

First, let me explain what Etsy is. If you already know what it is, just zone out for a second.

Etsy is an online marketplace (kind of like Ebay without the auctions) for people who are into crafts (i.e. women). It's just pure listing and selling. If someone wants it, they buy it. It's like Ebay if Ebay was all about handmade products and vintage products and supplies (which Etsy is).

The thing is, you wouldn't believe it, but there are hundreds of thousands of people who have set up shop on Etsy. And there are hundreds more doing it every day.

What does this mean for you? It means there's a huge market of people out there who are trying to make money online and don't know anything about it.

It's as if the Warrior Forum was filled with newbies and you were the only expert. Do you see what I'm saying? Ka-ching!

When I say a huge market, I'm talking about a **huuuge** market. Below is a screenshot of the current amount of shops on Etsy that have at least one item in them. That means **ACTIVE shops**.

Why? Because if an item doesn't sell in a shop after 90 days, it gets deleted. The only way to get it back up is to go back to Etsy, pay 20 cents and re-list it.

So this is just the amount of shops that have active sellers who have been on in at least the last few months and are currently trying to sell items online:

| All Etsy Selle     | ers With Items in Their Shops  |          |  |
|--------------------|--|----------|--|
| 297489 selle       | rs - 5 6 7 8 4 🕨   |          |  |
|                    | usemame  | listings |  |
| Sweet<br>Sanny     | sweetsanity<br>Custom Stickers, Tags, & Images for<br>Weddings and More!   | 62       |  |
| krazy<br>kate      | krazykatedesigns<br>Scrapbooking supplies and more                         | 93       |  |
|                    | fernfiddlehead<br>Laptop & iPad Covers , iPhone Covers,<br>eReader Pouches | 62       |  |
| Basilicus<br>Jones | BasilicusJones<br>BasilicusJones   | 31       |  |

If you don't see the enormous potential here, then you haven't been doing internet marketing very long.

And let me tell you something else: **This isn't based on theory**. This is based on my real-life experience selling services to these people and cashing in big time.

### Who likes proof?

| 🔲 Jan 12, 2011     | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 🔻 | \$125.00   |
|--------------------|-------------------------------------|-----|-----------|----------------|------------------------|------------|
| 🔲 Jan 12, 2011     | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 💌 | \$125.00   |
| Jan 12, 2011       | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 🔻 | \$75.00    |
| 🔲 Jan 12, 2011     | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 🔻 | \$75.00 ·  |
| Jan 12, 2011       | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 🔻 | \$60.00    |
| 🔲 Jan 12, 2011     | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 🔻 | \$125.00 · |
| 🔲 速 Jan 11, 2011 💈 | Debit Card Signature<br>Purchase To |     | Completed | <u>Details</u> |                        | -\$2.99    |
| 🔲 Jan 11, 2011     | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 🔻 | \$60.00    |
| 📃 🕀 Jan 11, 2011 💈 | Debit Card Signature<br>Purchase To |     | Completed | <u>Details</u> |                        | -\$13.06   |
| 📃 🕀 Jan 11, 2011 💈 | Debit Card Signature<br>Purchase To |     | Completed | <u>Details</u> |                        | -\$6.73    |
| 🔲 Jan 11, 2011     | Payment From                        | , , | Completed | <u>Details</u> | Print shipping label 💌 | \$225.00   |
| 📃                  | Payment From                        |     | Completed | <u>Details</u> |                        | \$150.00 · |
| 🔲 Jan 11, 2011     | Payment From                        |     | Completed | <u>Details</u> |                        | \$225.00   |
| 🔲 Jan 11, 2011     | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 🔻 | \$60.00    |
| 🔲 Jan 11, 2011     | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 🔻 | \$75.00    |
| 🔲 Jan 11, 2011     | Payment From                        |     | Completed | <u>Details</u> | Print shipping label 💌 | \$125.00   |

Did you catch what I said earlier about "selling services"? Yep, you're going to sell services to people who are willing to pay good money for your expertise.

Does that mean you're going to actually perform the services? Um no, that's too much work.

Seriously though, if you can pay someone else money to perform a service, and get paid twice or three times or more that amount of money from someone who wants that service, isn't it smarter to just pay someone else to do it and pocket the profit?

