

**Charlie Wright's *Adventures in
The Biz Opp Jungle* presents...**

**The Newbie's
£100K Home
Cash Generator
Starter Kit**

www.bizoppjungle.com

Charlie Wright's *Adventures in The Biz
Opp Jungle* presents...

The Newbie's £100K Home Cash Generator Starter Kit

Introduction

About the Business that took me from Zero to Hero (of a kind!)

My name is Charlie Wright and I'd like to welcome you to the home business that changed my life. This online sales system transformed me from a hopeless biz opp dreamer into a £100,000-a-year earner. And I still spend **most of my time** walking the dog, listening to obscure psychedelic albums from the '70s and having fun with my baby daughter.

In this FREE report, I want to put you on the first rung of the ladder. Hopefully, if you decide to pursue this type of business, you can come and join me. I don't mean you'll be moving in to my spare room with a set of headphones. I mean that you'll have your own version of my business: a *multiple income* online money maker where all the profits come straight to you.

This is a really exciting opportunity. If you've been looking for the 'big one' this could be it.

How I discovered the 'big one'

In 1997 I lived in a poky flat in London, trying to make money from my PC. My plan was to write 20 second adverts for local radio stations across the UK. I'd worked in a radio station when I was younger, and believed I was pretty good at writing.

To get started I had a big book of contact addresses and phone numbers. But that was the extent of my "business". I had no internet. No email. Not even a mobile phone contract. Just an enormous fax machine I'd pilfered from a previous office job. It was the size of a Stegosaurus and sat in the corner of my living room. Every so often it spewed out a letter from a tin-pot golden oldie station in Aberystwyth or Truro.

At night, my flatmate and I would drink vast amounts of wine, roar along to Bob Dylan records and talk about our plans for world domination. In the morning, he'd pick up his briefcase and stagger to work at an accountancy firm. Still in my dressing gown, I'd gulp down a coffee, write a few radio adverts, print them out, and push the pages into the jaws of the Stegosaurus fax machine. With a satisfied sigh, I'd hit 'send'.

Here's an advert I wrote:

"It's Paddy the Clown and Little Squirt's Laughter Show, [HONK HONK] at the Barry Memorial Theatre, Cardiff. [CHEER] Bring the whole family along for laughs and surprises [MAD LAUGHTER] You'd be mad to miss it!"

Yes indeed. Kiss my face, cruel world. No more wage slavery for me!

I was never going to have to work hard for money ever again!

Because I didn't have much previous experience, I flogged my ads for just £20 a pop. That way I could undercut the professionals.

Five a day would make me £100 a day. That's £500 a week for less than 3 hours work every day, which was better money than any previous job I'd had. And this was just the beginning of my home business empire!

After a month, these hopes crumbled like a pie in a blender.

This wasn't the massive money-spinner of my dreams after all. The radio sales teams made me write about a dozen adverts on spec. Then the client would pick one of them, and that's if I was lucky. I only got paid for the ones that aired. Most didn't. Half the time I was sure they used the copy and didn't tell me about it. Why should they? How was I going to listen to Pirate FM while here in East London?

While I did sell a few ideas, I must have been making - *at best* - £60 a week. I had no marketing strategy, no unique selling point, no secrets or insights, no blueprint to follow and no other source of income. I didn't know of a single person who was doing this successfully.

For all I knew, I was an embarrassing, mad drunkard attempting to rebel against his destiny as a middle management office worker.

Things quickly turned ugly. Within 6 months I was skint, juggling rent cheques and begging my old man for a loan. Not the best self-esteem booster for a single man in his late twenties.

If you've ever tried a business opportunity and failed, you know how hard it is to give up the ghost. You've invested so much hope in the idea of wealth and freedom. In your head you've spent so much imaginary money on future trips to the Bahamas, you can't accept it when your golden yacht is dead in the water.

But eventually I gave in. I got an office job at a publishing company in Central London.

I hated going back to work the 9-5. I didn't like making money for someone else, or working to someone else's schedule. Morning after morning of screaming 7am alarm

clocks, public transport claustrophobia and queuing at lunchtime to buy an over-priced sandwich made of fingernails and cardboard.

Despite my failure, the dream of financial independence continued to grow inside of me. I couldn't kill it. And once I had got past my sulky disdain for office life, I started reading some of the books published by the company I worked for.

