

THE “Almost Magical” Recipe For Making Money Online

**Easily, Quickly...
And Without Hardly ANY Money!**

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Introduction

Okay, Okay! I've read enough books that ramble on endlessly and are filled with fluff, wrong information and just plain B.S. that, if I have to read another one, **I think I'm gonna puke!**

This is NOT one of those kinds of books!

This book is a WHOLE LOT like the good old Betty Crocker Cookbook that may be sitting in your kitchen right now...or at least your Mom's kitchen! This is a RECIPE BOOK that'll get you started making money online quickly and easily and without costing you hardly anything.

AND...like any recipe, if you leave out a step or don't follow the recipe well, you'll be VERY disappointed with the outcome. Just think of trying to make an apple pie and forgetting to put the flour in! Probably NOT what you expected to pull out of the oven!

THIS METHOD is EXACTLY like that!

This is NOT some "pie-in-the-sky" (excuse the pun!) method that's purely theoretical or that might work...it's a PROVEN technique that been used successfully EVERY DAY for YEARS!

This is NOT something you've seen before, although, just like a recipe, you may be familiar with some parts of it. You may know what flour, sugar, butter, eggs and cream cheese look like, but if you MIX THEM TOGETHER in the right proportions and in the right way, you'll get something pretty yummy...the wrong proportions in the wrong way and it's awful!

If you do it step-by-step, just the way old Betty Crocker would, you'll be VERY pleased with the outcome. If you skip a step or decide a step is stupid or doesn't make sense and omit it...that pie's gonna be pretty nasty!

THIS METHOD is EXACTLY like that!

If you follow the steps...every step...to the best of your ability, you'll be VERY pleased with how well your business is doing in a very short period of time.

To take the apple pie analogy one step further, you CAN go out and just buy a frozen apple pie and heat it up and eat it.

BUT...if you're going to be entering that pie into a baking contest, you DEFINITELY aren't going to be winning any prizes. The winner is always someone that knows each step involved in making an apple pie and has carefully followed each of those steps.

Making money online is like that. If you know what you're looking to accomplish and then follow time-tested steps that have worked for years, and make YOUR OWN BUSINESS, you stand a very good chance of winning the contest.

When you opened this book and started reading, you took the most important step in the recipe. Now keep following each and every step faithfully and you'll win that blue ribbon...in this case, it'll be green in your bank account instead of blue!

The Ingredients

- 1- Written Money Goal
- 1- Visual Motivator
- 1- Building Account
- 1- General Niche
- 1- Targeted Niche
- 1- Domain Name
- 1- Hosting Account
- 1- Reconnaissance Mission
- 30- Original Articles
- 1- Product (At Least)
- 1- Main Site
- 1- Blogger Blog
- 1- Sales Site
- 1- Squidoo Lens
- 2- Videos

Prepare the ingredients in order as instructed in the rest of this book. Mix in 8-10 hours of your time (that will decrease considerably as you learn this recipe). Put it on the Internet and watch it bake. Enjoy spending the outcome!

Step One: The “Why”

This is the CRUCIAL first step that, unfortunately, most people never do. It’s like trying to bake that pie without turning on the oven...the pie just isn’t going to taste real great when you get done.

Look, this first step is really simple...maybe so simple that people think they don’t have to do it.

But...if you just start throwing ingredients into a bowl with no idea of what you’re trying to bake, what you end up with will probably not be worth eating. You HAVE to have an idea in your head of what you want to get out of the work you’re about to put in...AND, it has to be pretty specific.

You think, “I REALLY want a big juicy apple pie for dinner!”

Does it help motivate you if you can just mentally taste that apple pie? Does it motivate you if you see a picture of a steaming hot, juicy apple pie with ice cream on top? Sure it does!

The WHY of the whole thing is that you really want to taste apple pie and as soon as you can! You’ve built a mental image of that apple pie complete with how it will smell and taste when you get it done and savor that first mouthful.

SO...the first thing you do after you’ve decided that you just GOTTA have an apple pie is...YOU GRAB A TRUSTED RECIPE AND GET STARTED!

GEE...that's exactly what THIS METHOD is...a trusted and time-tested recipe.

Let's get off apple pies and turn to something just as appealing... money.

You have to have a goal in mind BEFORE you get started. In your case, it's probably MORE MONEY. But, that's just WAY too general. Notice that you didn't get started on that apple pie until you decided that you wanted ...not something to eat, but an APPLE PIE!

So, you have to be specific. You went from, "I'm hungry." to " I want something sweet." to "I want an apple pie." You made it more specific!

Do the same thing with your money goal! "I want more money." Changes to "I want an extra \$1000 a month." That's more specific.

BUT...you didn't really get started on that apple pie until you could see it in your mind, taste it and smell it mentally. With an apple pie that's pretty easy. But what does \$1000 a month smell like or taste like?

This is where you have to find a VISUAL motivator for yourself.

What would you do with an extra, free-and-clear \$1000 a month? What physical pictures can you find that show it to you? What feelings would you have if you had that much extra money?

RIGHT NOW... grab a piece of paper and a pen and write down...WRITE DOWN...how much money you want to make in the next month. Write it in BIG BOLD letters and paste it up on your bulletin board or someplace you can see it frequently.

RIGHT NOW...find a picture of what you'll buy for yourself or your family when you have that extra money coming in. Paste that picture right along side of your money goal.

As soon as you've done those two things, lean back and look at that picture and let yourself feel how you'd feel when you get whatever is in that picture. REALLY FEEL IT! Will you be proud? Happy? Will you feel like you've proven something to yourself or somebody else?

Every time you see that picture...that visual motivator...you'll feel those same feelings and your mind and body will make them come to life.

YEAH...that sounds corny, but it works and works every time!

YEAH...you MIGHT get lucky and throw together some ingredients and end up with a delicious apple pie, but, truthfully, what do YOU think are the odds of that happening? Pretty slim.

DON'T SKIP THIS STEP! DON'T HALF-ASS IT EITHER! It will make or break your outcome.

Step Two: Find A Niche

If you're gonna make money, either offline or online, you HAVE to sell something. You basically sell your time to your boss at your job now (for whatever HE/SHE thinks your time is worth!). If you're in business, you either sell a product or a service. You're going to be selling things in your businesses.

In order to sell something, you need to know who to sell it to. If you're trying to sell bikinis to Eskimos, you may have a hard time. If you turn around and head for a beach, you'll probably find people who stand a LOT better chance of buying your bikinis.

That's called identifying a market or niche.

Right now, in the third step of THIS METHOD, we're going to go looking for things sort of BACKWARDS. The plan here is to find niches of people that are searching for the same general thing. Then, we'll figure out what they want to buy. It's like seeing a big crowd at the local soccer field on a steaming hot day and finding out that no one is selling them anything to drink. Let's see...maybe they need something to drink and maybe I can sell it to them!

THAT'S an active niche!

But instead of driving all over the place...if you could even do that all over the world...we just use Internet search engines to help us find those active niches.

In actuality, there are several ways to find an active niche. You can go to literally 100s of search engines and affiliated sites and hunt peck and cuss through them trying to find a good niche. There are several of these resources in...you guessed it...the Resource chapter.

OR...you can do it the smart way and get active niches sent directly to your email account every day for FREE! So, in the real world, there's REALLY only one way to identify niches...

<http://www.nicheaday.com>

This is a COMPLETELY FREE service provided by Scot Standke of NicheBot fame...so he DOES know keywords!

Here's how it works. You sign up...with just your name and email address and Scot sends you a DAILY email that looks like this:

As promised, each and every day, like clockwork, you will get a simple email like this one, exposing an already tested profitable market that you can build a niche site around.

Today's NicheADay niche is: **candle** Estimated Overture Monthly traffic: 721290
High PPC Bid Price: \$1.65

I have also attached a zip file of the top 1,000 keywords from Keyword Discovery, a database that contains 32 billion keywords. You will need either Microsoft Excel or <http://www.OpenOffice.org> to view the attachment, the latter of which is a fr*ee download.

You get the "keyword" and "count" sorted from highest to lowest demand, all compliments of and Powered by NicheBOT 2 www.nichebot.com

The attached list will allow you to spot sub-niches that are more specific than the general topic above and may have less competition.

Now it's up to you to take this information and actually do something with it. (Stop The Insanity)

See ya again tomorrow with a whole new NicheADay

SEE? Now that's very time efficient. Just open your email and you've got a starting point for your site of the day!

That's your very first step...finding an active niche.

There are more complicated ways and more time-consuming ways to do this, but WHY?

Going back to the recipe thing...if the recipe calls for FLOUR, you can go out and grow wheat and grind it up to make that flour or you can just go to the local supermarket and get some! AND...in this case, they're just giving it to you for FREE!

What we're trying to establish here in the very first step is a quick effective way to be able to build 1 site each and every day.

Now, we've got an active niche...either the hard way or the easy way. What we have to do next is to narrow that niche down so we can be the "big frog in the little pond"...that's next.

Step Three: Narrow It Down

Let's pretend that you're car shopping and have the money in your pocket to buy it today. Do you think, "I want a car today." and just buy the first car you see? Probably not!

People who are using the Internet are exactly like that as well. When they're searching for something on a search engine, they type in very specific things that they want more information on...or, more importantly, want to buy.

So, they'd type in something like, "Mercedes 500 series" or "BMW 400i Series" instead of "car". So, if your keywords were based around "car", chances are, you wouldn't see that potential customer. That makes sense, doesn't it?

SO...let's narrow down the information we got from Scot at www.nicheaday.com. Every day, Scot sends you a niche and, attached to each email is an Excel worksheet with the top 1000 searches for sub-categories of that main keyword! It looks like this:

candle holders	815711
candle	721290
scented candle	215925
candle making	180888
candle holder	159102
yankee candle	106647
candle making supplies	86967
unity candle	80132
votive candle	68272
birthday candle	54812
candle fragrances	50224
990 more below	

That's pretty amazing! In ONE MONTH, over 700,000 people searched for the word "candle"!

Don't go crazy here quite yet!

If you go to Google and type in "candle" WITH THE QUOTATION MARKS, you'll see that there are over 39 MILLION competing sites.

Just copy each keyword phrase and paste it into Google, making sure to have quotation marks both before and after the phrase. Make a note of how many competing sites there are. You can see that at the top of the page...something like this: **Results 1 - 10 of about 150,000 for "[birthday candle](#)"** This whole process takes...MAYBE...10 minutes. So your spreadsheet ends up looking like this:

candle holders	815711	1.3M
candle	721290	39.6M
scented candle	215925	556000
candle making	180888	934000
candle holder	159102	1.2M
yankee candle	106647	815000
candle making supplies	86967	211000
unity candle	80132	346000
votive candle	68272	524000
birthday candle	54812	150000

Let's take a look at those figures for a moment and see what they tell us.

The top 10 searches show a total of OVER 2 million searches per month! That must be a good thing, right? Well, maybe not necessarily. More than 40 MILLION competing sites gobbled those 2 million searches right up. Roughly, each site gets a visitor every 20 days.

