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Nicole Dean's Online Success Talk Radio:

# **Melissa Ingold**

## **Internet Marketing**

### **Sweetie**

#### **& Online Success Story**



**Episode # 26: Transcripts**

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### About Nicole:

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole loves to help online business owners to earn more money AND have more fun! She is an expert in Affiliate Marketing, Affiliate Management, "Lazy Marketing" for passive profits, Outsourcing Effectively, and Marketing with Content. But, she's got a secret. She uses a LOT of shortcuts.

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

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### Resources Mentioned in this Interview:

- [This Article Directory](#) – For "first level of awareness".
  - [This Shopping Cart](#) – You need a way to sell your products, with a built-in affiliate tracking system – also known as a shopping cart or an ecommerce solution. Melissa and I both use branded versions of the same cart.
  - [This Software Program](#) – for creating membership sites.
  - **Hosting** – Melissa recommends [this web host](#).
  - [This Free Survey Tool](#) – For Getting quick feedback from your readers.
  - And, our new PLR site that offers multimedia-ready content: [Coaching PLR Content](#)
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**Nicole Dean:** Hi. This is Nicole Dean.

Welcome to the Online Business Success Cast where I get the honor of picking the brains of men and women who are making great money online and even more importantly are making the web and the world a better place for us at the same time.

Today I'm here with my friend Melissa Ingold. She and I recently launched a site called [CoachingPLRContent.com](#), so we've been working together quite a bit lately and chit-chatting a lot.

Although I've known her for years, I've gotten to know her even more through our interactions on this new project and I've been having a lot of fun with her.

We've found that we have a lot in common and I admire what she's done. She is fabulous at outsourcing. I'm learning from her and I hope she's learning from me during this partnership, because as we work together we have an opportunity to brainstorm a lot. And I like her brain, so I wanted to have her on the show.

So, go check out [CoachingPLRContent.com](#) because we put together something really fabulous there. But, I'm going to move on and introduce Melissa. Actually, Melissa, I'm going to let you introduce yourself and tell us a little bit about your business, how it started, and where people can find out more about you.



**If you could prefer to listen to this interview you can download it at either of these places:**

- iTunes: <http://www.itunes.com/podcast?id=392275832>
- <http://showmomthemoney.audioacrobat.com/download/success-cast-melissa-ingold-nicole-dean.mp3>

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**Melissa Ingold:** Okay. Hi, Nicole. Thanks for having me. Well, I guess first I'm a wife and mom to two kids that are 6 and 9. I actually got started after I had my first child, so that was nine years ago in 2001. I actually knew that I didn't want to go back to work after that. After you have the first one you never want to go back, so I knew I had to figure out some way to make money.

I knew that people were making money somehow from home. I've always been a writer and writing is what I really enjoy doing, so I thought there's got to be a way that I can actually make money with that. So, I eventually got online and I started doing that and I was writing for a lot of different websites.

At the same time, I was trying to learn how to build a website and a mailing list and trying to figure out what exactly affiliate marketing was and how I could do that. Of course, I built a lot of sites and tore them down because I didn't know what I was doing.

Writing was definitely my main source of income for a lot of years. In about 2006 I moved from writing basically just content, articles and things like that, to more copywriting of sales letters and stuff. I found that I really enjoyed doing that and my business grew even more with that kind of service.

But, eventually I moved away from doing all of the work myself and I created a team of contractors so that I was more doing project management. So, I kind of oversaw all of the contractors and then I worked directly with the clients to make sure they got what they needed.

I think the whole time that I was actually running the service business I knew that the clock was ticking because it really wasn't something that I wanted to do in the long term. I wanted out of being a service provider, so I knew that I just had to do something about it.

I figured that the only way that I could do that was to start creating income from my own projects, from more passive income streams. So, that's when I started my first membership site in 2007, it's the Special Report Club, providing content. I figured if that's basically what I had been doing for so long was content writing and providing content to clients then it only made sense to go in that direction.

Then I think the first year it was really hard, it was a lot of work. I think I made like 2,600 dollars for the whole year.