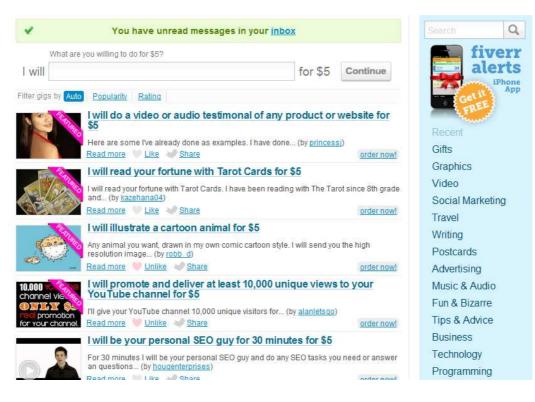
I'm going to let you in on the kinds of services you can sell for a big chunk of change. I'm also going to show you where to hire someone to do the work for you and how to pick who to hire.

If you're not already signed up, head over to <u>Fiverr.com</u> and sign up.

If you don't know what Fiverr is, where have you been? It's a website that lets you buy and sell services for \$5.

A lot of Warriors spend a lot of time trying to make money off Fiverr by doing services for \$5 (which turns out to be \$4 after fees). That cracks me up. You've got hundreds of people willing to work for you for the cheapest rates imaginable, some of them with genuine skills and talent, and your idea is to compete with them for a measly \$4?

Wake up! Find a way to make some money off of this insanely cheap labor. **Don't BECOME the cheap labor**.



When you're done signing up, have a look around at all the services that are offered here.

#### Services like:

**Backlink Generation** 

Banner Design

Blog Design

Video Creation

Background Removal

Blog Comments

Social Network Page Design

Blog Search Engine Submission

Blog Social Network Submission

Article Writing

Product Description Writing

Press Release Writing

Press Release Submission

Flyer Posting

Logo Design

Radio Show Advertisements

Podcast Advertisements

**Banner Advertisements** 

Blog Writing

And there are a LOT more. These are just some of the services you can sell to Etsy users who know NOTHING about internet marketing.

Of course, you're going to charge them 3, 4, or 5 times more for the service than you're paying for it.

For example, I have sold many backlink packages for \$50. I buy services from 2 different backlink providers on Fiverr and pocket the profit. \$10 spent. \$40 profit.

But the real money is in selling big packages.

They look something like this:

### Nobody looking at your Etsy shop?

No matter how cool your crafts are, nobody's going to buy them if they can't find them. Sad, I know.

But have no fear! I can send tons of visitors flocking to your shop in no time.

Here's what I offer in my Deluxe Marketing "I need to make some sales NOW" Package:

- 1 Press Release Written and Submitted to 10 Press Release Sites.
- 100 Flyers Posted at 2 College Campuses.
- 1 Facebook Fan Page Design
- 1 YouTube Slideshow Video of Your Products
- 3 Articles About Your Shop and Products
- 1 Banner Design
- 1 Audio Ad Creation

- 1 Video Ad Creation
- 1 Project Wonderful Ad Creation

This package is my very best seller, and it costs me \$50 to produce. What do I sell it for? **\$125.** That's a \$75 profit, for veeery little work. It sells like crazy.

Head on over to <u>ProjectWonderful.com</u> and sign up.

Project Wonderful is a site that allows you to place ads on websites by paying for a full day of showing your ad on the site. That means you don't pay for clicks – just a day's worth of ads.



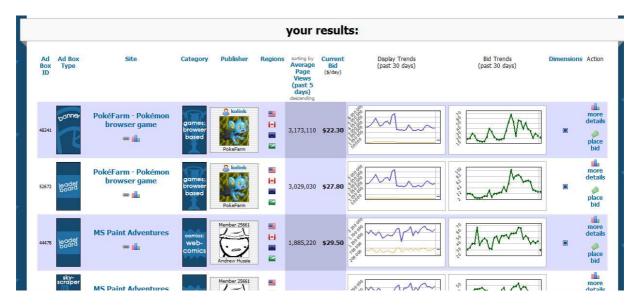
Here's the thing: Project Wonderful turned out to be bucketloads cheaper for me than Google Adwords.

Here's why: Lots of Etsy bloggers use Project Wonderful. That means a lot of craft blogs and blogs read by Etsy shop owners and buyers are available to have your ads displayed on.

You can pay as little as 1 cent to be seen by hundreds or thousands of Etsy lovers. That can't be beat.

And yes, lots of people do click on those ads.

