

# 12 ROADS TO SUCCESS



## 12 Step by Step Blueprints to your Successful Business! A Special Report

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# INTRODUCTION

Why do people want to start their own business? I suppose that the answer is as individual as the person, but the basic reasons are usually.

- I have always wanted to be my own boss
- I hate the idea of being a wage slave
- To give me a sense of achievement
- To do something I am really interested in
- To make lots of money
- To give me the life style I have always wanted
- I want to work from home
- I want to work around my family
- I want to sack the boss!

How many people go on to start their own businesses and how many people are put off by thinking that starting their own business means a huge amount of cost and that there are a lot of different skills that need to be mastered. Well it rather depends on the type of business you choose to start, some of the best and most profitable businesses have grown from very modest beginnings.

I started my first business in my box room at home buying and selling computers, I did not need premises or an accountant, I simply kept my own accounts in a ledger that I bought from my local store for a couple of dollars. The economic recession, uncertainty in the labour market and the need to make a second income has provided many with the impetus to start their own business through necessity. This makes the chance that the business will succeed much higher as there will be a real commitment to its success.

Contained in my course are my top dozen start up ideas that you can set up and profit from for under \$100 (some are free). All of these are tried and tested ideas but they all require one important ingredient and that is called the **ACTION STEP**.

It does not matter how many business blueprints you buy or how many coaching programs you subscribe to it will never work unless you take the **ACTION STEP**. It really is all about taking action and taking it consistently on a daily basis.

The information in this report is based on the content of [12 Roads to Success](#).

Wishing you all success

Robert Corrigan

## Part 1: Making a Plan.

Let me start by asking you a question, have you ever tried to make money on line and failed?

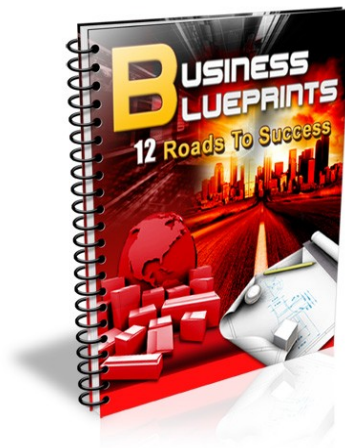
If you answered yes to this question I have some good news for you, it wasn't your fault. No one showed you how to do it properly. Most people when they want to make money turn to the internet to find ways of making money.

You start with a simple search "Make Money" you are then presented with approx 447,000,000 search results. But how do you start, its easy to fall for the get rich quick schemes with their promises of "instant wealth". So many people try one scheme after another only to find that they have no definite plan for achieving success.

One way of going about learning to make money is to learn from your mistakes but this can be a costly and demoralising approach, another method would be to learn from a mentor who can show you the way, someone who has been there before and will show you step by step how they succeeded and how you can do the same. Someone who can show you the route to success.

What if you could have a real life entrepreneur as your mentor, revealing the path to success and handing you not 1 or 2 but 12 complete proven Blueprints for business success. Would you want an entrepreneur as your mentor?

If you are serious about building a successful business and making money is here. The best part is that you can start some of these business for absolutely nothing at all, yes you heard is right, would this appeal to you?



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Everything you need to succeed is in this course; each Blueprint is like having a mentoring session with myself where I reveal my step by step plan to wealth and success building your business one step at a time.

I will walk you through the whole process showing you how to start your own business on a shoestring, minimise risk and how to build it up to a point where you can earn a full time income and quit your job to become your own boss. I will also reveal the most important technique that all traders need to know. How to source stock for re-sale, this is what defeats most of the people who try to trade online.

I reveal how to obtain stock for pennies on the pound and resell at premium prices, at all times limiting risk to ensure success.

In [12 Roads to Success](#) I reveal the strategies that I use on a daily basis to make money today and every day. Copy my Blueprints and you will do the same. [12 Roads to Success](#) is a complete e-course that takes you from newbie to experienced entrepreneur one step at a time so that you can plan your progress towards your goals.

