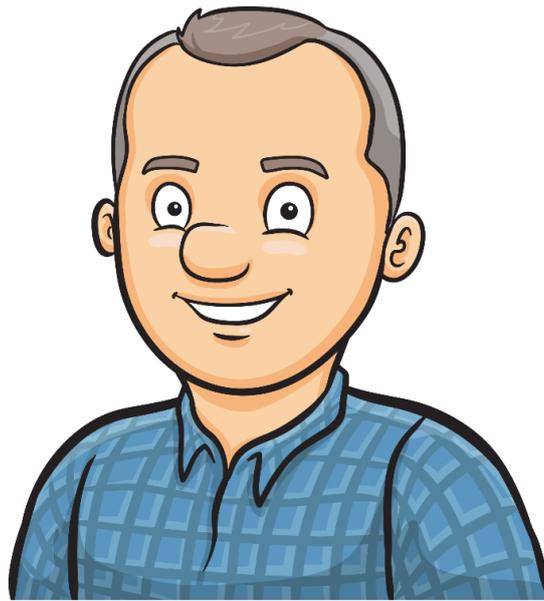


**Andy Thompson presents:**

# **A Short Guide to Making Money on the Internet**



# **Using the Power of Rebranding**

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your short bio (keep reading!)**

# Your Rights

This report describes an opportunity for you to make some money online by giving away this free report rebranded with your affiliate links. No earnings are guaranteed and how much you earn will depend on how you give it away and whether your customer makes a purchase. It should also provide a good basic education for start-up marketers.

You have the rights to give away this report (or sell it if you choose) in PDF form only, but you also have the rights to rebrand it with a short bio and your affiliate links included (so it makes sense to do so if you are going to give it away). All is explained in the contents of this report

Your rebranded report will come in PDF format and will not be editable. You cannot copy or

Andy – DadCash.com - 2021

# Welcome:

Welcome to this short report which I hope you are going to find both educational, inspirational, and lucrative.

But before we get into the nitty-gritty, let me introduce myself:

My name is Andy Thompson and I live in the UK and I have been trying (and quite frankly struggling) to make some money online for the best part of the last 5 years.

I have tried blogging but (to be honest) I have had a bit of difficulty building up credibility (you can see my blog in all it's glory at [dadcash.com](http://dadcash.com).)

I am 56 years old (unbelievable, yes?) which shows you can be never too young to start off this sort of thing.

I also have to say any photograph of me doesn't do me justice – I prefer the Avatar, it never ages!

I still work a full-time job (which covers the bills), but I have just recently found what I shall describe as a “hole in my retirement plan” which needs filling.

I will just leave it at that, but I can imagine that many people reading this may have a similar shaped hole in their finances for all sorts of reasons.

So, given that earning a bit of money outside my day job had taken on a higher priority in my life, I decided to pause and take stock of this home business /make money online/side hustle “thing”.

And I decided I that would go back to basics.

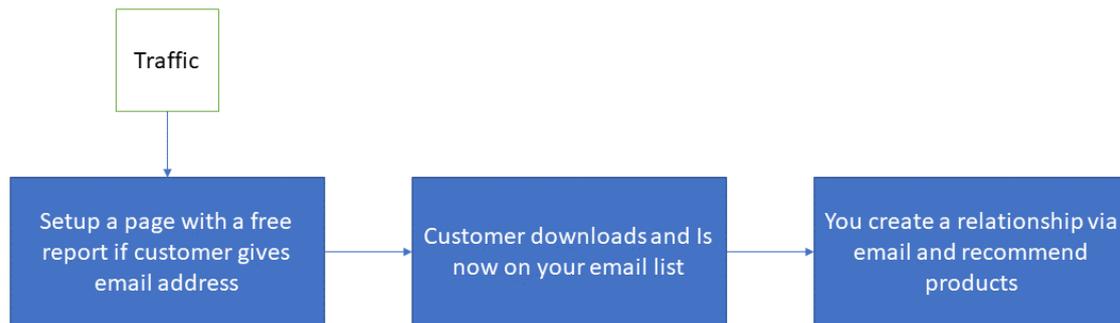
And this is what I want to share with you in this report.

- I stopped working on my blog apart from bare minimum (I am going to revisit it at a later date) because it has the potential to provide a lot of traffic
- I banished all thoughts of freelancing, writing for money or setting up a gig on Fiverr
- I stopped work on the mega course I was creating (but is likely to take another 6 months to complete)

I decided to go back to the model (which you may have seen before) which forms the basis of internet marketing.

