

INTRODUCTION

Thank you so much for signing up on my website and for your interest in my eBook, *The Lazy Woman's Guide to a 6-Figure Income!*



Let me ask you a question...

Would you love to be relaxing at the beach right now, hanging out with family and friends, knowing that while you're out "playing" and having "fun", that your online business is bringing you income?

It sounds like a great fantasy, but the truth is, it's a reality for many online-entrepreneurs who enjoy this very lifestyle.

I'm not saying that online-entrepreneurs get to hang out at the beach *all* the time; there's a lot of work to building an online business, as well as a learning curve for everyone depending on their skill set, and because technology is always changing...you constantly have to keep up with the changes.

At the end of the day, however, making passive income online beats trading hours for dollars!

I know, because I spent 17 years in the legal field trading hours for dollars as a Paralegal and a Legal Secretary. In my younger years, I had a real passion for the law, litigation, legal strategy, legal writing and research. In the beginning of my career I actually loved what I did, but then a few things changed...

I experienced what I call "**Career Creep**". Career Creep is when you start out in one job, and then over the years, the tasks you do that make up your job change slowly until you wake up one day in a completely different job!

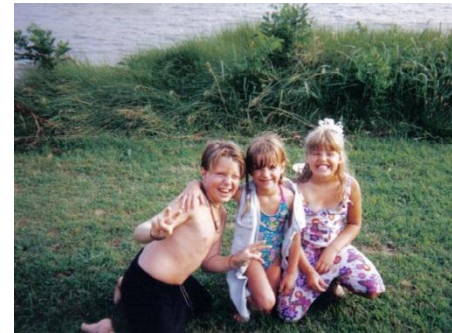
I started out as a paralegal, but because I had computer skills and could type 100 wpm, I realized that I could make a lot more money as a legal secretary. So I went to the *big* litigation firms in the *big* city and got paid the *big* bucks (or what seemed like the *big* bucks at the time) as a legal secretary.

It was okay in the beginning, but I soon felt like a cog in the wheel of their well-oiled attorney billing machine. I didn't feel important, fulfilled, appreciated, valued or like I had any purpose.

Many days I felt like a glorified gopher...a high paid one, but still, I wasn't enjoying what I was doing.

It also hurt me to leave my 3 young children in the care of others day after day, when all I really wanted was to be home with them.

Here's a picture of my 3 children at the time (now grown adults in their 20's):



I know the pain many moms feel at having to leave their children with others because they need a paycheck. It's not a good feeling, but it was my reality for many years.

Fate Gave Me a Pink Slip

As fate would have it, I walked into the law firm I was working at back in 2000 and was given the pink slip.

I remember their exact words, “We’ve restructured the department you’re in, and your job no longer exists.”

They did offer me another job; but I had a choice between that and the severance pay...so I took the money and never looked back!

Even though I hated my legal job with a passion, now that I was “free” from that JOB, I had no clue what I was going to do to pay the bills.

If you haven’t read how **Billy Ray Cyrus** helped me discover my dreams, then [click here](#) to read that story!



Billy Ray Cyrus and Me on My Birthday, Circa 1992

I ended up “floundering” for a couple of years.

I became a freelance reporter for the local newspaper (I love writing), I taught public

speaking and business writing at the local colleges; I also did some home-based businesses like “Christmas Around the World” and “Party lite”. I was having great fun, but barely paying the bills.

I Discovered the Wonderful World of Sales

In 2002, I discovered the amazing and wonderful world of outside sales. I never thought of myself as a salesperson, but I took a job as an Outside Sales Representative selling a fun product in home to consumers – hot tubs!

The 8 years I was with that company I grew and learned so much!

First of all, I had no idea that you could make so much money in a 100% commission job. Some weeks I made as much as \$10,000 selling hot tubs! It was so exciting!

Within 2 years of taking that job, I was making a pretty substantial 6-figure income and I was happy! I only worked 20-25 hours a week, I got to spend lots of time with my children, hang out with family and friends and I had the free time to start my online business.

