

This is an exclusive  
**PREVIEW** of the upcoming...

# “100 Stories of Their First \$100 Online”

By Paul D. Guyon  
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**IMPORTANT: Please Read First...**

**This Project Explained**

**(...And How YOU Can Be A Part Of It)**

What you will find in this preview or “teaser” (immediately after this Important Message) is an excerpt of an upcoming project which is expected to be one of the hottest resources released in the past few years.

Why?

The upcoming “**100 Stories of Their First \$100 Online**” looks at a full 100 individuals and how they each created some of their first dollars online... not the theories they recommend now ... not the business models they now work with ... not all the fancy tricks they now use ... but back when they too were just getting started, how they got going with the creation of their first \$100.

This upcoming book will be home to over \$10,000 worth of knowledge.

And that’s a very real number.

Think about it... 100 stories from “back-when-they-were-beginners” who each created at least \$100 of their first dollars. That’s  $100 \times \$100 = \$10,000$ . And these steps could be duplicated by ANYONE regardless of experience. The proof to that statement is the fact that those dollars in the 100 stories WERE created by beginners ... many of who started with ZERO experience.

But it’s actually bigger than this...

Since each of these 100 stories illustrates the details of how that one no experience author created \$100, their steps can not only be duplicated to create similar results... but because these are often “no experience” and “simple” steps... many of them can be duplicated over and over again.

Which brings the VERY REAL value of this book to well over \$10,000.

Here’s the other “hidden in plain sight” benefit: with this cross section of contributing authors and the wide array of different ideas (each created back when the person had basically “no experience”)... now ANYONE will be able to get their foot in the door and start to create an income using the Internet.

The social impact of that alone is enormous!

The Internet is a massive playground of legitimate income generation opportunities

... but only a very small percentage of society currently understand how to benefit with it. This book aims to play a role in changing all this.

**And you have a chance to contribute...**

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Hello, my name is Paul Guyon.

In the coming pages, I will provide a brief 4-page look at how \*I\* created my own first few dollars to give you just a taste of things to come.

I've yet to earn a full time income from home, yet I am one of the 100 contributors to this wonderful project because I believe in the benefit it will provide to the literally tens of millions now and in the future who are scratching their heads, trying to figure out how to create an income online.

Although I'm no longer part of that group I've yet to experience sustainable income by working at home. But my problem is not because of lack of knowledge. It is more from a lack of consistent effort towards a clear goal.

The other contributors to this project have greatly surpassed my growth and success. I wanted to be a part of this book to show you that even though you are not a millionaire you can still do this. If you've made \$100 online using a legitimate method you've earned the privilege to be in this book.

**How would you like to be part of something bigger?**

**How would you like to be part of THIS PROJECT?**

The upcoming "**100 Stories of Their First \$100 Online**" is being exclusively coordinated by members of the "Inner Circle".

[The Inner Circle](#) refers to a private members-only group who participate in discussions, join in on projects, cooperate on working towards their individual goals and share a lot of expert knowledge.

The Inner Circle is a group that includes some of the top names in online business and internet marketing ... the men and women who figured out how to ethically and effectively build a large income using the internet ...

in a BIG way.

However, it also now includes hundreds of “beginners” and “novices” who are still trying to figure out how to get going because this “members only” Inner Circle is now open (by invitation) to anyone interested in learning from, interacting with and potentially partnering with others who;

1. Are on the same journey
2. Have already created success online.

It’s one of the best actionable-education, mentorship, peer support and accountability communities that an online income seeker could take part in.

There are those in life who see a lot of benefit in working together towards a common goal, leveraging each others strengths. Inner Circle members are among that group.

But the Inner Circle is much more than that. Members even get a t-shirt and domain name as part of their “private club” access.

But those are just the silly perks... the “meat and potatoes” or primary benefits are:

- A library of audios from men and women who have absolutely wrestled the internet’s wealth creation abilities to the ground and have created fantastic incomes for themselves and their families ... even though many of them started from very amateur, clueless and often humble beginnings. These audios alone are worth more than all of the post-secondary courses I paid good money for many years ago.

