



Product Launch Vault

LAUNCH REPORT

Winning At Social Media

JANUARY 2009

<http://www.ProductLaunchVault.com>

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Gavin Simmonds

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Introduction

Welcome to this free report designed to show you the details of the “Winning At Social Media – The Future of Internet marketing” webinar put on by Perry Belcher and Ryan Deiss on December 18th 2008.

2009 is going to be the year of social media and after watching and listening to this webinar; I can certainly see this will be the case.

Read and study this content I am going to share with you summarizing the launch as it is really good stuff and frankly after reviewing certainly the Twitter component, I can certainly agree with all the hype.

Let me know what you think of the report, feel free to pass it on but most importantly, let me know what you think either by email, on my blog – <http://www.productlaunchvault.com> or on twitter <http://www.twitter.com/gavinsimmonds>

Enjoy and hope this will help you in your journey

Best Wishes

Gavin Simmonds
January 3rd 2009

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Follow me on Twitter Me at : <http://www.twitter.com/gavinsimmonds>

Summary

Winning at Social media is a new course being launched by Perry Belcher and in order to promote it, Perry held an amazing 2 hour and 18 minute informative webinar on social media focusing particularly on Twitter, Facebook and YouTube.

This webinar was called "Winning at Social media - The future of Internet Marketing" and my take home from watching it is this is exactly what it was all about and YES, it is the future.

Key Web Addresses

Blog: <http://www.perrybelcher.com>

Website: <http://www.winningatsocialmedia.com/training/>

Key Files

Webinar Location: <http://www.winningatsocialmedia.com/webinar/>

Raw Video: <http://tutorial.s3.amazonaws.com/winning-at-social-media.flv>

Please note: These are links to the actual files of this launch, which may at some point be taken down. I advise you to save a copy of particularly the video to your local hard drive.

Sidebar

FLV files or Flash Video files are the name of a file format used to deliver video over the Internet.

Flash Video is viewable on most operating systems, via the widely available Adobe Flash Player and web browser plug-in, or one of several third-party programs such as MPlayer, VLC media player, Quicktime, or any player which uses DirectShow filters (such as Media Player Classic, Windows Media Player, and Windows Media Center) when the ffdshow filter is installed.

Webinar Details - Winning at Social media

This webinar is all about the future of Internet Marketing and for 2 hours and 18 minutes, you get nothing but content (except the sales pitch in the last 10 minutes!)

Perry Belcher is living and breathing social media right now and his presence on Twitter is growing and growing whereas Ryan Deiss has only been involved the past couple of months.

Perry Belcher started working at 18 and had 42 jewelry stores by 21 as well as being the worlds 3rd largest candle manufacturer.

Perry got online in 1997 and had an arts and crafts website which sold \$50m - \$100m product online. All in all, Perry had 6 different companies by 2008 including 1 dietary supplement company.

This all went wrong when he lost everything he had due to mistakes h had made in the health business – not sure exactly what mind you. Before this all happened, Perry was making millions and millions of dollars and the government took everything.

At this point, Perry had had enough bad things said about him and he wanted to prove he wasn't bad – Ryan vouched for Perry, which is good enough for me.

Ryan and Perry then launched the Wholesale Traffic System before Perry found social media. Perry is now 100% devoted to this.

So, when you look at what happened to his business, the massive following and development all happened in the last 6 months.

As of mid December 2008, Perry has:

- Over 8000 twitter followers (11,277 followers as of 3rd January 2009) – Ryan Deiss (3,765 followers as of 3rd January 2009)
- Adding 1000 every week
- Over 2000 Facebook friends
- 30,000 views to YouTube channel

This has made Perry be:

- Considered a top 10 social media expert
- Charging 10,000 a day to consult

- Speaking all over the world

Why? - Because he adds value

What the heck is social media?

It is all about mass two-way communication that in itself is revolutionary. The Internet is an extension of the way we communicate and since it has begun, it is always been a one to many way of communicating, in other words what is on a webpage is written by one person and communicated to many. Think any newspaper website for a simple example, in other words I own the website, this is my opinion and it goes out to many.

