

"10 Fast Cash Ideas To Generate The Extra Cash You Need...Fast!"

Special Report:

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www.InstantMoneySecrets.com

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How to Get the Extra Cash You Need...*FAST!*

Have you found yourself in an unexpected financial situation needing to get your hands on some extra money in a hurry?

You're not alone!

We've all been faced with unforeseen problems that require money; your car needs an overhaul, you need to replace the leaky roof on your house, or you've opened your mail to find the utility company was undercharging you and they've slapped you with a huge bill. Whatever the reason, situations like these can quickly put you in a state of panic.

Fortunately, one of the great things about owning an online business is that there are many ways to increase your income within your own business. You *don't* have to resort to crazy schemes and outlandish business opportunities in an attempt to get the funds you need, in fact, all the money you require is already available; all you have to do is tap into it.

This report will provide you with a number of easy strategies you can put into action *immediately* to pump up your cash flow!

Taking Stock

You'll find a number of techniques to help you generate cash throughout this guide. These ideas are based on the assumption you've already carved out a niche for yourself and you have a following to market to. It doesn't have to be a large market or following, but you *do* need to have one.

The first thing you need to do is take an inventory of what you have available that could potentially make you money. At this point, do not consider creating something new to sell, you need money in a hurry so the point of this step is to make use of what you already have at your disposal.

Make a list that includes all of the following:

1. **Half Finished Products** - I think we all have some of these sitting around collecting dust among our computer files. You know those 'great ideas' you had for an eBook, report, coaching program, etc.? You set out to put your idea to fruition and then let the idea go about half way through its completion? Find all of your partial products and add them to your list.
2. **Domain Names** - Internet marketers are notorious for collecting domain names. It goes along with those 'grand ideas' we frequently have. We

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- jump the gun and buy the domain name before we even make a real plan for its use. Jot down all the domain names that you've collected and aren't doing anything with.
3. **Websites** - Yes, yet another thing we seem to have an abundance of. You likely have a couple of sites that you focus all your attention and money on along with a few others that have fallen by the wayside. If this is the case, write down all the websites you've neglected. Note what is on the website in terms of content and how much, if any, income you make from it in a month (AdSense, affiliate programs, etc.).
 4. **PLR Products** - Ah, the Internet marketer's secret weapon. I'd be surprised to hear if you *didn't* have PLR of some kind amongst your files. Even if you don't think you do, do a quick search of your files anyway in case you picked something up and then forgot about it. It could be in the form of articles, reports, eBooks, software, etc. Make a note of all the PLR you currently possess.
 5. **Time** - If you're in need of quick cash, then you likely have a deadline of some sort to come up with said cash. Write down how much time you have to come up with your goal amount so you have an idea of what strategies are going to work best for you. Needing money to pay all your moving expenses in a month is a lot different from needing it in a week to pay for dental surgery.

Ideas to Get the Money You Need In a Hurry

I'm sure what you read here you'll have heard about at one point or another before today. I'm not going to be telling you about some magical way to make cash appear in your hand without doing a thing. The purpose of this guide is to help you get the ball rolling and get a plan together instead of just waffling because it feels like another thing on the dreaded to-do list.

Now what you **will** find in this report is multiple proven ways to generate money. The methods listed here have all been tried and tested by many successful Internet marketers. Most have great success with them. In fact, most of these marketers continue to do so time and again.

Your own success will be determined by a few things:

- The current amount of inventory you have available from the list you made earlier.
- The methods you choose to put into action.
- How you use those methods.

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- Your desire and need to succeed.

No one knows your audience better than you. You are the only one who can come to a decision about these things that will for you and your particular monetary needs.

With that said, let's get to it!

Fast Cash Idea #1: Hold a Sale

This may seem like an obvious solution, but the truth is, many times marketers are so bummed out by their urgent need for funds they don't even think of it. There are a few ways you can go about having a sale.

Here are three ideas to help get the juices flowing:

1. **Discounts** - Put together a discount on one of your more popular products. Even offering a small 10% off can motivate a customer to click the order button. Break it down and a product that sells for \$20 bucks will still net you \$18 after the discount, but that \$2 break could be just the thing your potential customers have been waiting for.
2. **Bundles** – Bundle a few of your products together and offer them for a lower price than they currently sell for separately. Many times your customer needs to feel like they are getting a good deal in order for them to tip the buy/wait scale to the buy side.
3. **Reduce the Price On Entire Inventory** - Another way you can earn cash fast is with a sale that includes ALL of your products at a one-time special price.

Offering a discount or other incentive tends to compel customers to buy more than they might normally. Bear in mind that you're working within a deadline, so it's important that you make your sale time limited. This will give your customers a feeling of urgency and will encourage them to buy right away before they miss out!

Fast Cash Idea #2: Roll Out a "Half Finished" Product

Huh? You heard me! Remember that list you wrote in the "taking stock" section? Now is the time to take a closer look at it.