Remember that “big frog in a little pond” thing?

That process above can...and will...get a little tiresome, SO....

Here’s a special undisclosed bonus for buying this book. It’s a copy of the very spreadsheet we use to analyze the keywords that we get from Scot.

It’s an Excel spreadsheet template, so you’ll need Excel or Open Office to use it. You can download it by [clicking here](#). This is in a ZIP file, so you’ll need WinZip to unzip it. Unzip it and set it aside for a second or two.

Now here’s what you do: open up Scot’s Excel spreadsheet in another window and look for keywords that get at least 100 searches per day...that would be 3000 or better on Scot’s list. Now copy 50 of JUST THE KEYWORDS that you’ve chosen.

Go to <http://www.startlaunch.com/research/> and paste those 50 keywords in there and click “Submit”. You’ll get a list of 50 links. Click each link and copy the number of results you get...i.e. **“1-10 of about 16,200”**...just copy the 16200, nothing else. Paste that into the template you just downloaded from us and you’ll see a number appear. Do that for all the keywords you put into the website.

Here's what a sample of "candle" looks like...at least the first 10!

keyword	count	COMPETITION RESULTS	
candle holders	815711	52,500	0.064361
candle	721290	757,000	1.0495085
scented candle	215925	35,600	0.1648721
candle making	180888	41,800	0.2310822
candle holder	159102	84,000	0.5279632
yankee candle	106647	21,200	0.1987867
candle making supplies	86967	20,800	0.2391712
unity candle	80132	10,800	0.1347776
votive candle	68272	16,200	0.2372861

Now, all you have to do is click at the top of the "results" column to highlight it and then go up to "Data" and click "Sort" and choose "Ascending". The program will automatically sort your keywords from lowest to highest.

WHAT YOU'RE LOOKING FOR IS THE LOWEST...THE CLOSER TO ZERO THE BETTER.

candle holders	815711	52,500	0.064361
unity candle	80132	10,800	0.1347776
scented candle	215925	35,600	0.1648721
yankee candle	106647	21,200	0.1987867
candle making	180888	41,800	0.2310822
votive candle	68272	16,200	0.2372861
candle making supplies	86967	20,800	0.2391712
candle holder	159102	84,000	0.5279632
candle mold	10446	6770	0.648095
candle	721290	757,000	1.0495085

The keyword "candle holders" is the winner in this example.

What that all means is that, the keyword "candle holders" has less competition than any of the other terms analyzed.

THAT'S what you're looking for...A LITTLE POND!

That little pond still gets 815,711 searches per month or about 27, 000 searches per day! How many of those searches could you capture if you were on the first page of the search results?

You'll find other great competition ratios in the list if you take the time to do it. And you DO need to do it!

For each major keyword...i.e. "candle"...you need to find 30 great competitive keywords just like you did a moment ago. You're going to be writing an article based around each of those keywords here after while.

In this chapter, you've learned how to find a little pond that is VERY active. Now all you need to do is learn how to become a big frog!

That's coming up in the next few chapters.

Step Four: Find A Domain Name

Okay, you've got about 30 good keyword phrases that will help you find that "little pond". Now we need to start working on a way to get all those fish to find YOUR pond.

A keyword laden domain name is one of the best starts you can make. When you think about how YOU'D search for "candle holders"...our example from last chapter...your first idea would be candle holders, don't you think?

So, let's put that in your domain name.

People also usually use a third word to try to narrow down the search results. Maybe they'll add something like; cheap, expensive, or information, or maybe just info.

Go to the domain name registrar of your choice and check to see what .COM names are available. For this example, let's try candleholdersinfo.com

What do you know...it's available!

DON'T BUY IT YET!

Let's check some other things out first.

Here's a great tool to see exactly what you're doing when it comes to domain names. It's by Jon Leger and it's FREE! You can use it by going to: <http://jonathanleger.com/tools/domaintraffic.php> It's pretty fast and will give you some pretty good ideas for domain names...PLUS tell you the monthly total searches on Overture for that term. If you like using this tool, make sure you throw him a donation...he's a great guy!

Before you go out and buy your domain name, type the keywords into Google without any quotation marks. Candle Holders Info returns 1, 540,000 results!

BUT...if you type it in with the quotation marks, you get 951 results! That's a BIG difference! How come?

Google ALWAYS tries to please their customers...the people that are using the search engine. They do that by trying to always return results that are as close to what the person typed in as possible.

It will show the exact phrase...that's the one with the quotation marks...first and THEN show phrases that contain those same words, but not necessarily right together like your domain name. That makes for happier searchers for Google!

SO...if your domain name and your keywords contain that exact phrase that the searcher typed in, you'll be ranked higher in the results than a site that just has those same words scattered around in the description.

AND...that's the idea here...to get the search engines literally slobbering over your site.

You'll be using those keywords you've just been working on in, not only your domain name but your page titles, your page descriptions, your headings...AND...your article titles and the articles themselves.

You're just planting some "spider" bait.

This process can be as long and arduous as you want to make it or as short and sweet as you want. The outcome will be same, so why not make the job fast and easy and get on to the next step?

Remember what we're shooting for here...being able to do one of these sites every day. This just saved you a BUNCH of time.

Oh yeah...go out and grab that domain now. You can get it from any registrar you want, but www.1and1.com and www.godaddy.com are probably the leaders in the field. You'll pay anywhere from \$1.99 to \$8.95 per year...not a bad deal!

Step Five: Spy On The Competition

Let's do one last bit of spying here to find out what's REALLY going on in your niche.

What you want to accomplish in the next few minutes is to find out what other people are doing...what they're selling, how they're selling it, what questions the audience in that market are asking, how much products are selling for...you know, just getting the "lay of the land" before we go hunting.

Here's how you do that: type your keyword phrase...in this case, "candle holders"... into Google.

Click on the first result you get. Don't do the sponsored ads yet, you know they're probably making money since they're paying for each click.

http://www.100candles.com/candle_holders.htm is the first result. 100candles.com shows up as an e-commerce site with a shopping cart and everything. Nice pictures, nice layout, easy to navigate. The prices on the first page range from \$5.00 to \$50.00.

Look a little closer at that page and you'll see that the site owner has done something pretty smart AND something you're gonna want to do. He/She has a "tell-a-friend" form on the bottom of the page. That's a POWERFUL, yet often overlooked way to make your site very viral. Make sure you note that.

Clear down at the bottom of the page, you'll see a tiny little link that says "affiliate program". If you click on that, you'll see that they pay you 25% of all sales you refer to them...and they pay it monthly.

If you click on the "Affiliates Program Policies" link, you'll find out that they have a minimum of \$25.00 earned before they pay you.

Browsing through the products, you'll find that the most expensive candle holder they sell is priced at \$50.00...so you'll make \$12.50 if someone you refer to them buys that item. The least expensive product is \$3.75, so you'll make 93 cents on that sale. You can easily figure out that the average commission you'll receive from this site is \$6.70.

The site doesn't have a forum or even a top sellers category, so it will be hard to see what people are actually buying here, but the testimonials sound good...most testimonials always do!

Now, a final step before we leave this site. Click on "VIEW" on the toolbar at the top of your browser and then on "View Source" or "Page Source". You'll be able to see what descriptions and keywords they're using!

Make some notes on this spy mission and move on to the next site.

THAT'S how you do it! THAT'S A GOOD SPY MISSION!

Do about 4-5 of the top sites. Especially look for any forums or any type of customer interaction as that can be a literal goldmine of questions and problems that customer are having.

Problems = Products! Products = \$\$\$

One thing you probably noticed in this particular niche: none of the top 10 sites offered any articles on how to best showcase these candle holders or how to make your own candle holders or how to clean your candle holders...YOU GET THE IDEA! As much as Google and the other search engines LOVE original content, don't you think it will be relatively easy to get YOUR site right up there in the top ten?

SO...by this time, you've learned how to find a niche...that's easy, just let Scot send it to you...and how to narrow down that niche into a small pond where you can be a big frog...and how to spy on the other frogs to see what they're doing so you can beat them!

Now...let's get moving on to something that will have fish SWARMING to your little pond...whole herds of fish and they're looking for YOU!

Step Six: Write Articles

I KNOW! I KNOW! This is what really sets most people back on their heels and gets them to thinking, "Maybe I'd be better off trying something else!" It doesn't have to do that to you...and it WON'T after you're done reading this chapter!

LOOK...the entire key...**the secret**...to having a successful online business THAT MAKES MONEY is getting people to visit your site...it's as simple as that! NO VISITORS...NO MONEY!

You have two choices here. You can pay to get visitors to your site or you can get them naturally.

At this point, you probably don't want to start paying for visitors. That entails setting up a Google Adwords (or others) account and paying a certain amount every time a person clicks on one of your ads that are on the Google results page...whether they buy anything or not! As your sites mature and start making some good money, you MAY want to try this...but not right now.

Getting natural traffic to your site may take a little more thought, planning and time, but the outcome is much better. Think about it. Do you think the average person using Google DOESN'T KNOW that those little blocks at the top and over on the right side of the page are ads? OF COURSE THEY DO!

When you're using a search engine, do you automatically go to the ads to search for stuff, or do you go to the results? Most people look through the results first and then go to the ads if they can't find a good result that matches what they're searching for.

So, it just makes good common sense that, if you want to get natural traffic, you need to be on the first page of the results...preferably near the top.

THAT'S WHAT ARTICLE WRITING CAN DO FOR YOU!

Google and the other search engines absolutely LOVE original content! If you think about it from a search engine's point of view, it'll REALLY make you see why. The search engines have customers like everyone else...the people using the search engine. If the results they get from a particular search engine are LOUSY, odds are they won't use that search engine very often.

LOUSY often means that the searcher either doesn't get the result they want at all or...gets the same information from every link they click on! You've done that and you know how frustrating that can be! Get frustrated enough and you're outta there pretty fast and on to another search engine!

THAT'S why search engines LOVE original content and rank that original content above duplicate content **every time**. They can be assured that their customers get what they're looking for.

THAT'S how you get your site ranked high on the first page of the search engine results for your keyword...at least one of the ways you'll be learning!

AND...since you're looking for natural traffic to your site...instead of paying for it...you MUST have original content!

But, wait, what about those sites that have all kinds of other people's articles on them?

All things being equal...the keyword density, the keyword in the title...an original article will ALWAYS outrank a duplicate one. However, if there are no original content articles to be found, those duplicate content articles MAY be ranked a little bit higher than a site with just keywords scattered around in it...MAY BE is the key here.

The candle holders keyword we just looked at during our spy mission is a prime example. NONE of the top ten sites had an original article on them. The pictures were probably changed occasionally and perhaps the picture descriptions, but nothing original!

Knowing what you know now about search engine preferences, what do YOU think would happen if someone came along with a site that had 10 good solid original articles, each of them with a keyword laden title and keywords intertwined in the body of the content at a 2-4% rate? Of course, they'd zoom to the top!

