

# Quick and Extreme Guide to Wealth

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## CHAPTER 1: Research Your Market and Decide What to Sell

### A. Choose a Niche

**Choosing a niche product is important to the success of your online business. If you do not locate a niche market for the product or service that you want to offer, your online business will fail to produce a profit.**

**A lot of people that are new to online business make the mistake of choosing a niche product that is considered a “hot” product because they think this will ensure that they make money since everyone wants the product. The problem with this approach is that the market is already saturated and the probability of competition is quite high.**

**Additionally new online business owners usually market the product to everyone they can find and they end up wasting a lot of time and money marketing to an untargeted audience with nothing to show for it in return.**

#### **Niche Marketing**

**The correct way to choose a niche product that will produce a profit is to find a product or service that has a highly targeted customer base. This means choosing a niche market that is made up of individuals that have similar interests and needs.**

**For example, your niche product could be bird houses. Now if you take bird houses and market them to an untargeted audience, there is no way to ensure a profit because you have no idea what your audience is seeking when it comes to bird houses. Are they looking for a specific type of bird house? Perhaps they are looking to learn about building bird houses or maybe they are seeking something more specific such as a part to a bird house.**

**You need specific information on your target market to make it easier to identify your audience, target your market, and finally reach your audience.**

## How to Find a Niche Product

**Finding a niche product involves a few steps and considerations:**

- **Find a Niche Product That Interests You:** If you like the product you are offering, your chances of success will be greater because you will enjoy what you are doing. Think about your interests and what you are passionate about and then choose your product based on this information.
- **Know Your Product:** Your chances of success will be greater if you are knowledgeable about your product. Knowledge about the product is the key to marketing your expertise to attract a targeted audience. People are more likely to purchase a product from someone who knows what they are talking about.
- **Identify Your Market:** Finding out if there is a demand for your product or service will require some research on your part. Let's say your product is bird houses. Unless you are a major bird house manufacturer, the chances are you will not stand out in the crowd. On the other hand, if your product is bird house entrance holes, your product is highly targeted and will stand out more.

**About Keyword Research:** You will also have to research the market to determine if there is a demand for what you want to offer. Research will involve keyword research to find out how many people are searching and what words they are using to search for your product or service. You can use tools such as Google Keyword Tool or Wordtracker to do your research.

**Before starting your research come up with keywords and keyword phrases that are related to your product or service. Come up with as many possible keywords and keyword combinations as you can before using the keyword research tool. The object of keyword research is to determine what keywords are the most frequently searched and have the lowest number of competing websites.**

**Once you determine what keywords you are going to use, visit some of the websites that appear in the top search results when you type in the keywords. Notice what the top websites are doing and how they are offering the product and then come up with a way to offer something different. Having this information in hand will help you reach a targeted market and get your website ranked high in the search results.**

**Keep in mind that the keywords you choose will not only help you find what words people are using to search, the keywords you choose will be used to rank your site high in the search engines, create effective ads, and help people find you when they search for your product.**

- **Develop a Unique Selling Proposition (USP):** Carefully research the top websites that are using your keywords to find out how they are offering the product as well as the things they emphasize about the product. What makes them stand out from the crowd? What will make your offering unique?
- **Survey:** If you are already offering a product, conduct a survey with your customers to find out what else would help them with what they need. This is a way to determine other niche products you can offer that relate to the one you are currently offering.

**By using these steps to find a niche product you will be able to build an informative website and establish yourself as an expert in your field.**

## CHAPTER 2: Identifying the Business Tools You Will Need to Begin

**Compared to a brick and mortar business, the business tools you will need to get started are relatively cost effective. You will have some expenses but they are nominal when compared to starting up a conventional business on the street.**

### **A. Website**

**One of the first components you will need for starting your business is a website. This does not mean just building a website, it means building a well designed website that will keep your customers returning and encourage them to make a purchase.**

#### **A Few Website Tips**

- **Avoid Clutter:** If your website is cluttered, it will confuse your visitors and send a message that you are not focused on serving a particular need. Your visitors will get frustrated and end up clicking off your website and disappearing for good. Usability is the key to retaining visitors on your website. Your visitors should know exactly what your site is about within seconds of arriving on your page. While having a lot of content is important, how you display the content will determine whether or not your visitors will stick around.
- **Font Size:** Internet surfers tend to be impatient so if they cannot read your site as soon as they arrive they will quickly leave your site. Using a font size that is easy to read along with line height is extremely important. As a general rule, do not go any less than 11px font or any more than 14px font.
- **Design for Purpose:** Decide ahead of time what it is you want to accomplish with your website. Come up with a plan and then design the website layout to accomplish your goals.