I want to finish today by asking you to take the first step and that is to make a plan. Every serious marketer makes a plan. At this point the plan does not have to be detailed, set yourself some goals. To help you here are a few questions.

What do you want to achieve by starting your own business?

A second income?

To quit your job and be your own boss?

To pay the mortgage?

To give your family the things they deserve?

Complete financial independence?

Whatever it is get yourself a note book and write down this plan on the first page.

## **Summing up**

Step One..... Make a plan

Decide what you want to achieve and make a plan; get a mentor to show you how to achieve your goals. Follow the advice of those who have been there before and follow the plan to success.

In Part 2 we will look at the next action step.

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## **Part 2: Your Plan.**

Still with me? Good, let's consider the following.

### **“Failing to plan is planning to fail”.**

These may seem like grim words so here's another spin on it. “An ounce of planning is worth a ton of panic. One of the simplest ways to start to make money online is to trade on eBay (at least at the start, I keep telling people that eBay is not the only answer, just a small part of the strategy).

The first step is always the most difficult one, so following a definite plan is always advisable, but trying to work out how best to achieve it is the problem. It is always better to follow in the footsteps of someone who has been down that path before, a mentor who can show you the way to do it right.

In [12 Roads to Success](#) I show you 12 complete road maps to online success taking one step at a time starting with trading on eBay.

### **Why trade on eBay?**

A very simple question with a very simple answer. eBay is a multi national phenomena a truly global brand. It is immediately recognisable, for the small trader, it is a shop front for your products, the cost of advertising and selling the product is a very small fraction of setting up a traditional shop or developing a website from scratch that no one will find.

You see you need targeted traffic with websites and the best way of generating these is to use eBay. Million of people use eBay on a daily basis; it is the biggest shop window in the world.

For some people trading on eBay has been a life changing experience, it has allowed an increasing number of people to gain complete financial freedom, escape the rat race and gain their independence from working for others.

What follows is aimed at all those who want to take a slice of the eBay pie for themselves, to gain a second source of income or to give up your job and become your own boss.

Whilst it is true that when we start that we may not know where we are going and therefore unable to make a sensible long term plan. So by planning each step we increase the chances of success. Many readers will already have taken the first step which is to open an eBay account.

The next important step is to start selling, but what to sell? If you look around the home it would be most unlikely that you would not be able to find a fair number of items you no longer want or need.

Now most of these may not make much money but you will be able to recover an amount of money that was otherwise lost to you, you can then re-invest in stock to re-sell without touching your savings.

Step Two..... Find some items you can sell on eBay

Make a list in your notebook of the item, you can find out the current selling price of similar items on eBay by searching for the item you are wanting to sell. There are always good selling items such as model railway that command great prices. Look around for items that have a good resale value and are not too heavy or difficult to post.

However eBay is not always the answer, there **ARE** other ways of making money online. So here is a question for you to ponder.

How would you like your name associated with a Blue Chip Global Brand? Thought so, find out in Part 3 how you can do just that.

So in Part 3 we will look at the next action step.



## **Part 3: Expand your Horizons.**

How would you like to have your name associated with one of the worlds biggest online retailers?

Impossible, not any more, how often have you logged onto Amazon to see the following or something similar. Sell you old purchases on Amazon and make..... have you ever thought of doing it?

I thought not, but why not, eBay has this user friendly flea market image, where as Amazon has an upmarket blue chip image. But Amazon allows traders such as ourselves to sell products under the Amazon banner.

It is called Amazon market place and it allows traders to sell new and used items in competition with Amazons own products. This has many advantages, you associate yourself with a global brand, and you will have instant respectability in the eyes of your potential customers. Many people think that trading on Amazon is a very complex matter, this is far from true, in [12 Roads to Success](#) I show how you can be set up and listing on Amazon within just a few minutes.

So what can you sell on Amazon? If you sell on eBay you can pretty much the same inventory on Amazon and the great part is that you only pay when the item sells. The great advantage is that you do not have to sell books, DVD's or CD's in Amazon market place in fact I would advise against it as the prices for popular items are very low. You can sell almost any item you no longer want or that you already trade in.