WHEW! 3 pages to show you how important original articles are...now let's see how to write them without tearing out your hair or busting your computer.

There are only 3 ways to end up with an original article. You can write it yourself, you can pay someone else to write it for you or you can use a program that generates original articles for you. Let's look at each one of these.

Writing the article yourself is the best way to be SURE that the content is original...no doubt about it. It also lets you target YOUR niche extremely well. YOU know...from your spying missions...what the people in your niche want, what problems they're having. So, that puts you WAY ahead of the game.

AND...once you realize that articles don't have to be a scholarly work that's 10 pages long, you can take some of the pressure off yourself. **The best articles are 200-500 words.** Think about that, would YOU want to read a whole book just to find out how to clean candle holders? Of course not! Neither will your visitors. They just want the information and that's about it! If you're smart...and you are or you wouldn't be reading this book...part of that information can be your review of a product that will help them clean their candle holders and an affiliate link for them to buy it!

The article draws them in through the search engine, then it helps you build trust with them, then you tell them about something that you've used that helped you...and BAM, you have a sale! (That's 264 words!)

There are 3 VERY EASY ways to write your own original articles.

People LOVE tips, tricks and the top ten. Think about an article titled "The Top Ten Ways To Keep Your Candle Holders Looking Brand New" or "5 Tips To A Lovely Candle Holder Display" or maybe "A Butler's Tricks To Keeping The Candle Holders Spotless". That kind of article is fun and extremely quick and easy to write.

People LOVE FAQs. You've probably done this yourself: you're browsing a site and you see a link for Frequently Asked Questions (FAQ). Chances are, you clicked on that link, either because you had a question that hadn't been answered yet or you wanted to see what kind of questions other people asked...and maybe how dumb they were!

How about some articles like "Frequently Asked Questions About Decorating With Candle Holders", "Frequently Asked Questions About Which Candle Holders I Should Buy" or "The Most Frequently Asked Questions About How To Keep My Candle Holders Clean" Again, this is very quick, very easy and a lot of fun to write!

People LOVE To Know What Other People Think. Don't YOU read testimonials now and then? Everybody does! Write your own testimonial for a product...BUT...call it a review of the product. "My Review Of The Greek Candle Holders I Bought" would be a good title. Tell them about the candle holders, the good, the bad and the ugly and then place a link to allow them to buy their very own!

Here are some quick little tips on how to actually write your articles and make people REALLY read them.

Use some short paragraphs. When a paragraph is too long or are all the same general size, the words get jumbled in the mind of the reader just looking at it. It can get quite confusing and just too much hard work for your viewer to read.

The reader will just quickly disregard the paragraph and move on to something that's much easier for them to read. Remember, paragraphs can be a single sentence, or even a single word!

Use numbers or bullets now and then in an article. As you write about each point, numbers and bullets can quickly make that point easy to remember and digest.

Write a good attention-grabbing title. The whole idea is to get the visitor to read your article, isn't it? A good title that peaks their curiosity will be a BIG first step in accomplishing that.

Something like: "The Butler's Secret" or "Make them Ohh and Ahh When They See Your Candle Holders!" You get the idea!

Now see...that wasn't so bad was it? Article writing doesn't have to be a chore. It can be fun and very quickly done once you get started.

Let's move on to the other two ways you can get yourself some KILLER articles.

Paying Someone Else To Write Your Articles For You. Now this is where you're going to have to dip into that building fund we put together back in the second chapter. Here are some tips on how to get articles that are good and effective written for you.

1. Strictly specify how many words you want in the article. 200-500 words is best. Remember, that if you specify 200-500, odds are the articles will end up a LOT closer to the 200 word mark than the 500 word mark! It may be a good idea to specify 300-500 words in order to get a 300 word article.

2. Strictly specify the keyword density of the article. Keyword density is simply the number of time your keyword phrase is used in the article DIVIDED BY the total number of words in the article. Therefore, if you have a 300 word article and your keyword phrase is used 10 times in it, your keyword density would be 3.33%. 10 DIVIDED BY 300.

2A. You want your keyword density to be between 2% and 4%. If you get much above 4%, the search engines will think you're just trying to SPAM the article and penalize it. If you get much below 2%, the search engines won't think it's very relevant and tend to ignore it. You also MUST be sure that the keyword phrase is used in a natural way in each and every instance. You can check this by reading them out loud to yourself.

You're doing this because you want to use the article to lead the reader into another action...going to your website...clicking on an affiliate link...reading a review...watching a video. All of these are actions that can make you money. If the article sounds REALLY bad and SPAMMY, chances are the reader won't do anything but click away!

3. Specify How Much You're Willing To Pay. This is just common sense. Tell them right up front how much of a budget you have for this project so you can save yourself...and the freelancer...some time and effort.

4. Specify How Quickly You Want The Articles and How/When You'll Pay. Quick = higher cost! Also, you need to let the freelancer know how you'll pay them...PayPal, etc...and when you'll pay them. You're smart to ask for a sample article before you agree to do business. Then, if every thing looks good, you can agree to pay ½ upon agreement and ½ when the job is done.

You can count on paying between \$5 and \$10 per article. Since you'll need 30 articles, you may want to write some of them yourself and have others written for you or just bite the bullet and dip into that building fund we established in the 2nd chapter.

If you watch what you're doing and use some common sense, having others write your articles is quicker, but costs more. Trading money for time!

Use A Program To Write Your Articles. This one is a little pricey...\$197.00 a year...and slightly limited at least for now, but it's VERY effective and QUICK!

It's called Instant Article Wizard Pro. It's fairly unique in that you merely type in your keyword phrase and it goes off into a database of articles and, in about 15 seconds, you have an article to preview and edit. Then, when you have it sounding like you want, you merely copy and paste and move on to the next article.

The resulting articles may take 5-10 minutes to edit, but they read extremely well and carry a good keyword density ratio.

PLUS...if you check the article you just made with CopyScape, it'll pass with flying colors!

Those are the 3 ways to get articles for the critical part of your marketing efforts.

Obviously, the absolute best is to write them all yourself. But, at least now you have some alternative methods that will still work for you and your sites.

NOW...let's see what you'll need to do with those articles.

First of all, you have to remember what you're trying to accomplish with the articles so you fully grasp the whole process.

You'll be posting 10 of your 30 articles to the BIG FOUR article directories. That's where site owners come to get fresh content for their sites if they don't want to use original content. You have to remember that a TON of site owners believe that MORE IS BETTER instead of going for quality original content like you're learning to do. Just check where their sites are listed in the search results and you'll be GLAD you're learning to do it the right way!

The article directories we HIGHLY recommend are:

1. <http://www.ezinearticles.com/>
2. <http://www.goarticles.com/>
3. <http://www.articledashboard.com/>
4. <http://www.searchwarp.com/>

Sure, there are 100s maybe 1000s of others but these 3 sites will get you the most traffic.

Each one of your articles will have a RESOURCES or BIO Box down at the bottom. You'll need to put that into each article by the way. It'll read something like:

"This article was written by YOUR NAME, an up and coming expert in candle holders. Did you find these tips on cleaning your candle holders useful? You can find out a lot more about candle holders by going to <http://www.candleholderinfo.com> where you can also get a FREE book on cleaning candle holders."

NOW...if you've written a good article, the people who just read that article stand a pretty good chance of clicking on that link and showing up at your site.

REMEMBER...there very well may be 100s of sites that have your article available to THEIR viewers...AND, maybe, sending them to YOUR site! See how that works? It draws traffic to your site.

When they get to your site, the new visitors will see more articles on candle holders...a review of a certain type of candle holder (that you just HAPPEN to have an affiliate link for), some tips and tricks...the whole suite of information you just wrote (or had written for you).

YOU CAN GET AN ENORMOUS AMOUNT OF TRAFFIC FROM ARTICLE DIRECTORIES...BUT THAT'S JUST A PIECE OF THE STRATEGY!

DON'T POST YOUR ARTICLES TO ANY OF THE ARTICLE DIRECTORIES JUST YET...WE'LL GET TO THAT IN A LITTLE WHILE!

Looks look at the next piece.

Most people stop after they've submitted their new articles to the directories...that's just leaving money on the table!

YOU'RE going to go one BIG step further in order to drive even MORE traffic to your site.

You'll be posting 10 of your original 30 articles to your blog as well. Don't worry, we'll get to the blog in a chapter or two!

We took a close look at how the search engines rank a site and figured out that good keyword research and good ORIGINAL content are the keys to getting a good ranking quickly.

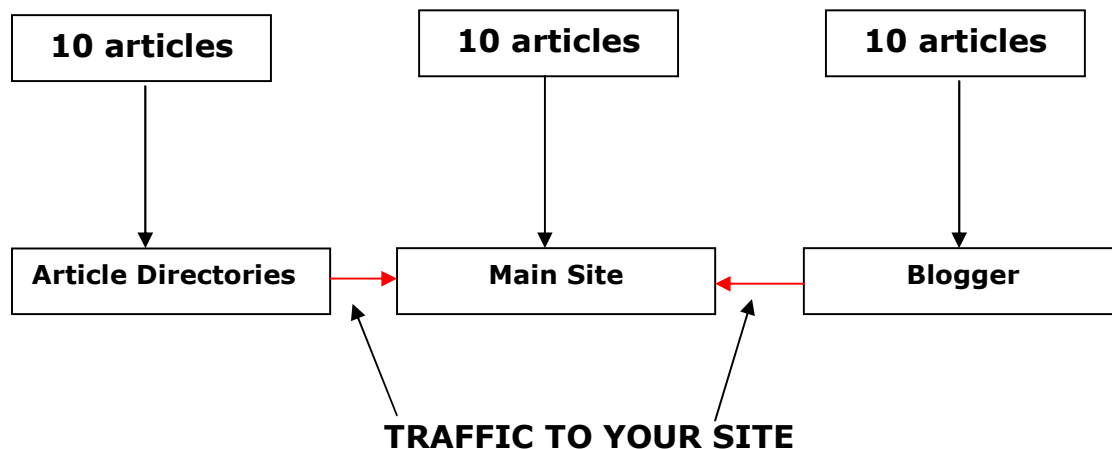
Well, here's the next step.

Search engines...especially Google...LOVE blogs. By their very nature, blogs supply ORIGINAL CONTENT as people post to them. It's that simple!

Additionally, since Google owns Blogger, it REALLY loves a Blogger blog! So, you'll post 10 more of your articles on your Blogger blog...along with that critical RESOURCE box leading back to your main site.

You've just added a whole new lane of traffic that goes right to your main site. THAT'S POWERFUL!

So...your articles look like this if you put them in graphical form.



See how that works for you? You have TWO streams of traffic PLUS the traffic your site naturally gets because of the original content you have on it.

Suddenly, you've given searchers THREE WAYS to find you site rather than just one.

So, by now, you've laid out all the traffic signs that say, "COME VISIT MY SITE!" and laid them out in a very intelligent way that will ACTUALLY attract people there.

