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Before You Buy Anything 2007 (BYBA)

The completely revised NEW 2007 Edition BEFORE YOU BUY ANYTHING

by

Gordon Jay Alexander

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INTRODUCTION:

It has been 10 years since I wrote the original version of **BYBA**. Some of the content is no longer relevant, yet, much of it is. I've seen the Internet grow pretty much exactly as I wrote about it back in the mid 90's.

You can find posts on www.SowPub.com from 2000 where we discuss the video revolution, several years before it took place along with other future trends and waves to catch. My friend Dien Rice and I put Seeds of Wisdom Publishing site online in 2000. The archives are a gold mine of How To information. <http://www.sowpub.com>

The original **BYBA** report was written to show people there are so many possibilities, so many ways to make money online, and so many opportunities for personal development too.

However, I stand by what I wrote over a decade ago;

**The biggest opportunity the Internet presents to people IS;
the opportunity to waste a lot of time.**

In fact, it is more true today. The reason?

A lot more distractions. Like YouTube, MySpace, FaceBook, community sites, dating sites, and the millions of things to see and do.

If you will spend the time and check out some of the sites mentioned in this report, you will have a better understanding and possibly you will find something that is being done and you may say, "***I can do that.***"

And you probably can. But will you?



My decade and a half of experience says the odds are against you if you want to get rich quick, make a lot of money without much effort, or set up an auto-pilot business you never have to think about.

Although, you may be one of those people that DO exactly what you want in the shortest time possible. There are people who have made MILLIONS of dollars in the last 10 years, and even in the last 5. Some have made a million dollars in a single day. Can you?

I don't know. But I'd bet that 95% of the readers CAN'T or WON'T. Why?

Because they lack ONE of the following:

Lack FOCUS
Lack a FOUNDATION
Lack a FRAMEWORK.

These are the 3 keys to success on the Internet (or off for that matter).

You can waste a lot of valuable time on the Internet. You can spend a lot of money getting information you will never use. You can spin your wheels on-line and get stuck in a rut, with your brain OVERLOADED with useless information and your pocketbook getting smaller every day. You can be an affiliate, have a web site, sell stuff and still not make any money.

BEFORE YOU BUY ANYTHING will help you save time and money and show you how to get what you want. But first,

What do you want?

Money is the easy answer for many people, it may not be for you. But if it is, then HOW do you want to make your money?

What are you willing to do? Or what won't you do? There is no right or wrong answer, but **FOCUS** will play a big role in your success.

This report can help you find your focus while examining some of the many money making opportunities the Net presents. Hopefully, you will choose one that suits you.

This isn't JUST about making money. Far from it. You'll find that no matter what you want in life, the three cornerstones of success mentioned, Focus, Foundation and Framework, will come into play.

There are scores of books and e-books on marketing and making money on the Net. I think you should buy them all if you can afford them, **after you read this.**



You may find at least ONE useful nugget in almost anything you buy regarding Internet marketing.

The downside is that you will have TOO MUCH information, you will have a glut of knowledge and you will more than likely never even get around to reading what you buy.

Some of you know exactly what I mean, you already have expensive courses and manuals and formulas tucked away on your shelves. Let me save you some time and money.

Before you buy any course or book or e-book or manual on Internet marketing, first decide what it is you want to market and why.

Before you join any club, group, organization or membership site, make sure you know what you want to get out of it.

Before you spend any money on any information product, check out some of the sites mentioned in this report and you'll have access to tons of free information that could help you with your goals.

Make no mistake about it marketing means selling. Yes, selling. You can sell a product of your own, a service of your own, or you can represent, in some way, a person with a product or service and get a commission for selling it. The little secret, or in this case the big detail, that gets left out or casually mentioned is that you must get **BUYING** traffic to your sales message.

Let me put it in such a way that even an eight year old could understand (because that is where it came from);

"YOU DON'T GET PAID FOR DOING NOTHING." And if you want to get paid, if that is one of your goals, then you have to decide what you are going to DO. Then keep this fundamental principle in mind;

YOU MUST CRAWL BEFORE YOU WALK, AND WALK BEFORE YOU RUN.

It is funny, in a sad sort of way, but there have been people crawling around the Net for 10 years and have never stood up. The piddled, and fiddle-farted around, chasing this and that without FOCUS, just with false hope. Many have spent thousands of dollars to be mentored, to join some Inner Circle to be tutored by a guru- and they have nothing to show for all that mentoring except frustration.



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Likewise, too many people come on-line and expect instant success. And it may be true that there have been people who have created *overnight* success, the majority of success has done it the old fashioned way, they *WORKED AT IT*.

When the www part of the Internet was first opened and commercial sites started to pop up faster than pizza shops on every street corner, I looked for and fortunately found some early success.

You will learn that success leaves a trail. Now a decade later, some of these early pioneers are STILL thriving. Let's take a look back to THEN, and take a look at NOW.

Melvin Powers, an extremely successful book publisher and marketer, brought his business on-line for less than 25 bucks a month. His old web site was crude by today's standards, yet he started making a profit his first month online. Here is his website, and I'll point some things out to you if you go there now.

<http://www.mpowers.com> Melvin Powers.

It has been over half a century since Melvin Powers started selling books. His specialty: the Self-Help book. Melvin told me once that if he were starting over, he'd begin with ONE current self-help book and build his business from there. His reason:

People always have and always will want to IMPROVE their lot in life.

If you are interested in marketing, selling a product or service, in copywriting or influencing people, you may want to write the above sentence in your special notebook of secrets. Read it again and again, because it contains a powerful hidden message that will help you get whatever you want in life. What is the "hidden" message?

You can get what you want when you HELP others improve their lot in life, or another way of putting it is; help enough people to get what they want, and you'll get yours in serving.

I have a special offer at the end of this report for a few bundles of Wilshire Books, make sure you read about it.

While you are at Wilshire Books site, take a moment and look at the front page, the landing page of his site. There is no mistaking what it is about. There is no guessing what he is offering. It is a simple, uncluttered site that sells books.

Self-help and self-improvement books. Please NOTE the current (Mid 2007) offerings... Melvin is cashing on the momentum caused by "The Secret" and other best-selling books. His featured books have to do with THINKING and Success and magic in your mind. Melvin is a MASTER.



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It was Melvin Powers who introduced me to an amazing man, **Charles Prosper**.

I called Charles on the phone and he was gracious enough to talk to me at length about the Internet and his success (and this was over a decade ago).

Charles already had a profitable international business selling balloons and teaching balloon decorating. Within weeks of being on-line, **Charles saw a near 50% increase in his business**, and KNEW how valuable this Internet was going to be.

Visit his site, and I'll make a couple of points.

<http://www.prosperballons.com> Charles Prosper.

Charles told me to lock myself in my house for a week and not come out until I understood and was able to write HTML code. That is what he did, not even leaving to eat, he had pizza and Chinese delivered daily.

I followed Charles' advice to the letter and locked myself up for a week and learned HTML. Then I opened up several FREE web sites and I used them to practice and build web pages.

What Charles Prosper had done, and what I "modeled" from him was this: We built a **FOUNDATION** of understanding on which to construct our ideas.

Today, of course, anyone with a simple program can create almost instant web sites and you don't need to know any code at all. But the point is that by learning one of the tools early on gave us;

CONFIDENCE and **ABILITY** to do what we wanted to do on this new medium.

I am grateful to both Melvin Powers and Charles Prosper for their wisdom and guidance. And I'm happy to report that they both are still going strong on-line and off.

I strongly urge you to examine every page of Charles Prosper's web site and know and understand this is a **SUCCESS STORY** that has continued from the very early days of the World Wide Web.

