

**Bonus!**  
Two free tickets to  
How to Make Money  
While You Sleep! seminar  
**Details Inside**



# *How to* **make** **money** *while you sleep!*

A 7-STEP PLAN FOR STARTING YOUR  
OWN PROFITABLE ONLINE BUSINESS

**Brett McFall**



*How to*  
make  
money  
*while you sleep!*



***How to***  
**make**  
**money**  
***while you sleep!***

A 7-STEP PLAN FOR STARTING YOUR  
OWN PROFITABLE ONLINE BUSINESS

**Brett McFall**



First published 2008 by Wrightbooks  
an imprint of John Wiley & Sons Australia, Ltd  
42 McDougall Street, Milton Qld 4064

Office also in Melbourne

Typeset in Palatino Linotype 11/14pt

© Brett McFall 2008

The moral rights of the author have been asserted

National Library of Australia Cataloguing-in-Publication data:

---

Author:	McFall, Brett.
Title:	How to make money while you sleep : a 7-step plan for starting your own profitable online business / author, Brett McFall.
Publisher:	Richmond, Vic. : John Wiley & Sons, 2008.
ISBN:	9780731407293 (pbk.)
Notes:	Includes index.
Subjects:	Electronic commerce. Web sites. New business enterprises--Computer networks. Success in business.
Dewey Number:	658.84

---

All rights reserved. Except as permitted under the *Australian Copyright Act 1968* (for example, a fair dealing for the purposes of study, research, criticism or review), no part of this book may be reproduced, stored in a retrieval system, communicated or transmitted in any form or by any means without prior written permission. All inquiries should be made to the publisher at the address above.

Cover design by Mike te Wierik

Author photo © Melbourne Headshot Company

Printed in Australia by McPherson's Printing Group

10 9 8 7 6 5 4 3 2 1

### **Disclaimer**

The material in this publication is of the nature of general comment only, and does not represent professional advice. It is not intended to provide specific guidance for particular circumstances and it should not be relied on as the basis for any decision to take action or not take action on any matter which it covers. Readers should obtain professional advice where appropriate, before making any such decision. To the maximum extent permitted by law, the author and publisher disclaim all responsibility and liability to any person, arising directly or indirectly from any person taking or not taking action based upon the information in this publication.

# Contents

<i>Foreword</i>	<i>ix</i>
<i>About the author</i>	<i>xi</i>
<i>Introduction</i>	<i>xiii</i>
<b>Part I: welcome to the new world</b>	
1 Why the internet is the best way to make money while you sleep	3
2 The keys to your internet success	19
3 Why sell information?	35
<b>Part II: the seven steps to creating a profitable online business</b>	
4 Step 1: find a hot niche market	53
5 Step 2: create a product that gives your market what it wants	63
6 Step 3: create a powerful and compelling sales message	87
7 Step 4: design a simple website that converts prospects into buyers	123
8 Step 5: bring traffic to your website	135
9 Step 6: use email to turn more people into customers	149
10 Step 7: recruit an army of people to sell your product for you	163
<b>Part III: real proof</b>	
11 The end of a book, the start of a new world	181
<i>Appendix: useful websites</i>	<i>191</i>
<i>Index</i>	<i>193</i>

## What people say about *How to Make Money While You Sleep!*

*How to Make Money While You Sleep!* is so informative — it showed me step by step how to put together an online business. Brett's BURPIES copywriting formula blew me away.

**Henry Gosling, retiree with no previous internet experience, Queensland**

I've set up two websites, with another three to come, and in the past five weeks I've made over \$4000 through my online businesses. There are two reasons for my new-found success — Brett's seminar and *How to Make Money While You Sleep!*

**Grant Neilsen, 54, retired small-business owner with no previous internet experience, Queensland**

Starting an internet business is so daunting a task that I put it off for years. Thankfully, Brett makes getting started quick, easy and so much fun. This book has really helped to give me a competitive edge in the online-business market.

