

## Book Review - How to use the Internet to Earn US Dollars in Your Pajamas<sup>tm</sup>

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This book is dedicated to all the entrepreneurs out there who are still relying on plain old hard work and human efforts to make a living. This book discover how the power of the internet and ingenious business concepts and plenty of creativity can combine in ways you've never seen to make your mission less painful, very enjoyable and a whole lot more profitable. Internet business gives you advantages that no other type of business can give you. Namely you can now decide when you want to work, you don't have to get stuck in traffic jams anymore, you don't have to rent expensive office spaces, you don't have to attend time-consuming office meetings anymore, you don't have to conduct one-to-one meetings at McDonald's anymore, you don't have to replenish your expensive make-up all the time or keep buying new clothes to wear, you don't have to call anybody, you leverage on the efforts of other people, software, hardware and the internet infrastructure, your internet business can be fully automated to run on its own and your internet business allows you to work less hours than any other business.

In Chapter 2, this book explained about the internet, website, internet browser, e-mail, hosting, auto responder, follow-up or sequential auto responder and FTP programme. Chapter 3 discussed about the benefit of using US Dollars as the currency of the internet. Chapter 4 discussed about the "modelling" principle. Chapter 5 discussed about the author unique 2-step approach to starting a successful internet business. First is choosing the right internet business model. Second are marketing your internet business model. Chapter 6 discussed about the internet business model number 2, namely the "killer sales letter" model. Products can be broadly divided into two different types, namely physical or digital. There is one case study in this chapter, namely the author e-manual. There are several steps in setting up internet business model number 2. Under step 1 is setting up your internet business model by create your digital product, set up your internet "store", set up your host, deliver your digital product to your internet store, automate your delivery process and create your "super sales person". Step 2 is marketing your website.

There are four most important question readers need to answer in their "Killer Sales Letter". First is why do I want to buy your product in the first place? Second are if I do want to buy it - why should I buy

it from you? Third are if I do want to buy it from you, why should I pay you the price you're asking?. Fourth are if I do want to pay you what you're asking for - why should I want to do it now?. There are 4 steps in set up your follow-up or sequential auto responder system. First is installing a follow-up or sequential auto responder system on your host. Second are writing your series or articles. Third are set up your follow-up or sequential autoresponder system with your series or articles. Fourth are set the interval between each article. Fifth is draw non-buyer's attention to your follow-up system and get their permission to follow up.

There are 8 steps in creating your own associate programme. First is set the commission rate. Second are creating sample advertisements and letters that your associates can use. Third are creating web pages for your marketing materials. Fourth are creating a web page for your associate to sign-up with you. Fifth are telling them how to get their click bank nickname and your marketing materials. Sixth are your marketing materials are on separate web pages. Seventh are link to the associate programme web page from your "killer sales letter". Eight are recruit your associates. Chapter 7 discussed about the internet business model number 9, namely the "Free Stuff" model. There are two steps, first is setting up your internet business model by choose a topic that is not time-sensitive, decide on the format, source for content, set up your newsletter delivery system on your host and create your website (optional). Secondly are marketing your internet business model by getting subscribers and getting advertisers.

Chapter 8 discussed about 20 internet business models that you can do. In this book, the author also explained that he publish an e-zine called "Business In Your Pajamas!" containing valuable information on some of the biggest businesses in the world using powerful, low-cost business concepts. If readers like what they read in this book, they will love this newsletter.

The author also showing some photos of one of his 4-day Boot Camps entitled "Earn US Dollars In Your Pajamas" that he have conducted for 121 participants from Singapore, Indonesia, New Zealand and all over Malaysia to kick start his Lifetime Mentoring Programme. After that the author showing testimonials from several participants.

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