It is considered (by some) to be a Niche Portal. IF you are interested in the balloon business, or in balloon wraps or anything balloon, chances are you have crossed Charles' path.

I still refer people to the site who want to start a nice little side business, use their creativity and build something that could replace their jobs. Read about some of the success stories there. a

It has evolved, and now the focus in on the **Classy Wrap**. He has grown and expanded his business and covers the globe today.



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You can learn a lot from the technique known as "modeling" or as some people call it "copycatting". I modeled and copied and you should too. This is the reason I'm showing all of these OLD web sites, that were around a decade ago, and are still around producing a lifestyle for their owners that most only dream about.

**Find someone that is doing what you want to do,
and then copycat what they do with
your own twists and inject your personality .**

Follow the trail of success that has been left by the pioneers, by those that have taken the path less traveled and blazed a trail for us to follow. However, do NOT copy them as if you were a human Xerox™ machine. NO! NO! NO! That is theft. You don't want to go there. But you do want to watch what and how they do things and follow an established blueprint that they have created.

Back then in '97, I wrote;

"It is my OPINION that the best thing for you to do is: **Create your own products.**"

I was wrong. And right.

My old friend J.F. (Jim) Straw, who has created scores of products, disagrees. He says he wouldn't even bother today, he'd just sell someone else's products. Maybe his way is right for you too. Only you will know when you do it. My opinion then was; the second best thing to do is to **acquire other people's products**, just as Jim Straw does.

Today, I'm going to say that you do whatever pleases you and satisfies your goals and ambitions.

I need to get basic here regarding making money. This will be of interest to you, it is about HOW TO MAKE money. Your money making activity revolves around a **TRANSACTION**. Or several of them.

**It means that someone somewhere reaches into his/her wallet and somehow gets
their money
*into your hands.***

How basic is that for you? It is another keeper by the way. It may seem simplistic, but if you will outline the TRANSACTION, if you will sit down and write out the steps necessary to get that response, to get someone to somehow get their money into your pocket, it will save you mountains of time and effort.

How about an example?



Let's say you are thinking about writing a report on a hobby or something that interests you, and you want to sell it on-line. This is a good idea. Ask yourself:

Who is going to want this and how does the money get from their pocket to mine?

Simple question, but let's look at the process.

First you have to actually WRITE the thing. You can't sell what you don't have, and if you announce it too early to people, that you are going to do this or that, and it takes you forever to do it, you will lose credibility and customers. Been there and done that.

So, you have to have the report written and put into a format that anyone on-line can access, like this PDF file you are reading. Today it is simple to convert files.

You can create in Word or a FREE word processor like Open Office and they have a built in word processor to PDF converter for FREE. OR you can download FREE software that will do the job for you. Much easier today than it was 10 years ago.

OK, you created a report. Just as a thought, if you're thinking about information as a product, I suggest you get your hands on my report on **HOTSHEETS** available at <http://www.flylowcollectdough.com>

Then of course you need a place to post it, a web site, either your own, or someone else's OR you need to sell it at an auction, like eBay or maybe even OFF LINE.

Then you need a way to have them PAY for it (PayPal is easy these days). Then you need to have a place it can be downloaded after they pay. And you need to track all the activity.

Simple, right?

If you have never done something like this, it could be intimidating.

It could be a massive project and especially if you have already read the million page INTERNET MARKETING courses and secrets. OH my. Chances are you will never get it done. Or take forever to do it. But if you have a **FOUNDATION**, then you can get your already written report on the Net in a few minutes. I've done it numerous times.

You could have a test site in an hour.

You could be selling that report the very same day you posted it. If you know how.



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Do you remember my story about **Charles Prosper** and learning HTML? We both invested a little TIME to get a good foundation of what and how the Internet worked, and at that time it was almost all HTML. Very few Java apps, no Cold Fusion, PHP or any other advanced programs were being used back then.

Now **you** have a lot of choices with many free tools to help you build a web site in a matter of minutes. Or some very good low cost ways to build them.

But what I want you to do is to **THINK THROUGH** the transaction of what you think you might want to do on-line to make money.

If you want to provide a service, like web authoring, or graphic design, or copy writing **SERVICES**, then you need to know how many of these services can you do in a day or week or month and track the TRANSACTIONS that way.

Now there are ways to leverage and multiply your efforts, affiliate programs are a good example of letting other people make YOU money, a concept you should come to love. But let's go back to that report you have written, and posted on your new web site, now how do you get **BUYERS** to come and read your sales message?

What do you say to them? How do you "sell" them? How do you get their money into your pocket?

If you were to believe all the marketing gurus, there is some secret formula, some magical button, some hidden technique that works for everyone; simply buy the right keywords or use magnets to market and buyers come a running. NOT True!

You need to understand what motivates YOUR potential buyers and you don't need a Masters degree in Psychology to learn this. What are you offering that solves some problem, prevents pain or gives them pleasure?

If you have NO background in selling, or copywriting or know nothing about influence and persuasion, you can get a copy of Remote Influence also available at www.flylowcollectdough.com

Do you have a solution to a mass problem? Is it UNIQUE? People surfing the **FINANCIAL LAKE\$** of the Internet are interested in making money, and I take an educated guess that is one reason you are reading this report. Why do affiliate programs work and why do they FAIL too? If you have a web site, then one of the quickest and easiest ways to get started is to BUY a product that has an affiliate program, like **Corey Rudl's** internet marketing course.

The late Corey Rudl was one of the early pioneers. He passed away in a car crash in June of 2005. He died what he loved doing.



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I have a post from a 1997 forum that I wrote to a guy who wanted to sell his "dog training" information and wasn't sure how to go about it.

I advised him to study Corey's site. And to use the "Copycat" method. His response was one of doubt. *Was I sure Corey's site was working?* HA! I'm glad to report he took my advice (one of the few that did) and his site on dog training is one of the hottest online. He has since branched out to other areas.

See, the good news is, that as an affiliate of a course like Corey's, you may be able to generate some income if you have the traffic and heavily promote the affiliate program, the **BAD news is that you are competing with a few other people. In some cases a few MILLION other people.**

But it only costs you the price of the package to get started, and most of the programs are worth having, if only for that one nugget that could make you the money. Never mind about the other 799 pages of information that you will probably never read or apply, it only takes one nugget, and even at a couple of hundred dollars it may well be a bargain.

So if you have some money and TIME to invest you can quickly get started with an affiliate program. But then you still need to generate TRAFFIC, and not just a bunch of lurkers and lookers, you need to find BUYERS that will see your sales message.

Not quite as easy as it sounds is it?

Since 1997 ClickBank has grown and prospered and it affords YOU the opportunity to hook up with some ready to sell products that could create a substantial income for you. A ClickBank competitor is www.PayDotCom.com and if you spend a few minutes browsing that site, you may find some diamonds in the rough.

But if YOU are the **FOUNDATION** of the product, which is one reason I suggest you develop your own products; and you can be the **FRAMEWORK** around the site, then you have an even better chance of making money.

Corey Rudl did a great job of selling himself first, then his marketing program. That is why I encourage you to develop your own products, even today. This is especially important for writers and photographers and graphic artists.

Go back and read the first yellow highlighted sentence again and you'll have a better understanding of how "helping others" get what they want is often the key to prosperity and happiness.

Dien Rice, owner of the popular forum at www.sowpub.com talks about **LBDY (Learn By Doing Yourself)**.



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What a great concept. That is exactly what he did. He came out on the Internet, surfed his way around the Great Lakes* of the Net and kept good notes.

