

*Mind Your Own...*

**POKER**

**Business**

**Rake in the cash without even  
Playing at all and earn profits  
Every time!**

**Disclaimer:**

The author is not responsible for the use or misuse of the information contained within. The information contained in the book is for information and entertainment purposes only. It is not intended as professional advice or a recommendation to act. Before engaging in any activity mentioned in this book, seek legal advice and consultation of a competent professional, and only act upon that counsel.

Although the best efforts have been undertaken to ensure the quality information within is accurate, the author does not make any such warranties as to that accuracy.

There are some companies and/or websites that are mentioned in this book, but only for the purpose of providing additional information and aid you in your own search. The author does not endorse any of them, or makes any official claims on their behalf.

Please research any moneymaking plan that you may be considering with the same diligence that you'd apply to any potential business activity.

---

**Legal Notice:**

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any Purchaser or Reader of these materials. Any perceived slights of specific people or organizations are unintentional.

We do not promote illegal, underage gambling or gambling to those who live in a jurisdiction where gambling is considered unlawful. The information within this site and newsletter is being presented solely for entertainment purposes. We will not be held responsible for any personal loss of wagers or damages you may incur. Anyone concerned about having a gambling problem can contact Gamblers Anonymous for further information.

**EARNINGS AND INCOME DISCLAIMER**

We make every effort to ensure that we accurately represent these products and services and their potential for income. Earning made by our company and its customers are estimates of what we think you can possibly earn. There is no guarantee that you will make these levels of income and you accept the risk that the earnings and income statements differ by individual.

As with any game of chance, your results may vary, and will be based on your individual capacity, experience, expertise, and level of desire. There are no guarantees concerning the level of success you may experience. Each individual's success depends on his or her background, dedication, desire and motivation.

There is no assurance that examples of past earnings can be duplicated in the future. We cannot guarantee your future results and/or success. There are unknown risks in poker and on the internet that we cannot foresee which can reduce results. We are not responsible for your actions.

**ALL RIGHTS RESERVED.** No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

© Copyright 2006

**Word from the creator**

---

The poker boom right now shouldn't come as a surprise to anyone who plays poker regularly. Such television shows like the World Poker Tour, which allowed television viewers to see each player's hole cards, made the game much more interesting to watch. Ever since Chris Moneymaker (Yes, that's his real name) broke out on the scene to win \$3.5 million in the No Limit Holdem Main Event within the World Series of Poker through a \$40 Internet Satellite, every average Joe watching had dreams of making it big in the game of no-limit texas holdem.

Like Chris Moneymaker, everyone has a *chance* at making it big, but playing poker for a living is a tough lifestyle. Most professional poker players agree that playing poker for a living is not an enjoyable experience. You'll have constant pressure trying to pay your bills, mortgage payments, car payments, and overall, the agony of maintaining your lavish lifestyle. Within the game of poker, you may experience some of the greatest enjoyments, but then again, if you're not a well-rounded,

experienced player, you will find yourself stressed out and disappointed. Playing poker will wear you down physically, emotionally, and mentally.

The fact is, the most famous poker professional's today are being treated like rockstars - driving the hottest cars, live in the most luxurious mansions, and dine at exquisite restaurants. But, the majority of their income is made through sponsorships and business ventures. Notice all of these professional players are promoting online poker sites - or dozens of books written by a handful of poker pros. They are making millions of dollars off their business savvy ideas, and they didn't have to risk it all on poker.

What you will find here is a unique collection of ideas and techniques using poker, particularly texas holdem, that will generate cashflow for yourself without gambling a single dime at a poker table. Maybe you're looking for a way to generate a few extra dollars on the weekends. Or maybe you're looking for that

idea that will generate you a six-figure salary. Either way, the amount of money you can create from these online and offline poker-business ventures is up to you.

What I won't do is pitch you with a bunch of "incredible opportunities" - you get tons of those thrown at you every day. And if you haven't developed a plan, they won't help anyway.

