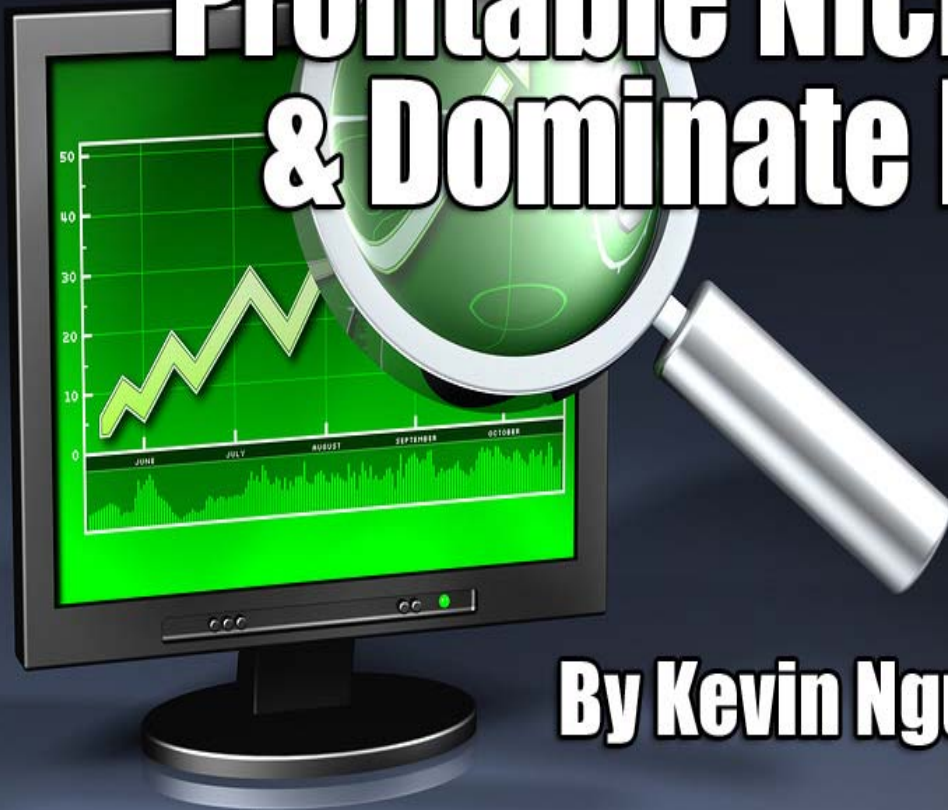


“How to Choose a Profitable Niche & Dominate It!”



By Kevin Nguyen

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About 'How to Choose a Profitable Niche and Dominate It'

Published In the United States by PHTPublishing.com

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How to Choose a Profitable Niche and Dominate It

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How to Choose a Profitable Niche and Dominate It

“When it comes to creating your online business the best way to insure your success is to find a niche market and then claim the throne in that niche. There are many sites that are available to help you build your computer empire, but [Cracking Online Wealth Code](#) is definitely at the top of the pack”

The internet is the best way to learn about finding and claiming your place in a niche market. John Truong and Kevin Nguyen are two of the guys to help you navigate your way through the vast conglomerate of website support and noise and keep you focused on your goal of achieving success through the internet.

John Truong is well known among the internet circles. He has launched a successful career over the internet. Kevin Nguyen has been working with the mentoring of John to learn and establish his first niche business. With the help of his mentor, Kevin has been able to make over \$200,000 in his first year of internet business.

Anyone can create and launch a successful internet niche business.

It just takes some time, some planning, some understanding and plenty of effort. Success in any market or industry is not necessarily easy, but with the help of Kevin and John the process is made simple.

This report is designed to help you establish your niche by determining the best path for you and your business. You will learn to recognize trends, to recreate trends to your own personality and to follow your passion. If you don't enjoy what you are doing then you will always struggle with success.

With the help and suggestions you will find throughout this report you will begin to develop an expertise in the internet niche of your choice.

Knowledge truly is power.

The more you know about your niche, the more you understand that niche, and the stronger you become established as the leading authority the quicker subscribers will come to you.

You will also receive industry tips and secrets to help you quickly build your internet niche and to dominate that market. Learning how to gain subscribers and keep them is the best way to push yourself to the success you want (and need) with an internet business.