He explored, he built a solid foundation by *learning what he liked* and what he didn't like, what attracted him and what areas he was not interested in. As an educator he has an inner desire to help people. He has built a successful career in Academia, but wanted to stretch out and do some other things.

Dien LEARNED BY DOING. He built the web pages. He made the rounds at the forums, he joined the affiliate programs, in other words he paid his dues. And did **due diligence**. If he would have had the information we are making available to you, he could have done it in half the time or faster. That is the one advantage of modeling and where it comes in handy.

Having someone else do it first blazes a trail. But don't think you can follow exactly in their footsteps and do it exactly how they did.

You have to take the other person's experience and apply it to what you know and how you operate. If you can't handle face-to-face selling, then you MUST avoid those opportunities that can only be successful by doing face-to-face selling. No DUH you say, but you see people everyday getting involved in a biz-op (business opportunity) that is just not suited for them, including the many things available ON-LINE.

NO, you don't have to do that nasty old face-to-face selling out here in cyberspace. But despite what anyone might tell you, you are going to have to learn how to sell. Without a transaction (a sale) taking place, there is no money flow. Disguise it however you want, call it marketing or whatever, but nothing happens until something gets sold.

WARNING. WARNING. WARNING.

This next section is ALMOST the same as the original, however, I've added and updated some information. So if you skip over it cause, "I've read this before." Then just know you may be skipping over some new information too. Not much new, but perhaps a critical piece of new info. OK. You've been warned. gja

WHOA Gordon!

"I'm a newbie. I want to make a few bucks, then I'll build my auto pilot web site from my profits. So, I like your report so far, but PLEASE, what would you do if you were in my shoes, wanting to get in on the Internet gold rush?"



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Good question. The first thing I'd do is get some working capital. Not much, maybe a thousand bux or two. I'd get this money from working a part-time job, selling something, doing something, or I'd Chattel enough stuff to get the money to do something else. Probably create MORE information products like this one.

This is a good as any place to tell you a little of what I've been doing the last 10 years. I'm a Chatteler. Perhaps you know.

But in case the whole *Chattel* thing is new to you, allow me to explain it. Chatteling is the profiteering from the buying and selling of chattel (personal and corporate property). I've sold thousands of dollars of special reports on Chatteling. Both real, hard, printed out and Snail mailed reports...and virtual reports like this one.

The first report I mailed was: *The Chattel Report: The Sprint to Freedom*. Recently I wrote and sold *The Beginner's Guide to Chatteling*. In between I've created scores of **HOTSHEETS**, reports, booklets and audio programs.

I've also been steadily working as a freelance copywriter for a select group of marketers. I'm NOT for hire as a copywriter (unless you have something **really, really juicy**, so don't waste your or my time asking).

In between writing and Chatteling, I do some consulting. Back then, in 97, I was much more vocal about my activities. This HIGH PROFILE lifestyle led to some problems. With people. Of course.

Problems I choose not to have today, so my modern mantra has once again become (as it was PRE-97) **Fly Low and Collect the Dough**.

I'm not the only one who has learned that lesson. There have been some very well know gurus who made tons of money in short order and felt the need to bask in their own glory. Not any more. They know better.

Well, truthfully, YOU get to do what you want. You want to have that high profile lifestyle? More power to you're my friend.

So I'm busy Chatteling my little butt off, back to playing golf and tennis with my kids, back to long walks in the afternoon...and finally back to generating the quiet cash flow I need to sustain my quiet little lifestyle.

Just a little bit more about ME, then we'll get back to you, OK? I tell you this only so you know where I'm coming from and how I know what I'm saying to you.

Back in the mid 90's I attended a seminar at Walsh University in Canton, Ohio. Mr. Benjamin D. Suarez, owner of the company hosting the seminar, SCI, offered me a position with his company.



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At first I turned him down, but then I came to my senses and went INSIDE of Suarez Corporation Industries to learn all I could.

One of my jobs was to write for the SCI newsletter, The NPGS UPDATE HOTLINE. This went out monthly to thousands of subscribers who paid a hefty price to receive it.

The one issue I'm most "know" for is the one known as: **TWENTY YEARS OF BIZ-OPS, THE WINNERS, THE FLUKES AND THE LOSERS**

Here is a pic of it:



Shortly after this issue came out I was given the assignment of going through all the product submissions SCI had received in past year or so. I was told I could contact the people and get a better feel for product development.

Most of the submissions were completed products and ran the gamut of products.

Looking through hundreds of ideas and product submissions, I found two that I felt might have some potential.

But I called dozens of people to chat with them about their project and give them an update. Every single person, without exception answered my first question the exact same way. (And if you've been watching American Inventor, you will see this is what 90% of them said too).

I asked, **"Who is your market for this product?"**



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Their answer; **"Everyone."** Everyone will want of these _____ gizmos, gadgets, books, whatever.

And that is how I knew from the get go that this person was hopeless when it came to product development. I'm sorry to be the one, but there is NO universal product. NOT a single one.

Unless you have come up with the last breath a person takes before they die...and you can sell it on demand, you don't now nor will you ever create a product that "everyone" wants.

Get over it.

I'm going to give you a brief lesson in product development and marketing. If you follow the links and examine what I point out, you'll probably find it just as valuable (maybe even more so) than the \$977.00+ Internet Marketing Courses you could buy (but don't until you read this, OK?).

Let me also state for the record that I've worked as a product developer and/or a copywriter for other big companies including Universal Syndications, PatentHealth and Herbal Energy Boost and others I don't talk about cause I'm still working for them...and flying low all the way.

In all my time working I've can count on ONE hand the number of times someone has created a product before they had a market. RARE? As hen's teeth. In fact, I call these FLUKES, and one big million dollar example is **The Pet Rock**.

Gary Dahl totally created his market. Another one? UH, maybe the Wacky Wall Walker and those type of novelties. One that has been around for years and years? Let me know when you find it, OK?

The way that the big boys, the successful companies operate is they find a market first, then create or acquire a product.

It is called Square One in product development.

Combine this with the first highlighted secret, and you have the beginning of a successful formula, right? Right!!

I'll give you some examples culled from the real world. Here tis;

Pocket books and purses. Is there a market for those? A HOT market?

You bet your bippy there is, especially "designer" type like Gucci, Louis Vuitton, Dior, Chanel and Hermes. These are expensive purses, but there is a HUGE market for "designer like" purses. Knock-offs.

Replicas. "Design Inspired". You get it?



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Purses are going to be sold. Today, tomorrow and as Buzz Lightyear might say, "to infinity and beyond".

So a product developer might put together a "knock off" or look a like to sell to a list of people who have bought other such purses. And in a minute, we'll get into the SRDS, the Bible of Product Development, if you will.

Unlike the guy who wrote a report on making your own Luffa sponges out of gourds, and told me that EVERYONE would want it...and I had to tell him, thanks, but no thanks.

And it was a messy and complicated process too. You had to grow or buy the gourds, soak them in brine, all kinds of time and processes to, what, save 2 bucks at the local drug store? Hey, I know it is being "green" and all that. But I'm talking to people who really want to bring their product to market.

There just isn't a MARKET for this type of information. And the info is NOW available for free.

Here is an inside secret, and I do mean INSIDE. The President of the company comes up to me with an "idea" he has...and he knows I like the oddball idea, which is why he gave it to me, his other copywriters would have laughed him out of the room..."You want me to do what? HA HA HA!" Even the guy who signs your paycheck has feelings.

Anyhow, it turns out he was reading a TARGET ad, like he does every Sunday, he scours the ads LOOKING for stuff that is selling.

OK. Important point #3 (at least).

He is looking for products that are already selling.