Instead, I'll help you develop a plan of action, an approach, so that starting your poker business, whether its offline or online, will work for you.

How do I know this collection of poker ideas work?

First of all, not only have I put these ideas into motion and created income for myself, I've interviewed and asked individuals who are making a living off the "business of poker" rather than "playing poker." There are only a handful of people who are taking advantage of this, and now you can too! There's no better

time than now to take action and make a killing off the business of poker!

Now let us begin...

## The Truth About Online Poker

---

Online, you do not use a real deck of cards. You really don't even use cards at all while playing any type of game online. You are playing with computer generated information. These are the same numbers as mathematics that are flawed and irregular and have a massive array of patterns.

This is why I cannot stress the importance of securing your own personal poker business. I personally found that once I re-evaluated everything I did not want to continue playing poker online unless I had an incredible edge not only over the players but the site itself. When I first started I played not for recreation but because I thought I had a chance to make some money out of it. Then when I came into the poker scene and literally got robbed of hundreds of dollars.

I'm sure you've seen poker sites post their "RNG certificates" to show that you are playing a "fair game". "RNG" stands for **Random Number Generator**. The "RNG" is a special area in

computer gaming software that will "try" to produce a "random event". In poker software the "random event" would be the cards and the outcome of the hand.

Not many people understand this concept but producing a completely random event from a computer is IMPOSSIBLE. Think about this for a second. If a completely random event was possible from a computer that would mean Artificial Intelligence would be possible. Artificial Intelligence is basically having a computer hold a real conversation with you and being able to do anything at all it wanted. Since we are not living in a fantasy world this is not possible. That also means that when the poker RNG software tries to pick random cards and random events it is simply relying on what it is programmed to do. Every event that occurs from a computer requires a human to program that event.

This is the big question about online gambling software. How is it fair then if it is not random? The bottom line is simple.

When you physically pick up a deck of cards and begin to shuffle those cards you are causing a natural random event that a computer would never be capable of doing. Your motion and sense of touch and all of your other senses for that matter are playing a major role in where those cards fall. You will never get that type of randomness from a computer generated deck of cards.

The poker sites will never let the public know how their RNG functions because then we could mathematically figure out the cards that will come next. Then when the site uses a "Third Party Tester" you still don't know what's going on for real! Are you going to trust a piece of paper on a site saying that the RNG is really random when it is scientifically impossible to have a completely random event from a computer at all?

## **Only a Click Away!**

---

Russell H. Conwell, author of the book, *Acres of Diamonds*, told famously of a man who dreamed of owning a diamond mine; He sold everything he owned, took the money, and wasted his life in search of his dream. Ironically, the man who bought his farm was looking in the stream behind the farm and noticed a shiny, stone glittering in the water. Yes, it was a diamond. The farm was sitting atop Acres of Diamonds! True Story..

The smart business-minded individuals find ways to capitalize off the game of poker and make HUGE profits.. And now you can too!

Important: You are about to receive the information you need in order to start you own online business, you are about to take the next step. What I ask of you is not to take the following information for granted, but put it to good use and make the best of it.

If you are truly serious about taking the next step and starting your online or offline business, then the following information will help you a great deal. But it is up to you to put that information into good use. Knowing this information alone will not accomplish anything, you MUST take action!

Making money on the internet is for real. It's not a fad. The internet is a tidal wave - you can ride this wave to fortune or like most people, ignore it.

What if I told you, you can start today selling the hottest products (in this case, poker products) without spending a single dime on merchandise and without the stress of delivery and shipping. What if you could have the freedom to just market a poker product and receive a check in the mail a few weeks later for the products that were purchased by online customers?

Well this program does exist and it's called an affiliate program. The money being generated

on the internet today through affiliate programs is astronomical, and experts say that this trend will continue to explode over the next several years.

### **What are Affiliate Programs?**

An affiliate program is the name given to a company that allows independent affiliates, associates, or distributors to refer business to a company in exchange for a commission. This commission can range, depending on how much the product is, from 10% to as much as 75%.

