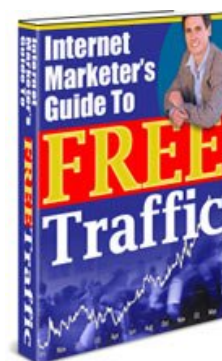


## “From \$6 to a 6 Figure Income”

In this interview, we meet George Pluss who now earns a substantial six figure income from a small handful of websites.

George Pluss describes himself as “a real simple self-starter type guy who makes a living on the web”. He says “I’m currently making a VERY healthy six figure annual income online AND enjoy the ‘internet lifestyle’. It didn’t happen overnight, though... I spent my money (thousands \$\$\$) on trial and error education, so you don’t have to.”

**I first met George** (without taking much note of the fact, I confess) when I acquired rights to his ebook about how to capitalize on all the free search engine traffic you can get by setting up your websites correctly.



**More recently** – and this is what triggered the interview, I saw an ad for George’s AdSense web sites. He was selling three templates of sites which were making him \$69 a day in January 2006. With a give-away price of \$7.95, I was hooked. He shows you the exact pages which you will be downloading before you buy them. And he calls it his Dime Sale because the price starts at 10 cents and goes up by 10 cents every time a sale goes through.

Here is the sales page I created to promote George’s **Dime Sale** (the pack of AdSense-ready websites starts at 10 cents and goes up by 10 cents each time somebody buys)... [www.eProfitNews.org/george.html](http://www.eProfitNews.org/george.html)

Since I wrote that, the first AdSense sale has closed but he’s launched a new one, which you can access through the same link.

So... without further delay, let’s get to the interview. Enjoy.

Gary Harvey

Ladies and Gentlemen, please give a warm welcome to Mr. George Pluss...



Gary: Hello George, and thanks for your time today. Could we start with a brief bio, please. Tell us a little about yourself.

**George:** Well, I am about 30. I've been married for 6 years, but don't have children. I like sports, traveling and I like my business too. I also like to eat a lot and very well and never limit myself at it. 8-)

For the last 8 years I've been living in China.

Gary: You've been making a full time internet income for some time now. How long did it take you to get there, from the time you started?

**George:** I've been in the Internet Marketing for almost 6 years now, and solid 4 years full time. I started very small, without any investment and it took me about 2 years till I could be definite that I can make more than in my previous job. When my online income was comparable to my salary I "fired" my boss. That was the huge day for me. Since then I never looked back and will never work for anyone ever again.

Gary: What line of work were you in before this? To what extent did those skills help generate your 6 figure internet income?

**George:** I've been working as a mid-level manager at a multinational corporation. It was a world's leading software localization company. Basically they were localizing products like MS Windows so it works on local computers in local languages. I was an Outsourcing Manager there.

Which skills from my job helped me? I think it is the ability to be **organized** and **focused**, to manage multitask projects. Basically management skills. I'm not a computer professional.

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So stay focused and get your project completed as fast as possible. This is what you need in Internet Marketing. No rocket science skills.



With Tom Hua at a conference

**Gary:** How/where did you learn your internet marketing skills?

**George:** I had been browsing the internet for information and many of the "make money" ads took my attention. I investigated all those opportunities and was very careful about them. I never invested a single cent into those programs. But **I was watching how they did it**, so I could copy them. I'm a do-it-myself type of guy.

My real internet marketing career started on **eBay**. Because I was living in China, I could not sell tangible products there. So I explored selling infoproducts on eBay. I was one of the few and one of the largest infoproduct sellers there.

I quickly became a **Powerseller** and ultimately established 4 Powerseller accounts - all by selling infoproducts only.

George's eBay earnings

Jan 2004 ... \$5,900

Mar 2004 ... \$7,200

Dec 2004 ... \$6,000

May 2005 ... \$11,000

By the end of 2005, \$8000 monthly average.

But eBay takes a lot of manual work and you should stay on top of things all the time.

What I wanted was to setup a 'real' internet marketing business to sell things from my website. I read a lot of ebooks on different subjects and slowly started to apply basic principles. It was by applying the principles that everybody knows that I reached the current level of success.

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Every skill I apply now I learned slowly myself: from webpage design to copywriting.

Gary: I notice you have a range of web sites offering a number of different services to the internet marketing community. Did you set out to establish this "full service" business from the beginning, or did it evolve over time? May we ask: Which are your most profitable sites?

**George:** I started with one website and then was adding different products and services to my portfolio. I investigated an opportunity and the market and then created a service or a product for this. Those websites that I have now have evolved with time.

To start and really expand (I mean 5 figures per month) **you only need one website.**

All of my sites are profitable. I don't have any unprofitable products or projects now. I am proud to say that with my research and preparation every single project I have done was very profitable from the start. There have been no real failures in my online career.

My "**failures**" are wasted time and unearned possible profits.

Gary: Was there a time when you knew that you could earn a fulltime online income if only you had more time available? Or was the big income coming in before your said goodbye to the boss? I guess I am getting at the underlying question of whether earning more money takes more time. You'd like to comment?

**George:** Yes, I knew that I could make it the day when I got my very first order at my first website. It was only \$6, but it was a HUGE success! I remember the **excitement** I had while I was staring at my screen with that payment notification from PayPal. That was a turning point.



From that moment I was sure that all those claims we see on the net are all true! It CAN be done and I would do it.

But it took a year and a half more to quit my job after that. When I walked in to my boss's office to say 'goodbye' I was making the same money from my internet biz as from my job. And I was 100% sure that if I take full time to develop my small biz I could **triple** it. This happened pretty soon btw.