Here are some of the names you might recognize who provided exclusive content to Inner Circle members: **Lynn Terry, Stephen Pierce, Gary Knuckles, Paul Myers, Frank Sousa, Gina Gaudio-Graves, Marlon Sanders, Yanik Silver, Jason and Skye Mangrum, Mark Hendricks, Ewen Chia, Michael Cheney, Marcus Allen, JoHan Mok, Mike Merz, Mike Filsaime, Ken McArthur, Mike Glaspie, Dr. Mani, Ray Edwards, Elsom Eldridge Jr., Todd Gross, Becky Hagel, Willie Crawford, Ted**

**Nicholas, Joe Vitale, John Reese, Rosalind Gardner, Russell Brunson, Joel Comm** and others.

In case you're really "new" and don't recognize those names ... let me tell you: that's an all-star lineup! Some of those men and women have created 8-figure businesses online, though started at such humble beginnings as being home less, living in their car or tens of thousands in debt ... And a lot of these individuals wouldn't coach/mentor 1-on-1 for less than \$1000-\$5000 PER HOUR because their time online with their own ventures is simply worth so much more to them.

**Not a bad group to take "online business", "make money" and "internet marketing" advice from!**

Other key benefits to Inner Circle members include:

- The members-only community and discussion forum. While the "how to create an income online" related discussions in there are great and there really is a sense of community there ... the reason this benefit is so fantastic is because of this next benefit below.
- Through the use of the community, members often co-ordinate group effort projects that tap into the many different skill sets ("aces in their places" as I always say), dramatically reduce the workload per person, yet provide the end product/result as a benefit to each contributor.

For example, one of these group coordinated projects is the one that is currently in the works (and I'm giving you a preview of and an invitation to join!):

**"100 Stories of Their First \$100 Online".**

Members of the Inner Circle are also responsible for the recent "20 Ways to Make \$100 Per Day Online!" book (see [www.Pathway100.com](http://www.Pathway100.com)). 20 members worked on that project and it was an instant success ... selling over \$60,000 worth of copies in its first 6 weeks. This next project (**100 Stories of Their First \$100 Online**), is destined to become even bigger ... 100 minds are coming together for this one and putting a LOT of their valuable experience into writing.

The previous (though recent) project, "20 Ways to Make \$100 Per Day Online!" is a fantastic resource. The concept behind it is to provide 20

different business models that will enable average individuals to create \$100 per day online.

And THAT is powerful information to review. And you SHOULD study it if you haven't already.

Some of the contributors from that project will now also help in this “**100 Stories of Their First \$100 Online**” book ... though many will be different.

But the concept of this book is radically different.

While “20 Ways” makes for great advice from experts regarding general \$100 Per Day business models, the “100 Stories” book instead looks at not what the experts would now teach, but instead how some of these same individuals created

THEIR OWN first dollars online.

Of course, the “100 Stories” book also provides a look at what they learned from the mistakes they made back then and what they would do different today. But it still comes back to this point: these are REAL STORIES of REAL RESULTS from REAL PEOPLE (100 of them with very diverse beginnings) ... and, most importantly, it's taken from back when they too were feeling confused and overwhelmed by how to get going.

## **How Would YOU Like To Be A Part Of This?**

Before we move into the teaser content (my own story of how I created my first \$100+ online), **I'd like to invite you to participate in this and similar future projects.**

I'd like to invite you to join the Inner Circle!

(Details of this at: [www.TheInternetMarketingInnerCircle.com](http://www.TheInternetMarketingInnerCircle.com))

Though anyone, regardless of experience, can use that Private Invitation to join the Inner Circle, **I'd also like to have YOU consider contributing your first \$100 experience to this project...**

Have you been at least semi-successful online? Do you feel confident with the direction you're heading in even if you're far from an expert?

