



David Perdew:



David is the founder of NAMS, Inc. – [Novice to Advanced Marketing System](#) – one of the fastest growing affiliate marketing workshops and affiliate training systems available today.

What makes NAMS so different is that the instructors TEACH, demonstrate, and help students implement with hands-on workshops.

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Several years ago, when I had one foot in the corporate world and one foot in the entrepreneurial world, I was like every other newbie out there.

The pull of the promise of an independent life with a business of my own was both intriguing and frightening. It was exciting and frustrating.

And it was a mystery.

One question courses through every newbie internet marketer . . . *over and over and over*.

What are the steps I should take to make money online fast - with zero budget and no list?

Just like you, I asked everyone I met: Gurus, newbies, people making money online, or people just starting out. It's the question all beginners have.

And the answer seems to be a closely guarded secret. Until now...

After months of frustration and not making any money online, I asked a master marketer that question in front of a group of 40 students. And to my surprise, he laid out a clear 7-step process.

The answer was so *simple* it was profound.

The key to getting the right answer is to ask the right question of the right teacher. Make sure that teachers like the ones at [NAMS](#) are willing to share knowledge and help you succeed more than protecting his turf.

Once again, the question:

What are the steps a newbie should take to make money online fast -- with zero budget and no list?

You know you've asked this question yourself and are dying to hear the answer too, so without dilly-dallying, let's get to it.

One warning: Do NOT be fooled by the simplicity of these answers. Each step followed in this order is the key to making money online.

Step 1:

Find people who want to buy something...

What does this mean?

It's a huge mind shift. Think about it. If you're like me, you probably thought that you had to write the best eBook or create software that people can't live without based on your personal knowledge.

For a newbie, that's the fastest road to failure. *Do NOT create a product first!*

Imagine how demoralizing it will be to spend a big chunk of time and even more money creating something you *think* people want only to find that...well, you were wrong!

That's when most newbies quit and declare there's no money to be made on the Internet! Yet, some people seem to actually make six figures a year.

Are they lying? What did they do?

Find a market first!

Your personal knowledge is an incredibly valuable asset that should be cherished. And yes, it will help you find potential markets. But it also colors your judgment.

Don't fall in love with your personal niche interests. Be open minded.

Good marketers start with market research, discovering common problems and providing the simple solutions.

Once you find a pond full of fish, then you must figure out what they are hungry for.

Where are the ponds? Where do large groups of like-minded and passionate people hang out?

Search engines are a good place to start. When you find what people are searching for, you can drill deeper to target specific groups.

Here are a few additional resources:

- **Facebook Groups** – Join a few Facebook groups in niches that you're interested in to see what they're talking about. What are the problems and who has the solutions.
- **Forum research** – Where do dedicated participants in a niche hang out? Forums and newsgroups of course. That's where they display their frustrations, hopes and desires. And that's where relationships are built. But belonging to too many forums and managing all the conversations can be overwhelming. Not to mention that trolling through forums can waste a lot of time.
- **Keyword search** – I use this **Free Keyword Research Tool at <http://nams.ws/freekey>** to dive into niches to validate the size and dedication of a niche. When a niche looks interesting, dig deeper to qualify the information more completely including discovering related keywords, traffic patterns, and competitors.

The key to finding lucrative niches is to become fluent in the language spoken by the people in the niche. No foreign tongue is necessary. Hang around the group long enough to learn the jargon though and the language the members use to describe the problems and solutions. Listen for the emotions.

After you know enough to know what you don't know, it's time to ask the right questions to get insight into their fears, hopes, dreams and desires.

Learn who they are and what makes them tick. Then ask them what they want. You can use a free survey tool like Survey Monkey to ask questions of that audience and dig a little deeper.

Step 2:

Find something they want to buy to sell it to them...

Affiliate marketers do very well when they know how to perform **Step 1** properly. Once you've found a hungry market, it's pretty simple to find products to relieve that hunger.

I prefer Lifetime Database Referral systems for building long-term streams of income. And I've built complete courses around that topic. You can find that here – [NAMS Passive Income](#).

Be sure to check that out, because it's the number one way to “*Do the work once and get paid forever!*” which is simply the definition of passive income.

