

The Pizza Plan Version 2.0

I wrote the Pizza Plan back in 2007 to show people in the internet marketing world how a college drop out like myself could take a simple \$75 a month and turn it into a thriving business. A lot has changed since 2007 and I feel that it was time to re-boot this popular e-report.

The main concepts and theories though remain the same and it's important to note that this is not a get rich quick scheme, in fact it's about the furthest thing from that. It's a 'make money online slowly and steadily' report. This 'Plan' takes time. It takes years. It takes money. And the truth is this, if you follow it you will learn the exact same steps I took over a decade ago to turn myself from a struggling new father, to co-owner of one of the most successful traffic exchange companies in history.

Enjoy the Pizza Plan! I recommend printing it out, making notes of all the recommended programs and WHY I recommend them and finding out for yourself the power of a budget and a plan in your online business.

Let's dig in to a new slice...

In 2001 I was a wreck...I had just moved from Toronto to Calgary, was expecting my first child and had about 5 bucks to my name. I had recently 'given up' my dream of being in the music industry because, well, let's just say that never paid the bills.

So I needed a job, I was to be a father and I grabbed the first opening I could...

I was offered a managerial position at a popular pizza chain in Calgary and worked my tail off. I spent hours upon hours making pizzas for a living. However, something drew me to the potential of making money from home. I had stumbled upon some cool new web sites in my 'music business' days when I was looking for ways to promote my music online. They were called traffic exchanges!

As my career in 'pizza management' progressed I was spending 12 hours at the shop, then coming home to spend time with my new born son and after he went to bed...I was in front of my computer.

I tried it all! From 'get rich quick schemes' to serious business opportunities. I was everywhere, without a plan and without any kind of direction. One day it dawned upon me, I needed to take the money I was spending on junk food, cigarettes and yes, pizza and put it towards my fledgling online business.

My job at the pizza store allowed me to have a working budget and it was small...75 bucks a month is what I planned to spend because I didn't have 76 bucks. I didn't even have \$75.01...This was scary, I lived and breathed by this budget and I knew, sticking to it was critical.

The following pages are what truly changed my life. It was my internet marketing manifesto. It was what kept me putting in the long hours at work so I could come home and invest what little time and money I had on my business.

This is NOT unique. We all go through struggles to make money online. However I hope my experiences can shed years off your time to profit. This should not be taken as gospel, this is MY experience. Here are my disclaimers...

1 - To make money online, you HAVE to spend money! Sorry to break it to you if you are looking for a free ride, but the facts are the people that actually invest time AND money, will see results!

2 - Speaking of results, they WILL vary! This is not a promise of instant income or guaranteed results. This is my story and plan on how I took 75 bucks a month, put it into a plan and budget and STUCK with it.

So enough of the boring life story, let's get to the juicy parts....

The AutoResponder - [TrafficWave](#) @ \$17.95 / month

The money is in the list!

I'm sure you have heard that in your time online...When I wrote this e-book first in 2007, if you didn't have a list you pretty much didn't have anything. Times have changed and while I'm still a huge fan of building a list I look at it as building a relationship first and foremost, rather than pitching the latest greatest business opportunity. And you see that is the golden nugget when it comes to list building in this day and age, you have to get to KNOW your subscribers and they need to get to know you first. And you do this with the cornerstone of your budget and plan, the auto responder.

It used to be push marketing, you would get people on a list and then send them an opportunity. Rinse and repeat. However I truly believe that now more than ever we need to be PULLING people back to us when they join our mailing list. Let's engage them, let's send them an email and instead of pitching them, let's communicate. Let's get to know them, let's ask them to follow us on Twitter, friend us on Facebook, offer a helping tip or two...But never send a biz pop as a first contact!

Let's take it a step back...

What makes list building so effective these days and in the past?

Programs and opportunities can come and go, but your list and your circle of influence can and should be with you for the long run. List building / relationship building starts at the list and I recommend [Traffic Wave](#) as the tool you MUST use. Brian Rooney, the owner of [Traffic Wave](#), has been running this program for over a decade. There is your first clue on how valuable this is. He is one of the best owners in the list building world and his program has stood the test of time. So while opportunities can come and go, your [Traffic Wave](#) auto responder will remain as the most important part of your business plan and budget.

The Tracker - [T.E. Toolbox](#) @ \$9.97 / month

Disclaimer: I love looking at numbers. I'm a huge fan of sitting in my admin areas of various programs I own and just look at new sign ups, income generated, badges delivered and a host of other 'measuring' sticks of progress. And that's exactly why I HIGHLY recommend an ad tracker.