What I discovered was truly eye-opening.

Books that changed everything

They were the kind of tomes I would have laughed at when I was younger. *Think & Grow Rich* by Napoleon Hill, *How To Win Friends & Influence People* by Dale Carnegie and *Think Like a Tycoon* by William G Hill. They were all about making loads of money and becoming a success.

"Silly hype and nonsense," I used to think. But after getting a taste of the independent life for those 6 months writing ads from home, these books made a lot of sense. It was as if these writers were speaking directly to me.

I realised that just because I'd failed in my first attempt to shun the 9 to 5, this was no reason to give up my dream. To hell with aiming low and accepting the norm.

I mean... why can't the likes of you and I enjoy our place in the sun? Why can't we live without money worries? Why can't we also get a taste of the high life?

As I dug deeper, I discovered a vast underground culture of ordinary people fighting to liberate themselves from boring, underpaid jobs. Sneering types would call them "biz opp junkies". But they weren't. They were good people who wanted to spend more time with their families.... who wanted to travel and live in exotic places... who wanted to enjoy big homes, fine dining and expensive cars.... and who realised that the only way to achieve this kind of life was to go out and get it.

So I began to look elsewhere for inspiration.

How I discovered ordinary people who make £50,000.... £100,000.... even MILLIONS every year

The truth is, if you want to run a home business, you have to find someone who's been there and done it. You have to read blueprints and books so you can follow the people who pioneer the way. And you have to be willing to try many different business opportunities to find the one that's right for you.

In 1999 I joined something called The Guild of Wealth. It was a club for wannabe entrepreneurs, run by successful self-made publishers. Through this club I met Bill Bonner, who started out writing sales letters in the 60s and was now in charge of a multi-million pound international mail order company. I met Michael Masterson, a

real estate mogul from Florida. And Nicholas Laight, who would later set up Canonbury Publishing with his wife from his kitchen table in Islington and publish this very programme you're reading right now.

As well as these mega-successful examples, I discovered that thousands of other people in the UK were getting involved with home business opportunities. And while many of them failed – some people were making really good money. Those that were *really* successful made MILLIONS. But others were enjoying incomes of between £50K and £100,000 a year without slaving or sweating too hard.

This became my earning target. And so I began to dabble...

Failures, disasters and missteps

Since those early days, I've seen and tried it all. Network marketing, diet plans, ebooks, penny shares, spread betting, affiliate marketing, MLMs, premium rate lines, mail order, eBay, Amazon, mystery shopping, and import-export. I've bought £20 reports, £200 courses, £5,000 courses, and shelled out £2,000 on a licence deal to sell business opportunity reports through direct mail.

In 2006 I decided to turn my experiences and disasters into a website and newsletter. I called it ***Adventures in the Biz Opp Jungle*** (www.bizoppjungle.com). I wrote about all the manuals, books and courses that I liked – and detailed all the scams to avoid. By adding a sales link to some of my recommendations, I started making a residual income. I was delighted! I'd found an easy, commission-based way of making money and doing what I loved.

This was so successful I put it into a manual and called it ***The Inbox Tycoon***. It was all about using email newsletters as a cash generator, just like I had. I began to sell this manual online, and got some amazing feedback and reviews.

Okay, so I was no millionaire, but I didn't need to go to work anymore. And I was having fun.

Now I began trying out other types of internet business and using them in combination with my email newsletter. I added affiliate links and google ads to my website. And with my wife, I began finding ways of getting new readers from all the corners of cyberspace. I used article marketing to find customers. I also developed my own affiliate marketing strategy and began to consult other business start ups on how to copy it.

From there, I tried other side projects to see if this model would work outside the realms of business opportunity. I started other email cash generators with joint venture partners. I got involved with selling health books in the classified ads of newspapers. I began experimenting with eBay and Amazon. I imported products from Romania and sold them online. I developed affiliate websites and helped sell e-books, newsletters and manuals off the back of them.

In short, I got into a pretty good groove. I now have revenue from my emails, revenue from my affiliate websites, revenue from my own products, revenue from my joint ventures, and revenue from my consultancy. At last, I'm running a home business for good money. In the past 12 months I've earned just short of £100,000. And still I only work about 3 to 5 hours a day – half of which is voluntary extra work because I find it so much fun. Seriously, when things start working well, it's addictive!

