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## Part 1

Hello everyone, and welcome to Marketing Master Academy's Masters Interview Series. Today we have Abhishek Agrawal, who is a brilliant marketer. He has some great achievement online, being at #3 on EzineArticles and he has 7000 plus articles to his credit, which is really commendable. He has also done a great achievement in AdSense Income, he was featured as a case study in HyperVRE. I've been following him since then, so I thought of grilling him and make him share his secrets of creating the Virtual Real Estate online and also achieving a great success in Ezinearticles.com. So, welcome Abhishek and could you share your background with our listeners?

Hi Amar. Thank you so much for inviting me for this call. I'll give a brief background about myself. I'm from a city called Calcutta in India and this is a city that Mother Teresa called her home and devoted her entire life too. Right from 1998 to around 2003, I was in the workforce and somehow I was like a vagabond hopping from one job to the other without actually being - without actually settling myself to any one particular job, for various reasons.

Because somehow, I always felt I could not work at other people's commands. And although I did try, but I failed several times miserably. And one fine day after so many years of working for jobs, I realized that enough is enough and I actually have to do something of my own. And while I was browsing the net that day, I came across eBay.in which was actually the Indian version of eBay.com.

And I was an internet maniac, I use to do a lot of browsing, so I decided to spend some time on this site and find out exactly what eBay was all about. I knew it was about online selling, but actually didn't know that there are people in India who actually purchase online.

So while browsing the site, I suddenly came across one particular guy who was selling Bollywood dresses and if you are not aware, Bollywood is the equivalent of Hollywood in India and this guy was selling dresses worn by Indian actors and actresses and auctioning them off for \$200 and even \$300. This really shocked me. I knew that India is coming off age, but I never knew that people were actually paying \$200 to \$300 in India.

That really captured my interest and I sat down and researched and researched, and by the end of the day, I must have spent around five hours or five and half hours at a stretch. And I realized that, yes there are people in India who purchase items. That really made me excited.

I was looking for something to start of my own and this seemed to be the perfect opportunity, but truth to be told, I was - I didn't believe actually that I could do it. But the one thing good about me was I always had an open mind. I said why don't I give it a try and that evening when I reached home, I picked up an item that I thought would good to sell to eBay and listed it immediately. And within two days it got sold.

Believe me, my excitement knew no bounds. Imagine a person who has never sold anything online and suddenly there is an order, and the thing that was in my mind, this guy who has placed the order, he doesn't even know me. He doesn't - he hasn't even seen the product in his hands, he hasn't even - he has no idea about what the product is, he just trusts me and he made the payment and he actually even purchased.

I told my parents, I told everybody whom I knew actually I made a sale online without going out of my house. And you know, that one sale, although it was very trifle and it didn't even earned me about a dollar, that one sale boosted my confidence. I thought if I can make one sale, why can't I make hundreds of sales.

And from there, there was no looking back. I moved on and I had around 2,000-3,000 items on eBay in the next two years or so. From that one item I listed so many items and gradually I became slightly popular, eBay called me to their offices and they asked me to participate in their functions and they even sent me to Hong Kong to brainstorm with some power sellers there.

And over a period of time, I became the highest rated power seller in eBay India with more than 5,000 ratings, positive ratings with around almost 100% positive ratings. I think that was around 99.7% or 99.6% positive ratings. You see everything was alright. I also went outside at eBay's cost, everything seem to be very lucrative. But you know there was one big problem with them and that problem was I was earning only \$2,000 on eBay, which was according to Indian standards quite decent and I was kind of my own boss.

However, I decided what if I had to scale up my eBay business and increase from \$2,000 to maybe \$5,000 or maybe \$10,000. How would that be possible? And I already was working very hard with eBay. It was not easy to get \$2000 a month. And I started to think, I said I would have to diversify myself into many other product lines. I would probably have to take a warehouse. I would probably have to really work day in and day out to earn that \$5,000 that I'm aiming for.

What after that? What if I wanted \$15,000 a month? I finally realized that this was totally impossible for me to do it and even if I did it, where was the time to enjoy that kind of money. I would be like a slave in my own business and it was no different than a day job. That made me look for options. And eBay was great, it taught me a lot of things, but then I didn't want to stick with \$2,000 a month I wanted to move ahead.

**That's really great. Actually the story that you are mentioning Abhishek is really moving because you have experienced it all. Essentially the regular job which all of us do and then eBay, which is for many of us is a extension of Internet marketing, and then coming to Internet marketing.**

**So, I would say that's really good because you have a good exposure on eBay, and you are the first one who I'm talking to telling me that eBay has a limit. So that I think is a good piece of information for our listeners that if you're looking for very scalable business, you need to look beyond and one thing that I could not agree more with you was that one doesn't want to become the slave of business, because then, the reason why you are into online business is you want to enjoy freedom.**

**You want to do what you like in your personal as well as professional life. So I think that's a very good point. So how and when did you get started online?**

You see, this was a time when I was looking for options and I was already a net freak as I told you. I started searching for you know, "schemes" and "plans", because that time I was not aware that actually you can make real money online with digital products. So I started Googling how to make money online. And I came across a very new term for me that time called AdSense.