Once you sign up and click on "Find Publishers" you'll be taken to a page like this:



This is just a somewhat list of publishers on Project Wonderful sorted by traffic. Just scroll all the way down to the bottom of this page to get to here:

| 117×                              | on square<br>30 125x125        |                             | banner rec<br>468x60  | tangle leaderb            | oard skyscrape              |
|-----------------------------------|--------------------------------|-----------------------------|-----------------------|---------------------------|-----------------------------|
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|                                   | •<br>and Hobbies • Family • Ga | mers • Higher Pursuits • F  | Publishing and Books  | • Social Networking • S   | Sports • Teens              |
|                                   | ana 11000100 Tanin, Ga         | inclo inglici i distilico i | abiliting and book    | ootantictronaing          |                             |
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| Art and Design                    | Computers and Internet         | Games: Browser-based        | Marketing             | Politics                  | Travel                      |
| Blogging Resources                | Culture and<br>Entertainment   | ✓ Handmade                  | Music                 | Radio and Podcasts        | Vehicles and<br>Motorsports |
| Books, Literature, and<br>Writing | Education                      | Health and Lifestyle        | News and Media        | Science and<br>Technology | Weddings                    |
| Business and Finance              | Fashion and Beauty             | Hobbies and<br>Collectables | Parenting and<br>Kids | Shopping                  | Uncategorized               |
| Celebrity                         | Film, Television and<br>Video  | Home and Garden             | Personal Blogs        | Social Networking         |                             |
| Comics, Manga and Anime           | Food and Drink                 | Humour                      | Pets and Animals      | Sports                    |                             |
| Comics: Webcomics                 | Games and Gaming               | Living Green                | Photography           | T-shirts and Apparel      |                             |
|                                   |                                |                             |                       |                           |                             |
|                                   |                                |                             |                       |                           |                             |

Check off the "Handmade" category. That's the ONLY one you want to concern yourself with. Almost every blog in this category is Etsy related. Super targeted CHEAP as hell traffic, here we come!

|                                       |                            | NP / Paperpokes              | k.     |               |  |  | pl             |
|---------------------------------------|----------------------------|------------------------------|--------|---------------|--|--|----------------|
| 33835 square                          | JewelryLessons.com<br>® 🌆  | hand-<br>made Eni Oken       | 18,770 | <b>\$1.50</b> |  |  | m<br>def<br>pl |
| 27645 square                          | Dollar Store Crafts<br>@ 🌆 | hand-<br>made                | 17,900 | <b>\$0.29</b> | The second secon |  | m<br>de<br>pl  |
| 27628 Danner                          | Swap-bot<br>@ 📠            | hand-<br>made Rachel Johnson | 16,690 | <b>\$0.70</b> | inter and internet in the second seco |  | m<br>det<br>pl |
| 43710 square                          | Freeneedle<br>🐵 🤖          | hand-<br>made Ian Pulen      | 16,550 | \$1.20        |  |  | m<br>de<br>pl  |
| Page 1 of 35<br>514 results returned. |                            |                              |        |               |  |  |                |

Note the amount of traffic these blogs receive compared to the cost per day to advertise there. Not bad, huh?

And notice that there are 514 blogs or websites in this category. Most of these blogs and websites have several spaces for ads available, so there are actually thousands of ad spaces here.

Later on you're going to make ads for Project Wonderful to get some traffic to your site/blog, but first you have to set up a site/blog, so let's get to that first.

Now it's time to set up shop. You have 3 options:

- 1. Create a website.
- 2. Create a blog.
- 3. Create an Etsy shop.

If you're looking for the option with the most flexibility, then build your own site.

If you're looking for something with more flexibility, but less work, build a blog.

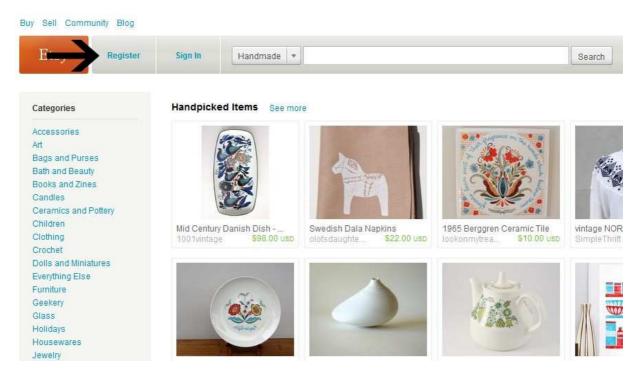
If you're looking for something cheap and can't-screw-it-up easy, then create an Etsy shop.