One distinct advantage of affiliate programs is your ability to manage multiple affiliate programs simultaneously. Some people may be able to manage more, but it's best to build one or two affiliate programs at a time, then add additional programs.

<p><b><u>Case Study: Amazon.com</u></b></p>
---

Amazon's initial business plan was *unique*, in that the company did not expect to turn a profit for a good four to five years after it was founded. It was one of the first companies to use an affiliate marketing approach that gave its customers the advantage of buying and selling Amazon.com merchandise. This strategy proved to be a sound one in the wake of the dotcom collapse of 2000. Amazon grew at a steady pace in the late 1990s while other Internet companies appeared out of nowhere and grew at a blindingly fast pace. Amazon's "slow" growth caused a number of its stockholders to complain, saying that the company was not reaching profitability fast enough. When the Internet "bubble" burst and many e-companies began going out of business, Amazon persevered and finally turned its first-ever profit in the fourth quarter of 2002. It totaled a meager \$5 million, just 1 cent per share, on revenues of over \$1 billion, but it was extremely important symbolically for a company that kept promising profitability but wasn't delivering. It has since remained profitable and maintained revenues of over \$1 billion per fiscal quarter.

In January 2004 Amazon posted its first full-year net profit (for calendar year 2003). Its profits were \$35.3 million on revenues of \$5.65 billion. Much of the growth of the company was due to its international division.

### **Start Making Money Right Away!**

Poker products are on the rise and are the hottest selling products online today, and you can purchase poker chips, poker tables, poker books, and poker movies and easily find these products within thousands of websites.

[Amazon.com](http://Amazon.com) - There are hundreds of poker products that are cheap and available for anyone to buy. Sign up to the Affiliate program and start selling their poker supplies and accessories, as well as their other products.

[TheNuts.ca](http://TheNuts.ca) - A Canadian based poker superstore that aims to please poker enthusiasts. A lot

of cheap and affordable poker tables, poker chip sets, and other poker accessories.

[InstantPokerChips.com](http://InstantPokerChips.com) - This site has a great affiliate program that has huge variety of poker products and merchandise.

The online market is becoming so saturated with these products that selling "regular" poker merchandise online will be like selling fire to hell - it's just too difficult. But that shouldn't stop you from making a killing on the net with "unique" poker affiliate programs. Later in this chapter, I will explain to you techniques that will boost your earning potential...

### **Online Poker Room Affiliates**

Online poker sites such as pokerstars.com, partypoker.com, and pokerroom.com provide affiliate programs that pay you a commission by referring players to their site. The

commission fee may come in two options: You can get paid with referrals of up to \$150 per person or you can join the share revenue plan option and collect a percentage of the online rake made from the players you referred... not too shabby!

Here are some online poker rooms you can get paid from referrals:

Online Poker Room	One Time Referral Bonus	Revenue Sharing Plan
<a href="http://PartyPoker.com">PartyPoker.com</a>	\$65	20%
<a href="http://PokerRoom.com">PokerRoom.com</a>	\$100	30%
<a href="http://PokerStar.com">PokerStar.com</a>	\$75	n/a
<a href="http://EmpirePoker.com">EmpirePoker.com</a>	\$65	20%
<a href="http://PacificPoker.com">PacificPoker.com</a>	\$150	30%

Pacific Poker pays out the largest referral bonuses to their affiliate partners. You'll notice within many poker websites, Pacific Poker is marketed above most online poker rooms. Take advantage of that opportunity and refer Pacific Poker to your friends, family, associates, etc... Figure 4.1 describes the

amount of money you can make with Online Poker Rooms.

*Figure 4.1*

Referral per Day	Weekly Income	Monthly Income	Annual Income
1	\$455	\$1820	\$21840
2	\$910	\$3640	\$43680
3	\$1365	\$5460	\$65520

Estimates based on the lowest bonuses available which are \$65. Referral bonuses can reach as much as \$150. That's Huge!