- **Color Theme:** Keep a consistent color theme throughout the site and remember not to use too many colors. As a general rule, use two primary colors and one secondary color. This makes the site easier on the eye and helps you connect with your visitors. Also, make sure the contrast between the text and the background is well balanced.

## **B. Choose a Domain Name and Web Host**

**Choosing a domain name and finding a web host provider that is reliable is another important component to setting up your online business.**

### **Tips on Choosing a Domain Name**

- **Set Up Your Business First:** Identify the purpose of your business based on the keyword research and then plan your website before choosing a domain name. Many people who are new to online business make the mistake of choosing the domain name first and then setting up the business.

The domain name should reflect the purpose of your business as well as some of the keywords that people are using to find your product or service. Additionally, the search engine bots will look at the domain name and then compare it to your content to determine the site's ranking. If the two relate to one another, your ranking in the search engine will be higher.

- **Avoid Generic Names:** Choose a domain name that adequately reflects the purpose of your business. For example, if you offer intrusion detection software, software.com will not do the trick because it does not adequately describe what you are offering. What about software? What kind of software? What brand of software? These are some of the questions that will come to mind when people see a generic domain name.
- **Avoid Abbreviations:** Avoid abbreviation in your domain name because it does not reflect any of the keywords that people are using to search and it does not describe what your business is about. For example if the name of your business is Acme Widgets, avoid using aw.com because chances are people are typing in "acme widgets" instead of "aw."

Additionally, the search engines will not see a correlation between the content on your site and the domain name so your ranking will most likely suffer.

## **Choosing a Web Host Provider**

**Once you build your website, you will need to choose a web host provider. A web host provider essentially provides the real estate for which you will house your website. It is very similar to buying land to building your house on.**

### **Tips on Choosing a Web Host Provider**

**A quality web host should be reliable and fast with a guaranteed uptime of at least 99%. If your web host provider is unreliable, your business will suffer and so will your sales.**

### **Other features of a good web host provider include:**

- **Bandwidth:** Bandwidth is the amount of bytes that are transferred from your site when visitors browse your website. If your site receives more traffic than was originally expected the web host may add a fee to your costs. Always make sure they spell out how much traffic your web package allows.
- **Disk Space:** Make sure you only pay for the amount of space that you need. A lot of web host providers will try and offer you unlimited disk space and you end up paying for space that you never use. As a general rule, most websites use up to 10 MB of space.
- **24/7 Tech Support:** Good web host providers will make tech support available 24 hours a day 7 days a week. Be aware that a lot of web host providers say that they have 24/7 tech support but when you have a problem at an inconvenient time, they are not available. Test your web host provider by contacting them off hours to see if their 24/7 claim is valid.
- **Email:** Make sure that the web host provides email addresses that have your own domain name with your hosting package. This includes an email account that will forward all of your email to you.

- **Control Panel:** A good web host provider will provide you with a way to manage your website yourself. Make sure they offer a control panel that allows you to manage your email addresses, change passwords, and perform general maintenance tasks for your website. Otherwise you have to contact their tech support every time you want to make a modification to your website.

There are a number of other services that are provided by a quality web host however, the ones described here are the crucial ones. If you do your research, you will find a host of other services that are offered by a competent web host provider.

### **C. Newsletter**

**When you build your website you will create a place on the site where people can volunteer their email address so they can receive more information related to your product or service. This is known as an Opt-In List. A newsletter is a way for you to keep in touch with your opt-in list.**

**Your newsletter is a chance for you to demonstrate your expertise on your product or service and win the trust of your audience. The newsletter should offer high quality information instead of sales hype.**

**There are a few things to take into consideration when creating a newsletter:**

- **Purpose:** What is the purpose of the newsletter? Outline the objectives and then design the layout according to the objectives. For example, maybe you are trying to improve customer loyalty so plan to offer a lot of free expertise related to your product or service. Perhaps you are trying to drive more traffic to your website. Whatever the objective is make sure the newsletter meets your objectives.
- **Frequency:** How often do you plan to distribute your newsletter? Are you going to offer special issues? Whatever you plan to do make sure you are consistent with the effort and offer your publication at a specific date with each distribution.

