't have taken the time to determine whether to increase my AdWords budget or let it sit at \$50 expenditure per day? What if I wouldn't have researched and found more keywords? What if I wouldn't have split test new ads that ended up converting better than the old ads? I never would have ended up with the grand slam home run. So it's a good thing that I was distracted away from the 2<sup>nd</sup> week's project, because the 1<sup>st</sup> week's one had a better chance for improvement than the 2<sup>nd</sup> one had a chance for success.

What if after I make that determination, I would have gone on to the next week's project, and ignored my prior one? I might not have noticed when my ads started slipping in position on the page. Even though the profits would have still been there, they wouldn't have been as good as they could have been.

And in January, what if I was completely oblivious to the fact that the gravy train was coming to an end? What if I kept my bids higher than they should have been instead of slowly reducing them as profits eroded? What if I didn't pause my campaign while it was losing money?

Yes, I could have been working on a new project that would make me \$5 a day, but all the while, I would have been losing the opportunity to improve profits on the other one by more than \$5 a day, or losing the ability to end a campaign that started losing money. Remember, \$5 saved is \$5 earned.

In fact, here's something to keep in mind. A project for a week can be to improve or expand a prior project. Let's say you have a site that focuses on Motorola cell phones. If that's going well, a new project might be to add Nokia cell phones to the site (or set up a separate one). Then another one about Cingular cell phones. You get the idea.

In fact, that strategy is exactly why my income took off so drastically all of a sudden. I got some successful projects in place, laid the groundwork, and then it was an easy matter to expand those projects. Again, that's where campaign blasting is so powerful, it enables you to leverage your time. Instead of wasting your time working fruitlessly on what end up being losers, you are able to find winners quickly, because you are finding a lot of losers quickly. Get them out of the way. Find the winners. Expand the winners. When you're in expansion mode you won't be wasting any time on losers, you'll be totally productive.

As you get more and more little income streams in place, you'll have more and more distractions. That's why it's important to have mechanisms in place to track their performance, so that you will notice significant fluctuations. I have my spreadsheet which I update daily, and analyze every chance I get (at least weekly). It will show me at a glance the current trend. I also have looked at my channel tracking, campaign tracking, and affiliate stats so often I can easily know if something isn't right. If my widget site only brought in \$30 income yesterday, and it has been normally bringing in \$50, I recognize it at a glance.

Right now I have a seasonal niche I'm in that's doing pretty good. I have a good feel for the fact that for every click I get on an AdWords ad, I'll make a certain amount of money. This is one I'm spending more than normal on, so I'm tracking it in a separate spreadsheet. I track my expenses, income, and number of AdWords clicks. I know that on an average day I'll earn .08 per click. So if the number of clicks starts to go down, I need to quickly decide (this is a seasonal campaign, remember, it won't last forever, so no time to waste), whether to increase my bids to get a higher position on the sponsored results, or decide if there is some other thing I can try.

If I raise my bid by 2 cents, it theoretically will reduce my profits from .08 per click down to .06 per click. Will I get more clicks? Probably. Let's say I get 1000 clicks a day now, and make \$80.00. If increasing my bids gets me 2000 a clicks a day, and the profit is .06, then I make \$120 profit instead of \$80. That would be good. But if you're only making .02 per click to begin with, you would be in deep trouble if you increased your bids. I don't care if it takes you to a gazillion clicks, if you're not making anything on them, you're back on the gerbil wheel.

If you don't have that ability yet to recognize fluctuations visually, you need to have other ways of keeping track either on a piece of paper or on your computer (spreadsheet or otherwise). For example ...

I have a whiteboard behind my desk. On it, I've marked each major niche I'm in. As I write this, I have 27 niches listed. Some earlier ones have been erased, if they didn't do well, or died off. I only have listed the ones that are making me over \$50 a month.

Now, for each niche, I have a column for each month. I started keeping track in February 2006. At the end of each month, I'll schedule and download an AdWords report, which produces an Excel spreadsheet which breaks down my campaigns by adgroup, and I'll then sort it down so that I can calculate the expenditures for each niche.

Then, if I'm running AdSense or Yahoo ads on my pages, I'll run a channel report for the month (you are setting up channels for each niche that you have AdSense income for, right? Or Chitika or Yahoo Publisher Network or whatever contextual ad service you're using, if you're doing that).