You've done MUCH more than the average person you throws up a site and then wonders why they aren't getting any traffic.

You KNOW you're gonna be getting traffic to your site...

NOW...let's figure out how to make some money with that traffic!

Step Seven: Find A Product

Okay...you're gonna have people...probably a LOT of people who are extremely interested in your niche...visiting your site. **That's exciting all by itself!**

BUT...the whole idea here is to make money!

You've already learned that to make money you have to sell something...that's a "no-brainer"!

One of the first things the average Joe or Jane that throws up a web site does is to immediately put AdSense ads on the site and then just sit back and wait...and wait...AND WAIT!

In a recent poll at the DigitalPoint forum, members there reported an average...AVERAGE...AdSense income of \$50.00 per month! That means that they'll be getting a check every 2 months for \$100.00 (the minimum amount that Google pays).

That seems like a lot of work and hoping for \$100.00 after 2 months! The truth is, AdSense doesn't work very well unless you have traffic to your site. THIS METHOD will get that traffic coming.

We're going to HIGHLY recommend that you stay away from AdSense for a while when you first start! Maybe later, when the site has matured and has started to make some money for you...THEN you can add AdSense if you want and make even MORE money.

So...the very BEST place you can go to find a product is right between your ears!

Having your own product gives you the highest profits, much more control over what happens and more security in your business.

We've been talking about candle holders. Having your own product in the candle holder niche DOESN'T mean you have to sell candle holders!

Why not sell a simple little book of resources where people can FIND reputable candle holder manufacturers along with a review of each one?

Why not interview a candle holder designer and REALLY ask them some good hard questions on candle holder designing...record it and sell the recordings? OR...interview an interior decorator and ask them about designing with candle holders.

Why not put all your articles together, add to them and sell a book called, "The Ultimate Guide To Candle Holders"?

SEE? It isn't that hard!

When you have your own product, you set the price, you make all the profits, you decide if you want to let other people help you sell it, you're the boss!

Admittedly, making your own product isn't for everyone...but it IS a WHOLE lot easier than most people think!

If your own product seems a little far-fetched right now, there are SEVERAL other ways to find yourself a product to sell.

One of the easiest ways to find a product is to use a time-tested and trusted site called ClickBank. The marketplace...where all the products are...is at: <http://www.clickbank.com/marketplace.htm>

There are literally 100s of products there in a TON of categories. On the main Marketplace page, you can sort the products by **popularity**...how popular the product is...**high gravity**...how many affiliates are selling the product...**low gravity**...again how many affiliate are selling the product but on the low end of the scale...and **several categories of profit in your pocket!**

It's easy to review the sales pages to see if YOU'D buy from them as well as see how much you'll make for a sale.

Spend some time at ClickBank...you'll be surprised at what you find there!

Another popular place to find products to sell is Commission Junction. That's at: <http://www.cj.com/>

CJ is a little more to wade through but it DOES have physical products...ClickBank doesn't...that may fit into the niche you're working with.

It doesn't cost anything to sign up as a publisher at Commission Junction and you'll be adding another stream of products to your bag of tricks when it comes to finding products.

You already have several good prospects for finding products...you know where?

The best prospects might come from your spying missions you did back a chapter or two! Remember those "affiliate" links you looked at? Why not dig through those and find a product you can be proud to sell and sign up for that affiliate program?

With any product you get from someone else...the affiliate products...you ALWAYS have to know how much you'll get paid for each sale, how often you'll get paid, how you'll get paid and how much trouble it will be to get your affiliate link.

THE BOTTOM LINE ON PRODUCTS

It's ALWAYS best to have your own product...no two ways about it! However, that takes some time...at least a little bit. We've tried to give you some ideas on how to create your own products quickly and easily and hope you follow up with those ideas.

BUT...to get started, you may want to use affiliate products...banking the money until you get your own product out there and selling.

We've given you some VERY good places to find affiliate products AND you've found some of your own during your "spy missions".

You just have to know that, as long as you're selling affiliate products, you are really at someone else's mercy. They can go out of business...they can decide that they can't pay you your commission that month...they can...do anything they want!

SO...for now, go find some affiliate products. But, in the back of your mind, be thinking of a good product of your own to sell to that niche so YOU can control things!

Do your homework...really dig into it...and then, get out there and find a product! We're almost ready to unveil this thing...it's REALLY getting exciting now!

Step Eight: Get The Right Type Of Hosting

NOTE: If you already have a hosting account that allows for an unlimited amount of domains AND gives you a separate cpanel for each domain, you can skip this chapter and move on since you're all set up and ready to go!

If you don't or don't know, read on!

Read that first paragraph carefully. There are a lot of hosting accounts that will allow you to host unlimited domains, BUT, the domains have to be ADD-ON domains! Normally, that would be minimally acceptable, but for what you're going to be doing to turbocharge your sites...**it just won't work!**

Here's why: we're going to be doing everything possible to get traffic to your site AND be able to have fresh content added to it on a daily basis. In order to do that, we'll need the full power of a cpanel for each site...**and remember, at the end of 30 days, you may have 30 sites!**

SO...if you don't want to have to buy 30 different hosting accounts...and MORE as your business grows...a reseller account is the ONLY way to go! Just because it's called a reseller account doesn't mean you HAVE to resell the accounts. You'll be using them all for yourself!

Without a reseller account, the process would be: find a great domain name (pay \$2.00 up to \$9.00)...go get a hosting account (pay \$5.00 up to \$20.00 per month)...get the site set up. Total per site? \$62.00 per year! Multiply that by 30 sites and you have \$1860.00 if you don't grow anymore!

Compare that to using a reseller account. Find a great domain name (pay \$2.00 up to \$9.00)...slap it on your reseller account and you're done! The reseller account costs \$300.00 a year. 30 domain names would cost you \$60.00. Total? \$360.00! BIG DIFFERENCE! You just made yourself \$1500.00 with one good decision.

See? You have to plan for growth. It's called scalability.

We recommend only one reseller account simply because they give the best customer support by both email and phone and because they have the best record when it comes to "up-time". They simply can't be beat!

The company is HostGator and it's headquartered in both Florida and Texas.

All you need to get is their "Aluminum" Reseller account. It allows for unlimited domain names AND gives each new domain name a separate cpanel! You'll see why that's so vitally important in the next chapter

SO...go grab your hosting ! Just [CLICK HERE](#)

We're getting started on the site next!

Step Nine: Set Up Your Main Site

If you've never built a website before and clicked right to this chapter in hopes of finding out how to build one, you're out of luck!

We're not going to teach you HTML. That's just WAY out of the scope of this book. If you go to the RESOURCES page, you'll find some excellent guides on how to build a website in HTML.

If you want to use HTML but aren't real great at it, you can always grab some website templates By [CLICKING HERE](#). They're completely free and make for a great looking site!

HOWEVER...even if you've NEVER, EVER built a website before and don't think you can manage to figure out a template (even though it's extremely simple), there is a way to get a site up and running quickly by using WordPress.

That's ONE of the reasons we were so adamant about getting your reseller account.

If you go to your cpanel, you'll see...clear down at the bottom...Fantastico. If you click on that, you'll see a whole list of things that are ready and waiting for you...just takes a click to install them!

One of the things on that list is WordPress...and all it takes is one click and you have it installed! As a matter of fact, most versions of Fantastico allow you to have multiple installations of it!

SO...if you've never done a website before, you can use WordPress and still come out with a VERY nice looking site. When you check out the RESOURCES section, you'll find a GREAT book by Thom Meyer that takes you by the hand and leads you right through WordPress that's REALLY cheap. Grab it if you're going with WordPress.

Whether you use pure HTML, some pre-made templates or WordPress, the whole KEY to this chapter is to GET IT DONE!

We GUARANTEE you won't make a dime until you GET IT DONE!

Look...you're NOT looking for perfection here...chances are, once you start getting traffic to the site, you'll be changing it a little anyway. What you ARE looking for is a way to build a site that's FAST, EASY and EFFICIENT for YOU...not anyone else!

Here's why that's so important: once you get this first site done, you're naturally going to want to bask in the feeling of accomplishment you have from getting it done. That's only natural!

You're gonna want to watch the new site every day and worry about all the traffic stats and everything else you can think of to worry about.

Here's something hardly ANYONE tells you.

ONE site will not make you a bunch of money and one site will NOT make you a good, solid, recurring income!

THIS METHOD has been specifically designed over the last 8 years to provide that good, solid, recurring income that'll make ALL the difference in your life.

It's like that old saying, "Don't put all your eggs in one basket."

By having many, many sites in many, many niches...you're following that great advice exactly...and you will profit handsomely from it.

SO...let's get back to the main site.

No matter how you decide to build it, your main site HAS to have a few very critical things.

1. You HAVE to use those keywords you worked so hard on back a few chapters ago as your keywords for each page. Your main site will have 10 of your original articles on it. Make SURE that each page contains 1 article and that page is key worded for that article.

2. You HAVE to have a header that INSTANTLY tells your visitors what the site is about. It HAS to be a header that isn't gaudy and doesn't take up too much room.

3. You HAVE to give your visitors a way to navigate around the site that is VERY obvious and VERY user-friendly.

4. You HAVE to have a way to create a small community...a forum works like a charm! You have a FREE one in your Fantastico.

5. You HAVE to have an easy way for your visitor to bookmark your site so it's easy for them to visit you again.

6. You HAVE to have a link to your Blogger blog.

7. You have to have a way to capture your visitor's email address. Link them to another page that gives them a free report about the topic and offer them a free newsletter in exchange for the email address.

The secret to having all these links on your main page is to NOT make the page look cluttered or too busy. All the actions you want your visitor to take HAVE to be above the fold...so they don't have to scroll to see any of the things you want them to do.

Get this process down in your head, because EVERY site you do will have all of these characteristics. WHY? Because they work and have worked for years on end and WILL work into the future.

On the next page, you'll see a great example of a site.

HERE'S AN EXCELLENT EXAMPLE OF A SITE



#1: Good instantly explanatory header with the keyword laden title in it

#2: A catchy link to the forum

#3: Easy Navigation to all the articles

#4: Easy way to bookmark your page so they can easily return

#5: Link to your Tell-A-Friend script

#6: Link to Blogger blog

#7: Link a name capture page

#8: Link to your sales page

At first glance, that seems like a LOT of work. Actually, it's just a matter of putting the pieces together and adding a few links.

The Tell-A-Friend script is in the RESOURCES section along with the "Bookmark This Page" script. The bookmark script is merely a snippet of code you paste into your page where you want it to appear and the tell-a-friend script is a separate page that you can set up in about 5 minutes. You just link to it!

The forum is FREE in Fantastico and takes about ½ an hour to set up. We've included a short video on exactly how to do this.

MAKE SURE that you understand the power of each of the elements of this main page...because they will make for some very happy visitors who turn into very happy customers.