I recommend that you set up a site or a blog PLUS an Etsy shop. Why? Because a site gives you control, and that should be your main selling platform, but an Etsy shop gives you a feedback system that people can trust.

When Etsy users see that you have plenty of positive feedback and no negative feedback, that builds a whole lot of trust. Would you send \$100 - \$200 to some guy with a blog who you didn't know anything about? Probably not.

Feedback changes that. It reassures people. It gets them to trust you.

### So go over to <u>Etsy.com</u> and sign up.



By the way, it definitely is allowed to sell services on Etsy. There are hundreds of people who do it, and they are even occasionally featured on the home page.

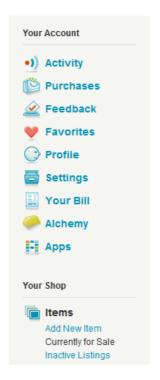
Here's the thing, though:

### You must list these items as "Supplies," not as "Handmade."

Once you're signed up, you'll still need to sign up for a seller account. So click on the "Sell" link in the top left corner of the navigation bar.



Once you're signed up as a seller, click on "Your Account" in the top right corner of the navigation bar and your account page will come up with a sidebar that looks like this:



You can access everything you need for your shop from here, including your profile, your banner and avatar, item listings, feedback, etc.

Now you need to put up some product listings. Remember my list of just some of the services you can sell from Step 1?

I'm going to give you an example of how you can write descriptions for these services in your Etsy and website listings.

#### Fiverr Service: Blog Creation

Your Title: 1 Cool Blog for Your Etsy Items

#### **Description**:

Want to drive more traffic to your Etsy shop?

Want a way to talk with your fans and customers and give them a chance to talk with each other?

I'll create 1 totally awesome blog for you to display your Etsy items in and get tons more visitors to your shop!

#### **Price:** \$25

See how easy it is?

Want to make it even easier? Just hire a Fiverr user to write your product descriptions. \$5 for 5+ descriptions is easy to come by.

The best part is, with almost all these services, you have the opportunity to up-sell.

When someone buys your blog creation service, you can also sell them blog content writing, blog comment backlinks, banner ad design, theme customization, etc.

So go back to Fiverr, pick out some services, and then list them on Etsy with your own spin.

#### Here are some tips for picking Fiverr users:

- Only choose users who have plenty of feedback. You don't want to be stuck scrambling to find someone else to complete the job because the Fiverr user you picked didn't deliver.
- Only choose users who have fast delivery times. You don't want to be stuck trying to explain to your customers why it's taken you 14 days to complete a simple task.
- 3. Find 2 or 3 back-up providers for each service you want to sell. That way, if one is out of town and the other has gone AWOL, you're still safe.
- 4. Try to find Fiverr users who are in the same time zone as you. If there's a problem, you don't want to have to wait 2-3 days for it to be fixed because they're sleeping when you need something changed and you're sleeping when they email you for more details.

Once you have your Etsy shop up (and blog/website if you choose), you're going to need to drive traffic to it. Yes, listing items on Etsy alone will drive traffic, but we want to pump more into it than that.

#### Traffic Source #1

Remember Project Wonderful?

Go back there to set up your ads, because that's my number 1 source of traffic for this method.



If you've got something you want to advertise, you'll want to upload an ad and start bidding. Three easy steps!

#### 1. R Create your ad

- This uploads your ad and tells us where to send people when they click on it.
- If you don't have an ad ready to go, we've got templates to help you out!

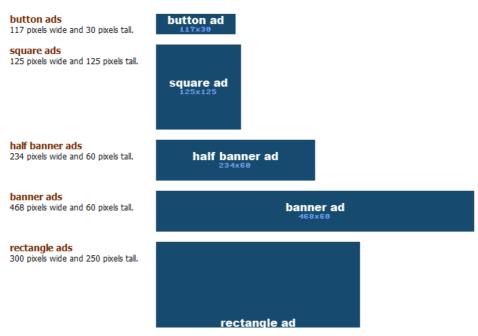
#### 2. 🔍 Choose a publisher

 Search for particular kinds of sites, or just hit "Search" to see everyone we offer!

#### 3. Place your bid!

- You'll see all about the site and can name your price. (We linked to the ad box on our front page as an example other sites will be different, of course!)
- See the current winning bids in every region, and what they're paying.
- Bid on all the traffic a site gets, or just the traffic in particular regions!