- **Content:** The content you place in your newsletter should be relevant to your product or service. It should not be about why your customers should purchase your product or service. The content should help the reader solve a problem. It should be written in a concise manner that gets right to the point.
- **Format:** A newsletter can be presented in HTML or Plain Text format. HTML newsletter looks sharp but not all email clients are capable of receiving a document in this format. It is best to offer two different types of formats so the reader can choose.
- **Personalize:** When you send your newsletter, address the reader by name either in the beginning of the newsletter or in the heading of the email message. There are different types of software such as Mailloop that can help you accomplish this task.

## D. Blog

**A blog is a different type of website that allows you to interact with your audience. Blog posts offer high quality information related to your expertise and allows reader to interact with your posting by leaving comments or questions.**

**Blogs are a little easier to set up than website and a lot of new business owners begin with a blog before gravitating toward a website. It is a good idea to have both because they interact with one another and help to generate traffic.**

### Tips on Creating a Blog

- **WordPress and Blogger:** WordPress and Blogger are the two most widely used platforms for blogging. Blogger is a free Google tool that is really easy to use and you can be up and running within a matter of minutes. WordPress is a free open source software that is a little more involved but offers more flexibility when it comes to options for enhancing your blog.
- **Self Hosting:** There are two ways to host your blog which include remote hosting and self hosting. Self hosting is the preferred method mainly because all of the content is stored on the hosting space that you own. Additionally your blog address includes your own domain name which looks a lot more professional. With a remote host your content sits on the server

and can be deleted at any time. Additionally remote hosting generally does not support the use of your domain name. Instead you use their domain name like <http://www.yourblog.remotehostblog.com>.

- **Content:** Use your blog with a purpose in mind. Make sure it offers high quality information that is related to your product or service and that it focuses on your target audience. Keep the blog updated with fresh content on a regular basis and write the content in conversational style using keywords that you chose from your keyword research.
- **Create a Blogging Plan:** Plan your blog with an end goal in mind. The plan should consist of a vision for your targeted audience, your mission, the objectives you are trying to accomplish, strategies for achieving the objectives, and your actions that support these parts.

A blog can also offer an extra revenue stream for your business. We will address this later in the publication.

## CHAPTER 3: Web Content, SEO and Sales Copy

**A good portion of your business success will depend upon the quality of the content on your website, search engine optimization (SEO), and the ability to deliver compelling sales copy that is specifically targeted to your niche audience.**

**For example, you can offer high quality web content but if it is not targeted with the specific interests of your audience in mind, it will not be effective. Also, if you do not optimize the content with keywords, your website will not be found by organic searches.**

**You can have a compelling sales letter but if it does not address the problems that your targeted audience is trying to solve, it will not generate sales.**

**Effective web content, SEO and sales copy goes back to Chapter 1 with choosing your niche product, targeting the needs of your audience, knowing your product, and choosing your keywords.**

### **A. Web Content**

#### **Tips on Creating Web Content**

- **Focus:** Remember that the world is not your audience. Your content must speak to a specific audience otherwise you will attract people who are not interested in your product or service. Not only will you receive unqualified customers to your website, you will waste advertising dollars as well.
- **Write With Progression in Mind:** The website content you create should build on a progression of ideas. One page should flow into the other and eventually lead your visitor to purchase something. Building on a progression of ideas also keeps your reader focused and interested and they will be more likely to stick around for a while.
- **Stick to the Point:** Focus on one main idea per page and avoid offering involved and lengthy information. Information that strays from the main idea destroys the focus of your reader. Also, Internet customers are less likely to read lengthy information in an online setting.