The forum helps you create a community based around your niche...and guess what...each time someone posts their favorite tip or trick or technique on your forum, your site has just had some ORIGINAL CONTENT added to it!

The Tell-A-Friend script makes it VERY easy for your visitors, who have been "wowed" by your great content, to brag to their friends about what a great site they found. MORE viral traffic!

The "Bookmark This Site" link is a REAL convenience for your visitors, who may not even think about book marking it until you remind them. We all know how people like conveniences and ease of use!

The "FREE Newsletter" plus, (if you're really smart), a free gift as well, is simply a way for you to capture the email addresses of your visitors. When you realize that only a certain percentage of visitors will actually take ANY kind of action, you'll see just how important it is to be able to contact the ones who do take action again (but don't buy) through your newsletter.

The whole idea here is to create a user experience that is WAY above their average visit to an average website. It's the factor you're learning in THIS METHOD!

When they first arrive at your site, you want your visitors to think, **"WOW! This site looks pretty good...not a bunch of B.S. ...some really helpful articles here...maybe I'd better bookmark this one...OH, they have a way to do that right there...cool! OH Man! They have a forum where I can meet other people with acne and maybe pick up a tip or two...AND maybe win a prize if I tell people one of my secrets! OH! They have a BLOG too...AND a FREE newsletter! Geez...I wonder if that book is as good as everything else on this site...I KNOW Tom and Jerry and Max would love to see this site...How cool...I can tell them about it right here!"**

Now THAT'S a good visitor experience...and THAT will make you some money!

Step Ten: Set Up Your Blog

THE main reason you want to take the time to set up a blog...and it ISN'T time consuming at all...is that blogs are HOT!

We've already talked about how much search engines love original content. A blog CAN be a good source for original content for the search engine users. "CAN" because, like anything else, blogs can be just inundated with duplicate content as well.

If you post good solid information in a way that stimulates conversation, you WILL get comments from your readers and THAT is original content!

The reason we'll be talking about Blogger is that Google owns it! Seeing that they own Blogger, it just stands to reason that they tend to search those blogs quicker and, when they find original content, they push it to the head of the line to better serve their customers.

THAT'S where you get the high page placements, which drive traffic to your site.

By doing good keyword research, finding good keyword laden domain names, finding good, low competition niches and by writing good solid original content, we've been using Google...in a way that Google WANTS to be used...since the first chapter. Blogger is just another way to use Google in a way that makes them...and their customers...happy!

Here's a VERY useful, FREE site that walks you right through setting up Blogger: <http://www.mccordweb.com/BlogBasicsxy457/blogger1.php> This site gives you 2 options in setting up Blogger...either keeping the blog on the Blogger server or running it from your own server.

Having Blogger on your own server has its benefits...you don't have to worry about Blogger's server being down for any reason AND, you don't have to worry about Blogger shutting you down! BUT...THIS METHOD will work either way you decide to use Blogger.

Once you have Blogger set up, you'll need to:

1. Place links back to your main site. Don't just write a link like, "For more great information, click here." Instead, make the links very catchy and weave them into your articles. Something like, "Here's another discussion of teenage acne that you SURE don't want to miss!" or "You're gonna LOVE what this article has to say!" THIS IS IMPORTANT: link to the individual article pages...NOT the main site!

2. Place links to your forum, the tell-a-friend, YOUR VIDEOS and your newsletter signup page.

3. Do a review of your product...don't make it all mushy-gushy but rather a good, solid review and then send them to your sales page.

4. Once you've built your videos...coming up in a few chapters...make sure you post links to them in your Blogger blog.

5. MAKE SURE you set up your ping function according to what the instructional site says. A whole list of available ping servers is at: http://en.wikipedia.org/wiki/Ping_blog

SO...what you're going to do is add 10 of your 30 original articles to your Blogger blog with your BIO box and everything in each of them. (The link in the BIO box goes back to your main site.) Since Blogger will PROBABLY get spidered first by Google, you'll start getting traffic to your blog.

Once the traffic comes in, they'll see some of the goodies you're offering...the forum, the newsletter, all the stuff we added last chapter...and stand a very good chance of clicking on through to your main site and your sales site.

As the links get established, your main site will grow in the rankings and suddenly you have some pretty nice traffic to your site without any promotion at all!

See how this is all starting to come together?

Let's add in the income generator now and get ready to start making some money!

Step Eleven: Set Up Your Sales Site

This is THE action you want your visitors to take...to click through to see what this book (or product) is all about.

That means you need a sales page!

You've got extremely targeted traffic coming into the sales page. That's because you've put in the time and thought to be able to attract that targeted traffic.

Now, all you have to do is make it pay off!

It's ALWAYS best to write your own sales page for the product you've chosen to sell...whether it's an affiliate product or your own product!

YOU'VE attracted the visitor...YOU'VE given them some great information...YOU'VE given them a great newsletter...YOU'VE given them a forum to join a community...YOU'VE done all the work and they are getting to know YOU!

If you're selling an affiliate product, it just doesn't make sense to abruptly send them to another page with another personality. That's just too much disconnect for the average visitor and you'll end up losing that possible sale.

Instead...do this.

WRITE YOUR OWN SALES PAGE!

Write a review of the product (if you haven't already), if you've made a video about the product, embed it in the page...don't link out to it.

Stress the BENEFITS TO THE VISITOR of owning the product. Give them good solid bullet points about what THEY get out of owning the book. Tell them how many pages the book contains and, if available, show them the Table Of Contents.

Tell them what other buyers of the product have had to say about it...use some of the testimonials the vendor has on their site.

Use a picture of the product you're selling. Copy a good one from the vendor's page and insert it in yours. DON'T just link to his image!

Tell your visitors about any guarantee the vendor offers.

Finally, give them a call to action. Something like..."This book WILL give you a way to treat your acne that's worked for many, many other people. Don't you think it's time to grab your own copy? Grab it by **CLICKING HERE.**"

Then insert a link that looks like this:
http://ITEM#.AFFILIATE_VENDOR.pay.clickbank.net That link takes the visitor directly to the payment page. You merely have to insert the product number, your ClickBank affiliate name and the vendor name and away you go!

NOW you have a sales page that will work for you!

If you're lazy, which probably isn't true since you're reading this book, you can just send your visitors to the product sales page provided by the vendor...AFTER you've pre-sold the visitors a bit by giving your review of the product and, if you've made a video, letting them watch it (again, embed, don't link!) on YOUR sales page first.

Then, use a final sentence before they go away to the vendor's site. Something like, "The author of the book says it a WHOLE lot better than I do...that makes sense, he wrote it! Click this link and let him tell you all about it. I HIGHLY recommend this book, so grab it if you can!" Just throw your normal ClickBank link in there and you're done!

That way, the disconnect is lessened a bit anyway. That method probably won't convert as well for you as doing it yourself. But, depending on the strength of the vendor's sales page, you'll still make a few sales.

The process is exactly the same if you are selling your own product (whether it's something you created or a PLR product that you modified) ...EXCEPT for the payment page. That will go to YOUR PayPal account!

HERE ARE THE SECRETS TO CREATING A GOOD SALES PAGE...

1. Make sure that when your visitors come to your sales page, they have only ONE link to click...the order link! Don't let them get distracted!

2. Make sure they get to the benefits that THEY'LL get from the product...not features...benefits...immediately!

3. Usually, in a typical sales page, you'd need a REALLY attention-getting headline. You don't need one here! These visitors are REALLY warmed up...they're extremely targeted by this point...and are ready to buy! IF you give them a reason to buy!

4. DON'T make your sales page a long, eye-glazing mess of text. Get to the point! These visitors are like shoppers in Wal-Mart on the day after Thanksgiving! "Just show me the thing you had in your newspaper ad and get out of my way...I WANT TO BUY IT!" Don't give them a tour of the whole store...just show them the product, talk about a few benefits...and get out of the way!

When you do your work UPFRONT you don't have to work as hard on your sales page!

Don't take that as saying, "You don't have to work at all." You still have to clearly give the benefits in good bullet points...you still have to show them a picture of the product...you still have to talk to them about the guarantee...you still have to tell them the price...and you still have to urge them to take action by clicking the order link. BUT, THAT'S ALL! Don't complicate things here.

It doesn't matter if you're selling your own product or someone else's... these principles are the same. THAT'S why we recommend writing your own sales page for affiliate products and sending the people that want to buy directly to the payment page.

YOU control the process that way. If you send them to the vendor's sales page after you've got them all "hot and bothered" to buy it, that's like that Wal-Mart shopper on "Black Friday" having to listen to a complete product discussion BEFORE they can pick up what they want to buy and put it in their shopping cart! That's a VERY good way to lose sales.

SO...by now you've learned a reliable and solid way to get targeted traffic to your website by using Google in a way they LIKE to be used. You've learned how to give your visitors a reason to stay on your site as well as a way to be interactive with you. You've learned how to find products that they'll buy. AND...you've learned how to get them to buy those products from you.

This is starting to shape up as a REAL business! That's the whole idea behind THIS METHOD...but more about that later!

There are just TWO other things you need to do before you unleash your site on the world. Let's move on to them right now!

Step Twelve: Set Up Your Lens

This is another powerful way to naturally get traffic to your websites. As we've already agreed, the more targeted traffic, the better!

Veteran Internet marketer Seth Godin and his team have come up with, perhaps, the ideal social book marking site ever made for people who are trying to market stuff on the Internet...it's called Squidoo.

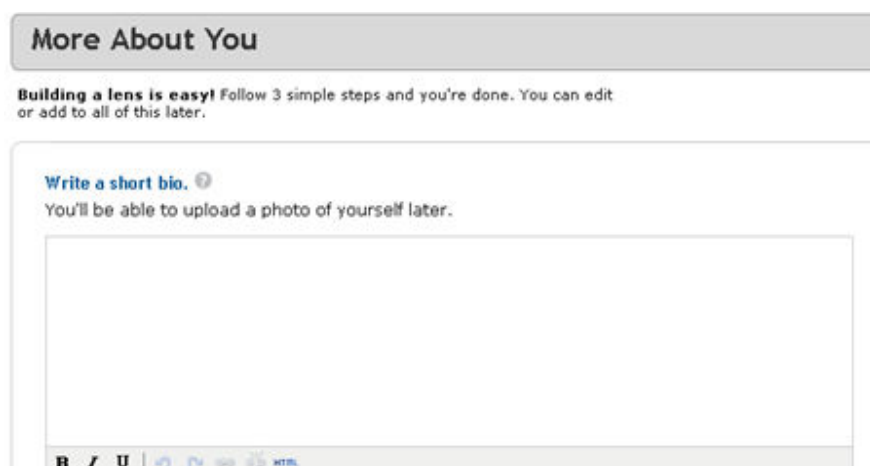
Go to: Squidoo.com and create your free account.

Seth has set it up so it's REALLY easy to get started on Squidoo...and a LOT of fun!

Basic Instructions For Creating A Lens

1. **Registration**- To get started, you need to create a FREE account. To do this, simply [go here](#), and fill in your account details. Once you have registered, you'll need to...