And I'll do the same with my CJ and/or Clickbank income that's coming from that niche. Those are a bit more difficult to break down, but it's worth the effort.

Then, I'll simply chart the income and expense for each niche, hopefully there is a profit, and I'll write the number on my whiteboard. This shows the niche's performance over a period of time. As I get into a new niche, I just add it to the bottom of the list and start the tracking right away.

Also on the whiteboard, I also have a coding system, which I mark on the side of the list entry. I put a green dash for niches that are earning \$150 or more a month (\$5 a day), a green plus sign for those earning \$300 a month (\$10 a day), a green asterisk for those earning \$25 a day, and a red asterisk for those earning \$100 a day. If a niche goes from one mark to a lower one, I give it special attention if I don't know why it happened. If a niche goes up, I celebrate.

It's a game I love to play. Every month I put at least one or two new niches on the list, and update the markings. I'm a winner if the marks go up on average. If they were to go down on average, I would have lost the game, but so far that hasn't happened.

By the way, if you don't have a whiteboard, that's not a problem. Put the information on a piece of paper and tape it somewhere where you can see it all the time.

That's one way I avoid distraction. I have the whiteboard behind me that constantly reinforces that there's a game to play, marks to improve, lists to grow. And there's a post it note in front of me that tells me a number that I'm stretching for.

Again, this doesn't necessarily mean you're going to be using Google AdWords to buy traffic, you can have other types of projects. You might be writing articles, and if you are, good for you, that's the basis for all Internet marketing, in my opinion, regardless of whatever else you're doing.

With article marketing, your income will to a degree be based on the number of articles you write, once you get good at picking niches, keyword phrases, writing the articles, and constructing your resource box. In fact, after a while, you'll realize that every new article you write is worth a certain amount of income. It might be \$5 per month, it might be a little less, or it could be a lot more, but there is definitely a relationship between the number of articles you get in circulation and your income.

So let's say that after a while you've determined that each article you write is worth \$5 a month. Your \$5 a day project can be to write 30 articles this week. Sound daunting? You'll realize, after you've done it for a while, that it's not all that difficult to do that in a week's time.

Again, keep track of what you're doing, and give yourself some tracking mechanism so that you'll know where your income is coming from. Then you can chart it in ways like I've explained in this chapter, so that you can know what's working (so you can do more of it), and what's not (so you can do less of it, or improve it).

**Goals. Habits. Focus. That's how the game is won.**

## The Power of Goal Setting



I mentioned earlier that I had set a goal of earning \$200 a day, and burned that into my mind by sticking a post it note on my printer. I even showed a picture of the post it note.

Actually that little note isn't the original one, I had to recreate it because, well, the original one was ripped up and thrown away.

In February, 2006, after my seasonal burst, my daily average income was at \$90. In March, it had risen to \$138. Unfortunately, up to that point I had a site that had nice rankings in one of the search engines and was bringing me about \$40 a day profit, and in April the rankings started to slip, until it was nowhere to be found by the end of May. Fortunately my \$5 projects made up for the loss, and at the end of May, I was at \$156 per day.

At that point, I decided that the \$200 day goal was going to be reached soon, and I needed to update it. I replaced the post it note with one that said 500. Very ambitious indeed, but I figured if I continued to add \$5 a day for the rest of the year, 400 or more was certainly possible by the end of the year, so I wanted my goal to be a bit of a stretch.

Little did I realize that things would soon start to mushroom. After June, I was at 205. After July 2006 (when many were feeling the disastrous effects of the "Google Slap") I was at 298. And then I found out the real power of goal setting.

Early in August, things started to take off. The first four days of August, I had profits of over \$600 per day. I still continued to stare at the post it note that said 500, and thought to myself that I should change it, but wanted to make sure the sudden upsurge would be maintained. Quickly, my daily profits went down. I couldn't figure out why. I tweaked, I tracked, I analyzed, I thought. And suddenly it hit me!

My post it note was dampening my progress. I had burned into my brain, and was reinforcing it every time I looked at that note, which was right beside my monitor, that I wanted to earn \$500 a day. So, since I was making \$600, what do you think my subconscious decided to do? Right, get me on track to make 500, down from 600. Much like if someone wanted to lose weight, go from 220 to 180, I was telling my brain that I wanted to reduce my income.

