

How To Turn \$20 Into \$20,000 Quickly & Easily Even If You've Never Made A Penny Before On The Internet!

PART 2A: Hot Products

**A "Crash Course" On Creating
Autopilot Profits From The Internet!**

Bryan Kumar and Elizabeth Simon

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How To Turn \$20 Into \$20,000! – Part 2.a.
A "Crash Course" on Creating Autopilot Profits From The Internet!

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How To Turn \$20 Into 20 Thousand Dollars Quickly & Easily...Even If You've Never Made A Penny Before On The Internet!

PART 2.a.: Hot Products

Bryan Kumar and Elizabeth Simon

Dear Reader,

The following is another short, but powerful interview with the affiliate profits maniac, Elizabeth Simon.

In this one, we dissect the types of products Liz sells and why she feels these are some of the quickest and easiest subjects/niches to cater to. She also discusses some vital “selling psychology” and she answers some questions that many readers have concerns about.

Please read every word of this report. It has a very casual tone, which can make it very easy for you to miss some powerful gems, if you rush through it.

The parts in bold are my questions and comments. The non-bolded parts are Elizabeth's responses and tips.

Enjoy!

Bryan Kumar



Hello again, Liz. Thanks for helping us understand more about your highly-profitable business and answering some questions from our readers.

Happy to do it, Bryan! And very glad to be chatting with you again about our favorite subject. ;-)

For those who have not read the original interview... first, shame on them. ;-)

And second, I'll quickly go over why I have decided to interview you.

You, Liz, have taken a \$20 investment, and turned it into a \$20 thousand per month business, with very little technical knowledge, with very little writing and/or copywriting on your part, and without all the fancy marketing and expensive scripts.

And, you have also managed to put most of your business on autopilot so that it continues to make money for you, even when you're out doing other things. Correct?

That's right, Bryan. I have mastered just a few marketing strategies that you teach and I have turned that into an automatic money machine... or money machines, since I have many of them in various niches.

Cool. Well, the response to the first interview was phenomenal. The post I made on the Warrior Special Offers forum about it is going on 7 pages from the responses and testimonials, after just a few days of putting the post up.

I saw that, Bryan! That is really phenomenal. I'm so glad people are getting excited about the power of my simple system and I hope they all start their own money machines this month! :-)

Yes, me too. Okay, let's go deeper into your system.

One of the most common questions/themes people wrote about was ...

“I don't know what to start with.”

“What kinds of specific products did Elizabeth start with?”

“What kind of products does she sell now?”



“Can I do the same thing she’s doing or do I have to look for brand new products and niches?”

So, let’s talk about that...

What was your first product that you hit a home run with, and why do you think that happened?

I mean, you told me a while back to not depend on just Internet Marketing and money-making products, Bryan. And, I'm glad I followed that advice. I started selling to many different niches and then created automatic systems around them. I still sell to the IM/money crowd. But, that's not my major income source by any measure.

So...uh... what was your first niche product, then?

Haha Sorry... I know I talk a lot, don't I?

We'll edit most of this junk out anyway, so don't worry about it.

Hahaha!

I'm only kidding. :-)

Yeah so, one of my first products was about “How to win the Lotto” – or the lottery, as most people know it.

Why did you pick that product?

People want to make money, but they also want it to be fun. They will gamble, take a chance, and dream *no matter what*. I was merely helping them improve their odds at what they're going to do anyway!

So, I was really helping them - and giving them a better chance at actually winning for a change.

That’s an interesting choice. Talk a bit more about why you think people liked this product – compared to say, a book on “how to make money with their business.”

It's like you've said before Bryan...people need an escape from life. They want to be entertained, they want to be inspired - even if for a little



moment. They want some excitement, with a hint of hope and a little bit of dreaming and wishing alongside it.

That's true. I think I heard it first from Gary Halbert, that most people have extremely busy lives, yet they're bored out of their minds.

And the lottery actually fits in very well with some of the above analysis. Plus, it gives people a day to dream and anticipate winning that big jackpot.

Right. So even things like hobbies, obsessions, escapes can often rank higher than actual "needs."

Well, said. You really have read my stuff several times, haven't you?

I really have, yes. :-)

I have even created summary cards and mind maps out of many of your reports and how they fit in into the overall system.