And as I delved more into what AdSense was all about, it really hooked me up. I found this entire concept of contextual advertising to be very lucrative. I felt if a person comes to your site, clicks on some silly ads and you get paid, wow I mean this was complete handsfree income. What else do you need. And as I told you initially, I was very open minded and I wanted to give it a try. Just like eBay I wanted to give AdSense a try as well.

So what I did, I tried to delve more into what AdSense was all about and some tip and tricks about how to build a profitable AdSense business. And that was the time when I stumbled upon Joel Comm. There is book written by him called **“AdSense Secrets - What Google Never Told You About AdSense”**. I think that was the name. I stumbled upon that book and that was the first time I had heard about Joel Comm as well. And I purchased that book. I went through it and believe me it was fully of meaty information.

I'm very happy that I actually stumbled upon the right guide, right in the very initial stage. Because lot of people, they stumble upon wrong information on forums, on other sites and they start on the wrong foot. But I was lucky enough to have found the kind of bible of AdSense.

I really immersed myself in that information and keeping those techniques in mind, like techniques like how to place your AdSense ad to achieve the maximum click-through rate and what are the things you should do about AdSense, what are the things you should not do, and various other information.

Keeping all those things in mind, I created around 10 sites and slapped my AdSense code there and uploaded everything and in order to get traffic I went to Yahoo! Search and Marketing which is a pay per click system just like Google Adwords. This is Yahoo!'s and one good thing about Yahoo! was that the clicks were very cheap and I used to pay just \$0.10 and I knew exactly what I would be sending so keeping all those metrics in mind I started driving traffic to my AdSense sites.

And within a few weeks - not even a few weeks - I think just within one week, I started earning about a few dollars a day and this was really an eye-opener, because these few dollars that I was earning, this was totally handsfree and on autopilot.

While on eBay, I - everyday I used to - I had to work with it, I had to look into logistics, I had to look into to procuring my items. I had to look into inventory and so many hassles were there. But these few dollars were totally handsfree and the very next day I received the same amount or maybe a couple of dollars here or there, and even that was handsfree. So this made me think, what if just with 10 sites I'm earning a few dollars a day, who is stopping me from creating maybe hundreds of sites.

That very thought, that sent shivers down my spine because of excitement, because it was totally in my hands to scale this AdSense business. And this was a stark contrast to what I was doing in eBay. Scaling was not easy, but here it was easy. Just a couple of weeks or months effort would probably give me hundreds of dollars of income per day. I sat on a mission to achieve that goal.

And I again went to Google, my dear old friend Google, and hunted for some softwares that could help me to create AdSense-based sites. And again, I came across another great guy Matt Callen and his software that was called HyperVRE. I purchased that software and started churning out AdSense websites with that. And I spent about 1 week or so and created around 30 websites, and believe it or not my earning per day increased from a few dollars to \$25 to \$30.

And all the very while, what I was noticing is that, I was on an average earning about \$1 per site and when I had around 30 sites, I was averaging around \$30. I wrote a mail to Matt Callen telling him about my success. He got excited and he decided to follow my success. What I did in the next 2 months or so, I really went overboard and created around 400 AdSense-based websites and believe me my excitement levels knew no bounds.

I went from a few hundred dollars a month to a few thousand dollars a month. And after a few months my average income through AdSense was around \$15,000 in revenue. And after deducting my traffic cost, Yahoo! cost, which was around 50% of my total revenue, I netted around \$6,000 to \$7,000 a month in pure profit - and that was handsfree.

Now if you compare this with eBay, I'm in no way undermining eBay, I was with eBay for several years and I had a great experience, but I'm just comparing eBay with AdSense and other online businesses and comparing the different pluses and minuses of both.

AdSense was totally handsfree and if I had to reach a similar level of income with eBay, it would have required a lot of effort and again it would not have been predictable. So this was my success with AdSense and Matt Callen, he did a case study, 79 page case study with me on this and - that's how I actually got hooked on to online business.

**I think what are you talking about is making perfect sense, because when you mention that eBay is not scalable, I mean essentially the details that you just provided kind of clarifies it completely, because, that's why I would say that so many people are enjoying online marketing, because in online marketing, you can still talk about having a million dollar day they way John Reese and many others had versus if you were to probably even dream of having a million dollar day on eBay, you are probably talking about having a huge warehouse, stocking inventories and many other things.**

**So all the logistics and many other requirements may deter people from getting those kind of income levels or reaching those kind of income levels in eBay. So I think that makes perfect sense. Now, you mentioned quite a few things and quite a few achievements that you have at your hands. So can you tell us about some of your successful projects?**

Yes sure. My first successful project was eBay as I've already mentioned and it took me around 3 years to achieve that level, but then I was fun all along. My second successful project was AdSense and it took me again about a year from when I started, till I started earning about 15,000 a month and I also worked on another project where I created around 200 niche websites, each website selling a book on that niche - and I decided I wanted to get free traffic to all these sites, because getting paid traffic to all these sites was really difficult and impossible to manage, because I wanted things handsfree and nothing better then having free traffic to your sites.