Here's a guy who runs a multi-million dollar International marketing company and he spends his Sunday morning looking for products that are already selling.

ALREADY SELLING.

Oh sure, he's brought some new things to market, once in a blue moon. But he has made his millions by selling what people WANT. What they really want. And how does he know this, because he knows that companies like TARGET have some of the hottest and best selling products out there and some of the best BUYERS in retail

You see, TARGET won't spend millions of dollars on a product they "THINK" will sell. NO! They may take a chance now and then, but by the time it hits the floor, and is featured in the ADS, TARGET knows how many they can expect to sell.

Now I told you the idea of purses.



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We featured a “designer like” purse in the NPGS UPDATE HOTLINE which brought in a few hundred thousand dollars of PROFIT in about 3 months. It was sold via a remote direct ad, in the Sunday papers and also featured in a sheet catalog that was sent to people who were on a LIST of BUYERS of similar products.

A LIST OF BUYERS, which you can find in the SRDS. More on that later.

But before we get too far out in the product development process, let’s look at what I wrote a decade ago and see how I SAW the future, before there was YouTube even thought of. YIKES, why didn’t I cash in?

I’m about to provide some of you with a model, one that you may emulate or learn from. You may find one that suits you. In my opinion there are two areas of product development that can be entered into by anyone and you’ll have a good chance of being successful, if you are willing to work at it. Those areas are:

EDUCATION & ENTERTAINMENT

If you combine those you will be creating products for **EDUTAINMENT**, like I do. My goal is to teach in an entertaining way, a way that holds your attention, makes it fun to learn, and gives you useful knowledge.

Today, you can put your INFORMATION online at places like YouTube and be entertaining why being educational. One of my favs today is wallstrip. Go to YouTube and search for it, it is ENTERTAINING and Educational.

It could be the exact PROTOTYPE you are looking for. Not exactly Blockbuster production values, and today, anyone with a camera can create products that entertain and educate. One of the biggest MANTRAS from the Net gurus is about creating an INFORMATION product.

I have to agree (even though I hate to agree with gurus).

You hear too much about INFORMATION, but what is that?

Truthfully there is a glut of information on the Internet, and not enough education, which is info that actually teaches and informs and makes us better people.

Better in the sense it helps us achieve our goals and not the gurus goal of selling something to you. Allow me to now teach you a little about the **education** concept, which is useful KNOWLEDGE that you can apply.

Here is the LADDER OF EDUCATIONAL PRODUCTS: *NOTE: Since 97 this has become a very fast moving escalator.*



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Seminar
Software
Courses
Video
Books
Manuals
Specialized Reports/Newsletters

BOOKLETS

HOTSHEETS

Audio Programs
Talk

In a few minutes, I'm going to show you specific examples of each of these rungs on the **Ladder to Prosperity**. Education can be provided in a variety of ways, and we'll review them all beginning with talk. The first way to educate someone is by talking directly with them.

We don't have to look any further than our school system to see how this works.

A teacher stands in front of a class and talks. So TALKING with someone or a group of people is the FASTEST and easiest way to deliver Education. Now please note that the ladder completes a circle, in that you end UP on top by talking to people. Talk is the simplest **DELIVERY SYSTEM** for education. That is what we are talking about here, how to deliver your materials to other people.

Since I'm now involved in producing online "pay per view" material, this has really hit home. Imagine getting to spend a couple of hours with a person who has sold BILLIONS of dollars of products, operates an International business that pulls in millions of dollars a year, and he has 3 employees? Him, his wife and his daughter.

How's that for lifestyle. IF this guy would even show up to talk to you at a seminar (he hasn't in over 35 years) how valuable would that be. But since NOW he can sit in the comfort of his home and answer questions from around the world, well, it is A FULL CIRCLE.

Let me share with you some TALK examples from my own life. I used to teach golf. one of the largest shops in the country, hundreds of students. Teaching was something I used to do one-to-one.

I'd TALK to my students and demonstrate the lesson.

Back in those old days, I'd get \$25.00 for a ½ hour lesson. My income was limited by the hours in a day, right? RIGHT!



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Shortly before I abandoned my golf career, I was doing SEMINARS and seeing dozens of people at a time. My **THINK AND REACH PAR** seminar was \$25.00 and it was not unusual for me to teach 20 students in a session of about 2 hours.

That meant I made \$500.00 in the same amount of time I used to make \$100.00 in, so by going up the *LADDER OF EDUCATIONAL PROSPERITY* I was able to get 5 times the income from the same amount of effort. oohh, YOU might want to circle that with your red pen.

This is called leveraging your time, or I like to call it **AUTO-CLONING YOUR PROFITS**.

You can begin with TALK if you have something to teach others (and you DO, I'll prove that to you in a minute). Then, the easiest "real or "hard" product to develop is the_____?

If you said **Audio Program**, then you are paying attention. Go to the head of the class.

Sure, if you have something to talk about, you simply record it and make it available as an audio program, and with the digital revolution, you don't even have to make cassette tapes, although I suggest you do. Did you know that more people in the world own CASSETTE players than any other electronic appliance? Yes, more than own TVs, Radios, Telephones, or believe it or not, even those pesky cell phones (but not for long).

UPDATE: I no longer produce cassettes. Still have a few laying around, now it is MP3 and digital audio my customers can download.

But the main thing is to understand is, TALK is the easiest product in the world to develop, the *fastest* to get to the market place, and often the most profitable too: TALK, TALK and Talk. On Tape/CD/Digital.

See, while I was doing the **THINK AND REACH PAR** and *How To Play an Unknown Course* seminars, I was recording them at the same time. A little editing, and VOILA! I had two more products that I'm still selling today. I think these two types of EDUCATIONAL DELIVERY systems are self-explanatory and I'm sure you know what a cassette is or what talk is and NOW have an MP3 player too.

But what the heck is a **HOTSHEET**?

The HOTSHEET as I call it is a pithy, often single piece of paper that delivers timely and useful information. If you like to write and create, then go to www.flylowandcollectdough

You will find my very affordable report on **HOTSHEETS**.



HOTSHEETS are the most basic form of printed information.

And fortunes have been made from *Information*:

- ❑ **Information is still the all-time great product.**
- ❑ **Information is easy to create or acquire.**
- ❑ **It is easy to sell.**
- ❑ **It is wanted.**
- ❑ **Needed.**
- ❑ **And people will pay YOU to get it.**

Today, technology allows you to sell and market your HOTSHEET with as much automation as possible. YOU **can be** sitting on the beach sipping a cool one and still be making money. Isn't that great!

Don't believe me?, then visit www.hot sheets.info and see for yourself. It is someone else's site. He sells MY **HOTSHEETS** and he collects the money and once a month he PayPals me my commission. Not getting rich yet, but it is a new site and just getting started.

IF you are by chance into ARTICLE marketing, then you can convert your articles to hot sheets, or hot sheets to articles. Simple stuff.

A **HOTSHEET** is pithy, concise and without fluff and filler just like your articles should be. You won't find any bloviating, pontificating, chest thumping or unrelated anecdotes. Just the meat. NOT even a potato. And when you create your very own **HOTSHEETS** as you will be guided to do in the report found at www.flylowcollectdough.com , you will be amazed.

A HOTSHEET is usually a single piece of paper with topical information. We consider Folios, brochures, Instruction Sheets, Plans, Blueprints, Formulas, Cheats, Cheatsheets, Study Guides or any printed **brief** sheet of paper to be a HOTSHEET. The size and shape doesn't really matter. It is the brevity that counts.

For this purpose a **HOTSHEET** is anything printed on one or just a few pieces of paper that contains condensed and useful information, information that people WANT or NEED, to be a HOTSHEET.

