

**The 1 Hour Business:
How to Start a Business Online
in 1 Hour and Run it in Only
One Hour a Day**

by Jinger Jarrett

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To get the most from this report, read it through at least one time. See what is involved. Then, read it through a second time, only this time you want to take action. Follow the instructions to the letter. Even if you only have 15 minutes a day to work on this, if you work on it 15 minutes a day consistently, you will have your business set up in no time.

You may also print this report. I've found that sometimes it's easier to set up a business if I print out the instructions on paper and read them as I work on the computer.

If you need support, I offer a convenient [support desk](#), and I will respond within 24 hours (most of the time a lot less, except on the weekends).

Thank you,

Jinger Jarrett

Getting Started

The biggest problem in starting a business online is that most systems are too complicated for those who are new to internet business. For someone new, the system needs to be as easy as possible.

This system was written to solve the problems involved in starting a business online:

1. It has to be easy and inexpensive. It only costs you \$10 a month. That's it.
2. The system has to be duplicable. This means that anyone can take this system and start his/her own business by simply following the instructions.
3. It helps in building a list. By building a list, you may recycle your traffic and get higher conversions on what you are selling.
4. It must allow you to generate multiple streams of income. Don't put all of your eggs in one basket. The more streams of income you have available to earn from, on autopilot, the faster your income will grow.
5. It provides you with a way to market your business using the most common free internet marketing methods without going afoul of sites like Craig's List and Ezine Articles. Because you will own your own domain, you won't violate the terms and conditions of the sites you are marketing on.

I've solved this problem by tying four very simple programs together. Once you set up these programs, which can be done in a few hours, you are ready to go. All you will have to do is market your new business, and the third and fourth programs in this system will handle all of this for you.

Now, let's get started setting up your new business.

Step 1 – Sign Up For Your Web hosting/Domain, and Website

To get started, the first thing you need to do is sign up for an account with [Website.ws](#). This is the only expense you will incur in setting up this system. It costs \$10 a month, and you earn an income down five levels. There is a 7 day free trial to get you started.

The rest will involve your time. Once you get the system in place, you will only need to market your business, and you can do this in less than one hour per day.

The next step is to sign up for the [Auto Pilot Cash Streams System](#). With the [Auto Pilot Cash Streams System](#), you may earn multiple streams of income from multiple programs, and you may also give away thousands of dollars in free business building stuff. (This program also allows you to get thousands of dollars in great free stuff for your business as well as build your lists.)

Free giveaways are popular, and everyone likes to get free stuff. The program is a very easy sell, and the conversion for this program is currently about 20 percent. This means that for every five visitors you send to the site, one will buy the upgrade. This is an extremely high conversion, as many sites convert at around two percent. (There are more ways to earn. This is all explained very well by Guido and Reed inside the members' area.)

Once you have signed up for both of these systems, the next step is to log into each of these accounts and set them up properly. (After you sign up for your Auto Pilot Cash Streams account and confirm it, copy down your affiliate URL for use in the next step.)

Tip: When creating your domain name, stay somewhat generic. I use my name: jingerjarrett.ws. The reason is that if I decide I don't like my site, or I want to promote something different, it's easy to change. Keep it simple. Make your domain name easy to remember. Names do rank well in the search engines. If you don't believe me, look at the top 10 high traffic sites on the internet: Yahoo, Google, MSN, Windows Live, Facebook, MySpace, You Tube.... They're all names.

Website.ws

Once you sign up for Website.ws, you will receive a confirmation email. Confirm your account and then log in.

On the left hand panel is the menu for this site. You will need to look for:

Affiliates

Click this button and it will take you to the Affiliates' panel. Scroll down until you see “Hit Logs” on the page. You will also see your promotional URL. It will look like this: Website.ws/yourusername/. Copy down this information as you will need it later if you decide to promote the program or to brand this ebook.

Next, on the left hand menu, scroll down until you see “Domains”. Under “Domains”, you will see “Build Your WebSite”. Click on this link. It will take you to the set up panel for your domain.

On the next page, you will see “My Domains”. Underneath will be the domain you have just signed up for. You will see a link under “Change DNS.” Click this link.

Scroll down until you see “Domain Forwarding”. Click the dot beside it and click “Continue”. On the next page, you will paste the URL you received from Auto Pilot Cash Streams into the box underneath “Updating URL Forwarding”. Click the “Update” Once you have completed this step, your website is set up, and now it's time to see to the administrative details.