**Trish Madison, 44, accountant with no previous internet experience, New Zealand**

I knew there was a lot of money to be made online, but felt lost as how to go about it. Full of simple and practical advice, *How to Make Money While You Sleep!* has made me much more confident about achieving success.

**Carol Brown, 59, pensioner with no previous internet experience, New South Wales**

This is a fantastic book. Brett exposes the tricks of the trade, provides plenty of time-saving techniques and explains internet marketing in an easy-to-understand, step-by-step process.

**Eva Lopez, 36, printer and internet novice, New South Wales**

Online marketing was so confusing until I read *How to Make Money While You Sleep!* It's filled with unique marketing ideas that anyone can easily put into effect. If you're serious about earning money on the internet, this book will get you there fast.

**Laurel Stevenson, 65, retiree with no previous internet experience, New Zealand**



*How to Make Money While You Sleep!* has saved us money, not to mention valuable time. This book is now our internet business bible. Thanks, Brett!

**Heather Smith, 50, and Dr Len van Ingen, 63, Queensland**

I've just started in the internet-marketing game and this book has been a great resource. Brett provides useful information, step-by-step instructions and lots of insider tips that are fast-tracking my internet-marketing business.

**Mara Dower, 37, stay-at-home parent with no previous internet experience, Victoria**

Thanks Brett, you really know how to mentor your marketers! I get so much out of your approaches and strategies. It's wonderful that you share so much so clearly and simply. I'm now ready to get my online business underway.

**Serena Scarlett, 47, New South Wales**

Packed with useful tips, formulas and ideas, this book provides everything you need to develop an automated internet business that delivers cash to your bank account while you sleep.

**Susan Burgess, 62, no previous internet experience, New South Wales**

I felt so motivated after finishing *How to Make Money While You Sleep!* that I read it again and have started the processes Brett outlines. I'm really looking forward to the day I can throw in my day job and make an income from the internet.

**Sylvia Marino, 49, stay-at-home parent with no previous internet experience, New South Wales**

I've completed a lot of internet courses and have come out feeling really overwhelmed by all the information. Written simply, *How to Make Money While You Sleep!* has everything you need to create a successful internet business.

**Suzanne Evans, 54, no previous internet experience, New South Wales**

Congratulations, Brett. You've made what I thought was complex simple, and I'm now working on my first product!

**Daryl Patterson, 66, retired manager, Tasmania**



## Foreword

This book provides hope for budding entrepreneurs. It explains how you can use the most significant communication medium – the internet – to create a successful, sustainable business that you can run from home part time. Whatever your current occupation, you can use the concepts in this book to provide a side income until your business becomes self-sustaining – with a view, of course, to having the incredible lifestyle that an online business can offer.

Who wouldn't want to be able to run their business from a yacht in Spain, a country farm in France or a sunny beach in Australia? Brett really does 'walk his talk', living this internet-marketing lifestyle.

## How to Make Money While You Sleep!

In my company, I aim to be innovative. I know that for something to work effectively it has to be simple. That's what I like about *How to Make Money While You Sleep!* It breaks new ground by making the process for setting up a business online extremely easy for beginners to follow.

Like Brett, I also used the internet to realise my dreams. I went from being in gangs, dealing drugs and declaring bankruptcy, to training people around the world in using the internet to create a full-time income. Brett started my international speaking career and together we have 'spread the message' to people in the United States, United Kingdom, Australia, Singapore, India, Indonesia, Malaysia, China, Japan and the United Arab Emirates.

Starting a business can be scary — mostly because of the costs that are involved. But on the internet, those restrictions are almost gone. You can start an online business, create your own product and market it to the masses for less than the average weekly wage. And after reading this book, chances are you'll feel like you're working too hard!

What you read here could provide you with an income, a passion and a purpose that I, too, discovered long ago. I encourage you to grab the opportunity with both hands because it could indeed be the ride of your life.