I'll admit that I made a lot of mistakes and wandered down a lot of blind alleys, but now I know what works online and what doesn't. By taking lots of biz ops and strategies, and discarding what doesn't work, I've developed my own system.

This is something I believe in. It works for me. And stripped down, it's easily replicated by anyone.

Put simply, it goes like this:

Using emails containing FREE CONTENT, I sell information products on commission to lists of eager readers. Then I collect commission cheques every week for what I sell.

I expect it may be a lot to take in and I wouldn't be surprised if you're scratching your head and thinking "Oh crikey I've no idea what he's on about! This isn't for me! I'm off down the bookies to make some real cash!"

But don't worry I've just summed everything I've learnt in over 10 years in just ONE paragraph. The real beauty of this system is that I have a combination of SMALL, but interlinked income streams. They all feed off each other and into each other, creating a constant river of money. And it's easily repeatable by anyone.

Yes, and that includes you.

Turn over the page and I'll introduce you to the business...

The Opportunity

The Newbie's £100K Home Cash Generator Revealed

Here's the business in a nutshell:

You send out 1-2 short emails each week, offering free information on a specific subject. Health, personal finance, betting, fitness, trading, investing, computing and business opportunity are the best in my experience.

This is information from the internet that you can legally and ethically pass on for free, without even needing to write anything yourself. You can send out these emails from your home computer in a matter of minutes. You don't have to be an expert. It's more like being an information broker, where you put readers in touch with websites and information they can read quickly and easily.

This home business doesn't require any copywriting training or artistic genius. All you have to do is stay in touch with your readers, and pass on useful information quickly and efficiently.

So how does this make money?

The way you make money is to insert links into your emails. These send the readers to products on a website called ClickBank. This is a vast online library of ready-made products from which you can make money on a commission basis.

There's a total of 10,000 products available for you to promote as an affiliate. The products on the site are 'information products'.... that means ebooks, courses, part-works and products that provide the buyer with tips, secrets and strategies.

You don't have to do anything to sell these. It's all automatic. ClickBank will provide the products, the weblinks, the sales page, and deliver the product to your customer. They even take the money. All you have to do is sit back and wait for your commission every two weeks!

Have a browse on www.ClickBank.com and see for yourself. Click on 'search the marketplace' and then click on 'products to promote'. You'll see hundreds of sales promotions for ebooks on health, money, fitness, sport, debt relief, investment, per-

sonal development, career, computers... the list goes on.

But how do you pick your subject? And how do you build a list of people who are eager to buy these information products off you... not just once, but regularly throughout the year?

Aha, VERY good questions my smart amigo. Come closer...

How to find your killer niche

The secret is that you should only ever promote products in a niche (specialised) subject area.

Here's what to do...

Go to ClickBank. You'll see 9 categories: business to business, health and fitness, home and family, computing and internet, money and employment, marketing and ads, fun and entertainment, sports and recreation, society and culture.

My tip is to choose ONE of the following areas: Health and fitness, computing and internet, money and employment, marketing and ads, sports and recreation. These are hot subject areas where people crave information and will pay for it, too.

Once you've picked your niche subject area, you need to narrow it down EVEN FURTHER. Search the individual products that crop up for this subject area and read the sales letters for them. Get a feel for the different types of product. Look at what they promise and what needs and desires they fulfil.

For instance, in "money and employment" you'll see sales letters for Forex, home trading, getting out of debt, personal finance, business opportunity. In 'health and fitness' you'll see weight loss, fitness, natural remedies, alternative health, sexual health, mind power and self-improvement.

You need to choose one of these 'subcategories'. Pick something that you feel you'd enjoy. (You don't need to be an expert, but it helps to have at least a vague interest or some personal experience.)

For instance, say you've spent your life on diets, perhaps you could try "weight loss", being someone who's been there and done it! Or maybe you go to the gym but struggle with it, so "fitness" would be your preference.

Say you've picked this last idea. Your aim is then to sell ONLY health products to an audience of people who want to get fit. Forget other types of product or other types of people. You don't care about them. You must now stick to your specialised line of business. And remember, up to now you haven't had to come up with a single idea

or product of your own! No marketing skills or “big ideas” are necessary here.