Underneath “Setup Your WebSite”, you will see, “Setup Your Email”. You may either use the email service here, or you may simply forward your email to your own email account. I recommend forwarding it to your regular email account. You won't receive much email here, so this really isn't an issue. You do however, want to make sure you get the email here that comes your way. Often it is someone who has a question about the program, and you want to answer those questions. If you can't answer the question, ask your sponsor. (That information is available in the members' area. I personally always answer those in my downline. I'm happy to help.)

Next, you need to scroll down until you see “Account Info”. There are three things you need to take care of here so you get paid when you make a referral:

Preferred Payment

Preferred Commissions

Contact Preferences

Website.ws gives you a choice of Check or [Pay Pal](#). I prefer [Pay Pal](#) because it's connected to my bank account, and I get a debit card. If I ever need the money, I just go to the teller machine.

If you don't have a Pay Pal account, you can sign up for one. It's free.

Some don't like Pay Pal. I've never had any problem with it, and it makes it very easy to shop online as well as get paid. One thing I would recommend is that you sign up for either a Premier Account or Business Account. (Still free.) The reason is that later on down the road, you may decide to expand your business and want to accept payments for products you create. Even if you don't, the major advantage of one of these two types of accounts is that you can get a Pay Pal MasterCard Debit card. It makes getting your money really easy because you go to any teller machine and use your card.

You do want to add either a debit/credit card to this account, and your checking account. This will make you a verified buyer and help you get your Pay Pal Mastercard Debit Card.

Account setup is pretty straightforward. Make sure your account is set up and confirmed. You may add a maximum of 8 email addresses to your account if you want to use different email addresses to accept payments.

Otherwise, if you prefer, you may get paid by check by Website.ws. Either way, make sure you print out and mail the W-9 to them.

Finally, whenever a site asks you for the information to pay you, enter your Pay Pal information. All of the sites included in this report allow you to be paid by Pay Pal to get paid. This makes it easy on you because it's automatic, and you'll have all your money in one convenient place.

Step 2 – Set Up Your Auto Pilot Cash Streams Account

I know what you are thinking: As soon as you log into your into your account and see the four steps, you are thinking I lied to you. I didn't. It really doesn't take that long to set up your account. Probably about two hours. All you have to do is log into your Auto Pilot Cash Streams Account and follow the four steps on the home page.

If you can't do more than one step every day, that's OK. Do a different step each day until you get it all done.

Here are some tips for making it easier for you to get done:

1. Before you start to set up your accounts, sign up for an account at [Gmail](#). Once you have signed up, copy down the email address. You will use this for your list email. You may want to forward these emails to your primary account. You will want to go through the emails from the lists and click the links to earn credits from the safelists. Gmail seems to know the difference between SPAM and emails you want to receive, and most of the safelists don't allow you to use Yahoo.
2. Follow the four step plan on the home page. Go to each link under step three and sign up for your accounts. Just sign up for your accounts. You will need to confirm these, but you will save time by doing tasks in groups.
3. Once you have signed up for all of your accounts, confirm them. As you confirm each account, log into the account and set up your page you will be promoting. This will be easy because all you have to do is add the domain you created at Website.ws.
4. Once you have set up everything through Step 3, you will find a marketing plan on Step 4 inside of Auto Pilot Cash Streams. Please feel free to follow this as it is an excellent way to get traffic and sales. This marketing plan was custom built for those new to internet marketing to make it easy for you to get traffic.

In the next step, I will show you where to get some free training, as well as talk about other easy and free ways to promote.

Step 3 – Market Your New Business

Some people act as if there's some big mystery to getting traffic to your sites and making sales. It's really not that complicated.

The truth is, if you know a few things, you'll get traffic in no time at all.

There is a very fast and very easy way to get started generating traffic to your website. It takes you about an hour to learn the system and then you need to write your ads. Once you get the system in place, it takes about 15 minutes a day to maintain this system.

It's called Craigs List Marketer Pro, and you can get a free copy of the ebook and video through [Leads Leap](#). Although Leads Leap offers a paid program, you can sign up for their free program and use it to build a list, promote your business, or make money giving away more free stuff, particularly the 1000 minutes of free video you get from this site when you sign up.

Let me assure you that you won't even have to watch all of the videos to become an expert at internet marketing. Just watch a few of the videos, or just watch Craig's List Marketer Pro, and implement the strategies. Either way, you'll be an old pro in no time.

Don't discount the value of these videos. I've watched quite a few of them, and they are excellent. The marketing techniques are just as relevant today as they were when they were made. In fact, I bought Affiliate Project X when it was \$77. It's now \$97. Don't get me wrong; it is a good product. However, many of the strategies outlined in Affiliate Project X are also available in Affiliate Windfall Profits, which is available through Leads Leap for free.