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**Nicole Dean:** Oh, no. People don't understand, and we've talked about that a lot. People think that starting a PLR site is so easy, but it's work. It's a learning curve, isn't it?

**Melissa Ingold:** Yes, it is. It takes a lot. There's so much PLR out there, so it really takes a long time for people to actually take the chance on you and buy something. People are always so worried that they're just going to get garbage. It does take time for people to trust you and for you to build up the site.

Of course, there were a lot of times I just wanted to quit because it was just so much work and it was so expensive to run. But, fortunately, I stuck with it. Actually, the end of last year with my membership site and other passive income streams and sites that I had been building up, the income from that really exceeded what I was making from clients, so I just said, "That's enough." And I fired them all.

I haven't looked back. Of course, I've kept building and now we're going into 2011 and it's been pretty amazing.

**Nicole Dean:** It's been a good year, hasn't it?

**Melissa Ingold:** It has.

**Nicole Dean:** I love this year. I'm excited for next year, because if it keeps growing at the pace it has been I'm very pleased. I know you've had a good year too.

**Melissa Ingold:** It's worth all the work and trouble.

**Nicole Dean:** So, your story is one that I hear a lot. Somebody that starts off as a service provider, usually a ghost writer, which is basically what you started as, and then you realize there's more money in writing "selling words", like copywriting, writing advertisements, that kind of thing, writing marketing materials in general.

Then once you figure out how to write copy – then you know how to write your own copy, so then it's a natural progression of, "Well, I'm writing copy for other people and selling their products, when it makes sense for me to write copy and sell my own products." So, then you start to move off in that direction as well.

It's a very common story and it's a path that a lot of people do follow.

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**Melissa Ingold:** Yes, exactly. I agree with that.

**Nicole Dean:** You've obviously made some good decisions along the way. And we'll be talking about some of your not-so-smart decisions a little bit too, which we all have.

Well, we kind of touched on this a little bit, but why exactly did you choose this type of business that you have now?

**Melissa Ingold:** Well, basically just being able to have the freedom of working as much or as little as I want. Whereas before, as a service provider you had to work, if you didn't work there was no money coming in. Now I don't have to work and there's still money coming in through all the passive income.

So, that's why I moved in this direction and why I'm doing it now, so that I don't have to give up my income if I don't want to work.

**Nicole Dean:** I don't know if you've ever heard me talk about my two-pronged approach. That's what I taught my mom – to start as a virtual assistant or ghost writer so that you have that money coming in that you need. She quit her job, so she needed to make money instantly; she didn't have time to wait for the passive income.

But, have to make yourself be your own client for at least one hour a day and work on your passive income during that time. So, as that builds you can reduce your service based hours and move in that direction.

It's something that I definitely encourage for anyone that's in a service based business to also be building that passive income stream at the same time, whether it's through affiliate marketing, through your own blog, growing your list, or creating a service that's more scalable where you're just overseeing it. I think that's brilliant. It works, because I see it working all the time.

**Melissa Ingold:** Yes. There are a lot of people that don't and it's just so frustrating they're working away at a service business, but they don't really know how to get out of it.

**Nicole Dean:** The thing I find most commonly in people that get into service based business is that they say, "I don't have time to work on my passive income."

**Melissa Ingold:** You make time.

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**Nicole Dean:** That's like saying, "I don't have time to exercise." You have to structure that into your day or else a month is going to go by and you're going to realize that you didn't do it. So, it's a prioritization thing and if you always put yourself last, whether it's your health, whether it's your passive income, your business – and you're always taking care of other people, then that's obviously not a good thing.

I'll get off my soapbox now. I just love your success story, it definitely connected with me. You know I've done service based business as well and I no longer have clients other than my coaching clients, so it's a road I took too.

What would you say the top three things are that you've done to grow your online business?

**Melissa Ingold:** First would be outsourcing.

**Nicole Dean:** Definitely.

**Melissa Ingold:** Yes. And creating valuable partnerships. Then having an affiliate program. I find that a lot of people still don't have an affiliate program and I just don't get that. I think it's really important that you do have an affiliate program.

