Steve Morse

Making Money Online

How to make 1000$/Week

2011

Contents

Disclaimer

Reasonable care has been taken to ensure that the information presented in this book is accurate. However, the reader should understand that the information provided does not constitute legal, medical or professional advice of any kind.

No Liability: this product is supplied "as is" and without warranties. All warranties, express or implied, are hereby disclaimed. Use of this product constitutes acceptance of the "No Liability" policy. If you do not agree with this policy, you are not permitted to use or distribute this product.

We shall not be liable for any losses or damages whatsoever (including, without limitation, consequential loss or damage) directly or indirectly arising from the use of this product.

Is it **<u>REALLY</u>** Possible?

If this book represents your first foray into the world of making money online you may be asking yourself the question "is it really possible to earn money on the Internet?" The answer to this question is an unmitigated 'yes'.

Millions of people all over the world earn part or all of their income online. I'm not just talking about big companies by the way, but individuals working from the comfort of their own homes using websites they created to earn incredible sums of money every year, in and year out. When faced with this fact you might then begin to think, "yeah but those people are probably computer geniuses who have spent all their lives behind a computer." Actually, nothing could be further from the truth.

Earning significant income using the Internet doesn't require any specific skill or a long history of becoming familiar with computers or the Internet itself. There is an incredible amount of information available to you to help you get started with your own profitable online business no matter how much or how little experience you may have.

With this book, we hope to familiarize you with some of the basic information needed to get your Internet business up and running

including such topics as what kind of business to choose, how to design a website, and even attracting visitors to the website once it's built. Make sure to take your time and study each section carefully because throughout the book we have provided you with detailed information and website links that will give you all the resources necessary to get started today. So what are we waiting for? Let's get started …

So You Want an Online Business

I want to kick off this section by drilling a point home in your head. The topic of deciding what type of Internet business to own is immense. The area of choices available to you can simply be overwhelming at times and this fact alone causes many to never get past the starting line.

You'll never earn a dime if you don't take action so deciding on what type of business you will own and what type of product you'll sell should be something that you decide on rather quickly.

If you follow the information that we have outlined for you, then building your initial business won't require a lot of startup capital so if in fact you decide that the product you chose to sell is either unprofitable or simply doesn't interest you then switching gears and taking a different route won't represent a huge financial loss; having said that, we will provide you with tips along the way to help greatly minimize the risk associated with your initial decision.

One of the easiest ways to get up and running with Internet business is through the sale of information products. Information products are simply those that provide you with information about a particular subject that you want to know more about.

Anyone who has an interest on any subject would welcome more detailed information about their interest and providing this to them in an attractive easy to consume product has been the basis of more than one success story on the Internet. Let's take a look at some of the ways you can find a product to sell on the Internet.

Affiliate products

Becoming an affiliate of someone else's product is incredibly easy and can be incredibly profitable. You're simply acting as a salesperson for a product that someone else created and you'll use your website to help sell this product. The product creator pays you, the affiliate, a commission for each sale you make, and in turn, you won't be in charge of any of the overhead or service related to creating, delivering, or servicing the product once you make the sale.

Many large and well-known companies have affiliate programs and will pay you a percentage of the sales made from any visitor you send to their site. In addition, many *info marketers* have created individual products for sale on the Internet and will allow you to earn commissions on the sales as well. These *info products* are incredibly popular on the Internet and because of this and the potential profits that can be made quite easily, they will be the focus of most of our discussion throughout this book.

One of the easiest places online to find all of the affiliate programs you may ever need is www.clickbank.com. Click bank offers you the ability to sign up for free and become an affiliate of thousands of products.

Simply choose one of these products and build your website and marketing efforts around it.

Click bank offers tutorials on how to get started and support can often be obtained through the creators of the product as well. Once you sign up for a program you will be allowed to use a myriad of graphics and advertising materials to help you achieve your sales goals.

While earning a percentage of a sale through an affiliate program is attractive, especially considering how quickly the programs can be set up, earning 100% of the sale can be even more attractive. The only way to do this is to create your own product.

Creating your own product

This statement may shock you, but I'll bet you yourself have inside your mind information that would make for an incredibly valuable and profitable info product. The fact is, all of your experiences, talents, and skills if put down in the proper format, could very well represent a value to someone else that doesn't have that knowledge or skill.

Simply make a list of any hobby or talent that you have that you could teach to somebody else. If there is a big enough interest in a particular subject matter that you have knowledge about then don't hesitate to create a product. As far as the world of online goes, an expert is merely

someone who can provide specific information about a topic that someone else wants to pay to learn.

Creating your product doesn't require any special skill either. A salable product could be as simple as an e-book, such as the one you're reading now, or a more detailed program that may include a series of videos, audio lessons, or a combination of any of the three.

There are many places online you can use to outsource the work to be created. If you can type or talk into a microphone then someone else can take this recorded material and turn it into an information product you could sell on your website. For more detailed information about this particular subject, simply go to Google and type in **how to create an info product** and a plethora of solutions will be available to you.

Now that you've got the goods, it's time to set up shop

Once you've decided on a particular product to sell, it's time to begin building your storefront. In this case, of course, your storefront will be your website. The first and one of the most important subjects we're going to talk about in creating your website choosing a domain name.

Picking and buying your domain name

There is no rule that says the first step of creating your website should be choosing your domain name but the name of your url will be used throughout your marketing and on your website so it makes sense to go ahead and take care of this one now. Just to clarify, your url is your actual website address such as www.yourwebsite.com. In this case, *yourwebsite* would be your domain name.

Choosing your domain name is important and the simpler and more specific you make it to what your website is about, the better. If your website is about learning how to play tennis better, then www.learntoplaytennisbetter.com would make a pretty good website address.

The shorter you can make it the better. Most really short domain names are pretty much gone these days but if you can find one that fits, it might make for a great choice. Here is a quick breakdown of some tips that can help you choose a good domain name for your online business.

1. **Keep it simple**-use few words, but make them specific to your topic

2. **Incorporate keywords if possible**-If you can include keywords that people are searching for in your domain name, this will help your site show up in the search engines when people are searching on your topic

3. **Choose your extension**-in the website www.yourwebsite.com, .com is your extension. There are others available for different industries such as .edu for education and .biz for business, but .com is the oldest and still most popular. If you can get a .com for the domain you select, then grab it

When choosing to purchase your domain name one company has risen above all others:

www.GoDaddy.com

There are certainly many places where you can purchase domain names online but Go Daddy has made them their specialty and their familiarity with the needs of their customers and providing a consistent level of quality customer support has made them the true leader. They offer domain names for less than $10 per year and much less than that if you purchase them for several years at a time. Their full-time customer service support team can take you through the entire process with ease.

Hosting

The best analogy I can give to the relationship between hosting and your website is hosting is like a piece of land, and a website is like a home that you put on it. Your website needs a place to live on the Internet and that's exactly what hosting services provide. They help to ensure that your website is online and visible to everyone on the Internet 24 hours a day.

There are several things to look for when choosing a hosting service and only one of those is price. Because of competition in the marketplace, the price of hosting has gone down dramatically over the years while the amount of services they provide has gone up. The key thing you want to be concerned with is the quality and level of service you receive from these hosting companies

It's unfortunate to think about, but the fact is problems can and probably will arise with your website at some point in time. It's comforting to know that the hosting company you've secured will be there when you need them. This should include a variety of ways to communicate with them including of course e-mail and phone.

If the hosting company you work with only provides e-mail service, this could lessen their effectiveness in times of trouble. In addition, make sure to note their hours of service because unlike a bricks and mortar store, your website will be available to customers 24 hours a day seven days a week; you want your host to be available for you as well.

Your hosting account is where you will upload the graphics of your website to then be sent to go live on the Internet. The process of doing this is called FTP, or file transfer protocol. The process is incredibly simple using the control panels that will be available to you on your hosting account, and depending on the level of customer service that the hosting company provides, they may be able walk you through this process the first few times to make sure all goes well.

Below are just a few hosting companies that have provided markedly good service over the years and are backed by an overwhelming amount of positive feedback from past and existing customers. We have provided a few basic specifics about each company, but make sure to visit each site to investigate the terms and services of each company to decide which one will be right for your online website project.

- http://www.hostgator.com/ -Host gator has a great reputation in the industry and depending on the scope of your project, can host your website for as little as $4.95 per month. In addition to the 1-800 number prominently displayed on their website, host gator provides a variety of ways to communicate with them and

operates on a business model that features 24/7 customer service.

- http://www.thirdspherehosting.com/ -Third sphere hosting is a somewhat new kid on the block and they're making a big splash with the incredible variety of services that they are offering to clients. While other hosting services provide you with some options to help you build a website, third sphere actually features this as one of the main benefits of signing with their company. Again, the level of customer service and communication has been mostly positive from folks who have dealt with this firm.

- http://www.cheapwebhosting-1.com -for those of you just starting out and who are on an extremely tight budget, you may consider cheaphosting-one.com because their beginner plan is priced at just $12 per year. While their services are not as comprehensive as those listed above, and they don't offer phone support at this time, the company does stand behind the service of its products and can represent a great choice for someone just starting out.

Because of the low prices associated with hosting companies today and the general ease of use in working with them, many people take their website hosting services for granted; this is a mistake. All of the amount of work that goes into designing and building a website not to mention driving traffic to it in order to sell a product you are featuring would be completely a waste of time if no one can see it.

Developing a strong relationship with a reputable hosting company should be your first step into your online marketing venture. If you latch onto a good one early, you may have just started a relationship that will last for years and wind up being very, very profitable for your business.

Building Your Website

So, we've purchased the land (hosting) and now it's time to build the house (website).

Like all aspects of products and services that are available on the Internet, there is almost an unlimited amount of directions you can go with the creation of your website.

Gone are the days of simple static business card type websites that featured a bit of info about your business and a phone number at the bottom or a link to an e-mail. Nowadays, Internet customers are savvy and it takes a good deal of marketing and sales initiative to encourage them to make a purchase with you versus another online vendor.

There are several aspects that must go into creating a successful website and they include the **design and graphics of the website**, **the sales page presented on it**, the **customer tracking or follow-up** capabilities, and finally the use of other types of technology on your website to encourage sales and grab attention.

Elements of a successful website

- **Website design/graphics-**if you've spent any amount of time at all searching on the Internet you've probably seen some pretty flashy websites. Some of the blinking lights and flashing designs that jump out at you almost make you think you're visiting the strip on Vegas. All too often, people assume that they must make their website as bold and graphically intense as possible but this just isn't necessary. Your website is designed to do one thing and one thing only: convert visitors into buyers. There is no specific rule that states that you must have a ridiculous amount of loud graphics in which to do this and oftentimes a simple website will work even better than one that is flashy. Having said that, you don't want a website that contains nothing but words either because your visitor will quickly become bored and   click   away.

