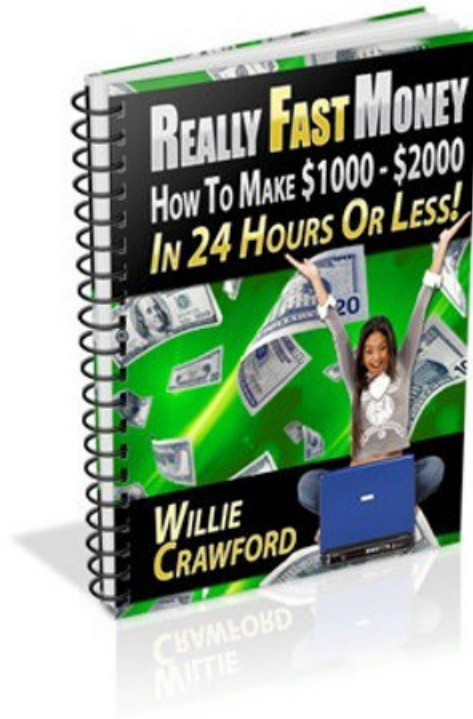


# Really Fast Money -How To Make \$1000 - \$2000 In 24 Hours Or Less!

(Fifth Edition – September 2018)

**\$27 Value**



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<http://WillieCrawford.org/FastCash/>

Thank you :-)

# About This Edition

The First Edition of this ebook was written and released in 2007. Since then it's been updated numerous times, with the Fourth Edition having been released in 2015.

Tens of thousands of copies of the various versions of the ebook have been either sold or given away as bonuses/incentives.

I recently noticed that people still face the same challenges that they faced when I first released this ebook back in 2007, and while the fundamentals of what I taught back then are unchanged, numerous changes in technology, marketplaces, and market conditions mean that it's now time for an updated edition.

I do hope that you are inspired, motivated, and enriched by this updated edition. However, you do need to USE the provided information to benefit from it ;-)

Sincerely,  
*Willie Crawford*

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Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. We do not purport this as a “get rich scheme.” Any claims made of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, ideas and techniques mentioned, your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions. You assume total responsibility for how you use this ebook, and the information contained therein is “FOR INFORMATION PURPOSES ONLY!

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Note: This report is deliberately short so that you can quickly digest it and put it into action. I didn’t add a lot of fluff. When I update this report, I will send you an email letting you know how to get that update 100% for FREE.

If you are not on our mailing list, please register now at:  
<http://WillieCrawford.org/FastCash/>

## How It Works!

What would you do if you needed \$1000 - \$2000 by TOMORROW, and you didn't see it scheduled to flow into your life. That's the question I recently asked myself because I am VERY often approached by people who "need" that amount of money for an "emergency." For some reason they frequently come to me via forums, social media private messages, text messages, and email... all seeking my advice. I guess that's due primarily to the fact that I now have over 22 years of experience in the internet marketing space and am considered by many to be an expert at making money via the internet.

After mulling it over, I decided to write this short special report with MY answer to that question. On top of that, I decided to SELL this special report (for \$17 \*\*\* release price in 2007) to see if I could do exactly that... generate \$1000 to \$2000 in 24 hours. That's one of two reasons that I did not give this report away. The second reason is that often when you give someone something they do absolutely nothing with it, but if you charge them even a token fee, "they have at least a little skin in the game" and are more inclined to use it!

This completely updated report is my well-reasoned answer to that question, filtered through my personal experience. It's just one of many possible answers. I did not want to give you too many options because generally when a person is given too many choices that can lead to overwhelm and making the choice to do nothing.

I used this report to do exactly what it teaches. There have been dozens of similar "guru emergency income plans" written over the years. Many of these are compilations of experts sharing hypothetical plans, often concocted off the tops of their heads.

This report is not just some wild, untested idea, but is something I actually

put to the test by writing and marketing this plan.

## Let's Start...

Begin by scanning online forums such as the Warrior Forum, located at <http://WarriorForum.com>. If you're in the Internet marketing niche, this is the largest forum in the niche with literally MILLIONS of members. You can also locate forums in other niches by using Google and typing in your keyword plus “forum” or “discussion board.” Members of the Warrior Forum ARE in about any niche imaginable though. When you visit the discussion forums you will be doing research. You want to see what hot topics members of these communities might be willing to PAY for more information on. So, you want to scan forums looking for clues.