We think of **HOTSHEETS** as a FRONT END piece of marketing.

It helps to find people who are interested in a subject and then we can market the back end to them. You could make an extra \$2000.00 a month with a simple one page Hotsheet as Pete Egeler has found out. His TN Hunting and Fishing HOTSHEET is selling like donuts at a police convention.

And Pete has just gotten started. Alan Bullington in Alabama has created several hot sheets and combines them into a KIT on how to sell your craft products at craft fairs and with a catalog. Alan and his family sold over 35,000 bars of homemade soap exactly as he describes in his HOTSHEETS, so he knows what he's talking about.



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One of the secrets to making **HOTSHEETS** a profit center, or one of your streams of income, is to offer them in quantity and/or even sell the reprint rights or to try for VOLUME.

Who are some of the players making their fortunes in the HOTSHEET INFORMATION markets? Go take a look:

<http://www.ubild.com> For over 3 decades, the Runyans have been offering their version of the HOTSHEET in the form of CRAFT and WOODWORKING **plans**. In fact, I just ordered one from my weekly newspaper. They run two ads a week in my local weekly, one for women, one for men.

You can see their ads in hundreds of weekly newspapers across the country. Even cross stitching **patterns** and sewing projects are **HOTSHEETS** and my friend Chris and his wife Connie sell quilt patterns. Patterns are another type of Hotsheet.

Remember, we're just getting started, but after TALK (or Interviewing someone else who does the talking...hint, hint) then the lowly **HOTSHEET** as I describe it is the next rung on the ladder.

<http://www.woodcraftplans.com> Woodcraft Plans. Check out his simple site.

<http://www.designgroupweb.com> Design Group. Keep this in mind. When I first wrote this report, you mostly had to send away for these things, NOW, you can download the pdf (mostly) files. SWEET or what?

<http://www.intarsiapatterns.com> Intarsiapatterns. MORE plans.

<http://www.womeninwoodworking.com> WOMEN in woodworking. Women in auto repair, women in machine shopping, women in anything is a HOT topic to focus on...may have a woman in the White House by the time you read this.

<http://www.victorianaquiltdesigns.com> Quilting. Big business? YOU BET!

<http://www.thequiltercommunity.com> Here is a COMMUNITY of quilters, one of many online.

<http://www.jinnybeyer.com> I wrote about Jinny Beyer a decade ago, and today she is doing quite, or should I say quilt, well thank you very much.

Let's spend a minute looking over the Jinny Beyer site for the purpose of your education, OK?

See, she does offer the lowly HOTSHEET in the form of a pattern, many for free. ONE thing she offers now that she didn't have back then is the KIT. You can see one on her very neat and CLEAN home page. They sell for \$105.00.

Note she has SEMINARS, which is what, did you say TALK? These are well attended and profitable, and the Hilton Head seminar is considered one of the best in the country. Also, click on her LECTURES.



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This woman is the living embodiment of the Information LADDER I spoke of.

You can attend one of her IN STUDIO classes (TALK with some how to)...and check out her BEAUTIFUL pdf Newsletter too. What a great SALES TOOL for her. This lady has it together, and is an INTERNET veteran.

If my lady readers are looking for a female model, cause some of the guys are either Old Farts or Young Studs (so they think)...and many Internet Marketing gurus feel the need to curse or be abrasive with women (perhaps they're flirting?)...

Anyhow, Jinny Beyer is a GREAT model for anyone to follow, and basically she sells information...although today her line of quilting materials is much larger than when she started online.

She is in MY OPINION one of the premier marketers, and she loves what she does. hear that?

She offers books and videos. Audio programs. EVERYTHING in Information and I'd dare say she is wildly entertaining while teaching too.

HOTSHEETS. Once you understand how wide and varied they can be (but almost all share the **HOW TO** aspect) and most are on single or just a few sheets of PAPER...you then realize how profitable these little projects can be.

As mentioned above, we use HOTSHEETS as a Front End. We don't expect to get rich with these, but we make a very small profit and at the same time find PEOPLE who are interested in certain subjects.

Note how Jinny Beyer "samples" out her quilt patterns, giving you a little something to find out what you are interested in.

I'm always trying to identify groups of people with a "high passion index" for a subject. Did Jinny Beyer find one?

Some call these **Niche** Markets. People who sew buy patterns. People who quilt buy patterns and designs. People who woodwork buy patterns and plans. Once you have identified that a person belongs to a group, it is easier to **CREATE** OR **ACQUIRE** a product that they would be interested in. The nifty thing about **HOTSHEETS** is they can printed on demand when you need them.

*"OK, enough with the **HOTSHEETS** already Gordon, if we want to know more we'll go buy your report, isn't that what you really want us to do?"*

Umm. Actually, yea it is. <http://www.flylowcollectdough.com>



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Back to the ladder of INFORMATION product development. BECAUSE?

Because anyone, even you Sam, can sell information online.

Let's return to the INFORMATION ESCALATOR or ladder as called above, and with a slightly different order since we're talking about Hotsheets first.

- HOTSHEETS**, folios, flyers, brochures, plans, etc. etc.
- Booklets**, instructions.
- Audio** programs.
- Audio programs with **Worksheets** or Printed Info.
- Workshops**, seminars or classes.
- Video** presentation.
- Internet Specialty Site (Personal, Portal, Members, Blogs, Podcasts)
- Workshops and Seminars.

I LOVE information. You will too. It has a great shelf life, almost never spoils, and can always be UPDATE, ala **BYBA**. AND..

PDF files are the perfect product in our mind.

Now here another SECRET to PROFITABLE HOTSHEETS: Gordon says;

So Before You Buy Anything else ask this question (we sort of shifted gears if you didn't notice)...

I want BUYERS. Don't YOU?

YOU want to identify markets that people actually spend their money on. If you are in the passion group, you know that model railroaders **spend** money. You know that Civil War buffs **spend money**. You don't want to guess or hope, YOU want to KNOW.

Two ways to identify big markets. First, grab that Sunday paper again, the same one that the President of a HUGE marketing company looks at every week to get ideas.

Do this by looking at the biggest MARKETS out there, and you get this from your local paper.

Why do this? Listen, don't you take NOTES? The reason you do this is to find products that people are ALREADY buying. OK?



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The biggest markets are:

1. **Small Businesses** for advertising and promotions.
2. *Real Estate*. Homes, apartments, vacations.
3. **Cars**. And boats and motorcycles. Transportation.
4. Hobbies and Crafts . Look for lists.
5. **Self-improvement** and personal development.
6. *Making money*.
7. **Love** and **romance**.
8. Entertainment.
9. Sports.

Within each of these **HOT** topics, topics that newspapers and magazines and newsletters report on are the many, many sub divisions and niches of people.

And again, the **SRDS** will help you pinpoint and locate these people.

Let's talk about the **Standard Rate and Data Service**, the so-called Bible of Product development.

I'm going to give you this link to SRDS, a pretty easy URL, <http://www.srds.com> And you want to spend several days in small increments perusing their site and then CALL your local library to see if they carry it. The book you want to get to know is the SRDS *Direct Marketing List Source*. This book has made Billions of Dollars to those who know how to use it.

IF your library has a copy get down there NOW and spend an hour looking at the lists and another 20 hours studying it over the next couple of weeks.

The next rung up the LADDER TO PROSPERITY is the booklet. Are you willing to spend just a few bucks and LEARN a lot? If so then visit, <http://www.tipsbooklets.com> that is tipsbooklets dot com.

This is the home of **Paulette Ensign**, the booklet Baroness.

