

The [Mom-Defrazzler](#) presents:

Your Perfect Home Business

(or “How To Build A Lucrative Home Business
Without It Costing You More Than \$10 A Month,
Needing More Than 5 Friends, Or Taking Up More
Than An Hour A Day”)

By Darlene Hull

Introduction

“Running a home business” is a phrase that evokes a number of different reactions in people. If you're brand new to the concept it probably invokes a sense of fear and overwhelm because you believe you need to be a professional “techie” and/or salesperson to even begin, or perhaps it evokes pictures of massive wealth for little effort. If you've been around the block a few times with it, you probably have a sense of dread, desperation or serious debt. I've spent a lot of time in all three places. Unfortunately, the largest chunk of my energy has been spent in the last one – and yes, I've allowed my pursuit of Internet success to create more debt than I care to consciously acknowledge.

My journey through the mire of “Internet marketing” has, however, taught me a great deal and I'd like to share some of that with you both to help you avoid my mistakes (and debt!) and to help you find success. I have not only learned what to avoid, but what to do. To that end, I have put together this little manual with simple steps specifically for the newbie or the “badly burned” to help you gain real success on the Internet.

At first glance (if you choose to read all the way through) this may seem complicated and overwhelming. Just take it one step at a time, do one task at a time, and things will get clearer as you progress through the manual.

There is a real person behind this e-book, and if you'd like to contact me, I'd be more than happy to answer any questions you might have, or to personally help you out with any part of this that gets you stuck. My e-mail address is:

darlene@mom-defrazzler.com

That having been said, I can't legally make any guarantees about the amount of success you'll have – each one of us is different – but do know that I'm walking you down the same path I am now successfully walking. These points can be applied to any kind of business you want to do on the Internet, in any field you wish to pursue. The most important thing is that it not only creates a passion in you, but it also creates passion in others!

Now let me say just one other thing before we get started. This method is not the only way to make good money on the Internet. I do know it works and works well. I also know that probably any legitimate business will do well on the Internet as long as you have the number one key to success: FOCUS

Most people fail on the Internet because they keep jumping around from business to business, or adding business upon business before they see any real success in the first one. Focus is the key. Start somewhere, stay there until you see success. If you succeed at the first business, you'll likely succeed at later businesses. Fail at the first and chances are, you'll continue to fail.

What I am outlining here are keys and steps to systematic, logical, Internet marketing. Very rarely can a person make a great living online with just a \$10 investment, yet if you start here, follow each step exactly, and give me your undivided attention for 6 months, you will see success. The first business I recommend alone can bring you \$5,000 a month doing very little work. If you follow my instructions both this first business and the succeeding businesses can bring you enough to set yourself and your family free, and you'll see huge results in just those first 6 months. After 6 months your business can be completely automated, and your income can continue to grow without you doing much of anything, should you so choose. You need to focus, however, and commit to one

path and one path alone for 6 months to a year. Then, and only then, will you see the success you're after.

Well, that being said, I wish you the best of success in your endeavors, and would love to hear from you along your journey!

Sincerely,

Darlene Hull

www.mom-defrazzler.com

Step 1: Find a Few Kindred Spirits

One of the most important lessons I learned in Internet Marketing was that it's tough to go it alone. We were made for community. Not only is the community important for your own morale and positive encouragement as you go through the tough times in setting up your business, but the community will allow you to be disciplined about how you spend both your time and your money. It also helps to spread the load – if you're in a team, each of you can focus on a different area of the big picture and share your insights with others. Running a home business is a vast subject, full of many areas of specialization – especially if you want to tap into the almost unlimited resources of the Internet. If you hope to master it in any semblance of reasonable time, you'll need the help, encouragement, and giftedness of a team to master the finer points.

As you look for your team, think about several different things:

1. The most obvious place to begin looking, if you're already in a business, is your own down-line or upline. Assemble a group of 5 people (in addition to yourself) who are focused, determined, and able to discipline themselves for success.
2. If you have no business, or you have a business with no down-line, the best idea is to find a couple of friends who are interested in pursuing a business with you, or who are in a business already and are happy to work at something on the side with you. Make sure they can focus their efforts and are willing to do the work. You can even recruit your kids if they're over 18! This could help them pay for school, and they could work a regular job while they're waiting for this one to be financially viable (it takes about 6 months).