So the best method that I found out was through article marketing and the day I decided to do that, I set a goal of writing thousands of articles for my sites and submitting them to article directories for free traffic and I did put in a lot of effort - and in about a year's time, I did manage to write 7,000 articles - submitted them to EzineArticles and right from nowhere to #3 EzineArticle that's the status I reached. This was another successful project of mine.

**That's quite an achievement Abhishek. What I wanted to know was, out of these projects that you have just mentioned, do think that one who is getting just started online needs to have his or her own product?**

Yes, I personally feel sooner or later you should be having your own product. Because affiliate products are great and I'm all for affiliate marketing and promoting other people's products, but then you get severely restricted with affiliate products, because you cannot call anything your own.

What have you built yourself? And if you just keep on promoting affiliate products, you can never establish yourself in any of the niches. So you need to decide at one time in your career that you need to have a product of your own and that product can be e-book, can be a software, can be a report, can be anything, but it should be able to, you should be able to claim it as your own and it should establish yourself in that niche.

And affiliate marketing is something that you can always do side-by-side along with that, because affiliate marketing is a part of everything that we do - and focusing just on affiliate marketing and not focusing on your product, I feel is not the right way to approach things here -and sooner or later you should be having your own product.

**Okay. And If we were to talk about someone who is getting started, you talked about your never-say-die attitude and a mindset where you've already mentioned that you always think about how you can think probably long-term but, when someone is getting just started online, what are the essential attitudes and mindsets needed to succeed on Internet?**

You see whether you are in an online business or an offline business, I believe the basics success principles and mindset and attitudes remain the same. You need to be goal-oriented, determined hardworking. You need to be working smart, because whether online or offline, these essentials, these characteristics are essential. You cannot do without these - and online marketing is just a different medium. The basic principles still remain the same.

You need to be ready to invest money, because even in an offline business or an online business, without investing money you just can't do enough and there are newbies who feel

online business is very easy to do and they can do without investing money. I feel that's starting on the wrong foot, because you need the tools to make your life easier. Certain basic investment is required.

You might cut down on other costs, but then certain essentials you cannot do without. So your mindset needs - right from the very beginning it needs to be, as a business - it needs to be a business mindset, because every business owner, he knows that if you are starting a business, you need to invest. And not just money, you need to invest time, you need to invest a bit of your effort as well.

And this is where working smart comes into play, because when I'm saying you need to invest time, that doesn't necessarily mean you need to invest all the time yourself, because there is only 24 hours in a day and you cannot do more than that, but if you have people working for you, if you outsource things, if you delegate things, you can easily multiply your times manifold.

So you need to invest your time wisely. This is another mindset I feel, that's very important.

You should also be ready for failures, because I haven't come across any businessman, whether online or offline who has not suffered losses or who hasn't suffered any kind of failure in their career. They all do.

But people who want to succeed, they fail forward and their failures are nothing, but stepping-stones to greater successes. And people who are new to Internet marketing, sometimes they feel one site that they create, if doesn't give them that kind of income that they desire, they feel they are failures. No, that site has, I'm sure taught them a lot of things. They can learn from their mistakes and move ahead. So you should always consider failure as a success in a different form.

Without this probably it will be very difficult for you to move ahead.

You also should listen to other people you should understand what kind of mistakes they have made because again no body has told you to make all mistakes yourself. I'm very sure we all have our own share of mistakes - but then we can not commit all the mistakes ourselves.

But if you follow other successful people we will know what kind of mistakes they have made, learn from that and avoid making the similar mistakes yourself. I think these are some of the things you should be having in your mind before you start any business whether online or offline.

And may be I should add another thing, which is very close to my heart because there are lot of people who are close to us and they try to help us without knowing exactly what we are doing -and in order to do that they sometimes disillusion us and try to sidetrack us from what we are doing.

We need to be thick-skinned, we need to know what we are doing - and we need to understand whether these people who might be of spouse, might be our friends, our relatives - are they actually blurring your vision, are they actually taking you away from your goals. If you know what you are doing I feel you should turn a deaf ear to all the negative comments that you are getting and you should focus on what you are doing.

As I said, this is very close to me because I had a lot of close people who did not believe in what I was doing. No problems with that, we all have people like that. So what I'm trying to say, you need to be focused on what you are doing and try to remove distractions and negativities from your life and move ahead.