Paulette has made thousands and thousands of dollars **without spending a single dime on advertising** with her simple HOW TO booklets. I've reviewed her course and it is excellent. This is where you the NEWBIE could break in.

Start by buying a couple of e-booklets from Paulette.

I suggest you buy her booklet called **110 IDEAS FOR ORGANIZING YOUR BUSINESS LIFE**.



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And then get at least one or two more of your choosing. This is going to teach you several lessons. How to order a digital product if you don't already know. How to receive (download) and read one. And you will be involved in the TRANSACTION process and like Dien says, you'll LEARN BY DOING YOURSELF.

If you are a NEWBIE, it is my best advice that you start right now and create a **HOTSHEET** and then a small booklet. Prove to yourself you can COMPLETE at least one little task. We'll talk about how to market them later. But right now, before you go any further, STOP and take a break and spend 15 minutes brainstorming ideas for Hotsheets and booklets. Then come back here.

Create a booklet.

That is why I want you to buy a couple of them, especially Paulette's. I tell you to do this because it is good for you. I don't get anything, I have read Paulette's course and think it is a good place for any Infopreneur/Edupreneur to start. Right after a Hotsheet.

This is the perfect place to launch your future. I don't know of anyone who couldn't benefit from doing a TIPS booklet. It takes you one more step up the ladder. Spend a few minutes and read what Paulette Ensign has done with it, you will come to appreciate how much money you can make doing this also. Now, if you follow the guidelines, you could even get your booklet posted at tipsbooklet.com and start making sales.

Think about it:

You do the work only ONCE, the writing of the booklet

Someone else hosts your work.

Someone else collects the money.

They send you a check every month based upon sales of your booklet.

How sweet is that?

You can write several booklets and it doesn't get any easier than that to start an on-line project.

You could write a booklet in a few hours and have it posted at a site like Paulette's or others and it could start making you money, the so-called Auto-Pilot way. Also, you don't even have to write the stuff. There are plenty of writers looking for work. If you need assistance on finding a good writer, write us first; gjabiz@yahoo.com

We're going to cover the next three rungs on the ladder as a group. **Reports** and **newsletters** can be expanded into **manuals** and **books** and for that matter, even **courses**.

So what we will do is quickly breeze through this and I'll just give you several sites to go and look at on your leisure. Again, the common



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denominator is that all of these people are **SELLING** education and information. It is in your own best interest to have these DELIVERY systems working for you and selling your **own products** or those of others if it suits you better.

Here are some sites with my brief comments that I feel would add to your education.

<http://www.masterfreelancer.com> is a good place if you have any writing ambition. It is a good resource and you will find **Elaine Floyd's** book on writing newsletters, one of the best there is.

Since it came online in 1998 it has evolved into one very profitable AFFILIATE site. It attracts a ton of writers, a very HOT niche, and offers them all kinds of niche specific products. It is a portal.

Now a reminder.

I am talking about making money. I want you to consider owning your own product or selling someone else's. You should want to develop and own your own product if you are a writer or creative because there is more profit, and more control that way. I believe you have unique experiences to share with us. You have some knowledge that you too can give to other people. You have seeds that we can plant. IF you will just make the decision about what you want to do. Then choose a way to do it.

You will find that I teach business as a CREATIVE effort and not a COMPETITIVE effort.

There never has been a place like the Internet where the little people can have such a large voice in their own destiny. If you know what you want.

Back in 1997 I met up with Marty Foley on one of the many forums that were around. He's grown and evolved too.

<http://www.profitinfo.com> is where **Marty Foley** hangs his hat. I think everyone should own his Goldmine product. But before you buy it, finish this report ;)

Now I'm going to SHOW you some more sites that involve this INFORMATION EDUCATION rung of the ladder. Yea, you may think I'm beating a dead horse here, but almost anyone can create, acquire an Information product that could become their bread and butter income.

<http://www.asla.com> is where **June Davidson** resides, as President, over the American Seminar Leaders Association. I mentioned that *courses* and *seminars* is where you might want to aim for on the LADDER of Educational Products.



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Here is a turnkey opportunity if you can speak and have something to say to people. Note the University link.

ASLA knows that **education sells** and don't be afraid to find out more about this organization.

Colleges and Universities put on one-day deals for hundreds of dollars. **Jay Abraham**, a self proclaimed marketing genius, puts on week-end seminars for THOUSANDS of dollars. Of course if you video tape and record these, you have a *home study course*.

During my days at SCI, I helped create and market **The Remote Direct Marketing Home Study Course**. I did the introduction on the first video. OH, if you come across one of these, let me know, there is a substantial reward for finding an original.

I helped develop a home study course for SCI based upon a six day \$500.00 seminar put on by SCI at a local college. In fact, I did the introduction to the course and helped develop some of the content.

<http://www.pryor.com> is where two of the biggest of the seminar businesses have merged. Fred Pryor and CareerTrack. See, seminars is a Billion Dollar a year business.

And I promise you there are people who don't know what you do that are making a fortune from this top of the LADDER Educational Product.

Well, I could go on and on. If you want to go to google search or ask.com search; do a search on any of the above steps. You will find thousands of people doing their thing on-line and off and they are making money.

My advice to the NEWBIE:

Start with a Hotsheet and/or a booklet if you are interested in creating your own INFORMATION EMPIRE.

AND do remember, you neither have to WRITE or SPEAK the material, you just need to market it. Any one of the EDUCATION steps could produce a higher than average income. But you can't do them all, and you must do something. Now, I just got through taking you to places on the Net that are successful. Sites that will stimulate your thinking, and perhaps even ones that you can model or emulate.

Right now we're talking about making money. **But how much money do you want to make and HOW are you going to do it?**

WRITE your answer down on a piece of paper.

Now write down all your excuses. Yes, you have them. We all do.

I don't have the time.

I don't have the money.



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I don't have the resources.
I can't sell.
I can't write.
I can't this, I can't that, so I won't do anything.

There you go. This is the **FOUNDATION** that failure is built on, the can't's and don'ts and won't's

The EXCUSES. What are yours?

FACT: You've got the same number of hours in the day as everyone else.

FACT: You can learn. You can find resources. You can get money. You can learn to sell. Or write or whatever it is you NEED to do to make your dreams come true.

But if you are honest, then you won't offer up excuses, except for this one:

I DON'T KNOW WHAT I WANT.

Be truthful, if you know what you want, then you also know that you have nothing but excuses standing between you and your goal. But if you don't know what you want, then the question becomes:

How much more of YOUR life are you going to waste until you make up your mind about what you want to be or do or have?

Because that is exactly what you are doing, wasting your life. And that also is the reason that you have bought or are tempted to buy so many of the guru's courses.

You are looking for magic beans that will allow you to steal the golden goose.

So you will buy the Internet marketing courses and you won't read most of it. You will find some good ideas, some great ideas, in fact you will be **overwhelmed at all the possibility that exists.**

A great book to read is **ACRES OF DIAMONDS** by Russell Conwell, check to see if your local library has it. If not, order it today. It is a story about a man who became obsessed looking for diamonds, who sold everything and traveled the world seeking his fortune. He eventually threw himself off of a cliff in utter despair, meanwhile, back on the farm he had sold, one of the largest diamonds ever discovered, was found.

He was sitting on acres of diamonds. You probably are too and don't even know it. The Internet is a diamond mine, a gold mine and a mine field. You could strike it rich or get blown to bits.



What is the very first thing you should do, **BEFORE YOU BUY ANYTHING?** Sit down and WRITE out how much TIME you will spend doing your thing on-line.

**Forget about dollars.
Forget about products.
Forget about software.**

Think TIME.