  A good combination of attractive graphics that are specific to your product as well as a decent amount of content designed to help sell it is what is required. You'll certainly

want to have a logo of some sort and may choose to incorporate this in a header, which is a graphical bar that will go across the top of your website.

In addition, pictures of the product you are selling as well as any other pictures that pertain to the product are often helpful. Don't be too concerned with graphics at this point because if you are a complete beginner there are plenty of graphic and website creation services available that can handle the process from start to finish for very reasonable fees.

- **Creating your sales page-**when someone hits your website it is your job to make sure that the message offered is compelling enough to encourage them to purchase the product. This is done through the use of the sales page. Basically, the content, at least on the front page of your website, will be a part of the makeup of the sales page. You'll want to include all of the features and benefits concerning your product as well as testimonials from satisfied customers. Creating a sales page that really does an

affective job of converting website visitors to purchasers is somewhat of an art form.

Many successful copywriters charge thousands of dollars to create such sales letters but there are much cheaper alternatives available for you. One way is simply to create the sales letter yourself. If you take the time to include the compelling reasons of why someone would be interested in purchasing your product you can have great success doing this on your own without spending any money at all.

If you choose to go it alone there are some great resources on the web to help you out, just search for how to write a sales letter on the Internet to get a hold of all of the free information you need to help you on your journey to completing your first sales letter. In addition, there are some web and software applications that will help you with this process. Here are a few links to some that can help you get this job done:

- o www.pushbuttonletters.com

- o www.salescreatorscreator.com

- o www.instantsalesletters.com

- **Customer Tracking and follow up-**once you get to the point where people are actually visiting your website you want to make sure that you capture some of their information because if they don't buy the very first visit, you have no way to follow up with them if they leave. The best way to do this is through the use of an autoresponder. An autoresponder is simply a type of software that will allow you to load prewritten messages into it and send them out to your potential prospects at regular intervals.

You can encourage the visitors to submit their name and e-mail address in a small form located on your front page by enticing them with free offers if they do so. The free offers associated are the follow-up messages you will send using the autoresponder that are in the form of tips and valuable information pertaining to the subject of the product you're selling. These follow-up messages won't be necessarily sales messages, but they will allow you to stay on the mind of the

prospect and remind them that your product is available.

Offering any helpful tips and information pertaining to the subject they're interested in is often valued by the prospects and they may stay on your mailing list for some time and eventually buy the product you are selling when they signed up, or maybe choose to purchase something else you begin selling at a later date. When speaking on the subject of autoresponders, one name stands out as the reigning champion: www.aweber.com

Simply put, Aweber results are second to none and the combination of quality customer service as well as the type of services they offer make them an incredibly valuable choice for anyone looking to establish a profitable online presence. Remember, your autoresponder basically acts like an employee for your company and will work tirelessly to remind everyone of your presence in the types of offers you have   available.

If you rely on trying to sell everyone on the first visit to your

site and don't take advantage of this incredibly helpful technology, you will be leaving a lot of money on the table. Setting up an autoresponder account through Aweber is extremely easy and the customer service they offer will help to walk you through the process the first time if necessary.

Taking Payments

When the Internet was first developed, online payment processing was all but nonexistent. Most businesses simply included information of where you could send your check or money order or a 1-800 number that you could call to make a purchase over the phone. The high-speed world of the Internet makes these options almost obsolete now. If someone is interested in your product and they're ready to buy it you have to provide them the ability to do so. This brings us to the point of payment processing.

Your website must have the ability to process customer's payments in order to deliver the product they wish to purchase. There are two main ways to do this, one being a traditional merchant account, and the other being online payment processors like PayPal. In order to make the most money from your website you want as many payment options as possible so choosing both of these options is the best way to do this. If you're brand new to the world of making money online, using a PayPal account provides an extremely easy option to get started.

With PayPal, you simply have to register and add your bank account information and have it verified. Once you've set up your account, you

can install a *buy now* button directly on your website that once clicked allows the customer to make a payment that will be sent directly to your PayPal account.

When you're ready to make a withdraw, simply click *withdraw* and the money will be put into your bank account. PayPal simply takes a small percentage of the transaction as payment the same way the traditional credit card processors do. For more information on how these work we suggest you visit each of the websites below:

Merchant Account- www.1shoppingcart.com
Online payment processing- www.Paypal.com

Okay, we've chosen a product, picked a hosting service, designed our website including specific elements needed to help make it profitable so were pretty much done, right? Well, almost. If you stopped here, you would probably never make a dime. The reason why is that no one knows you exist. The next step in our journey to making money online is to attract visitors to your website.

How to Get Visitors

The subject of getting traffic to your website is immense. We could begin discussing a multitude of ways you could use to do this and at about 100 pages later, we would have just begun to scratch the surface. Attracting quality targeted traffic is perhaps the most valuable skill you can possess as an Internet marketer.

Without potential customers, you simply have no business. We decided the best way to handle the subject in our book here was to simply provide a list of some of the most common ways of attracting website traffic with the ones that are generally considered the easiest and will produce the fastest results first.

It is recommended that you begin to investigate and learn about each method in more detail because the more knowledge you gain about the subjects then the more potential money you can make with your online business.

- **Telling everyone you know**-once your website goes live, shout it out to the world! While not everyone that you know will be interested in the product you may be selling, they

may know of someone who is or may be able to offer you valuable insight as to how to make your website better.

- **Include your website url in your signature-**think about how many e-mails you send in a week. You simply put the URL of your website underneath your name on every e-mail and it acts as a constant source of free advertising for you. Make use of this simple tip and you will get people visiting your website.

- **Article marketing-**article marketing is exactly what it sounds like: articles that are written about the subject of the types of products you sell are submitted to online directories. Once these articles have been submitted, other websites may choose to use your article as content for their own website and give you credit for writing it as well as a link back to your website.

If the article is written well and piques the interest of the reader then they may choose to click on your website. In addition, the other websites containing your article at link

will help to rank your website in the search engines. This way, if someone is looking for something in the search engines on the topic that your product is about, it is more likely that they will find your website in the search results.

Article marketing is free and can result in immediate clicks if the content and writing of your article generate interest.

- **Linking from other sites-**just as in the case of article marketing, your website link featured on another webpage is a very good thing indeed. First of all, depending on the information provided with your link some people may choose to click on the link to get more information. In addition, all the links back to your website will help to push you up in of the results of the search engines as well.

- **PPC-**PPC stands for pay per click. I do not recommend starting here until you get some background knowledge of how this program works. Basically, you bid on a keyword or keyword phrases that someone might type into a search engine.

If your bid is high enough then your website will appear at the top of the listings thereby greatly increasing the potential that someone will click on your website. Unless your visitors are extremely targeted, however, you may end up getting a lot of traffic but no sales. Thus this method of traffic generation can be very expensive if you don't know exactly what you're doing.

On the other hand, if you have a budget and understand how the process works, this could be one of the fastest and most effective ways to get traffic to your website.

- **SEO-**SEO stands for search engine optimization. This is the process associated with making sure that your website is found when someone types in a search term into a search engine. This is perhaps the most difficult and most misunderstood aspects about the subject of Internet marketing.

Because the Internet has changed so much since its

inception, search engines work dramatically different than they did just a few short years ago. Because of this, many people are still trying older tactics that no longer produce real results so therefore it is easy to become confused with the information that you find on the net. One key tip that does remain constant is to make sure that you change and/or update the content on your site regularly.

When the mechanics of a search engine are indexing websites for content in order to properly rank them, websites that feature fresh and updated content rank much better than others that stay static.

We recommend searching the Internet and reading everything you can about the process of SEO, but for the time being, sticking with the techniques above for now will provide faster and more easily obtained results.

There are many firms that offer search engine optimization services but be careful, and make sure to verify the results that they have obtained for others before entering into an

agreement with them or you could wind up spending a lot of money with very little results to show for it.

You are Now Up and Running!

If you followed all the steps above, you should now have a website that is live on the Internet, offering a specific product to a specific market, and hopefully attracting visitors who are making purchases. The entire process is of course much easier said than done, but if you take the time to understand the information that has been given and investigate the resources provided to you via the various web links, you can have your very own profit producing website set up easily in less than a week.

Once your business is up and running, the work doesn't stop there. Because this is a business, you should treat it like one and work to constantly make improvements on all facets including the look and feel of your website, the conversion rate at which you turn visitors into buyers, as well as the different ways you can use to drive traffic toward it. The information created thus far on the subject of Internet marketing would fill several lifetimes of learning so no matter how much patience and diligence you have you will simply never learn it all.

The landscape is changing all the time and the best that you can do is try to stay abreast of the current information about what works and what doesn't work in the world of online marketing.

We hope this book has been of value to you in learning just what it takes to begin making money online as you continue your journey, we want to wish you incredible success and hope that this simple beginner's guide to making money online was just one part of your journey to become an Internet millionaire.

Resources

Below is a list of some of the websites that we recommended in this book as well as the subject matter that they pertain to.

Keep in mind that for brevity's sake, this only represents a very small portion of what is available to you online. Simply use these as a guide point but feel free to investigate the many sources available to you and choose the resources to make the most sense for your particular online business.

- **Affiliate Products -** www.clickbank.com

- **Domain Names -** www.GoDaddy.com

- **Hosting -** www.Hostgator.com

  www.thirdspherehosting.com

  www.cheapwebhosting-1.com

- **Autoresponder -** www.aweber.com

- **Payments -**   www.paypal.com

                        www.1shoppingcart.com

Internet Marketing Made Easy With Trends

The first method of Internet Marketing focuses on writing articles on trends that you know are coming up. When something is hot right now and you put your articles in front of that audience, the conversion rate is through the roof.

For example, if you were to write an article on sectional slip covers for a place online called EzineArticles.com, sure you will make some sales, but it's not what people are dying to know about right now.

You would have to write a ton of articles to really make any sort of volume in sales.

If however, you were to give people information on a topic that is burning want for them right now, then, then you will make some sales!

For example, the Iphone. That's so hot right now. If you were to write articles on everything to do with the Iphone, you would make more sales then just something that is a normal type topic.

I am about to show you how to find trends so don't worry there. What you need to do is find out what people are searching for when it comes to the Iphone and that can be hard to do if the trend is new, because keyword tools are not the most up to date, but I will get to that in a minute as well.

The other big mistake people are making is ahat they are promoting products or affiliate programs that pay nothing in commissions. You can't promote a product with Internet Marketing that pays only a few dollars per sale. It's too hard to get the volume of sales you need.
Internet Marketing was not created for volume sales like that. So how do you make a steady income from Internet Marketing with this method or any method for instance.

1) Target hot trends or hot products Like I said to you before. You can push crap uphill and promote products in markets that are not hot, or you can promote products that don't sell well, or you can do the opposite. It's just as easy to do both. Product and niche selection is critical and I will cover that in both methods, so don't worry.

2) Make every article count. If you don't want to have to write a ton of articles to make a ton of sales, that means you need to make every article you write count and really sell for you. Each article must be high quality and give the reader exactly what they want. I will show you how to do that.