You’ve chosen your line of business and your target audience based on what SELLS on ClickBank.

Now to find those paying customers

Now you must ask yourself: “Who would be the sort of person to buy the information products. I’ve seen in my chosen area of ClickBank?” Don’t choose kids or young people. Your target needs to be over 40s, as they have the most disposable income, and the most motivation to improve their lives, make a change, do something with their spare time now they’re kids are older or left home.

Once you’ve got a specialist subject, and a specific customer in mind, you’ve got the basis for your own commission-based home business. Easy!

The only thing you need to do now is grow a list of customers. To do this, you need to follow a modern email list-building strategy. By this I mean a realistic way to gather hundreds of the kind of people who’ll buy your products, and do so regularly. Most ClickBank gurus say simply that you need to gather big lists and sell anything to anyone and everyone.

No.

For instance, you could have 50,000 website visitors, but they’re no good to you if they’re not buyers. The whole point is that you want to make money, right?

So you need to build a relationship with an audience of QUALIFIED buyers. These are folk who are likely to buy and enjoy the line of products you sell. A mere 500 of these people are enough to make your business work.

This is the one big area I’ve managed to become pretty expert in myself. So if you’re interested in how to do this – based on my ACTUAL experience, look at this:

www.bizoppjungle.com/cashgenerator

This is a complete step-by-step manual I’ve created based on my own experiences, and those of VERY successful entrepreneurs I’ve met. In easy language, with no gobbledegook, I reveal how to use emails to grow a list of customers. A way of keeping in touch with them regularly so you can sell them your ClickBank wares.

If you think you’ve seen all this Clickbank stuff before...

By the way, if you’re shaking the head at the idea of Clickbank, this is just the EASIEST way to start this business. You don’t have to use ClickBank at all if you don’t wish. In return for introducing online books, products and services, dozens of UK publishers will let you take up to 50% of the profits from sales – and they do all the work, delivery and order-taking.

You do this by phoning or emailing the companies who own products you're interested in. These are the companies you've found online or in the magazines and papers during your research. Try direct mail companies, catalogue publishers and companies advertised on Google.

In an email, explain your e-letter, tell them how many readers you've got, how many you expect, and attach a few copies so they can see for themselves. Tell them you'll review, recommend, or link to their website / sales page / product / service in return for a 50% cut on the profits. That's profits AFTER their production, mailing and promotional costs. Obviously they'll be responsible for distributing the product, setting up the sales page, dealing with customers and refunds.

You may have to wait until the end of a product's refund period until you get your commission, so be patient. Eventually, you'll have a rolling income from this.

So let me recap this business for you

Ask people to sign up for a free email, promising that you'll supply regular information about a certain topic.

Send your readers a 500 – 1000 word email twice each week with free information, links, gossip, tips, articles written by other people.

Find products, services, websites and books online that might interest them.

Recommend GOOD products in your e-letter using a 'dedicated link'.

Expand your list of subscribers

Sit back and collect your commission.

The sales for your products will tally up on a continual basis, as you keep promoting them, so you'll have a rolling income from the various affiliate companies. There will be enough to recommend without ever resorting to shabby products or scams.

Why this works for ANY biz opp

This isn't just a stand-alone business. You could set up an email cash generator like I've described on almost any subject you can think of. Hobbies, sports, clubs, professions, charities, events, even your local community.

However, if you already have a business, this is the PERFECT way to talk to your customers and promote your wares.

Say you've got an eBay or Amazon shop, or any website that sells products. By emailing your customers every week with free content, you can not only increase traffic to your site, but you can make an extra income stream selling other people's products on commission.

You may have email addresses already of people who have bought something from

you in the past. If so, you already have a list to start sending your emails to.

If you're an MLM person who wants to grow a downline, imagine if you could have the email addresses of hundreds of like-minded people ready to join you.

I've got so good at this email stuff, small home publishing companies have even asked for my help in setting up their own versions. That's because it's the cheapest and easiest way you can build the kind of customer base that will give you enough profit from ClickBank, or ANY commission-based product, for that matter.

It's a brilliant way to gather customers, gain their respect, and sell them products on commission without ever spamming, annoying or badgering them to death.