But this time I have added a twist (more on that later)

The diagram below is the basic model I am talking about :



The model involves giving away a freebie in return for an email address.

Then you can send emails to your subscriber building up a relationship and then selling them stuff

Nothing revolutionary so far.

But I have come up with a cunning plan (apologies to Blackadder fans) which I will come on to shortly:

But first of all, an unrelated observation (at least at first glance):

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## Short Reports Sell Well

I am a big fan of the Internet Marketer Tony Shepherd

I like his writing style and overall philosophy on life.

He is also really good (and very successful) at what he does.

I must admit I have tried to emulate him a little bit, but to be honest I haven't really been very good at it at all.

And as much as I like Tony, I do sometimes find his “we did this and made money” or “we did that and made money” stories a little bit daunting (sorry Tony!)

Especially for someone like me who has made next to nothing (so far) on this internet marketing thing.

I had bought a copy of his eBook [“The Best Internet Marketing Models for Beginners, Or to Start Over”](#) some time ago, but it was essentially gathering dust on my hard drive.

And the book (as it turns out) does exactly what it says on the tin.

And this happened to be exactly what I was doing – starting over!

Incidentally, I have bought “white label rights” (essentially resell rights) to that very report and you can buy a personal use copy for [yourself here](#).

It is a really good read (you will like Tony’s style!)

Anyway, back to me and my dilemma

Method 3 (of the 5) in Tony’s report talks about harvesting expert information from books in almost any niche.

The basic flow is to read a book (or books), and compress the information into a few simple, executable steps in a short report.

And then either sell that report (ideally referencing the source material) or (as per the model referenced earlier) give away that report to start building a list of email subscribers,

The beauty of this approach is that you could do it in any niche and you would be:

- Using somebody else’s experience and knowledge
- Using your own (even if limited) experience
- Or even using the talents of those closer to home

## My Method:

You might have already spotted that this very report that you are reading takes this concept and develops it a little

- 1) I have taken a **paid for report** that I have bought and read carefully.
- 2) I have condensed one aspect of that report into a few actionable steps in this (free) report.
- 3) I have suggested that you might want to buy that report (which I have bought the rights to sell).
- 4) I will earn money if you buy Tony's report on the back of my recommendation.
- 5) I should also earn money by the fact you are now on my subscribers list and I can now communicate with you and recommend you stuff.

But I haven't got to the good bit yet.

This bit is a twist so twisty that Twisty McTwister driving the Twistermobile would be proud of.

I had, for some time, been battling with the notion that there must be a way that I could take the standard Internet Marketing concept one step further

Away from the “run of the mill”.

And then the answer came to me.

But before I explain that, I will tell you about my lightbulb moment.

## The Lightbulb Moment:

I remember clearly as a teenager being faced with a thorny mathematics problem for my advanced level studies.

From memory it was something to do with calculus – differentiation or integration or some such unfathomable branch of mathematics.

I had struggled with it in class and out of class when I was doing my homework.

I clearly remember volunteering to take the dog for a walk one evening (someone had to do it and it was usually me!).

And on that dog walk the solution came to me

And from that point on I was always good at calculus and passed my mathematics exams with flying colours

Well blow me down but the same thing happened to me the other week.

Also on a dog walk (different dog of course).

And I was picking up poo as it happens!

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(this is like the X-Factor before they announce the winners name...)

.  
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What if I gave you (my brand new subscriber... I thank you!) the opportunity to rebrand this very report with your own “affiliate link\* ” to Tony’s report and claim 100% of any sale you make

(You’ll notice the links to Tony’s report dotted through this document. They are **highlighted like this**)

*\* by affiliate link I mean a special link unique to you which is how “the system” can identify that the buyer was sent by you*

I'll let you read that again.

**100% commission on any sale you make of Tony's report through you giving away this (rebranded) report.**

Plus, you can use the rebranded report to grow your very own list of subscribers.

Cool, eh? (my kids would kill me for using that phrase, but it is... well, kind of cool)

## Here's How It Will Work

I hope you can genuinely see that this is a win/win for both of us.

