

YOUR INTERNET CASH MACHINE

THE INSIDERS' GUIDE TO MAKING
BIG MONEY, FAST!

Joe Vitale
Jillian Coleman Wheeler



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This book is dedicated to
every aspiring entrepreneur in
search of his or her perfect business.
Welcome to the following pages!

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FOREWORD

From Jew Central to Islam Online

Mark Joyner

As I write this Foreword, I just finished giving a talk in Singapore to 2,500 budding Internet entrepreneurs about how the world has already changed—and how some of us will wake up to this new reality and prosper while others will remain asleep and go the way of the dinosaur.

My friend Joe Vitale just sent me an e-mail from Wimberley, Texas, which I read in my Singapore hotel room. He asked if I'd write the Foreword to a new book he had just finished writing with Jillian Wheeler.

I met Jillian years ago at a seminar I hosted in Los Angeles, and Joe is an old-soul friend of mine whom I love deeply—not a fair-weather "I love him when he promotes my stuff" friend, but a true friend whose friendship transcends our differences and meets somewhere in that space where differences don't matter and all people are one. Hold that thought . . .

I said yes without even having read this book.

In this moment, I sit in the Singapore airport in a little jazz bar after a quick visit to the Philippines to see some close friends—on the

way back to Auckland, New Zealand, where this former U.S. Army officer and eternal lover of America now resides.

I just demonstrated to you how this new world works. I demonstrated a new sensibility. Did you catch it? If not, here are a few more clues.

You may notice that my decision to write this review was based on real human connections, not on some cold sense of what I think will be profitable.

You'll also notice that location was simply not an issue.

These connections have already transcended space and time because of the way e-mail detaches us from location and time. Joe can write the e-mail in Texas on Thursday and I can read it in Singapore on Saturday and it just doesn't matter.

Are you catching it yet? Well, there's a bit more than meets the eye.

Joe understood, I'm sure, without me even saying it, that my yes was conditional. Joe knows that my yes would be totally dependent on my looking at the book and liking it.

Fifty years ago this would likely have not been the case. Back then, things that sucked could be promoted to the gills and would still be successful purely on the merits of the hype.

This is true today, but the life cycle of things that suck is much shorter than it would have been 50 years ago—even if the arc of that life cycle is steeper today. You see, that which sucks today can rise quickly if hyped intensely, but it will come down crashing just as quickly because of its suckiness.

Not so 50 years ago. *Suck* could be masked by hype back then. Ownership of communication media would allow hypesters to drown out truth with a loud, singular voice. Today, the ownership of communication (along with the ownership of other forms of power) is decentralizing.

This is why you can see a reference to the web sites Jew Central and Islam Online on the same page of the book you are about to read, and no one will bat an eye.

I believe that people love the same things—and each other—despite the surface differences. This truth is being proven again and again as we watch the new dynamics brought on by the Internet unfold.

So what does any of this have to do with a book about doing business on the Internet? Well, it's sort of a skeleton key that unlocks every important door of e-commerce success. I'll spell it out for you, if you haven't figured it out yet:

1. Treat people with respect.
2. Make products that don't suck.

If you don't understand why these are the new rules of the road, go ahead and try operating under the old rules for a while—(1) you over everyone else and (2) hype over quality—and I'm sure your skinned knees will put you on the right track.

I'm not too worried, though. Knee-skinning happens fast these days.



PART ONE

Building the Foundation



IT ALL BEGINS WITH YOU

In this book, we tell everything you need to know about doing business on the Internet. We guide you as you select a business model, and we give you a clear, powerful plan with action steps you can follow. We lead you to the tools that will make your work easier and more profitable.

STRUCTURE

The information we are sharing with you has been organized into three sections. Part One guides you through planning and building the foundation of your Internet Cash Machine. Part Two shows you the action steps, and Part Three gives you tools to grow your business over time. Each section is important, and we encourage you to read them in order.