Click on the link that reads, "templates to help you out."



Here are all the different ad sizes we support! You can copy and paste these into any graphics program to use as a basis for you

I advise you to download all the templates and make an ad for each one. You don't want to miss a good, cheap ad spot because you don't have the right kind of ad.

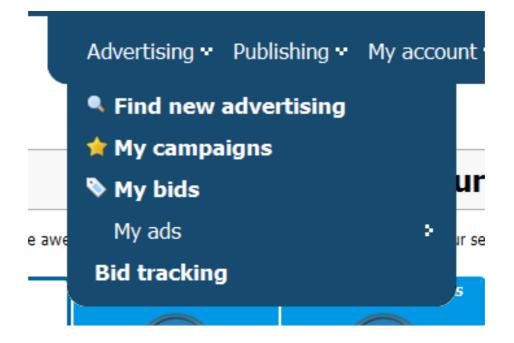
This is the perfect project to give to a Fiverr user, but if you want to do it yourself, it does NOT have to be fancy.

TIP: I've found that just putting plain text in a brightly colored box works wonders. It grabs attention because it doesn't look like the graphic-heavy ads around it. Doesn't get simpler than that.

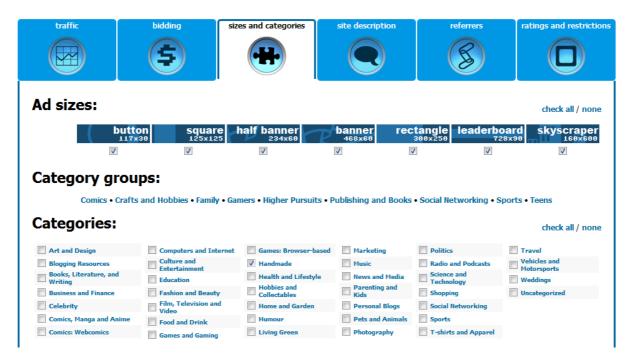
Once you've created your ads, you're going to upload them by going to <a href="https://www.projectwonderful.com/createad.php">https://www.projectwonderful.com/createad.php</a>

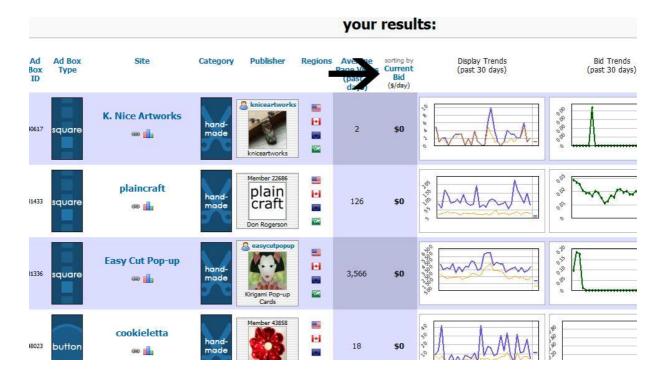
Now you can get some clicks on them!

Hover over "Advertising" and click on "Find new advertising".



Scroll down and click on "Sizes and Categories" and check off "Handmade" only.





Now click on "Current Bid" so you can sort by minimum bid. Guess what? Many of these listings have NO MINIMUM BID and the current bid is at \$0.00!

Yes, that means you can place ads on these sites for 0.01 a day! That's practically free.

There's not much to this. Just try to get the cheapest ads with the most traffic. They're all targeted, so you don't have to worry about that.

Keep an eye on your ads, and if some aren't performing great, you can just cancel your bids on them.

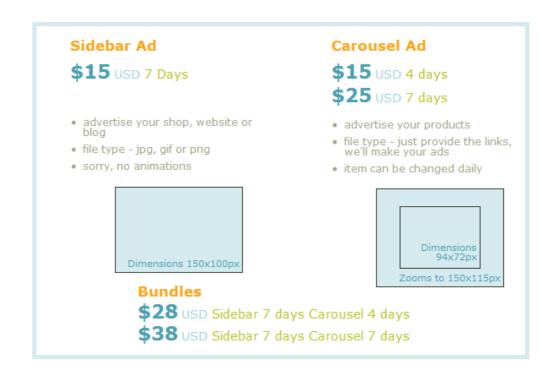
### Traffic Source #2

This isn't the only way to drive traffic, though. Here's another AWESOME and cheap way to drive traffic to your Etsy shop that's extremely targeted.

