

Matthew Glanfield Presents

Infinite Profits

A beginner's fast-track
to the infinite profits
of the web...



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BBO Infinite Profits

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Preface - or *“Why I created this e-book”*

I know what you’re thinking right now. You’re thinking, *“I don’t really care why you created this e-book, I just want to make money online!”*

And hey, I agree with you! I hate buying e-books where they spend the first 50 pages telling you how great they are and how much money they have made and how great the Internet is and why you should consider getting into it and all that other boring stuff...

Sigh... Why not just teach the stuff that makes money?

That is why I created this e-book, and that is why you should stop everything else you are doing right now, and read through EVERYTHING here as quickly as you can.

Sure, you could just read the first few chapters and then go and apply it (you ARE going to apply this, aren’t you?), but then you’d be missing out on the bigger picture.

That’s right, **the bigger picture.**

What is this bigger picture? Well, I can tell you what it isn’t.

It isn't:

- How to make money by selling e-books
- How to make money by selling other people's products (i.e. affiliate marketing)
- How to get more traffic
- How to make more sales
- How to build a list

All of those things are great, and they do help you to fulfill your dreams, but they aren't what make a business a profitable business.

Chapter 1 – The Infinite Profits System

So what makes a profitable business?

Ah, that is the right question. And to answer that in its fullest you will need to read this entire e-book.

Don't worry. I won't fill this up with a ton of fluff that will take up 150 pages to teach what could be taught in 10.

I'll cut through the B.S. and the false ideas that are out there, and I'll show you where the REAL money is.

And no, it's not in e-books.

And no, it's not truly "in the list."

And no, it's not in affiliate marketing.

So what is the "big secret" of the "bigger picture?" It's quite simple actually. In fact, I can sum it up into one word.

Ready?

Here it is:

Continuity.

You should highlight that right now. Oh, you don't have a highlighter? Ok, I'll do it for you:

Continuity.

Yup, that's the big secret. And most people still haven't figured it out. Most people are too busy selling their \$67 e-books to as many people as will buy them, trying to cash in on the \$30 profit margin that they get when an affiliate sells their product.

How many e-books would you have to sell to make \$100,000 per year if you made \$30 per e-book (after affiliate commissions, PayPal fees, etc.)?

Let's do the math:

$\$100,000 / \$30 = 3333.3333\dots$, or about 3334 e-books per year, or a little over 9 per day.

Let's say you get a 1% conversion rate (we'll talk about what this means later, but let's just say that it means for every 100 people that visit your site, one purchases). That would mean you would need over 900 visitors per day ON AVERAGE for the entire year.

Sound like a lot? It is, unless of course you have a ton of huge partners ready to send out promotions for you.

You don't? Well, then you may want to listen to what I have to say. ;)

All kidding aside, there is a much easier and better way to make \$100,000 in a year, and most people will be able to do it within their first year.

Oh wait, I just got a phone call from my lawyer. Hold on a second...

Matthew: "Yes?"

Lawyer: "You can't tell people that most people can make a certain income in their first year!"

Matthew: "Why not?"

Lawyer: "Because then you'll get sued when they don't succeed!"

Matthew: "*Sigh...* Alright, I'll tell them what I really mean..."

Ok, I'm back. My wonderful lawyer wanted me to tell you that I can't guarantee any income.

Well, I didn't. However, allow me to clarify:

If you apply what I will teach you in this e-book, you have the POTENTIAL of making \$100,000+ in your first year.

Clear enough?

And just a side note, the one big thing that keeps people from this potential is a simple lack of focus and a lack of action-taking.

If you want to be like 99% of the failing “business owners” out there, simply do nothing and you’ll “succeed” just like they have.

Wait a second! I never finished telling you all about continuity and why it is included in the Infinite Profits system!

Well, you’ll find out in this chapter, I promise. And for those of you who don’t even know what the word “continuity” means, you’ll be an expert on it by the end of this book.

So what exactly is the Infinite Profits System? Well, it can be broken down into 6 simple steps:

The Infinite Profits System

1. Find a niche.
2. Create a front-end product.
3. Make sales.
4. Create a serious back-end **continuity** product.
5. Link front-end to back-end.
6. Create more front-end products.

Don't worry, if you aren't familiar with terms such as "niche", "front-end", "back-end", or "continuity", it will all be explained to you here.

Now, before we go any further I realize that you may have seen certain elements in this system before. Obviously finding a niche (AKA "knowing what you are going to sell") is essential to any business.

However, what really makes this system stand out and work so incredibly well is steps 4 through 6.

Allow me to explain – remember how we were talking about how hard it would be to make \$100,000 just selling e-books? Well it's true!

When I first started teaching people how to make money through affiliate marketing (that was the second online business I started), I started with a \$97 e-book (the price changed around, but it was around \$50 - \$100 at any given time).

I was able to make quite a bit of money, but it wasn't until I created YourSqueezePage.com, which is a **continuity product**, that my revenue skyrocketed. I ended that year (the FIRST year of that particular business) with around \$300,000 in revenue.

I could not have done it without the continuity part.

That allowed me to harness the power of **residual income**, and also the power of **back-end products**.

Ok Matthew, what is a “**Continuity Product?**”

I keep using the phrase, so I’d better explain it.

A continuity product is a product that people pay a subscription fee to access. Typically this is a monthly membership site, where people pay \$10 - \$500 per month in order to gain access to training, software, or any other benefits.

The reason this is so effective and profitable is because you aren’t just getting one-off sales, you are making **residual (recurring) income**.

Let’s do a quick calculation. If you were able to add only 50 members per month (that isn’t much) to a \$20 per month continuity program, you would be making how much in only 6 months?

50 members x 6 months x \$20 per month = \$6,000 per month!

What about after a year?

50 members x 12 months x \$20 per month = \$12,000 per month!

The key here is that once you get a new member, they continue to pay month after month (provided you do things right).

Alright, let’s get back to what we were talking about.

We’ll talk more about continuity products in a later chapter.

Hopefully by this point you aren’t too overwhelmed. If you are, don’t worry, just take this one step at a time. While the system may look difficult it really isn’t, mainly because it focuses on **building** your business, not just **creating** it.

Chapter 2 – Who on earth are you gonna sell to?

Want to read on? You can download the second chapter for free here:

<http://www.bboinfiniteprofits.com/chapter2.php>

The second chapter covers how to determine what your niche market should be.

It covers things such as:

- How much time you should spend choosing a market (page 12)
- **The four-step method to finding a profitable market (page 13)**
- The three types of high-profit markets (page 14)
- **The three "litmus tests" that you can apply to almost instantly know if a market is profitable (page 18, 22, and 27)**

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