**Very well said. I think you just hit the nail about the attitudes and mindset that people need to have to achieve success in life. It can be online, it can be offline. But I think these are the essential points - believing in oneself and knowing what you are doing, having your goal in front of you and always reminding yourself that this is what you need to achieve and this is how you would achieve it, is very important for someone to succeed in life.**

**And I think those are the great points you've made. Now, since we are on the point of talking about goals, what are some realistic long-term and short-term goals for someone who is getting started online?**

I feel a person who is very new to the Internet marketing world, he has a belief problem. Because they hear a lot about making hundreds of dollars a day or thousands of dollars a month, but they still don't believe that they can earn online. I had the same problem initially, because as I told you with eBay, even I was doubtful, even that AdSense I was doubtful, but I had an open mind.

But that doubt was always there in my mind initially. So, similarly with most people, they already have that self-talk that tells them no you cannot do it. So, I feel an ideal short-term goal for somebody who is starting new, would be just to make their first dollar online. Maybe you would laugh at this, but believe me this is a challenge for a lot of people. Even a person might - that particular person might be earning thousands of dollars in his job, but ask them to make \$1 online and that's a challenge, because it's a very new environment, a totally different method of working.

So I feel setting a goal of \$1, the first dollar online would be a great goal to start with, because that \$1 once you achieve that, it will lead you to hundreds of dollars a day - and once you achieve that \$1, I feel your next goal should be to cover up your costs. Whatever you've spent on your Internet marketing career, till that time, try to cover up that cost and try to break-even - and that would actually make your business self-sustaining. And once you do that, move your success one notch, move it one notch higher and then try to scale it up slowly and gradually.

All the same time trying to keep an eye on your return on investment, so that you don't end up spending more than what you are earning.

I think these short goals would make you feel that, yes even you can succeed online. Because having a goal of \$1000 a day or \$1000 a month when you are starting online, I think it is too far-fetched for most people. So start with small steps and then gradually, I'm sure you will be able to take big steps and you will be able to dream bigger goals and set them up and achieve them finally.

**Great. So when someone is getting started online, what are some of the pitfalls that people should look out for and how these pitfalls can be avoided?**

We all have a share of pitfalls. We've all burnt our fingers, but there are certain guidelines that people who are new they can follow to avoid some of those pitfalls. I feel there are lot of scams on the Internet. People who are just out to rip people off.

There are lot of get rich good schemes. There are many sites that claim to blast your offer to millions of people and there are other too-good-to-be true offers. Just try to stay away from these offers. And you should always try to build a business that has got a proper revenue model to it. Something that is of a solid foundation. I'll give you one example to make my point clear. When I was involved with AdSense, I felt AdSense was the only business that I would be building, because I was earning pretty well and everything was rosy.

However, building an AdSense business and focusing completely on it for monetization is building your business on a very weak foundation. I'll tell you why, because what you are doing, you are essentially focusing your entire family's future on one company. AdSense is just an example, so it can be any other company. So don't focus yourself and your business on just one company.

What happens when that company shuts down or what happens if you are with AdSense, what happens if AdSense bans your account for no reason or may be for some reason you are not even aware? What happens? Your entire empire topples down, right? So, try to avoid such things.

Right from the very beginning try to build something that is more sustainable, something that has got a broader base for your empire to stand on. And you should always try to diversify yourself and not limit yourself to one particular product or site.

Because if you are just standing on one leg, you actually disbalance yourself very soon. But if you are standing on 3 legs or 2 legs or 4 legs, you'll know that you are much established and you've got a solid foundation.

Same thing with this. You should not limit yourself to a couple of - to just one or two product lines. Diversify yourself. Why just focus on Internet marketing niche? Move ahead - there are hundreds of other niches online. Create more products. Create more reports. Try to target many different types of people. Once you do that and once it is established, you will find that

for some reason if something goes haywire, you always have a backup. You always still have a strong support.

So these are couple of things I feel you should be focusing right from the very beginning, because if you do that later during your career, probably it will be too late. So this is - these are couple of things that I think I should mention.

**You just summarize the famous saying, “Don’t put all eggs in one basket”. So yes I agree with you on that.**

**Now there are many strategies that people use for their Internet business, which is like getting traffic, building lists, making offers, you mentioned about using say Yahoo!, so that was for driving traffic to your niche sites and essentially getting AdSense Income or creating viral machines for driving free traffics. Can you share some other strategies that you use potentially to strengthen your online business with our listeners?**

Okay, the first strategy that I would like to discuss probably a lot of people will disagree with me. But this is how I have based my entire online business till now. I believe in volumes, I really do not believe too much in research. Probably this would raise a lot of eyebrows, but I do not believe too much in research. Yes a bit of research is required, but some people get overly obsessed with research you know, they end up doing nothing.

That’s just not me. I always try to take massive action and play with the volumes. I’ll give you a couple of examples.

When I was with eBay I started with one product, but then gradually I had thousands of products for sale. When I made my AdSense sites, I started with just 10 sites but then gradually I made 400 sites. When I started my niche e-books project, I started with one or two sites, but then I decided to finally create around 200 websites, where I started writing articles. I didn’t stop at just 10 or 15 or 20 or 100 articles. I went on and wrote around 7000 articles.