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View your list of half finished products and choose the one with the most potential. That means picking the one your market is most likely to have interest in. You're going to launch this product. Just make sure there's enough meat to it now. You don't want to end up creating a whole new product! You don't have time for that, remember?

For the sake of an example, let's say you have a partially finished report about creating a successful business blog. Now refer back to your list and see if you have any PLR that matches the topic of blogging. If you have PLR on marketing your business, it will fit in with the topic as well since marketing enables the success of a blog.

If you don't have any PLR that fits your half completed product, that's ok. You have two choices at this point. You can either:

1. Go back and see if you have a product that *does* coincide with the PLR you currently have. OR...
 - You can spend a few bucks and grab a new pack of PLR content.

I know, I know, you want to make money not spend it, but if spending a few dollars will help you make that small amount back and more, it's worth it. Just don't go overboard.

Buy ONLY what you NEED!

Okay, so you have your half finished product and you have a bunch of PLR that matches the focus of your product, now all you have to do is finish it. Even if you have to take the report in a new direction to fit in the PLR, you'll still wind up with a product – a finished product. You now have a brand new product to promote to your subscribers, blog readers, and website visitors.

Fast Cash Idea #3: Add Value to an Existing Product

This strategy is one you can complete with all of your current products. Of course you're in a time crunch so you'll want to single out one of your best selling products to add value to. Once you get some cash coming in then you can do this to all of your other products as well.

The fastest way to create buzz with the customers who have already bought your product in the past is to release a "new version" of the current product. Obviously if they bought it the first time, they'll be eager to get their hands on the latest and greatest model.

3 Quick Ways to Add Value to a Product You Already Have

1. **Update your eBook or report using PLR** - Again, you'll want to check your list to see what you have that will complement your product. If you have nothing that coincides with it, grab some inexpensive articles or reports from the PLR sites we discussed earlier.
Go through your product and see where you can switch out old content for fresh, more up-to-date content. Next, add some new sections not available the first time around.
2. **Create an audio** - Audio has become extremely popular on the 'net, so adding it to your product will really boost its value. You can use your telephone or a PC microphone to record your audio using a program like [Audio Acrobat](#).

Here are a couple of different ideas for creating an audio to add to your product.

- Record yourself reading your eBook or report; customers will love the option of listening to your information.
 - Interview an expert on the topic of your product. Title the interview something like, "Learn How to Avoid These Mistakes and Your Blog Will Be a Roaring Success!" That should get the attention of your customers.
3. **Printables & Checklists** - These are super easy to make and you're customers will love them. For instance, you could have a checklist outlining each step they need to take to get their blog set up and published online.

A printable could be something as simple as a fill-in-the-blank template for writing a successful blog post. Your customers can then print it off and refer to it again and again.

Fast Cash Idea #4: Contests, Giveaways, & Drawings

Splurge and offer your customers the chance to win a really awesome prize. The catch . . . they have to buy something in order to get their name entered into the drawing. The more they buy the more entries they receive.

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You can giveaway almost anything, just make sure it's something your market can use or needs. The better the prize the higher your chances are of getting people to participate and therefore making more sales.

Fast Cash Idea #5: Buy 1 Get 1 (BOGO) Free Deal

People love free stuff! Send out a promotion to your list telling folks about your hot deal. If they buy 1 of your products they get another for FREE.

You can put limits on this pretty much however you want. You can limit them to specific products, for instance your best or lowest selling product. You can also allow them to choose which product they'd like to receive for free from a list of all your products or only certain ones. The possibilities are endless with how you can mix and match this kind of deal.

Don't forget to place a value on the free product so your customers know that what they're getting is valuable. This is pretty easy if you're offering a product that you currently sell as the freebie but don't forget to add the value in your mailings, blog posts, and on your website sales copy!

Fast Cash Idea #6: Contact Your Past Customers

Get creative and come up with a plan to get in touch with all your past customers. Doing so will remind them you are still around and they liked you enough to buy from you in the past. Send them a friendly email saying thanks for being a customer, and because you appreciate their business, you are extending a special offer just to them.

Your offer could be a coupon, a freebie, a buy one get one free deal, or any number of things that will encourage them to check you out and take advantage of your offer.

Contacting past customers is something you should do on a regular basis anyway. Just because they bought from you once doesn't mean they'll return. Life gets in the way, computers crash and info is lost, so make sure you periodically remind them you're there when they need you.

Try setting up a customer only mailing list. When someone buys from you be sure you are capturing their email in an opt-in form somewhere after their order is placed. This will make it super easy to keep them up-to-date on happenings in your business down the road.

Fast Cash Idea #7: Host a Free Teleseminar or Webinar

Teleseminars and webinars are fantastic ways to generate sales. Contrary to what you might think they don't take a whole lot of work to put together either. Simply choose a topic that you want to talk about and put together an outline of what you're going to cover in the hour.

