

Hi

Did you spot the blooper?

I was delighted to see such a huge response to last week's freebie e-book offer: 'The Fast Track to Financial Independence' by brothers Stephen and Paul Sutherland.

It's a great read and I am sure anyone who took the time out to read through the 400+ pages will be well pleased.

If you missed it, you can still download it here:

<http://www.fasttrackuk.com/content/canonbury/?r=canonbury>

You may recall I mentioned that the brothers had 'turned £19,000 into £783,000 in 3 years investing in boring 'ISAs'! That is not totally true and I just want to clarify for the record. Yes, the lads did increase their capital by more than 40 times BUT they didn't do it with ISAs.

Instead they did it with regular 'boring' share investments.

Still a great achievement in my opinion! Anyhow, I got an email from the brothers who wanted to make sure that readers knew the truth. Now that's what I like to see in this business - a bit of honesty and integrity!

Network Ahoy!

Last Friday I attended a networking lunch for Internet Marketers. As soon as I sat down for pre-lunch drinks a WRMM member introduced himself! He had so many great ideas (one that could be a brilliant new twist on my ill-fated forestry investment blueprint), that the afternoon more than paid for itself in 5 minutes flat!

I would recommend anyone who either has an existing Internet business or are seriously considering starting one to attend the next meeting.

Not only would it be great to meet you BUT you will also have a chance to mingle with some very switched on people who are willing to share their knowledge with others.

To find out more, go here:

<http://www.london-lunch.com/>

Another date for your diary . . .

If you are an inventor or have come up with a product idea you think should get the recognition and commercial success it deserves, then I can highly recommend attending the full-day Invention Intelligence INSIGHTS workshop. The day is free (yes, what a breath of fresh air) and there is absolutely no upsell! It's run by a very smart woman I met at a conference earlier this year - her name is Cally Robson and she really does know her stuff.

The workshop takes place on Friday 15 June, 10am to 4pm at the Business & IP Centre of the British Library in London, NW1 2DB.

To get the most out of the day, you need to have one idea for an innovative business idea, invention or new product and be ready to do some hands-on work. It will be pretty practical, so don't book if you're just interested in sitting in.

To book, go to:

http://www.ideas-into-action.co.uk/workshops_and_clinics.htm

Make sure you scroll down to Invention

Intelligence INSIGHTS. You'll find more info there too.

One drawback - Cally can only take 5 more on the workshop and you must book a place (the £20 booking fee is refundable when you attend the workshop).

Forex Update - £24K in 17 weeks!

I'm getting a lot of mail from people wanting to know how well Louise Woof's Foolproof Forex strategy is doing. Well, I just got the latest weekly figures and it is very impressive indeed!
Since I started tracking results in January, a £10 per point bet would have returned a massive £24,050 in just 17 weeks. I think this is further evidence that Louise is definitely onto something big!

For more details just go here:

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

Small town honey pots?

Just had an email from a WRMM reader who had set up a brilliant little website for his local village. Check it out here:
<http://www.oldcatton.com/>

You know, there's something about this site. I think it is the simplicity and the clear navigation and the obvious passion that goes behind it.

But it is missing one thing - money-making revenues!

They are pulling in up to 15,000 visitors to the site each month but aren't translating that into cash.

My guess is those names are highly qualified coming via an organic search engine. Sure enough they have Google's top position for the 'Old Catton Norfolk' keywords and I suspect that is purely because they have populated their site with genuine and relevant information.

I bet they haven't spent a penny on SEO or google adwords!

A website focused on a small town or village is such a brilliant niche, I doubt if there would be much competition and it could be a great little earner for anyone with a bit of time and interest in local life.

So how could you make money from your own local site?

A couple of ideas that spring to mind: with this flow of traffic each month, I would capture email names and creating a weekly eletter that contains the latest news about the town as well as embedded affiliate links for relevant products. Ideally you'd want to do something with local businesses, but failing that you could check out Commission Junction and sign up as a publisher:

http://www.uk.cj.com/about/cj_marketplace.html

Another way of making an income would be to act as a broker for recommended local businesses (say builders, plumbers, mechanics etc) and then do a deal where you get a percentage of any jobs they do?

And what about selling postcards, prints, local history books, and genealogy services? Your website visitors are obviously interested in the town, so they would be primed for a sale.

I'm going to research the potential of this further and will report back.

Right, a long wet weekend stretches ahead. Heloise's brother is looking after Zac for a night so we can go try a new Japanese restaurant!

Then it's off to Birmingham to visit my parents. I've got a special surprise for them. Alas, I can't tell you what it is until next week as they read this e-letter.

It's something that - I hope - will make them proud!

I'll fill you in next week . . .

Have a great bank holiday

Nick

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