Social media is many to many. People can comment, interject scrutinize, join, belong to whatever is being put onto the Internet. The most simple way of looking at an example of social media is a blog which by now most people will have heard of and know what one looks like. On a blog, you can see someone's post and comments on it which is feedback on that post – do you see how this has now become two-way communication?

Social media is also viral by nature and it has a ripple effect, e.g. if I have a photo on my Facebook page, this goes out to everybody's pages who follow me. If someone posts a comment, it goes out to everyone who follows me.

It's all about reach as it is unbelievable and it is 100% free traffic. Anyone can build a social empire in your own niche. Think about it!

Right now, a giant tidal wave is coming and the big advertisers out there don't have a strategy as to how to handle this.

Who are the major social media players?

There are currently three key players:

1. Twitter
2. Facebook
3. YouTube

Twitter

Twitter is a micro blogging site with its main premise being a response to "what are you doing"

You sign up for an account and post short sentences only, similar to a text message responding to this question namely "what are you doing".

You can only provide plain text and links. Twitter is growing faster %wise and is the most viral social media platform around with thousands of users starting to use Twitter, with your main strategy being build an audience.

When you use Twitter, everybody's list is public and you have access to the top internet marketers, top CEOs of companies, top people in your own niche and for all of these, their most valued customers, people who follow them and it is all public – how powerful is that?

It is all about human nature and we all want to know what from our friends "what are you doing"

Facebook

This us the King Kong of social media and is now a refined version of Myspace. This is basically a webpage all about you. It contains all the stuff you like, videos, jokes, favorite things etc. and is by far the largest social media site with 140 million active members spending on average 19 minutes a day, 3-4 times a day. This is the most viral website in the world. Comparing Facebook to Google – It took Google 10 years to get to 50 million members whereas it took Facebook 19 months. The difference is that Google is a tool, whereas Facebook and YouTube for that matter are communities.

YouTube

YouTube, now owned by Google is all about video content. If you don't have a YouTube account, you are not getting the benefit. You can watch videos that friends of say they like and subscribe and follow to them Video is also intense and personal in nature, so you can really see more in people. In the last few months, one of Perry's videos had 30,000 plus views.

Summary

Anyone of these tools is pretty good. The key is when you tie these together you get a powerful force. This gives you a big advantage over companies who have a ton of money. Think of it like this, only 16% of people trust big corporate websites. Blogs have a trust factor of over 60%.

It is a changing of the guard right now. Those people who are now coming out of the school are already into it and have already been using Facebook and building friends. Don't get left behind as a new younger minded generation is getting on board. This is not just in age but mentality - Perry is 44 and is in it! There is a chance right now for new stars to emerge or you will be kicking yourself in your butt later.

Why is it changing?

When you look at communication, there are the following ages:

- Stone tablet
- Papers and printing
- TV and film
- Internet websites
- Just beginning - social media

Social media is growing 10x to 100x faster than the speed of the Internet with Facebook growing at 250,000 signups per day, never mind Facebook reaching 50 million users in 19 months.

People aren't sheep

People want change and choices, they want to see information their way and not be told.

18-34 audiences spend 4.3 times of their time on social media than on TV, radio and newspaper combined. That figure should wake you up.

Here comes the social media wave

People don't socialize anymore

After 9/11 people don't socialize as much anymore but we still have this nature that means we need to associate with people. People now looked

for safer ways to associate. Facebook has now 140 million active users, up 89% in last 12 months; and went from 80m to 140m in the last 12 months, growing at 250,000 subscribers a day. Each Facebook user is also spending approximately 19 minutes per day on it, checking it 3-4 times a day. Massive figures.

Twitter is also growing at 300,000 new users per month. Almost all influences average 4,000,000 tweets (messages) per day

People don't watch TV anymore.