Three online poker site referrals a day can make you as much as the beginning salary of a Ph.D Physicist.

The average real-money poker player plays 20 hours of poker online. If you decide to chose the revenue sharing plan and sign up one real-money player, you can collect as much as \$  
*Figure 4.2* describes the amount of profit you can make from the revenue sharing plan at 20%:

*Figure 4.2*

Online sites cap its rake at \$3.00 a hand and deal 65 hands an hour. Individual Online players are raked \$0.05 - \$0.15 a hand, depending on what type of stakes they play. The chart below describes hypothetical incomes you can make using the RSP weekly, monthly, and annually.

Number of Referrals	Stakes He/She plays	Income weekly	Income Monthly	Income Annually
1	1 - 2	\$130	\$520	\$6240
2	1 - 2	\$260	\$1040	\$12480
3	1 - 2	\$390	\$1560	\$18720

**The Source is Right Under Your Nose**

Stop wasting time, money, and energy finding poker products that are a dime a dozen, while the greatest source of fortune is right under your nose - this book.

What attracted you to this ebook... Was it the title? The thought of making money without ever spending a single dime playing the game of poker? Whatever the case, this book is a gold mine to anyone planning to use this to its full selling and information potential.

So how much can you earn? Imagine that you are an affiliate marketer of this book and netting 50% commissions per product unit sold (50% of \$47 = \$23.50). The chart below estimates hypothetical incomes based on the number of sales per day, week, month, and year.

Orders per Day	Weekly Income	Monthly Income	Annual Income
1	\$165	\$658	\$7896
2	\$330	\$1316	\$15792
3	\$495	\$1974	\$23688
5	\$825	\$3290	\$39480
10	\$1650	\$6580	\$78960

**Note:** These figures are rounded to the nearest dollar

## **Marketing your Affiliate Programs**

Starting up in the affiliate business can take time, dedication and some legwork. Once you get going though the results are rewarding.

Here are some ideas to get you started:

1. Start your own website. (Explained in the following sections)
2. Place business cards in urinals of bars, stadiums and other establishments.
3. Place business cards or stickers in poker books at the library or bookstore.
4. Put up fliers at local colleges and universities. Laundromats are also a good location.
5. Throw parties and leave fliers/pamphlets laying around.

6. Take advantage of poker promotions going on where you live. Get involved, check out the scene...you never know who you can chat up or where you can leave your card.

7. Play poker...and table talk. This seems to work very well.

8. Chat online...bring up the topic incidentally...you don't want to be accused of spamming.

9. Slip cards, fliers or other advertising into "free" newspapers or magazines and door to door into mailboxes.

10. Purchase advertising.

### **The Clever Way to Promote Your Affiliated Products**

More than 200 million times a day people use Google and its partner sites to find what they are looking for.

[Google AdWords Select](#) is a Pay Per Click (PPC) advertising system created by Google. You have probably seen some of its ads without being aware of them at all. They appear as little text ads next to search results on Google.



With Google AdWords you create your own ads. You choose keywords which tell Google where to show your ads. You only pay when someone clicks on them. You have a total control over every aspect of your campaign. Changes are free and instant.

Initially this system may be a little confusing, but once you master it, it is very easy and effective

In a nutshell, here's how the process works:

1. Sign up to an Affiliate manager such as Clickbank or Commission Junction
2. Find a poker product that you want to promote.
3. Join the Affiliate Program and get the link with your Affiliate ID embedded in it.
4. Make a list of keywords that people would likely consider when searching for that product or service.
5. Write some effective ads for Google AdWords.
6. Join in to your Google AdWords account and submit some ads with their corresponding keywords. Put the link with your affiliate ID in it into the destination URL field, and put a bid in for the keywords on your list at 5 cents each.

And that's it! Now... just DO it! You can have this up and running in as little as 10 minutes.