Throughout the book, you'll find "Guest Expert" articles. We have asked a few of our friends, each an expert in his or her field, to contribute specialized knowledge we think will be invaluable to you. At the end of each chapter, you will find a Resource Page with extra help and links to Internet sites. Be sure and read these Resource Pages.

Please note: URLs change frequently, and by the time you read this book, some of the web site addresses we have cited may have changed. We suggest you enter the name of the site into a search engine such as Google to find the most current URLs.

YOUR LIFE AND YOUR BUSINESS

A new business doesn't grow in a vacuum. It grows in the context of your life. So before we get into the nuts and bolts of the book, we would like to spend a few moments telling you about our philosophy of business and life. We also share with you some processes we think you'll find very helpful.

First, we're excited about the world of Internet business. We believe we are poised at the very beginning of a new world economy. The basis of our economic system is moving away from the soulless, impersonal corporation, and toward businesses owned and operated by individuals and small groups of people. Small business has always been important in every country of the world, of course, but with the advent of the World Wide Web, individual businesses are now in a position to create significant wealth with minimal infrastructure and a manageable amount of investment and effort. This trend will only continue to grow and expand. You can be part of it.

We believe there are no accidents. Everything that happens in life is purposeful. Every event and every experience offers us the opportunity to learn and grow, and to move forward toward the life we desire. Even the most challenging, most painful experiences can be transformed, like lead into gold, to create beauty.

We have both lived through difficult times. Joe was homeless for a while. Jillian was a single mom who, for a few months, survived on food stamps. We have lost jobs. We've each been through a divorce. People we loved have died. We have overcome depression and hopelessness.

Today we are both well known, with very successful businesses. We have beautiful homes and loving relationships. We used a number of mental and spiritual tools to reach this point, and describing them all is not the purpose of this book. Briefly, we each created a clear mental picture of the life we wanted, and we held a firm intention to have that life. Each step of the way, as much as humanly possible, we remained conscious of and grateful for every good thing in our lives. We refused to spend time focusing on what we did not have, and we kept our attention and our imaginations fixed on our visions of our ideal lives—the direction in which we firmly believed we were heading. We were patient and we were totally committed. We took action as we were inspired, and every day we moved more fully into the amazing realities we are living today.

We respect your personal belief system, whether or not you are religious or spiritual. We believe there is a guiding intelligence in the Universe. That guiding intelligence has a plan for each of us, a way in which we can each contribute to the world in which we live. The key to figuring out your personal plan is to pay attention to your desires. If there is a desire in your heart, and that desire is inherently good (that is, it does no harm to you or to any other person), then pay attention! Act on your desires, and watch your plan unfold.

We each have a desire to write, to teach, and to run our own businesses. We happen to like keeping business simple. Some of our friends in the world of Internet marketing have created large, complex businesses with many employees. A few even own office buildings. We think that's fine for them, but it isn't for us.

We each have a desire to work at home, close to the people we love and close to our creature comforts. We like taking a break and slipping into the pool or, in Joe's case, going out to his backyard gym to work out. We like taking naps in the middle of the day. We like going out to meet friends for coffee if we get the urge. We believe in giving back, and we both do that in various ways.

We like traveling to interesting places. Joe loves to relax in Hawaii. On a recent speaking trip, he fell in love with Poland. Jillian and her family spend a lot of time in the Pacific Northwest and in Mexico. When their younger children are all comfortably settled in college, she and her husband plan to live in Europe for a couple of years. After all, we can run our Internet businesses from anywhere in the world. All we need is a high-speed Internet connection.

We are definitely entrepreneurs. We think it is likely you are an entrepreneur, also, or you would not be reading this book. Entrepreneurs are a unique kind of human being. We speak a different language than other people, because we see greater possibilities. We wrote this book so we could speak that language to you, and you could take what we have learned and live your plan—the life you desire.

WHAT IS YOUR CURRENT SITUATION?

When you begin a new venture, you don't have to know in advance every step you are going to take. As a matter of course, each phase you enter on your journey will present you with new choices. But you