READ THIS:

"I wrote this just before leaving for the night. I hope none of you were working like me... I hope you were at home with your families and having a nice relaxing evening. As for me... I busted my butt as usual to wrap up a few loose ends..." Corey Rudl

This is the sentence that begins one of the most successful marketing letters ever written on the Net. The late Corey Rudl sold a course on Internet Marketing (his partner still does). A very good course. One that you should own. Corey was an acknowledged expert on the Internet.

But please take Corey at his word in his opening sentence, he was working late into the night busting his butt as usual.

This is certainly no Auto-Pilot business is it? Since then he put in many features of his business that have become automated, such as his order processing and order delivery, which frees his time to do what? WORK HARDER and PLAY HARDER!

Believe it or not, hard work is still the number one secret of most all success. Many successful marketers even answer their own phones.

Not from the beach, not from some exotic port, not from some vacation paradise, but from their OFFICES. Where they are spending TIME making the money. A question that I have asked of scores of successful people over the years is:

"Knowing what you know today, with all your experience and expertise, what would you do if you were starting from scratch?"

Almost to a person the answer is they would be doing EXACTLY what they are doing, but it wouldn't have taken them so long to reach their success. SEE? Most successful people DO work hard, not because they have to, but because for them it is FUN. Their work is their passion. Even after they have made boodles of dough, they keep doing what they love to do. But also contained in their answers are the SHORTCUTS that you can use to take you to your goals. That is where modeling DOES come in handy.



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You don't have to reinvent the wheel, you can build upon the tested and proven formulas of successful people.

For example, **Ben Suarez**.

Benjamin Suarez is the CEO and founder of Suarez Corporation Industries (SCI) a marketing company located in Northeast Ohio that does over 100 MILLION in sales a year. They employ nearly 750 year round employees. Ben is a multi-millionaire. He started in the basement of his home with direct marketing and mail order. He lost a lot of money and time until he put it all together and came up with the NPGS formula. The rest as they say is history.

Ben is one of the richest men in America. In his best-selling book **7 STEPS TO FREEDOM III**, Ben shares that formula with the reader. So if you had this book, you could learn from and build upon the success of a world renowned marketer who has made all the mistakes you don't have to. I especially like the chapter where **Ben details step-by-step exactly what he would do today if he had to start from scratch.**

That is certainly ONE way to model success; read the books. Melvin Powers has several books he has written, and again, if you can afford them, go ahead and buy as many as you can. You are not going to get too many successful people to share their time with you, can you imagine what would happen if just a small percentage of people tried to call or even e-mail these people?

Would Melvin Powers have enough hours in a day to answer his phone if everyone who has his course decided to give him a call?

What you will discover is that successful people are often generous with their knowledge, but closely guard their time. That is why they write books and do courses and e-books, so you can read and study their methods.

They supply the EDUCATION in various forms.

So that is the first thing you should do, decide how much TIME you have to spend to make money on-line. If you have been out on the Internet for any length of time and have tried a lot of things and still have come up empty handed, you might want to keep track of every minute you spend on-line. I know that most of you won't do this, because you know how right I am, you probably already waste precious hours every week.

Are you willing to give 20 hours a week to building a substantial cash flow from your Internet activity?

Most of you would say yes. But I doubt if you can find a single person that spends ONLY 20 hours a week with their on-line business and still makes substantial income. There may be a few out there, but dang few and most of them now have HELP.



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If you work a full time job, and the Internet is a part-time venture to begin with, then how many hours do you actually have to do something and how many of those are you going to FOCUS on making money.

Can you give up a little chat or forego posting or reading your favorite forum? If you will take the **time** and truthfully answer how much time you have to devote to making money, then some of the answers as to HOW you can do it will appear.

You can NOT have a website with a busy forum and work only 20 hours a week. Not without some help.

You are free to prove me wrong, I'm always looking for the exceptions to the rules. I know a forum or bulletin board can eat your lunch and suck the hours out of your day like a Texas twister sucking tumbleweeds out of the West prairie.

But you could have several stores that work for you, that do not require much of your time or attention. Still, you need to drive traffic to them, a traffic of buyers, oh the details. You could do an e-zine if you have the time. You could have a site and sell your own stuff. Or operate affiliate programs. Or offer services, like web design or graphic design. **If you have the time.**

There are people who make money from all of these things and many other ways to. You will find the resource section has dozens of links to various sites, but if you don't know what you want, then you'll just waste more time looking, searching, seeking and getting ready to. You can do ANYTHING you want but, YOU CAN'T DO IT ALL...

So **BEFORE YOU BUY ANYTHING** why not get your house in order? At the beginning of this letter were the THREE key words you need to use:

**FOCUS
FOUNDATION
FRAMEWORK**

We've just discussed a little piece of FOCUS let's discuss FOUNDATION.

The reason that most programs don't work for you, is because you may not have the right kind of a FOUNDATION, we all have different ones. The problem is that most people try to do things that they are not suited to do, they try to do what the GURU tells them, but their foundation almost guarantees failure. Whether or not it is within you will pre-determine the kind of success you will have.

Let's take a quick look at self-improvement programs. There are a million different self-improvement programs, like **Anthony Robbins'** programs, and his are excellent.



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But thousands of people have taken that course or one of the other ones, and still don't have the IMPROVEMENT they were looking for. Even some of Tony Robbins' former hand selected trainers have started their own programs because of the high failure rate.

Let me tell you why most of these programs FAIL for you, and NO it is not your fault for not following the plan, we beat that horse to death.

It is because they all put the cart before the horse. They don't "clear the blocks" that exist inside their minds.

What that means is that they all have techniques or methods and require you to start today as if you did not have a past. Can you name one program that does not make you set goals, have a positive mental attitude, model success and talk about your PAST?

Most tell you to FORGET ABOUT your past, it is a new day. It is time for you to start from scratch, without ever addressing what you are all about, about your FOUNDATION.

Well, let's take a look at YOUR FOUNDATION, OK?

You come into this world with inherited characteristics and genes. You were influenced in your childhood by some adult who had their own beliefs and ways of doing things. You may still be influenced by these "hidden" forces. But as an adult, you are taught or told by almost all the guru's to forget about this and to just set a goal, be positive, and **do whatever it takes to make it happen.**

If that were the case, if it were that easy, then we would be a nation of in-shape, healthy people who ate right and exercised daily, wouldn't we? JUST DO IT.

The battle cry of the not only Nike but also of the motivational gurus too. More people have been hurt and have crashed and burned by JUST DO IT than you can imagine. Maybe you have just jumped right in on a project, and later discovered you were not suited to JUST DO IT.

It could have been a money making program, a weight-loss program, a fitness program, a self-improvement program, an educational program. Don't you have something in your past that you have tried and failed, probably several times over? Ask any fat person you know about dieting and exercise, the two keys to losing weight and getting in shape, ask them WHY they don't JUST DO IT?

Why is it so hard to lose weight? Why do so many people live a yo-yo existence? Lose 30 pounds gain 40 back after the diet, etc. etc.

Because they are trying to build a new house on an old FOUNDATION.



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And when you do that, you are sure to build something that will crumble and fall apart sooner or later. That may help explain to some of you WHY you have failed in the past to achieve your goals. The foundation YOU want to build on is one that is UNIQUE and acceptable for you.

But you must first KNOW yourself. That comes from knowing your past, understanding the environmental and hereditary influences, and changing your patterns of behavior. That is not easy. Not like so many guru's would have you believe. You can attend as many pump up seminars as you like, you can read all the positive mental attitude books, you can listen to tapes, BUT,

If you don't change your PERSONAL PATTERN OF BEHAVIOR, then you are doomed to repeat your mistakes. You must first "clear the blocks" that lie buried deep in your subconscious mind.

