



Lesson #1

Start At 50 COURSE™

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Foreword

Welcome to your first **Start At 50 Course™** lesson.

We're really glad to have you on board, and over the coming weeks we're really looking forward to seeing you get your own online business up, running, and even more importantly, pumping cash into your bank account.

Before we begin though, there are three things that we need to go through with you...

1) Time Released Bonuses And Training Tools.

You'll also receive bonus report and training materials as an active **StartAt50Course™** subscriber. They'll just pop into your membership area from time to time, and they'll help you to streamline your whole business as well as help you to create more profit. Additionally we're planning some 'surprises' too that we'll be sending to you at unspecified intervals.

2) What's In Store To Start With?

While this is intended to be used by those over 50 years old who are starting an online business, it can be just as valuable for anyone starting one. There are tips sprinkled throughout that will help the over 50 crowd succeed.

The course is constantly being refined and updated so as soon as we discover something that works better than an older method we'll be letting you know. We'll present you with an overview of the whole course so that the more experienced marketers among you can move forward and start generating income as quickly as you wish. There'll also be in-depth, step by step information in each weekly lesson so the less experienced marketers won't get left behind in any way. By the end of the course the less experienced marketers should be generating just as much profit and have learned a wealth of internet marketing knowledge too.

We'll start of course by getting things up and running as soon as possible. We have some gold nuggets of information that will make sure you start out with the biggest possible advantage when it comes to generating your online income.

3) Why You Should Never Cancel.

You're probably laughing to yourself now and saying 'well he would say that, wouldn't he?' and of course you're right – we want to keep you as a paying subscriber for as long as possible.

But there is another reason...

Each lesson is sequential, which means if you cancel halfway through or hop about canceling and resubscribing you're going to *miss vital parts* of the training. You might think, for example you're totally confident about setting up your autoresponder. We did too, then just a few short months ago discovered that we were leaving *thousands of dollars* on the table that we could have pocketed by changing one tiny setting on our autoresponder. We'll of course make sure you don't leave any money lying around when we come to that part of the course.

The other reason is as we explained, that each lesson is sequential in the way it's delivered. **So if you cancel then re-subscribe you'll be starting again at lesson one.** There's no 'picking up where you left off' with this training program. The good news of course is that we've tried to configure the whole course so you can see results every week, and the money starts coming in as soon as possible.

Accessing Each Lesson As It Arrives

You can access each lesson every 7 days by logging into the members area at:

<http://www.marketingover50.com/members>

You'll be automatically sent a new lesson every 7 days (sometimes with bonuses or action plans in between) If you find that your lesson hasn't arrived on the day you think it should, please give it 24 hours to allow for time differences between where you are and our server time. They *will* get to you. And if there does happen to be a problem just get in touch with the Start at over 50 course support team at

<http://www.marketingover50.com/support>

P.S. When I refer to 'we' in this course, I mean the team who helped me research and put it together. Lee
OK – now let's get down to business....

Introduction

Today we want to give you an overview of what we're going to be doing and how things will work.

The course is designed to *get you to the point where you can self-sufficiently earn money from the internet.* The method we're going to show you is in our view (and more importantly in our *experience*) the **quickest, most effective and most likely to still be generating cash for you in 10 years, that we've ever used or seen.**

Note – the more experienced users among you will be able to use this overview to get the ball rolling immediately. If you're less experienced, we recommend you take each lesson as it comes.

Here's what we're going to create:

Definition: "An Automated, AutoResponder-Driven Income System"

Not as scary as it actually sounds of course.

We're going to show you how to create an automated business, by using (among other processes), Clickbank, affiliate marketing (they do the work not you), Autoresponder sequences and free reports to build a mailing list that can provide you with a regular monthly income, on autopilot.

Once put in place, you'll need to tweak it and look after it, but the hard work will be done and, based on our own system, you should be able to sit back and watch as sales come in day after day, week after week and month after month.

...and that's no exaggeration, hype or guru-speak

It's how my business works.

And perhaps the best news of all is that you really can start from nothing.

We'll show you how to use other people's products to attract affiliates. The affiliates in turn drive traffic to your products. While you'll make money from the sale of these products, **this IS NOT the ultimate aim of your business.**

While all profit is very welcome, our real aim is to build a list of visitors, subscribers and buyers, who can then be sold and resold on other products, services and courses (many of which will generate a monthly income on their own) run by other people. They do the hard work and we take the profit.

Of course, there's much more to it than this.