As you can see, I’ve always believed in volumes and my entire business still now - and even in

future - I will be basing on volumes and that's where the big money is, because when you are having a lot of options you really open yourself to various channels for income.

And I don't want to restrict myself and that's the reason why I focused on volumes. And I understand not everyone would be able to do this but what I'm saying is that you should do as much as you possibly can. Take massive action and go for it. That's one of the strategies.

Second strategy that I've always focused on was building my list. Not just in the Internet marketing niche, but even in other non-Internet marketing niches and few other obscure niches. You should always believe that your list is your asset and it is money on demand. If you create your list properly, you will always have a fallback option and you can help them with whatever good products you've got, whatever affiliate promotional products you have got.

The best way to build your list is to give something for free. Have a short report in your niche, try giving it away for free and in exchange you can take your visitors' name and email address and try to follow up with them and give them helpful tips and information and occasionally try to promote other products that you feel should be good for them. That's my second strategy that I truly believe in.

Third strategy is again very exciting that is, try to make your business as viral as possible. You know, as we had mentioned earlier there is just limited time in a day, around 24 hours - and you yourself cannot do much in those 24 hours. You will severely be limited. But what if there are people who are conspiring together and helping you in your business, without you doing any active participation. That's sounds great, right?

**Yeah.**

Yeah. So what do we mean by Viral Marketing? When I said try to make your business as viral as possible what I essentially meant was you need to have people promoting your business while you are sleeping. And how do you do that?

You can do that by various means. One great method is to create a report, add your link to your report, your website's link or your affiliate product links and start giving that report

away for free and when you are doing that encourage people to give away your reports again. So the more your reports get popularized and the more people read your reports, indirectly what are you doing?

You are promoting your website links through that report and when people are sharing those reports you are doing nothing. It's all by their efforts that you will be getting free traffic back to your website.

I'll take this one notch higher. Instead of just giving your report free, why don't you allow people to sell the report and maybe take 100% of the profits. At face value you might say this is my report, why should I allow other people to take profits from them.

That's a perfectly sensible question. But then if you look at it on a deeper level, you see people, when you give them a monetization option, when you allow them to sell, they feel they've got a product in their hands that they can earn from - and not just that, they don't have to give you anything. They can keep 100% of the profits. So what will they do? They will grab your products like anything because you are giving that product to them for free.

You might even sell them but I would always recommend giving it away free and ask them to sell it away. When you are doing that, there will be so many people who will be taking away your products for free and then spreading your word and moving it forward.

And when you are giving your products with master resale rights, and master resale rights is a license that allows your customers to allow their customers to sell the book further.

Now this is a truly viral machine, because you have one product, one report which you give away for free to customer 'A' for example. 'A' gives it away or sells it to 'B'. 'B' gives it away or sells it to 'C' and all of them can earn from there. So you just took that initial step of starting the viral fever and then it spreads on like wild fire and in no time there are thousands of people spreading your books and indirectly spreading your links, spreading your affiliate links and you are getting free traffic back to your website.

And who is stopping you from making just one report. This is where things get really big. Now we were just talking about one report, but who is stopping you from making ten reports or

hundred reports like this. Can you imagine the kind of massive proportions this is going to take? So always try to think in those lines, how can you leverage other people's effort and benefit from that? These are some of the strategies, there are lots more, but then these are just some of them that came to me immediately. So that's it.

**I think you've hit a very important point which is getting leverage from others and that's very important for success in online marketing. You just mentioned one way for getting the leverage from affiliates and joint venture partners which is getting them to promote your viral marketing machines which are the brandable reports.**

Yeah.

**Do you have any other suggestions for our listeners to get leverage from affiliates and joint venture partners, any other ways to get them motivated or excited to promote your products?**

Yes sure. There are a lot of ways that you can think of to get other joint venture partners and affiliates to help you promote your product. You know but before I talk about any strategy, I would like to mention that this is more of an art than a science. Getting people to promote for you is more of people skills than anything else.

So if you get that right, other things gradually fall in place. So I would mention that building relationships is the primary thing that you should focus on before you even approach any joint venture partner or any affiliate to help you promote your product. And it is very important that you are regularly in touch with them. I'll give you a few tips, like it's very easy to say fine, be in touch with them, but then I'll give you a few tips that you can actually follow.

Just short list a couple of JV partners or potential JV partners that you want, on board to help you with your promotion. You go to forums that they frequent. Try to reply to their posts. You go to Twitter. Try to reply to their Tweets. Try to ReTweet what they are tweeting. You go to their blog. Comment on their blog. You be in touch with them. They will gradually start to recognize your name, your ID and when you finally approach them, you would not be a total stranger to them.

And another few tips, you know while we are still on the relationship building part. You should know what your JVs are doing, what your potential JVs are doing. What are the products that they are liking? What are the products they are launching? And you should genuinely appreciate. Find out something that you appreciate in what they do and send them a complimentary mail.