Look at what they are talking about.

**What you are really looking for is problems that you can offer solutions to!**

Many forums are set to show you how many view and responses there are to each thread. Look for most viewed and most commented on threads.

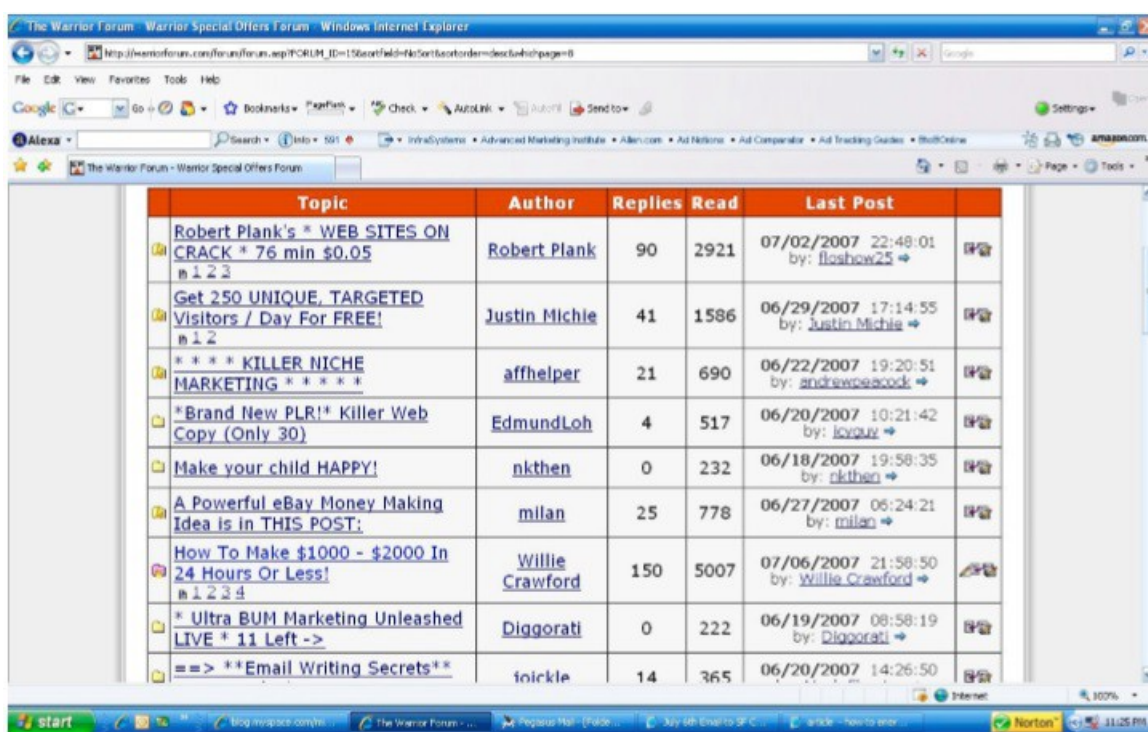
On The Warriors' Forum scan the Warrior Special Offers (WSO's), looking for most viewed, and most commented threads, as well as those with the most positive feedback. The WSO Forum is a place where members actually sell things to each other (at a special discount price). This will show you what types of products are popular sellers.

You can also visit JVZoo ( <http://www.jvzoo.com/register/1135> ) or Warrior+ ( <http://warriorplus.com/> ) and see what products are the top sellers there. After you log-in to Warrior+ you will see links showing what the top sellers were for yesterday, the past 7 days, and the past 30 days. When you log into JVZoo, look under the “Marketplace” tab, click on “Top Sellers” and you will see the same information. As a side note, I often search through both

affiliate platforms looking for hot products to sell AS an affiliate. I also sell some of my own products via these platforms, as well as others, all based upon how I choose to market a specific product.