But you may need to make commissions today.

We'll talk about four great sources here for finding niche products to sell with proven results:

[JVZoo](#) for instant payment commissions for 1000s of products and [ClickBank](#), one of the premiere and longest running digital marketplaces [Zaxaa](#), another instant payment commission for niche digital products, but it also offers the lifetime referrals if you look closely [Deal Guardian](#), a pure digital marketplace with instant pay as well as long-term affiliate commission opportunities

They are similar but very different.

Both are simple sources of digital affiliate products for almost any niche. You should never use either though without knowing how to protect your vendor and affiliate links.

By far, the simplest way to find great products is using the marketplace in both to discover how your audience will fit with the products offered. And, at the same time, you can determine how good a product is by looking at popularity, referral percentage, price or commission, and gravity scores (in [ClickBank](#)) and conversion rates in [JVZoo](#).

Or choose a category and find deep information about the products in that category including instant affiliate links and the ability to click through to the vendor's web page.

Other affiliate programs exist, such as [Commission Junction](#), which is great for physical products, but [Deal Guardian](#), [ClickBank](#), [JVZoo](#) and [Zaxaa](#) are great places to start selling digital products.

Notice – Creating your own product or building your website is not the first step, and may be the last. Start selling other peoples' products and you'll learn how to market effectively and make money quickly before risking your own cash!

The rest of this report is about making MORE money by building an infrastructure, list and creating products.

But start with Step 1.

Don't move on until you're seeing regular income.

Step 3:

Put together a minimal business infrastructure...

Okay, you've found a market and a product to sell. Next, you must build the infrastructure that allows you to communicate, manage and profit from your market.

Simpler is better at this stage of your business. (Simple is usually better at *any* stage of a business.)

What do you need to make money, appear professional and start your business?

- 1) **A domain name** – this is your “doing business as” moniker. I recommend Simple Niche Domains at <http://nams.ws/snd>
- 2) **A hosting account** – a third-party company to handle all the technicalities involved in keeping your domain up. Hosts come and they go. It's important to start with one great one – I love this hosting company for awesome support and price - <http://nams.ws/host>.
- 3) **An autoresponder** – this is your communication channel. It allows you to create “a list” and build a relationship with those individuals. aWeber is the standard here at <http://nams.ws/aweber>

People tend to get stuck here. Technical issues scare many folks. The good news is that you don't have to be technical at all. In fact, avoid it.

You're the marketer, not the system administrator. So, we'll tackle these things with my recommendations. I've searched long and hard, used support folks regularly, and these companies are the winners for me.

Domains:

When looking for a new domain, I do two things:

- Hop over to [NameBoy](http://nams.ws/nameboy) (at <http://nams.ws/nameboy>) and search for various available domains based on the words relevant to my product. This service is free. They're hoping to sell you a domain once you found it. And you can buy it there, but I don't.

Most affiliate marketers register a domain of their own to redirect to an affiliate sales page. For example, if I were selling a product to manage forums, I'd search for a domain on NameBoy with the words "forum manager" in the domain. Immediately, I'd see what's available.

After I find a domain I like, I go to ...

- [Simple Niche Domains](#) and register my domain there. They do a great job of managing domains. (At this writing, I have more than 500 domains registered with Simple Niche Domains.) Their registration and maintenance panels are simple and easy to use.

Registration is really reasonable, but often there's a promotional coupon that will knock that price down too.

Hosting:

Now that you've got a domain, you'll need a host. This is not as complicated as it sounds. There are thousands of hosts out there priced from \$2 per month to \$200 or more per month.

As an affiliate marketer – that’s what you are now – you’ll need a host with some specific criteria:

- 1) **Host an unlimited number of domains.** Why? Guess what – after you put up your first niche market domain and begin selling products specific to that market, you’ll want to do another. Once you have two income producing domains, you now have the elusive ***multiple streams of income*** we hear so much about. And you’ll be hooked. You’ll want more streams and fast.
- 2) **As much storage space as you can get.** More space equals more room to load products, domains and websites. My host, Liquid Web, currently offers **great flexibility with great pricing** space.
- 3) **As much bandwidth as you can get.** This is probably more important than storage space. Bandwidth is the amount of data transfer.