3) Promote products that pay well. Sometimes the hardest part is finding the product to promote for the trend you want to target. Well if you know where to look, this is much easier. You need to make sure the product you promote pays a good share of the sale or it's just not worth your time.

4) Presell Well. Not only do your articles need to presell well but so do your landing pages where you take your reader. This is where a lot of people mess up. They get the reader all eager to buy, but can't finish off the deal. I will show you how to do this as well. Let's get into it then.

Step 1) Find A Hot Trend. The first thing you need to do is find a trend people are searching for right now. I was going to use the Iphone niche as the trend and that would make the perfect trend, but I wanted to show you how to do it this way.
You need to go to the Google Trends tool at,
http://www.google.com/trends/hottrends?sa=X

This is a tool that shows you exactly what people are searching for Right now. Other keyword tools won't do that. What you want to find is a hot trend that would lend itself to promoting a hot product.

So we need to find a hot trend. A lot of stuff here is pretty useless for Bum Marketers, but I did find a popular trend in the top 10 right now actually. UFC 86. This is the ultimate fighting championship 86. A pay per view fight event.

This is coming up and would be perfect trend to write articles on. I will get into that in a minute, you will also need to find a product to promote, but I have a fair idea of that as well.

I have also found a few trends that are popular and coming up right now that would lend themselves to Internet Marketing. The Boston Marathon for instance. This time every year people running the event or wanting to run the event are looking for tips to get

through it.

You also realize the Olympics are coming up right? How many trends do you think are there. Remember that your job here is to sell products, so you need to find trends that allow you to sell products as well. We are not doing this for free.

Step 2) Find out what they are searching for and what they want to know. Ok so we have found a trend. People searching for UFC 86 are more than likely interested in watching this fight night.

We also want to make sure that we will get paid for the articles we wrote for this in the future as well, not just for this one fight night, so we also need to find some generic keywords related to UFC to write articles on.

So what we need to do now is come up with 2 sets of keyword lists here. One to get paid for the UFC fight night coming up and also for other UFC fights.

Now, to find keywords related to UFC 86 will be hard, because

A) it has not happened yet and

B) the keyword tools are not that up to date.

But we also have common sense. We know what kind of keywords people would be searching for this. We can also use keyword tools to find out what they searched for, for other UFC events.

People looking for UFC 86 would be searching for terms like....

Watch UFC 86 Live

Watch UFC 86 Replays

Watch UFC 86 Online

UFC 86 Video

How To Watch UFC 86 Online

Where Can I Watch UFC 86

UFC 86 Highlights

UFC 86 Full Fight

The list is endless really. Use keyword tools like freekeywords.wordtracker.com and use some common sense. What would you search for to look to watch UFC 86?

These are the terms you want to write articles on.

When you target a niche or trend like this and you really go after those only interested in this topic, you make more sales with a lot less traffic.

The next thing you want to do is generate a list of keywords related to just UFC. Terms you know people are searching for.

How To Watch UFC Live Online

Where To Watch The Ultimate Fighting Championship

Watch UFC On My PC

These sort of keywords will earn you money everyday for as long as UFC is popular and that will be a while.

You want to start with around 20 to 25 articles for the lot. So about 10 to 15 for each keyword list.

Step 3) Find a product to promote. You might think finding a product to promote for something like UFC 86 might be difficult, but its not.

Again, thinking of the keywords you are promoting, the ideal product would be one that allows people to watch UFC 86.

You can see that product here.

http://www.satellitetvtopc.com

It pays over $30 per sale as well.

If you were promoting something to do with the Iphone, then you would go and find an affiliate program for Iphones.

One of my favorite affiliate directories is http://www.associateprograms.com

If you were writing articles for keywords on the Boston marathon, then you could promote an ebook on running marathons and there are plenty of those on Clickbank.

Step 4) Start writing articles. Now is the time to start writing your articles on the keywords we've come up with. Your articles are key. Super important. I know a lot

of people will say you can outsource your articles for a few dollars and you are right, you can.

But they won't be quality. The only way you can be really sure of getting the right quality is writing them yourself. Unless you have a writer who does a good job and writes exactly how I am about to describe, then I highly suggest doing it yourself.

The articles you write should be around 350 words to 500 words inlength. They should also give people exactly what it is they want. If someone wants to learn how to watch the UFC online, then give them an article that shows them how to do so.

Give them a good, step by step guide to doing what it is they want to learn and they will buy in droves. The key here is to make the product you are promoting sound so tempting that they just must buy it.

In your article, for example, you could tell people different ways to see the highlights of the UFC 86, where to find the results for UFC 86 and then in your article byline, let them know that you can SHOW them how to watch the whole UFC 86 on their computer with

the product you are promoting.

See what you are doing here? You are giving them all valid ways to watch the UFC, but then you are letting them know in your byline that you have the ULTIMATE solution to their problem.

This is where you really need to get it right. The article byline. You have hooked your reader with your article, now you need them to click on your website link, so you need your article byline to sizzle!

If again, I were promoting the TV to PC product, I would write something like this for my byline.... "Want to watch UFC 86 LIVE on your PC? Let me show you how at my website."

Step 5) Setup a presell page on your website The next step is to setup a presell page for your product you are promoting. For instance if your website is www.yourdomainnamehere.com.

I would create a page on my website called,

http://www.yourdomainhere.com/watchUFClive.html

And every article I've written would point to that page and on that page I would have a very simple layout. This is the page people will go to when they click on your link. So on this page you should tell people the benefits of the product you are promoting and how they can get it. Simple stuff really.

It's like a squeeze page but without the email capture form. What you want to do is presell the product you are promoting with some hard hitting copy. Nothing too long.

Then tell them that to get the product and to start watching UFC 86 live on their PC, all they have to do is click on the link below, which would of course be your affiliate link promoting the product.

Step 6) Submit your articles. This is the easy part. Signing up for an EzineArticles.com account and submitting your articles for approval. This can take up to 48 hours and if you have a new account, you can only submit 10 articles at first.

Once those are approved, you can submit as many articles as you like from then on in.

Make sure your articles are top notch or its not going to work.

Once your articles are approved, keep an eye out on how well they are doing. How many people are reading them and how many people are then clicking on your link to your article. Ezinearticles has a tool that lets you do this.

Now you can tell how well each article is converting and you can then see also how well your presell page is working when you start making some sales.

Internet Marketing Made Easy With Clickbank

Now the next method of Internet Marketing is something I am doing now and it's just a little twist from what is above. Clickbank and the Clickbank.com/marketplace/ make it so easy to find products that people are dying to buy.

They basically tell you in the marketplace exactly what products in what niche markets are hot and making lots of money for them and their affiliates.

These are products you want to promote, but you don't want to do it just any old way. The way you write articles here again is a bit different. You will require very few articles to start seeing a decent income coming in.

Gone are the days where you need hundreds of articles just to make a few hundred dollars. No no, not anymore. You can write 10 articles and make the same income as 100 articles, you just have to write them in the right way and promote products that people are dying already to buy.

So let's begin with this method. The first thing you need to do is go to the Clickbank.com/marketplace and start finding products that are hot

right now. It's so much easier to promote products that are popular then those who are hard to promote.

I know this sounds simple, but a lot of people are not taking the time to do this simple step and it's costing them a lot of money.

You want to find products with a gravity of 100 or higher. This means at least another 100 affiliates have made sales from promoting this product so it should be easy for you to do as well.

Especially with this method. Another thing to look for is to see if there are similar products selling as well. If there are 1 or more products selling well on this topic, it usually means there is some money to make from it.

Let me give you an example. I am going into the marketplace at Clickbank and I'm going into the "health and fitness" category to find products that are selling well.

I chose health and fitness because it's always a hot seller. You just have to look at all the infomercials on Tv to see that. There is a product there with a huge gravity of nearly 600, but it's a bit to general for this method.

It might work, but I would struggle to find problems specific enough to promote that product and that is what we want.

Problems to be solved, but I will get into that in a minute. The next product down is a gold mine. It's about getting hot abs. Plenty of topics I can think of right now that would lend themselves to problem solving articles.

So I will stick with this product for now. The next thing I need to do is find out what problems people are having with

A) the product

and

B) the general topic of getting ripped abs.

To find out what people are having problems with is made easy thanks to Yahoo Answers. http://answers.yahoo.com/

All I did was type in the word "abs" into the search tool and it came back with a whole host of problems people are having with getting ripped abs.

For example, one person is having a hard time getting his upper abs to show.

This is the perfect idea to write keywords around. This is a problem a lot of people would be having.

So the next thing I would do is go into my keyword tool like

https://adwords.google.com/select/KeywordToolExternal

And type in "upper abs". Now the keywords that come back from these problem are the ones I would write articles on and of course in those articles and the bylines I would promote my website which promotes the product on abs.

When you focus on keywords that people are having problems with, you stand to make a lot more money.

Pick the keywords that are the most popular in searches per month and advertising competition. If people are searching for it, the more traffic your articles will get from EzineArticles.com and if the advertisers competition is high, it means other people are making money from these keywords.

If people don't have a burning desire to solve a problem it's so much harder to make the sale. The articles you write should solve their problems. You should give them a solution to their problems.

Then in your article byline, you should let them know you have an even easier solution to their problems, and it can be found in your article byline.

Internet Marketing for Building Income

What I found has been working for me lately is promoting products that pay me monthly. It's so much easier to make money with Internet Marketing when you promote a product that pays you every month you keep a client or customer with them.

Why promote a product, go to all the effort of writing articles to promote these products to only get paid once, when I can get paid every month.

Not every niche or trend has products like this available, but if they do, I will promote them over a product that pays me once off.

If I can find a membership site on the topic I am writing articles on, a membership site that will pay me every month a customer stays subscribed, you better believe I will take that over an ebook or something similar.

For example. If a product is giving away $10 a month in commission per sale, that one sale could result in $60 to $120 in sales down the track. Sure it might be less then what I would get if I were to promote a product like an ebook and get $20 or $30 per sale, but I'm happy to take that risk.

I am happy to earn $10 upfront and then $10 every month for as long as that customer stays subscribed. It could result in hundreds of dollars in sales down the track. Plus this way you can sort of see how much you will be earning every month.

It's like a stable income/paycheck.

Being that I am very aware of how important it is to find these type of programs that pay you on a monthly basis, I have created an Affiliate Program for Maverick Money Makers that will pay you $44 EVERY MONTH for each sale you send.

How To Make Money With This Guide

First, you need to know that there's no fluff in this guide. If I can say something with two words, I never use three. It's not about quantity: It's about quality. The more someone goes on and on and on about a subject, the less experienced he usually is. But I have written this manual in a "do this, do that, go here click that" manner. No time to waste.

As you read each section of this guide, note down the facts that are interesting and offer new knowledge to you. You can use a piece of paper, or even your computer's "NotePad" (whatever you like best).

That way, you will create a smaller "mini report" with all the highlights of the original report.