My online business, at the time, was just an *extension* of some of the courses I was teaching at the local community colleges, adult education centers and my church such as: “**How to Quit Your Job and Follow Your Dreams**” and “**How to Become a 6-Figure Woman**”.

I also became a student of Yanik Silver and began learning everything I could about Internet Marketing. Within 30 days of offering my very first online course, I made \$2500 and I was hooked!

This was even better than my outside sales job because I did the work once and got paid over and over!

Also, I didn't have to leave my house. I traded in my stuffy corporate suits for pajamas, hoodies and UGG boots!



And that's my story of how I got started leveraging my time...instead of trading dollars for hours like I had for so many years before.

I went from an hourly employee, to an all commission employee to an online entrepreneur!

So if you want to be a “*Lazy Woman*” like me, you've got to **commit to leveraging your time!**

Running an Online Business is Perfect

Of course, there are many ways to leverage your time, but I happen to be quite fond of running an online business because you can literally take your expertise and knowledge, and start making money online in a short amount of time with very low overhead and expenses! And when you're selling Information Products, you do the work once, and get paid over and over.

It's truly the greatest business in the world!

I want you to know that I am a big advocate and believer in multiple streams of income! Because if one stream dries up, then it's important to have other streams of income flowing in!

If you love your job and simply want to earn some extra money online, that's awesome!

Or...if you hate your job like I did, you can start an online business part-time, in your spare time and when you grow it large enough to where the online income exceeds your paycheck, then you can quit your job!

Whatever your goals in life are, an online business can give you more time and money freedom to do the things that YOU enjoy doing!

I was blessed that when my sales job ended in 2010, that I am able to work without a "job" and support myself from my online income.

Over the years, I've created "multiple streams of online income" and I'm going to share those with you now, so you can see *how* and *where* I make money online.

I currently have 8 streams of online income:

1. **Website Design** – In 2011 after paying and working with many website designers over the years, I decided to get some training to become a Website Designer and I offer this service to clients and students;
2. **Copywriting** – As you know, writing is my passion. I have ghostwritten many eBooks and ecourses for clients as well as written

sales copy, website copy, brochures, and blogs.

3. **Online Courses** - I earn income from my various online courses that I teach such as "How to Make Your First \$1000 Online" and my "Amazon Best Seller" program;
4. **Ebook** – I currently earn money from Amazon in royalties for my #1 Best Selling book, "*Never Work Again: 6 Secrets to Earning a PayCheck Instead of a PlayCheck*"



5. **Recurring Monthly Income** – I have 2 sources of recurring monthly income which comes from my blogging packages and my website maintenance packages.
6. **Affiliate Income** – I earn thousands of dollars per year in affiliate income by simply

recommending products and services that are related to my topic and that I believe in!

7. **Facebook Fan Page Design** – I currently earn income by creating custom designed Facebook Fan Pages.
8. **Membership Income** – I was co-owner of a health practitioner website that earned monthly membership income.

There you have it...8 streams of online income!

I'm here to tell YOU that if I can do it, so can you...

As I am typing this, a student from Vietnam just signed up for my online course "[How to Make Your First \\$1000 Online!](#)" and \$197 was just deposited into my PayPal account.

It's a wonderful gift and blessing to help others achieve the dream of leveraging their time and building multiple streams of online income!

100,000 ways to make \$100,000

I've always told my students that there are 100,000 ways to make \$100,000; but wouldn't you like to know one of the shortest ways?

I'm not saying you need to make \$100,000 online; for some people just making an extra \$500 or \$1000 a month would change their life.

So set your goals and then work hard to achieve them. That's what I've always done.

Here are some highly successful Online Women who are making 6 and 7 figures that you may have heard of:

- [Marie Forleo](#) – Runs a 6/7 Figure Business teaching an online "Business School" for women (and men) called "B" School and charges \$2000! Marie also has an annual live event.
- [Bernadette Doyle](#) of Client Magnets – *Bernadette is also my personal Mentor and Coach from the UK who runs a Multi-Million Dollar Online business (she's also a student of Yanik Silver's Master Mind program) who teaches how to attract "higher paying" clients through her high-end private coaching programs and she does live events as well.
- [Laura Roeder](#) – Runs a 7-figure online business teaching Social Media through a membership program and live events!