To get your free video, what you need to do is sign up for your [Leads Leap Account](#). Once you have signed up and verified your account, log into your members' account. Scroll down on the left side menu until you see “Resources”. Under this is a link to “Free Bonuses”. Click on this link, and you will find video to teach you just about any internet marketing technique you might imagine. What's even better is that implementing most of these techniques is free.

1000 minutes of video might seem like a lot. However, you don't have to watch the videos on every technique taught. If you break the videos down, and you only watch one hour of videos a day though, you will have finished all of the videos in 17 days. On the 17th day, you won't even have to watch a full hour. You'll know what you need to do to build a business.

The point is, it's not as hard to learn internet marketing as you think, and the learning curve is not as steep as you think if you actually know how you want to market when you first start off. Do your homework first, and then implement what you learn.

If you're a social animal, MySpace is a good choice. If you prefer to market the traditional way with advertising, then Craig's List is a good choice.

Finally, because this membership is so jam packed with resources to teach you internet marketing, I won't try and teach you those here. What I do want to do is give you some tips to help you get started. What's most important is that you take action. Bad marketing is always better than no marketing. If you don't market, you won't make any money. Your site might have bad copy, or it might be ugly. None of that will matter if no one sees it.

Internet Marketing Tips

1. **Choose one, and only one internet marketing technique to get started.** If you try to learn all of the techniques at one time, you won't get started at all because it will be too overwhelming.
2. **When choosing your marketing technique, ask yourself these questions:** What marketing techniques make sense to me? What techniques do I think I can do? What techniques have a fairly low learning curve? Do I like to write or not? If you don't really like to write, Craig's List Marketer Pro is ideal. You create simple image ads, which are really easy to do.
3. **If you do like to write, then try article writing.** Article writing and promotion will help you rank high in the search engines because you are building backlinks to your website. Searchers love articles because they're information, not advertising.
4. **The easiest way to learn how to write ads, articles, and any other marketing materials is to study good ads, articles, and other marketing materials.** Although this sounds simplistic, the truth is, no one can make you a copywriter but you.

Ask yourself what would make you want to buy a product and then write about that. Don't tell others your life story. Find a problem and then match the product to the problem. The product you promote should solve the problem. If you don't feel comfortable writing your own ads, etc. then rewrite the ads that come with the program if any are available. Don't use them exactly as they are; the ads may have been overused. Overused ads aren't effective in getting the sale.

(The easiest way to implement the Craig's List Marketer Pro Strategy is to use the graphics in Auto Pilot Income Streams as your image ads. Just take the graphics and upload them to Photo Bucket. Change the link in the code to your domain. Add something after the domain to make it different. For example, if your link is <http://www.domain.ws/>, make it <http://www.yourdomain.ws/?3459y9tg8yh9t7>. This makes the link different and Craig's List will see it as a different link. You will still need to write headlines for your ads, but which is easier and less time consuming: writing 70 headlines, or 70 headlines and ads?)

5. **If you want to have fun and make money too, why not try Squidoo?** That's the topic of our next lesson.

Step 4 – Marketing Your Business With Squidoo

(Please Note: This step is optional. You don't have to do this step if you don't want to. However, it's a great way to make some extra money and market any programs you may be a part of.)

If [Squidoo](#) had been around when I first started my business, this is all I would do. Making lenses is easy, it's fun, and it's a chance for you to “talk about” any thing that might be on your mind. There are [Squidoo lenses](#) on every topic you might imagine, and it's a great way to share resources, as well as make money.

[Squidoo](#) is the brain child of internet legend Seth Godin. A Squidoo lens is a one page website that's part of the overall Squidoo network. A lens is a one page resource site on one specific topic.

You may add articles, product reviews, RSS feeds, videos, moneymaking modules like Amazon, Ebay, and other types of moneymakers. The revenue is split between the lensmasters and Squidoo. The more lenses you build, the more money you can make. Here are some tips to help you make the most money from Squidoo.

For those who may be confused by the terminology, here is a quick breakdown on RSS:

RSS Feeds – An RSS feed is a piece of search engine friendly code that allows you to display dynamic content. Dynamic content is content that changes automatically. An example of an RSS feed is an RSS feed from an article directory or blog. This allows you to add dynamic content to your site that changes automatically without you having to write anything.

Affiliate programs, like Ebay, also offer RSS feeds. Ebay allows you to include constantly changing content from their site, and you get paid for it.

Here's how to get started with Squidoo:

1. Sign up for an account: [Squidoo](#). Once you have signed up for your account, make sure you confirm it. When signing up for an account in any of the programs in this report, always use a valid email address. If you don't get the confirmation email in your inbox, always check your bulk mail or spam folder. Sometimes these emails end up in the wrong place.
2. Once you have signed up for your Squidoo account, log in and make your first lens. Before making your first lens, do a little keyword research. Find keywords that are being searched for,

but aren't high competition. One of the best free tools to do this is here: [SEO Free Keyword Research Tool](#).