People remember only 10% of what they read. Most don't remember what they had for lunch. This is especially true today (with the great amount of information we are trying to absorb). So, do the smart thing and take notes.

After you read the whole guide once, you can then refer back to your "mini report" whenever you like. So, open a new text file right now (NotePad or Word or whatever).

Or, take pen and paper and place it next to you. This is your financial future and your life we are talking about here. It's in your best interest to read, understand, absorb and then USE this information.

I understand that people have varying degrees of expertise in online marketing. I will try to be detailed enough for the newcomers – but not so detailed that the more advanced users get bored.

I don't want to write 30 pages doing an introduction. That's what the other manuals do.

Let's just get to the good stuff, ok?

Just my promise to you: When you have finished reading this guide, you will be able to make a steady income from your home – in a SAFE way.

Nobody wants to gamble money on expensive advertising that may or may not work. So, we'll use methods that are a "safe bet."

Let's keep things simple.

Making money online can be distilled down to this:

You need to find a quality offer that people will be willing to buy.

And:

You need to be able to send QUALITY traffic to that page so that people will actually

see that offer.

Basically that's what it all comes down to.

Before I get into the meat of things, I need to say this:

Don't treat this as a hobby or else you'll get hobby results. Yes, this is a business where

you CAN work just a few hours from home for yourself rather than working for 8 hours for the man. But you still need to take things seriously.

How To Start With No Money Or You Are Broke

First of all, let's see if we can put your financials in order:

Stop buying everything new and fancy that comes out unless it will specifically enhance a part of the process you already follow.

Unsubscribe from all paid monthly membership sites and services you don't use. Stop bleeding cash.

Stop spending all your money on things that only give you temporary pleasure. If you can put aside $300 for example, put them aside. Don't go out and spend it on things that most people would (like alcohol and cigarettes for example). I'm not going to tell you how to live your life. But you may want to cut back on some "extras" for now so that you can have many more extras down the road. You are on a mission.

You can even sell things that you don't need. Do you have a guitar that you don't play with? Comic books from your childhood? Whatever. See if you can put them up on http://www.ebay.com and get rid of them in exchange for money.

If you currently have previous unsuccessful websites, you can sell them. You can even sell successful websites you have, just so you can improve your focus. If you have 10 Adsense sites, why not package them up and sell them? You can usually sell them for 1224 times the amount of profits they make per month. Or, if you have created an information product in the past, you can sell resale rights, master resale rights and private label rights to it.

Some good places to look for in order to sell these deals are http://www.warriorforum.com (special offers section – make sure you make people there a good deal – don't just try to "sell your stuff") and http://www.clickbank.com/marketplace .

How to Promote Other Peoples Products

Let's say that a website sells a product for $50. That website can have an "affiliate program" and allow you and others to promote that product and receive a percentage of the product's price in commissions, every time you refer someone to that site who ends up buying that product.

Commissions can be as low as 5% for some hard goods but can go as high as 75% or more on instantly downloadable products – like ebooks or software.

Here are some ideas on how to find affiliate products to promote:

A) Search on affiliate NETWORKS like http://www.Clickbank.com/marketplace ,

http://www.cj.com and http://www.linkshare.com

B) Join the email lists of competitors in your niche and see what products they promote. Some of those products will be in affiliate networks like the ones mentioned above. Others will have an independent affiliate program

C) Something else you may want to look into is promoting products of what I call "network/company hybrids." These are big companies who have products in several different niches (mainly pills) and they have their act together. They typically pay 30-50% commissions plus 5-10% 2nd-tier commissions. Plus, they have good salesletters, content for affiliates, they pay on time etc...

This is great because once you promote one of their products and see that they pay on time, you have that much more assurance that you will get paid when you promote their other products.

You will also be getting one check or paypal payment for all the products of the same company you promote - this helps keep things focused.

You will also save time. Instead of searching for the next niche, just pick the next program in the company's list to promote. These companies don't create products unless the demand is there. If you don't believe me, just do a search on Overture for the categories their products serve and you will see very healthy search volume and Cost per click.

Every time you signup for one of these affiliate programs, you don't need to signup again in order to promote their other products. You just grab your links (maybe even

create a tracking campaign) and you are good to go.

One of the companies you should at least look into is:
http://www.joebucks.com

I haven't purchased the products they sell (mainly pills) – but they always paid in time. I have used a company with similar products but they never paid up.

How to Promote Affiliate Products

Promoting someone else's product as an affiliate is one of the best ways to get your feet wet in online marketing. But you have to do it the right way or else you'll start wondering why you are not seeing success. So, here goes:

Treat your affiliate business like YOUR business. Because someone else fulfils the product, this doesn't mean that he is the "be all and end all" in this process. If you are the one who refers and presells the customer, you are at least 50% responsible for the success of this process – and you should be rewarded for this! (No – not by being "promised" 50% of each sale you make).

Let's say that a new information product has just launched and it has a link to "Join Our Affiliate Program" at the bottom. Naturally, many affiliates will be interested in promoting

it. Now, I will tell you the right way and the wrong way to go about this:

The wrong way: (this does work but not as well as what I'll share with you next): Grab your affiliate link, maybe set up a redirect page on your site like yoursite.com/AffiliateProduct.html and then promote that page. The job of a redirect page is to look like it's a page on your site (and it is) – which will then immediately redirect your visitors to your affiliate link for the product you promote. Using redirects helps make your links "prettier" instead of them looking like ugly affiliate links.

So, instead of your link looking like this:

http://merchantsite.com/affiliateid=12345

It would look like this:

http://yoursite.com/AffiliateProduct.html

This will look more professional and can earn you more commissions. But it's far from perfect.

Now lets discuss the RIGHT WAY:

Register a domain that is very similar to the merchant's and that includes the product name. For example, if you wanted to promote a site called TheSuperEbook.com, you could register domains like:

The-Super-Ebook.com

TheSuperEbook.net

www-TheSuperEbook.com

www-The-Super-Ebook.com

Visit the merchant's salessletter, and save the page to your hard drive.

Open the page with your favorite HTML editor like Dreamweaver or Frontpage Delete the "join our affiliate program" link at the bottom. That way, people will not be able to click it, sign up for the merchant's affiliate program, get their affiliate link, click on it, buy through that link and then get commissions on their own purchase (while you get nothing).

If there's an optin form on the page, subscribe so you start getting the messages. Then, replace the merchant's form with one that points to YOUR autoresponder. An autoresponder is simply a piece of software that sends email messages at predetermined intervals. Some good autoresponders are http://www.aweber.com and

http://www.autoresponseplus.com

In your autoresponder, include the first messages of the merchant in your follow up sequence -or modify them, if needed. Then, add messages that promote OTHER RELATED affiliate programs you want to promote.

If the merchant uses a processor that can be hijacked (ie: people can create their own affiliate link and buy through that instead) quite easily (like Clickbank) and he points to the order form like so: http://www.clickbank.net/sell.cgi?merchant/1/The_Super_Ebook, change the link to point instead to a page called order.php. Then, create a PHP page with this code:

```php
<?php
$URL="http://www.clickbank.net/sell.cgi?merchant/1/The_Super_Ebook";
header("Location: $URL") ?><a href="
http://www.clickbank.net/sell.cgi?merchant/1/The_Super_Ebook">
Click here to order
The Super Ebook</a>
```

And please, don't freak out when you hear the term PHP. Here's what you need to know about it in a paragraph:

PHP stands for Hypertext Pre Processor. It's just a way for the server to show some dynamic elements on a page - don't worry about it now. To create a .php page, just give it the extension .php (instead of .html).

I prefer using php redirects because they make redirections more "invisible." Again, don't worry about it. Just do it.

This will make it even harder for people to figure out how to steal your commissions.

This page will "secretly" redirect to the Clickbank order form without exposing the merchant's Clickbank nickname. If for some reason the visitor isn't redirected automatically, she will just see the message "Click here to order The Super Ebook".

"Hardcode" your affiliate id on the page by putting this at the bottom of your page (just before the </body> tag): <img src="youraffiliatelinkgoeshere" height="1" width="1">. For example: <img src="http://yourid.merchant.hop.clickbank.net" height="1" width="1">

That way, everybody who visits this page will be tagged with your affiliate id – even though it will not be so obvious (which is a good thing for you).

If you think that the merchant's site could be improved, make the modifications you should.

For example, if the salesletter headline says something like: "Use This SEO Software To Rank High on The Search Engines", you could replace that with something more

compelling like: "How I Consistently Average Over 4,700 Unique, Free Visitors A Day To My Site And How You Can Do It Too - Just By Clicking a Button!" I think you get the

point.

If you are not a copywriter, don't worry about it too much. You don't have to rewrite the entire salesletter (heck, if the salesletter is good, you don't need to touch it). But, a great headline can pull a good number of sales - so it's worth looking into it.

If you want to really be hard-core about it, you can even start split-testing two different headlines. You can use a service like http://www.Hypertracker.com . Read their website for more info.

Now we are talking. This set up will give you much higher chances of success!

Most of the times, the merchants will be ok with you doing this since you are bringing them business that they otherwise wouldn't have.

Unless the merchant is an idiot like the one I came across the other day...

I had done something similar with his site and had started promoting it.

Next thing you know, I receive an email from my host saying that they had made my page unavailable to the public because I had "stolen" someone else's design.

Apparently, the merchant saw the salesletter and thought I was selling his product through my site (and keeping all the money). He didn't even bother to hover his cursor over the order link. He would have seen that the order link was HIS Clickbank order link with HIS nickname.

I admit that this annoyed me.

That's why I redirected my traffic to his biggest competitor and started making sales for THEM.

I cannot forgive stupidity. I was sending this guy business and he shut me down! Hope he buys and reads this manual.

Ok, ok, I don't want to be harsh. I know we need to be tender and understanding with the uninformed, weak, young and old – because at some point in our life we will have been all these – but I'm human and I got angry at the time.

I didn't even bother emailing that merchant because I was so pissed off at the time. If this happens to you, email the merchant and tell them what you are doing. This should make them "get it."

Anyway...

Registering a very similar domain to the one of the merchant, is a good way to make money for less than $10 (the cost of the domain).

For example, I did this with the Adwords site AdwordsMiracle.com. The site said "Adwords Miracles" on it and yet the domain "AdwordsMiracles.com" wasn't even registered.

Is it my fault that I registered the domain AdwordsMiracles.com? And that I copied the salesletter and hosted it on my site? And that I deleted the "Affiliates" link at the bottom of the site? And that I then hardcoded my affiliate link on the page?

Is it also my fault that IMNewswatch.com picked up my site and said that "AdwordsMiracles.com just launched" and I made 15-20 sales that

I wouldn't have

made?

Tell me, is it my fault?

Chris (the owner of AdwordsMiracle.com) later mentioned my site in his product "Affiliate Project X" as a case study. See, he was a little annoyed by what I did – but he recognises that creativity needs to be compensated. Chris has excellent products so definitely check them out...

