## **Automatic Money Machine**

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An AMM is not really a machine in the classical sense. That is, you can't hold an AMM in your hands. An Automatic Money Machine is actually a System, or group of Systems that work together to automate your business. The function of this System is to sell a digital product or products. If you are selling hard products, you can adapt this to your purpose, but I'll be focusing only on digital products. What are digital products? A digital product is anything that can be delivered digitally over the Internet. At first this might sound limited, but it's really a Huge range of products. For example, all of the following are digital products: Information, Software, Web Site Memberships, eZine Subscriptions, Internet Advertising, Marketing Tools, Web and Hosting Services, Marketing Services, and anything else that can be sold and delivered over the Internet. Why do I choose digital products? There are so many advantages to selling digital products that I don't know where to begin. The main reason is that with a digital product, you can completely automate your entire business (that's what this eBook is about). And here's a few more great reasons to sell an info product: You'll never need to stock a warehouse with inventory. Delivery is via the Web, so you never have to deal with shipping. There's no additional cost to produce an unlimited number of copies. 100 profit means you can give 50+ to affiliates, and still make money. Instant delivery means people will make impulse purchases. Selling online makes following up, and back-end selling easy. As I said before, you can totally automate your business. What does an Automatic Money Machine do? An AMM runs all aspects of your business for you automatically. First, it sells and delivers your products for you. It accepts payments for you online, then follows up with your customers, and sells back-end products. It signs up and trains your resellers. It tracks your ads and sales, and calculates conversion rates for you. It tracks your resellers' ads, sales, conversion rates, and commissions. It creates and manages your databases, your mailing lists, and all your products. It does all this and more, and it automates the entire process!

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