

Hello

I have been to purgatory and it is located in the IKEA car park near Wembley, close to the infamous Hangar Lane gyratory in North London . . .

It is always a Bank Holiday Monday . . .

And the place is heaving . . .

Much as I admire IKEA and their sleek world- dominating Scandinavian design, I have long held a complete block on visiting their stores.

Let me explain.

Many years ago Heloise and I were living in a tiny flat high above the Marylebone Road. Like any couple with limited budgets and keen to feather their nest, we headed to IKEA . . .

Ok, so I should have seen the warning signs . . .

I hate crowds and as this was a bank holiday weekend the store was sure to be packed. When we eventually got to the car park, after what seemed like hours of queuing, I had what I can only describe as an existential crisis.

'Let's go home,' I said.

'But we've only just got here'

'I know, but I've seen enough . . .'

OK, it wasn't my most mature hour, but I simply couldn't face leaving the car and join the heaving masses to be ushered along like cattle through the cavernous store. I could not face the further queues in the warehouse where we would pick up the various flat packs and then take them to the checkout.

Worse still, we'd have to somehow fit these flat packs into Heloise's compact Renault 5, returning to our 6th floor flat, transporting the flatpacks up the stairs and then . . .

I would have to face the terror of assembling the wardrobe/ coffee table/bookcase . . . with nothing more than a Phillips screwdriver and a flimsy instruction sheet!

Big problem! I am not a natural DIYer. I don't have the patience or the application. I am sure I am not alone.

There must be thousands if not millions of others in the UK alone who would do almost anything to avoid the whole IKEA experience and just wave a magic wand and have the furniture appear in your home, fully assembled.

Well, finally some bright spark has come up with a solution to this problem and it's a very neat small business idea the more entrepreneurially minded reader could try out for themselves!

Go check out the guys at:

<http://www.unflatpack.co.uk/ikea-delivery-service.htm>

These guys will actually take your order, go over to IKEA, pick it up and deliver it to your door. No circling the car park for a space or standing in queues for hours.

For an extra charge they will even assemble it for you!

How about that! OK, so it's going to cost you around £70 or more for a single item, but surely that's worth all the stress and wasted time!

Identify a problem and offer a solution! You can't get more basic or compelling business model than that.

Got corns? Bad breath? Dandruff? Paying too much for your car insurance? Can you see how some of the most popular and enduring sales propositions are fulfilling the problem-solution scenario?

Here is just a small selection of some of the most successful headline sever written (thanks to Jay Abraham!)

YOU CAN LAUGH AT MONEY WORRIES --- IF YOU FOLLOW THIS SIMPLE PLAN

THE SECRET OF MAKING PEOPLE LIKE YOU

ARE YOU EVER TONGUE-TIED AT A PARTY?

DO YOU MAKE THESE MISTAKES IN ENGLISH?

WHEN DOCTORS 'FEEL ROTTEN' THIS IS WHAT THEY DO

FIVE FAMILIAR SKIN TROUBLES --- WHICH DO YOU WANT TO OVERCOME?

TO PEOPLE WHO WANT TO WRITE --- BUT CAN'T GET STARTED

I could go on and on and on . . . but you get the gist!

Identify and clearly state the problem, then offer a solution!

If you need some inspiration for some problem/solution money-making ideas you could start today, here are my top 5 . . .

1. Ebay Trading Assistant (Problem: people are too busy/lazy to sell their own stuff on eBay.

You do it for them and take a cut of the

revenue.) Entrepreneur Magazine calls it 'the hottest business opportunity of the decade.' For more info check out the details here:

<http://canonburypublishing.com/ta/>

2. Grey PC (silver surfers need a hand getting online and hooking up their PCs - hire techsavvy and trustworthy students to help)

3. Parking Space broker (become every commuter's friend and make money! Find unused parking spaces in major towns and cities, rent them out to commuters and take a slice of the action!)

4. Personal Concierge (Cash rich, time poor people need help! Everything from a reminder service to booking holidays, house sitting and personal shopping)

5. Home Service Broking Agency (recommend the best plumbers and other trades people in your area in return for a cut of work done)

By the way, if you are a WRMM reader, then you will have blueprints of ALL of these Problem/Solution micro business ideas. If not, you can gain instant access on the subscription website by going to:

<http://www.whatreallymakesmoney.com/>

Foolproof Forex Update

We're now into week 4 of the test and the majority of testers are reporting excellent results . . .

Last week saw potential profits of 187 pips - at £1 a point that would be £187, at £10 a point that's £1870!