I did something similar with Affilorama.com. When the site launched, I received a special report that talked about this new site called "Affiliorama" (note the extra "i"). I went to the site and the domain was Affilorama.com. So, again, I ask you: Is it my fault
that I registered the domain Affiliorama.com and hosted the page on my site? I started making sales (for which I still get commissions) -and I never even promoted the damn thing!

For those worrying about lawsuits from merchants: I live in Greece and people generally don't sue each other. I hear that this ain't the case in USA. Some people have no other hobbies and so they just want to sue their fellow Americans. I'm obviously no lawyer and I can't give legal advice. But I would be surprised if a merchant sued you over doing this. They would email you before they move legally. Besides, YOU ARE MAKING THEM MONEY.

Still, if you are paranoid about it, you can email the merchant and let them know.

If the merchant uses a name squeeze page (a very short landing page asking for name and email before someone is even able to see the salesletter) and you don't like it, "no problemo."

Just clone the squeeze page (or create a better one) and tie it to YOUR autoresponder.

Then, redirect to the salesletter of the site you promote. In order to get affiliate credit for the sales, just use the image trick I mentioned earlier and hard code your affiliate id on the squeeze page you created.

Here are some good squeeze pages from different industries that you can get ideas

from:

http://www.doubleyourdating.com

http://www.adwords-revealed.com

http://www.FattyFatty-BumBum.com

http://www.marketingmakeovergenerator.com

http://www.superaffiliatecoachingclub.com

http://www.marketingwithpostcards.com

Or if you don't want to create a squeeze page at all, just hardcode your affiliate id to your landing page (whatever type of landing page you have) and then link directly to the salesletter of the merchant. (MerchantSite.com/Salesletter.html)

If you don't want to set up a landing page, or a squeeze page, or clone the merchant's salesletter - but you want to send your traffic to the merchant's salesletter bypassing his squeeze page, just create a redirect page and hardcode your affiliate id on that redirect page.

Here's an example of the code you could use to do this:

```
<html><body><img                                          src="
http://www.merchantsite.com/?youraffiliatelink=12345"
height="1" width="1"><meta http-equiv="refresh" content="0; url=
http://www.merchantsite.com">If you are not redirected automatically
within one
second, please <a href="http://www.merchantsite.com">click here</a>
to go to our
site...</body></html>
```

Got it?

How To Get Top Treatment From Merchants

Once you start making sales for the merchant, send him and email or call him on the phone and ask him to increase your commissions. That sounds rude at first, right? – but here are some things you need to keep in mind:

You are in this business to make money. I hope this doesn't come as a shock to you.

Higher commissions will allow you to make more money per sale.

Even if the merchant doesn't want to increase your commissions, you still lost nothing. I have never heard of a merchant saying "WHAT? YOU DARED ASK FOR MORE? I WILL NOT PAY YOU EVEN THE BASIC COMMISSIONS I OWE YOU!"

That's the stuff that bosses do. Remember them? Those Nazis that suck your blood.

That's why I never had the nerve to ask for a raise in my earlier job (pharmacy clerk).

The moment I managed to gather all my inner strength and say so (I thought I'd have a stroke), "that was all she wrote." I left a few weeks later.

BUT THIS IS YOUR HOME BUSINESS – the merchant is not your boss. HE needs you way more than you need him. Keep that in mind! Worst-case scenario, you will just keep getting paid as much as you used to. Nothing to lose.

There are smart ways to phrase the "raise request." For example, you can say things along these lines:

"I have been promoting your product for the last 2 weeks and have already made 17 sales. My affiliate id is so and so (so they can verify the sales). This means that I have made $510 in commissions.

However, I have spent $330 in advertising to make these sales. So, I'm only left with $180 in profits. At this point, I have figured out that it's not really worth it for me to continue promoting your excellent product unless I somehow increase my profit margins.

I was wondering if you could increase my commissions from 50% to 65%. That would make it worth it for me to continue promoting your product. Differently, I'm afraid I cannot justify promoting your product.

You would still keep making profits by sending back end promotions to the customers I send you – so you are not really losing that much.

Thanks and looking forward to hearing from you, Your_Name."

At this point, the merchant will have to decide. "Do I want to continue making money from this affiliate? Or am I not interested in making money anymore?" Most merchants will be OK with it – especially if you are one of those affiliates who make business happen (and there are not that many of those).

Note that the merchant will have no idea how you drive traffic to his site. You may well be promoting his product only with free methods (see later). So, you saying that you want a raise because advertising is expensive makes total sense to the merchant. It's your choice how much you want to stretch the truth.

People who "ethicologise" (I just invented a new word) all the time have obviously no idea how competitive the game has become and how challenging it can be to survive.

They probably have a trust fund that they inherited from their parents and they have never fought "in the field."

Ok, here's another way you can shakedown (ahem, I meant "convince") a merchant to give you higher commissions:

Instead of saying that advertising doesn't leave you with much profit, you can say something along the lines of:

"I was interested in entering your market. That's why I started promoting your product. I basically wanted to test the waters. Now that I see that prospects in this market buy, I have decided to create my own product and enter the market as a merchant. I'll create a product, start sending all my traffic there and create even more competition for you and your affiliates. Got it?"

If this doesn't scare the hell out of them, nothing will.

Then tell them that you are a nice guy and that you want to work together. So you won't create your own product, if the merchant is a good boy and he increases your commissions substantially.

If the merchant uses Clickbank and he gives you BS like: "I'd love to do it man but I use Clickbank and there's no way for me to set a different affiliate percentage for you."

... then tell them something like: "I don't care 'MAN.' Create a second Clickbank account and use it only for me. And don't even dare put that thing on the Clickbank marketplace for others to discover or I'll know and I'll visit your house at night while you sleep."

Or: "Then set me up with a different affiliate platform and pay me with Paypal."

Are the creative juices flowing yet?

Good.

YOU are in charge. You have to understand it. Say it to yourself: "I rule."

"I'm it."

If you want to survive (and thrive), in today's environment, these are some of the things you should seriously consider doing.

Most people won't do them of course. But that's ok. Because, as I like to say, natural selection can be a bitch – and those who don't treat their affiliate business like THEIR business, will become extinct sooner or later.

You don't have to believe me. Just wait and see how much more competitive the game will become in the next months and years. If you do the above, you will be kicking everyone's ass and bringing home the bacon.

Something else you can do, is ask the merchant to send you the details of the customer (full name and email). Mind you, not all merchants will do it (because they are closedminded).

But many will - especially if you have started making sales for them.

Of course, if you promote a Clickbank product, you can see in your account the names and emails of the customers you referred.

You can just click on their email address and send them a short thank you message.

You can thank them for buying. Then, give them a link to a page that has some special reports (or full products) on it (the salesletters for them). Then, tell them to email you and choose 1 or 2 of the products. I always do this with my customers. Yes, each and every one. I exchange real emails with them. Automation is good but in my opinion it's a little overrated.

Exchanging "real" emails with your customers and offering them extra value builds relationships like nothing else I've seen.

Now, if you did all the naughty things above, I can guarantee you that you would do much, much better than if you had just promoted the "straight" site. You would make

much more money than the other affiliates who promote this product and they wouldn't be the wiser.

But, can we do even better? Of course. Can we be even naughtier? Hell yeah...

At this point, let's not judge the ethics of the next method. If you feel uneasy doing this, then don't. I'm not saying that I have done this or that I approve of this. But I have heard of people doing this and this technique is available to you.

Let's say that you want to promote a specific information product because you know it's good stuff and your market will like it. What you can do is something like this:

- Buy the product and read it. As you go through the product, note down the main techniques mentioned in it. Note down the good stuff in a text file. If a technique is there just to fill up space (most merchants do it), just ignore it. You only want the best techniques.

- You will create your own product. Rewrite the parts that were worth it, in your own words. If you know of even more techniques, include them in your new manual as well.

Many people feel uneasy doing this. They think along the lines of "I would never read a product and get ideas from it – I would rather hire a ghostwriter (and he can copy other's ideas all he wants)." Can you see the irony?

- If you need to brush up on some of the techniques, you can search your favorite forum or search engine.

- You don't need to create a 200-page mammoth. A 40-page guide full of valuable content and "do this, do that" tips will have a much higher perceived value.

- If the original product was selling for $47 and was paying 50% commissions, you can sell your product for $27 or $37. Your visitors will pay less, they will get more value and you will get more money in your

pocket as well. Plus, "affiliate tracking" will be 100% since the sale will have to go through you.

- For the salesletter, you can write a short one - just write like you talk. You can get ideas from the original product's salesletter. You can even get ideas from salesletters

promoting similar products in your industry. - If you want a shortcut, you can even buy resale rights to a product or private label rights and then put your name on the product.

- Post on your favorite forums saying that you have just finished a product and that you are looking for 10 people who will be willing to give you a testimonial in exchange for a free review copy. Mention shortly what your product is about (or, just point them to your mini salesletter). Say that they should be able to provide the testimonial within 3 days.

As soon as you receive the testimonials, add them to your salesletter. This will increase

its "pulling power." Some freeloaders will not give you a testimonial even if they love the product. Don't worry about it.

- And of course, you can even start an affiliate program for your product so that others can start sending you their traffic. You can put your product on Clickbank.com or PayDotCom.com so affiliate marketers can find it and promote it.

So, that pretty much covers it as far as the "offer" part of the equation goes. The things I mentioned are creative but not tough to do at all. But they will increase the money you put in your pocket substantially.

Later in this manual, I will talk about how to get dirt-cheap (or "dirt-free" ☺) **super high quality traffic** to your site.

But, before we start driving visitors to your site, I need to talk about email marketing.

How To Make Money On Auto Pilot

Email marketing is one of the easiest ways to make money on the internet. You can

make profits quite literally with the push of a button. An entire encyclopaedia could be written on email marketing. But here are some of the things I have com to realise over the years:

First of all DO use follow up: Even if you only get a 10% optin rate, you will still make more money as you pile on more and more offers over time.

Follow ups allow you to move your visitors down the prospect timeline. They make your visitors hotter and hotter for your offer(s). Set them up and they'll never quit. You can be on the beach and your autoresponder can be sending the messages on complete autopilot. Even if someone doesn't buy immediately, she may buy a few days later just because you reminded her. Or, she could purchase a completely different product than the first one you recommended.

So, how do you create your email follow ups?

Some merchants offer you ready-made articles hosted on their site and automatically tagged with your affiliate id. You can just send a short

email to your subscribers with a link to that. If the merchant doesn't offer "affiliate content", see if they have content on their sites and "borrow" it (modified). Give value to your visitors and then link to your recommended resource.

It ain't just about saying "gimme your money". That can work only if you have built a ton of value in the past. But in this case, you will be dealing with "targeted strangers". Be a sport and educate these people. You will be well rewarded.

Here's a good trick to get ideas regarding followup: If you are an affiliate for a specific front-end product, search for your merchants' product on Google. Find the affiliates who promote it.