Even on big, complex campaigns, this can be done in less than a couple of hours. And you can start collecting your paychecks in a few weeks.

Lightning Fast Track...

- Sign Up to ClickBank.
- Find the hottest poker products on the net: Poker Books, Poker Chips, Poker Tables, Poker Software.
- Sign up and market Online Poker Sites; Paradise Poker, Pokerstars, Party Poker, etc...
- Sign up to AdWords to mass market your poker products.

## **Your Own Online Poker Room**

---

In these days of the internet, many individuals are having tremendous success creating fortunes online. One niche in particular, online poker, has blown up immensely within the last couple of years and the biggest online poker names (Party Poker, Poker Stars, Full Tilt Poker, etc) are making enormous amounts of revenues, literally, out of thin air.

With the poker boom exploding across North America and countries worldwide, every poker fanatic is looking for a game online. If you're a net-trepreneur looking for a business opportunity, starting your own poker site is worth looking into. There are turn-key solutions to start your own online poker site today. And with the proper online marketing, your site can start raking in millions just like the big boys.

The following conversation is with an individual (whom requested to stay anonymous)

who has created his own online poker site and made millions of dollars off the game of poker by starting his own online poker site. I spoke to this internet mogul who exposes the secrets of how much these huge poker sites make and how you can start your own poker site and make a killing off the game of poker!

The following transcript has been modified for the privacy of the individual and his/her businesses. Both the name and the business has been withheld from this transcript.

(Introduction to Listeners)

Tonight my friends, I'm going to give you a treat. I'm going to drop some jewels for you listeners, and you're absolutely going to love it. This individual has been a net-trepreneur for several years now, and just recently jumped on the poker craze by developing and owning his own online poker site. Absolutely amazing.. Now he's making an easy living doing something he enjoys and has fun with.

John, it's nice to finally reach you!

***Hey Sam, good to hear from you.***

You too... So let's get down to business. I took a look at your site and the first thing that came to mind was, "What does it take to start your own online poker site?"

***To start my own poker site, I've actually found an online casino provider that provided a turn-key casino package that I purchased for a substantial investment, as little as \$1000 to start. What I mean by turn-key is that it was ready-to-go, all the components, software, and website are all included. But the only components that were missing was the marketing, which I was responsible for. So I had the freedom and flexibility to market my site any way I wanted to.***

***These online providers can be found all over the internet, so it's only right that I caution you when choosing your turn-key poker business***

*from a poker provider. These providers are not a very big investment, so I see these turn-key businesses as small steps or a learning tool to owning your own successful online poker site for a small substantial investment. From there, my business grew enough for me to purchase and own fully licenced poker software later on.*

*I'll tell you right now, I didn't start making thousands overnight. It took the right amount of marketing and persistence to get to where I am today. And still, I'm no where close to making the amount of money the fully license guys are making every year.*

Like Pokerstars and Partypoker?

*That's right... Do you have any idea of how much these major online poker sites make?*

I personally have no idea... Well, I assume they're making millions a year.

*(Laugh) You'll be surprised of how much they make monthly.. In fact, just last month I was at a poker convention in Europe and met up with some of the employees of Party Poker. Within the European operations alone, they bring in gross revenues of 100,000,000 Euros monthly. That's about \$200 million U.S. every single month.*

Every Month!?

*That's right.. And that's only within the European operations. They also have 3000 employees, so you can imagine how serious they take their poker business in Europe.*

*Party Poker has operations in 7 different countries, and continues to grow as we speak.*

Wow! That's Insane.

*Yup, there's a lot of money to go around. The gaming industry, as your probably already know, has been experiencing a lot of rapid growth right now. And it takes a large team to manage*

*these sites to run successfully. I took a baby step solution by investing into one these turn-key casino providers, and in the process, became a major competitor within the gaming industry.*

Cool. So let's dissect your poker site. How do you make your money off your site?