There is not magic bullet when it comes to success on the internet, but this report comes as close as anything to helping you become the niche kingpin that you have been hoping to be. Following these guidelines will help you create a niche market with high subscribers and high income.

Like anything in life worth having, finding a profitable niche and then dominating that niche will take time and effort.

Success can come to anyone that is willing to put in what it takes.

Begin with What You Know

When you set out to start your internet business, the first thing that you should think about is what you already know. Make a list of your hobbies, interests, education and work experience. Don't edit your list at this point. Add everything that you can possibly think that you do or enjoy.

Use this time to think outside the box. Remember classes from college, high school and continuing education where you received information that might be helpful to other people. Keep in mind the books and magazines that you read (and the information you have gleaned from them). What ever knowledge you have rumbling around in your brain, this is the time to put it down on paper as a strong point.

Go through a regular week in your life – what do you do in your daily life that other people might find beneficial. Are you able to home school children of different ages, do you feed a large family on a tiny budget or do you have a chore system that keeps the house clean and functioning no matter how many activities cloud the calendar.

There is plenty of information that you have right now that would help other people and that many people would be willing to pay to learn.

[The key](#) is to get the possibilities laid out in front of you and then to begin to build a plan around that information that will help you create opportunities for wealth to flow your direction.

Next you will want to expand your list even farther by asking friends and family about what they feel are your strong points. Get the people that know you the best to make separate lists about areas where they think you shine or have a great deal of knowledge. Make sure they understand that the only right answers to this project are lots of answers.

Take the list that you have made and that you have asked others to make and combine them. Now use that list to create categories by taking things that go together (or could go together) and putting them in groups. It will probably be best if you start this process from on a new piece of paper. If sewing, crocheting and needlework are on your lists then make a category of crafts. If baking, organizing, and cleaning are on your list then create a category of home.

It is okay for an item from you list to cross over into more than one category. It is also okay to end up with as many categories as you had items on your list. This is strictly a brainstorming session to help you develop a direction for your online enterprise. The more that you have to work with the better off you will be in the long run.

After all is said and done, you will have several possibilities for launching your internet niche. The next step is to decide which area is closest to you heart and will bring you the most joy. You will work harder at the things where you have the most passion, so make sure that you choose a niche category that you will enjoy working with day in and day out for month after month.

Choose Your Passion

Most everyone is good at some things that they don't really enjoy doing. They have the talent or the gift, but they just don't have the heart. Although it might be possible to find moderate success in areas that you are simply good (or talented), you will find much more success in those areas where you have a deep seated passion.

1. What would you do if money was not an object? If you won the lottery tomorrow or came into an unexpected inheritance, how would you spend your time? If you would still go to work every day because you enjoy it then you probably have a passion for your chosen career. If you would spend all your time working in your garden then your passion lies in your plants. The things that you would do whether you could make money or not are the things that you have the most passion towards.
2. Would someone else pay you to do what you love? You might be surprised to find that there are people in the world who hate to do the things that you love the most. Your neighbors might be willing to pay good money to have you bring over a nice dinner each night (or have it in their own kitchen when they come home). Your green thumb might translate into greenbacks if you take some of your plants to the flea market or fairs and sell them to eager buyers or you might could do some digging in someone else's yard for a few extra dollars.
3. Can you turn the knowledge you have gained from your passion into a career? This goes back to the same principle that you discovered in #2. Just because its something you know doesn't mean everyone else gets it. You can take your knowledge and love for numbers and balance other people's finances for them. You can take your knack for saving a few dollars at the grocery store and teach others to do the same (or do it for them). Your knowledge and experience in an area of life may be the perfect way for you to create a living.

Finding your passion is easy as 1, 2, 3. You just need to ask yourself a few questions, review the list of strong points and categories that you have generated and see where your heart beats the strongest.

Once you find your passion or passions then you are just a few steps away from creating your online niche and [becoming a dominating force in that particular niche](#). Keep in mind that you don't have to be formally educated in an area in order to be successful in that area.

What counts the most is your knowledge, experience and your passion. You will soon have some steps that will help you establish yourself as an expert in the categories you choose to pursue.

Before you jump in to far, you need to test the waters a bit and see which direction you need to be heading.

Research the Market

It is important to know what you are getting into before you jump in to deep. It will only take a little bit of time and effort to determine if the categories that you are passionate about are strong candidates for niche development.