Thank them for sharing such a great information with you if it is a blog post or anything that they recently sent you, any mail that they have sent you and you have liked it. Thank them. Because see, no matter how big a JV partner is, inside they are still humans, they are still crave for praise, they still crave for appreciation.

Believe it or not, a person who is earning a million dollars a year, he still wants that praise from one person - and a person who can tell him that he has made his life. That's more than the million dollars, believe me, that's very true. So we should not forget that people, your JVs are ultimately people and humans. We need to appeal to them on that level.

This is not something that you start once you have a product. This is something that you make it a part of yourself. Try to build your relationships even before you have a product. Be in touch with people because as they rightly say, you have to dig your well before you are thirsty.

So I really feel this is a very crucial step before you can even approach a JV partner or an affiliate to help you promote your product.

There are a couple of other points which are more strategic rather than that emotional thing.

No matter how good your relationship with the particular person is, you need to have a quality product, because nobody would like to trade their reputation for anything in the world. If you approach a popular JV partner, even if you have got a good relationship and your product is substandard, he would not like to promote it, because they would not like to mar their reputation because of your product. So always, always, always have a quality product.

Another tip I would like to mention always keep in mind, what special can you offer to your JVs, to your affiliates. You should always have something attractive for them. It might be a

higher percentage commission or it might be a free copy of your product or anything else that they would want - that would actually motivate them to promote you.

Maybe you can tell them, fine, for your subscribers I'll do a one-on-one coaching for the first ten people who buy. This is an extra incentive, right? So you cannot do this with all JVs but then you have to cherry pick some of the JVs and do these special incentive related things with them and they would really love you for this, because they will be knowing that you are taking special interest in them - and as a result they will take special interest in you and your products.

You can even organize a few competitions and try to motivate people. Because believe me, on higher levels, JVs do not want to win prizes. They want to compete with other JVs. They want to tell others, look see, I am still at the top. That healthy competition is what we are looking for.

But yes, with every competition you should be having prize because whether you have got \$200 as prize or \$2000, anything that comes to them, they will always appreciate that. You should consider organizing competitions.

And nevertheless you should be having tools. You should always realize that your JVs and your affiliates are very busy and you should not expect them to create their own E-mails. You should do your work, provide them templates, provide them with banners, provide them with Adwords keywords and whatever basic promotional tools you can provide them, it will really help them because when you do that, again they will take you seriously and they will go that extra mile to help you out.

And once you have your JVs in place, you've got a few people signed up, ready to promote, don't just leave them because that's just the beginning. Some people might think I did all this to get the person-on-board now, he is on board now, thank you, bye, bye. That's not the thing, that's just a beginning of a long-term relationship.

You communicate with them regularly. Help them with any confusion they have got regarding your products. Give them free review copies if you can. Always make them feel important. But again, don't fake it. If you fake it, people can smell it a mile away, don't fake it.

They are genuinely important and you should treat them that way. These couple of tips and many others there are, I'm sure. If you keep these things in mind, I'm sure you will be getting a lot of JV partners and affiliates to help you out.

**Awesome. What would you say is the one most important thing you have learned in your career so far in online marketing or eBay?**

I think that's very difficult because all this while it has been a learning experience. For pinpointing one thing would be very difficult but let me see. There are lot of things I have learnt in eBay, lot of things I have learnt with affiliate marketing, lot of things I have learnt with AdSense, lot of things I have learned with article marketing, but I will keep this to a very general answer.

What I have learned is you can never succeed alone. Whether you realize it or not there is always a team effort involved. But some people again might disagree with me. But initially when I built my AdSense sites, or when I was with eBay, I did everything myself. And if that time somebody told me that there is always a team effort involved, I would have shrugged off the idea.

But you see, what about - for example let me take an example. If you create a site and you start promoting it you get traffic, you get sales and you might say that you did all this yourself. But what about the people who manage your hosting? What about the team at PayPal? What about the team at ClickBank? What about your Internet service provider? Could you have done this without their help? I am sure you wouldn't, right?

So it's very important to realize that you cannot do things alone. There is always a team involved and you have to be ready to give back to the community in whatever little way you should, you can.

You should take out time to help people because everybody has got something to share with others. Share that. Even if you have not started earning online, so what? Maybe you have suffered, you burnt your fingers on a particular scam site, tell people not to go there. Even in that way, you are helping people, right?

So what I am trying to say is that you should always, no matter how big you become or how small you are. You should always have the attitude to help people and believe me you will get immense satisfaction with that. And that will always keep you grounded. It will always remind you from where you have come from - and again as I said, everybody starts from a particular point and once you help them, they will never forget you. This is very important.

**I completely agree with what you are saying Abhishek because as they say, “What you give comes back.” So if you help someone, if they are going to help you and they are going to help you make money or whatever way if they can. So, yes I completely agree with you on that.**

**Now, when we were talking about doing different things or having a successful online empire, people would definitely need things, probably it can be software, ebooks, scripts, memberships, whatever. What are the three resources you would recommend to our listeners?**

Okay. There are a lot of resources again, but pinpointing three would be very difficult. Okay, I will start off with a couple of resources that actually have helped me a lot in all these years.