But they do watch videos instead. You tube has 75 million videos on it, growing by 150,000 videos per day. It is bigger than any TV network. Did you know that \$4.3bn moved from TV spend to online video advertising in 2008. This is 8.6% of the entire ad spend budget of approx \$50bn. This is expected to double in 2009. Forrester research think it will end up being about 60% of ad spend will move online before things level out.

People don't read anymore

How many people do you know who read newspapers daily now? People have started to move to reading blogs. Did you know there is approx 12.9m active logs in existence with more than 5 billion readers? This number is more than people who read newspapers, books and magazines combined.

People want to deal with people again. Now with the Internet, it is easy to get personal.

One example is with The Huffington report – Huffington is a liberal columnist who used to be with Washington Post as a columnist. She ended up leaving and started a blog. Her blog is now read more than the Washington Post is on a daily basis. That is power! (*Note: I have not been able to confirm this comment*)

How to get started in social media

Social media is like the "You Network". What does Perry mean by this, well:

1. A blog is like your own newspaper
2. A video channel on you tube - like your own TV station

How I view social media

Facebook, Twitter, YouTube, Myspace, digg.com, stumbleupon.

These tools are like going to a party – you don't try to sell on these tools! These are ways to meet people and not to push them to sell things – this is a quick way to turn them off.

If you like them, invite them to come by your house = Your Blog. Your blog is 80% about you and 20% about what you do. They meet you on Facebook, Twitter etc. and if they like you they will come by your blog to learn more about you.

When they are at your blog and they feel comfortable, that is when you can take them through to your back porch/deck where you can do business and this is where you use your skills i.e.

- Networking
- Sell stuff
- Speak
- Consult
- Referrals
- Get a job
- Collaborate
- Test

What have I done in 100 days

Looking at Perry and what he has done in the last 6 months is pretty incredible.

- Went from zero to 8000 followers on twitter

- Went from 80-2000 Facebook friends
- 600 Facebook fans
- 386-30,000 YouTube video views
- 1000-1500 blog views per day
- Thousands of email addresses
- 3 speaking gigs of \$60K+
- Radio show offer and book deal
- Made some good friends e.g. MCHammer developing fan base through twitter

And the incredible thing is that what did it all cost - ZERO

Quoting from Perry:

“ I can communicate 100 times a day and now people ask me when my next product is out. I can ask my list what people want and in 10 minutes I can have 300 answers. I also have an unstoppable supply of referrals. In 3-4 days added 700 followers and it makes me feel good”

What this shows to me is that you do some work, give good feedback and help people and bingo. People will start following you; you will get referrals and get a big following fast and FREE traffic straight to your blog.

I am not Perry Belcher by any means but when I tried this with Twitter I had 120 followers within a couple of days. Incredible really.

Tips & Tricks to Follow

Twitter

This is Perry's favorite tool and is the most open. Anyone can follow anyone on twitter and in Perry's case, 60-70% of people I follow, follow me back.

Here are some of Perry's key tips:

1. Get your own name e.g. gavinsimmonds
If you already have a Twitter account and it is your business name, change it! - You will still keep all your followers.

2. Write a kick ass bio. Perry's is:

- Perry Belcher - Seriously Bad Ass Marketer & Neurological Copywriter With a Gift From God. www.PerryBelcher.com

3. Send the link to your personal blog. Get them to know you in multiple ways

4. Customize your look and picture. No icon, logo - make it a picture of you. A close up and don't be boring and posed - a family photo is cool

5. Start following a few people who follow people you like. Who are the bloggers you read?

Did you know that about 10% of the Fortune 500 CEOs are on it, also entertainers?

e.g. follow Steve Jobs from Apple - follow his followers if you are into high technology. Follow Richard Branson if you are into entrepreneurship.