1. Do a keyword search.
 - a. First make a list of all words that you think are associated with the niche you are most interested in pursuing.
 - b. Include common phrases that would be used when talking about the niche.
 - c. Use one of the free sites available to see how relevant the keywords and phrases are according to searches that other people are doing.

- d. With the list of most relevant keywords you will be able to create the best name for your website and the best description for drawing an audience.
2. Just Google it (or use the search engine of your choice). You need to get a feel for how many people, companies and websites you will be competing against when you do launch your internet niche. Do a search for a couple of the keywords and phrases along with the title that you have settled on.
3. Check the domain registrations sites to see if the title you want is available. There are several different options on the internet for just this purpose. Most people have their favorite, but research the pros and cons of each before you make your decision. Once you find a registration site you will need to check your name.
 - a. If it is available then you might want to consider purchasing the domain name rights.
 - b. If is it not available then some of the sites will offer alternative suggestions that might pique your interest. Other wise you will have to go back to the keyword search and start over until you find a name that is available.

Finding the best keywords will help you better understand the market. You will begin to understand what people are searching for and how to meet their needs. Once you have found the top phrases for your niche and discovered the best possible name for you new internet creation, it is time to scout the competition more completely.

Know the Competition

It can be invaluable to you to take some time to visit the top websites in the niche that you want to enter. If you want to get to the top, you should emulate the ones that are already in that position. You do not want to copy what they are doing, just learn from their experience.

1. What does the site look like?

Notice the colors of the background and the text. You will likely notice that the top websites in your desired niche do not look like the rest of the niches.

- a. Take note of the text – style, color and size
- b. See how things highlight (or change color when the cursor moves over them).
- c. Consider the graphics or pictures (or lack of them).
- d. Be especially aware of any advertisements – the number, size and placement.
- e. Notice the links that might be on the site. Sometimes these can be valuable research sources as well.

2. Comment on the website or register with the services so that you can get updates about the site but also so you can begin to build a rapport with other people in the niche that you are interested in pursuing.

3. If you feel confident (and comfortable) you might consider emailing the site owner or writer directly.

Let them know your business – that you are looking to launch into that niche – and you might be surprised to discover that [successful people aren't afraid of other people](#) in the market. The owner might even be willing to take you under his (or her) wings to help you along the way.

Learning the competition is a valuable tool in any industry. It can be especially valuable when you begin working on developing your internet niche (and ultimately becoming a dominating factor in that niche).

By spending a little time looking at websites that have the top spot in the niche that you are interested in pursuing you will be able to develop the most effective website for yourself. You may also be able to work with niche leaders that may be willing to mentor you and guide you into the competitive field. Use the information you have discovered (and the connections that you have made) to help you to build and develop the ultimate niche website.

Building a Better Website

It can be easy enough to just slap a website together and call it a day, but most industry experts will tell you that the right website can make all the difference. In order to make money from your niche, you have to be able to bring people to your website. You do this by creating information, inserting keywords and utilizing all the tools of the internet.

1. KISS – Keep it Simple Silly. That mantra holds true in almost everything you will ever do, but it is particularly true for the internet. Making websites graphics heavy, widget overwhelmed or just plain busy not only distracts from the information that you are trying to sell but could make it difficult (or impossible) for some people to load. Remember the number one factor is to get more people to visit. Losing just one potential subscriber or buyer could mean losing much more than that one sale.
2. Find a host to get your website up and running. You may have some local companies that will work with you (on developing and establishing your site) or you may just prefer to work with the company that you purchased the domain name from earlier. Be sure that who ever you choose will be available to assist you if you run into problems (because odds are that you WILL run into some problems along the way).
3. Learn some basic lingo. If you know nothing about HTML, it doesn't hurt to take a quick course just to get the basics down. You don't have to build your website from scratch, but it will help to understand the language if you want to tweak or change your site once it is up and running.
4. Use the search engine tools completely. You will need to insert your keywords in your metatags, the site description and any where else it might be relevant. You will also want to submit your site to the search engines.

5. Give them what they want. Once you get the site up and running and have tweaked the look of it, you need to begin posting information. A blog is a great way to post a regular stream of information. Be sure that what you post is quality information that will bring people to your site and encourage them to stay around.
6. Protect your website. If you don't know how to load programs to protect your website from spammers then be sure to find someone who does (some hosting companies will do this kind of project for you).

If you build it, they will come. But if you want the real numbers to head to your site, you will have to find ways to promote your site and draw the visitors.