- **Guide the Reader:** Website visitors often have a short attention span and do not want to take the time to figure out where to go next on your website. At the end of each page guide your reader to the next page and the next step.
- **Use Keywords Strategically:** Use the keywords strategically throughout the page and avoid keyword stuffing. Make sure the keywords flow naturally with the content. Keyword stuffing creates a distraction and is considered to be spam by the search engine bots.

## **B. Search Engine Optimization**

**Although search engine optimization includes having a well-designed site, it is also all about content. The content you place on each page should be optimized to get the best results from your search engine ranking. If each of your web pages is optimized properly, it can be a really effective conversion tool.**

### **Search Engine Optimization Tips**

- **Nail Down Your Target:** Make sure you know exactly who your target audiences is and if your business is “business to business” or “business to consumer.” If you do not nail down your target it does not matter how much content you have on your site. You are not going to attract the right kind of audience.
- **Keywords:** Take keyword research seriously and try to come as close as you can to words and phrases that people are using to find your product or service. This may require you to work with literally hundreds of keywords and keyword combinations at first. You will use this information to optimize the content on your web page. As a general rule you should use one keyword combination per page to ensure it focuses on one main topic.
- **Creating Pages:** Write the content for your pages and insert the keyword combinations wherever possible. As described above, do not engage in keyword stuffing because this will defeat the purpose of optimizing the page. Keep the page length between 500-600 words.

- **Optimize the Pages:** Although optimization should be done as you are writing to save time, there are also a few other things you should include in page optimization. For each page you should create a meta tag description consisting of no more than a few hundred characters. This description contains the keywords that you used to write the page and placed at the beginning of the tag if possible.

It is also a good idea to use a meta keywords tag that describes the keywords you are using. For best results avoid placing commas in between each of the keywords.

- **Title Tag:** The title tag is the tag that is displayed in the search engine results page and is the link that people click on. The title tag needs to be written in a way that compels the person to click on the link and go to your page.

**The more you know about who your audience is the more successful you will be in optimizing your web pages. The objective is more about reaching your audience and less about keyword density.**

### **C. Creating Sales Copy**

**Knowing how to create compelling sales copy is important to promoting your product or service and generating a profit. A compelling sales copy is all about connecting with the reader to lead them to the sale and less about cold hard selling.**

**There are a few things you should know before attempting to write sales copy.**

#### **Tips on Creating Sales Copy**

- **Know Your Product:** It is important to be educated on your product or service. If you do not know your product, you cannot provide the reader with solid information on the benefits and known facts associated with the product. If you see the value in the product, you can better convince your readers to buy it.

- **Know Your Reader:** Learn everything you can about your target audience including their age, income bracket, gender, and location. Find out what they are looking for and then offer it to them. Understand how they think and then offer information that relates to what the product can do for them, the benefits and unique advantages, and how the product will improve their life.
- **Clearly Spell Out the Benefits and Features:** Make sure you clearly spell out the benefits and features of your product or service in a scannable format so the reader can easily absorb the information. State realistically what your product is able to do and avoid exaggerating these claims because this will spell trouble for you later.
- **Get Real:** People like to know that they are dealing with a real human being so be a real person. Talk to them like you are holding a conversation and allow them to get to know you. Make sure you guarantee your product or service and offer a way for them to contact you with any problems or questions.
- **Call to Action:** After you highlight all of the benefits and back them up with facts and connect with your reader, create a call to action and ask for the sale. The call to action should fit in sequentially with the other components of the sales letter and naturally lead the reader to click.

These are just a few basic things you should know about creating compelling sales copy. There is a lot more to learn if you are going to generate a profit with your business. For further details on writing sales and ad copy there is detailed information in my ebook, The AutoCash System.