3. These team members should have different strengths than you if at all possible. If you're great with numbers, find someone who's really artistic and while you crunch numbers, they could design promotional materials, etc.
4. You will each need a great sense of humour.
5. You need to be able to be completely honest with one another.

Once you have a team together of no fewer than 3 but no more than 5 (at least to begin with!) you are ready to start. Decide how often you'll meet together (minimum once a week at the beginning, moving to once a month once you're established), and get those dates in your calendar, making them unbreakable except in real emergencies. You want to make your meetings enjoyable, fun, inspiring, motivating. Go to the library and get some good home business books out to get the juices flowing. Check online for great resources like these to inspire you:

<http://www.YourPerfectHomeBusiness.com/recommends/bobproctor.html>

<http://www.YourPerfectHomeBusiness.com/recommends/yeartosuccess.html>

<http://www.YourPerfectHomeBusiness.com/recommends/simpleology.html>

It's absolutely best if you can find 5 people in your neighborhood or local area – that way you can meet together in person, hang out doing other fun things together, and be more available to inspire and encourage each other.

You may find that you absolutely cannot find anyone in your area to work with. You can work long distance by phone, or in a pinch, you could even find your partners online through a forum or newsgroup. If you're a member of some of these already and have a reputation for being a helpful sort of person, so much the better. If you aren't a member, take time to join a few groups who's topic interests you (home reno, mountain biking, scrapbooking, etc.) and then gain a good reputation first. To find groups go to:

<http://YourPerfectHomeBusiness.com/recommends/yahogroups.html>

<http://YourPerfectHomeBusiness.com/recommends/googlegroups.html>

<http://YourPerfectHomeBusiness.com/recommends/msngroups.html>

Once you've become an active useful member, simply write up a little post (no links or anything) that says you're looking for 3-5 people that are willing to run a business experiment for \$10. Have them "PM" you, or send you a private message. Don't make this a big deal on the forum or newsgroup or you could be banned. Check the rules before you post anything like this. You want to keep your reputation, not ruin it.

What you are creating here is a "MasterMind Group". This is a key to your success, and I would seriously encourage you to go no further until this is in place. It may take a week, it may take a month, it may take an hour. Get your team together (6 of you in total, including yourself). As you find people, encourage them right away to do the same thing – create their own "MasterMind" group.

For some good articles on how these groups work you can check out these links:

<http://www.YourPerfectHomeBusiness.com/recommends/mastermindarticle1.html>

<http://www.YourPerfectHomeBusiness.com/recommends/mastermindarticle2.html>

<http://www.YourPerfectHomeBusiness.com/recommends/mastermindarticle3.htm>

<http://www.YourPerfectHomeBusiness.com/recommends/mastermindarticle4.html>

<http://www.YourPerfectHomeBusiness.com/recommends/mastermindarticle5.html>

<http://www.YourPerfectHomeBusiness.com/recommends/mastermindarticle6.html>

That should keep you going. You need to “get this”. I can't stress that enough. Get this and your business will work like a well-oiled machine. Take time to do this well – don't rush in to a business before this is in place or you will be almost guaranteeing your failure.

Now, here's the next massively important key: Each of your MasterMind Group members now form their own MasterMind Group without you. That means each member of your group, has their own group as well, of 5 more people. You inspire your own group of five (anything you need for this can be found on the Internet) The Year To Success link above will even give you ideas for forming a success book club which can also form the basis for your MasterMind Group. Your group members then turn and inspire their own group. You are responsible for your group of 5 members, and each of those members is responsible for 5 more. Get it?

On to the next step – but don't go there until your “MasterMind” group is in place. Once you have your own five, do whatever it takes to help each of your members find five people to create their own group. When that is busy happening, you can move on to the next step.

(Would you like some help setting all of this up? For step-by-step instructions that arrive automatically every second day to your inbox, simply send a blank e-mail address to:

131903-3@inforeply.com.

I'll walk you through each step in such a way that even "newbies" can cope and you will never have to spend more than 1 hour a day setting it up. The course takes 6 months to complete)

Step 2 – Plant your “Seed Money”

Regardless of what you're promoting or building, you must have money to make it work. Most home businesses cost between \$200-\$300 just to get the initial “kit” - and that's probably a low estimate! On top of that you need money for advertising, phone calls, marketing material to send to prospects, etc. Marketing online requires a website and hosting costs. You need business cards and flyers; postcards and solo-ezine ads. The list is endless and the cost is prohibitive. This can be frustrating but it's not impossible to get around. What you need is to start with a small, inexpensive business model that you create simply to raise funds to pay for the “real business”. This is your “cash flow generator”.