Uh-Oh! What’s *data transfer*? Here is a very simplified explanation. When you fill up your car, you stick the hose in the gas tank and filler-up! As the gas flows through the pump, the flow is monitored as the gallon indicator ticks off. As more gallons flow through, the cost indicator spins (faster and faster these days!)

It’s the same with data transfer. As the data “flows” from your web server to people who visit, the “gallons” ticker clicks off. At some point, the cost indicator begins spinning too. But most hosts give you a big bucket of data transfer before they begin charging

you each month. If your visitors are buying lots of products, excess bandwidth usage is a great problem to have. If not, it's costly.

So get as much up front as you can. My host offers more than you'll need for a long, long time.

- 4) **Unlimited email accounts.** You must have e-mail. A good host will make your e-mail management a breeze. You can manage as many e-mail addresses as you want. I made the mistake of creating about 25 e-mail addresses when I first started. Now, I try very hard to drive everything to one address and manage that one very carefully. Of course, my host offers unlimited e-mail addresses, and that's important for branding, but I redirect them all to one to one main e-mail account.
- 5) **Great support.** This is essential. If you are an overnight success (it could happen!), you'll need a person behind the host who will help you quickly and personally. My host has the best support in the business.

Your host is a very important relationship. Make sure you choose carefully and with the recommendations of someone you trust – like me.

That's why [I love this host](#) especially – it's the support relationship!

Autoresponders:

If you're just starting out, go with the simple solution – a third-party autoresponder. Two companies dominate the market:

- Aweber at <http://nams.ws/aweber> is my first choice

- GetResponse is also good at <http://nams.ws/getresponse>
- Feedblitz at <http://nams.ws/feedblitz> is a great choice as well.

What is an autoresponder? And why do you need one?

Here's a quick example:

Have you sent an email to a colleague at work and received an automatic reply back with the following message:

"Thanks for your e-mail. I'm out of the office from (date) to (date). Please contact (someone else)."

That's a very simple one-time autoresponder. What you want is a **sequential** autoresponder, or one that sends your messages on a regular basis to people who have opted in or subscribed to your list.

Why? As people subscribe to your list, you'll have loaded 20 to 100 sequential messages over a longer period of time to automatically build your relationship and make more offers to them.

The main reason (*that is important*) for using a third-party autoresponder is deliverability. Both [AWeber](#) and [Feedblitz](#) live and breathe e-mail marketing. Their full-time job is managing relationships with the ISPs like AOL, MSN, Google, Earthlink and Yahoo to ensure that e-mail from their servers are delivered.

And they're pretty good at it averaging more than 99 percent deliverability. Making your emails interesting enough to be opened is *your* job.

But if you want a real, all-in-one workhorse, you can't beat [Infusionsoft](#). It's a little pricey, but the automation opportunities are huge. And starting out right really pays off in the end.

It took me a long time to make the move, and I'm SO glad I did. [Check it out here](#).

Step 4:

Your first transaction? Convince prospects to give up their name and e-mail address...

Let's review.

- 1) You've found a group of people who are passionate about a topic. Using all your newly acquired research skills, you've roamed around in the forums and other gathering places listening and learning what's important to those people.
- 2) Then you searched through the affiliate programs, particular ClickBank, to find information and products that solve the problems of your target market.
- 3) And then, you've set up a basic system that allows you to contact the people, present the information and capture their info.

What's next? Let's build a list!

After all, building a list is the surest way to create a business. It's an actual asset that can be sold. Everyone says it – because it's true – but the money is in the list. So, *everything* you do should be geared toward building a list.

But why would your prospect group want to hear from you? Do they know you, like you, or trust you yet? Nope. You haven't established a relationship with these folks yet.

Your goal is to get permission to talk to them so you can offer them your products as part of the valuable content you dispense. This content becomes the focus of your ongoing conversation.

You have to make the invitation to the conversation irresistible. You have to exchange something of value to get permission to begin the conversation. Then, it's up to you to keep the conversation relevant and respectful.

When you receive an offer of a free special report, free admittance to a members-only website, or an opportunity to download a bunch of free tools, you're being invited to participate in a conversation.

