

Show Me the E-Money: How to Earn \$24,000 in 24 Hours



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This is a book about making money on the Internet.

Rather than spouting obsolete statistics about how many gazillions of people are getting online every minute, about how many trillions of dollars'

worth of stuff is being sold on the Internet, or about how the Internet is changing the world—yadda, yadda, yadda—let’s just cut to the chase.

Let me show you the money . . . or more precisely, the e-money.

In this chapter, I describe how, using the principles in this book, I earned almost \$100,000 cash in only 24 hours using the Internet. Then I will show you how you can do exactly what I have done. Does that get your heart racing?

In my previous three *New York Times* best-sellers, *Nothing Down*, *Creating Wealth*, and *Multiple Streams of Income*, I’ve helped thousands of people to achieve financial freedom—even to become millionaires and multimillionaires. Now it’s your turn.

Your Next Fortune Is Only a Click Away

Although I’ve been in business for over 25 years, I was slow to adopt the power of the Internet to market my own seminars and information products. I wasn’t alone. Even today, tens of millions of businesses, small and large, still haven’t tapped into this power. For me, it took something dramatic to open my eyes.

A few years ago, a friend, David LeDoux, called excitedly to tell me how he had stumbled onto an interesting method of marketing using the Internet.

“Bob,” he said, “I made \$13,000 in one day!”

I was intrigued. “How did you do it?”

“Rather than *tell* you, let me *show* you.”

A few days later, sitting at the keyboard of my home office computer in San Diego, California, David explained how he was attracting visitors to his recently launched Web site. Many of these visitors registered for his free Internet newsletter. After only a few short months, he managed to accumulate about 1,500 subscribers. Every week he sent an e-mail to his growing list of subscribers sharing his latest research. In each e-newsletter (called an *e-zine*), he included advertisements for other products or services. He explained that because the e-mails cost him almost nothing to send, the sales he made were extremely profitable: “Let me show you how it works. Right now, before your very eyes, I’m going to make some money for you.”

Yes, he had my attention.

Using my computer, he composed a short e-mail message. It read something like this:

Hello, again. This is David. At this very moment I am sitting in the home office of best-selling author Robert G. Allen. Through his #1 best-selling books and audio programs, he has helped thousands of people become

millionaires. His hottest-selling audio program, *Multiple Streams of Income*, is marketed for \$60 through Nightingale/Conant. I've prevailed upon Mr. Allen to offer you this popular program at a reduced price. For the next 60 minutes *only*, he has agreed to let any of my subscribers purchase his powerful six-tape program for only \$29.95. If you're interested, please respond immediately with your name, address, and credit card number with expiration date. Have a nice day. David.

He asked me to verify the exact time. Then he sent the message to his 1,500 subscribers. I had no idea what to expect.

Sixty-one seconds later, the first response arrived. *Ding!* (Does your e-mail make a sound when you receive a message?) This first response included a full address and complete credit card information. Over the next hour, as David was trying to explain to me the benefits of marketing over the Internet, I could hardly pay attention. I just kept listening to the sound of each e-mail response—*Ka-ching! Ka-ching! Ka-ching!* Hundreds of dollars of orders. I was amazed. In front of my eyes, with very little marketing cost and almost no effort, he had generated a tidy profit for me.

But it wasn't the instant profit that excited me. It was the potential for huge streams of cash flow with almost zero marketing costs. Do the math with me.

Suppose you want to market a \$100 audio program in the bricks-and-mortar world. You rent a mailing list of 10,000 target prospects, create a direct mail letter, and pay for postage. All told, it will cost in excess of 50 cents per letter just to drop the letters in the mail. In other words, it will cost a minimum of \$5,000 to mail 10,000 marketing pieces.

However, the response rate through direct mail is usually less than one-half of 1 percent, which means that these 10,000 letters may generate only 50 paid responses. Fifty customers at \$100 apiece is \$5,000—just enough to recoup your mailing costs. There's no money left to pay for the tapes, the packaging, and the postage to send the product to the customer via snail mail. You've lost money!

Now, let's assume we do the same mailing using the Internet. This time, however, instead of marketing an audiocassette program, we offer a package of powerful information—digital special reports, digital books, even digital video and audio in a powerful multimedia presentation. Since the information is digital, it can be delivered over the Internet instantly at almost zero cost. Now let's send 10,000 e-mails to a list of targeted e-mail prospects assuming the same one-half of 1 percent response rate.

We generate the same 50 orders at \$100 apiece, except this time the marketing costs *and* the product costs are nearly zero. The entire \$5,000 in proceeds is almost pure profit!

Did you get that? Let's do a profit and loss statement for our new Internet business:

| | |
|---------------------|-----------|
| Marketing costs | 0 |
| Product costs | 0 |
| Shipping charges | 0 |
| Credit card charges | <u>3%</u> |
| Profit | 97% |

Now, let's think big. If 10,000 e-mails generate \$5,000, then 100,000 e-mails produce \$50,000, right? And a million e-mails could generate a \$500,000 profit! Talk about a bottom line! What if you did this once a month? Heck, once a week?! Now you can see why I was so excited.