*I receive a rake off my virtual poker tables; 5% capped at \$3.00. Basically, for every poker player I sign up to my site, I rake an average of \$100.00 off each player a month, more or less, regardless of what table he's on; Generally, a typical player plays about 2-4 hours a day, 4-5 days a week. Poker is a slow grind, but it's steady. Poker is always making money. It's impossible to go negative on poker. But that said, it's also very slow, you got to have a lot of players.*

For anyone who wants to start their own poker or casino site, what advice do you give them?

*From my personal experience, I'm having a lot of fun with this business. But, I'll have to say that this business is not for everyone. It takes a lot of planning, action, and persistence to drive your poker business forward. It can get a bit aggravating at first, but if you have a plan and stick with it, you can definitely drive forward. It's all about marketing; the way you attract your customers. Making money with your own online poker site is a numbers game; the more players you sign up, the faster and easier you make your money. That said, I recommend you find a casino provider online and ask questions like: How much commission you'll be receiving, what's included within the package, the different licensing options, etc... Ask questions, do your research, get into it, plan your marketing scheme, and stick with it... That's all I can advise to anyone planning to own their own poker biz.*

Great advice John! Persistence and commitment is what it's all about.

***Commitment, that's it.***

That's that. I think you've pretty much hit my mark by answering all of my questions. It was great talking to you...

***It was great talking to you too, Sam.. Give me a call if you have any other questions!***

For sure. No doubt.

***Cheers.***

## **Profitable Poker-Information Site**

---

There are many people today having tremendous success marketing information online. In the past, it used to be very difficult for a beginning infopreneur to break into the industry of publishing. The odds of getting a book published are very slim. But on the internet, the opportunities are unlimited!

The internet revolutionized the way of marketing. First of all, it lowered the cost of marketing. It makes it possible for you to reach new customers for pennies rather than hundreds of dollars. And most important, the internet lets you interact with these new customers repeatedly with zero cost.

There's a simple saying that goes like this:  
"Those who fail to plan, plan to fail."

Let's cut to the chase and say, it's true. And it is certainly true when it comes to a growing an internet business. If you don't carefully

plan your business strategy, you'll likely become another one in the long line who of those who fail.

It's a fact that 9 out of 10 online businesses fail.

A major contributing factor that's a result of businesses failing is undoubtedly the failure to set a realistic plan in motion and sticking to it.

I want to share with you a story - Yeah, yeah, I know, but stay with me here...

Imagine walking up to a car and being instructed to start pushing. You do. It doesn't go far and someone asks you to start pushing on a different car instead.

Since the first car isn't moving much, you decide to push the second one, while the newcomer, John, starts pushing car number one, your former car.

**Stay with me here...**

You don't have much success with car number two, you move on to car number three, while John continues to push car number one.

You get frustrated with car number three, because the darn thing just doesn't move much when you push it. In disgust, you move on to car number four, five, six, and seven because someone you know told you that they would be better.

All the while, good ol' John sticks with car number one.

After a few hours, you haven't gone anywhere. You were only able to move the cars a little bit. And you've decided to call it quits. You look around and you notice...

...John and car number one are gone.

You see, while you were pushing from car to car, not getting anywhere, John continued

pushing. And pushing, and pushing. And car number one started rolling. Slowly at first, but then faster. Soon, John had some momentum going and he moved it down the road!

It doesn't matter who you are, what "niche" you're involved in or what kind of poker business you are building... Whether you're thinking of holding your own ring games, mini poker tournament or selling affiliate products, creating a plan, sticking to your plan and putting it into motion will create momentum and drive you forward.

You are about to receive the information you need in order to start you own online business, you are about to take the next step. What I ask of you is not to take the following information for granted, but put it to good use and make the best of it. Make a plan, stick to the plan, and take action!

**Information is Gold**

As you are reading this, there are millions of individuals like you constantly searching the internet for information. There are websites that provide as much information that one may need.