Best wishes

**Stephen Pierce**  
**Business Optimisation Strategist**  
<[www.dtalpha.com](http://www.dtalpha.com)>

## About the author

Best known for teaching people how to make money on the internet quickly and easily, Brett McFall is an international speaker, copywriter and internet marketer. His websites turn over in excess of \$500 000 a year practically on autopilot, allowing him to take a holiday somewhere in the world every eight weeks and live the life of his dreams.

A failed English student from the western suburbs of Sydney, today Brett is regarded by many as Australia's best direct-response copywriter. He's written over 10 000 advertisements, sales letters and marketing campaigns for 153 different industries.

In 2002 he began his first internet business selling his books, CDs and DVDs that taught business owners how

## How to Make Money While You Sleep!

to write advertisements for themselves. Two years later he co-created a four-day seminar — the World Internet Summit — where he and selected experts could teach others how to make money online. Today it is a multi-million-dollar company and the biggest internet business event in the world, teaching thousands of people in Australia, the United States, the United Kingdom, Singapore, Malaysia, Japan, China, Hong Kong, Thailand, Indonesia, India and Dubai.

Brett has shared the stage with marketing consultant Jay Abraham and motivational speaker Jim Rohn, as well as the best internet marketers in the world. He has been featured on ABC Radio and *National Nine News*.

For more information about Brett and to register for the *How to Make Money While You Sleep!* seminar, visit <[www.brettmcfall.com](http://www.brettmcfall.com)>.

## Introduction

It was July 1997. I was 26 years old and working as a copywriter for an advertising agency in Penrith, in Sydney's west. And I was bored. After only two years there, I simply wasn't learning anything new.

I loved my job, but there seemed to be very little future staying where I was. (Have you ever felt like this? You don't know where your life is going, what you're going to do or how you're going to do something about it.)

I didn't know what I wanted to do with my career, let alone how to chase it. No-one was beating my door down headhunting me; a pay rise wasn't coming any time soon; and I didn't fancy looking for another job closer to Sydney. I lived at least an hour and 15 minutes away from the city

## How to Make Money While You Sleep!

by car — on a good day. In heavy traffic it could take nearly two hours, which wasn't an appealing thought.

There were no opportunities in the advertising industry close to where I lived, so my future was stuck between 'Should I move to the city?' and 'Should I just stay in my present job and hope for the best?'

I thought about these two options for several months until one lunchbreak when I found myself in a newsagency looking for something to take my mind off things. As I looked over the myriad magazines on the rack, one caught my attention. It was a magazine about business opportunities.

I bought it and sat eating my lunch, reading every page and discovering one opportunity after another. They all sounded great.

I'd always wanted my own business. I'd bought how-to books and watched countless television programs about entrepreneurs. Owning a business really fascinated me. The trouble was I didn't have any experience and I didn't have any models to follow.

In short, I was scared to take that step. In the past I'd made every excuse under the sun like 'I'm not good enough' or 'I'm not ready', and the biggest of all, 'I'd hate to fail'. But this magazine was helping me get over these self-limiting beliefs. Even better, I could call and leave my details with many of the companies featured in the magazine, and they would send me more information about the opportunities they offered.

I was so excited. I called about five or six of the companies and couldn't wait for the packages to arrive. Doing this changed my life. Instead of feeling sorry for myself working



in a job that wasn't good for me, I took control. And as a result, I discovered something quite interesting.

One of the packages I'd sent for revealed that I could run my own business from home, without staff, and still make upwards of \$100 000 a year. For a guy on around \$30 000 a year, that was big news. I couldn't even imagine what it would be like to earn \$100 000 in a year.

The problem was that I couldn't afford that particular business opportunity. Any business opportunity has a purchase or investment cost, and that one was \$10 000 — way out of my reach.