If you sifted through the Warrior Forum for example you'll see that between June 18th, 2007 and June 30th, 2007, the WSO promoting the First Edition of this very report received over 5500 views and 150 responses. Admittedly, some of those responses were from me replying to customers and prospects. Check out the screen shot. Back when I released the first edition of this report there were VERY few posts that came anywhere near that response rate!

Here's the screen-shot (taken when it only had 5100 views) Naturally this WSO ended long ago, but I'm going to rerun it starting the week of September 24, 2018 :-)



Topic	Author	Replies	Read	Last Post
Robert Plank's * WEB SITES ON CRACK * 76 min \$0.05 # 1 2 3	Robert Plank	90	2921	07/02/2007 22:48:01 by: floshow25
Get 250 UNIQUE, TARGETED Visitors / Day For FREE! # 1 2	Justin Michie	41	1586	06/29/2007 17:14:55 by: Justin Michie
* * * KILLER NICHE MARKETING * * * *	affhelper	21	690	06/22/2007 19:20:51 by: andrewseacock
*Brand New PLR!* Killer Web Copy (Only 30)	EdmundLoh	4	517	06/20/2007 10:21:42 by: koyguy
Make your child HAPPY!	nkthen	0	232	06/18/2007 19:58:35 by: nkthen
A Powerful eBay Money Making Idea is in THIS POST:	milan	25	778	06/27/2007 06:24:21 by: milan
How To Make \$1000 - \$2000 In 24 Hours Or Less! # 1 2 3 4	Willie Crawford	150	5007	07/06/2007 21:58:50 by: Willie Crawford
* Ultra BUM Marketing Unleashed LIVE * 11 Left ->	Diggorati	0	222	06/19/2007 08:58:19 by: Diggorati
==> **Email Writing Secrets**	toickle	14	365	06/20/2007 14:26:50

In scanning all these forums, what you're looking for is a PAINFULLY pressing problem that you can develop a simple, but benefits-packed, info product on. I'm thinking a special report that you can write quickly, and sell for \$3 to \$27. In scanning JVZoo and Warrior+, what you are looking for is

which topics are products currently selling really well on. You do want to look at the trends, which is why you do need to look at the past week, and the past 30 days... or back even further.

In the WSO Forum, what you are looking for is an indicator of a really hot topic, or some product (or product category) that's selling REALLY well. In reading the threads in all of the forums, what you're looking for is an indicator of extreme pain. People happily pay for products that end their pain!

BEFORE creating any product CONFIRM that it's something that's really wanted and that people are already paying for. This is the biggest mistake that I see being made with people introducing new products to markets. How much you love a product or an idea simply doesn't matter!!!

In creating a product, you don't have to start from scratch! You could easily take one of the many products that you have private label rights, to and quickly rework it, making sure that it's super accurate, and also that it addresses a pressing need. If you need a great source for private label rights (PLR) products, you'll find over 10,500 products with new ones being added every two days this membership site:

<http://WillieCrawford.org/IUseThisEveryDay/>

As a part of your membership in the site listed above, you also get FREE memberships to over 50 other membership sites, also loaded with all kinds of products :-)

Those products come with a variety of rights including private label rights, resale rights, and personal use only rights. So you do need to read the description closely, and adhere to the licenses. Most people with these private label products NEVER do anything with them, but they are fairly easy to rework. Most of the work/research has been done for you.

**NOTE: If you do run a WSO, you DO need to rework the product since WSO rules require that you only offer original products. You want to run the WSO because the WSO section of the forum is often the most**

**visited part of the forum. People search through that sections looking for bargains, and many of them are ravenous repeat buyers.**

All you really need to do to have a NEW, in-demand products with many of these packages is:

1) Rename the product, since you don't want a new product with the same name as one that other people may also be claiming as their own. You want something original, and you may or may not even want to sell it via affiliates.

2) Rework the web copy, eliminating grammar and spelling errors, adding your own order links, and when you get them adding testimonials. \*\*\* Here's a quick way to get some testimonials FAST. Offer a select few individuals a free review copy on Warrior Forum or via social media. For example, I sometimes do that in Facebook Groups that I am a member of or control. Ask for feedback, and when you get great feedback, ask if you can use that as a testimonial. If you get bad feedback, then that tells you how you need to improve your product to avoid a rash of refunds!