We do have “experts” contributing to this project, but we also have “intermediate” skill level and “beginners” adding to it because the whole point is to clearly demonstrate how these 100 contributors each got going.

And back at that time, they were ALL beginners...

What about you? Why not jump in and take part in something bigger? The benefits to the readers are very clear: inspiration, motivation, fantastic financial education. Everyone from beginner to the expert-of-experts can relate because EVERYONE started at ground zero at one point.

Now think about the **potential benefits to you as a contributor...**

As someone who now took part in a larger group coordinated project, you'll not only have new contacts and friendships with individuals you can later partner with or simply throw ideas around with (and further advance your income goals), but you also receive name recognition and a bit of exposure (each contributor is allowed to provide a resource box to their “mini-chapter” which can have a link back to their site).

By having your experience detailed in a book that will undoubtedly see thousands of readers worldwide ... you gain added credibility to your name and you, in essence, introduce yourself to each of those thousands of readers who otherwise likely never would have heard of you (or your business!).

You also gain a product, a digital book, which you'll be able to sell online and keep 100% of the profits. Since this product is “owned” by each contributor, it is sold from the common Inner Circle website, but you'll have the opportunity to market it and earn 100% commissions.

And, tying into the above point, not only will you be part owner/creator of this new product... but your time investment into it is merely the time it takes you to detail (in 2-6 pages, though 3-4 pages is preferred!) your own story of how you earned your first few dollars online.

You don't worry about graphic work ... talented graphic artists in the Inner Circle take care of that for everyone's benefit. You don't worry about web design or sales copy writing ... again, those with experience in these areas will take care of that part of the sales process. You don't even need to setup a merchant account or deal with product delivery (though you will need a free PayPal account to accept the immediate sales commissions). In short, your “work” time could be as little as 30 minutes (that's how long

the 6-page preview that I wrote for MY experience took me to write) ... or your work time could be a few hours. But it certainly won't be weeks or months... which it can typically take for developing a new product + sales system.

Because of this TRUE teamwork aspect, the end result is attained much faster, with less effort, utilizes one-another's strengths and produces a very high value end product (in this case, the finished book).

Join us in the Inner Circle and work with us on this and/or future projects.

Stop trying to do this all on your own ... get help from those who have already "been there and done that" and create long lasting friendships and profitable partnerships.



***Here Is Just ONE Example (Mine) Of  
What You'll Find In***

***“100 Stories Of Their First \$100 Online”***

**How I Made \$100 On Clickbank  
...in Less Than 24 Hours**

by Paul Guyon

## **How I Made \$100 On Clickbank ...in Less Than 24 Hours**

I lost my dream job in 2004; they said they had eliminated my position. In 2005 I joined a smaller company as the IT Manager but it didn't pay as well as my previous job, in fact less than half as much.

In March of 2006 my wife left me, she took the kids and said she couldn't live with me anymore.

I was stunned, heartbroken, and beaten. At the age of 47 found myself looking in the mirror wondering what the future would hold. Will there ever be any hope at all?

With the reduced income and 2 households, I could barely make my house payment and pay the bills to support my family. I had to sell my music equipment, boat and motorcycle and just about everything else just to make ends meet.

I knew I had to do something. I'd heard people were making money online. I did some research and found that people were making tons of money using pay per click (PPC) advertising to market affiliate products.

*NOTE: Affiliate marketing is where you promote other people's products and receive a commission for the sales that you generate from your marketing efforts.*

I got my first ebook, *Google Cash*, and started learning how to use *Google Adwords* to promote affiliate products and make money online.

Unfortunately, a lot had changed in pay per click advertising since *Google Cash* was originally written and it was a lot more difficult to make money than I first thought. And the *Google Adwords* learning curve was very steep and it was easy to lose lots of cash FAST. I had no trouble with losing money.

Since that first investment in *Google Cash* I've spent thousands of dollars on more ebooks, software and seminars and coaching. This is the story of my first success at affiliate marketing using Google Adwords.

