

This is an exclusive
PREVIEW of the upcoming...
**“100 Stories of Their
First \$100 Online”**

For more freebies, updates and
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becomes available ... visit
[http://www.jerryholliday.com
/myfirst100](http://www.jerryholliday.com/myfirst100)

By Jerry Holliday
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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...

Hello My name is Jerry Holliday

In the coming pages I will provide a brief look at how I created my own first dollars online to give you a taster of the project and how you could get involved!

Anyone, whether they are now successful Gurus or just making a full-time income online, have at one time, scratched their heads trying to figure out how to create an income online. This group of contributors to the opening '100 stories of their First \$100 Online' belong to the exclusive members of 'The Inner Circle'.

This Internet Marketing Inner Circle refers to a private members only group who participate in discussions, join in on projects, co-operate on working towards their individual goals as well as share a lot of expert knowledge.

<http://theinternetmarketinginnercircle.com/insider.php>

To contribute to this upcoming ebook join The Inner Circle Today!

A handwritten signature in blue ink that reads "Jerry Holliday". The signature is written in a cursive, flowing style.

Inspired by the Dating Goldmine

by Jerry Holliday



From the age of nine I lived in Bristol in the UK, a multi-cultural creative hub, tucked away in the southwest of England. I spent my teens drawing comic strips and publishing little 'zines' and distributing them myself to comic stores in Bristol and London on a 'sale or return' basis.

The fact is I just loved publishing. The whole concept of creating content and getting it out there to the masses really appealed to me. I dreamed of buying distribution companies and printing presses while most of my peers chased the teenage dream of parties, music and mayhem (OK I did some of that as well).

Looking back, it's not surprising I immediately fell in love with the Internet after seeing an extremely slow downloading web page for the first time.

That was in 1994, but funnily enough it wasn't until 1997 that I managed to get my first 'web design' job. I had obviously put my comics online but the concept of making money online didn't begin with me until 2003.

I had used the Amazon.com affiliate program on my comics website but had earned a massive 'zero' for quite a while. Logging in to see if I had made any sales became a bit of a 'downer' to be honest and the income storm I'd envisaged seemed a long way off.

Around that time, I noticed a salespage from the late Corey Rudl's 'Secrets to their Success' product. There were quite a few success stories on the sales page but the one that stuck out was Rosalind Gardner. The copy explained how she made \$30-50k a month from a dating review website! When I found the site I realized that this was something I could do with my skills fairly easily.

Rosalind's website reviewed matchmaking websites and linked to them through the various affiliate programs. I created a brand logo of a couple, which I illustrated myself and set about building my first affiliate website. I bought the domain and hosting for the equivalent of \$75 and cobbled together the review pages using the brief free membership levels as well as some, 'ahem' creative writing based on other reviews. I had no financial resources to actually sign up to these sites, even if I was single at the time!

The next step was joining the various affiliate programs, either through their inhouse program or via *Commission Junction* at *cj.com*. It was difficult to specify a website address without first having the content in place so all the pages had to be done first with normal non-affiliate links before showing the majority of affiliates. I remember at the time I was living in a tiny one-room apartment cranking out these review pages, desperate for success.

I hadn't built a website for a few years at this point and had to almost re-learn HTML. Looking back, the layout was simplistic at best, with too many links. All the meta tags in the code were the same for every page (I wasn't an SEO expert by any stretch), which is bad! You must tailor every page on the content. But you

can't be a perfectionist; otherwise you just stand still, so I got it to a certain (low) level of acceptance and just slapped it online.

Then I submitted to the search engines and spent an age exchanging links with endless dating directories.

And then I waited and waited...there was no flood of affiliate cheques but I tweaked and constantly improved both code and content on the website.

Finally after six months of being online **I finally received my first \$10** and it had Match.com printed on the cheque...WOW!

Actually, despite the small amount, it was a symbolic breakthrough for me, because I think subconsciously I doubted any of these affiliate programs worked or even existed! But that cheque was a powerful psychological breakthrough for me. Here I was on a little island they call the UK and I was getting real cheques through the mail from "work" done on my computer.

It was a good feeling, but then I received nothing for two more months. I continued to tweak, adding new content and updating and then in November 2003 I received a cheque from a different affiliate network for \$60! You'd think the floodgates would open now? Wrong! It wasn't until the following February that a few more cheques came through the door.

However, I discovered *Google Adwords*, where you pay a small amount depending on the bids and niche for every click-through to your website. That month was good, obviously the St. Valentine's Day build up had played a part and I received a total of \$516.96 that month. The following month wasn't too bad either; I managed to bank \$845.71! I wrote down the amounts, dates and referrers in a book that I still have and the figures surprised me looking back on them recently. I also spent a little money on *Google Adwords*, which was around \$100, so not a bad profit.

I then discovered *Clickbank*, the digital product marketplace and put up a few affiliate links to dating related ebooks which also started to make sales after a couple of months.

It was definitely a patience game and if I was doing the whole process again I think I'd provide the visitors with less choice for their dating service and just concentrate on the most profitable ones that offered recurring commissions. (No I didn't do this in the beginning). The initial design overwhelmed my visitors with a stack of dating sites to choose from which is probably not a good way to go about it.

So that first \$100 took me about a year in total, but I was fumbling around in the dark, making mistakes with no real system or marketing strategy in place, just hoping that the jigsaw would find a way of putting itself together.

I believe this is the perfect time to get into an Internet marketing business. With all the powerful new media tools out there such as video, podcasting, and social networking, it doesn't matter whether you plan to create a product, build authority sites or concentrate on affiliate marketing... It's all there for the taking.

The clichéd moral is: Just do it and don't stop! (till you drop)

Jerry Holliday now runs an information and web publishing business called Bonafide Media and Freelance Design Collaborative Code 9.

Recently involved in:

www.FutureMarketingBlueprint.com

www.iViralBuzz.com

www.thewidgeteers.com

COMING SOON...

**Look for the full release of:
“100 Stories of Their First \$100 Online”**

Hopefully I've explained the project well enough to give you an idea 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.

Ready To Contribute?

[To contribute you need to be a member of
The Internet Marketing Inner Circle for at least a few months](#)
Click Here to Join and find the Sticky Thread in the Forum

Be sure to check back at

[http://www.jerryholliday.com
/myfirst100](http://www.jerryholliday.com/myfirst100)

to pick-up your copy.