If you're inexperienced at running a home business, this initial business can help you learn the ropes without compromising your relationships to friends and family members (which is usually what happens when you start a traditional home business – remember the “make a list of all your friends and family members” step?) You can learn the ins and outs of running a home business in a safe environment without a huge outlay of money. Once you figure it out on this smaller scale, you're ready to apply it to your “real” business. Not only that, but if you do this first step well, you'll have the infamous “list” that you can use to promote your ultimate business idea to.

Your first business should be very inexpensive, yet have a high return on your investment (ROI). It needs to be stable, useful, and have a proven pay-out record. There are, surprisingly, a number of great businesses on the Internet that have this criteria.

You won't be a millionaire overnight, but you will make a steadily increasing income right from the beginning. Your goal here is to get the people together that

you need to cover your membership costs of this program with some money left over to pay the costs of the next program as well as some marketing. Your business should not require more than 5 people on your first level to make this work.

(Would you like some help setting all of this up? For step-by-step instructions that arrive automatically every second day to your inbox, simply send a blank e-mail address to:

131903-3@inforeply.com.

I'll walk you through each step in such a way that even "newbies" can cope and you will never have to spend more than 1 hour a day setting it up. The course takes 6 months to complete)

Step 3: Build Your Platform

Alright, your first business is in place. Here's what you do:

What I am going to recommend here is a “follow-me” concept called “Spiral Marketing” where you start with something very inexpensive, and once it's paying for itself, you go to the next level. Each different level increases your earnings, but you never need to pay out any more money because you're paying for the next program with your earnings from the previous one.

Here's the trick (if you haven't already guessed it): you sign up for the first program, and your “MasterMind” group signs up under you. Their “MasterMind” group signs up under them. Each person only deals with their own group of 5 people, and are “fed and encouraged” by their original group. It's like a virus! You get “contagious” in your original group of five, and then you pass that contagion on to the people under you, keeping them trained, motivated and encouraged. The better the job you do with your own team, the better the job they will do with their team, and the better the success of all of you is guaranteed.

Once your first business is up and running, and your “MasterMind” group has signed up under you, you should be in profit. Do not spend that profit yet. Re-invest it into the next program which should have almost identical qualities to the first – low cost, high return, no more than 5 people to make it work. The cost for this second program needs to be covered by the profits from the first. Again, your MasterMind group signs up under you, and their Mastermind groups sign up under them.

Now you have two businesses in place. This process continues for as long as you like, with each successive business becoming that much bigger and more

lucrative than the previous one(s) and you never invest more than what you're making in profit to make the businesses work.

If you're doing it right, by the third business you should be making “spendable” profit. Even here, though, I would caution the way you use your money.

There is a mindset that pretty much guarantees wealth, and it's the mindset of abundance. For more information on that check out:

<http://www.YourPerfectHomeBusiness.com/recommends/accessabundance.html>

and

<http://www.YourPerfectHomeBusiness.com/recommends/scienceofgettingrich.html>

Here's how you put that in place:

- 10% of EVERYTHING you earn goes to a charity of your choosing – share the wealth. Keep your hands wide open so that more wealth can come to you. This is the FIRST thing you do with your checks.
- Once your second business is in place and able to fund your third business, take ALL the profits from your first business and invest them in a charity as well. If you have any debt, then invest 50% of your profit to pay off your debt, and 50% to charity. Even if the debt payment is just an extra dollar or two at the beginning, it will add up. Be diligent about this! You want to be debt free as quickly as possible.

This keeps your hands open so that wealth flows instead of getting “stuck”

- All the profits (minus 10% for charity) from the second business go to funding your third and following businesses for promotion materials, advertising, membership fees etc.
- 40% of the profits from all other businesses (10% is still charity) are re-invested into promotion, training, growth, etc. 25% of the profits are invested into some other kind of wealth building plan (stocks, bonds, funds, real estate, etc.) and 25% is yours to spend.

That amount will seem paltry for a time. If you do things exactly as I describe, however, you will suddenly see compound wealth building, and it won't remain small for long! Don't get greedy at the beginning or you won't have much at the end.

(Would you like some help setting all of this up? For step-by-step instructions that arrive automatically every second day to your inbox, simply send a blank e-mail address to:

131903-3@inforeply.com.