With all these benefits, it's no surprise that this business model has been developed by some very smart publishers over the last 3 years. It's making them a tonne of money and they don't want their biggest rivals to know the formula.

One savvy publisher I know makes £40,000 **NET** A MONTH from SIX email services.

Check out these examples for inspiration

I'll give you a few examples of cash generators set up by ordinary people – not marketing experts or people inside the industry. These are genuine home startups.

Here's an email business that started in 2007 - it shows you how to save money, get out of debt, and protect yourself during the credit crunch:

www.richlifeletter.co.uk

Take a look at this online business recently set up with my help.

<http://busygirlsguide.webs.com/>

This is quite simply a service that gathers and presents slimming strategies and diet secrets for busy women who haven't got the time or money to go to the gym.

Or here's another:

<http://www.youlovedfashion.com/>

This gives you info on where and when to pick up expensive fashion items for ridiculously low prices.

Or here's one that shows you how to get the most from your computer:

www.unclereboot.com

These were started by ordinary people with no special internet marketing experience and no special technological or writing skills. They 're all run by one person, part time, from home.

Where to hear a FREE audio interview about this cash generator

If you're inspired by these, then go to my website and have a listen to me being interviewed by What Really Makes Money's Nick Laight. Just click the play button on the right hand side of the site, above the picture of the big tiger.

<http://www.bizoppjungle.com>

In our 45-minute chat, we reveal lots of information, background, tips and insights about making money from emails. You should go to the loo, get yourself a drink and make yourself comfortable BEFORE you start listening. Why? Because if you pause it, the recording starts from the beginning again. This isn't deliberate. It's just a quirk of the technology.

Or if you want to dive straight into this business....

Go to www.bizoppjungle.com/cashgenerator

I've created a complete step-by-step manual based on my own experiences, and those of VERY successful entrepreneurs I've met. It is written in a clear and concise way with easy language and no jargon. I reveal how to use emails to grow a list of customers and show you a way of keeping in touch with them regularly so you can sell them your ClickBank wares.

In return for introducing online books, products and services to your names, you can earn up to 50% of the profits and the best bit is that the publishers do all the work, delivery and order-taking.

The 4 Steps

How to go about starting your home business

Perhaps you've read all this and feel none the wiser. And fair enough, it's hard to launch yourself into a home business from scratch.

So here's what you need to do...

STEP 1: Read through this report again

Try and fix some of the ideas in your head. Start imagining how exciting it would be to run a part time home business. If you don't feel excited, ask yourself if this is really your ambition. Pursuing these kinds of dreams isn't easy, and it's not for everyone. You need passion and drive to want to break free of the nine-to-five.

STEP 2: Take a 30 day home trial of my manual

Next go to www.bizoppjungle.com/cashgenerator and read the webpage there. If you're still keen on this idea, order my manual The Inbox Tycoon for a 30 day risk free trial. Don't worry, you can send it back for a full refund. It details everything you need to know about the business in full.

STEP 3: Set aside the right amount of time

Twenty minutes every evening, a day of each weekend, whatever you can spare... put in the time! If you don't try these things, you'll never know. Ideally, when you start a home business, things are slower and you'll need about an hour a day to get things running.

STEP 4: Make a decision

If you decide not to go with this particular part time business, don't despair. There are other ideas that may be more suited to you. Simply send back my manual and go to www.bizoppjungle.com

I've been reviewing and writing about home business opportunities for almost three years now. My free website is called ***Adventures in the Biz Opp Jungle***, (www.bizoppjungle.com). It comes with a twice weekly newsletter packed with news of the latest moneymaking opportunities and scams.

All of my recommendations have been fully vetted. My website only ever recommends home business courses and books that have a solid 100%, UNCONDITIONAL money-back guarantee. Even if you totally screw up the instructions, mess up the formula and laze about instead of working, you should get your money back.

By all means, feel free to try things I don't like, and ignore some of the things I do like. 'Adventures in the Biz Opp Jungle' is a free resource designed to help you make your decisions.

I'm not going to dictate what you "MUST DO NOW" or be some kind of evangelistic maniac for one business or another. You don't have to pay me, follow me, buy anything off me, or even agree with me.

For more go to www.bizoppjungle.com