Go to CraftCult.com. They offer free tools for Etsy users and it's an extremely popular site.

It gets over 110,000 page views a day and attracts over 77,500 visitors a month. And those are ALL Etsy users.

They have a great advertising program that's super cheap and drives tons of traffic.



\$15 a week for an ad that targets THAT many Etsy shop owners? Yes, please.

I've spent hundreds on these ads alone, and YES, it is worth it.

### Traffic Source #3

This traffic source gets me more paying customers faster than either of the two above. But it's shorter lived. If you're looking for a BIG surge of traffic and don't mind that it dies out quickly, this is just that.

The great thing about Etsy shop owners is that they are really into community. They like to talk to each other and they all seem to have hundreds of friends who are also Etsy shop owners.

This is great news for us marketers, because if we can impress one of them, they'll get the word out to hundreds of others.

This is what I do: I find Etsy shop owner's blogs. It's really easy. Just go to the Etsy forums (etsy.com/forums) and search for the word "Blog". They're always on the forums promoting their blogs.

I click on the blog link, find their email address, and send them a simple email like this:

Hi \_\_\_\_\_,

I'm a big follower of your blog and am also an Etsy shop owner.

I sell marketing services to Etsy users (I can't sew a button for the life of me, but marketing comes naturally ③) and I was wondering if you'd be interested in trying out one of my services (on me, of course!) and writing about it in your blog.

I'm just trying to make all these great Etsy shop owners aware that they can get a lot more sales with someone like me working for them.

Here's my Etsy shop link if you're interested: \_\_\_\_\_.etsy.com

Just pick out any service you'd like!

All the best,

Warning: Make sure the people you're emailing this offer to have a decent amount of traffic to their blog. \$5 to get your link in front of 1,000+ eyeballs is worth it. \$5 to get it in front of 50 eyeballs is probably not.

This simple email works 3 times out of 4 and I get glowing reviews and a link back to my shop, plus plenty of sales. And all for \$5.

Here's a list of Etsy user's blogs to get you started:

- 1. http://lolosinclair.blogspot.com/
- 2. http://nodinsnest.blogspot.com
- 3. http://www.shopthebline.com
- 4. <u>http://deargolden.blogspot.com</u>
- 5. http://flawedperfectionjewelry.blogspot.com
- 6. <u>http://naturemanipulated.blogspot.com</u>
- 7. <u>http://healingcommunication.blogspot.com/</u>
- 8. http://linorstorecom.blogspot.com
- 9. http://jan4geo-glow.blogspot.com
- 10.http://roxandthings.blogspot.com
- 11.<u>http://susanrodio.blogspot.com</u>
- 12.http://theseasonalcottage.blogspot.com/
- 13.<u>http://blog.modernemotive.com</u>
- 14.www.sassyglassdesigns.blogspot.com
- 15.<u>http://amylongberryphotography.blogspot.com/</u>
- 16.http://preciousquilts.blogspot.com/
- 17.<u>http://vintagechicbride.blogspot.com</u>
- 18.www.artisanclay.blogspot.com
- 19.<u>http://catsongstitchery.blogspot.com</u>
- 20.http://kjbeads.blogspot.com
- 21.<u>http://green-reviewer.blogspot.com</u>
- 22.http://www.AllThingsTangled.blogspot.com