So, once I figured that out, I put out a new post it note, 700, and within 10 days there was a turn around. The 600 days started coming regularly again.

Suffice it to say, I still have a post it note, but it no longer says 700. What does yours say? Write a number that you desperately want and can believe. Put it somewhere where you can focus on it constantly. Let the number burn into your brain. Update it as necessary. Post it notes are cheap, after all.

## What Can Go Wrong?

The answers to the following questions are included in the full version of this report.

Q: How do you know when you select a project, that it will make \$5 a day profit?

Q: Will you have losers?

Q: What if I can't think of \$5 a day projects?

Q: What do I do first?

Q: Here's a great question, it came from a reader at the time that I was preparing the first revision updates to this report. Here's what he said:

(Quote): The Adwords route rarely works as you stated. That is why only 1-12 work, with that rate no one would be a success at any venture. Few people have any interest in setting up landing pages etc... they don't have the know how, money or experience to drive people there successfully. I have done many of these and have talked with many others online that can never get it right. Great that it is working well for you on occasion and you are making money, you are the exception. (Unquote)

Q: How do you accumulate enough 5 buck a day income streams so that you're financially comfortable?

Q: This comment has come from a couple readers. They remark that this report is too much of a motivational report, rather than focusing on business ideas.

Editors note: This question deserves an answer here, because it will give you a better understanding about what the full book provides.

A: Well, I'm not going to apologize. When typing about this subject, I tend to become very passionate. I've seen what determining, applying, tweaking, and fine tuning the 5 buck a day strategy has done for me. I've also started seeing (since I'm writing these words as a revision, after getting feedback from the first version of the e-Book), what applying this strategy and action steps has done for other readers.

My purpose for writing this report was to convince people that earning a decent income, even a great income, through Internet Marketing, is not only possible, it's probable, if ...

If you take action. If you possess some marketing skills. If you work diligently and continuously. If you have confidence. If you take bite sized chunks. If you focus. If you set goals.

From the prior paragraph, which is the most important step? I can't choose. Some would say to take action. But action without focus is wasted. Focus without a goal is

the same as shooting an arrow into the air without knowing which way the wind is blowing, where will it land? Confidence without skills is asking for disappointment.

Q: I have the same problems you talked about. Will your strategy solve my problem?

### Action Steps

This is where you do what's necessary to reach the income goals that I've been talking about so far. You won't become successful by simply reading this book. I wish that were the case, but if it were, the competition out there would be tremendous. Do you really want to become successful with Internet Marketing (or any kind of marketing for that matter)? If so, you need to take some action steps. None of them are difficult, none of them make you sacrifice. So ...

Here are the steps I want you to take:

- Put a post it note with a dollar figure somewhere where you can see it constantly. Write a simple, single number (a 2-digit, 3-digit, or 4-digit number) on that note. Don't make it a number that your brain will refuse to believe, but make it a bit of a stretch.

I recommend a daily income goal, one that you can measure quickly and often. Just to be clear, the number on the post it note should be the dollar figure that you desire to be making per day. In my case, my first post it note said 200, I wanted desperately to be making \$200 per day. Your first post it note might have a higher or a lower number on it, it's up to you.

Again, make it a stretch. Don't make it "5", as 5 is the goal you want to reach by the end of the first week. 5 is your short term goal. The number on the post it note is a medium term goal, at least a couple months, maybe 6 months down the road. If you make it 5, your sub-conscious will shut down when it reaches that target, you want it to propel forward. Keep updating that post it note as you get nearer and nearer your initial goal.

- Make the pursuit of that number the single dominant thought in your mind. When you have to take a break and clear your head or rest your eyes, stare at that post it note. Let it burn into your very core.
- Make that project list I talked about earlier. Do it today. Don't put it off. Take action. Action leads to amazing things!
- Set up a spreadsheet so that you can track your progress. I have one; it includes columns for AdWords expenditures, AdSense income, and affiliate income. I then have it calculate my daily profit (AdSense income + Affiliate income –

## 5 Bucks a Day, by Dennis Becker

AdWords expense = Daily profit), my month to date profit, a rolling 7-day average profit, and a rolling 30-day average profit. You'll see fluctuations, but the rolling 30-day average profit should be something that is on an upward trend, getting closer and closer to the number on your post it note. I update that spreadsheet the first thing every morning. On my more important projects (in other words the ones that I earn the most money from), I have a separate spreadsheet for them, so that I can notice any unusual fluctuations.