- [Lisa Sasevich](#) – Runs a 7 figure online business teaching how to close sales through her multiple video trainings as well as her live events!

These are women who are paving the way for all of us! They inspire me every day that it is possible to make a difference in people's lives and to make money!

Before we get started I want to talk about the 3 Biggest Obstacles to Your Success:

1. **Giving up too soon** - You have to truly be committed to this process as so many people, put up a website, try a couple of things that don't work out and then they QUIT! Success takes time, but if you do the "pre-work" which is **making sure there is a demand for your product BEFORE you create it, that will prevent a lot of wasted time, energy and money!**
2. **Chasing Shiny Objects** – We've all done it and we all do it! We sign up for a program and then before we finish and implement it, we're on to the next guru or making money online program. Yes, there are a lot of great programs out there, like some of the female mentors I just mentioned above, but

there are also a lot of "scammy" type programs out there that promise you big money in a short period of time. Whatever program you sign up for, stick with it!

3. **YOU** – That's right...you will be your biggest obstacle to your success because you will experience self-doubt, fear and uncertainty...and you'll stop showing up. *You know what the secret to success is right? 50% is showing up, 40% is having a system and 10% is a dog fight!* So what that means is, just show up every day for your dreams. Then create a "system" to achieve those dreams! Like Donald Trump says, "Every day is a dog fight". You have to want your dreams so much that you're willing to fight for them. **Are you ready to fight???**



So let's get started on getting YOU started in creating your first stream of online income...

Step 1: It all *begins* with a Website/Blog

There are some Internet Marketing teachers who will tell you that you "don't" need a website to make money online...and that can be true. If you are a Super Affiliate and want to promote other people's products, you don't have to have a website. If you want to make money selling products on eBay, you don't have to have a website.

I'm teaching you about taking your knowledge, expertise, and skills and packaging it up into an "Information Product" that people are searching for online and are willing to pay money for. Like an eCourse, eBook, Membership site, etc.

Many people fail at this because they put together an information product that people are **not** looking for and aren't willing to pay for that type of information. You must do the research first!

So if you want to sell information products, which is what I teach, then you do need a website; I teach you for **FREE** on my website exactly how to put up your very own website/blog. Just [click here](#) to read the steps and get this done NOW!

As you'll see in Step 3, I even help you create this website at no charge! So you have no excuses! Stop what you're doing right now, and [follow these steps](#) exactly as I have outlined them.

Step 2: If you build it, they may NOT come.

You absolutely must do keyword research and online research before you create your information product. I teach in depth about this in my 6-week online course, "[How to Make Your First Thousand Online](#)"; in fact, Lesson 2 is entirely devoted to this research.

I'm Going To Give You The Basics Here:

Google has a wonderful free tool that you can access called the "*Google Free Keyword tool.*" It is really for people who want to do pay per click advertising with Google, but it is *free* and open to the public right now. So, go to Google and search for "Google Free Keyword Tool" and it will take you to the page where you will do your research!

Type in a keyword phrase for your topic. If you don't have a topic, then you'll need to spend time figuring out what you want to create an information product about. I believe you should find a topic on something that you are passionate

about, that you are an expert in, and that will help other people. A winning combination!

So let's say you want to create an information product about **public speaking**. So you type that in the search box and you come up with a very large number, right?

This is not a good topic, because although many people are searching for this monthly, it is too broad of a topic. You must "niche" if you want to grow "rich". Narrow down your topic. For example, public speaking for lawyers or public speaking for cowards or public speaking for women. Once you've found a nice size "niche", then you can go on Google and search for that keyword phrase.

Once you do that, notice if there are any sponsored ads (to the top & right of the search results); then start clicking on the links on pg 1.

If you find products on that topic, that's a good thing. If you don't, it usually means there isn't a market for it.

Step 3: Start Blogging About Your Topic

On the internet, content is king. And things have changed as far as "search engine optimization"

(SEO) goes and right now Google is giving higher rankings and traffic to sites that have fresh, relevant and original content.