6. Find your twitter style - helper, jokester, prankster, and deep. People will like you know matter what but most importantly, BE YOU

7. Tweet at your leisure - do not make it a chore = wicked fun

8. What to tweet about:

1. Support people's dreams - compliment them! Tell them they are good
 2. Confirm people's suspicions - news
 3. Allay people's fears - tell people it's ok
 4. Throw stones at their enemies - e.g. companies, the airlines, e.g. charging to take on luggage
 5. Give resources - help (how to)
 6. Be funny or borrow - YouTube (video) e.g. fark.com
9. Always ask questions, even when you answer e.g. where are you from, Sydney - how about you?

10. Answer your @'s - don't be a twitter snob. If people are kind enough to ask me a question, answer as best as you can. I want people and therefore customers to contact me.

Facebook

Re-iterating, this is the King Kong of social media

1. Start with family, friends, college, local
2. Answer all the questions when you set-up an account e.g. favorite movie
3. Comment on EVERYTHING you can
4. Update your status - regularly - ideally each day
5. Trickle in pics and videos e.g. 1 or 2 a day
6. Ask people for comments - this tip will make you a Facebook star. e.g. I post a comment on my on photo and then ask people to post a comment, e.g. people comment on your photo, this now goes into their photo
7. Set-up a fan page or club do not do it as "Buy my e-book"
8. Think interests not profession
9. Tag pictures or videos e.g. tagging a person will show up in their page as well, only tag someone who is in the picture

YouTube

This is the most personal as the medium of video is most personal, why? Well video allows you to have nuances.

You do not need much to get started shooting video. You can use a \$100 - \$200 camera.

1. Tell success stories - don't be shy
2. Explain things - what is? e.g. how dental bondings work
3. Be funny but not ridiculous - unless you are a comedian
4. Show your lifestyles and interests e.g. if you have an airplane - show it. They want their professionals to be successful

5. Show embarrassing stuff -show your vulnerabilities - opening up builds friendships
6. People love pets and kids. Even in this age where you have to be careful, but a lot is not being held back now e.g. you can see the roof of your house with Google.
7. Ask for subscribers, ask for comments and rating:
 - If you thought this video was great comment about it"
 - If you thought this video sucked comment about it"
 - Tell me if the video was a 1 or a 5
 - "I want you to do something just to show me your alive"
8. Focus your channel – if you make 20+ videos, you can get a different status by becoming a YouTube partner. The only way for this to happen is if you get sent an invitation.

Your Blog = Your Home

Use this as a person-to-person way of communicating not company to person. A good example is in the presidential campaign where John McCain used Joe the plumber as a way of getting his message across

These tools should be used to drive traffic to your blog

Twitter -> Blog

Facebook -> Blog

YouTube -> Blog

But, the important thing is not to go out and sell on your blog. One of Perry's mentors said "never do business with someone until you break bread"

You need to get people to your house and let them get to know you first and trust you.

The following are key points that Perry makes regarding blogging with some interjector by me:

So, what should you use for your blog. There are two possibilities to use - WordPress or WordPress – get the picture?

One thing about WordPress is that wordpress.com which is where you can host your blog has a few limitations. It is best to have your own hosting and host your own blogs. I use Hostgator for hosting and use Fantastico to create my default WordPress blog within the Hostgator control panel.

Think of your blog as your scrapbook. Use it to talk about kids, house, hobbies, whatever you are into, project what you want people to know about you.

Post photos (use flickr to host them) and videos of your interests

Your blog should be 80% about you 20% about what you do

ALWAYS ask for comments - this is what drives blogs up search engines Even when you post, ask for a comment – e.g. “be sure to comment or I will go out and club a baby seal” this is one of Perry’s classics and shows very much his personality!

If you need content for your blog - get an RSS feed from another blog and add content

Link your blog to other blogs you like - e.g. blogs you like and maybe better than yours. Generally, they may link back if you establish a rapport with them

Grow backlinks to your blog by commenting on other people’s blogs. This will drive your blog up the search engines

Monetizing Your Blog =moving from your home to the back porch/deck

Now you have started to build up traffic to your blog, it is time to show you some of the tips to monetize your blog.