Yes, earning more money takes more time till you reach a point. After that it takes more resources, more concentration but the same amount of time to

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grow your business. With any home business **the tough part is to stay focused on your business and do not get sidetracked**. Nobody is pushing you and it's very easy to end up doing no real work, spending time surfing "interesting" websites etc.

Gary: Let's talk about your decision process. Where do you get your ideas for new projects/ventures? How do you go about evaluating their potential?

**George:** I get **new ideas** during my daily routine work. At some point I feel I need something for my business. Then I check if such service or product exists and check if it meets my requirements or how it can be made better.

Then if there is some potential, I work on a similar product and offer it to the public.

If I need something badly, it is safe to assume there are thousands of people need the same thing. So it's doomed to sell well.

Also I get ideas during website surfing or reading posts on some public forums. When you are an industry insider, there is no lack of ideas usually.

With time I developed a sort of a 6th sense when I see a product and can tell if it will sell.

But I also **research** the market for all new ventures too. The first step is to search for similar products and competition. The second is to see if your product has something unique that no one else has. Finally, check the demand through online search data. It's all very easy and it takes only one day.

The point here is you must offer something **unique**. Then you can be sure it will sell.

Gary: If you were starting out again today, what would your focus be on? What would you do? And what would you not do? Maybe you can share some of your mistakes with us, as lessons for newcomers. Perhaps you could get to a six figure income faster the next time round?

**George:** Yes, with my knowledge I would get to the 6 figures faster, I'm sure.

**First off, I would focus on list building.**

This is the most important aspect of your online marketing. Only when I started to utilize it fully did I start to see real income roll in. Sadly I was pretty slow to understand the full potential of email marketing and possibly lost many thousands of unearned profits. Don't make this mistake!

Get a **good autoresponder**. Better is the one you fully control, installed on your site.

Design some catchy, but simple **capture pages** where you give away some quality goodies.

Start **advertising** everywhere. The more such pages you have, the more subscribers you will capture.

At the same time **develop a good one-time offer** and present it right after a visitor subscribes to get your goodies. You will certainly sell one or two here and there. This is a way to build a list and get paid for doing it!

Another mistake I made was I didn't **invest in the tools** to help me build my business faster. Like a good quality autoresponder script from the very beginning. For about 3-4 months I was doing my email marketing with a desktop mailer software. That's terrible!

And the biggest mistake is doing things slowly, deciding slowly. You must **act fast**. If you think this project has potential, start it today. I usually work on 2-3 projects at the same time. Some people can work on one project at a time and that's fine. Just never put away things you think have potential or need to be done. This mistake will steal your profits big time.

Gary: George, what's hot today?

**George:** All my products, of course 8-)

Well, without kidding AdSense is definitely the buzz of the day. I'm pretty good with it, but not even close to those AdSense 'monsters' who make 5 figures per month with AdSense only. So I'll be expanding this year.

I already have plans for a couple unique services to help myself and my customers expand together with me too. So watch me.

Gary: You live in China. Were you born there? What brought you to China? Are you able to leverage any of the growing business opportunities that the new China is presenting today? Is this something our Western readers should consider?

**George:** No, I was born in Lithuania actually ;- ) I'm half Lithuanian and I lived in Canada. I've been living and working here for 8+ years. The thing is I studied Chinese and the Chinese economy at university. I was got hired by a company right after graduation to come here in a junior management position.

Since then I've been living here with short intervals overseas. I speak, read and write very fluent Chinese and I'm married to a Chinese girl. I've also been running a small off-line export-import business here for the last 2 years.

I've been very busy all the time with my other projects. But this year, I'm going to leverage my experience and my knowledge of this country to develop new products and help expand Internet Marketing in China.

China is a huge market in all spheres and I firmly believe internet marketing has a very promising future here too.

The problem here is that Chinese are very different in mentality compared to Western people. And there is also a huge language barrier for every company or product entering the Chinese market.

**Gary:** What final advice do you have for (a) newcomers and (b) those who've been slogging away for a good while but are not getting the results they really want out of their online marketing efforts?

**George:** The best advice I can give to anyone is: Act, don't wait. There will never be a "better" time.

Do something today and do something everyday. Even if you read a good internet marketing ebook or setup your very simple website. Do this now!

The very first thing any newbie must do is get a domain name and set up a website. This is absolutely necessary and is very good way to start.

Then add things slowly and your business will ultimately grow. Don't be afraid to do things wrong. If you do nothing you will never make mistakes, but you will never succeed too.

**Gary:** Thanks for taking time out of your busy schedule to do this interview, George. And especially for sharing your success tips.

George's branding site is found at  
<http://www.georgepluss.com>

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## Need more traffic or leads?

Visit George's site at <http://www.myprofithits.com?ref=1192>  
Webmasters can become traffic resellers and earn commissions.

## Coming soon

George is working on a new project. Cant tell you about it yet, although I've seen the pre-launch website and I am **very positive** about the services he'll be offering there and you will be too when you see what he's brewing up. Every marketer can benefit from this. That's all I can say now.

Except that I will be joining.

So if you are marketing anything online, do yourself a favor – and stay tuned for the big announcement.

And the best way to stay in touch is by subscribing to eProfitNews, my Internet marketing newsletter... <http://eProfitNews.org/subscribe>

## Other sites by Gary Harvey

<http://FindHotMarkets.com>

<http://GaryHarvey.net>

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