Content is what you **give** to attract your target audience. *Why else would they come to your website?*

Yes, you are going to create an information product and sell it eventually, but when you're just starting out, you want to start attracting and building that audience.

You also must do keyword research on topics that you want to blog about so that you can use those keywords in your title and in the body of your blog post.

It's amazing how fast people will start finding your blog, and of course, there are many ways to get traffic to your site and I will talk about a few of them coming up.

Step 4: Capture Names and Email Addresses

Many website owners miss this important step. They put up a nice website and visitors come to it and they never develop a relationship with those visitors.

You are leaving money on the table if you are not building a list! The money is in the list as you've probably heard before.

When someone comes to my website and signs up for my free eBook, "***The Lazy Woman's Guide to a 6-figure Income***" (known in the industry as an ethical bribe"), then they also start getting pre-written email messages from me, every 2 weeks, for the next year.

That's how I build a relationship with my visitors and that's what you will be doing to.

It's quite easy once you set it up with [Aweber](#), which is what I recommend. I've been using [Aweber](#) since the beginning and I absolutely love them!

You are already signed up on my list, so notice the messages that you are getting from me.

Start thinking about what you want to say to your visitors when they sign up for your list...

I recommend giving content, tips, advice, in your messages and in some of them you can do a soft sell to your products or services. People are looking for help to solve their problems; you are doing a dis-service if you don't give it to them!

You may be a Certified Coach and offer Coaching packages as well as an Information Product.

The beauty of an online business...once you get your website/blog up and running is that you can constantly add new products and services.

Step 5: Provide an Ethical Bribe

You've got to provide something of great value when someone comes to your website and is kind enough to give you their name and email address and sign up for your list.

You want to give them important information that is valuable to them and that solves a problem. When it comes to creating information products, the most important thing your product should do is solve a problem the potential customer is having. Answer this question...

What keeps them up at night?

You can write an eBook, like I did, which is what you're reading right now. So look at what I'm doing here. I'm giving you a lot of free and valuable information on how to leverage your time and how to start an online business selling Information Products.

In other words, you can give them some of what your information product is about in this free eBook/special report, but you're *not* giving them all of the information and after they read it, many of those people will want more help from you and more of what you are teaching them.

It's one thing to read an eBook, but it's another to get personal mentoring and guidance. The world is looking for that personal relationship that is lacking in so many businesses.

One thing my students always tell me is how accessible I am and they love that. I answer questions for all my students and help them through the course with my eCoaching.

Accountability is key; left to our own devices we might just print out the material and leave it on a shelf in our office to collect dust.

When you are signed up for an online course, with weekly assignments, eCoaching, a private Facebook group, phone calls, etc., you are ENGAGED!

Step 6: Create Your Information Product

- ✓ You have a Website/Blog

- ✓ You've done your keyword research and online research
- ✓ You've signed up for Aweber and you are collecting names and email addresses from the visitors on your site
- ✓ You have an ethical bribe for your visitors
- ✓ You are blogging consistently at least once a week

Now you can start creating your Information Product. One "short-cut" is to blog for about 6-12 weeks and then take those blog posts and turn them into an Information Product!

Another way to create an Information Product is to interview various experts in your field and publish those interviews.

I've been successful at creating eCourses and selling those. I've had about a half a dozen different programs over the years.

I love eCourses because you can add so much value to them than just selling an eBook and of course, that means they have a higher perceived price and you can charge more, right?

For me, it also creates a relationship with my students, I get to know them, I coach them, they

have accountability and they are more successful as a result!

You can create a membership site like this lady did: <http://carolandeacon.com/>

Carolan turned her love of music into a membership program that helps people reduce anxiety and live a more relaxed and happy life! The last time I checked she was charging around \$10 a month to access her membership site. What if you had a membership site with 100 members in it at \$10 a member...that would be \$1000 income every month! Check out her site to see what she is offering for that \$10. It's a great business model because it gives you "regular" recurring income.

To learn how to create your own membership site, [click here](#). Start thinking about the *type* of Information Product you would like to create.