So I ordered one of the more affordable products from the company's business products catalogue instead. It was a manual on how to create advertising that worked, and it included a bonus audio tape. It cost me \$67, which, at the time, felt like a lot of money for a manual and a tape, but I suspected that if I could just see what was inside the product, I might be able to create a similar product of my own and sell it in the same way. After all, that's what I would have been doing if I could have afforded the business opportunity — selling the manual and the audio tape — so why not create my own product? I had solid knowledge of writing advertisements. I didn't mind doing the work to create my own manual — it sounded like fun — and I'd saved myself \$10 000, which I didn't have anyway.

A few days later I received the manual and the audio tape in the mail, and at that moment my future was sealed. I couldn't believe it — I already knew the information in the manual. In fact, I knew it even better than the person teaching it. Not only that, but the manual and the tape had been published by the author himself. The manual was a

## How to Make Money While You Sleep!

ringbinder with photocopied paper. And the audio tape had a homemade label.

The presentation wasn't very impressive, but the content certainly was. And really, isn't the information the most important thing?

It was then that the possibility of a new future dawned on me. If I could create my own product just like this one — with my own information — then why couldn't I sell it, too? Even better, I didn't have to leave my job — I could do it while I worked.

This to me was one of those 'aha!' moments in life — the moment when you know for certain that this is what you should do. The thought that I could actually publish my own product was so exciting and so liberating. I could instantly see my future. And then another thought came to me, 'What is the worst thing that could happen?' Not much, right? I couldn't really lose, could I?

I knew that even if I came up short and sold only a few copies of my self-published manual, I would still be better off than where I was right then. I might be behind a hundred dollars or so, but I'd have gained some experience and would own a product that I could keep improving until I got it right.

So, was my first product a success? I'll tell you shortly, but first here's how all this applies to you.

## **Use the internet to make money**

The same opportunity that existed for me back then still exists for you today. In fact, not only does it exist, but it's bigger and better than it was when I started. Why is that?

Because since then an important piece of technology has come along and swept the world off its feet — the internet.

Never before has there been such freedom, such opportunity and such possibility to build wealth, and it's because of the internet.

Let me paint a picture for you of what your life could be like if you not only read every word in this book, but actually applied them, too.

Imagine if, while working at your current job or business, you were bringing in an extra \$500 a week. And you were earning it without doing much extra work. Money that came in consistently and basically equated to a \$26 000-a-year pay rise.

What would you do with this kind of money? Pay off some of your mortgage? Go on a holiday? Get your credit card balance back to zero?

I'm a big believer in being clear about your dreams, so for a moment let's just suppose that it is one year from today. In your mind I want you to travel to the future:

- ☞ You have a little internet business that sells products 24 hours a day to customers around the world. The products you sell are information products created by you, not someone else. They're unique and your customers love them. In fact, happy customers often write to you asking when your next product is coming out.
- ☞ Your products sell so well that you are able to leave your job and concentrate on your internet business. Your employer was shocked when you resigned. In fact, you swear that you saw a little bit of jealousy in the eyes of your manager as you left the office for the last time.

## How to Make Money While You Sleep!

- ☞ A typical morning for you starts with rolling out of bed at a time that suits you. No longer are you a slave to the alarm clock. There's no traffic to worry about, either. You don't have to work in an office or a factory any longer; your internet business allows you the freedom to operate from anywhere you want.
- ☞ You enjoy your breakfasts more now because you don't have to rush them. You even have time to flick through the morning newspaper as you relax in your pyjamas.
- ☞ You like to flick through the paper for the latest holiday ideas, too. For the first time in your life, not only can you choose the holiday you want, you can actually make as much money while you're on holiday as when you're at home and working on your internet business.
- ☞ When you're ready, you stroll over to the computer and check your email. This is the part you've grown to love the most. Why? Because often most of the messages are notifications that you've received payments — \$100 here, \$200 there. Even better is the thought that while you're earning that money, you're normally fast asleep in your bed. Funny how you sleep much more soundly these days, too!
- ☞ Speaking of money, when someone orders a product from your website, their credit card is automatically debited and the cash is placed straight into your account. It doesn't matter what time it is, your business functions 24 hours a day. It's so nice to check your account balance every day and see deposits of hundreds of dollars, sometimes even thousands of dollars.