Don't sweat the keywords. Squidoo has a nice feature that will tell you what keywords are sending you traffic, and you can delete keywords and add the new keywords. You will also want to include your keywords in your lens URL.

To find out if a keyword phrase is available, you can use a really cool free tool I use: [Bum Demon](#). It will tell you if the keyword phrase combination you want to use in your Squidoo Lenses or Hub pages is available. This tool will help you create the best keyword combination for your lens URL.

3. Choose the "I just want to do my own thing" when you get ready to create your lens. This is so you get the basic lens. To keep your lens from getting deleted, you want to include at least 4 modules in your lens.
4. Once you are ready to start creating your lens, go to the panel for adding new modules. To do this, click on "Add Modules". Once you have chosen the modules to add, then save it and click on "Reorder Modules". This allows you to drag and drop the modules into the order you want.
5. Periodically, click on "Keep Draft". This saves your changes. When you are ready to publish your lens and make it public, hit "Publish".
6. When creating your lens, always write an introduction. Tell everyone what your lens is about. Write a biography to tell others about yourself why you created the lens. You do have a profile page where everyone will be able to see all of the lenses you've created, but you also have a biography on each lens. Write a different biography on each lens.
7. Good modules to include are RSS (I add my blog to mine for promotion and dynamic content), Links (this allows you to add links to affiliate programs and promote them), Text/Write (add articles, product reviews, or anything else you want here. It's also a great place to use things like product graphics.)
8. If you plan to create lenses on more than one topic, then create different accounts. I actually have two Squidoo accounts. In one I put all of my business stuff. In the other, I talk about personal things: faith, my military service, things hobbies. Use each Squidoo account for a different topic. This gives you more credibility.
9. Once you have published your lens, you want to promote it. Some easy ways to do this are to bookmark it on [Digg](#) or [Onlywire](#). Add it to Squidoo groups, and you may also create lens rolls. This lets others see more of your lenses. Add it to your Twitter account. If you go to the

actual page of your lens, you will see all of the different ways you can connect with others in the block “Bookmark and Share”.

10. Because I want to keep this report as short as possible, here are some ways to get help with Squidoo:

A. [You Tube](#) – Go to You Tube and do a search for Squidoo. There are tons of videos over there you can watch to learn how to make lenses that make money.

B. **Squid U** – There are plenty of people on Squidoo who will help you. There is even a forum where you can ask questions and get help. The truth is, this site is so easy to use there are kids on there building Squidoo lenses and making money. This site is fast, it's fun, it's easy, and it's free.

C. Once you create a lens, scroll down to the bottom of your lens page. You will find tons of resources there, like the “Free Traffic Secrets” book. If you're still stuck, check out the Squidoo top 100. These are the top lenses on Squidoo, the ones that get the most traffic. Study them and then use what you learn to make your own better.

The truth is, like I said before, there are kids out there building these things. It's easy. You'll never know if you don't try, and it's the easiest way I know of to get plenty of targeted, organic, search engine traffic, as well as make extra money.

Like I said at the beginning of this step, this step is optional. You don't have to do it. I just know it's an easy way to get traffic, and it's fun too. It also allows you to make extra income, and you can use your lenses to sell more of your products whether they're yours or someone else's. If you write articles, you can link back to your Squidoo lenses, even if you're promoting affiliate programs.

There are just so many ways Squidoo can help you make more money. Check it out, and while you're at it, have some fun. It's addicting.

Below are some of the lenses I've created:

[How to Make Money on Squidoo](#)

[How to Start a Business on the Internet](#)

[Jinger Jarrett on Squidoo](#)

I really hope you enjoyed this report. I wrote it out of frustration because too many business and marketing solutions are too expensive, too complicated, or they're a phony trend to squeeze as much money out of people as possible.

I do all of the things in this report. I think Guido Nussbaum and Reed Floren are both geniuses. I don't know either of them well, but I know them well enough professionally to know they create real solutions to real problems with doing business. They want to make money. The more money you make, the more money they make and everyone wins.

Francis Bacon once said, "Knowledge is Power." This is only partially true. The truth is only applied knowledge is power. It's a basic law of physics: if you want something to happen, you have to do something to cause the result to happen (cause and effect). There's no magic here, just applied, scientific principles. Mark Joyner taught me that, and I hope you learned something here that will make you a lot of money.

My very best to you,

Jinger Jarrett