The Amazon Blueprint in [12 Roads to Success](#) will guide you through the whole process and show you how to profit almost straight away. I will also reveal the easiest Amazon business to start in and why a simple 10 digit number can mean the difference between success and failure, interested?

I also reveal the best source of stock for your start up inventory for the cost of only a few pounds. Check it out at

<http://www.12roads2success.com>

Today's action step. Step 3.....

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Draw up a list of items that you can resell on Amazon to start up another income stream, then check out the current prices on Amazon. As my mentor John Thornhill would say, make streams make a river.

In Part 4 how to make massive mark ups selling products no one has heard of. Interested?

## Part 4: Non Branded and Private Label Products.

It may seem that during the credit crunch that people would be buying less and less; to a certain extent this is true however there are several markets that are seemingly recession proof.

That is the market for non-branded and Private Labels goods. These are high volume selling products in **HOT** markets. People are more careful with their buying habits these days and are increasingly looking for bargains. Think of it, that's why we turn to websites such as eBay and Amazon for our purchases, we all like a bargain.

Non branded products (which cover all manor of products across the entire eBay and Amazon category range) are much cheaper to obtain and can be priced considerably below the price of a similar branded item.

It is one of the ways that we can compete with the volume sellers on a level playing surface. There are also many companies that will allow you to rebrand their entire product range as your own effectively creating your own unique label. No one can compete with you because no one is selling exactly the same product.

One of the major problems is sourcing stock at prices that we can resell at a profit, in [In 12 Roads to Success](#) I show you how to find these products.

I will reveal the **HOT** markets that you can exploit from Day 1 using non branded and private label products. I will also reveal the sources I use on a daily basis to obtain stock at rock bottom prices.

If you ever wondered where the eBay Powersellers and Amazon traders obtain their stock wonder no more. I will tell you how you can do this easily, the things you should do and more importantly the things you should not do.

You can also obtain a reliable source of product supply within your own area. My personal preference would be a local wholesaler; a search using yell.com or a similar online directory will give you a wide range of choice within reasonable travel distances.

Using a local supplier has the advantage of being able to inspect the merchandise at close quarters. You can also build up a personal relationship with the trader. Traders will let you know their hottest selling lines, or what new merchandise they will soon have for sale.

You should be able to buy very small numbers of specific items or sizes. Most wholesalers these days have very small minimum spend levels (typically \$100).

<http://www.12roads2success.com/> will show you how to research your markets and products correctly so that you can make the maximum profits from your online venture.

Step Four..... Choose several different markets to trade in on eBay or Amazon (take your time to do this), I will even show you how to set up your own websites so that you can completely bypass eBay and Amazon and keep more of the profits for yourself.

[12 Roads to Success](#) gives you a complete set of 12 Blueprints for business success that can be set up with a minimum of fuss to have you earning in the shortest possible time.

In Part 5 we will take the next action step by looking at another Blueprint for your success.

## Part 5: Information Products.

What do you think is the most often purchased product on the Internet?

The answer is Information Products, specifically those that fall into the "How do I do?" or "How can I do?" categories. These Information Products could be eBooks, Videos, Audios or Software.

One of the biggest markets for these products is on eBay, so it would seem that would be a prime market to trade in.

A quick look on eBay at the products for sale shows that most of the products on offer are selling for a price in the region of \$1-2, it would seem as though it would be impossible to build any sort of profitable business on eBay.

In [12 Roads to Success](#) I reveal a complete business plan that gets you trading in Information Products in double quick time. By following the simple step by step blueprints in 12 Roads to Success you can put together a portfolio of products that sell day in day out for **FAR MORE** than a measly few dollars.

The big problem with selling Information Products on eBay is that nearly everybody simply follows the herd and sells the same Information as every other trader, these are usually low cost, low value products.

The massive competition drives prices right down to the bone; also some of these products have been doing the rounds for years and have been seen thousands of times. In [12 Roads to Success](#) I show you how to avoid these simple mistakes, just follow my simple blueprint to profits.