3) Add your own unique graphics if desired. Since I would change the title, this would be necessary. My goal in reworking a PLR product is to change it enough so that it is essentially a new product... one that owners of the original PLR product wouldn't even recognize. Many PLR packages come with editable graphics. If you don't know how to edit graphics, you can get someone on Fiverr at <http://Fiverr.com> to do it for as little as \$5.

4) Read through the basic product and make minor corrections and revisions to it, as well as renaming it and putting your name on it (I add a fairly long bio to some of my products). When I rework PLR I do a lot of **HEAVY** editing, putting many parts in my own words. **I think of the PLR as just a rough draft, where someone has already done the hard part, the research.**

5) Add links in the product to back-end products... other products and resource that it's natural to recommend to users of the original product.

With most product launches that I had intimate details on, MOST of the

profits came from backend sales, and up-sells, which you should also add.

However, since we are looking at making some FAST cash, you may want to just plan on adding the up-sells later OR you could offer say the ebook version as the frontend product and offer the audio and/or video version as an upsell. Perhaps offer a live workshop, masterclass, or personal coaching as a higher ticket upsell.

6) Set up an autoresponder so that you can also build a list. Your list will prove to be one of your most valuable business assets. If you don't have a autoresponder, the membership at:

<http://WillieCrawford.org/IUseThisEveryDay/> comes with free autoresponders (as well as free website hosting). You can have a total of 10,000 subscribers on this free autoresponder account. I personally don't use the autoresponders there because I get better deliverability using Aweber: <http://www.aweber.com/?204797>

NOTE: I personally asked the owner of the membership site at:

<http://WillieCrawford.org/IUseThisEveryDay/> about the quality of his autoresponders, and he told me that while they are fairly reliable, they aren't as good as what he knew that I personally demanded! It's futile to build a list if you don't get great delivery to that list via your autoresponder service!

I DO use the free hosting from that membership, even though I also have TWO dedicated servers. Their hosting is WORLDCLASS and you can host up to 1000 domain names there for the \$47 monthly membership. I do highly recommend this site BECAUSE I have seen no better value anywhere on the internet during my 22+ years in business online!

7) Start marketing it right away! Remember, our goal is to make \$1000 to \$2000 in 24 hours or less. That means that you need to spend more time “doing” than thinking about it.

As a side-note, I also use reworked PLR products to create unique/new products to give away in order to build niche-specific email lists. This has literally added tens of thousands of new subscribers to my various lists and

autoresponders over the past decade or so!

Since “The Money Really IS In The List,” this equates to an incredible long-term income stream for me ☺ On second thought... the money isn't so much in the list as it is in the RELATIONSHIP that you build with each list member. The size of the list is MUCH, MUCH less important than in building a following of subscribers who are nurtured to know, like and trust you!

## The Key To Your Product's Success

The product you're going to develop has to make a BIG promise in how it's going to solve the potential customers' problems.

Dan Kennedy calls the type of ads you'll use in selling this product "The Giant Promise!" It has to promise such amazing results that it borders on unbelievable... **but at the same time it must not be a false promise.** This is a critical factor though in how well your sales will go. “The Giant Promise” sells products like hotcakes!

**NOTE: While I do like and use “The Giant Promise” I need to also caution you that PayPal has been known to freeze accounts where they viewed the copy promoting a product to be so big as to seem hard for them to believe. PayPal can and has been known to do this without any warning what-so-ever, and they have also made some of these freezes PERMANENT. So, tread carefully in this area!**

A couple of examples of “The Giant Promise”...

- Maybe you discovered a way to get listed at better than #1 at Google. So you write a report on how to do that. Better than #1 sounds almost impossible, yet it is. You can do it by using press releases since news stories

and press releases are often listed above the Search Engine Results Pages (SERPs) and sponsored listings!

- Maybe you discovered a way to dramatically improve ones Alexa ranking overnight. After verifying that it works every time or even the majority of the time, you document it, and then you can make that big claim in your promotions (maybe with a slight disclaimer).