The main reason you need an ad tracker is this...If you aren't you could be kissing your money goodbye and essentially wasting your time and effort. You should use an ad tracker the same way I do, look at it as a measuring stick on to what ads are working and which ones aren't. When you get started with The Pizza Plan, budgeting is so critical. And when you know exactly what is working and what isn't, not only can you make better decisions with your advertising, you will also potentially make MORE money doing simple changes to your campaigns.

I recommend [T.E. Toolbox](#) for a few reasons, the first and obvious one is that I own it but here's the bigger reason...This program was developed by my partner Tim Linden and when it comes to knowing exactly what should be included in a tracker, he's the man! He's even nerdier than me when it comes to numbers and [T.E. Toolbox](#) was built from the ground up to provide you with the BEST features and campaign management tools. A must join program for any plan!

The Hosting & Domain Name - [Liquid Web](#) @ \$14.95 / month + \$10 / year for domain name

Here's the first step....Get your own domain name! And do NOT use extensions like .info, try to get the .com! I also recommend either getting your real name as the domain or at least your business's name. For example, when i got started my blog was my business so I secured HitExchangeNews.com and DoctorTraffic.com. This is very important for your personal branding. If I could go back in time, I would have tried to get JonOlson.com but alas, it has been taken for years....Trust me, choosing a domain name is critical and if you can get your real name as a dot com, do it!

Hosting now...This is a touchy subject because most people think just having a free hosting account at some service is good enough. It can't be further from the truth. Be a professional and secure quality hosting! You create a strong brand with your own hosting account and you have much more flexibility when it comes to options for your domain.

But the biggest reason, like I mentioned, is purely the personal branding. It makes people trust you and your image plus this opens you up to the wonderful world of WordPress and hosting a blog on your domain. Blogging is a lot of fun and is how I got my start so many years ago, writing about traffic exchanges and sharing my passion. I can't recommend blogging on your own hosted blog enough!

Now you are starting out so you do not need the NASA servers that we have at TimTech, but I recommend the same host that we use. [Liquid Web](#) are the BEST! Point. Period. End of list. These guys have fantastic support and their standard plan at \$14.95 is absolutely perfect for your blog and to get you started in the world of hosting. Best thing, you can grow with [Liquid Web](#). Hosting is so important, that's why I recommend the best!

The Hub - [ClickTrackProfit](#) @ \$9.97 / month

When I first got started online I got introduced to many get rich quick schemes that seemed to come and go every week, but one program remained month after month. It was called MPAM and it was my first introduction to strategic advertising and the affiliate hub. I consider an affiliate hub a place where I could learn about what works, what techniques to use, where to advertise and what to promote but throughout the entire process, I'm promoting ONE link.

I recommend [ClickTrackProfit](#) on so many levels but the most important reason is the training. You just cannot beat it! [CTP](#) takes you step by step and introduces you to list building techniques, traffic exchange advertising, splash page creation, tracking and so much more. It's easy to follow, it's social and it's a ton of fun!

What [CTP](#) is though, at it's core, is a downline builder. So when you promote one link, you build your downlines in multiple programs. Along with it's jump link technology, it will build your downlines quicker than anything you have seen online. And I feel that is very important when you are starting out. Progress, even if it's a referral here and there is critical. it's good for folks to see results quickly, not massive results but small goals accomplished every day. [CTP](#) fits the bill!

Oh yeah, did I mention it's a lot of fun? [ClickTrackProfit](#) badges will show you the social gaming side to business and introduce you to some awesome people. This community supports it's own and you will feel right at home in no time at all. And best of all, I own [CTP](#) so you'll get weekly training tidbits from yours truly and the other TimTech nerds ;)

The Traffic Exchanges - [I Love Hits](#) & [StartXchange](#) @ \$6.97 / month Each (total \$13.94 / month)

I'm from a traffic exchange background so of course, I will recommend two programs I own but there is good reasons why and here they are. Both [I Love Hits](#) and [StartXchange](#) are BIG programs. They grow by hundreds every week and both started in 2001. Yeah, you read that right...While Google was just a little upstart, [I Love Hits](#) and [StartXchange](#) where delivering hundreds of thousands of page views, every day!

But here's the bigger reason why i suggest these two programs...Their social chats! These two programs have two of the most active surfing communities in the industry and you will find some amazing people every hour of the day in chat and surfing the sites. They are there to help you, they are there to get to know you and when you build relationships with the people in chat, it can go a long long way!

Upgrading in these programs can save you big time with their increased surf ratios, special weekly bonuses and increased commissions. You can save time and money by surfing less and getting more for the time you do spend in surf. The chats are awesome, so give them a spin today. You never know who you may meet. Plus, there is absolutely NOTHING better to help build your list and build your brand than active traffic exchanges.