2. **Tell The World A Little About Yourself**- Enter some text about yourself in the form field:



The screenshot shows a web form titled "More About You" in a grey header bar. Below the header, a message reads: "Building a lens is easy! Follow 3 simple steps and you're done. You can edit or add to all of this later." The main form area has a prompt "Write a short bio." with a help icon, followed by the text "You'll be able to upload a photo of yourself later." Below this is a large, empty text input field. At the bottom of the form is a rich text editor toolbar with icons for bold (B), italic (I), underline (U), link, unlink, list, and a text input field labeled "HTML".

3. **Choose how you want to get paid-** Squidoo puts Google AdWords ads on your lens (plus offers you other options like Amazon and eBay), and you can choose what you want to do with your cash (if you generate any, of course):

How do you want to get paid? 

Lensmasters earn a royalty for every lens they build*. Please choose a payment option below. You'll be able to change your selection later.

* NOTE: Our payment system will be turned OFF at the start of this beta. You can learn more about royalties [here](#).

☒ Donate to the Squidoo Charity Fund 

☐ Donate to a specific Charity 

☐ The Squidoo Traffic Fund 

☐ Cash Payout 

☐ A combination of the above options 

4. **Create a lens URL-** You now create a lens URL, which, generically, is <http://www.squidoo.com/lensname>

5. **Give Your Lens a Title-** Come up with your lense's title. For some reason, if you put hyphens between the words, you'll get a higher Squidoo ranking. Not quite sure if that helps with Google or not.

6. **Pick a main category for your lens-** here is the list of main categories:

- Arts and Entertainment
- Automotive
- Business and Finance**
- Computers and Technology
- Food
- Health and Medicine
- Home
- Kids and Teens
- News
- Politics
- Sports and Recreation
- Reference
- Regional
- Science
- Shopping
- People and Society
- Travel
- World
- Mature and Adult Content

7. **Add Your Tags (A Minimum Of Five)-** Add your trusty keywords that you worked so hard on back at the beginning of this book.

8. **Should everyone see your lens?-** Of Course!

9. **You're DONE!** Now your lens is created. All you have to do is add some content to it

What you're gonna want to do with your lens is to post one of your best articles...your original articles...to it. But make a few changes first. Just change the title and maybe the first sentences of each paragraph.

Squidoo allows you to use HTML, so at the bottom of the article, use your BIO BOX and link to your main site...like this: IF YOU LIKED THIS ARTICLE, YOU CAN READ MORE AT

The THIS METHOD Website

Of course, you'd change it to your TITLE and URL.

You'll probably want to look through the other modules that Squidoo offers you. The guestbook is a good one and MAKE SURE you add the YouTube module...you're going to need that here REAL soon!

Don't worry about messing things up, you can edit or delete almost anything you do!

Take a look at the groups on Squidoo, maybe there are a few that will apply to your niche, if not, set one up! It only takes a minute.

The whole idea here is to establish ANOTHER, powerful way to get traffic to your site. Add this traffic flow to the others we've established, and you get a great chance at getting a LOT of visitors and Many More sales!

Step Thirteen: Make Two Videos...Or MORE!

Videos are another thing that Google and the other search engines dearly LOVE! Again, in an attempt to please their customers...they KNOW their customers like to watch videos since the majority of them have been raised on TV and actively search for videos online...Google and the others tend to deliver pages that contain videos at the top of their results page.

The top of the results page...THAT'S where you want to be for your keyword phrase, so, why not use videos to help you get there?

If you check in the RESOURCES section, you'll find an absolutely FREE version of CamStudio IM version

Here's an excellent video that takes you right through using CamStudio. <http://econtent.typepad.com/CamStudio/CamView.htm>

Here's your strategy: you're going to make at least two videos. The first video will be a short "teaser" type of video...think of a 30 second commercial. You'll need to format this first one as an AVI, because you'll be posting it to YouTube and other video sharing sites that are listed in the RESOURCE section.

The whole reason to do this is to get people to see your "commercial" and check out your site. Even if they DON'T do that, the search engines will! That just adds to the strength of your site placement in the search results.

HOLD ON TO YOUR VIDEOS TILL LAUNCH DAY!

One thing you need to remember when you're posting to most video sharing sites...nearly all of them require that you post only certain types of video formats. NONE of them, that we could find, will allow you to upload a flash video.

When you create a FLASH video, you have the option to automatically redirect the viewer to another URL at the end of the video. You'll be using that feature here in a few minutes.

For your commercial, as we said it'll be in AVI, you'll have to have a final screen that has your website URL in BIG LETTERS so that people can remember it long enough to type it in.

Your commercial doesn't have to be real complicated or fancy. If you're doing a commercial on candle holders for example, all you'll need are some great looking pictures of candle holders. You set up your first screen as a "headline"...something like, "Who Else Wants A Home As BEAUTIFUL AS This One?" Then you show those pictures rather quickly, perhaps with some music behind them, and then have a screen that asks, "Do YOU Want YOUR Home To Look Like This?" Then go to your final screen with your URL.

That's technically very simple and can be done very quickly. If making that first commercial gets your brain really cranking, go ahead and make a few more! Post them all to the recommended video sharing sites. Make sure you place links back to your site when you're allowed to. AND...make sure your keyword phrase is in the title of the video!

Those “commercial” videos are nothing more than another traffic generating strategy. They’re meant to bring people to your main site where you have some control over what’s going to happen.

Thinks of them as JUST that...a sign that says “HEY Come on in, we have something you just HAVE to see!” That’s all...don’t try to sell in this type of video...don’t get real wordy...just tease them enough to want to find out more.

Your second video is meant to be a sales tool. You KNOW, even when you shop online, you want to be able to see what you’re buying. Ideally, you want to be able to hold it in your hands before you get out that credit card.

YOU can do that for your potential customers by using a video! The REAL POWERFUL part of using this sales tool is that, especially in niches, hardly ANYONE is using videos! You’re surely gonna stand out.

If you’re selling a digital product...an e-book or the like...then all you need to do is to use CamStudio to take some screen shots of the book cover, the table of contents, maybe the first page of an example chapter and TELL the viewer about it in the best way you can. What YOU think of it! What THEY’LL get out of the book.

You can go ahead and embed your video in your main site...but MAKE SURE the redirect at the end of the video goes to your sales site!

If you're selling a physical product, the VERY BEST thing you can do is to actually have the product in your hand...actually TRY it and USE it! That way, you can give your potential customers a honest, actual review.

AND...you can take photos of it or even a video of it to REALLY show them how great the product is and why they should buy it.

THAT'S very powerful and WILL increase your sales.

It also may be out of your league right now. That's okay! You can still do screen captures of the vendor's pictures and add some music and voice narration to it and still increase your sales.

You'll see very quickly by now that these videos are doing double duty for you. The teaser video gets even MORE targeted traffic to your site. After all, if they're captivated by your teaser about candle holders, chances are, they're thinking about buying candle holders...just makes sense!

The sales video will make your site stand head and shoulders above any of the other sites in the niche. Remember that spying mission we did? Did you see ANY of the top 10 sites include videos? NOT A ONE! You'll be very unique and your visitors will tell other candle holder lovers they know about you!

THAT'S what makes adding a video strategy to your sites so important...more targeted traffic, more viral targeted traffic and MORE SALES!

Step Fourteen: Launch It!

OKAY...by now, you've done the following:

1. You've created some written goals,
2. You've found a REAL way to put some building money in your pocket,
3. You've found an active niche,
4. You've narrowed that niche down to one you can dominate,
5. You've found a keyword laden domain name,
6. You've spied on your competition,
7. You've written at least 30 good original articles,
8. You've found a good suitable product for your niche,
9. You've set up your main site,
10. You've set up your Blogger blog,
11. You've set up your sales site,
12. You've set up your Squidoo lens,
13. AND...you made at least 2 videos!

WHEW! That's a good job, well done!

BUT...don't break your arm patting yourself on the back just yet!

NOW'S the time to run through EVERY LINK, on EVERY PAGE, in all three of your sites. You need to be SURE that when your visitors click on a link, they're taken to the place YOU want them to go. Obviously, you need to make sure your order links work. Get someone else to go through the process and actually BUY your product to see if you end up with the money or the credit for the sale. Sign up for your own newsletter to make sure it works.

This is the test run before big race day. Check EVERYTHING! If it doesn't work right...now's the time to fix it. Get a friend, who's not been involved in the process to go through the whole process and tell you how easy...or hard...it was for them.

This will give you a "visitor's eye-view" of the entire process. Does it seem simple, or will they get lost in the process? All you're doing here is trying to avoid stupid mistakes.

NOW...you're ready to take your foot off the brake and put the pedal to the metal!

Submit your articles to the "Big Four" article directories. DON'T submit all 10 articles to every directory at the same time! Instead, submit 1 different article to each one...wait a bit and then submit another one. If you submit a bunch of articles on one topic, you may be rejected for article "spamming". Be smart! Get one good article on each of the directories the first day and THEN submit another!

Go ahead and post your video "commercial(s)" to the video directories you've chosen to work with. You CAN submit to as many as you want in this case!

Make sure your Squidoo lens is all polished up and looking good.

You NOW have all your tools working for you...but that ain't all!

Go back into your niche and look for forums, blogs, guest books, anything that allows visitor feedback. READ THEM! Make some USEFUL...stressing USEFUL here...comments on them. Answer questions. Introduce yourself. Ask questions. Become a part of the community. Every time you post, you add a signature line that includes a link to your main site. DON'T try to do this all in ONE day...but you CAN get started at it.

If you have a mailing list from another topic, let them know about your new site. Nothing pushy or sales oriented, just tell them you just opened a new site and you'd like to see what they think of it.

If you don't have a list, let your friends know about it and ask them for their honest feedback.

If you have a MySpace or FaceBook or any other social site account, post a link to your new site on there as well.

Write a quick news story for PRWeb.com. They have a GREAT template there that will walk you right through how to easily get one written and published. You can do this for FREE. They do have a paid version that gets out more quickly...that's up to you!

All you're doing here is getting momentum going for you. Any other ways that you can think of to get the word out about your new site...as long as it's NOT spamming...are only going to help get that momentum started.

NOW you can pat yourself on the back!

You HAVE to know that you probably won't get hundreds of visitors as soon as you open the floodgates! Momentum takes some time. If you think back to our apple pie recipe, you'll know that you have to pre-heat the oven before ANYTHING will bake.

THAT'S what phase you're in right now...pre-heating the oven.

This is a GREAT time to get started on your next site while everything's fresh and clear in your mind and while you're all pumped from finishing your first one.

You can read more about that in the "RINSE AND REPEAT" chapter.

For now, think about what all you've accomplished...a WHOLE LOT more than the average person who throws up a site and sits back waiting to be covered up with money!

Think about the process you just went through and how you can speed it up the next time. Think about what slowed you down the most and figure out how to do it better and more quickly.