That's cool. Maybe you can share that with our readers in the future?

Sure, we can do that. I'll have them scanned and put into PDFs, etc.

Great.

What else did you sell, besides the Lotto type products?

Well, like in your "**Quick and Easy Money**" report, you talk about the 3 easiest types of customers to sell to, for quick profits. That's what I do.

Can you elaborate on the 3 types of customers, in case some of our listeners aren't familiar with my report?

Sure, I think you said that a great sales letter is an emotional one, and it hits the right emotional hot buttons in the customer and get him to take action immediately.

But what if you didn't have to create those strong emotions of desire and "gotta have it now" through your sales page? What if the customer came to your site already feeling that strong desire of wanting your product right now!?

Yes, exactly. So, how do we go about doing that?



Right, well you focus on problems that people want instant solutions to - stuff that they absolutely can NOT put off or delay. And, you sell those products which offer them the solutions that they're desperately looking for.

Great, very good. You wanna give us some examples?

Sure, from your report, the main examples are...

1. Cater to people's major **pains, fears, and embarrassments**. These are things people want to get rid of NOW. Things like a toothache, a phobia, a huge pimple on their nose. They want instant solutions and emergency fixes.
2. The next group consists of the **rich, bored, and wanting to spend money!** I don't sell to this group because I can't think of any "informational" products to sell to them. Besides, I'm not sure the Brittany Spears' and Paris Hiltons' of the world will be interested in "reading." Haha I'm sure there are ways to tie this group into info-selling. I just haven't thought about it hard enough. Maybe someone else can do that.
3. Here you would cater to the **fanatics** (i.e. "fans"), the **passionate**, or the **irrational**s. This is about pet lovers, wrestling fans, hobbyists, iPod, anything else that's in fashion or fad. The list goes on and on...

Edit: Here are some great examples of the kinds of PLRs Liz has had great success with: <http://www.bryankumar.com/plr/13pak/>

Excellent. I think you nailed that one. My "Quick & Easy" report is now useless.

:-) Thanks!

What else can you share on the subject of products, selling, etc.?

I think it's important for people to realize that there's nothing wrong with "selling." You and I buy things almost everyday. It's what we do. It's why we make money. So that we can have "stuff."

I still remember clearly when you taught me my biggest lesson on this subject, Bryan. You said something like... **"People WANT to buy**

products. They are always on the lookout for cool, new, fun, and useful products. And if you don't sell it to them, they will buy from someone else. So why not help them by giving them what they Want, what they're searching for."

That one lesson made a huge difference to me and my income. It opened up the floodgates. And, it also helped me get rid of that "I don't want to bother people with my products" mindset that many of us have. I used to hate selling but now I love it!

When you're giving people what they want instead of trying to convince them of what they really need, selling becomes really easy.

Yes, we often assume that we know what's best for others, and what they need. Maybe we do, maybe we don't. (Usually we don't.)

The point is, they want what they want, and that's all they care about.

Right! Needs usually take the back seat to what people want.

Excellent. Anything else?

In the main interview, I promised to share some of my private label resources with your folks. I've emailed you the links, so you can put them up on your site, right?

Yes, no problem. I'll upload 'em to my site and add the links to this report before I send it out. (I know you want to keep your actual web sites and online persona private.)

Edit: Here's Liz's List of Dirt Cheap Private Label Rights Packages
<http://www.bryankumar.com/plr/>

Perfecto! That's it then?

Yes, I think we're done for this round. I do have more questions coming from folks so let's schedule something for next week?

Sounds good, Bryan.



Awesome, thanks again for joining us, Liz. Appreciate your advice, and your time!

It's a pleasure, Bryan. Thanks for having me! Talk to you later.

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If you need to get a free copy of Autoresponder Maximizer, you can get it from here: <http://bryankumar.com/7/autoresponder-maximizer.pdf>

Thanks for reading. If possible, *please send me your feedback / testimonials about this special interview/report.*

And stay tuned for more bonuses and reports coming your way soon!

See you in the next update!

**Sincerely,
Bryan Kumar**

[Resources related to this report...](#)

Elizabeth Simon's 'Dirt Cheap' PLR List: <http://www.bryankumar.com/plr>

Nicheology: <http://imrplan.com/go.php?8093/23>

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