The Random Extras @ \$7.00 to \$8.00 a month

Extras! We all love extras! Right now, we are a little over \$66 a month in our \$75 a month budget so we have some extra moolah to spend. Here's what I did when I got started. I used some of it to buy credit specials in various traffic exchanges around the net. I always looked for the best deal I could find and when I saw a nice little \$5 package, I bought it.

I also spent it on an extra upgrade every other month. But the choice is yours. If you want to go over 75 dollars a month by advertising a little bit more, that's cool too but the most important part of the plan is to stick with it every month. As long as you have the first parts of the plan covered, the extras can be up to you!

The more you invest in your business now, the bigger the pay offs down the road...If and only if, you maintain your budget and keep the upgrades for the long term, month after month, year after year!

Huge Extra - [AdKreator](#) - \$9.97 / month

Now this is extra and adds around 10 dollars a month to the plan but it's such an awesome program especially if you are getting into traffic exchange advertising. This service is a do-it-yourself splash and squeeze page creator where you can develop and host your very own custom creations. It's the absolute best of the best in DIY web site design tools online and if you decide to use this program in your plan it will send your results into the stratosphere. I cannot recommend this enough, the only reason I never included it in the first Pizza Plan is that it wasn't created when I was starting out online. wow, do i ever wish it was....

The Summary of The Pizza Plan

Have you noticed something about the plan so far? Have you seen how each program compliments each other? These are all what I refer to as evergreen programs. Meaning no matter what time of year, they remain critical to your business. They do not go out of style, they are not get rich quick schemes in fact, here's the best part...The people you refer to these programs may stay with them for LIFE...Why? Because it's very hard to change mailing lists, it's a pain in the arse to change your tracker...People stay with these programs because they work, they are tried and tested and above all else, they are programs everyone MUST use in their business.

This plan and budget is a guide but something I cannot stress enough is that this is not something to jump into and then give up in a month when you don't 'strike it rich'. This is a long term game plan. No matter what, I stayed on the budget. I never downgraded and re-upgraded, I stayed the course. The people that do the little things over time WILL see results and will own successful online businesses. The sad fact is, 99% of the people that read this plan won't stick with it.

Don't be part of the 99%! Stick out and do the little things and success is there for the taking!

[Traffic Wave](#) - \$17.95

[T.E. Toolbox](#) - \$9.97

[Hosting](#) - \$14.95

[CTP](#) - \$9.97

[ILH & SXC](#) - \$13.94

Extras - \$8

Total - \$74.98 / month

with [AdKreator](#) - \$84.95 / month

Special Tidbits AKA Golden Nuggets

I am a big fan of self-education. I think Jim Rohn said it best when he stated "Education can make you a living but self-education will make you a fortune". Every day I've got my nose into something of educational value but again, I can almost guarantee you that 99% of the people reading this will watch the 6 o'clock news instead of something to further their knowledge in business. Here's some helpful tips I have found that really helped me build my brand and business online....

Nugget 1 - I read a lot! From personal development books to business memoirs, I read it all! Some of my favourite authors are Brian Tracy, Jeffrey Gitomer, Seth Godin, Gary Vaynerchuk and Robert Kiyosaki. Get your nose into a book, every day try to read a chapter and you will learn more in a month than most people learn in a year!

Nugget 2 - Stick out like a sore thumb! People will never remember you if you 'follow the rules' and not make any noise. Stick out! Be yourself and don't be afraid to use some shock and awe in everything you do. That doesn't mean you need to run around in YouTube videos with diapers on (I'm sure that'll work tho....just kidding) but you need to be unique. Everything you do should be memorable. Like Seth Godin says, be the Purple Cow! Here's a few tips to help you get started, put your picture everywhere, use your real name every where and get involved with online seminars, blog posts comments and in the social chats. Be visible everywhere!

Nugget 3 - Take your time! Remember, this is a long term game plan and most people give up because they want results and instant riches tomorrow! It just doesn't happen. anyone that is stressing and pressing you to join the latest greatest opportunity is after your money, nothing else. That's why i recommend ever green products in the plan...They stand the test of time! They have ben around for a long time and don't need hype to sell their services....Learn every day and ask questions everywhere you go. The awesome people who want to help you will, the get rich quick people will ignore you! That's a good thing!

Nugget 4 - Be around successful and positive people! We hang out EVERY DAY in [Traffic Exchange Live](#) at 4pm Eastern. The people that are the movers and shakers in the traffic exchange industry are always around, offering feedback, advice and generally enjoying each other's company. Why do you want to be there? Simple, not only to get some great advice and training (for free) but for others to get to know you! They see you show up, every day and taking part in discussions and something magically happens...You will only see what that is if you come to T.E. Live everyday!