I began immediately to develop my own Web site. After several false starts, we finally launched www.robertallen.com. Using various methods (which I'm going to teach you), during the next nine months we gathered an opt-in list of over 11,500 subscribers to my free Internet newsletter. (Just to set the record straight, I don't believe in sending unauthorized e-mail, or *spam*, and nothing I teach you will resemble anything illegal, immoral, or in violation of the spirit of the Internet.)

People often say that those who ask for free information are not willing to spend money. They're just "looky-loos." This is generally correct. The vast majority of the "free" subscribers to my Web site are not willing to spend a penny on any of my products or services. They are perfectly content to sample my free offerings. However, I also know that if the offer is right, a *small percentage* of any interested audience (free or paying) can



be enticed to open up their wallets or purses. Let's put this theory to the test . . . *for real*.

A few years ago, I was approached by representatives of one of the world's leading producers of infomercials, the Guthy/Renker Corporation. They wanted to create a new infomercial marketing an information product based on my best-selling book, *Multiple Streams of Income*. They called the show *Real Streams of Cash*.

In designing the show, the producers encouraged me to come up with a dramatic way to prove that my moneymaking ideas work. I immediately remembered how powerful David's demonstration had been. Using this as a model, I made the following statement:

"Sit me at the keyboard of any computer in the world with access to the Internet, and in just 24 hours I'll earn at least \$24,000 in cash."

The producers of the show were skeptical. They wanted me to lower the figure. They reasoned, "A thousand dollars in 24 hours is still a lot of money to the average person." I must admit that I, too, had my doubts, but I just had a gut feeling that, given 24 hours, I could generate at least \$24,000. Maybe more.

A few months later, on May 24, at a studio in Burbank, California, at exactly 12:38 P.M., in front of live cameras, I sat down at the keyboard of a computer belonging to the producer of the shoot, Packy McFarland. With a simple click of the mouse, I sent a special message to my list of 11,518 subscribers. Would anyone respond with cash? Frankly, I had no idea. This was marketing without a safety net.

The first order was generated in less than four minutes. A man in Houston sent me \$2,991. The second order came from my friend, David LeDoux. He had been monitoring my progress and sent me \$200. Thereafter, every several minutes another order *ka-chinged* into my e-mail box.

After 6 hours and 11 minutes the total was . . .

\$46,684.95!

I slept very peacefully that night. I was convinced that while I slept even more orders would pour in. I was right. The next morning, still dressed in my bathrobe, with live cameras rolling, I checked the total number of orders. It was now up to . . .

\$78,827.44!

This was exciting! And I still had about four hours to go.

That afternoon, 24 hours after the challenge had begun, we did a final tally. The total was . . .

\$94,532.44!

Almost \$100,000 in just one day! And the orders kept pouring in. Within just a few days the total had climbed to over \$115,000.

Before you get too excited, let me remind you that it had actually taken over nine months to set up this process. I had to launch the Web site. I had to draw traffic to my site. I had to gather the names of people for my Internet newsletter. But what if you could work for a full year with zero income and then, in one day, recoup all of your expenses and walk away with a net profit of \$10,000 . . . \$30,000 . . . \$50,000 . . . maybe even \$100,000? Moreover, what if you could repeat this process once a month for the rest of your life?!

Would that be worth the effort?

This book takes you step by step through the process that I used to achieve such incredible results. Although the product I was marketing was an information product, these same principles can be used to market anything—products, services, even business opportunities.

Behind the Scenes

Now, that you know the results of my live Internet challenge, I'd like to take you behind the scenes and teach you the timeless marketing principles I used to increase the odds of success.

The serious planning began about 60 days before the May 24 shooting date. My first step was to call on my mentors. I can't stress enough the importance of building a powerful mastermind team. Successful people rely heavily on their mentors. Ordinary people don't. It's that simple. My marketing team consisted of Tom Painter, Daren Falter, Bob Gatchel, Saul Klein, Mike Barnett, Ken Kerr, Ken Varga, and Scott Haines, supplemented by conversations with at least a dozen others. Here's how I presented the concept to my mentors:

"Suppose you have a goal to market a product and earn \$24,000 in 24 hours using the Internet. Suppose it's more than a goal—suppose your life is on the line. If you succeed, you get to live. If you fail, you face the firing squad. How would you do it?"

In other words, what if your life literally depended upon your success? Would you prepare differently? Most people *try* things. I don't. As Yoda taught Luke Skywalker, there is no *try*. There is either *do* or *do not*. When I design a marketing campaign, I assume that it *must* work. I plan for zero failure. It either works or I die.

Of course, I don't *really* expect to die . . . but I put that kind of intensity into the design. I don't expect to fail. I expect to win.

When Spanish explorer Hernán Cortés conquered Mexico in 1519, he faced overwhelming odds . . . tens of thousands of Aztec warriors against

his 400 soldiers. When his troops began to mutiny, Cortés ordered all but one of his 11 ships to be scuttled and sunk so there was no avenue of escape. Then he rallied his troops with a stirring speech. Conquer or die. Those were the options.

When I gave this do-or-die scenario to my mentors, it focused their advice to me. They thought about it in a different way. Instead of bouncing around a few nice ideas, I got their best advice: “Well, Bob, if my life were on the line, then here is what I would do.”

In the next chapter, I share what they told me. Obviously, it worked.