There **IS** a considerable business to be built selling Information Products on eBay trading in niche areas. Most people struggle at first but I have always said if you want to be a Powerseller then learn from a Powerseller.

In [12 Roads to Success](#) I give you the opportunity to learn from myself an eBay Powerseller, I give you a complete blueprint for trading in Information Products on eBay.

I reveal how to source high ticket Information and Instructional Products at bargain basement prices and sell them for many more times the price you paid for them.

I will also show you how to set the whole business up on a professional footing and run it on almost complete autopilot.

How do you obtain both exclusive and non exclusive licence to sell products on eBay and through your own websites. I will reveal the strategies that will help to build your product portfolio.

Trading in niche areas is the way to build your eBay Information Products business and I will show you some of the **HOT** markets that you can tap into immediately.

The most important part is to build up a portfolio of products that will sell on a consistent basis and produce an income for years. Most of us have masses of PLR (Private Label Products) products gathering digital dust on our hard drives.

Have you thought of re-branding some of the massive amounts of PLR products that are available for free? Yes for free, I show you how you can do this easily.

In [12 Roads to Success](#) I reveal my pick and mix approach and show you how to sell your own unique selections of PLR products. The best part is that this material will not cost you a single cent! Let me be your mentor and help you build your own profitable business starting today.

The information in this blueprint alone is worth many many times the purchase price but, I believe in delivering incredible value so there is not just 1 blueprint or even 2 blueprints, there are 12 blueprints for ready made businesses in **HOT** markets just waiting for you to plunder.

Each blueprint in [12 Roads to Success](#) guides you step by step on the road to building a series of successful online businesses. Each blueprint follows the same step by step formula that guides you from the very start, builds upon your success and shows you how to expand your business.

In Part 6 we will take the next action step by looking at another Blueprint for your success.

## **Part 6: Affiliate Marketing.**

How much does it cost to start a business? A few thousand dollars? A few hundred dollars?

Well it obviously depends on what type of business you want to start, all too often the financial limitations imposed on us spell doom before we have started. This is the great advantage of online business over traditional retail businesses, the start up costs are minimal.

But what if I told you that there are some businesses that you can start for free, gratis and for nothing. If you are reading this report you already have everything you need.

I bet that surprised you! In [12 Roads to Success](#), I take you step by step through a business opportunity that you can start for free (no it is not drop shipping)! Now it must be said that this will not suit everybody, but then again it is free so it is worth the effort as this is a very easy start up and one of the quickest ways of establishing an online presence.

Here's how, you can make money as an affiliate for other peoples products by simply finding products that you can promote. The strategy here is very simple you promote a product in return for an affiliate payment for each sale made through your unique affiliate link.

The great thing is that you do not need your own product, you do not need to stock a product and you have no product support. All the payments are collected for you so you have no need to worry about being paid.

In [12 Roads to Success](#) I will show you step by step how to set up a review blog and give the full details on how to get the blog ranked by the search engines. The great thing is that you can rinse and repeat the whole operation for a massive range of different product in different markets.

If you wish to spend some money you can set up your own personal blog and brand your online presence, obviously this has a cost implication, I assume that you want to do this on a shoestring so we will make use of blogging software operated by Google. The advantage is that it is completely free.

Finding a product is very easy, there are literally tens of thousands of product that you can promote via such companies as Clickbank,

PayDotCom and similar in [12 Roads to Success](#) I reveal the prime companies that have excellent affiliate program. You will need to choose a product with a high popularity and good affiliate payments.

Having set up your review blog I will show you how to drive traffic to the blog using article marketing and posting on other marketers blogs. Ezine articles is the foremost article marketing website but there are many more. It is free to use and contribute to and it allows you to include a link or links to your website (the free blogs).

Think you cannot write articles? Simple, use PLR (remember this from part 5) materials as the basis of your articles and again I will show you how you can obtain these for free, simply re-write the article and submit to the directories to get traffic to you websites.

I will reveal to you the simple mistake too many marketers make when submitting articles and how you can avoid making the same mistake. This really must be one the easiest way to start online fast and for free.