By the way, I've included a skeleton spreadsheet for you to use if you like, feel free to modify it to suit your needs, I hope it helps. A link to download it is in the bonus section later on.

- Start a habit of doing a project a week, or if you don't have the time, a project every two weeks, or a project every month. Obviously if you're serious about successfully building a large income, once a week is the ultimate decision.

Once you're been doing that for 2 months, it will become a habit that's virtually impossible to break. By then you'll have seen the success, you'll have seen your income start to climb, and you'll be hooked. If you have a job, and your goal is to leave your job, you'll start to see the light at the end of the tunnel.

Scary? Maybe. After you reach that point you'll have more time for more \$5 projects, of course, and the pile of successes will come that much faster.

**5 bucks a day.** Go for it! And if it makes as much a difference in your life as it has in mine, I'd be thrilled to consider putting your testimonial on our web site. Let me know when you've reached that point, I'm confident that it will happen.



## Summary

Quick summary? Sure.

1. Set a medium term income goal, in dollars per day. Write it on a post it note and place it in a spot that will ensure you will see it many times daily.
2. Make a list of all the things you can possibly think of to earn \$5 a day, that will take a week each to accomplish
3. Each Monday, pick a new project from your list
4. FOCUS on the project you picked, to the exclusion of as many distractions as possible.
5. Finish the project, evaluate the results.
6. Add more potential projects to your list.
7. Return to step 2 (lather, rinse, repeat).

Is it really that easy?

Quick answer: Yes.

Occasional rebuttal from non-believers: I do that anyway, and it doesn't work.

My response to that is, well, I always considered myself sort of bright. I graduated from college near the top of my class, spent years as a computer technician, started my own company consulting with and teaching courses to some of the largest of the Fortune 500 companies in the country. After 8 years doing that, I was totally burned out from constant traveling and started a retail store which was very successful locally, expanded it to an international mail order operation, yet still I couldn't figure out how to succeed at Internet marketing (and remember, I did have a background in computers and all sorts of related activities).

It wasn't until the fateful day in November 2005 that I had that ah-ha moment, where I developed and started refining toward the above 7-step strategy and from that point on things took off like gangbusters.

So what I'm saying to you is: If you're still struggling, why not try my approach? Sometimes the best things are the simplest. Sometimes the simplest things are the most valuable. Sometimes the most valuable ideas are those that are buzzing around inside your head already, you just didn't realize it, or act on it, until somebody else gave you a push or an incentive. Sometimes the best incentive is seeing someone else's success. And sometimes someone else's success will pale in comparison to what you accomplish yourself.

And if you think you're doing this already, and it isn't working, step back and check, are you really doing it this way? Are you really focusing? Are you really settling for bite size chunks, a little bit at a time? Are you really taking action, each and every week? Have you really set realistic goals that you burn into your subconscious constantly? Or are you kidding yourself, like I was prior to November 2005. I was constantly busy, but I wasn't succeeding. I had lists, I had goals, I had skills, I worked hard at it, but I didn't put it all together in the manner I've described in this report, until after I had that ah-ha moment.

If you think I was just lucky on my first project, well, what about the fact that after that campaign died out I was able to do it (albeit on a smaller scale, but still very profitable) another 25 or 30 times in less than a year? Answer me that, Batman. ☺

Remember, the money is in the list. If you have a hundred items on your list, we're talking a minimum of \$500 a day income once all those projects are completed. But more, because some of them will be well more than \$5 a day value, some will be less of course, but I've found that my projects average well more than \$5 per day. The money that's in your list is just waiting for you to pick it up off the table. When will you do that?

Some completed projects lead to some obvious spin-offs, which take less than a week, maybe once you figure out the formula for one, you can do 5 more in a week, so next week yields you \$25 a day increase in income.

If your 100 item list is worth \$500 a day, how motivated will you be to finish that list? 100 projects is about 2 years worth of work. It sounds like a long grind, and it is, but think about this. \$500 a day is \$182,500 a year, which is a very nice income to shoot for.