For example, you need to treat your new list with respect and give them value for money and not just sales emails. We're just about the best in the business at this and we're going to pass on everything we know to you.

Likewise, we'll show you how to create unique products out of the vast amount of digital dust out there in just a few hours.

We're holding nothing back here guys – we're going to show you how to create a real internet business on autopilot, that although needing some hand-holding as it goes, can provide you with more freedom (and more money) than you ever thought possible up to this point.

Chances are you've just been 'dabbling' or 'playing' at internet marketing. You've maybe made a few dollars here and there?

That stops NOW **You're about to become an internet marketer.**

Welcome Aboard.

StartUp Checklist

You're going to need some things in place before you see any money dropping into your account.

The whole point of making these lessons weekly is so you have enough time to go away and do them before the next lesson arrives in your inbox.

This is also where the work starts. While we'll show you every possible shortcut that we can, you're probably aware that nothing will happen without your co-operation and effort.

You're going to need the following things. Experienced marketers can get started on the following list immediately (although it's still vitally important that you read the accompanying lessons) whereas the less experienced marketer might want to investigate and research the following they should probably wait until that particular aspect is covered.

IMPORTANT:

It's important that you realize that although a particular lesson might focus on setting up an autoresponder or Clickbank account, which you may have done many times, we'll ALSO cover in the same lesson, gold-dust marketing tips that many (in fact most) marketers simply won't be aware of and could be the difference between success and failure.

Think about it – You may have tried many so called “systems” in the past and not had success. You need to stay with and follow through with one solid system and focus on it, not changing direction willy nilly.

The success *is* in the detail – those little hints and secrets that we've discovered through trial and error, THEY are what we're going to share with you, and THEY are the reason why this course is different to most others.

You'll find numerous tips that we've come up with that will help those over 50 years old jump over any perceived obstacles.

You'll need:

1. Hosting (e.g. D9 Solutions or others) for your websites
2. A domain name (e.g. registered using namecheap.com, or your choice)
3. A Clickbank Account
4. A Paypal account
5. An autoresponder service (e.g. Aweber, Getresponse, or others))
6. Wordprocessing and PDF conversion software (Open Office is free)
7. An HTML (webpage) editor (Kompozer or NVU still work fine)

All the above will be fully explained at the relevant point in the course, so you needn't rush out and get them now.

We'll show you, in detail, how to get all the above, some for free, some not. The ones that you do need to pay for aren't too expensive and should rapidly be covered by the profits from your business.

We'll show you how we do things and what the alternatives are.

Looking at the above list is enough to scare anyone away from setting up an online business but every successful person online has gone through a learning curve. Even better, once you have a grasp of the above techniques you will be empowered with the skills to make money on the internet for the rest of your life.

NOTE: - Notice we just said 'a grasp of the skills'? You don't need to be an expert in any of them. We're not. You just need to know enough to fulfill your requirements, which in all truth, doesn't take very long at all. We'll show you how.

You will have choices to make.

Possibly the scariest part of the whole course is that you will have to make a personal decision regarding the type of products you deal in and the approach you use. We're showing you how to build a profitable business, NOT have the same business as 1000 other people. 'Businesses in a box' don't on the whole, work.

This of course means that you will have to use your own judgment at a couple of key points during the course. It's exciting and it'll get you used to doing it, because once your business is up and running, you'll have to do this every day of your life.

In a nutshell here's what you'll be doing. Using products sold through Clickbank and other affiliate programs you'll attract visitors, buyers and subscribers to your sites and products. You'll be leveraging the efforts of willing affiliates and product creators to do so. The whole point of this is NOT ONLY to sell these products (although sell some you will), rather it's to build a targeted list that you can use to provide you with a regular monthly income. The techniques for doing this will be varied and depend upon the path you choose during the course. We'll give you the choices – you make the decision (and the money).

The First Steps:

You can just think about these for now OR you can actually start researching, registering and downloading them. At the end of each lesson there will be a 'This Weeks' Homework' section at the end of the lesson. This lets you know what you need to do in the week before the next section of the lesson arrives in your members area.

- **DECIDE** upon a market and a topic. The 'how to make money' area or internet marketing is FINE. It's not saturated or any of the other things that various 'gurus' tell you. It's a hungry market. Likewise a niche such as weight loss, kite-making, sailing or whatever else your interests are is fine too. It helps if you have an interest in it but that's not essential.

A 'Market' consists of a broad group of people with a specific related interest that you'd like to sell to. For example, opportunity seekers, greyhound breeders, self-help or (again) internet marketing. A 'topic' would be a subject towards which the particular market is passionate, for example public-speaking, preventing divorce or list-building.