I've learned that it's important to subscribe to newsletters of other successful marketers you admire to see what they are doing and apply it to your business. "Find out what works and copy it" seemed to be a safe way of making my first \$100.

I had the fortune of being on the list of someone who calls himself Mr. X. He wrote *The Google Adwords Black Book*. It's a great book. If you can get your hands on a copy I highly recommend it.

One day in late September of 2006, I received an endorsement email from Mr. X. He was recommending a product called *Affiliate Project X (APX)*.

I say I had the good fortune because APX hadn't launched yet. I was able to get on the pre-notification list and knew about it before the whole world did. This was fortunate because I learned that I could "hitch a ride" on the popularity of a product and use it to my advantage. This is also known as **leverage**.

As soon as I could, I purchased the book, read it twice, and decided to implement just one of the techniques to see if it worked.

I chose the "leech" method in the book. Basically you use pay per click ads and bid ONLY on the brand name of the product. I sent visitors to a page that required them to provide their name and email address. In return for their contact information I gave them a free ebook on Google Adwords called Google Adwords Made Easy.

Here is the actual page I sent them to <http://pdguyon.com/apx.php>. Once I had them on my email list (I use Aweber.com for this) I redirected them to the *Affiliate Project X* sales page.

I managed to get 180 clicks on 5848 displays of a simple ad. My click through rate was 3.07%. I made 3 sales of *Affiliate Project X* in less than 24 hours! Not bad for not knowing what I was doing! I made \$150.75.

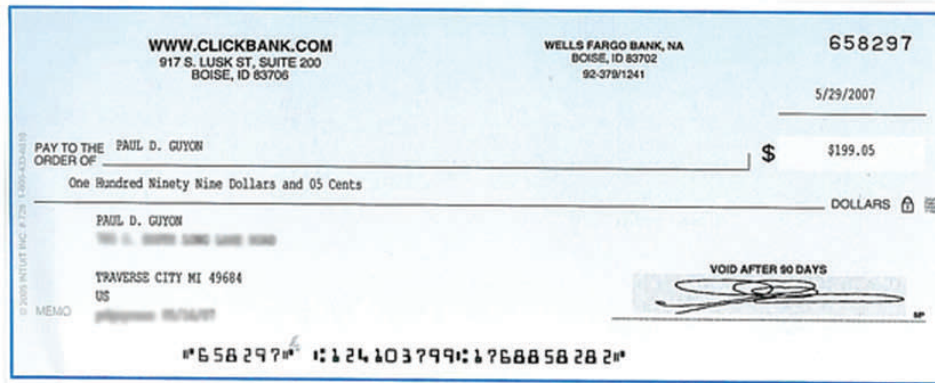
Here is the simple ad I used:

[Affiliate Project X Plus](#)  
a Free eBook Gives You The Edge  
Proven Adwords Secrets  
PDGuyon.com/ProjectX

Here is a screen shot of my *Google Adwords* keywords:

Keyword	Status	Current Bid Max CPC	Hide Settings Sort by: Bid   URL	Clicks	Impr.	CTR	Avg. Pos.	Conv. Rate	Cost/Conv.
[project x]	Active	\$1.18	Settings \$1.18 Max CPC [ Edit ]	91	1,770	5.14%	4.4	0.00%	\$0.00
[affiliate project x]	Active	\$1.18	Settings \$1.18 Max CPC [ Edit ]	59	1,194	4.94%	5.5	0.00%	\$0.00
"project x"	Active	\$1.18	Settings \$1.18 Max CPC [ Edit ]	26	903	2.87%	4.1	0.00%	\$0.00
px	Active	\$1.18	Settings \$1.18 Max CPC [ Edit ]	2	1,104	0.18%	1.5	0.00%	\$0.00
[apx]	Active	\$1.18	Settings \$1.18 Max CPC [ Edit ]	2	250	0.80%	1.1	0.00%	\$0.00
11 deleted keywords				0	627	0.00%	2.2	0.00%	\$0.00
Content network total				0	78	0.00%	1.4	0.00%	\$0.00
Search total				180	5,848	3.07%	3.7	0.00%	\$0.00
All sources total				180	5,926	3.03%	3.6	0.00%	\$0.00

That resulted in my first *Clickbank* check ever. I was thrilled.