**Nicole Dean:** Definitely. What's funny is all three of your answers; outsourcing, partnerships, and affiliate program, they're all leveraging other people. It's funny that you say that because those are three of the ways to really grow your business quickly and not be trapped by it.

We just looked at my stats for last year, is it okay if I say how much I made with your affiliate program?

**Melissa Ingold:** Sure.

**Nicole Dean:** So, we we're on instant message yesterday and I logged into my stats for Melissa's program and I said, "Hey, I made 20,000 dollars with your affiliate program last year."

She was like, "Not bad." (I am her #1 affiliate.)

As an affiliate just recommending her program I've driven her quite a bit of business and some of those people I'm sure have become affiliates too. I'm just one affiliate, she's got other affiliates as well, so that definitely brings value.

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Then partnership, she and I are partnering on this [Coaching PLR Content](#) project, so we've both got sweat equity in there. We're also both bringing our own contacts in as JV partners and inviting our own affiliates. We've got our own lists that we're telling about this product. And it's done very well, it's done better than it would have if either of us had launched it as a solo project, I believe.

**Melissa Ingold:** I do too.

**Nicole Dean:** Then as far as outsourcing goes, we both believe in hiring smart people. Neither one of us is searching for the cheapest person, in most cases we're searching for the person that can do the job the best and make us look good. That's one place where we both agree.

Obviously, we prefer to pay less. If there are two people that are equally qualified and can turn it around in the same amount of time, but one is charging half as much -- then obviously that's a factor. But, just as important is the quality and the turnaround time and making us look good in our products.

We both outsource quite a bit. I definitely agree that all three of those things have grown my business as well, Melissa. So, I think that's a fabulous answer. Did you have anything else you wanted to say on that?

**Melissa Ingold:** Nope, I think we covered it.

**Nicole Dean:** Okay. We're going to get into the tools now. What are some of the tools that you cannot live without in your business? If you would, we usually like to do at least three free ones and three paid ones.

**Melissa Ingold:** Okay. For paid, definitely a shopping cart with autoresponder. I use [Quick Sales](#), but I also recommend [Aweber](#) if you just want to build a mailing list and you don't necessarily want to sell products, so you wouldn't need a shopping cart.

Membership software, I really like [Amember](#) for running the membership sites. It's not necessarily like membership monthly programs. We are using Amember for one time purchases for our Coaching PLR Content site. I find that the built-in affiliate program, mailing list, and whole system works together really well, so I like to recommend that.

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And then hosting. I've used [Host Gator](#) since 2006. I really like the ability to be able to host as many sites as you want, which is like 10 dollars a month I think. I've never had any trouble with it and I find their customer service is really great too.

Then free. [Easy Internet Surveys](#), I find it's the quickest way to find out what your customers want and need from you. I actually changed my membership site content that I was providing based on a survey that I did to find out what they wanted and I went that way. So, I like that.

Then I like **Twitter**. Basically for the valuable connections there and I like the fact that you don't get sucked in there and you don't end up spending a whole lot of time. You can hit it really quick and move onto something else, where I find other places you tend to get sucked in.

- Follow Melissa on Twitter [@imsweetie](#)
- Follow Nicole on Twitter [@NicoleDean](#)

Then I would say probably [Ezine Articles](#). I also use an article distribution service, but I don't have my Ezine Articles account hooked up to that, I just use it outside of that.

I basically just use it to build the first level of my sales funnel, which is giving away free stuff without asking for anything in return, like an email address. It helps to create awareness within my market.

I guess that's what I would pick.

**Nicole Dean:** Good answers, I like those. Did you hear me scribbling?

So, what is one mistake that you've made that you've learned from over the years?

**Melissa Ingold:** Oh, that's easy. Outsourcing and not outsourcing sooner. Looking back I think I would be so much further ahead if I had gotten help a lot sooner. I don't even want to imagine the amount of hours I used to spend on answering customer questions and helping them find information. A lot of time.

**Nicole Dean:** It's funny, because I always tell the story about how I was spending an hour a day answering emails and when I outsourced it my bill was like 30 dollars for that entire month. It sounds terrible, but I cared too much and I always want to help people all the way through and I can't, there's not enough of me to go around.