I'll walk you through each step in such a way that even "newbies" can cope and you will never have to spend more than 1 hour a day setting it up. The course takes 6 months to complete)

Step 4 Train!

You need to create a simple system for training your downline that anyone can follow. Your “MasterMind” group can be trained by you, and their groups can be trained by them, but you still need a way of communicating this training in a way that everyone is trained in the same steps. This means everyone can succeed. If someone gets stuck they turn to their “MasterMind” group for help, but they need to be able to work through the training on their own.

This can be done through the use of an autoresponder or even a blog. You need to keep the cost of this training within your profit budget, however, so keep that in mind. Also remember that you get what you pay for, so be cautious of free autoresponders. Some might work well, but if a free one stops working, there may not be any support available, which could seriously affect your business.

(Would you like some help setting all of this up? For step-by-step instructions that arrive automatically every second day to your inbox, simply send a blank e-mail address to:

131903-3@inforeply.com.

I'll walk you through each step in such a way that even “newbies” can cope and you will never have to spend more than 1 hour a day setting it up. The course takes 6 months to complete)

Step 5 Advertise!

Once your business is set up, you need to advertise it for maximum results. There are good ways and bad ways to do this. Cheap ways and expensive ways. You need to know that expensive ways are often the best (though not always) and cheap ways are rarely effective unless you're able to invest a lot of time and effort!

However, there are free ways that do work well. You need to do a bit of research and find ways that work for you. The best idea is to have several ways of automating free advertising so less work is involved. Some ideas are:

- Traffic Exchanges
- Traffic "Bars:
- Forums, newsgroups, blogs (remember, don't be a nuisance here!)
- Writing articles – please make them useful
- Talking to people
- Drop cards, flyers, brochures

It's best to get a crash course in advertising before you get started. Here are some fun resources you can use to do just that:

<http://www.YourPerfectHomeBusiness.com/recommends/fortunenow.html>

You also need to know that the more free advertising you do on the Internet, the more you will be subjected to Internet nasties. Make sure you're protected. Here are some resources to start with:

A) Ad-Aware Sypware Removal Program

<http://www.YourPerfectHomeBusiness.com/recommends/adaware.html>

B) Anti-Virus Program (Free):

<http://YourPerfectHomeBusiness.com/recommends/AVG.html>

If you use free advertising methods, make sure you run the "Ad-Aware" program DAILY on your computer to filter out the AdWare stuff that's been placed there. The Anti-Virus program runs on its own.

So, now you have everything set up, and you are in profit. How do you get really excited about it?

What if you turn the information that you've learned so far into a completely new business based on your own passions and hobbies? That's our next chapter!

(Would you like some help setting all of this up? For step-by-step instructions that arrive automatically every second day to your inbox, simply send a blank e-mail address to:

131903-3@inforeply.com.

I'll walk you through each step in such a way that even "newbies" can cope and you will never have to spend more than 1 hour a day setting it up. The course takes 6 months to complete)

Step 7 – Light Your Fire!

Whatever you decide to use as your ultimate business idea, it must be something that inspires passion in you. You need to love what you're doing to keep going.

So, what is it you really love to do? What gets you up in the morning? If you're someone who would hold off a meeting with St. Peter at the Pearly Gates to just finish that last scrap-booking page that's probably a good place for you to start. If you love the idea of a perfect golf game, look there. If walking in the woods is something you need to stay sane, look for business ideas in that area. The key is that it must be something that you absolutely love to do.

Sit down and write up a list of everything you love to do, or would love to find out more about. Write as many things down as you possibly can. Once you have a bunch of ideas, begin to see business ideas in those different headings. For example, scrap booking. Here you have the supplies, the know-how, the time, the place, etc. These ideas can lead to different business ideas like: scrap booking supplies, manuals and reports on how to set up a page, different techniques, etc., tools and ideas for organizing your time and space to be able to scrapbook more efficiently etc. Each one of those sub-areas could be a business idea.

Now look online to see what others are doing. Is there a hole somewhere that you could fill? Can you find an already-made product that could be promoted to the people who are experiencing this "hole"?

Another way to find a great niche to market is to join several forums on your topic of choice, and poke around to see what creates the most frustration. Can you solve that problem? Maybe you need to write an e-book (not as hard as it sounds, I promise!), find a supplier, or create a product. Whatever it is, take the time to

research your market and find a place that is needed but not overcrowded. Also, look for something that can be more computer-generated than a physical product unless you can find a company that is already set up to handle orders from you and drop-ship those orders to your customer. That way you're bound to have success with little hassle. Most MLM companies today fill this last requirement if you're interested.