NOTE: It took me a while to get this check because I had to meet the *Clickbank's* multiple payment methods requirement.

Here's what I learned from this experience.

First of all, I was on the lookout for something new and popular that I could ride along with. Mr. X has a great reputation so I knew APX would be great too. Otherwise he wouldn't endorse it. This is not a hard and fast rule. Some of the guru's will promote anything, so I was lucky this time.

Borrow the leverage or popularity from others. I knew those who clicked on my

ad were searching for *Affiliate Project X* so my audience was laser targeted. They were absolutely looking for what I was selling. This is very important to the success of this experiment.

I tried other campaigns after that first success and fell flat on my ass. I couldn't tell which keywords, ads, and traffic sources yielded the most sales. I had to cancel my ads because I didn't know what was working.

I didn't allocate enough time to monitor the project. I kept trying to make sales but should have cut off my campaigns and regrouped. Then test one thing at a time to find out what was really working.

I didn't have the time to do that because of working a day job and other time commitments (plus not really knowing how to test effectively).

I also paid more on PPC ads than I should have. I made the mistake of not lowering my bids once I got a good click through ratio. This factor alone could have saved my PPC campaigns.

If I could have isolated what technique, ad and keywords exactly made me the money I could have bought a domain name similar to [www.AffiliateProjectX.com](http://www.AffiliateProjectX.com) and promoted it from there to increase credibility.

**Paul D. Guyon became a JV Broker by accident. He is a proud member of *The International Association of Joint Venture Brokers* and *The Internet Marketing Inner Circle*. You can visit his website at [www.TheAccidentalJVBroker.com](http://www.TheAccidentalJVBroker.com) - Where Your Success is NO Accident.**

**COMING SOON...**

**Look for the full release of:**

**“100 Stories of Their First \$100 Online”**

While the introduction was a little long, as I wanted to explain this project and present the contribution/exposure opportunity to you ... the last 4 pages of content is just ONE example of the 100 stories you'll find in the finished book.

Be sure to check back at [www.Pathway100.com](http://www.Pathway100.com) to pick-up your copy.

**Take Advantage of This Group-Effort  
Exposure and Free Traffic Opportunity ...  
Become an Inner Circle Member and Join  
This Project**

Some of the potential benefits: You'll be part of a larger group effort (drastically reducing your workload in product creation...in fact, you're only responsible for a few pages of quality content);

You'll end up with a product that you can market for 100% commission;

You'll create friendships and partnerships along the way for future profitable joint ventures; You'll gain credibility and exposure by being featured in the book; Your website will receive free traffic as the book circulates to thousands of readers worldwide.

Remember, the above is simply a short list of the benefits of working on this project. However, simply being an Inner Circle member alone comes with a long list of benefits ... for starters, the expert audio library is a stunning resource worth a lot more than many of the “ho-hum” offers that I see being presented these days.

Use the link below for full details. Scroll down on that webpage to find 2 options: either lifetime membership or monthly membership...

**[www.TheInternetMarketingInnerCircle.com](http://www.TheInternetMarketingInnerCircle.com)**

Once you have your Inner Circle private membership in place, you can find full details of this project (guidelines, how to participate) and/or details of similar group coordinated projects in the discussion forum.

See you there!

## **An Example of A Previous Inner Circle Project...**

As mentioned earlier, the book which sold \$60,000+ copies in just 6 weeks “20 Ways To Make \$100 Per Day Online” is a previous Inner Circle group project. You can learn more about it at:

[www.Pathway100.com](http://www.Pathway100.com)

*“20 Step-By-Step Blueprints For Making \$100 A Day From Home”*