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I can't give myself one-on-one to people when that takes away from my one-on-one time with my family or even my own health (exercising and things). So, as much as I want to do that, I just can't. So, when I outsourced, she had all the answers there, she's just replying, taking care of people, getting them their downloads – and 30 dollars? Okay, I guess I have an issue here. ;)

Obviously my bill is more now, but that was a couple years ago before I had as many products and as many customers, but it was hilarious. I went, "Oh my gosh, I have an hour of free time a day that I can focus on my business" - and I didn't have the mental exhaustion and emotional exhaustion. So, now I have my coaching program where I deal one-on-one with people, but for customer support I've got an extremely efficient person that does a great job and helps them with what they need, but I'm not in the loop as much now.

It works out much better. Plus, you and I, we're both very sensitive too, so whereas something that they get a question on they just reply and it's no big deal, I take it personally.

**Melissa Ingold:** I know. That's where I finally said, "Okay, I can't do this." You're so close to your business, so when some people say things you kind of get pretty upset about it.

**Nicole Dean:** Yes. I think I started outsourcing my customer support when I was crying at a Thai Restaurant. I went to lunch with my husband at a Thai Restaurant a few years ago and I'm crying into my food because there was this mean person that just felt it was their duty and obligation to tell me what they thought about everything.

So, I'm sitting crying at this Thai Restaurant and my husband is like, "I think we need to outsource your email now." When you're crying into your pad thai I guess that's a sign that you went too long. So, yeah, I would agree not outsourcing sooner would be one of the mistakes I made, as evidenced by the Thai Restaurant that I can't go back to now. How embarrassing.

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Would you say that there was a tipping point that got you to success, and if so what would you say that was?

**Melissa Ingold:** Probably creating the passive income and getting out of the services and into the passive income – and really building and growing on that. With passive income your potential for earning more and more is totally unrestricted, so I think that was really the tipping point.

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**Nicole Dean:** You say that and it really makes me proud of what we're doing right now, because with the [CoachingPLRContent.com](#) site, and yes that was an opportunity to drop the URL again, basically what we're doing is we're preparing products for other people that they can then turn into their own passive income streams.

They work for affiliate marketers, info marketers, coaches, consultants, bloggers, podcasters, webinars, etc.

These would also be great for service providers because they can sell their services at the end. They can say, "Here's how to do it or hire me."

There are so many different ways an online business owner can turn this into passive income.

- They can sell the ebook itself as a course.
- They can sell the video tutorials as a separate course.
- They can create short videos for YouTube.
- They can host hour-long webinars with the material.
- They can create a high-end month or week-long coaching program.
- They can put the content up on the Kindle or create physical books.
- They can host offline events using the material – even a full day seminar.

There are so many different ways to get passive income or to charge a higher price than they currently are.

**Melissa Ingold:** Yes, exactly.

**Nicole Dean:** There is just so much potential there with that that we can help other people to create the same kind of passive income that we have and help them to become experts in their field as well.

**Melissa Ingold:** It's also a good opportunity for the service providers that want to move out of doing all the work themselves and becoming more of a project manager. If they can really start using the products to really build up a bigger client base, they're going to have more and more people coming to them for services -- so they can actually start putting together a team and work at growing their business that way.

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**Nicole Dean:** That's a great point, because some of the biggest earners online do exactly that, they offer services (and hire a team) and they are very scalable. I think that's fabulous, I really do.

It's not what I would personally want to do, I don't want to manage any more people than I already am. Managing a husband and two kids is enough.

But, there are a lot of different ways they can use the [Coaching PLR Content](#) to create the passive income and I think we need to do a separate call on that because I'm brainstorming and scribbling ideas as we're going.

The next question is, what advice would you give to your own mother, sister, or best friend to help them succeed in their online business?

**Melissa Ingold:** My sister is getting into building a business and one of the first things I said to her is that she really, really has to want it. It's the only way that she'll stick it out and get to a point where she's actually a success. You have to really, really want to make it happen.

I see and hear so many people they come online, but they expect it to just be so easy. They don't want to put in the work and the time to make it happen. I don't know if they just don't want it enough or what.