The website with the best information is what searchers look for. By providing quality information, you reinforce in your visitors mind that you are an expert they can trust. By over-delivering content, you will attract more and more visitors. When your site provides what searchers want and satisfies all their reasons for doing the search in the first place, you add value to a search engine's product. As a result, searchers will trust the search engine they used, and use it next time as well. And by helping the search engines attract more traffic, the search engines will help your site rise above the millions of sites similar to your topic.

### **Your Competitive Advantage**

[SiteBuildIt!](#) (SBI) has been delivering books, courses, and software of how to create a small online business and expand it. It's a fact that 9 out of 10 of **non**-SBI online businesses fail, because they do not have the knowledge of how to create a traffic driven site. [SBI](#) contains the necessary tools and the information needed to create a profitable website.

**Case Study: TexasHoldem-Academy.com**

*Toronto, Canada*

My Philosophy has always been, "help enough people get what they want, and they will help you get what you want." So, using the game of texas holdem and the help of [SBI](#) I've created a content-filled website that provides FREE information to anyone who plays the game of texas holdem.



In a matter of three months, my traffic ranking shot up from being 3,578,872 to 530,000! I receive an average of 28 unique visitors a day, an approximately 100 hits a day, and collect emails from people abroad - places like Australia, Europe, Israel, and Africa). Check [Alexa.com](http://Alexa.com) for Updates.

Traffic Rank for [texasholdem-academy.com](http://texasholdem-academy.com) (what's this)

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
--	<b>965,866</b>	<b>949,670</b>	<b>▲ 3,578,872</b>

Reach for [texasholdem-academy.com](http://texasholdem-academy.com): (what's this)

Reach per million users:

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
--	<b>1</b>	<b>0.6</b>	<b>▲ 1,100%</b>

Page Views for [texasholdem-academy.com](http://texasholdem-academy.com): (what's this)

Page Views per user:

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
--	<b>3.0</b>	<b>2.6</b>	<b>▲ 30%</b>

**Alexa.com** Traffic Ranking

Even with hundreds of poker sites out there, developed years before mine, I still managed to become a major competitor with online poker content and information. I've built relationships with major poker sites to help promote my website, and with the help of SBI, created passive-stream of income.

### **Selecting a Niche**

*Start with your passion:* What are the fields or industries that you are drawn to? Is there a sliver of gold within your current industry that you feel particularly into? Even now, I've been drawn to the game of poker, particularly Texas Holdem. I was excited about reading poker books and watching televised poker events. If you have a passion for it, you will do much more to be successful to start thinking here.

Poker Niches:

No limit Texas Holdem

Limit Holdem

Seven Card Stud

Omaha

*Become a guru of your niche:* The niche you choose must be fairly narrow in order for you to become the guru. For instance, "poker" is a broad category. "Texas Holdem" is narrower and "No Limit Texas Holdem" is very narrow.

*Swim downstream:* No one can accurately predict exactly what the poker industry, especially texas holdem, will be like five to ten years, but you do want to find a field that has positive growth projections. Try to find a niche that combines good growth projections with an area of interest for you.

### **The System of Making a Profitable Site**

1. Content
2. Traffic
3. Pre-sell
4. Monetize

**Content:** The most important element of you site. Without content, you have no site. Web

users search for information, for solutions. They are not looking for you - they don't know you (yet). They seek what you know. Give it to them. Convert your knowledge into in-demand content.

**Traffic:** Your tropical content ranks high within the search engines attracting free, targeted, open-to-you visitors. Basically, these future customers "meet you" at your site. These visitors are known as "traffic."

**Pre-sell:** Complete strangers develop trust and confidence in you. How and why? You pre-sell by over-delivering what they seek. Relevant, original, informative content which is delivered in your own voice, in your own way to go beyond mere confidence. Your visitors will like you.

**Monetize:** Convert warm, willing-to-buy visitors into income. Called "monetizing," this is the easiest part. But monetizing cannot happen if you fail to first execute the

right content, traffic, and pre-selling. This is where 99% of small businesses fail.