I am not sure whether you have heard of the WarriorForum or not, but this is by far the most popular forum for Internet marketers.

And this is a wealth of information. Wealth of information. I have always gone back to WarriorForum in case I was in doubt. Whenever I wanted a feedback on a particular site, on a particular software, this forum was always there to my rescue. If you regularly spend time on this forum, you can really learn a lot. And you can find a lot of popular marketers out there hanging out, helping people, you really can make a lot of good friends, lot of JV partners.

You can also get a lot of special offers like WarriorForum has got a special section called WSO, which stands for Warrior Special Offers. And you can get really good offers before even they are released to the normal public.

And believe me I have learned such a lot from WarriorForum that is very hard for me to give

back to it. As I was telling you, just a while back, you need to give back. So I try to frequent this forum and share whatever I can in my own little way in order to give back

And I recommend you get on to WarriorForum, sign up, spend sometime everyday half-an-hour, 15 minutes and start learning and I am sure you will not regret it.

Another resource that I use very frequently is a website that is called StatCounter.com.

You might have heard of it. You may not but then StatCounter is a site that tells you, in realtime how many visitors have come to your site. You see when you are creating websites and getting traffic, it's very important for you to know where your traffic is coming from because if you are getting paid traffic, you know whether you should invest in that traffic source more or not.

You need to understand what efforts are actually giving you results. So it is very important for you to know your sources of traffic and this site makes it very, very convenient for you. You can always check the raw stats from your control panel, like if you got a web server, they always give you your stats. But then using StatCounter will show you all your websites traffic in one snapshot and it becomes a whole lot easier then using cPanel.

And I highly recommend you use StatCounter, if not just StatCounter use any other, there are a lot of other free websites that provide with website tracking but use any of these sites to really know exactly where your traffic is coming from. And I highly recommend StatCounter because I use it personally without a hitch at all.

And the third resource that I would mention is something called Alexa ranking. Probably you have heard of it, because it's a very popular ranking style for websites, and Alexa actually tells you how popular a website is. Alexa is not accurate, but then it gives you a fair bit of idea about the popularity of a site.

I visit lot of websites everyday and it is very, very important for me to know whether that site is popular or not, because all sites claim to be the best. They say that they've got millions of visitors coming everyday and they have got hundreds of subscribers, thousands of buyers and

what not - but then you cannot take them for what they are saying. You need proof. And Alexa is that proof.

Alexa is actually a ranking system and it ranks websites according to their popularity. Anything according to my standards, anything which is less than 200,000 ranking is good according to my standards. The lower the ranking, the better the site, the more popular the site, and it has become such an integral part of me like whenever I visit any site, it is very, very important for me to check the Alexa ranking.

However, this is not what I was trying to tell you. What I was trying to tell you was that checking Alexa ranking for each website is very difficult. You need to log on to alexa.com, put in the website URL and then check the ranking. What if we had a more convenient way of doing things. If you are using Mozilla Firefox, which I highly recommend you do, there is a small sweet add-on which is called Quirk Search Status.

It is a small nifty utility that you can add onto your Mozilla Firefox and whenever you are visiting a particular site, that site's Alexa ranking immediately gets displayed on the bottom right-hand side of your browser. And not just that, it tells you the PageRank of that website. It tells you keyword density and meta tags and what keywords are being used in that site and a whole lot of other information right in your browser, without you actually having to visit Alexa.

Lots of people are not aware of this, but I feel this would be really helpful for you in order to actually gauge the popularity of a particular site. So these are few tools that I regularly use and I highly recommend even you use.

**Cool. Can you tell us some of the future trends or changes you see on the Internet and what do you think is the feature of Internet marketing?**

Okay, I'm not too much of a visionary but I will just tell you what I feel, I foresee in the near future. You see there are a lot of Web 2.0 sites that are coming up now and I feel Internet is growing at massive proportions and if we stick to this, there will be a whole lot of Web 2.0 sites coming up and social media sites, everything will become more and more interactive and transparent. And if you have heard of it, we are already talking about Web 3.0.

But keeping all these things aside, I really do not feel there would be anything drastically new in the coming few years. I am sure there will be a few changes here and there, but I do not think the next 2 to 3 years, we will be seeing any big revolution as such.

As I said there will be more of community based websites. These will become the *de facto* standard and communication will be easier than ever before. Videos are hot now and they will be really hot in the near future and it would become the main method of marketing and communication.

And I personally feel this augurs really well for Internet marketers because as the Internet grows, there will be a whole lot of more people online and that means there will be whole lot of services and whole lot of products and whole lot of opportunities, and again whole lot of scams as well!

So you need to be careful about the scams parts, but you need to be looking, you need to have an eye for all the good things that are in store. And all the opportunities that you feel are having good potential you should grab them, because first movers always, catches the worm.