GOOD JOB!

There are just a few little things left to do...don't worry, they're painless!

Step Fifteen: Track It!

By now, it probably makes sense to you that you have to be able to know, at a glance, how much traffic you're getting to your sites. You HAVE to know the sheer number of visits, but, more importantly, you HAVE to know where they're coming from...what pages of your site they go to...and what keywords they're using to find your sites.

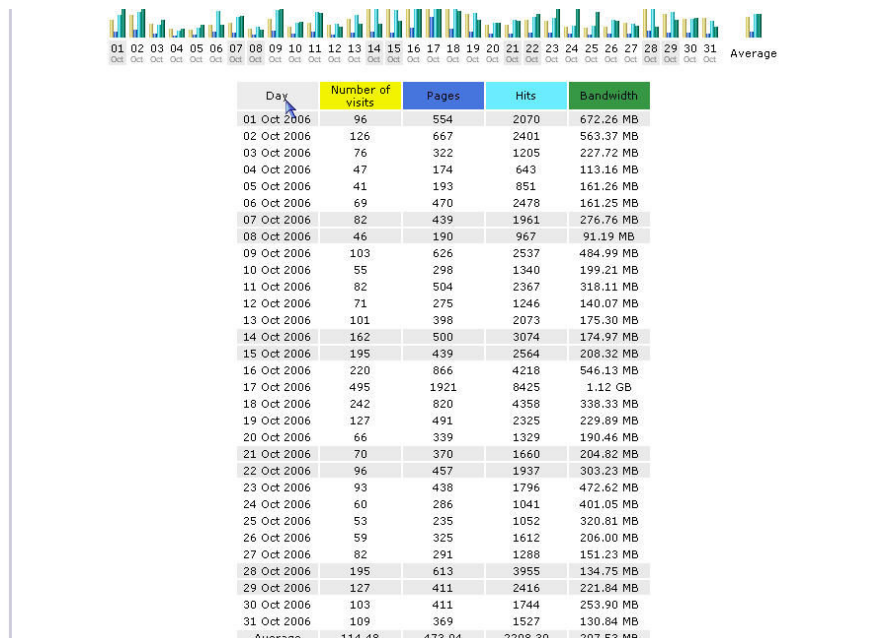
At first glance, that looks like a pretty tall order. It REALLY isn't!

When you were looking around the cpanel of your reseller hosting account, maybe you saw an icon that said "web stats". That can get you started on tracking your traffic...and it's built right in for you to start using immediately!

Look for AWStats. That's the one that will give you the most useful information. You DO have another web stats system in there. Take a look at that one too. We sometimes end up using both to compare the numbers.

Get used to AWStats, it's going to be one of your most precious tools!

Here's what AWStats looks like...it's the most full featured of the two that are offered to you in most cpanels. This is the daily traffic section.



That looks really exciting, but the only thing it really tells you is that your techniques are working.

You can see which days are busiest for you...which may be a good indicator of when to send an email out to your list...remember that list, don't you?

What you REALLY need to know is what pages your visitors are looking at. You can do that by looking at the ENTRY URL list.

Pages-URL (Top 25) - Full list - E		
240 different pages-url	Viewed	Average size
/archives/mp0.xml	1689	12.52 KB
/archives/player0.swf	1681	10.31 KB
/	1490	19.49 KB
/archives/	1116	11.03 KB
/archives/Warriors.php	1022	22.35 KB
/archives/20-1.MP3	702	1.32 MB
/xmas/	696	14.54 KB
/archives/930ShowSeg1a.MP3	372	1.25 MB
/archives/19-1.MP3	372	1.44 MB
/Members.php	353	11.69 KB
/conf.html	283	3.41 KB
/archives/21-1.MP3	272	1.26 MB
/Guests.php	184	13.28 KB
/nbr.exe	177	268.59 KB
/5Foot.php	168	8.48 KB
/AboutShow.php	156	9.04 KB
/archives/20-2.MP3	144	2.00 MB
/MembersThanks.php	142	8.21 KB
/ShowNotes.php	139	94.56 KB
/AboutDennis.php	137	9.33 KB
/archives/22-1.MP3	119	610.22 KB
/TeleSeminars.html	102	5.77 KB
/archives/20-3.MP3	101	2.48 MB
/Store.php	99	8.06 KB
/archives/930ShowSeg2a.MP3	98	1.72 MB
Others	2878	1.98 MB

NOW...you can see how many visitors are looking at each page on your sites! Obviously you want them to see the index page of each site... especially the sales site...but this also lets you see which article is getting more traffic and how many people are landing on your mailing list signup page.

Another thing you want to keep track of is which search engines have crawled your site. That will give you a GREAT idea of which technique is working the best for you.

Robot/Spider	Count
MSNBot	10 different robots
Inktomi Slurp	
Googlebot	
Unknown robot (identified by 'crawl')	
Alexa (IA Archiver)	
Unknown robot (identified by 'robot')	
Unknown robot (identified by 'spider')	
WISENutbot	
Voyager	
AskJeeves	

* Robots shown here gave hits or traffic "not viewed" b

AND...which keywords and phrases they're using to find you...

Search Keyphrases (Top 10)	Search Keywords (Top 25)
Full list	Full list
19 different keyphrases	32 different keywords
Search	Search
Percent	Percent

When you have this information, you can more accurately target your keywords to continue using the ones that are working for you and further refine the ones that aren't.

BUT...by far the most important thing you want to look at is where the visitors are coming from. That will tell you what's working for you and what isn't. That's VERY important.

Origin		Pages	Percent
Direct address / Bookmarks		7610	81.7 %
Links from a NewsGroup			
Links from an Internet Search Engine - Full list		78	0.8 %
- Google	47 47		
- MSN	11 11		
- Yahoo	9 9		
- Excite	5 5		
- Unknown search engines	2 2		
- Lycos	2 2		
- Tiscali	1 1		
- Yandex	1 1		
Links from an external page (other web sites except search engines) - Full list		1592	17.1 %
- http://www.magichighway.com/tx/surf.php	392 392		
- http://www.warriorforum.com/forum/topic.asp	388 388		
- http://www.warriorforum.com/forum/default.asp	168 168		
- http://www.warriorforum.com/forum/	139 139		
- http://warriorforum.com/forum/topic.asp	56 56		
- http://ablake.net/forum/index.cgi	43 43		
- http://warriorforum.com/forum/default.asp	15 15		
- http://myuam.com/cgi-bin/afflogin.cgi	13 28		
- http://warriorforum.com/forum/	12 12		

In this view, you can see EXACTLY where your visitors are coming from. How many people are typing in your URL or using a bookmark...how many people are coming from search engines...and which search engines they are using. PLUS, you can see which sites are referring visitors to you. You should be seeing some Squidoo, YouTube and the article directories in this list.

Those are the bare basics you should be looking at. You need to know how many visitors your site gets each day...what pages they look at...how they got to your site and which of your techniques is working best for you.

If you know all that, you're a LOT more knowledgeable than the average website owner...and you'll be a LOT more profitable if you make use of that information.

For those of you who want more information without spending any money, there's Google Analytics <http://www.google.com/analytics/> This is a great way to see how long a visitor stays on your site and which interior pages they view the most PLUS a lot of other really good information that allows you to know EXACTLY what's going on with your business.

THE MOST IMPORTANT THING ABOUT STATISTICS IS: don't get so involved with them that you forget what your mission really is...that's to make money!

Your web stats can be fascinating and even fun once you know what you're doing with them, but THEY'RE JUST A TOOL! A tool that will tell you what's working for you and what isn't. A tool that will tell you what you should be concentrating upon to grow your business.

AND...after you have a few sites up and running, which of those sites has the most potential to make you a LOT of money for the long term.

NOW...let's take that tracking information and use it to make your sites more profitable. That's next!

Step Sixteen: Tweak And Test It

NOW...the first thing you're gonna want to do is to figure out your conversions for the different actions that you want your visitors to perform.

In other words, look at your web stats and see how many visits (not hits) your main site index page got say, yesterday. That's an easy one...it's right there in AWStats.

Then look and see how many visits your mailing list signup page got in that same time period. As an example, let's say you had 200 visits to your main site index page yesterday.

When you check further, you find that the signup page only had 80 visits. That means that 40% of your visitors clicked through to the signup page. Of those 80 visitors that hit your signup page, 40 signed up for your newsletter. That's a 50% conversion rate!

Just think what your signups would be if you figured out a way to get MORE visitors to visit the signup page.

THAT'S a tweaking project.

To tweak the signup call to action, all you have to do is change the wording or change the font or change the font color or change the position. Pick ONE of those tweaks and change it. Then run the visitors through again until you get roughly the same amount and figure the conversion again.

CHANGE ONLY ONE THING AT A TIME! Run traffic through the page and figure the conversion rate. Compare the conversions and pick the winner.

THAT'S tweaking and testing.

There are really only TWO actions you want your visitors to perform. They either sign up for your newsletter or they buy a product!

You can also take a look at minor actions as well. If you see a lot of visitors hitting your blog, but none of them seem to be coming to the main site (or the sales site), you may want to tweak the call to action on your blog.

See how that works?

You have to track first, and then evaluate your figures. From there, you figure out where you need to tweak. After you've changed ONE thing, test it by running traffic through the page and see if the figures are better or worse.

Your whole goal here is to get as many actions as you can from your visitor, that's obvious. BUT, don't track, tweak and test yourself to death. You have a whole lot better things to do! That's the next chapter.

Step Seventeen: Rinse And Repeat

This is where it REALLY gets exciting!

Let's say you've tracked, tweaked and tested your site until you're making \$5.00 per day from it. That's \$150.00 a month right there!

Admittedly, your first site took a while to get done. You had to read this book, put each step into action and complete it. It was a "fumbly" exercise, wasn't it?

BUT...your next site will be easier. The next one after that will be even easier! Pretty soon, you'll be able to crank out 3 or 4 sites a week. Then, one site a day!

Look at what that does to your cash flow.

If one site makes you \$150.00 a month, then 10 sites make you \$1500.00 a month! 30 sites make you \$4500.00 a month...and they'll keep doing that!

What happens if one of your sites starts to dwindle? You build another one!

SEE? Once you have the this process down, YOU decide how much money you have coming in. Want more? Make more sites!

PLEASE GET THIS THROUGH YOUR HEAD! By creating multiple sites, all using good time-tested techniques, you don't have to worry about just ONE site any more! If your only site starts going downhill, you're faced with not having any money coming in until you either fix that site or build a brand new one.

If you're using THIS METHOD, you don't have to worry as much about money because the other sites will more than carry you until you can get another site up and running.

THAT'S what we're after here...sustainable income!

Once you see the big picture and come to understand that you're NOT just setting up a website, you're creating a business with THIS METHOD, you'll start to get REALLY excited!

NOW'S THE TIME to get started on site #2. Your first site is settling in and starting to get traffic and maybe even a few sales. Tweak and test it the best you can and then get going on the next site...and the next...and the next!