For a great starting place in getting a product idea off the ground, take this free course from Shawn Casey:

<http://www.YourPerfectHomeBusiness.com/recommends/IPCGold.html>

Here are two great books for helping you get your business off the ground:

Getting Business to Come to You by Paul Edwards, available here:

<http://www.YourPerfectHomeBusiness.com/recommends/gettingbusiness.html>

The Accidental Millionaire by Stephanie Frank available here:

<http://www.YourPerfectHomeBusiness.com/recommends/accidentalmillionaire.html>

I've been using both regularly and they've been very helpful.

Once you have your idea up and running, you can use a program like Money Pumps:

<http://www.YourPerfectHomeBusiness.com/recommends/moneypumps.html>

to get you started on the right track with getting a hosting company, domain name, and setting up your business.

Martin Franzen's ebook "**Internet Marketing Master Plan**":

<http://www.YourPerfectHomeBusiness.com/recommends/IMMP.html> is a big help in giving you a step-by-step outline for getting your business launched.

Here's how I like to start:

You've just set up this cool business foundation that's bringing in good money. I would imagine that whatever your chosen area of passion is, someone there needs money to follow that passion: do they want to do a fishing expedition each year? Do they need money to buy that fantastic new series of scrapbooking supplies? Do they want to travel? Do they want to help with household expenses?

You now set up this same business I've shown you, but you do it for just those people. For example, I have a business called "**Mom-Defrazzler**" to help moms deal with day to day stress. I already have a reputation there, and a following.

Moms are always looking for ways to earn extra money, and many would much prefer to stay home with their kids rather than go to work. They need finances to do this. So I set up a page just for them at:

<http://www.SuccessfulHomeBusinessforMoms.com>

That page is a way for moms to access this identical course in a step-by-step way and I've advertised it through my Mom-Defrazzler site and blog. I have the course set up now on an autoresponder, so it's hands free for me. Moms go there when they're looking for a way to make money, and the course comes automatically with no extra effort from me.

You need to do the same sort of thing with your area of passion. First you set up the course on an autoresponder, then set up a site to advertise it. As you post on

blogs and forums in your area of passion you simply have a signature file that says “Want a dream fly-fishing vacation every year? Let me show you how” with a link to that page. Voila, hands free advertising.

Now, that page becomes the beginning of a business. Perhaps you've found a way to sell fly-fishing gear for commission on the web. You expand your website to include that, and you're making money in two different ways. See how it works? You gain a reputation in your area of expertise, you show people how to afford their passion, and then you create a site all about that passion and sell affiliate/commission products from it. You can also add Google AdSense to your site and make money in a third way.

The most important thing is that because you've set this up properly, carefully, and slowly (you'll have difficulty making millions overnight regardless of what the ads say!) you already have the money you need to invest, good marketing training, a team of creative people behind you, and a strong understanding of where you're going.

This, my friends, is a perfect business that ANYONE can do. It's not an overnight success – it takes about 6 months once you have your 5 people in place. You need to work – just an hour a day, but you do need to work. You also need to see it as a business, and not a hobby. You need to be focused and disciplined, and in the end it pays off in huge dividends.

(Would you like some help setting all of this up? For step-by-step instructions that arrive automatically every second day to your inbox, simply send a blank e-mail address to:

131903-3@inforeply.com.

I'll walk you through each step in such a way that even “newbies” can cope and you will never have to spend more than 1 hour a day setting it up. The course takes 6 months to complete)

Conclusion

So, those are the steps to success. You might be feeling very energized by all of this and have dozens of great ideas in your head ready to roll with. Or you might be totally overwhelmed and frustrated because while you “get it”, you have no idea how to really make this happen. This is a typical problem with E-books and reports. You understand the point, but not the mechanics.

If the latter statement is true for you, I have this all laid out in a “step-by-step” course designed for and tested by newbies. Before you sign up for it, get started on your “MasterMind” group, and make sure you book off an hour a day, 5 days a week. It's also a good idea to reserve one Saturday a month to “catch up” on incidentals, just in case. You shouldn't need it with the way things are laid out, but you might like to have it just in case. If you're interested in my course, and have your five people in place, simply send a blank e-mail to: 131903-3@inforeply.com

Wishing you every success and joy in the discovery of your ability to be financially successful!

Darlene Hull

www.mom-defrazzler.com