The FOUNDATION you want to build on recognizes your uniqueness, your strengths as well as your **weaknesses** and acknowledges the environmental and genetic influences of your life. Without doing this, you too will continue to put the cart before the horse, and you will be caught in a circle of repeating your mistakes, over and over and over.

You will be like the person who spent THOUSANDS of dollars on questionable business opportunities because he fell for the big lie... **IF I DID IT SO CAN YOU.**

So if you don't interrupt this pattern, you will continue in the direction you are going. There is a law in physics that says a body in motion will continue in the direction it is going until it is acted upon by an outside source. We want to be that outside source. But unlike most outside forces (guru's, courses, books, manuals) that want to change your direction by pointing you toward THEIR WAY, **we want to help you find your own way.**

That is the fundamental difference between what we offer here and what everyone else has to offer you. We have general principles and LAWS that apply to everyone. Just like the laws of motion apply in the USA, or China, or Russia or anywhere else. The PHYSICAL laws of the planet are not based upon personal experience, and you will not ever be able to FLY on your own, except for an occasional Astral flight. You will NEVER violate the law of gravity and be able to jump 20 feet off the ground, even if some guru tells you he did it once. certain what you want to do.

So NOW you have a couple of great KEYS to unlock your personal vault.



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NOW for Part Two. What TO BUY. And why.

Here's the part where Ol Gordon Jay Alexander gets to make his little small potatoes helping of dough. You don't mind do you? If I make a few bucks HELPING people find out what they want, and HELPING them to get it?

Sheesh, I hope not. After all, I gave this to you for FREE. And if you get only ONE ittsy teenie idea from it that you can use, well, then I'm sure you'll agree it was worth the price.

My big advice is BUY EVERYTHING. That is, everything that you can afford to buy and everything that helps you solve your problems and situations IN THE DIRECTION OF YOUR GOAL.

Hey, if you got 10 grand to spend, then spend it on everything that interests you. I know of a guy who spent \$15,000.00, gave it to a well known guru, who was going to help him develop a product and bring it to market. Then the guru dies. YIKES. This after months of sitting on the guy's money without so much as an idea.

This guy is out 15 THOUSAND dollars. Without so much as an IDEA for his money. It is not uncommon to encounter people who have spent thousands of dollars on Biz-Ops only to lose their money. That is what so many SCAM sites are set up on the Internet.

Before You Buy Anything, it would be to your best interest to determine what it is you want.

I call this Square ONE. And NOW you can own a copy of the Square One Workshops (hey, I said I was going to try to make some moolah in this section).

I'm not going to post a promotion for this, or give you a sales pitch. It's 67 bux. Send it to me via PayPal to gjabiz@yahoo.com

I'll need your snail mail address. I'll send you the SQ1, Gordon Guerrilla version of the program. Don't expect anything slick and polished, it's rough but ready to go. You've never seen anything like this. Of course I guarantee it too. Ask.

I started this report by telling you about the TRIAD of success;

FOCUS- FOUNDATION- FRAMEWORK

I've been "online" since 1986 when I worked for MACE Electronics. We were a consumer electronic store, a regional chain with 28 stores.

We sold computers, the Apple IIc, IIe, and Mac as well as a PC clone.



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One of my coworkers, Gary, introduced me to the Bulletin Boards and with a whopping 9 baud modem, we conducted business ONLINE.

We sold computer parts and pieces. He was the geek, I wrote most of the item descriptions and copy for the bbs.

I was one of the leading Apple computer salesman in the company and we conducted our store business on the MAC. We emailed daily reports via the MAC. I tell you this so you understand, I just didn't come online yesterday. I've been around.

I made 1000.00 my first WEEK on the new www in 96. I sold leftover "kits" at a FREE website, and used forums and bbs to get my customers and a little email...before it became SPAM.

I plead guilty to using the forums and bbs for BUSINESS purposes. Back then it was geek owned and operated and they resented any COMMERCIAL USE of the "Internet". Ah, you don't do you?

There has never been anything like the Internet to let the average and ordinary person make money (and that is our primary focus here) doing something as easy as hitting a few keys on a keyboard.

IF you are not making money, IF you are wasting time, then perhaps I can help you too (and again, pocket a few pennies in the process)..

HEY, I'm totally UNABASHED about making money, I love the Free Enterprise way of life and the lifestyle that comes from doing things MY way. You get to do it your way, even if you haven't yet figured out what YOUR way is.

For 45 bux, and you'll need to answer a few questions, I'll create a **HOTSHEET** just for you. It will have your name on it, you own the copyright to it. It is YOURS. Sell it, give it away as a customer acquisition or let it sit at a place like www.hotsheets.info and make you money.

I do this as a way of getting you JUMP started in the very lucrative field of INFORMATION publishing.

If you are totally CLUELESS about what to do and how...then for 97 bux I'll work with you personally to help you identify the best path for you to follow. This is non-refundable. Allow 10 days to answer questions, email and speak with me on the phone, OK? Again, I'm not giving any big sales pitches for any of these services I'm offering.

And I reserve the right to STOP or cancel any program, so it is all on a first come first serve basis.

IF, and I should make that a big **IF** you have an idea for a product or have a product and want some ideas, maybe, possibly even a direct



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response ad or package, or copy for a web site...I MAY consider working with you. But, I don't do this for small potatoes.

IF you have a direction you want to go, I can help point you to the right people who IN MY OPINION will be the people that give you the best advice for YOU.

IF you have a developed product with MASS appeal, or one with a niche of BUYERS (as listed in SRDS)...then for a small piece of the action, I'll present your idea/product to one of the established marketing companies I still do business with.

DO NOT DISCLOSE ANY IDEA TO ME WITHOUT US BOTH SIGNING A NON-COMPETE NON-DISCLOSURE FORM. I WON'T EVEN LOOK AT ANY IDEA THAT ISN'T COVERED BY THIS AGREEMENT. OK?

IF you want my help in writing or developing a book, or course, then please check my hourly rates, not prohibitive, but not cheap either. email me.

IF you need to clear some "blocks" that have been holding you back, I can refer you to skilled, trained and qualified people that can help.

IF you want to know exactly what course to buy, which guru to learn from, whom in MY OPINION again, would be able to help you, then I'll be glad to refer you to them.

A lot of Ifs so far, how about an AND.

AND you have any comments, criticisms, critiques or questions on this work, how about letting me know first? Isn't that fair? You find something that doesn't look right, even spelling and grammar, or an absolute, or anything at all...a link that doesn't work, let me know about it so I can take some corrective action.

BUT, you like what you've read in BYBA, then share it with a friend, OK?

From the banks of the Cuyahoga River

Gordon Jay Alexander

PS. At this time I invite questions on any of the following subjects, which I have some expertise in. I reserve the right to cancel this part of BYBA anytime. However, if you have a question on:

Golf.

Cooking for groups.

Writing for profit.

Breaking into Copywriting.



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Working with Mentally Retarded/Developmentally Disabled persons,
Homeless veterans, Substance Abusing Mentally Ill, Severely Mentally
Ill, or physically challenged individuals.

How to find a job.

Resumes.

Singing Telegrams.

Selling.

Headline writing.

Spider bites (recently acquired knowledge, the hard way).

Workshops.

Then I'll have a practical, work based, experienced ANSWER to your
question, and Iffin I don't, then I'll tell you that too. NO BS here,
OK?

NOW you can buy anything and everything your allowance or budget or
Credit limit allows-

GO! AND BUY.