There are a number of ways that you can increase your visitor numbers, but content will always be king. Without good content, the people may come but they will not be sticking around for very long – particularly in a niche with heavy or strong competition elsewhere.

Building Your Readership

Getting quality content is a great start to building your readership and increasing the number of visitors to your site. There are almost an unlimited number of ways to increase the visitors that your site lands. You are really only limited by your imagination (and maybe your time).

1. Other websites. Sign up to post on forums related to your niche (or in your niche). Include your website in your signature when you post (this can usually be done when you are in the process of registering). Visit regularly and always make posts that are helpful and relevant.
2. Participate in blog carnivals (if you have a blog on your site). You can find these by doing a search for blog carnivals. Submit some of your top posts for consideration. These sites will post your link on their sites and you will increase your visitors (and also begin building your backlinks).
3. Post some of your articles on the free articles sites (like ezinearticles and other similar websites). Be sure to include a link to your website in the author's block. You will again draw more visitors but also have a chance to build more backlinks.
4. Use your emails. Put your website link in the signature portion of your emails. Every time you send an email (whether you compose it from scratch or just reply to an existing one) you will pass along a link to your website. You might be surprised at how many people visit that get your link that way (and even more surprised at how many pass that link on to friends and co-workers).
5. Use word of mouth – or word of internet – to let people know about your website. Send a news release to all of the people in your email lists telling about the website and all of the amazing features that it offers.

6. Post regularly. People like consistency in their lives and in their internet options. The more regular you are, the more likely you will be to build a loyal readership. It is also a good idea to post fairly often (several times a week to several times a day).

To become the leader in any niche market, you have to have customers. Building your visitor numbers can take as much time or as little time as you are willing to invest. The more options you try and the more often you try them, the better (and quicker) your results are likely to be.

Reaching the top of your niche can also come easier if you can establish yourself as an expert in the field. You don't have to have formalized education – life experience is just as valuable.

Establish Yourself as an Expert

When people are looking for information – about a product, a service or just an aspect of life – then they prefer to listen to someone who knows the most about that subject or niche. You will have to promote yourself in a number of ways in order to become the dominating factor and a leader in your niche. Remember that it is the experts in different fields that will ultimately become the people most likely to sell books, products or just subscriptions to their sites.

It is not necessarily easy to establish yourself as an expert in any field. It does help if you have an educational background (preferably with a degree to show off) in the subject or niche area.

But [education is not everything](#). It is still possible to establish yourself as an expert if you are willing to put in the time and effort required.

1. Get in with the in-crowd. You need to know the top people in your niche and you need to be constantly aware of what they are putting up on their own websites. Reference their material, comment on their sites, or even write posts and articles that are inspired by the things that they are writing (just make sure everything you publish is your own work).
2. Become a guest blogger. Just like with a print magazine, contact the website owners of some of the blogs in your niche and offer to write a blog (or even a series of blogs) for no pay – just ask that an author's box be included so readers can find more of your material at your site.
3. Get your name out and the name of your website. You can do this by posting quality articles on all of the free articles sites. Include a link to your website in the author's box and also include some information about what makes you the best person to write about the subject.

4. Regularly visit forums and other groups that are top in your niche. Post quality responses to questions and even create articles based around the questions that you can then refer to the readers.
5. Create an About page that includes all of your accomplishments in the niche. Include any work you have done in the field (whether or not you have been paid) and material you may have written and any other pertinent information about your skills, education and abilities.
6. Keep learning and growing and presenting new information everyday. The more you know the easier it is to become an expert in your field.

Being an expert in any field can make it easier to be successful in that field. There are still more ways to dominate the niche you have chosen even if you haven't reached expert status just yet (and your success will help propel you to expert status even quicker).

Give Your Website More Substance

Once you have established your website and have managed to build a regularly increasing subscription numbers (and visitor numbers), it is time to take your website to the next level.

Create a forum for new and established visitors to discuss issues surrounding your niche.

1. Start by contacting your host and getting that company (or person) to help you figure out how to work the forum. This is another good reason to have a strong working relationship with what ever company you chose to host your websites.
2. Gather up a few friends and get them to help you get the forum on the road. Ask them to post questions and responses that relate to the niche.
3. Make the membership for the basic sections of the forum free and encourage your friends and family to spread the forum site around.

Put together a services area – again with the help of your host.