## Chapter 4: Generating Traffic to Your Website

**Okay. So now you know a few things about generating targeted traffic to your website by optimizing your pages, creating a newsletter, running a blog, and creating compelling sales copy. Let's take a look at some of the other strategies you can use to increase traffic to your website.**

### **A. Article Marketing**

**Another way to generate traffic to your website is by offering high quality free information related to your product or service. Article marketing is a great way to establish yourself as an expert and generate free traffic to your website.**

**There are many article marketing sites online such as Ezine Articles and Articles Base where you can set up a free account and submit articles related to your business.**

**When you create the articles, you should optimize them in the same manner as you do your web pages which we discussed in Chapter 3. Again, it is important to know your audience and the keywords they use to search for your product or service. There are also a few other general rules you should follow with article marketing.**

#### **Tips on Article Marketing**

- **Title:** The idea is to have your articles show up in the search engine results so you should include the keywords in the title of each article. The title should be keyword rich but not overdone. It is also a good idea to omit characters such as quotes and other characters that make it difficult for the search engine to determine what your title says.
- **Content:** The content should be written much like we discussed with web pages in Chapter 3. It should be no more than 400-600 words, concise and to the point, and be written with keyword research in mind. Again, it is important to remember not to engage in keyword stuffing.

- **Resource Box:** The resource box acts as your signature on the article and provides you with a place to tell people about yourself and your expertise. It should include your name, website address, a few sentences about what makes you unique, and a call to action to click through to your website. You can also include an invitation to your newsletter or a free report.

It is important to note that the information you place in the resource box should be focused like the content of the article. If you own more than one website, only place the URL for the website that pertains to the information in your article and avoid advertisements for products or services that are unrelated to the article content.

## **B. Social Media Marketing**

**Social media marketing is another way to get the word out about your business through interactive discussions with people who are interested in the topics that relate to your product or service.**

**Websites such as Facebook and Twitter have completely changed the way people search for information online. Due to the growing popularity of social media, most businesses now include a social media marketing campaign as one of the strategies in the overall marketing plan.**

### **So what are some of the tools used for social media marketing?**

- **Facebook:** Although social media sites were originally created for a younger generation, sites like Facebook are increasingly being used by business professionals. Online business owners make it a general marketing practice to have a Facebook page that they can use to promote their business expertise. Like article marketing, the purpose of social media marketing is to offer your expertise and help others. It should not be used to hard sell your product or service.

Establishing a Facebook page provides you with a host of tools for developing an audience that will eventually be interested in your product or service. You can use your page to highlight blog postings, establish a discussion group, and receive feedback

from group members regarding your product or service. In addition to a newsletter and a blog, it is an effective way to keep in touch with your audience. Additionally, you can use your Facebook page address in your signatures and on your business cards.

- **Twitter:** Twitter is one of the newest social media marketing tools. It is an amazing tool that allows you to get the word out about your business through 140 character messages that are called "tweets." You can tweet updates on news that is related to your area of expertise and develop a list of followers that are interested in what you have to say.

Like Facebook, people use Twitter to offer high quality information about their area of expertise. It is not used as a tool for constantly pushing your product or service. If people find your information useful, then they will be interested in your product. Until then, it is not a good practice to do any hard selling on Twitter.

You can also develop a sense of community on Twitter by highlighting interesting things about other users in the Twitter community that are related to your area of expertise. This helps you to develop a list of followers who will eventually be interested in visiting your website because they trust your recommendations.

- **Video Streaming:** Video streaming is a great way to create word-of-mouth advertising for your new business. Although the Internet is huge, video streaming is an effective tool for spreading the word around the Internet about your field of expertise. It does not involve expensive video equipment or a lot of time invested in editing or other hassles. You can create a simple video with the Web cam on your computer and a free YouTube account.

In addition to marketing your video through a viral marketing tool like YouTube, you can also place videos that you create on your website. Videos are an effective tool for adding a personal touch to your website. If you place a video on your home page it provides your visitors with a powerful first impression that almost acts like a business card....only better!

The videos that you create should offer high quality content just like the content on your web pages, in your newsletter and blog, and your social media pages. The video content should provide your viewer with useful information such as “how to” do something. Like the other tools being discussed here, it is not a good idea to use it for hard selling. Instead use it to build a relationship of trust with your customer. If they see you as an expert, they will naturally gravitate toward your product or service.