\*The System of Making a Profitable Site's information is based on SiteBuildIt! principles.

### **Monetization Models**

I'm finding as many different ways to monetize the site as possible -- [SBI!](#) even provides incredible information and tools here.

Here is how I am currently monetizing my web site (not in any particular order):

**eBooks:** ClickBank is a treasure. They say they have a listing of over 10,000 ebooks. I found several poker related ebooks which are great sellers. If you have a chance to work through them, do so. You generally get from 20-50% commission on each book you sell. Plus, poker ebooks are a great seller these days.

**Google Adsense:** It' the best analysis of the program on the internet. At first, I placed the html on every page, but then I backed off and

placed it on just a few. Again, as [SBI!](#) says, find the right blend of content and monetization.

Web site owners can enroll in this program to enable text and image advertisements on their sites. These ads are administered by Google and generate revenue on a per-click basis.

### **AdSense's advantages**

- AdSense is simple to join.
- It's easy to paste a bit of code into your pages.
- It's free to join.
- You don't have to spend time finding advertisers.
- Google provides well written, highly relevant ads - chosen to closely match the content on your pages.
- You don't have to waste time choosing different ads for different pages.
- You don't have to mess around with

different code for various affiliate programs.

- You're free to concentrate on providing good content and Google does the work of finding the best ads for your pages from 100,000 AdWords advertisers.
- It's suitable for beginners or marketing veterans.
- AdSense provides simple, easy-to-understand stats.
- **If you have affiliate links on your site, you ARE allowed to add AdSense ads.**

However, with your affiliate links, you must not mimic the look and feel of the Google ads.

- You can filter up to 200 URLs, so you can block ads for sites that don't meet your standards. You can also block strong competitors.

Inevitably, AdSense is competing strongly for space on web sites with all other revenue sharing opportunities.

If you own a small web site you can now plug a bit of code into your site and almost instantly relevant text ads that are likely to appeal to your visitors will appear on your pages.

If you own several sites, you need **apply only once**. This makes AdSense much simpler than joining a bunch of affiliate programs.

- **Affiliate Merchants:** I have carefully added affiliate partners, again following the SBI! process and strategies. I've developed relationships with particular sites about which I thought highly, like TheNuts.ca and InstantPokerChips.com
- **Affiliate Networks:** I also have ongoing relationships with the major affiliate networks, like Commission Junction, Linkshare, ClixGalore and RegNow. Hundreds of merchants are members of these networks. It is sure nice to have one place to go to check your stats.

How much will it cost to start your own online poker business?

Suppose you were to buy, from a variety of different vendors around the Internet, all the functionality that [SBI!](#) includes. Let's add up the total yearly value:

Brainstorming and researching tools	\$200
Web/html/graphic designer	\$2,000
Hosting of your site	\$240
Domain name annual renewal	\$15
Submit unlimited URLs to search engines	\$120
Ranking Reports for search engines	\$240
Unique Keyword search reports for search engines	\$120
Ranking Reports for Directories	\$240
Unique Keyword search reports for Directories	\$120
Search engine optimization	\$200
SBI! Xpress, Tips HQ and Resources HQ	\$120
4 Traffic HQs	\$120
Pay-per-click research and mass-bidding	\$220
Click-in and Click-through Analysis	\$200

E-zine Subscription and Delivery	\$240
Value Exchange	\$180
Form Build It!	\$400
Link Fix It!	\$120
<b>Total</b>	<b>\$5,095</b>

\*Prices Obtained from SiteBuildIt!

SBI let's you pay less than a tenth of that price, \*\$299.00; providing everything you need to succeed.

\*\$299.00 is varied to change.

Lightning Fast Track...

- Find you're Poker Niche - Make sure it's

narrow and not too broad (ex. Texas Holdem, Omaha, Razz, Etc...)

- Sign up to [SBI](#)
- Create pre-selling content to build traffic
- Monetize using adsense, affiliate progs, online merchants, etc...