- You can use this (quality even if I say so myself!) report to grow your own email list (by giving it away)
- You will earn money for any sales of Tony's report which you generate by giving away this report
- I will get an extra subscriber on my subscriber list as I will add the person you have referred on to my email list after they have purchased.
- Your subscriber will have the opportunity to do exactly the same thing as you have done and make money if they give away this report in the same way.

The diagram on the next page summarises the flowchart.

- BLUE boxes are you.
- ORANGE boxes are me.
- GREEN boxes are a person you give the report away to (let's call her Ann)

### How It Works (Part 1)



\* Depends on you having a leads capture system in place to collect email addresses eg: Squeeze page

Here are some ideas as to how you could use this report, rebranded with your affiliate links.

- If you have any email list of subscribers already you could give it away through a simple email
- You could setup a “squeeze page” and use it to build your email list (noting that I have included your specific introduction in your rebranded report)
- You could share it on your FaceBook page/profile/group.
- You could email it to your friends or family.
- You can give it away on forums you are active on.
- You could sell it (though I think giving it away is more effective)
- You could add it to Craigslist or any other site where you can place adverts.
- You could send paid traffic to it to help build your subscriber base
- You could link to it from your Youtube videos.

There are so many possibilities.

It is (after all) your report.

And even though you haven't paid money for it, I consider your precious subscription to my mailing list as payment enough.

**Note (in case you are worried) :** *This is a not an MLM “recruit me into your network scheme” – this is a one tier affiliate pay out which is viral in the sense that I will collect subscribers from people buying Tony’s report.*

*This is explained better later on, so don't sweat it too much for now.*

If this peaks your interest, then there are instructions as to how to rebrand this report at the bottom of the document.

## Going Viral:

As I said up above this is not a network marketing/MLM scam in any way shape or form

It works in the sense that you get paid only through the people *you* recommend (eg: Ann purchases Tony's report, then you will get paid \$17)

If Ann chooses to rebrand the report herself, she will go through exactly the same process that you did

If Ann distributes the report to Bob (for example) then Ann will get paid for Bob's purchase of Tony's report

You don't get paid for Bob's purchase (but Ann will be forever grateful to you for the opportunity of earning money by giving away a free report)

The benefit to me is that I get all the buyers in the chain as subscribers!

Don't get too hung up on this point other than to understand the power of this approach.

It is actually best illustrated in another diagram (I love this sort of stuff!).

But if this makes your head hurt then you don't really need to understand this bit!

(But it might be useful if you are explaining it to somebody else)