OK, so the testers didn't get onto every trade, but the potential to make profit is clearly there . . .

Here's what one of our testers had to say:

'I started this week paper trading as usual. I had a great start and by midweek I had made over 50 pips, which when added to my previous two weeks totals took me to over the 100 pip mark.

That was the point where I had promised myself to have a go 'for real' and on Thursday I did just that!

The first order placed went really well - I made £28 which I shouldn't have done as I set the stop loss to 10 pips. I was really nervous at doing this live and I can only think that somewhere I had my figures wrong - but not complaining because I was up £28! The same day I managed another two winning trades, both I stopped manually, one netted me £2, the other £3.

Then I had my first losing trade and thank goodness for stop losses because I only lost £5!

Friday was not particularly good as I had loads of trades not trigger (I had set my trigger to 12) and of the three that did I had two losses and a breakeven - because it triggered and I managed to stop it before it went to a loss.

I have finished the week £18 up (based on £1 a point) so still not bad. I have learned lots more by 'going live' and I think perhaps I should have done it from the start of the week because it really is a whole lot different than doing it on paper!

I am looking forward to this coming week because I know it's a learning curve and I really want to do well at it.

Here's to next weeks profits... ;o)'

So where do I stand on Foolproof Forex? Let me lay my cards on the table. I am impressed. Yes, this is a basic strategy that is perfect for anyone new to Forex speculation. And yes, it is speculation and should only be entered into with

money you can afford to lose.

This strategy can make you money if you follow the EXACT steps set out by Louise. More, I am extremely impressed by Louise's passion and commitment to delivering a quality after-sales service.

In response to the feedback from the WRMM test panel I am now working with Louise to put together a new and enhanced version of Foolproof Forex that will include spreadsheets for calculating trades plus some extra support and mentoring.

But if you can't wait for the new and improved version and want to get your hands on the report without the extra bonuses, then go to this link now:

<http://snipurl.com/FoolproofForex>

I've gone Beta test Crazy

Hot on the heels of Foolproof forex, I'm testing something myself. Clive Keeling - the braniac editor of What Really WINS Money has been doing a covert test for his Lay Profit Alert Service. Using the betexchanges (essentially a way for you to become a bookie online), Clive is making money by picking horses to lose!

By combining his own strategy to select the losers with a staking plan that allows him to compound up his profits whilst minimizing the hit from a losing run, he has come up with what could be the perfect 'get rich slow' betting plan.

Just look at the results . . .

Anyway, he has helped me to turn £1,000 of my own money in £1,261 in 3 weeks. That's a 26% return in 21 days - all tax free! If this continues that £1,000 could be a very tasty £10,000 by Christmas!

Ho-ho-ho!

And since 1st January 2007, a £3,000 account has grown to £5,600 - almost doubling the bank in less than 8 weeks!

As you can probably guess - this is a big deal and I have 'persuaded' Clive to turn his part time experiment into a real-deal Lay Profit Alert service. It goes live on Monday 5th March. If you are at all interested in reserving your place (they will be limited), you need to receive his FREE weekly e-letter. You can sign up

here:

<http://canonburypublishing.com/wins/>

He will then send you details of how you can reserve your place next Saturday.

More Beta testers Wanted!

Remember Don't Tell The Professionals from last year? Well it's back in a fully revised, updated and packed with plenty of new features.

We are now focusing exclusively on spread betting FTSE 100 stocks and the new results are very exciting!

The new course will include a top of the range bespoke trading software programme (normally retails at £2,000!). This serious piece of kit virtually automates the trades by identifying where the professional money is moving and alerts you to the specific stocks you can trade.

I am now looking for 10 serious and diligent traders to become guinea pigs for the new 2007 DTTP version.

I am willing to provide those 10 people with full access to the course, software, data feeds, support - the lot! In return you MUST go through the course and begin actively trading (paper trading is fine).

We are still in preproduction stages, and it might still be a little rough around the edges (ie: no fancy packaging!), but everything is there for you to start profiting from trading the FTSE Blue Chips by tracking professional big money activity

. . .

Interested? Then email me directly and let me know why you should be one of the lucky 10. The closing date will be next Friday, the 2nd March.

And finally . . .

Insider Signal Wanted!

A WRMM reader is desperate to get her hands on a copy of The Insider Signal. Here's what she said:

'Nick - Would it be possible for you ask in your eletter if any one who has the course if they wish to sell it with web support. I would really appreciate this. Many thanks.

Fatima

fatima.riordan@virgin.net

That's you're lot for now . . .

Regards

Nick

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