Join their list. See what they say. "Borrow" their system and ideas. You want to let other people and "systems" do the heavy lifting for you as much as possible.

Use personality, because you'll be more memorable, likable and profitable. Don't overdo it, but be human. People are tired of "plastic communication." They are not just "leads."

REAL people read the emails you send out. So, make your emails for real people.

Use a memorable name related to the market. For example: "The Fat Exterminator", if you are in the weight loss market. Or, just use your name.

Use ideas from the follow-ups of your competitors. What do they send? What do they promote? What do they say? Send tips, product recommendations, videos, testimonials, updates, articles etc. Always educate and give value – but don't be afraid to push some goods as well. That's what your list is there for.

Here's a great tip: Let's say that you offer people a free report for subscribing.

You can also just tell them to consume your free report. For example:

Day 1: Give them the report. Tell them to download it to their desktop.

Day 2: Ask them their opinion on the report or if they have any questions

Day 3: Make them consume part of the report. "Do you know what are the three foods

you can eat at night and not gain any weight? Open the special report and read from the

middle of page 11"

Day 4-10: Repeat day 3 with other parts of your report.

And of course, there's no reason why you can't create a second pdf report and do your

consumption thing all over again.

Have a conviction that your prospects NEED the products you offer or they'll suffer. How many autoresponder messages would you have in that case? 1? 2? How about 300?

Until your conviction and belief reaches a 10, you will just go through the motions. It's your responsibility to find these people and help them.

Ask yourself:

WHAT'S THE PAIN THEY WILL GO THROUGH IF THEY DON'T GET MY PRODUCT?

Create a folder in Outlook Express that "houses" all the emails from great email marketers like Mat Furrey, John Alanis, Alex Mandossian, David De Angelo etc. Create an email swipe file and borrow the ideas you like.

The faster you get questions, the faster you can understand your market and maybe create a product. Ask for feedback any chance you get. You need to gather market intelligence and see what these people

want so you can sell it to them. Ask your subscribers what their biggest

problems are. Ask them what type of product they would

buy and give them a multiple choice. For example:

Weight loss through Yoga Weight Loss through Hypnosis Weight Loss

for busy people etc...

Later, I will give you some alternative ideas to find out what problems

your prospects have – without asking them (keep reading).

You can also presell the need for the product you are about to

promote. For example, if you want to promote a new nutritional

supplement that helps with the digestion of food, you can send a few

emails prior to that talking about how many people have digestion

problems and they don't even know that.

Something else that works great is what I call a "sellathon in a box."

Basically, you can have one of your emails say: "For the next 3 days

only, you can buy this product at 40% off. Here's the special link". Then,

two days later, say something like: "Today is the last day where you can get product so and so at 40% off. Here's the special link".

This is sneaky of course since the "special link" will be there for ever. And every new subscriber will be seeing this "3-day special." If you think that this is "manipulative",

change your mindset. Your subscribers just got a great deal. 40% off. Plus, if they didn't want the product, why would they buy it in the first place? Plus, you made some extra money. There are no downsides to this anyway you look at it.

If you KNOW that you will take good care of your customers, it's your damn DUTY to do whatever possible to get their money and sell them the product that will benefit them.

That way, you also protect them from other business owners who may not be as ethical or have good enough products. If you know you can provide products (as a merchant or affiliate) that will help your customers, do it with all your might.

Try sending your subscribers a surprise now and then. A special report you just wrote for example. Even 2 pages will do. Just make the content unique. Or, you can just purchase resale rights to products that your customers would enjoy and give them for free.

Here are some specific tips on what you can include in your messages (no need to use all of them in each message - just copy these ideas and use them whenever you like):

At the end of the message, you can add a PS and say: "In a couple of days I'll let you know about whatever." Many of your subscribers will be anticipating your next message.

keep your people glued to your messages.

Another thing you can do is tell people what YESTERDAY'S email was about:

"Yesterday I shared with you two simple things you can do during your workout to double the amount of fat you burn." If they didn't read

yesterday's email, many people will say: "Damn, this is valuable info. I need to check it out."

Have "today's date" in the message. Every decent autoresponder can insert "today's date" in an email. This will make your message look more up-to-date and "current".

At the end of the message, say something like: "Please forward this message to your friends because thy will appreciate it :-). They can subscribe by visiting this URL."

Engage your reader. Tell them to email you and ask questions. Or tell them that you are available. For example, you can say something like:

"If you have any questions about this, feel free to rely to this email. I will reply personally in less than 24 hours."

Start your email with an interesting paragraph and tell them that you will show them how to do this and that. Mention the benefit early.

For example, instead of saying "Hi John", you can say something like:

"How To Lose 23 Pounds of Fat in 4 Weeks With Only 5 Minutes Of Exercise a Day."

Try having more than one link in the email (for the same offer). Ask people to click several times. Your email's purpose is to get people to check out the salesletter or offer you have on your website.

Something that builds a sense of loyalty and "community" is to say: "I received this question from Mike from California." Then, you answer the question in your email Regarding pushing affiliate programs in your follow up, tell your prospects about a good idea that they can benefit from. But they will need the product you promote to bring the

idea to fruition.

For example, if you promote a heart rate monitor, tell people that they can lose twice more fat if they are exercising at a specific heart rate - and that they will need a heart rate monitor for that.

When you start your email, you can say something like: "Hi Mike,

I have been busy as a bee. My wife just gave birth to twins!

Anyway, I just wanted to tell you about..."

I hope you find these email marketing tips useful. One thing I need to stress is that the most important thing you do is START.

Don't think that you need to have 100 messages set up before you start your campaign.

Just having a couple initially and adding more as you go can work great…

Now, let's talk about driving traffic to your site on a budget. And no, "sending an email to your list" doesn't count. You may not even have a list. I get mad when someone says

"it's easy to make $12,345 in commissions. Just send an email to your list!"

Anyway...

Every day I read forum posts from people saying that they have tried everything and nothing seems to work.

PPC (Pay Per Click) seems to be too expensive, SEO (Search Engine Optimisation) seems to be too complicated and not offer "instant results". And other methods require technical know-how and are very complicated.

Forum Marketing : Endless Riches

Forums are big authority sites that get tons of traffic and have many loyal members.

Forget trying to build all that from scratch. Just tap into it! But you need to be respectful and not an ass, ok?

Posting on forums is a great way to make money. Sure, you could reach many of the same prospects with Search Engine Optimisation and Pay Per Click advertising - but we will use this alternative channel here.

Many people know how to market online pretty well – but they have trouble getting that initial traffic that will kick-start the process. Some initial traffic so they can do split tests

on their sites. Some initial visitors who will buy the product and offer feedback and testimonials.

Guess what: Forums can provide all that! You don't have to do Pay per Click and go out there "in the cold cruel world" and try to "hunt" for your first prospects.

The most popular forums in each market have many members that are passionate about what they do. The internet can be a very lonely place.

Forums create a sense of community and a sense of "hey, there are others like me". People use forums every day in different ways:

They can just browse the newest topics to see "what's new" - as most people hate missing out on new information.

They can ask a specific question so that other members will give their opinions.

They may be very knowledgeable and want to help other members by answering their questions.

They are not knowledgeable but they still want to give their opinion.

They use the "search" function of the forums to gain knowledge about a specific aspect of their industry.

Hanging out on forums is a great way to gain insights into your market.

They can reveal things that keyword research tools just can't. People go there to bitch and moan about all the problems they face. They can complain about this and that. This is great for you because you can understand what are the real problems people have.

You can also pick up on trends and what some of the "subniches" in your niche are. For example, if you are in the weight loss industry, you may see many threads about weight loss pills, diets that don't make you hungry, exercise programs for busy people etc.

Take your pick.

So, how do you make money from this?

Your job is to post regularly in these forums. Then, people who read your posts, will read your signature file (a paragraph that says something about you or your offer) and,

hopefully, click on your link.

When posting on forums, I would use my real name as my username.

This is a great way for people to get to know you and brand yourself as an expert – or at least as someone who isn't hiding behind a screen.

As days and weeks go by, you'll see that things start to "look up" for no apparent reason. You will start getting preferential treatment from other members of the forum.

Joint Venture requests, getting free review copies or samples of products etc.

If you don't want to post with your real name for whatever reason, at least post with something that can be remembered. Don't use "bg234rty". Use something like "Spiderman's Uncle" or "Big Bad John". Or whatever. Just make it easy to remember.

Before you start posting in the forums, you need to understand...

How to set up an effective signature file:

Here are some ideas for you to set up a "sig file" as they call it:

If you promote an affiliate product (or even your own product), you can just copy the headline from the salesletter and then include a link to the salesletter.

For example, if I wanted to promote a product like "The Super Ebook", I would copy the headline of the salesletter, and then paste it as my signature file. Then, I would include a call to action like "Click Here".

Or, I would hyper link the name of the product and then include the headline of the salesletter.

If the product is yours, use the name of the product hyperlinked as I just explained. This is a good way to "brand" your product. For example:

The Super Ebook

If you are an affiliate, you can use a "blind" promotion and not mention the name of the product. Let curiosity get the best of people and then click on your link.

Or, you can create a short, sweet and controversial description of the product you promote. For example:

Adsense Arbitrage Voodoo: The dirtiest Adwords and Adsense tricks ever told.

Another thing you can do is set up a landing page and offer a positive review of the product you promote as well as an added bonus for people who purchase through your affiliate link (and when I say "affiliate link", I essentially mean through the site that you have set up by cloning the merchant's salesletter).

Especially if you have used the product yourself and have gotten great results, I can tell you that this can work extremely well.

For example, if you used weight loss pill xyz and lost 27 pounds of fat in 3 months, you could create a sig file that says something simple like:

How I Lost 27 Pounds of Fat in 3 Months Without Feeling Hungry

And you would link that to your landing page that would say something like:

"I had tried everything and couldn't lose weight - but then I discovered weight loss pills xyz and I started losing fat like crazy. In 3 months I had lost 27 pounds of fat.

If you purchase weight loss pills xyz from the special link on this page, forward me your receipt and I will send you a special report with the exact exercise program I used to lose all the weight." (And guess what – that special report can have affiliate links to exercise equipment you use).

I obviously used a short version of what you could say here - but I think you get the point.

Read My Case Study of Using Weight Loss Pills XYZ - And Get The Exercise Program

That Helped Me Lose 27 Pounds in 3 Months

Something else that can work very well is to make a special offer for members of each individual forum. For example, if you post in a forum called "Atkins Diet Board", you can

say something like:

Special Offer For Members of Atkins Diet Board (that's it). Point that to a landing page that reinstates the fact that this offer is for members of the "Atkins Diet Board".

Of course, you can do the same with another forum called "Super Fat Loss Forum":

Special Offer For Members of Super Fat Loss Forum. And you would link that to a page mentioning Special Offer Forum.