23.<u>http://cabinandcub.blogspot.com/</u>

- 24.http://alygatr.blogspot.com/
- 25.<u>http://andreacreates.blogspot.com/</u>
- 26.<u>http://www.livngoodjewelry.com</u>
- 27.<u>http://everydaylily.blogspot.com</u>
- 28.www.dolcebaciboutique.blogspot.com
- 29.http://etsyfix.blogspot.com/
- 30.http://anoptimisticcynicblog.blogspot.com
- 31.<u>http://www.sosplendid.blogspot.com</u>
- 32.<u>http://thevillagepeddler.blogspot.com</u>
- 33.<u>http://thedesignboards.blogspot.com/</u>
- 34.<u>http://thepinksamurai.blogspot.com</u>
- 35.http://www.bekahsquilts.blogspot.com/
- 36.<u>http://www.rabbitwhiskers.com/index.php</u>
- 37.http://adventuresofminco.blogspot.com/
- 38.http://saladforbreakfast.blogspot.com/
- 39.<u>http://bonspielcreation.com/blog/bonspiel-product-line-expanding-into-</u> <u>clothing.html</u>
- 40.www.keirning.blogspot.com
- 41.<u>http://studio11charms.blogspot.com/</u>
- 42.www.seaflowerstudios.wordpress.com
- 43.http://armcandyforyou.blogspot.com
- 44.http://moustachemustachemoustachio.blogspot.com/
- 45.<u>http://JuJuBeJewelry.blogspot.com</u>
- 46.http://anastasiac.blogspot.com/
- 47.http://butterflyintheattic.blogspot.com/
- 48.<u>http://candaceashley.blogspot.com/</u>
- 49.http://www.tweal.blogspot.com/
- 50.http://www.scribblesinink.blogspot.com/
- 51.http://orangiesattic.blogspot.com/
- 52.http://oneperfectday-accessories-and-bags.blogspot.com/
- 53.http://queennmyownmind.blogspot.com
- 54.www.finehandstudio.blogspot.com
- 55.http://chinamommy04.blogspot.com
- 56.<u>http://bedesisters.blogspot.com/</u>
- 57.<u>http://opelaez.blogspot.com</u>
- 58.www.discerningchichi.com
- 59.<u>http://maryzeran.blogspot.com/</u>
- 60.http://magnoliasurprise.blogspot.com
- 61.http://blog.blamethemoon.com

62.http://toteallyreal.blogspot.com/

63.<u>http://thehandcraftedcottage.blogspot.com</u>

64.<u>www.salvagedstylevintage.blogspot.com</u>

65.www.foranyoccasion.blogspot.com

66.http://gildeddays.blogspot.com/

67.http://demandablueblog.blogspot.com/

68.<u>http://lulugrey.blogspot.com</u>

69.http://crackthesky17.blogspot.com

70.http://thecrazychaotichouse.blogspot.com

71.www.CraftyCrochet4Kids.blogspot.com

72.http://thehandcraftedcottage.blogspot.com

73.http://myohbabydotcomblog.blogspot.com

74.http://abbylicious-allthingsilovebyjudyk.blogspot.com/

75.<u>http://aquariannArt.blogspot.com</u>

76.www.pookieandpierre.blogspot.com

77.http://oddity86.blogspot.com/

78.http://www.creativeapples.wordpress.com

79.http://mountaincreekblog.blogspot.com/

80.http://mylifeinstages.blogspot.com

81.www.stickowlielove.blogspot.com

82.<u>http://www.tribal-times.com/</u>

83.<u>www.printasticdesigns.blogspot.com</u>

84.<u>http://sisterbatik.blogspot.com/</u>

85.<u>http://theintermissionart.blogspot.com</u>

86.<u>http://thehandcraftedcottage.blogspot.com</u>

87.<u>http://www.soulfuljournals.blogspot.com</u>

88.<u>www.aalexandrajewelry.blogspot.com</u>

89.<u>http://greetingsfromgeralyn.blogpot.com</u>

90.http://mayenedesign.wordpress.com

91.www.TonyaUtkina.blogspot.com

92.http://creationsbycolette.blogspot.com/

93.<u>http://artblogfunkel.wordpress.com/</u>

94.<u>www.debs102.blogspot.com</u>

95.<u>http://pulpsushi.typepad.com</u>

96.http://lifeofsaranicole.blogspot.com

97.http://nineandahalfdesign.blogspot.com

98.www.februaryjones.blogspot.com

99.http://amazingminiatures.com/

100. <u>http://www.qualitycords.blogspot.com</u>

101. <u>http://harmlesscolor.blogspot.com/</u>

- 102.
- 103.
- http://legendofaseamstress.blogspot.com/ http://mdmyjewelrybox.blogspot.com http://willowtreepotteryandgallery.blogspot.com/ 104.

## (the hardest step)

Uh, actually DO IT! I don't want to hear about how you're "skeptical" about this or that, or you don't think blah blah blah.

Just do it and stop thinking about it.

You can successfully talk yourself out of ANYTHING, but don't let this be it.

You've got everything you need here. Instant pay. Minimal investment. A solid, working method for making money, even if you're a total newbie.

If you can't make this work, you can't make any method work.

Now scroll up, start at Step 1, and actually do all the tasks as you go along.

Have fun cleaning up the bomb that's about to go off in your Paypal account!