Of course, what you were saying earlier about your mom how you recommend she get going, it's the same thing that I told my sister. If you want to start making money now, get into doing services, but work on building your passive income so that you can eventually get out of services and focus just on the passive income. She's actually one of Kelly's (McCausey) interns for the VA Internship.

**Nicole Dean:** Oh, cool. That's wonderful. The having to want it thing, I agree on that, because otherwise when you are crying at the Thai Restaurant it's way too tempting to just give up.

There will be roadblocks, there will be setbacks, sometimes on a weekly basis where you're like, "Come on, you're kidding me. Seriously."

Stuff happens and you just go, "I cannot believe this. Does this happen to everyone or is it just me? Come on!"

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The more you get to know other people you'll realize that it happens to everybody, but when you have those setbacks and you feel like, "What is the point?" you have to want it badly enough that you keep going.

There were times, where I've said, "That's it. I'm throwing in the towel." My friend Annette Yen would say, "I'm going to sew that towel to your arm so you cannot throw it, because we all need you too much because you teach us great stuff. If you throw in the towel I'm going to come there and I'm going to pick it up and hand it right back to you."

You have to have people like that in your life that just go, "That happened to me." Or, "I know that sounds bad, I know it's bad, here let me tell you something that happened to me so you don't feel so bad about it happening to you."

Definitely having those friendships are extremely important, because otherwise if you go and try to talk to somebody outside of the internet marketing circle they just glaze over and they can't give you the feedback or the help that you need at the time.

**Melissa Ingold:** Most people tell you, "What are you doing that for? Just go get a real job."

I think a lot of us all went through that at some point in the beginning, because you're spending money, you're struggling, you're spending a lot of time trying to figure everything out and then people go, "Why are you bothering with that? Go do something else."

It's so much harder with that too, so I think like you said, it is important to have friendships with people who are in the same kind of situation as you are so that you can keep going.

**Nicole Dean:** So that when you're struggling they can either have a solution for how to fix what's going on or just understand and say, "I'm so sorry. I'm sorry that happened, but I know you'll figure it out. It'll be okay."

Instead of the people in your offline life who say, "Yeah, I told you it was a scam. Go get a job. Told you it wouldn't work."

So, the next question is, if you were to rebuild your business from scratch with no list, no contacts, nothing, how would you rebuild tomorrow if you had less than 100 dollars in your pocket to do it?

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**Melissa Ingold:** The first thing I would do would be to do keyword research on whatever I decided the topic that I wanted to get out there. Then I would buy a keyword rich domain, because it helps you get listed higher in the Google a lot faster. Then I would setup [hosting](#) and setup a Wordpress blog through that.

I'd probably get a header made and then I would write a free report to give away so I could start building a mailing list, and then obviously I would probably need [an autoresponder service](#). Then I would probably actually setup the squeeze page on the main domain and then funnel people back to the blog.

That's probably how I would get started. Basically, providing information and building a mailing list.

**Nicole Dean:** Great, okay. How would you get traffic to your new blog?

**Melissa Ingold:** Probably articles, maybe even press releases, giving away free reports for other people to give away as well.

**Nicole Dean:** Love it, all good stuff, I agree. Well, we're at the end. Is there anything else you wanted to say before we wrap up, Melissa?

**Melissa Ingold:** No, not that I can think of.

**Nicole Dean:** All right. Well, it sure was great having you on. Once again I'm going to say, guys, go to [CoachingPLRContent.com](#) and sign up for the notification list there so that you can be the first to know about new coaching packages that we release with PLR rights.

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And it's very high quality. Melissa and I are not skimping at all on this, we're not sparing any expense. So, if this sounds like something that can help you, go to [CoachingPLRContent.com](#) and check it out.

Melissa, thank you so much for coming on.

**Melissa Ingold:** Thanks for having me.

**Nicole Dean:** Guys, here's how we end. Melissa Ingold, my friend, you are a rock star. Listeners, you are too. This is Nicole Dean from NicoleontheNet.com. Swing by and listen to more interviews just like this one. Thanks so much for listening. Bye.

### **Resources from Nicole:**

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