1. Offer limited consultations (maybe through a chat system) for premium members of your website.
2. Sell reports, critiques or other services for a discounted price to premium members (and make the price of non-members high enough that becoming a member is well worth it).
3. Create plans or programs specific for the individual.

Create a regular newsletter to be emailed to subscribers.

1. Invite members to submit their own tips and suggestions for the newsletter.

2. Offer special articles or ideas that aren't available on the regular website (so subscribers feel like they are getting that little extra of your time and effort).
3. Make the newsletter the place where you announce special contests and other events.

Climbing to the top of any niche will take time and effort. Making your website the best (and the one with the most information around) is a great way to find that top. You will have to continue to expand your subscribers and your techniques if you want to continue to remain on top.

Use eBooks to Build Your Membership

People like getting things for free – or to at least get a great deal on what ever it is that is being offered. You can offer free eBooks that give much desired information about your niche to people who subscribe to your site (as a way to generate more names for your email list) or you can sell eBooks on your website (as a way to [generate more income](#) for your bank account).

What is an eBook?

An eBook is a report or short book that is written specifically for the internet. It will often include hyperlinks to useful websites or to sections of the eBook. The material can be copyrighted and considered original work of the author. The author can offer the eBook for free to download or can charge a fee for the eBook.

Step One to Your eBook

If you are going to create an eBook then you will have to start writing. Write words and ideas that are interesting and alive. If you are bored then it is likely that your readers will be bored as well. Be sure to include steps and bullets that can be practically put into place.

Step Two – Lay it Out

Keep your layout as simple as possible. Remember that you are creating it to be read on the screen of a computer. Make your pages as wide as possible (make your margins smaller) and use a format that can be easily read by a variety of browsers. Most experts recommend that you save the file to PDF.

Step Three is All in the Words

Write information that you know or have experienced yourself. Include tips and hints that helped you get to where you are in your niche. Use information that satisfies a need (or sometimes a want).

Use anecdotes to bring your ideas to life.

Be sure that you get all of your facts and figures straight. Take some time to research the information and get the most up-to-date information that is available.

Step Four is About Protection

Many writers worry about their work being stolen under normal conditions. Pasting your hard work on to the internet may seem insane. The truth is that people do steal work and use it on sites with out compensation (or even a backlink) to the author, but the gains far out weigh the risks.

Copyrights are established by simply posting your work (if you live in the United States or in Europe). If you want to take it to the next level then you can state on your eBook that the work is copyrighted and can not be reproduced without your express and written consent.

Step Five is to Ask for the Sell

No matter what field or niche you are in (and no matter what you are selling) it is likely that you will never get a close if you don't ask for the sell. Have a way to ask your visitors to purchase your eBook or to receive it for free.

Writing eBooks can be a great way to supplement your income, increase your subscribers and begin to increase your place as an expert in your chosen niche. How you lay out your eBook and how you distribute it may change with each one that you produce.

It is certain that no matter your direction, eBooks will [help you get where you are going](#) just a little faster.

There are other options – other than the eBook – that are similar in function and in creation. You can make workbooks, study guides, and create online courses or even record audio lessons for your

visitors. The more ideas you come up with and the more options you offer your visitors the greater the response is going to be.

Link Building Increases Niche Domination

Many of the ranking sites want to know that your site is stable and legitimate. One of the ways they determine is by the number of backlinks you have. It can take a little time and even some effort, but developing links is really quite simple.

- *Use the Social Media Sites and Other Connections*

There are a number of sites that list content and link to that content. Take full use of places like Digg, Reddit and other similar sites (that are rated by readers). Digg and Reddit are mostly about content. Squidoo is the perfect place to build your reputation as an industry expert.

The key to getting people's attention on article sites is the headline (but don't forget the quality content either) and each social site has a little bit different audience. Make your headlines site specific. If you write a strong headline, people will be driven from these social sites to your niche site.

Social Medias prefer that someone other than you submit your articles. Team up with a friend to get the most out of social media for increasing your links.

Some sites are more about information than socialization. Wikipedia can be a good place to build a page about your company. If you have not yet established yourself in the industry then this may not be possible yet. As an alternative you should look through the site and see if you can add your information to any of the other pages that are focused around your niche.

Be sure that your RSS feed is easy to sign up to receive and also easy to find on your website.