- DOMAIN NAME & HOSTING – While you won't yet know what domain name you want – this will be decided on by your first product, it's a good idea to research hosting providers and domain name registration (we use namecheap.com) so you have an idea about the subject before we cover it in the lessons.
- AUTORESPONDER – We use Aweber. Again, this will be covered fully in the autoresponder section, but if you want to check it out so you're familiar with it, feel free to do so.
- HTML editor – You're going to need some way of changing sales pages to add your own name perhaps, and especially your sales button or link. We'll show you exactly how to do this, and we'll try to use as much as possible, the tools that we recommend in the course. So for example we usually use Cute FTP for editing websites. However because we're recommending you use the excellent NVU software, which is a free download, that's what we'll be using ourselves throughout the course.

You can grab NVU from <http://net2.com/nvu/download.html> (just scroll down the page to find your version – Windows, Mac etc) or from searching for NVU at download.com. Likewise the unofficial version of NVU is called Komposer (a Google search will get you the free download page). This is covered in greater detail later in the course. Komposer works in much the same way.

- A Clickbank Account & A Paypal Account. These are two separate issues. It's not vital (believe it or not) to have a Paypal account, but it does keep your options wide open. You will however need a Clickbank account. This can't be done until you have your first product ready to go, and then you must apply to Clickbank to have the account and product approved. We've never had a Clickbank product refused but we have had to make changes to our salespages and products to get accepted. This is no big deal, especially when you remember that the point isn't wholly to make sales on Clickbank. Their affiliate system is excellent though and this is why we use them. Even if you have products on Clickbank that you haven't actively promoted in a long time, the sales and the sign-ups come through almost every day. We'll show you how this is done.
- Wordprocessing and PDF converting software. We usually use MS Word and Adobe Acrobat but while researching and developing this course we started using the software we recommend in the course – Open Office. The chances

are we won't go back to using Word because Open Office is truly excellent and it's free. Best of all it comes with the facility to convert your document to pdf format in a single click (as does Word). You can grab the Open Office Suite (the word processor is called 'Writer' and is included in the download) from here: <http://www.openoffice.org/>

With a week between each individual lesson you should have plenty of time to complete the 'assignments' and be ready to move on to the next stage, and next lesson.

There will also be 'weekly activities' that you'll need to perform on your business as momentum grows. Answering emails (there shouldn't be many because we'll show you how to automate as much as possible), removing names from your list from people who do use the unsubscribe link you'll provide, a little promotion work and the best one of all, transferring money from your Paypal or Clickbank account into your bank account.

In terms of revenue generating businesses we don't think it gets much better than this. It's tried and tested, it's not based around the latest fad and it WORKS.

This has been an 'overview' lesson so the more experienced among you can make a start on the research and the groundwork, and the less experienced can get an idea of what is to come in the following weeks.

Now here's this week's assignment:

This Week's Homework

- 1) Think about what you've read in this lesson. Think about what you actually *want* from your online business. Is it to quit your job, income should you lose your job, or supplement your income?
- 2) Go through the 'First Steps' checklist above and visit the sites mentioned. Download the free software – Don't worry you can't get anything wrong – if you download the wrong version or it doesn't go to plan you can always delete it and follow the instructions when the relevant lesson arrives.
- 3) Play with it all – mess around with it – see how it works or what parts you don't understand. You're simply getting a feel for the software you'll be

using in your business. You just need to know the basics – how to write and convert a simple document to pdf (you're not likely to be writing your own products if you don't want to, so don't worry) or with NVU have a go at making a simple website. We started by downloading one of our favorite sites (open it in a normal browser and choose 'save page as' or 'save as') and opened it in NVU – see how it's constructed.

4) Think about your market and topic. Decide where your interests lie. If you get a buzz out of the internet marketing niche then stick with it, don't be put off by naysayers and worried gurus.

And that's it – congratulations on making the decision to take the **StartAt50 Course™**. It's possibly one of the most important things you've ever done. You're probably left with more questions than answers at this point, but that's perfectly normal. There's a lot to grasp at this point which is why we've broken it down into a weekly lesson. It gives you time to read, absorb and complete your weekly assignment.

See you in 7 days

Best wishes,



Lee Parratt

Author - **Start At 50 Course™**

Coming Up Next ...

We actually get started on your business, get some concrete foundations laid as we decide what products you'll use as your main 'bait'. We'll start putting together the domain names, hosting and go searching for your products...