Note: If you are not a great writer, and you need to outsource writing, you can go to www.elance.com and put a job listing up and within a short time, you will get many bids from writers who would love to write your eBook or course for you!

In fact, you can check out all of my Resources that I recommend by [clicking here](#).

You'll notice on my website that I have audio on many of the pages with a 2 minute personal message from me. I use a product called [Audio Acrobat](#) that is awesome! You'll find information like that on my [Resource Page](#).

Step 7: Sign up to be an Affiliate for Related Products

Please only sign up for products or services that are *related* to your topic. Affiliate income is a great source of income and something you can start generating right away.

One of my copywriting clients had zero affiliate income. They are a large networking business with over 5,000 people on their list. I had the owners of the business sign up for about 10 different affiliate programs and we created a resource page on their website which they now promote. It has many related business products and software and when people click on those links, they get paid!

One way to start generating affiliate income is to blog about the affiliate products or services and uses your affiliate links in the blog.

You can read more about this in my FREE, Special Report, "**Top 10 Ways to Make Money with Your Website**"; you can get your copy by [clicking here](#) (scroll down to the bottom of the page).

Step 8: Integrate Social Media with Your Website

I can't stress enough how important social media is to building an audience and making money online. I neglected social media for many years, until I just couldn't ignore it any longer.

Facebook, Twitter, and Linked In are the big ones, in that order.

I recommend a custom Facebook Fan Page with tabs that bring people into your sales funnel. Here is my "[Custom Facebook Fan Page](#)"; notice the 3 tabs and what happens when you click on those.

I don't want to get into details about this, but just know that you need to have all 3 social media sites set up and be using them on a consistent basis to interact and engage people.

You also want links from your website to your Social Media accounts for easy access.

Step 9: Get Paid!

Of course if you are going to sell Information Products or Coaching packages or a membership program, then you will need a way to get paid.

I recommend when you're just starting out to go with PayPal. I have used them for years and have never had a problem with them.

Of course, they do charge a percentage of the money you receive...I think it's 2.5% but it can vary. Make sure you find this out ahead of time.

Shopping cart programs are great, but they are a little pricey; wait until you're making the big bucks to invest in a shopping cart program.

Step 10: Get Traffic

Of course, this is the most difficult part and there are entire online programs dedicated to getting traffic.

As my mentor, Bernadette Doyle, teaches, there are only 3 ways to get traffic:

- 1. Buy It;**
- 2. Borrow It;**
- 3. Create It;**

When you're just starting out, you are going to be *Creating it*; and the way you do that is through consistent blogging, writing articles and publishing them on sites like ezinearticles.com and using social media to interact with people and promote your products and services.

You can also *borrow* traffic, by reaching out to people who have bigger lists than you do in your industry and offering them a percentage of the income from your info. product for all the people from their list who purchase it. You will get a lot of new sign ups by doing this.

And then of course, there is *buying* traffic, which I could have to do an entire eBook on.

For years, I neglected paid traffic, and now I realize the value of it. There is Google pay per click advertising, Facebook advertising, Linked In advertising and advertising on other sites.

If you're just getting started you won't want to do this just yet for one big reason: you must have a successful sales funnel, conversion process and a successful product (which is yet to be determined). *Once you have these in place, *then* you can pay for traffic to your site.

I am just now getting involved with paid traffic, and I've been doing this for almost 10 years. But remember, I did this part time for many years and am now doing it full time.

I've got a chart on the last page of this eBook that shows you the big picture in how to build an online business! **This chart is worth the price of admission!** I wish someone had given me a chart like this when I was getting started because it breaks down the process into bite-size chunks.

The reality is, you can be up and running in 24 hours with your website/blog. Yes, it takes time to add content, and to do some of the steps above; so just take your time and do the steps in the natural order.

In the chart below, I am just now working on some of the items in Level 2 for my online business. That means I spent many years on Level 1 items.

So your focus should be on the steps I outlined above and on Level 1 items from the chart below to building your online business.