- *Link to Other Blogs*

Everyone likes to be noticed. Find some other sites in your niche (or in related niches) and link to information or articles that are posted there. Be sure the link is relevant to the site and to the material (just linking for linking sake will not accomplish very much).

- *Networking Is Also for the Internet*

It is important to make connections in the internet industry and particularly in the niche that you are developing. Visit forums, social sites and other websites that offer you a chance to connect with people on a personal level. It's not just what you know but who you know can help also.

- *Ask for the Link*

Find some of the top sites in your niche and build a rapport with the site owners. Ask for a link to your site. It is best if you have already linked to that site at least once before you ask for a link back to your site. Be sure to give them the URL of where their link is located on your site.

You will want to target the websites with the highest ranking in your niche but also in the related niches that do not directly compete with you. Keep in mind that you will not be the only one targeting them because everyone wants to benefit from other people's hard work. Focus on the sites that you truly enjoy.

Internet etiquette says that you can make one second request if the site owner does not respond to your first request, but after that you should drop the matter and move on. Thank you notes are a must if you do receive

the reciprocal link (and continue to visit the site - don't just toss them like last weeks leftovers).

- *Give it Away*

Freebies, contests and tools can all be great ways to increase your links.

Building links is really founded in quality content, but it helps to know a few tricks to get the numbers to rise a little faster (and easier). Developing an online business is not really that difficult.

Like any market or industry you just have to know what you want to do and then find the best way to accomplish that task. Niche markets can be the greatest investment in the internet industry. Finding the right niche for you and making your way to the top of that niche is just a few steps away.

1. Choose a niche where you already have a comfort level or knowledge. Use your education, life experience or general knowledge to help you determine the direction for your online enterprise. Keep in mind that you don't have to have the educational pedigree to make a [success in any niche](#).
2. Have a heart for the niche. If you love what you are doing then it will show in your work. If it is painful to you then it will be painful to those around you. Stick to something that gets your fires going.
3. Build the best website. Use easy to load graphics and design to make your site compatible with different browsers and different connections speeds (there are customers out there still stuck on dial-up).
4. Understand the market place. If there is an active market then create a place for you in it. If the market is not there yet then it just may require more work but you can find ways to develop the market that you need.

5. Meet the competition. It is always a good idea to visit the people and places that are competitive in the niche that you want to pursue. Become a regular visitor and even a contributor. Knowing the competition could give you a big boost as you develop your domination of the niche.
6. All the tricks and gadgets in the world won't help unless you create a friendly and inviting atmosphere for your visitors. Create a website that people want to visit. Include some graphics (but keep it simple and easy to load on any browser). Focus heavily on quality, informative content. And be consistent in posting information on a timely and regular basis.
7. Bring on the readers. Without customers or subscribers you will never be able to climb to the top of your niche. Learning the tips for drawing visitors will help you dominate in what ever niche you choose.
8. Become an expert in your niche. Offer to guest write for other sites (not necessarily IN you niche, but related directly to that niche). Submit articles to the free article sites like ezinearticles. Include your link and information in the author's box. Visit other sites and offer helpful and relevant information.
9. Make your site more than the other sites. Offer services (like workbooks or online consultations), substance (with quality posts) and interaction (using forums or chat rooms). The more that you offer within you niche the larger variety of people (and therefore the higher number of visitors) you will appeal to and hopefully compel to stick around.
10. Understanding how to write, use and release eBooks can help you increase your numbers (both subscribers and visitors) and also increase your income (with sales of the eBooks).

11. Links are a great way to increase your domination in a niche market. There are a number of ways to develop links and the best method is to go after them all in one form or another.

Anyone can find their way into internet market success. Depending on skill level when it comes to computers, knowledge of a niche and even existing connections with the internet industry, it will take some people a little longer than it will others.

Success is not pre-determined. Hard work (and sometimes the use of tips and shortcuts) along with determination can take you a long ways toward realizing your dream. It is possible to establish yourself in a niche industry on the internet and then dominate that niche and develop a living through that niche.

Follow the ideas, pattern and suggestions of the people (like Kevin and John) who have had success in the industry already. Make their ideas your own ideas, twisting and tweaking for your specific niche and for you.

What ever else you do – keep pushing towards your dream.

If you have nothing more to risk than failure if you try then you should try. Keep trying and you will find success in your internet niche and in your life.

To learn how to achieve a phenomenal level of online success visit <http://www.crackingonlinewealthcode.com>