- Maybe you created a squeeze page template that consistently converts 80% of visitors landing on a page. You start marketing “The Amazing Squeeze Page Template PROVEN To Convert 80% Of Site Visitors!”

At this point, you may actually be saying to yourself, “This is a lot of WORK!”

Yes, it can be, but it doesn’t have to be, especially if you start with a PLR product.

Regardless, if you really want to make \$1000 - \$2000 in the next 24 hours, you have to... Eliminate all excuses and just create and market the product (of which a short report or recorded interview is generally the easiest to create)!

Get it down on paper, or recorded, and then you can go back and refine it several times.

Get it created, and then you can ask several online friends to review it for you and suggest changes. However, it's more important to get it created and into the marketplace than to make it perfect. As previously pointed out, as you roll it out, you may want to offer review copies to a few people for reviews/testimonials. Based upon their feedback you can even improve upon the product, releasing an updated version as you do. (You’ll notice from the cover that this is NOT the first edition of this product).

As a side note, one thing that trips many people up is writing a sales page. I have used sales pages that were nothing more than a headline, 5 or 6 bullet

points, a TON of testimonials, and an order button :-)) The testimonials are what did the heavy lifting, and most of the rest of the page was relatively unimportant!

At first you need to... "Focus on completion rather than perfection!" Your product does need to be accurate, deliver tremendous value, and deliver all that you promise in your promotion. However, it does not need to be perfect!

When using PLR products, it is CRITICAL that you confirm anything taught in the product. Test everything and confirm the absolute accuracy since many people who create PLR products often create products on topics that they are NOT experts on. When you don't confirm what these products teach and blindly pass that on, you are setting yourself up for failure and MASSIVE REFUNDS!

As you finish the product, one of the things to consider is pricing. What you can get for the product depends upon perceived value. However, for short, quick reports or recorded products, that you can crank out in no time, I'm thinking that you want them to be so inexpensive that the purchase decision is a no-brainer... almost an impulse purchase.

Remember, our goal is \$1000 - \$2000 in 24 hours. So, again, we want the price to be so low that your prospects realize they're not taking ANY risk.

Price your report at \$3- \$17, and I'd use PayPal to process the orders. If you price the report at \$5 and worded your "giant promise" promotion correctly, you should easily be able to sell the 420 copies you'd need to sell to raise the \$2000 within 24 hours. I said 420 units rather than 400 because you would have PayPal fees. I didn't actually calculate the PayPal fees precisely, but rather rounded off the numbers.

If you are going to use JVZoo or Warrior+ to process orders, you WILL need a PayPal account by the way. If you don't have one, you can get one free at <http://Paypal.com>

I know! The first objection you might have is that your list (that you'd

market to) is small? If it's a small list, that is a legitimate concern, but also an excuse. Excuses only lead to failure.

For inspiration, I'll share with you that my friend Brian Edmondson earned over \$15,000 in 7 days with a list of only 1286 subscribers. His "\$15K In 7 Days" report is very inspirational. Brian is a personal friend, and proves that you really have no excuse. I'll see if I can't track down that report for you... and will send you an email when I do. If you have NO list at all, then you simply have to get creative, and use alternative promotion methods. That does require some creativity, and hard work, but you're smart enough, and determined enough, to figure it out.

Ways that you can effectively promote your product include:

- Post to discussion forums and directly on social media sites. When posting to social media sites, include a graphic to grab more attention, and if you have a little money also consider paying to "Boost" your post for greater reach.

Whenever you make a forum post... just engaging in discussion, include your signature file which spells out that giant promise and links to your WSO or your sales page! Make sure that you follow the rules of whatever forum you are posting to though.

- Buy solo ads. To locate solo ad sellers, just Google solo ads, or find groups of solo ad sellers by searching on the term solo ads using Facebook's search box. Some of the groups that you will find there provide feedback (ratings) on solo ad sellers that they have used. There are also numerous groups focused on buying and selling solo ads on Skype. Feel free to email me asking about those. My email address is: [willie.crawford@gmail.com](mailto:willie.crawford@gmail.com)

- Ask friends to send mailings for you. Maybe promise to mail for them later after you've built up your list.