Advanced Techniques I

People from around the world are making money every day from AdSense...there's absolutely NO reason why you shouldn't be able to! All it takes is some determination, some thought, a little creativity, and a bit of work.

Basically, Google AdSense pays you each time a visitor to your site clicks on one of their ads that have been placed on it by the code you copy/paste onto your page

The payment you receive per click depends on how much advertisers are paying per click to advertise using Google's AdWords service. Advertisers can pay as little as 5 cents per click and as high as \$10 or \$12 in profitable niches, perhaps even more sometimes. You earn a share of what the advertiser pays. Although Google doesn't tell you upfront what your share of the ad revenue will be. So your payment rates can vary enormously based on the keywords.

Let's say you have a goal of earning \$25,000 a year from AdSense. Can you do that? Let's see ... $\$25,000 \div 365 = \69 a day. So your goal is to produce either:

- 69 pages which earn \$1 a day
OR
- 138 pages which earn 50 cents a day
OR
- 276 pages which earn 25 cents a day

So, if you want to earn \$1 a day per page, each page will need to have 400 visitors at a 5% click-through rate (CTR) and average 5c payout per click. See how that works? 5% of your visitors click on an ad on your website. That's 5% of 400 or 20 clicks. You make 5 cents per click. That gives you \$1.00 per day! Multiply that by 69 pages that you're running ads on and you've made your \$69.00 goal that day.

I hope you noticed that there are 2 things in this equation that you can directly control. Those are your page views and your Click Through Rate (CTR). While you can't directly control how much Google pays you per click, you CAN do some research on higher paying keywords and build pages around them. You CAN use your targeted content to lead people to click on the ads.

If you can't achieve your goal of \$69.00 a day with the pages you have, then you'll either need more pages on your sites or more niche sites.

If you want more profit streams coming into your sites, you can add affiliate commissions into the equation or add a newsletter for repeat sales.

So, to answer your original question, yes, you CAN make money from your AdSense sites. It isn't "over-night" money or "instant" money, but it can be good, steady money for you...IF you know how to effectively run an AdSense business!

AdSense may be something you can look at AFTER you get your sites up and running and have a feel for the traffic you'll be getting. The key is to NOT interrupt the sales process to any great degree.

Advanced Techniques II

Google AdWords is a whole book all by itself. The last chapter barely scratched the surface, but, you got a pretty good idea of where you need to go with this technique. AdWords will definitely add to your site's income IF you do it right!

BUT...here's the most important technique you can do to REALLY ensure that you'll have an income that keeps on "coming in"!

By now, you've got at least one site up and you're working on others...at least we HOPE you are!

The VERY FIRST thing you need to do is to MAKE SURE that on every page a visitor to your site can get to, they have a way and a reason to sign up to your mailing list. That's as simple as a link to an autoresponder form page and a list of bullet points that gives them an undeniable reason to give you their email address. YOU MUST ALWAYS KEEP LIST BUILDING AS A PRIORITY!

As you get multiple sites up and start tracking their results...you know, the important ones like traffic to the individual sites and, most importantly, sales from the individual sites...you'll start to notice that some niches out-perform the others. AND...some niches REALLY out-perform all the others by a long way!

HERE'S THE SECRET WE'VE PURPOSELY KEPT FROM YOU SINCE THE BEGINNING OF THIS BOOK:

A site built using THIS METHOD is REALLY just a paid (it pays YOU) testing mechanism to quickly find VERY PROFITABLE niches...niches in which you can make a literal KILLING when you work in them!

Let's talk about that for a minute.

At this point, if you're building sites using THIS METHOD, chances are, you're selling other people's products...and that's an excellent way to start.

BUT...what you're REALLY doing is working for someone else! They own the product...THEY tell you what you're going to get paid and when you'll get paid and how you'll get paid. Your future is only as secure as the owner of the product you're selling!

If you try to make a good recurring income from selling other people's products, you take the chance of putting a TON of time and work into a profit stream just to see it disappear through no fault of your own.

THAT'S why we've been preaching, whenever we could, about creating your own products and working on your own niches!

When you own your own product and KNOW the niche you're working on, YOU control your own destiny...YOU reap all the rewards...and YOU get the security you're looking for.

The training you've done has given you VERY effective skills and tools to find and start to exploit almost any niche AND make some money from it. That's important when you're first starting out! Knowing HOW puts a lot less strain on your budget and, when you make your first little bit of money from your efforts your BELIEF LEVEL will skyrocket!

AND...if you have 30 sites out there all making just a little bit of money, you actually have some income coming into your business that you can use to further develop that business.

Whether you know it or not, you've been setting up a testing protocol that will allow you to see if a niche is worth your time and effort BEFORE you jump into it!

No one...even a "guru"...knows if a niche is going to be profitable enough to build a business around BEFORE they test it. They might have a pretty good idea that a niche will be solid enough to work harder on...but that's all it is, an idea!

How do you think THEY do it?

They do some research, throw up several different sites that use all their BEST techniques for driving traffic to it, track that traffic, tweak the site to see how much they can improve the sales conversion ratio, and THEN...

When they see a clear winner...one that stands head and shoulders above the other test sites...they GRAB HOLD of it and REALLY start to dominate that niche with their own products! The others? They let them stay and trickle money into their bank accounts!

WELL...DUH!

That's EXACTLY what you've learned from THIS METHOD!

You've learned some very important lessons! You KNOW HOW to drive traffic without spending hardly ANY money. (Think what you'll be able to do when you CAN afford some PPC advertising!) You KNOW HOW to provide a GREAT visitor experience that can turn into sales. You KNOW HOW to convert those visitors into money. AND...most importantly, you KNOW HOW to do it again and again till you find those niches that are literal goldmines for you!

That's the most advanced technique we have to offer you...a way to take THIS METHOD and use it as a testing ground to find niches that will make you serious money...and THEN, create products for those niches to put all the control in your hands...and THEN, use THIS METHOD to totally turbocharge that business.

AND...think what you'll be able to do when you have the "investment capital"...(your profits from THIS METHOD) to be able to outsource things. You know, things like article writing, video creation, search engine optimization...you name it!

THAT'S how the big boys and girls do it!

Do you see now why we kept this secret until now?

If you've proven yourself...TO yourself...by making it this far AND actually doing it, YOU'RE READY!

You're ready to get out and start digging for those nuggets of gold that are out there all over the place. You have the tools and the information to do that very quickly and easily now. You have the experience to do that. By now, you have the confidence that you CAN do this...and CAN be successful at it!

Now, the rest is up to you. You're revved and ready to GO

Now, just take your foot off the brake and step on the gas!

Summing It ALL Up

Man! You've come a LONG way!

You've learned a technique... THIS technique...that has served successful marketers well for YEARS now. This ISN'T some brand-new, just out-of-the-box, try it and see if it works type of thing...

THIS **WILL** WORK FOR YOU...**IF YOU WORK IT!**

One site built using THIS METHOD based around an affiliate product MAY make you some money...BUT...there you are again with all your eggs in one basket!

As we said before, the REAL secret to marketing using THIS METHOD is the fact that you now have a powerful tool that lets you quickly and easily test MANY, MANY niches almost simultaneously. When you find a niche that is REALLY working for you, you jump into it, make a killer product for that niche and establish a VERY profitable business. Then, you merely repeat the process!

The other sites that aren't performing as well as your "heavy hitters"? You just let them tick along, tracking and tweaking and testing them occasionally. Every one of those types of sites will contribute a trickle of profits to your bank account. If you get 30-40 of those types of sites, those trickles will transform into a very solid and dependable stream of revenue for you.

THAT'S what should be important to you!

A solid, you-can-count-on-it, recurring income for you and your family!

THAT'S what you discovered when you bought this book...a TRUE business that can change your life.

You have the basics of THIS METHOD of marketing. We're sure that, after you've done a few sites, you'll come up with your own variations that work best for you and your business.

As we said before, you've just been handed the keys to a muscle car that's just sitting there idling. It's up to YOU to slam it into gear and jam your foot on the gas and go get it done!

Resources

All The Important Links In ONE Place For You:

Setting Goals: a GREAT printable worksheet for you to use...

<http://712educators.about.com/ngoalspecific.htm>

Get Your Active Niches Here...

<http://www.nicheaday.com>

Narrow That Niche Down Here...

<http://www.thismethodvre.com/KeywordAnalysis111.xls>

Find Your Keyword Laden Domain Name Here...

<http://jonathanleger.com/tools/domaintraffic.php>

<http://www.1and1.com>

<http://www.godaddy.com>

Instant Article Wizard Pro (not free)

<http://www.instantarticlewizardpro.com>

Article Directories To Post to...

1. <http://www.ezinearticles.com/>
2. <http://www.goarticles.com/>
3. <http://www.articledashboard.com/>
4. <http://www.searchwarp.com/>

Find Your Products Here...

<http://www.clickbank.com>

<http://www.cj.com>

Get Your Hosting Here (The Aluminum Package)...

www.hostgator.com

Get FREE Website Templates Here...

<http://www.oswd.org/>

Find Out All About WordPress Here (Not Free)...

<http://wp-revealed.com/>

Sign Up For Your FREE Blogger Account Here...

<http://www.blogger.com>

Blogger Tutorial...

<http://www.mccordweb.com/BlogBasicsxy457/blogger1.php>

Ping Resources For Your Blog...

http://en.wikipedia.org/wiki/Ping_blog

How To Write Your Affiliate Link To Take the Visitor Directly To The Vendor's Payment Page...

http://ITEM#.AFFILIATE_VENDOR.pay.clickbank.net That link takes the visitor directly to the payment page. You merely have to insert the product number, your ClickBank affiliate name and the vendor name and away you go! Watch the DOT and the underscore!

Get Your FREE Squidoo Account Here...

<http://www.squidoo.com>

CamStudio Tutorial...

<http://econtent.typepad.com/CamStudio/CamView.htm>

Press Release Tutorial At PRWeb.com...

<http://www.prweb.com/pressreasetips.php>

Google Analytics Here...

<http://www.google.com/analytics/>

Link To A GREAT FREE Tell-A-Friend Script...

<http://www.tamingthebeast.net/articles3/tell-a-friend-script.htm>

Link To An Easy FREE "Bookmark This Page" Script...

<http://www.dynamicdrive.com/dynamicindex9/addbook.htm>

Step-By-Step

(Refer To The Book For Details)

Step 1: Write Down Your Goals

Step 2: Find An Active Niche

Step 3: Narrow It Down

Step 4: Find A Keyword Laden Domain Name

Step 5: Write Articles

Step 6: Find A Product

Step 7: Get The Right Type Of Hosting

Step 8: Set Up Your Main Site

Step 9: Set Up Your Blog

Step 10: Set Up Your Sales Site

Step 11: Set Up Your Lens

Step 12: Make Two Videos...Or MORE!

Step 13: Launch It!

Step 14: Track It!

Step 15: Tweak And Test It

Step 16: Rinse And Repeat