You might run into what is called a "squeeze page" now. That's when a prospect is offered an opportunity to get more information by first inputting their e-mail address and name.

Some people offer a very low-priced product to encourage a monetary transaction, so sales could happen during this step.

The advantage of offering a low-priced item first is that you establish from the beginning that you're operating a commercial business, and identifying buyers versus freebie-seekers.

This is a tricky process where you walk the fine line between creating personal relationship and business relationship.

Step 5:

Get your offer in front of your target audience...

Each of these seven steps are crucial to your success, but getting your offer in front of the target audience is key. If you don't have the ability to bring the people to your product, you'll never make a sale.

There are so many methods to get traffic, it makes me tired just to think about it. But each and every one...over time...must be addressed. There are two classes of traffic: *free* and *paid*. Both are valid and worth pursuing.

Free traffic is a great way to start, but *paid traffic*, done correctly, can bring a much more targeted and serious prospect who's already actively seeking what you've got.

Although I'm not going into each of these here (that's what a list building program is for), you'll get a good idea of ways to start building traffic to your site.

Here's a quick list of the many traffic devices.

Traffic Sources	
Pay Per Click	Facebook
Ezine Advertising	eBay
Joint Ventures	RSS Directories
Offline Marketing	Blogging
Affiliate Promotions	Testimonials
Giveaways	Sales Centers
Forums	Podcasting
Articles	Unsubscribers
Search Engines	Traffic Exchanges
Press Releases	Video
Brandable Reports	Co-Registration
Squeeze Pages	Teleseminars
Social Networking	Thank You Page
Viral Marketing	404 Error Pages

I indicated the paid forms of traffic generation with a **red** font. Even though money doesn't change hands until after transactions take place, I marked joint ventures and affiliate promotions as paid traffic generation. Some would disagree since it doesn't "cost you anything upfront." Whatever your opinion of this is, don't forget to do it.

As you can see, building traffic can be – **no, it IS** – a full-time job.

Step 6:

After the invitation is accepted, follow-up, follow-up, follow-up.

Imagine that you've met someone you really like. Would you finish the evening by saying,

"Well, that was fun. Too bad we'll never see each other again. Have a nice life."

Of course not. That would be stupid! You'd make another date to get together. You'd follow up with that person as often as possible without becoming obnoxious.

As you *meet* more and more people online who share your interests and who want to participate in your conversation, you must follow-up with them regularly. But it's essential to write to each person individually. An autoresponder with personalized broadcasting capabilities makes that possible.

Providing valuable and actionable content not only strengthens the relationship, but puts money in your wallet as you build a deeper relationship.

The key to building a responsive list comes down to building deep relationships. Convert that first conversation into a trusting friendly and personal relationship and you've got a loyal, lifelong customer.

Lifelong customers are the ones who climb the sales ladder with you beginning with your \$5 products and moving up to the \$1000 products as they get to know you, like you and trust you.

Your goal should be to continually build as many relationships with prospects as possible and convert more and more of them into lifelong customers.

That requires everything we've talked about so far including communicating regularly with your community (list) so that you become a trusted advisor.

Building your list is the key to your success ONLY if you build a relationship with those on your list as well.

Step 7:

Double your profit by creating your own products...

Wait a minute! Didn't we say in the beginning of this report that creating your own product was a huge mistake? So, what's different now?

With several affiliate product income streams in place, you suddenly have an advantage over other marketers. You know what your target market will buy. You've identified their passion.

You've proven that they will buy multiple items on the same or similar topics.

And you've built a relationship that continues to improve because you're giving them what they want.

The next step – *and a very powerful one, indeed* -- is to begin creating your own products based on what you know the customers are already buying. Having your own products to sell creates a bunch of new opportunities:

- 1) You don't have to search high and low for an appropriate product. You know what your customers want.
- 2) You can keep 100 percent of the product sales price. You don't have to pay the product owner 50 percent or more.
- 3) You ARE the product owner, so you can extend your reach by creating your own affiliate program and have others (maybe even those same product owners that you've sold for successfully already) selling YOUR products. You retain 50 percent of THEIR sales.
- 4) Having created the first one, you can continue creating additional products and become a respected authority in that field.
- 5) You can manage the creation of many products since you're an authority now. I like to outsource projects to Fiverr and other outsourcing resources. Programmers, writers, designers – they can do the heavy lifting and you can manage the creation and retain ownership.