- Ask your friends on social media (Twitter, Facebook, LinkedIn, Google+, etc.) to share your posts regarding your new product for sale. Many friends

WILL happily help you out IF you let them know that you are “in a bind” and it doesn't really cost them anything to Share or Retweet your posts. You just need to ASK because many of them may Like or appreciate your posts but won't think of sharing them unless you specifically ask them to!

- Do ad or article swaps. With articles, you write about the problem that your product solves and in your signature file you link to your sales page
- Do Facebook and/or YouTube live-stream broadcasts. During these short live-streams, discuss the problem that your product solves, offer a few helpful tips, and then directly ASK them to purchase your information-packed, high-quality product. With a live-stream, you generally want to announce both the day before and, on the day of, an hour or two before that you are doing a live-stream. There is lots of information on doing live-streams, but if you want to know how and why I do them a very specifically way, feel free to ask me. I do a lot of live broadcasts BECAUSE they are very, very effective. People get to connect with you directly, read your body language, and get to know, like and trust you. That is key to making more sales!

### \*\*\* SHARE THE RECORDINGS OF YOUR LIVESTREAMS

EVERYWHERE THAT IS APPROPRIATE. People will often check out a video at times where they would completely tune out other types of content.

- Blog about your new product, and share that blog post all over social media
- Posting ads to forums that have a free advertising section, and to pages or groups on social media sites set up for this purpose. I have generally found this to be much less effective than many other methods, but it is a tool that you can keep handy in your toolkit.
- Visit popular blogs in your market-space and comment on them where appropriate. Leave a tag-line that includes your giant promise.
- Create or have created a few banners that include your giant promise. Use those banners on forums where you are allowed to not only leave a URL and description but also an image. Use these banners on social media posts since

images have been proven to increase your click-through rates, probably because they draw the eye to the post, and spell out a reason to click.

- Write an article on the central theme of your product and post it to as many article directories as practical. Use an article submission script (and you probably have a decent one on your computer right now) to speed up the process. After you make a few sales consider PAYING a service. I haven't done this in a while, so I can't really recommend a specific service. Simply Google the term “article submission service” and you should be able to find some. Be sure to read the testimonials or reviews.

\*\*\* Also share your articles as Facebook Notes, Google+ and LinkedIn posts, etc.

- Run your own WSO. Check the WSO section of The Warrior Forum for the current rules/restrictions. Send a mailing to your list if you have one... no matter how small, at the same time that you are running the WSO (telling them about your WSO). This will increase the number of views on your WSO and should also get you a lot of comments on the thread. This is allowed according to the WSO rules. If you have no list, at least mention it on social media sites and your blog... and ask others to share your content.

The success of a WSO often depends upon momentum. When I run a WSO, I typically earn \$2000 to over \$10,000 in just a day or two. I share HOW I do that in a recorded interview that I will send you in a follow-up email. I want to update it first!

- If you are a member of email discussion lists, read though a few recent issues and FIND a post that you can comment on. Include a sig file as appropriate. This sig file MUST include your giant promise.

- Edit any of your sites where you have ads (such as across the top of a forum) and change those ads to your “emergency cash product” ... add your banner and your giant promise.

- Take advantage of underutilized real estate on your site. Look through your

log files to see which pages are getting the most traffic! Consider putting temporary ads across the tops of those pages!

- Add temporary banner ads across the tops of Facebook Pages and Groups as you consider appropriate.

- Change your email signature file to include your latest promo and giant promise.

- Run a sale! If you have a product of your own that you've been selling for a while but sales aren't zipping along, run a sale where you offer the product at deep discount. If the product is a quality product, that should generate some immediate cash flow. Promote your new product on the download page or add it as an up-sell.

If you really do need the money that urgently, the first thing you absolutely must do is to get over is your excusitis. Acknowledge that you may need to stay up 24 hours just doing marketing in various places if necessary, but that you can do it. Pull that all-nighter if necessary so that you can get seen in enough places, and that you are there to respond when you get questions!

You simply have to get into action. As Albert Einstein said, "Nothing happens until something moves!" That means you must get into action!