Do you have a job where you can visualize earning \$182,500 per year, 2 years down the road? If so, congratulations to you. Most of us would be very happy at that level, especially if we were working from home with no commuting expenses, and able to work whatever hours we wanted, and spend time with our family instead of on the road.

So, what I'm saying is that if it seems like 100 projects will take you forever to complete, what will your income be in 2 years if you don't start them? You're going to work very hard at your J.O.B. doing projects for your company, and your company is going to make a profit. Face it; they're entitled to a profit for investing in you.

Why can't YOU invest in you instead?

Take the action. Set the goal. Make the list. Pick the first or next project. Focus on it. Finish it. Do it again. The \$5 bills will start stacking up. It's a beautiful thing, believe me.

## Resources

Here are some things that helped me get to where I'm at. I have personally used each and every one of the following resources, and wouldn't list them if I didn't feel that they didn't help me make money. None of the items that require a purchase of something are mandatory, but if any or all of them help you make \$5 a day just one week faster, one time only, that \$5 becomes \$1,825 by the end of the first year, \$3,650 by the end of the second year.

Think about that! If you can turn a purchase of less than \$100 into an extra \$1,825 this year, you're doing better than Bill Gates, Warren Buffett, and Donald Trump usually do. Even if you really wanted to get on the fast track, and you invested in every one of these resources that I recommend (and I certainly don't expect you to), you would spend much less than \$5 a day over the course of the year. Many of the items listed below won't cost you a dime.

My fairly extensive list of favorite resources are provided in the full version of this report. I'll list them here, but no room to explain them, though there are links if you want to spend the time to research.

### Other e-Books:

[Campaign Blasting Guide](#)

[\\$7 Dollar Secrets](#)

### Keyword Selection and Contextual Advertising Tools:

[Wordtracker Free Keyword Suggestion Tool](#)

[WordTracker](#)

[Google AdWords](#)

[Google AdSense](#)

[Chitika](#)

[AdBoxPro](#) and [AdBoxLite](#)

### Affiliate networks:

[Clickbank](#)

[Commission Junction](#)

[Linkshare](#)

[Share A Sale](#)

[1KaD Dime Sale affiliate program](#)

## **Other Tools:**

[Open Office](#)

[Kompozer](#)

[Wikidot](#)

[Instant Membership Site Creator](#)

[Dime Sale Script](#)

[NameCheap](#)

[HostGator](#)

## **Membership Sites:**

[Earn1KaDay.com](http://www.earn1kaday.com) – Of course I'm going to recommend that you join my own site. My tag line is "where Internet marketers go to thrive", and I like to think that those who join and are diligent do indeed thrive by using the tools and information in the forum. I recently set up an online tutorial for the site, and I don't mind if you look at it:  
<http://www.earn1kaday.net/e1kad-intro>

That page gives you a good idea what Earn1KaDay is all about. Especially check out the success stories section, and you'll see that people really are succeeding, and some in very impressive ways.

You can also, if you go to the main sales page, opt into our email list where you can get a series of PDF's showing some of the top posts that have been placed in the forum by some of our members (and myself). Whether or not you choose to join us, those posts will earn you money if you follow them, I guarantee it:

<http://www.earn1kaday.com>

and look for the email signup form at the top, that will get you the top posts series.

It's difficult to hang out at that site without getting infected by the enthusiasm of all our members, many of whom have achieved phenomenal success since joining.

Our focus is not on any specific thing, we currently have sections for 11 different business models. I add fresh new reports just about every week, and the community is unlike any other you've ever encountered as far as being helpful and generous.

The focus is actually on getting you to reach your own \$1000/profit day (1K), because I know from personal experience that once it happens, it starts to happen more and more frequently.

And if your question is: Have other members reached that level of 1K/day? Yes, there are many success stories posted in the forum about members who have reached and exceeded that goal. No guarantees, of course, because it all depends on how hard you work and what business model you pick, among other factors, but we do provide the information, tools, motivation, encouragement, and support to help you reach your goals.

<http://www.earn1kaday.com>

**[Wealthy Affiliate](#)**

**[XP All-Inclusive](#)**

**[Instant Cash Generators](#)**