- ☞ Your family notices the differences, too. They say you're a lot more relaxed than you used to be. Quality time with your family used to be hard to fit in, but now you have the freedom to revolve your business around your family commitments. You're so glad that you can actually be at school to see your kids perform in a play or play sport. This is the stuff that never seemed possible in your previous life. And your family loves it.
- ☞ That new car you just brought home looks fantastic, and the feeling you had when you chose it still lingers. The part you like most is that your internet business pays the lease on that car. That's right, week in, week out, you don't have any worries about meeting the payments, because your business brings in the money practically on autopilot.
- ☞ You're getting used to this new lifestyle of making money while you sleep. In the past you had hoped that one day you would have enough spare cash to help your favourite charity in some way. Today, the cash from one of your businesses funds the charity. Actually, it's the best solution because the charity can benefit long term from it. Instead of a one-off donation, it receives regular donations from you. And the more your products sell, the more donations the charity gets. What's more, you were able to do the work once, so you could 'set it and forget it'.
- ☞ Your ideas didn't stop there. You decided to buy an investment home and create another internet business to pay off the mortgage. Even if you can't find tenants, you still don't worry. The business covers the mortgage easily. You never imagined it could be like this. These days, when you want

## How to Make Money While You Sleep!

something, you know that it's really just another internet business away.

- ☞ Not only that, but you've grown to love doing something else too. Your family loves your sense of playfulness these days, particularly as you've begun to surprise them with outrageous gifts, like that day you hired a limousine to pick everyone up from home to go shopping for the day.

Okay, come back to today. Now, how does that feel?

Wouldn't it be great if, in a year from now, you were living this kind of lifestyle? Would that make reading this book worthwhile? Wouldn't this be a great goal to achieve? Some of the things I mentioned in that time-travel exercise may not be your cup of tea. That's okay. Simply paint in your own dream. I'm not here to tell you what to do — just how to get there.

What I'm going to teach you in this book is possible, very possible. In fact, my own life now mirrors what I just had you imagine, but it wasn't always like this. I've been able to do this only because I learned how to use the internet to make money.

You could be doing many things right now other than reading this book. The fact that you are reading it tells me that you want something different from your life. You're not satisfied with what you're achieving, with what you've got or with where you're going.

I want you to know that the level of freedom an internet business can give you is extraordinary. Hopefully your mind is beginning to tick over with ideas already. What I'm going to cover in these pages goes away from the 'norm' and may at times sound outlandish, so if you want to get

a lot out of the time you're going to spend here, then open your mind.

Try not to judge what I'm presenting until you look into it further, or, better still, try it out. It's no help to you at all if you think, 'Huh, that'll never work' or 'Who does this guy think he is?' Thoughts like that will automatically block out what I'm trying to teach you.

If you see something that's new to you and that sounds almost impossible, rather than saying to yourself 'This guy's crazy', I'd like you to say something that a friend of mine taught me: 'Hmm ... isn't that interesting!'

Throughout this book you'll come across sections that I call 'light bulb moments'. When you read these, in particular, it will be beneficial for you to say, 'Hmm ... isn't that interesting!' This way you won't block out the ideas and concepts I give you before you've had time to evaluate them. And this is very important to your learning. Simply applying this rule alone will open your mind to so much more information. Not just throughout this book either, but in life too. If you just use these four words, 'Hmm ... isn't that interesting!' more often, you'll find life so much more engaging, rewarding and satisfying.

## **Making things easier for you**

The internet has plenty of websites available that can help you to 'make money while you sleep'. Throughout the book, I suggest many different websites for you to visit.

Another way I'm going to make this journey easier for you is this: I'm not going to tell you 'everything'.