So I have a feeling that we are having a very bright future in the Internet marketing world and if we are fast enough, we can really earn really good amounts

And regardless of all that, no matter how high-tech we become, no matter how fast paced society we become a part of, we always need to ground ourselves and never forget that in order to be really successful we need to remain high-touch. High-tech with high-touch.

We need to interact with people on a human level, because behind every website, behind every ID, behind every visitor, there is a human and we need to fulfill their needs by treating them as individuals. So always keep that in mind and we are sure we will be having a great future ahead.

**Great, so Web 2.0, videos and being high-tech with high-touch are your vision for future.**

Yes.

**Now let's take a step back. We talked about future. Now what if, you have the opportunity to start your Internet marketing career all over again.**

Okay.

**What would you do differently?**

I have got a very clear defined answer for this. I will be outsourcing more.

Okay.

Yes. It was quite late that I realized that I cannot do everything myself. And it was again quite late that I decided that I'm not the best at what I'm doing.

I took me a lot of time to realize this fact, because I always felt what I'm doing, nobody can do better than me and as a result, I ended up doing everything myself and I ended up spending hours and hours on the computer and I could have easily outsourced the same thing and saved about a year or two of my life. So if I had to do everything all over again I would really outsource more than even before.

**Okay. So we will, anyway talk about outsourcing in greater details in the advanced strategies call, so I'm surely going to ask you to reveal the outsourcing bit more on that front.**

**Now while we are coming towards the end of this call, we would like to know more about the project that you are working on currently at this moment. Would you like to share some information about your latest baby with our listeners?**

Sure. Remember I was talking about a while back about 200 websites that I had made, 200 niche websites? You see for each of these 200 niche websites I had a free report. In fact, it was not a report, it was an ebook. So I had made around 126 ebooks that I was giving away free on these websites.

So what I did, I collected all these ebooks together and started giving them away with rebrandable rights. What do you mean by rebrandable rights? This actually gives the purchaser or the holder of the rebrandable rights license, the ability to put in their affiliate ID in the books, in the PDFs and start to earn income whenever the books are being promoted.

So this is a very, very innovative way of having a handsfree autopilot viral income. So what I did, I created a package of 126 rebrandable books and remember I was telling about the WarriorForum and the Warrior Special Offers (WSO) ?

So what I did, I made this package and started selling this on the WarriorForum and believe me, much to my amazement the response was awesome. There were so many people who wanted to grab this package. And that really made me feel that this is what the market was asking for, because probably people had been tired of all these Internet marketing products that were coming out everyday and people were starting to realize that there is a lot of money to be made in non-Internet marketing niches.

So maybe that's the reason why my product was so hot. And you know I started receiving a lot of comment during this WSO. People were asking me for private label rights. What that meant was people wanted to modify these books as per their requirements. They wanted complete rights to these books, and they wanted to call these books their own. But you see I was the too, I should say shortsighted that time, and I felt these are my books, why should I allow people to claim them as theirs?

So for a few months I was quite protective about my baby, but gradually I realized no, I have to give to the market what they wanted. And it took me a while but then finally realized, no. I will release the private label right versions of these very 126 books and try to help people solve their product creation problems for good

Because once you own these books and you want to enter into any particular niche, you can really use these books as a stepping stone towards dominating that niche.

And these books were covering around 17 hot niches. Just to name a few - health, baby care, child care, elder care, pets, fitness, dating - You just name it. Probably you'll find a book in that niche. So it was covering a wide variety of topics and I am very sure there is something for everybody there.

So this is my latest project, which is a collection of 126 PLR books, PLR stands for private label rights. And if you have the license to these books, you can really rip them apart and you can do anything that you want to and I can promise you, you will be having more content than you can ever handle.

I will be launching this on **June 12, 2009** and if you want more information on this, you can anytime go to [www.KingdomPLR.com](http://www.KingdomPLR.com) So this is my current project and I have really given my best to this, and I am sure this is going to be a huge success.

**I definitely agree with you on that Abhishek because I am one of the customers who bought your WSO for the 126 rebrandable ebooks.**

Really!

Yeah.

I did not know that. You did not tell me. Okay.

So I have through the quality information that you share through those ebooks and that's really great deal of information that people can get out of those information and when you are talking about using those ebooks with PLR rights, which is allowing them to put their name and establish themselves as an expert, I would say that there are quite a few people who are going to say that better late than never.

Because you said that you were pondering for a long time whether you should come with those rights, but I am quite sure there are going to be people who are going to thank you for coming up with this rights and I am quite sure that will be a great success. So here's wishing you a great success for [www.KingdomPLR.com](http://www.KingdomPLR.com).

Thank you so much.

**And our listeners definitely got a great deal of information, in fact I really got a good deal of information about mindset that people need, taking people many with us, to achieve a great success in online as well as offline career and having the importance of high-tech with high-touch in our business so that we are constantly progressing in life and looking at things in different prospective. So, thanks a lot Abhishek for your time.**

Thank you so much Amar.



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