### **C. Pay Per Click Advertising**

**Pay per click advertising is an effective way to generate immediate traffic to your website while you are waiting for the other strategies we discussed here to kick in. PPC advertising is offered by search engine giants such as Google and Yahoo for generating instant traffic to a website, product, or service.**

**Like other forms of marketing your business, the success of your pay per click advertising will depend upon how well you know your audience, the keywords you have chosen, and your ability to write a compelling ad that prompts users to click through to your website.**

**The most frequently used pay per click search engine is Google which offers a pay per click advertising program known as Adwords. You can access Google Adwords by clicking the “Advertising Programs” link below the search box on Google’s home page. From there you are walked through the process of setting up a pay per click advertising campaign.**

**Other major pay per click search engines include Yahoo, Microsoft Network Live, and Ask, as well as a large number of smaller search engines that focus on a specific niche or category of subject matter.**

**Creating a successful pay per click advertising campaign requires knowledge on how to use pay per click to generate traffic. There are specific strategies you have to follow to make the campaign successful. These strategies are outlined in my ebook, The AutoCash System.**

## CHAPTER 5: The Importance of Multiple Streams of Income

**So now you know some of the basic principles for getting your new online business off the ground. Once you have things up and running, the last thing you should consider is generating multiple streams of income. Many online business owners use this strategy to guarantee that their business is always generating a profit. If one income stream slows down, the other one will compensate for the loss.**

**Generating multiple streams of income is also a great way to become financially independent if you know what tools to use to produce profits.**

### **How to Generate Multiple Streams of Income**

- **Cross Selling Affiliate Products:** You can generate additional income by doing what is known as “cross selling.” You can do this form of marketing after you have established yourself as an expert and have won the trust of your audience. You should choose a product or service that is related to your primary product instead of choosing a bunch of products that are unrelated. If you start pushing products that are unrelated, you will lose the trust of your customers that you worked so hard to attain and probably alienate them for good.

Offer affiliate products that are high quality and do so in moderation. Make sure that the products relate to one another. For example, if you offer a Blackberry, perhaps you could also suggest a Blackberry case.

You can also place recommendations for products next to the one your customers are buying. The recommendations can include testimonials from other customers and comments from experts. Place a list of other products that customers have bought to accompany your affiliate product. Amazon does this when you purchase something on their site.

- **Google AdSense:** Once you have your website up and running you can participate in Google’s AdSense program. When your website is complete, you submit it to Google for review. Once

it is reviewed; Google will provide you with advertisements to place on your website. These are advertisements that are appropriate for the product or service that you are offering. When people click on the ad, you receive a commission for referring them. The person does not have to purchase anything for you to receive a commission. They simply have to click through to the website that is offering the product.

The key to making money with Google AdSense is to generate a lot of traffic to your website using some of the strategies we discussed earlier in this publication. Once you accomplish this, you can make a significant amount of money from Google AdSense that can potentially add up to several thousand dollars per month in passive income. You can also use Google AdSense on your blog to generate passive income.

Keep in mind that the ads should be strategically placed on your website and blend in with the content of your site. Otherwise the ads could end up being a distraction.

- **Affiliate Program:** Once you establish yourself you can pay other people to promote your product or service. If you set up an affiliate program, the commission should exceed 50 percent. People are more motivated to market your product if you offer a hefty commission. Although you will make less on the commission, sometimes less is more because your affiliates will be getting the word out about your website and your expertise.
- **Affiliate Websites:** A lot of online business owners have a variety of interests in different niches. If you fit into this category, you can set up additional websites that offer affiliate products. It will take extra time because you must use a lot of the strategies we have discussed in this publication, but you will generate a few streams of passive income along the way.

Your affiliate websites could offer an informational product where all of the basic work is accomplished up front and then you enjoy the passive income from your efforts. There is no delivery or shipping headaches or other issues associated with offering an actual physical product.

**The tips and strategies I have discussed in this publication are the basic steps you need to know to get on your way to starting a successful online business. Under each of these categories of tips and strategies there are many more specifics that you should know to avoid pitfalls and mistakes along the way.**

**Once you have a grasp on the ideas presented in this publication I suggest that you go a little further and read my ebook "The AutoCash System" to learn how to avoid some of the pitfalls and mistakes that are commonly made by new entrepreneurs. Many times these mistakes end up costing new entrepreneurs a lot of time and money and knowing how to avoid them will get you on your way to financial freedom a lot easier and faster.**

**By reading the Quick and Extreme Guide to Wealth, you now have a jumpstart on setting up an online business.**

**To Your Success,  
Lanty Paul**