Another thing you can do is have several links to several different products separated by a "pipe" (|). There's no "law" that prohibits you from linking to more than one resource. For example, you could have a signature file that looks something like:

Weight Loss Pills XYZ Review | Lose Weight Quickly | Atkins Diet Tips | Fat Loss

Workout

You can have each link point to a different landing page of yours. You can use your desired "anchor text" in your signature file. So, if you do keyword research and you see

that some specific keywords get many searches (and you can provide a solution or a product to point people who search for them to), you can use these very keywords to link to your landing pages.

Over time, more and more links will be pointing to your landing pages. Links that will be on the same forum page (the same thread), different threads on the same forum or even several different pages across different forums you post on (more on that later).

The popular forums in your industry are considered huge authority sites and they have a lot of weight in the search engines. If you don't believe me, search for 10 random terms.

You'll see that many times, some of the top results are nothing more than forum threads.

Having these sites link to your page is a great "side effect" of you using a well-thoughtout signature file. Many links from different authority sites can make your landing page(s) rank high on the search engines.

Note that you can modify your sig file at any time. You can promote a different product, add another product, stop promoting a specific product etc.

If you suspect that a new product will start gaining popularity in your market (or if it's painfully obvious that this is the case), you can simply create a new landing page promoting that product and then add a link in your signature file to your new landing page.

Similarly, if you want to target a new keyword in your market, for example "High Intensity Bodybuilding Workout", you can add the term High Intensity Bodybuilding Workout to your signature file and link to a review of an ebook about secret bodybuilding workouts from mother Russia that build inhuman muscle mass in 1 month with only 20 minutes 3 times a week. Or whatever.

Boom – just like that you can have hundreds of links pointing to your page. And those will grow "naturally" over time as you continue posting on forums.

If you have a product in the "make money"/ "work from home" industry, another thing you can do in your sig file is promote your affiliate program. Link to a page talking about your product, why it's good and why people should promote it. You will get some good affiliates that way.

If you want to track how effective your signature files are, you can use a tracking link instead of pointing directly to your landing page. Yes, forum marketing is "free", but you will still put time into it. You need to know if it pays you enough for your time (and, if you do exactly what I tell you, you should get paid more than "fairly").

If you want to take advantage of the links in your signature file with a specific anchor text, in order to build link popularity for your site, then don't use a 3rd party tracking

service. Use a tracking link that will be on the same domain as your page and just add a variable at the end of the link. For example, if your landing page is:

yoursite.com/WeightLossPage.html ...

then you could use a tracking link like:

yoursite.com/WeightLoss.php?source=ForumName

And that page would then redirect to yoursite.com/WeightLossPage.html

Then, just by checking your server logs, you would be able to see how many visitors came from that specific tracking link. You can use the same landing page no matter what forum you link to it from. Just use different tracking links in each forum.

For example:

yoursite.com/WeightLoss.php?source=AtkinsDietBoard

yoursite.com/WeightLoss.php?source=SuperFatLossForum etc...

If you want to draw attention to your signature file you can have it be bold, italicised, coloured or even with a bigger font. Not all forums allow it but many do. I personally use just a normal font size and colour - but that's just me.

Now, I need to say something important.

You need to be clear about your goals. You are visiting the forums to offer value and make money - not to spend all your day there. Plan the day before. Know how long you will spend on the forums.

Let's say that you want to spend 2 hours reading and replying to posts. Use a stopwatch. Have it countdown from 2 hours to zero.

It's easy to spend all your day on the forums without purpose - thinking that you are "working on your business". Don't fall into this trap. You need to manage your time.

Also, stop visiting each thread you posted in just to see if someone else posted in it and if you need to reply.

Stop trying to see if "people love you" and they said you made a great post. Most people couldn't care less if you had a kidney transplant. Get used to it. Just finish posting on the 1st forum and then move on to the second. And then the third one. The next day you can start all over again.

If you want to be more active and post again and again (if needed) during the same day, just click the link that says "subscribe to this thread" or "subscribe to this topic". That way, you will receive an email notification every time someone posted in the thread.

Just clicking the link in your email will take you directly to that thread and, if needed, post again.

GREAT TIPS ON HOW TO POST:

First of all, avoid posting when you don't know what you are talking about. That will make you look stupid (I hate when that happens). Nobody knows the answer to everything. If you are unsure what the proper answer to a question is, take a pass.

Spend your time answering posts where you can really offer value. Don't post just for the sake of inflating your post count or showing your signature files. Pick your battles wisely.

Some questions are just too difficult to understand. Or just plain weird. If that's the case but you still suspect you can offer value, ask for clarifications. Ask for more details or ask questions of your own so you understand exactly what the question being asked is.

When the question is clarified, post with your answer.

If you don't know the answer, simply don't post. You don't really have to follow up on your initial post. The advantage that forums have over, say, speaking on the phone, is that you can really think of your answer. Or, you can just avoid answering altogether.

If you don't know the answer, simply don't post. You don't really have to follow up on your initial post. The advantage that forums have over, say, speaking on the phone, is

that you can really think of your answer. Or, you can just avoid answering altogether.

"All weight loss pills suck. They are just ploys to get your money. I have never seen results from a weight loss pill"

... and you happen to promote a weight loss pill in your signature (that you haven't used yourself), you can say something like:

"95% of weight loss pills are indeed worthless. But you can find some very effective ones - if you know how".

[SIG FILE] Melt off The Fat With Weight Loss Pills XYZ

If you know that you spell poorly in general, make sure you spell check your posts before you actually click the "Post" button. I used to paste my post in Microsoft Word, have it spell checked and then post on the forum. But now I use Mozilla Firefox and

there's a built-in spell checker that underlines with a red line every word that appears to be spelt incorrectly. If you right click on that word, you will get some recommendations of what the proper spelling is.

Also, you can preview your post before making it. If you are not sure if your post will come out looking ok, click the button that says "preview" instead of "post". Then, you can safely make any modifications you want before you actually post.

Or, even if you do make an error somewhere, you can go back and edit your post. All forums that respect themselves will have an "edit" icon on your post so you can click it and edit your post. Note that you can only do that when you are logged in with your username - so the forum can recognise you. Of course, you can only edit your own posts -and not those of other forum members.

And of course, nothing stops you from creating your own threads. That way, your post will get more eyeballs since it will be the top post and will not be buried within other replies. I admit that I don't usually do this because I prefer giving answers to posts and branding myself as an expert. If you are trying to do this, you can't start making post after post asking "silly" questions.

But you can definitely start challenging threads. Especially if you know that a subject polarizes an audience, by all means go for it. For example, many people hate popups while others hate pop up blockers. In this case, you could post something along the lines of:

"Hi guys,

I know that some people hate popups. But I also know that they still work and they can add to your bottom line. Which camp do you belong in? Do you love popups or hate them?

You can get quite the heated debate going there. If you have a popup blocker or a popup generator in your signature file, even better :-)

Again, the two camps of free and paid advertising can have a very interesting discussion. If you promote a Google Adwords Guide or an SEO Software in your sig (or both), you can do very well.

Make sure you post again after other people post. You want your posts and sig file to be seen throughout that entire thread.

In general, try to start threads that are very related to the product(s) you promote in your signature files.

I can tell you that forum threads can rank at the very top of Google, especially when the term is a product name that is about to be released.

Product names have very little competition (plus, people who search for them are great buyers). Let's say that a new ebook called "The Super Ebook" is about to be released.

If someone starts a thread around it, make whatever possible to post as many times in there as possible. Even if you haven't seen the product yet and you aren't promoting it yet. As the name of the product will be repeated throughout the thread, that thread can rank very high on the search engines.

When the product does go live, many people will start searching for it online. Next thing you know, they see the forum thread, they visit it and they start reading the posts.

At that point, it would be wise for you to read the product, set up a landing page for it offering a review and a bonus for people to buy through your link and, of course, add a link in your signature file saying something like:

"The Super Ebook Review". All your posts will now have a link to your review of the new product. And of course, nothing stops you from posting again in that thread. People usually read the very last post on a thread.

You can even be direct and say something like: "I just bought The Super Ebook. Check out my review in my sig file".

If you see a forum thread on one forum that has generated a lot of interest in a forum, you can just start an almost identical thread on another forum in your market. You should get some solid action going.

If you have posted an answer and, several days later, you see the same question being asked again, you can just say something like: "See my reply in this thread as well." Or, you can just copy and paste that answer in the new thread.

If you want to find forums in your market, just type "market forum" in Google, Yahoo and MSN. For example: "weight loss forum." It's simple.

Here are some resources to help you find more foums, more easily:

http://www.big-boards.com

http://www.forumzilla.com

http://www.board123.com/forum_directory.php

http://www.foruma-z.com/directory.php

Yahoo Answers : Hidden Goldmine

Earlier, I mentioned that you can post helpful replies in forums. But that's not the only place you can answer questions and make money. Another place is Yahoo Answers.

http://answers.yahoo.com

People post their questions there and others answer them. You need to create a free account with them before you can post.

Yahoo Answers is another great place for you to gather market intelligence. Search for "weight loss" or "lose weight" and you will be able to find all kinds of questions that people in this industry have.

You can create a free special report or even a product to sell out of these. Heck, most of the questions will also have answers you can get ideas from when creating your content.

The Yahoo Answers pages rank very highly on Google and Yahoo. This does depend on how competitive a niche is - but this is a "side benefit" that you may very well enjoy.

Not only can you get traffic from the people who ask the questions and the "onlookers" - but also from people who search about their problem online, see a Yahoo Answers page, visit it and then see your quality answer on it.

Also, more and more people learn about Yahoo Answers today. Many of them go there to search the questions and find answers to them – even if they don't want to ask the question themselves.

You can get traffic for months after you post your answer as "new" people find your answer and click on your resource link.

Granted, Yahoo Answers will not melt your server from too much traffic - but what it can do is bring you pre-qualified, laser-targeted leads that are ready, willing and able to buy

your product.

Because of the nature of Yahoo Answers, the traffic you get is very "warm" -they are not the stone-cold strangers that can be generated by other means of traffic generation.

If you want to go the Yahoo Answers route, be ready to work the system. You can't just answer a couple of questions, include a link and then wonder why you are not a millionaire.

People online are starving for content and answers. If you can provide them, you can do very, very well...

How To Post On Yahoo Answers

Like on forums, pick your battles wisely and answer questions you do know the answers to. This will give your answer a higher chance of being selected as "best answer."

If your answer is selected as the best answer, you will get an email from Yahoo Answers saying so.

If that happens, your answer will be moved to the top, immediately below the question.

It will also have a "best answer" note next to it. This will result in more traffic for you down the road. And not only more traffic but more "presold" traffic that trusts you.

If your answer gets picked as "best answer", it will be linked to from the homepage of Yahoo Answers. That's another pleasant "side effect" of providing quality content.

Many people just visit the Yahoo Answers homepage and search immediately for the best answers in their category. They want to learn more about what interests them but they don't have the time to read 100 junk answers. They only want the cream of the crop. Again, getting your answer picked as "best answer" is in your "best interest."