Make sure you choose a topic that you have created an in-depth product on. The point of the seminar is to make money, so you'll want to be able to refer people to your paid product for more information.

Here's an example of a teleseminar topic: "10 Quick & Easy Ways to Generate Traffic to Your Website." This can easily lead you into telling your listeners about your eBook on website traffic generating methods. Make sure you send them to your site and offer them a "seminar attendee only" discounted price. Create a special landing page just for them to get the deal. Or give them a coupon code if your shopping cart allows for that.

You can use a free conference service like, www.freeconference.com to hold your teleseminar.

If you need more interactive features like a video, a white board, and the ability to show your guests real-time information on the web, then you'll want to host a webinar.

Once you have your topic chosen and your outline ready to go, put together a simple registration page that tells people what your seminar is about and have them sign up to your mailing list to receive registration information. Quickly send an email to all your lists and your affiliates to let them know you'll be holding the seminar and send them to the sign up page.

If you find yourself lacking in content to discuss during the seminar, hold a Q&A session. Add an area to your sign up box that allows those who opt-in to submit their questions. Pull all the questions together a day or two before the meeting, answer them and then plan your seminar around their questions and your answers.

Fast Cash Idea #8: Sell Domain Names & Websites

Time to scrutinize your list and pin down the domain names and websites you can get rid of. If you haven't updated the website or done anything with a domain name in 6 months or more, then it needs to go.

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Domain names typically sell in the \$10-20 range, unless you have a highly sought after domain name. It's not much, but at least you can get your money back out of it and put the cash to use.

So, what if you have a website that makes you money but is draining you of time and energy or you haven't updated it in a long time? Yep, it might be time to let it go as well.

A website should be sold at approximately the yearly income you earn from the site. If you make \$500 a year in revenue (advertising, AdSense, affiliate commissions, etc.), that's the price you should list your website at. Don't be afraid to negotiate on the sale of your site either, the whole point of selling is to make money quickly.

If your website doesn't generate an income, then sell it as a turnkey website and talk up the potential.

Tell your friends about what you have available, add what you have for sale in your forum signature, and list it on websites such as www.sitepoint.com.

Fast Cash Idea #9: Coupon Codes

Generate a coupon code for one or more of your products. Offer a substantial discount, like 40% - 50% off your regular selling price and send an email out to your lists with your coupon code. Don't forget to post about it on your blog! Another popular way to use coupon codes is to send the code to your affiliates, and have them promote the discounted offer for you.

You can also create special codes for your JV partners as well. If you've got a partner or super selling affiliate or two that normally promote you very well, send them a code of their own for their lists only. Make it the discount higher than any regular discounts you might have. Then pass the code on to those partners with a date of expiration. This will get them and their referrals to act fast, putting money in your pocket faster as well.

Fast Cash Idea #10: Deal Sites

In this section, we're going to discuss an 'underground' method for making money online. Read on, but be warned, you may have trouble sleeping tonight.

As you know, there are many sites and forums where users can post 'best deals' on. It can be the cheapest deal for a cap, a lipstick or even a soft toy. Many people log on to these sites to look for special offers. I'm sure you are starting to

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see where we are going with this, but there is a standard formula for leveraging these sites to showcase your offer sites to thousands of people in a day.

You should sign up at these 'best deal' sites and do some research first. See how others position their offers. Make a note of which offers seem to get plenty of responses and note their headlines and body copy. These are proven formulas that have worked and you would do well to use it as foundation for your own offers. Affiliate offers are usually not allowed, however. But it's still a terrific source for getting sales.

Start posting at these sites to build up your post count and reputation. Your offer will not be posted until a moderator looks over it, so if your first post is an offer for a deal, it is likely to be rejected. Post useful comments about products that are being advertised. This positions you as someone who is a genuine contributor to the community, rather than someone who is out to make a quick buck.

Some of these deal sites contain 200,000 members or more. Imagine having your offer in front of just 10% of those members, that is a mind-boggling 20,000 people seeing your product offer!

Planning

The end of this guide represents the beginning for you. Now that you know what you have to work with and the different ways to use those ideas to earn money quickly, putting together a plan is the next logical step. By plan I mean what you are able to do within your allotted time as decided earlier.

On the next page you'll find a simple 1 week template that you can fill out to keep yourself on track and organized. So, if you haven't already go back up to the beginning of this report and fill out your "Take Stock" list and start implementing the ways that work best for you to make some fast cash!

To Your Online Success,



Fabian Tan

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PLANNING TEMPLATE –

DATE: _____

INCOME GOAL: \$_____

SCHEDULE	STEPS TO COMPLETE	NOTES
DAY 1		
DAY 2		
DAY 3		
DAY 4		
DAY 5		
DAY 6		
DAY 7		

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