If you want to make a second income stream from the same products and are not frightened to spend a few pounds to do this then you will need to read Part 7 where I reveal how you can do this.

In Part 7 we will take the next action step by looking at a Blueprint that build upon Part 6.



## **Part 7: Affiliate Marketing.**

Small ads are dead! Everyone knows that, everyone uses the Internet these days who wants to buy from small ads?

Correct? Wrong! You are reading this report as a result of a small ad. Small ads sell like you would not believe but there is a but, you have to move with the times and adapt your selling strategy to today's world.

In [12 Roads to Success](#) I reveal the strategies that you can use to make a steady income promoting products through small ads. The great part of this business is that you will never handle a product, you will never have to post a product and you will never need to offer product support, all you need to do is bank the money.

In [12 Roads to Success](#) I will show you how to make an affiliate income from small ads by promoting other peoples products we can build an entire business just selling niche products.

First we find a hungry market, these is crucial, most people get this wrong and look for the product first, when we have found some suitable products we will need to buy some domain names.

You do not need a website only the domain name. You then forward the buyer from your own domain (which appears in the small ads) to the product you are promoting via your affiliate link. If this all sounds complicated it isn't, and in [12 Roads to Success](#) I will show you step by step how to do this, it takes only a few minutes to do.

**Believe me if you can click a mouse you can do this!**

We then place some inexpensive small ads in specialist publication in that niche.

There is an almost inexhaustible supply of products that you can promote in return for an affiliate income; you can run this for years on almost complete autopilot simply by re-newing the ad and just for a few pounds a time.

This is just one of the twelve low cost start up opportunities that are revealed in [12 Steps to Success](#).

Yes of course we will need to invest a few measly pounds a month to run this one but this has massive potential for just a few hours work. To run a really successful online business you need to have many strings to your bow.

There is one really important secret that you need to learn to make a really outrageous income. In [12 Roads to Success](#) I reveal the method that all serious marketers use to generate substantial incomes and as you would expect I will show you step by step how you can do this and have it up and running in the shortest time possible.

In Step 8 we will take the next action step by looking at expanding your business.

## **Part 8: Very Easy E-Commerce.**

In this part I want to talk about mini websites. These are websites that often promote a single product or service. The advantage of this approach is that the website can look absolutely unique. But how do we achieve this.

In [12 Steps to Success](#) I show you how you can use the skills of others to construct a single product website to promote and market a product. I show you how to use the correct techniques and tactics to find workers on registered agencies to get the work completed for you at very competitive rates.

I reveal you how to get the very best quotes on work you want completing, how to register a domain, choose a hosting company for your sites. I will show you how to get paid for promoting other peoples products without ever touching the product for yourself (its not drop shipping).

I am sure when you get to this point that you will no longer find e-commerce as scary as you thought it would be (and as I once did) I was put off for years because I thought this was too complicated. Really if you can click a mouse you can do this!

[12 Steps to Success](#) reveals all the secrets to getting you up and running in the shortest time possible.

And now the best bits!! I have put together some amazing bonus items to help you kick start your business in double quick time.

I have included my quick start eBay Video course, watch over my shoulder and watch me set up a business live in this set of 10 Videos, I could easily charge \$67 alone for this product.

Affiliate Marketing: Proven Strategies to Maximise Your Earnings. My own eBook where I reveal a whole range of strategies for the many different types of affiliate programmes real value \$27.

Have you heard the expression "The Money Is In The List" well that's the most important advice that I can give to anyone. To be a success you will need a list of prospective buyers, in "Building The Perfect Mailing List", I reveal some of the strategies that you can use immediately to help you build your list of prospects.

The information in here is simply priceless. All of these bonus items are yours when you purchase [12 Roads to Success](#).

Every time I update this course as a purchaser you will be entitled to the update, free of charge.

Happy Trading. Wishing you all success.

Robert Corrigan

p.s. Do you remember the saying.....

If you fail to plan – you are planning to fail.  
Don't fail to plan, follow my plans.



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