But you do need to provide quality answers. Not just a one-liner.

Find all the best answers on Yahoo Answers and notice how they are written. That's the style you want to follow.

After you post your answer, you can include a link to your product or affiliate product.

Make sure you link to your page in the "resources" section of your answer -and not in the answer itself.

So, what should you link to? Here are some ideas and tips:

You can get great results by linking to a squeeze page and building your list. Offer them a free report if they give you their name and email.

Name squeeze pages can result in a high optin rate. But most of the people who optin don't necessarily remember you (because they haven't gotten to "know" you) and they won't be very responsive later.

But, when you post on forums or on Yahoo answers, this is an exception: these people have just read your answer and they trust you. You don't need to create a mile-long page to explain "who you are" or anything like that. This will also help you avoid being labelled as a "commercial site" owner.

Inside the report, tell them that they can share the report with their friends - guess what - some of them will!

If you think that setting up a squeeze page is tough work, remember that nothing stops you from leveraging your work and using it elsewhere as well (like in all the other promotion methods mentioned in this manual).

You can also post within several niches. And this can actually be a good thing since you show the Yahoo Answers moderators that you really want to get involved in the "community."

The community in Yahoo Answers is looking for "helpful friends" who want to "contribute" and not sell.

That sounds nuts to direct marketers like you and I, right?

Right. But it's Yahoo's site and they call the shots.

If you want to look more like a "friend", you can consider not posting a link back to your site on every answer you give. You can give some answers on your secondary niches that you are only "kinda' interested in - even then, give a relatively short answer. Save your time and talent for your real posts that are meant to sell.

Or, if you only want to answer questions in your main niche but still look like you have nothing to gain, ou can just answer the question as normal. But, instead of including a resource link, say something like: "Also refer to my answer on this thread" - and then link to a previous answer you had given that is related to this one. But guess what that answer will have at its bottom: A link to your site.

Don't promote only one product either. There are probably several different products you can sell in the niche that you know well. Yahoo Answers don't want you to always send people again and again and again and again to the exact same page - or they'll start suspecting that something fishy is going on.

One way to get around this, is to register 5 different domains and then rotate them as you answer the questions.

A great way to tap into buyers is to deliberately search for the keyword "buy" on Yahoo Answers. For example, if you find a question like: "Where can I buy a diet patch"? You can offer an answer saying that most diet patches don't work as advertised and you need to be careful when selecting one. Then, include a link to your site where you "review" a diet patch – and link to it with your affiliate link!

If you want to get more relevant questions, I recommend you search for:

where buy This will return questions that contain the word "where" AND the word "buy". Like:

Where can I buy legitimate weight loss pills online?

You can even search for:

where buy online where buy internet I think you get it.

If you answer several questions on Yahoo Answers (or even in forums), you can copy your answers and create a report out of them. Or, just build a mini site out of them – each page having one answer. Your pages don't need to be 1000 words long to be liked by humans or search engine spiders. Short but unique and valuable content is good.

If you already have a content website, don't send people to your homepage – send them to the most relevant page on your site. For example, if you have a weight loss site

and someone asks about fat loss exercises, point them to your fat loss exercises page.

Note that the site you link to should be considered as an additional resource. If you have a lot of useful content on your site, sometimes you can quote a specific part of your content as the answer – and then link to that page in the resource box so the people can read the content in full.

HOW TO FIND RELEVANT QUESTIONS TO ANSWER:

When searching for questions to answer, you want them to contain your main keywords.

BUT, you also want them to be "open" and still accept answers. You don't want to waste time with "closed" questions. Here's how to do this:

Go here: http://answers.yahoo.com/search/search_advance

This is the advanced search of Yahoo Answers.

Enter your keyword in the keyword field. For example: lose weight.

Under "Search for keyword match in" select the "Questions" radio button.

Under "Category", select "All" Under "Question Status" select "Open Questions - Best answer has not been chosen"

Under "Date Submitted" select "Anytime"

Under "% Thumbs Up Rating" select "All Evaluations"

Click "search"

Now answer those damn questions!

Remember that people can also contact you through your profile, if they need more answers. If you offer value, many of them will! You can be quite more "salesy" there.

Mistakes To Avoid With Yahoo Answers

Make sure that the product you promote IS related to your answer - otherwise, it could be considered spam by the Yahoo Answers moderators. Don't answer a question about bodybuilding workouts and then link to an appetite suppressing pill. They may seem to be in the same market, but they are not really related.

Some people like posting a reply and then posting it again after a while as an answer to a similar question. That may be one of the fastest ways to get kicked out of Yahoo Answers. Your answers need to be unique. Don't "copy and paste."

Many people don't just post the same answers again and again - they post junk answers just to increase their "level" in Yahoo Answers. That's good news for you because your quality answer will stand out. Just make sure YOU are not the one who posts junk. Especially if you know your market well, you'll see that most of the answers are awful. That's good news for you.

Even if you don't know the answer 100%, nothing stops you from doing some quick research on Google, Yahoo or favorite forums. Remember that you are a marketer and you are more internet savvy than most people who ask the questions on Yahoo Answers. They weren't able to find the answer but you may be able to do so –

especially if you know your niche pretty well.

Remember not to sound spammy in your posts like "Click my link for the answer to your question." People can report your post as spam with a simple click. So, don't play with

fire.

Anyway - if you are on a very tight budget, this is one of the best tactics you can use...

How To Get On The First Page Of The Search Engines

There's a way to get to the top of Google and Yahoo without Paying Per Click or doing complex SEO. Now, if you think that I'm about to tell you that you need to target 10,000 "long tail" keywords, think again. Instead, I'm only going to tell you to target very few

"special" keywords.

These keywords have MUCH less competition (if any) and result in a MUCH higher conversion.

Many people try to do white hat SEO and build mini sites and content for 10-20 targeted terms "with many searches and little competition." Sounds like an awful lot of work to me!

We are lazy, so we'll take "the punk's way out" as I like to say – a shortcut, if you will...

Again, the cool thing is that you will not try to optimise for 10-20 different keywords. You will only optimise for one term. Want to know which one? It's this:

"Product Name Review"

For example, "The Super Ebook Review"

This will make your page optimised for both "The Super Ebook" AND " The Super Ebook Review"(people searching for these are usually ready to BUY).

You can write a short review of the product you promote. You can buy the product if possible and then write the review. If you can't buy the product, you can search for other reviews of the product online and then get ideas from them and create your own review.

Or, God forbid, you could ask for a free review copy from the merchant. You'll be surprised how many will be willing to do so. And, if they don't do it, you can always ask another merchant for a review of their product.

To increase the probability of getting a review copy, show the merchant some review sites you have built in the past, or tell them that you have a subscriber list of that many thousands. This can work extremely well but nobody does it. If you were a merchant and someone told you he could sell 10 copies of your product, wouldn't you give them a review copy? I would. It would cost me nothing.

Anyway, you can reach the first page of Google and Yahoo by tapping into the power of big authority sites. The big search engines love these sites. If you get your optimized page in there, you should appear on the first page of the search engines in 7-10 days.

Here are the main authority sites you want to look into:

- USFreeAds.com: Owned by Google. Crawled by Google several times a day. Pages on that site rank high on Google and Yahoo. Pay $9.99 per month to USFreeAds.com

and you will be able to put up as many ads as you want. Plus, you will be able to post html in your page. The title of your ad should be "Product Name Review". Include the term "Product Name Review" between H1 tags at the very top. Include the term

"Product Name Review" between H2 tags at the very bottom. http://www.usfreeads.com

- EzineArticles.com: Same here: Use "Product Name Review" for the title of the "article."

Use the term "Product Name Review" in the article. Say things like: In this Product Name Review, I will try to give you an honest opinion on... Towards the end say: Hope you found value in this "Product Name Review". In your signature file, point to a landing page on your site with an offer for people to buy through your link and receive a bonus.

And do me a huge favour: Don't just say in the review what the salesletter says. Like:

"Oh, I will give you a review of product XYZ. The first chapter is about this, the second chapter is about that etc." These "reviews" make me puke. They are boring. Write a real

review. http://www.ezinearticles.com

- Blogger Blogs: Google owns Blogger.com. Many Blogger pages get to the top of Google. Post your review on your blog. Name the Blog "Product Name Review". Name the post "Product Name Review". Include the term "Product Name Review" between H1 tags at the very top. Include the term "Product Name Review" between H2 tags at the very bottom.

- Squidoo: Squidoo pages routinely rank on the first page of Google for the chosen keyword. Just create a "lens" (it's a page on Squidoo). Use the same SEO principles as earlier. The set up of a page is mindlessly easy. Just signup for a free Squidoo account and create your page. Name your page like so: squidoo.com/ProductNameReview or squidoo.com/Product-Name-Review , if the former URL is taken. And the title of the lens will be "Product Name Review" as well.

http://www.squidoo.com

- Biz-whiz.com: Post your ad here as well. Lately, I find many pages of BizWhizz on thefirst results of Google. You can place classified ads for

products in the "make money", "internet marketing" and "work from home" industries. http://www.bizzwizz.com

- You can also search on Yahoo and Google for "Product Name" or "Product Name Review", see which sites rank on the first page and then see if you can put your message there. For example, forum posts can rank high on search engines. Just register for that forum and post in the same thread. Include a link to your landing page promoting that product in your signature file. Heck, you can even start a brand new thread "just for you"!

- You can do the same for other types of sites that rank high on the search engines for your chosen product – like article directories. Post an article there. Or classified ad sites. Post your classified ad there. You get the point.

Forget trying to do SEO by targeting thousands of terms that will result in one sale for every 200 people. Go for the terms you can easily rank high for and that will give you 10 sales for every 200 visitors. Sounds like a plan, no?

Mind you, if you target ebooks, you will not get THAT many searches - but it can still be well, well, WELL worth it. But, we have another ace up our sleeve...

There are affiliate companies that promote many "As seen on TV" products. Some of them are:

http://www.drleonards.com/as-seen-on-tv/products_page.cfm

http://wonderfulbuys.com/affiliate-program.asp

https://www.asseenontvnetwork.com/

http://www.sylmark.com/ars/

http://www.assenontv.com

http://www.ontvdeals.com

Or, you can just watch TV and look out for advertisements. Many of these products can also have a website and be sold online. You can search online for these products and see the sites that come up.

Many of these products will also have affiliate programs available. If that's the case, I think you know the drill: Sign up for their affiliate program, create your landing page, start promoting, cash the checks and retire to the tropics.

If you had to start marketing online starting from scratch – without any "marketing buddies" and without a lot of cash, these are the exact methods we would suggest to use.

If you want, you can then reinvest some of your profits in other forms of paid advertising or outsourcing some of the work to others.

Thanks for reading this guide.

Steve Morse

http://fastmakemoneyonline.org/

Steve@FastMakeMoneyOnline.org