That's called *working smarter*, not harder!

Step 8 -- The REAL Moneymaker:

Two lists are better than one...

You've completed all seven steps.

Now, you've got products, sales pages and even a few affiliates. Sales are steady. As we build our list the sales increase. You can see the process is working, but maybe it's not as fast as you'd hoped. After all, you can only do so much with your subscribers.

Bring out the secret weapon – someone else's list.

If we can connect with players similar to ourselves in similar markets and create a joint venture deal, growth can jump exponentially.

Remember that host that we chose carefully? Now's the time to contact them to warn about increased bandwidth needs, because you're about to jump into a new league of traffic and sales.

What is a joint venture?

There are seminars, books and entire courses devoted to joint ventures. I'll refer you to the [MyNAMS Insiders Club](#).

This training system teaches everything you need to know from A-Z with 12 monthly 30-Day Challenges in essential topics or in a 52-module step-by-step, self-study system.

You can jump in anywhere, but if you're brand new, we suggest you start from the beginning and work your way through.

We spend a lot of time talking about Joint Ventures and recruiting affiliates.

Usually, JVs are special and may have these characteristics:

- They are probably time-limited
- Often, they have special discounts
- They may have special bundles
- Usually, the partners get special commission rates
- And the partners probably have larger lists

The keys to successful joint ventures:

- 1) What can you do for them? Don't ask people to promote your product without first offering to promote theirs.
- 2) If you don't have a big list, do something unique for the partner. Offer a higher commission. Do ALL the setup work for them. Make it easy.
- 3) Get personal. Make phone contact and if you can, meet the joint venture partner personally. Seminars and Workshops like the NAMS Workshops are great places to do that.
- 4) Get involved in joint venture sites. Create relationships. Here's a couple of good ones:
 - [MyNAMS JV Group on Facebook](#)
 - [Mike Merz's JV-Notify](#)
 - [MunchEye on Facebook](#)

5) Contact the people you want to do joint venture deals with. Do this only after you've tested your sales material and know your conversion results. Your contact letter should specify:

- sales conversion rate from a test list
- dollar amount that the test returned
- examples of how much money a list of 10,000 (or some other significant number for this partner) could be expected to generate

There you have it – finally, a detailed answer to your burning question:

What are the steps I should take to make money online fast -- with zero budget and no list?

Follow these seven steps and once the sales are flowing, become one of the most sought after joint venture experts in your industry.

About David Perdeu:



Just as the MyNAMS instructors are really great teachers, I'm a really good student.

I love learning and love to discover new things.

Having been online since 1987 – yes, back in the days when we accessed newsgroups via MS DOS (ask your dad what that is...), I've always loved the idea of complete independence. Financial, personal and spiritual.

That's why not long ago, I started the [MyNAMS Insiders Club](#) program. As online business changes, we make sure the right instructors teach our community exactly what it takes to be successful. We focus on implementation in the real world, not the theoretical.

We focus on helping you create your business using all that we've learn from online mentors.

Join us at [MyNAMS Insiders Club](#). You always have 30 days to decide if our community is right for you with our money back guarantee.

Recommended Resource Checklist

Additional Resources

[Affiliate Sales Domination- E-Course by David Perdeu](#)

Recommended Business Training

[MyNAMS Insiders Club](#) – Business training for any experience level

[Found Money](#) – Creating Streams of Passive Income

[Free Affiliate Training](#) – Learn to be an affiliate

[6 Steps to Implementing Big Ideas](#) – Get started now

Recommended Infrastructure Tools

[Our Favorite Host](#) – Inexpensive and reliable hosting

[Dropbox](#) – Storage

[BoxShotKing](#)- Graphic Cover Creator

[FeedBlitz](#) – Newsletter management

[Aweber](#) – Autoresponder

[Infusionsoft](#) – All in one Autoresponder and CRM

[Simple Niche Domains](#) – Domain Registration

[Fiverr Gig Prospector](#) – Outsourcing resources