Another product to consider selling is inexpensive software, which you can purchase resale rights to fairly inexpensively. Software is actually an excellent seller. However, it also comes with a big danger! If you do offer software, make sure that it's something simple... not requiring a lot of technical support.

Software can actually go for much higher prices and sell well. However, it is generally more complicated than ebooks or multi-media products.

If your product is developed from software source code that needs reworking and you don't have the skills or money ask a programmer to allow you to pay him/her AFTER you finish your sale! I'm sure some would :-)

This idea of reworking PLR products (or software source code) and then marketing them as new products works very well. I know several marketers earning 4-figure and 5-figure incomes each month, and that's the only thing that they really do.

As you can see, quickly creating a product and then getting it into the marketplace, is simple.

It's just a matter of DECIDING you're going to do it.

It's a process that I've actually done many times. If you were to ever chat with my wife, she'd verify that I once wrote THREE new ebooks, from scratch, in ONE day. They were short (more like special reports), but it can be done.

OK, you now have enough to get into action! You need to stop thinking... stop reading, and start doing. It may seem like a daunting task, but once you get started you'll be amazed at how fast things flow. If you need to take a break from time to time, do so, but commit to not stopping completely until your product is finished, and "out there!"

## Some Bonus Encouragement

If you are serious and decide to DO IT, then I'd love to add you to two of my Private Facebook Groups.

The first group is one that I created just for readers of this report. It's the place for you to leave comments, ask questions, and even bounce ideas off of members. However, be careful with that last one since someone could easily steal your idea and run with it before you do!

The second group is one where I share with group members how I am setting up for semi-retiring next year. My current intention is to work no more than 8-10 hours per week... unless I just want to. In that group, I share a lot of VERY big ideas, but all things that I know are achievable.

To join either group, simply email me at: [willie.crawford@gmail.com](mailto:willie.crawford@gmail.com) and tell me that you'd like to be added to those groups. Please specify which group(s), and include the email address associated with your Facebook account. That's how my team and I confirm that we are adding the correct person.

**A Third Bonus:** After you get out of this bind, you need to focus on never getting backed into that corner again. One way to do that is to keep creating and selling your own products. A second way to do that is to become an affiliate marketer, selling others proven products on a commission basis.

IF you are interested in becoming a more successful affiliate marketer, I have some free training that I will GIVE you access to. All that you need to do is email me and ask for access to the free affiliate marketer training that I offer. My team and I will get you access to that training as soon as practical.

I am personally asked to review and either consider promoting or helping to launch countless products. The ones that I do review, and decide to do a test mailing for, I share “the winners” with an affiliate lists that I maintain. I notify list members of those proven winners via Facebook Messenger (using a chat bot). To get on the list to receive those insider notifications, simply visit:

<https://www.facebook.com/WillieCrawfordMarketingTips/>

On that page, look for the Big Yellow Button inviting you to join my VIP List. Leave a comment in the comment field directly below that button and you will be instantly added to the list and be notified of proven winners that you can promote as an affiliates. I save you all of the trial and error.

You will be able to leave that list at any time simply by clicking on a link in any message that you receive from me via that chat bot :-)

OK...

“Let’s Get This Party Started!”

In your corner!

*Willie Crawford*

<http://WillieCrawford.org>

# About The Author



Following a 20-year plus 10-month career in the U.S. Air Force, Willie Crawford decided that it was time to go full-time running his internet business which he had started in 1996 (7 years prior to retiring).

Willie's various internet related projects include:

- Publishing a best-selling soul food cookbook
- Publishing an inspirational biography
- Writing over 200 ebooks
- Host his own live Internet Marketing seminars
- Hosting a weekly radio show (podcast)
- Training and certifying over 20 joint venture brokers
- Orchestrating the launch of dozens of product launches in the capacity of a Joint Venture Broker
- Creating over 180 of his own information products
- Owning a web hosting company
- Teaching Relationship Marketing to tens of thousands of subscribers
- Personally Coaching/Mentoring countless Internet Marketers

- ... and far too many others to name :-)

To subscribe to Willie's ezine where he shares his very best internet marketing tips for 100% free, simply fill in the form at:

<https://forms.aweber.com/form/32/1457959732.htm>