I am here to help and support you in this endeavor and here are some ways we can connect:

- ✓ If you want personal guidance and support from me, as well as to connect with other students, I recommend my 6-week online course, "[How to Make Your First \\$1000 Online](#)"
- ✓ If you have an eBook published on Amazon and you want to get it to the Best Seller's list on Amazon, then you'll want to check out my [Amazon Best Seller's 6-week online course](#)! Getting to the Best Seller's list can elevate your credibility and your income!
- ✓ **Website Design Services** – You can find my website design services and packages at www.6figurewebsites.com
- ✓ **Custom Facebook Fan Page** –I will work with you to create an awesome [Facebook Fan Page](#) for your new online business
- ✓ **Strategy Session** – If you want to take your business to the next level, then you can apply for a [Free Strategy Session](#) with me known as my "6-Figure Breakthrough call"...to see what is holding you back.

Being lazy to me is about being smart! I like to think of it as "**conserving energy**". I don't like to work hard, I don't like long hours, or long

commutes, or difficult bosses. I like doing the work once and getting paid over and over!

I don't believe you are here by accident. I believe that you found my website and are reading this eBook because you have a dream inside of you that wants to come out!

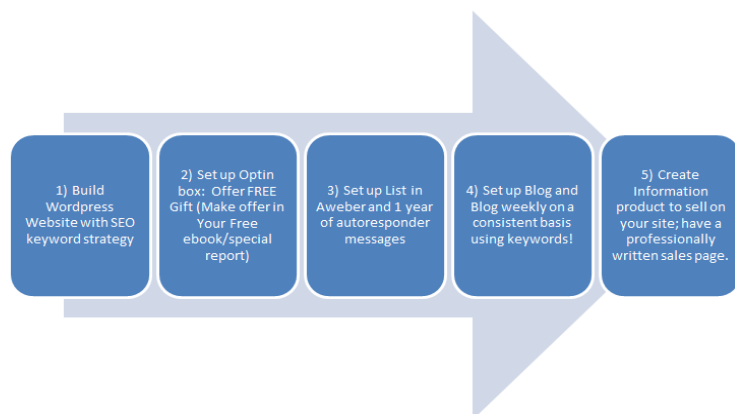
Sometimes we live in the shadow of our dreams because we're afraid of our greatness. I'm here to tell you that greatness resides in you and I hereby give you permission to let it out!

You've got to fight for your dreams and like Billy Ray told me so many years ago, "**You've got to figure out what your dream is and then never, ever give up on it.**"

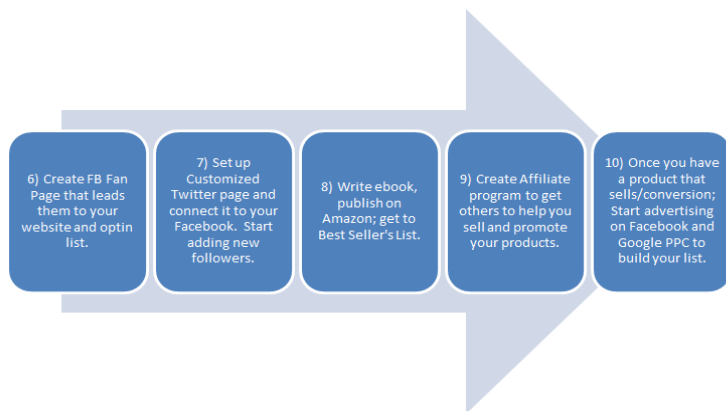
I've followed my dreams and they are still unfolding and leading me into new adventures. I've learned that it's really about the journey and not the destination.

Just remember, that being broke inspires no one! When you are successful and prosperous, then you will inspire as well as give permission to others to do the same. You owe that to yourself and to others!

Here's my chart that breaks down the process for you and gives you a roadmap of sorts.



Level 1 (Basic): Setting up Systems, Building Relationships, Building your List, and Selling to Your List



Level 2 (Advanced): Social Media implementation, Driving Traffic from Amazon and Gaining Credibility; Creating an Affiliate program and start using paid advertising once you have all the pieces in place.

Thank you so much for taking the time to read my eBook and connect with me!

I look forward to All of YOUR Dreams Coming true!



Michelle Kulp
The 6-Figure Woman Coach
www.becomea6figurewoman.com
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