The most important thing is that people buy from people they like. If you send your customers to a bunch of trash products, they will dump you quick smart. It is important to be their trusted ally.

- Get speaking engagements on social media. There is big money here, e.g. Perry got a \$60K flat fee

- Host Webinars, teleseminars and use <http://www.ustream.tv> you can do all of this easily now and it involves no travel. You can talk on the phone and people are going onto learn. This report is generated from listening to a 2hour 18 minute webinar and in case you are concerned, not once did I see Perry or Ryan's face – I just heard their voices talking to a PowerPoint presentation.
A good example of ustream.tv is when Ryan Deiss launched continuity blueprint. At one stage, Ryan had 1071 people listening live. A good tip using ustream.tv is when you are about to go live; you can use twitter to broadcast to your followers to say you are live.
- Offer consulting & training. Perry has charged up to \$75K per 1 hour to consult on social media. How can this be done? As blogs, twitter are so easy to follow – say if someone likes a twitter post, they may ask you to write an article. Now the key thing here is that using blogs and twitter, you seem more human and friendly. If you had just sent an email, do you think the same person would have communicated with you? If Perry now goes to a marketing event, half the people know him already!

Super ninja monetization tricks

1. Couponing

This is a great way to gather customers and most of you should know that all marketers talk about back ends as where they make their key money.

If you are selling a front-end product for \$27.offer your twitter followers only a coupon that allows them to get it for say \$1.

Hundreds of people would use that code and get the product for next to nothing but when they reach the thank you page, they are taken straight to the up sell

This works like a charm if you have a shopping cart that uses coupons, if not take them to a special page where they can get the same product for \$1.

2. Email gathering

Perry buys resell rights and then gives it away in order to build his email list. "I just bought x and have the rights to distribute it. Anyone who wants it just email me." "Please re-tweet to your list that I am giving it away for free e.g. have 200 people on list and 2000 get told"

3. Viral affiliate programs

Join up to some affiliate programs that you know provide a good product and their sales page converts. Take your affiliate id and create a "tinyurl" i.e. a condensed URL through <http://tinyurl.com> at which point you could then promote this in your tweet e.g. "Heh a good friend of mine is doing a free course on copyrighting". You will notice that this link will get clicked on more times that you have followers once you have built a relationship with your followers.

Tip 1: Perry loves launches with video series of webinars. At \$1000 per commission, Perry has made a lot of money – just sending a single tweet

Tip 2: use budurl.com rather than tinyurl.com as this can track your clicks on your link.

In testing, a tweet is on average 7 times more effective than sending to an email list, which translates that a 50,000 email list is equivalent to 7000 followers and twitter is no cost, no spam and no email to send

Action Steps

Here is a list of action steps that Perry put together, which should be achievable by everybody who reads this report.

1. Get a Twitter account – take about 2min
2. Get a Facebook account – takes about 10min
3. Get a YouTube account – takes about 2min
4. Get <http://www.yourname.com> or <http://www.yourname.tv> for your blog

All the below steps could be all done in 2 hours and certainly within the next 24 hours

When you have these 4 steps done and you are about to start remember the following:

1. Don't try to be perfect! you are a person and need to act like one, including showing your nuances and being human
2. Allot 30 minutes a day, 10 minutes in the morning, 10 minutes in the afternoon and 10 minutes in the evening to post on your blog, Twitter, Facebook, ...
3. Have a positive attitude
4. Have a TON of fun

Twitter Action Steps

1. Start following followers of people who are most like you
2. Start following those people other like minded people are following
3. Don't worry about celebrities as it is unlikely they will follow you
4. Start posting valuable content and resources - 10min in the morning, 10 minutes in the afternoon and 10 minutes in the evening
5. Start helping people, talk about your life

Sidebar:

How to find valuable content - go to digg.com and see what is ranking well. Go to <http://www.alltop.com> - which ranks all blogs in the world by subject