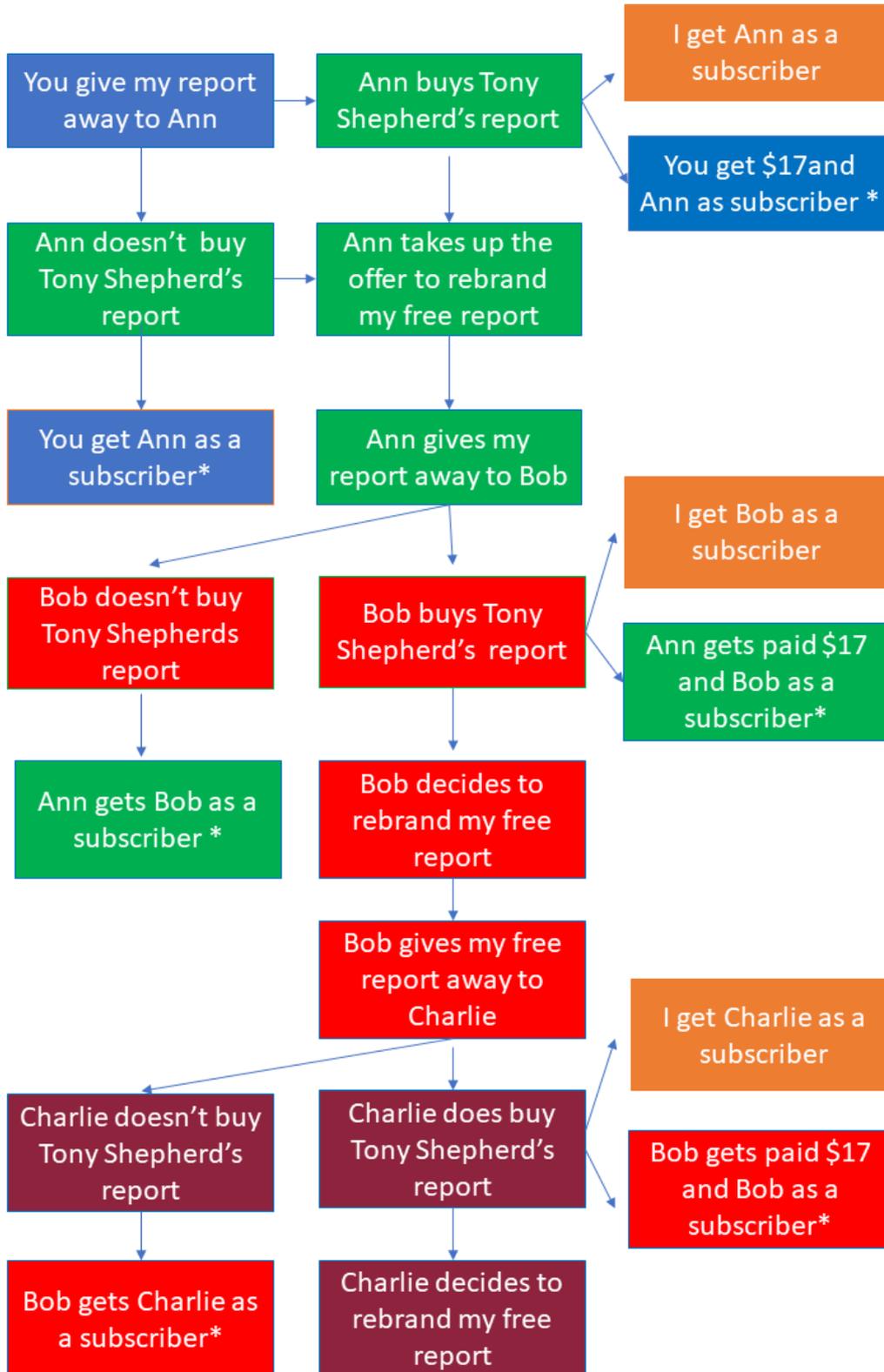
Or if it sparks an idea that you could replicate in your own words or for your own business

Once again it is colour coded

- You are once again BLUE
- I am ORANGE
- Ann is GREEN
- Bob is RED
- And Charlie is a sort of PURPLE Color (I was running out of potential colours at this point)

This could go on ad-infinitum!

## How It Works (Part 2) The Viral Nature!



## Conclusion:

Even if you don't take up the opportunity to rebrand and giveaway this report, then I hope you have learned something from reading my ramblings.

- That Tony Shepherd is a marketer worth following (I'll give you details of how to get on his subscriber list in my first email to you as my subscriber)
- That it is really, really worth buying [Tony Shepherd's report through this link here \(hint, hint\)](#)
- That creating “summary” reports based on other people's hard work and knowledge is a good business model
- That going back to basics will often help if you are stuck.
- That going for a walk (with or without dog) can lead to the lightbulb moment which might make all the difference
- That there is power and a viral opportunity in rebranding stuff and giving it away
- That I am a thoroughly nice guy who is here to help if you need it!

## How to Rebrand This Report:

On the first draft of this report I had included the rebranding instructions in this section

But then I thought about what would happen if I needed to tweak those instructions

So - they are now on a web page, which you can get to by [\*\*CLICKING HERE\*\*](#)

Plus, I can track how many people go to the rebranding web page and out of those people how many people take action and follow through.

[\*\*HERE IS THE LINK AGAIN\*\*](#)

Note that the rebranding is for the free report only.

And please note that you get the PDF – in other words you don't get the “source” document so you can't edit it in any way

It does not come with a squeeze page or any other bells and whistles, though I am considering offering do a “done for you” service if you there is a demand for it.

Contact me at [andy@dadcash.com](mailto:andy@dadcash.com) if you feel that you could use such a service.

Whatever you decide to do, I hope you have got something from this report, and I hope we can have a profitable relationship (albeit over the internet) for years to come.

## Resources:

[Here is the link](#) to purchase Tony Shepherd's report for your personal use and information (it's a good read and well worth it)

[Here is the link to my blog](#) (should you wish to read it! Go on... you know you want to)

[Here is the link to request to be an affiliate](#) (and rebrand my free report so you can give it away with your affiliate links)

Whatever you decide to do, I hope you have got something from this report, and I hope we can have a profitable relationship (albeit over the internet) for years to come.

Cheers and Good Luck!

Andy