Go to <http://www.popurls.com> - shows popular URLs to the latest buzz

Facebook Action Steps

1. Fill out your profile completely.
2. Join your local group or nearest big city
3. Join former schools
4. Start to trickle in photos, only do one a day
5. Start "friending" people Facebook recommends

6. Follow 25 people per day and the key is consistency, a high % will follow you back.

Sidebar:

Facebook has a limit of 30 people per day you can follow so don't try and hit it

YouTube Action Steps

1. Add videos to your playlist – this gives you content
2. Make friends with the people who created those videos
3. Post video responses to videos and videos you don't like

How to be a social media master

And now the key to the whole webinar, the sales pitch showing what Perry Belcher is about to start to run.

Perry is introducing a 5-module video training series that goes over 8 weeks

What Perry has done is go through every infoproduct on social media that he has found in order to put out the best training series there is.

Module 1 -getting set-up

Which are the 20 social media sites that really matter and how to get set-up in each.

He will explain why they are all different

How to sync your social media sites so a single post will syndicate to all of them

How to create a killer bio for your niche i.e. branding you.

How to make people remember you.

How to be remarkable

How to be someone people talk about

Module 2 - your first followers

How to mine Twitter, Facebook and YouTube for the people who are most likely to like you and most likely to follow you and most likely to spend money with you

The big secret that gets me twice as many followers as everyone else most people get 30% of people they follow, follow them back, Perry gets 70%

How to build an iron cage around your followers by transplanting them in all your social media networks

Module 3 - making contact

The 4 big keys that will draw people to you like bees to honey

How to source and sort killer content that you don't have to create

How to create viral conversations that bring followers to you

Module 4 - building synergy

How to create a virtuous cycle of interaction that causes your followers to swarm around you – this isn't one thing but a series of things tied together
How to use the social media triad to explode your blog traffic
How to get other social networkers to promote your content for free and how to approach them

Module 5 - monetization

The 7 secrets to passively monetize your network without ever being tricky, salesy or spammy – a way in which Perry feels good about the way he does it
How to get instant market research and have your followers love you for it
How to get big money offline deals e.g. speaking, consulting, book deals
How to use the power of your social network to get on anybody's JV radar

Bonus modules

Advanced Twitter strategies
Advanced Facebook strategies
Advanced YouTube strategies

The value of all of this so far is \$1997 which is what was offered in a course Perry attended and offered this at recently in Atlanta – a third of people took the offer up

Additional bonuses

Bonus 1 - 4 group Q&A calls every other week - value \$600. Perry will stay on the phone until the last question is answered
Bonus 2 – a 30-minute one-on-one strategy session with Perry - value \$500.

Total value of everything is \$3,097

How much?

Perry is offering the course for \$997 or 3 installments of \$397 with the training over before you have to pay for the last payment

There is a 60-day no hassle guarantee – all handled through Ryan Deiss's company

When

It all starts on January 6th.

When you sign up, you will receive homework and preparatory stuff

Final words

This is a pretty good summation that Perry and Ryan did and although appearing quite alarmist it does appear convincing and certainly makes sense.

If you don't have a lot of money and you don't have an audience, social media is your last and greatest opportunity to start an online business
In 2009 - all gurus will talk about social media and if you don't have a lot of money or experience to invest, the days of getting free traffic is gone, paid traffic now costs more but social media will get you in there.

This is a phenomenal opportunity to get a second chance; social media is like back in the heyday. You know the wind is coming, the world is shifting and the average guy can do this in 90-100 days.

My thoughts are good luck and go for it.

In Conclusion

I hope you like this second launch report that I have released, I will continually put more of these launch reports out as I review all the product launch material out there.

Hopefully you can put some of the tips into action and get on your way to making a fortune making money online.

Let me know on my blog, twitter what you think of this report, what should I do differently and what launches you would particularly like me to review and summarise.

Until then, good luck to you

Cheers
Gavin

Email me at: gavin.simmonds@gmail.com

Follow me on Twitter at: <http://www.twitter.com/gavinsimmonds>