



Making Money: The Techniques of the Internet Gurus

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The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it. ~

Michelangelo

This book is going to stand and deliver. And we're going to have fun doing it. We're going to learn how to make money on the internet the way the big guys do, no scams, no lies, no empty promises. But, let me do the standard introductory stuff first and then, let's have fun **Making Fun** of the scam artists across the internet. I've read my share. I've read so many of the "free" e-books circling the internet that I've finally got to the point where I feel like I'm reading the same things over and over. I've also checked out every "secret" I could legitimately get without having to spend any money. Here's the secret ~ there aren't any secrets. And paying for such stuff is a crime. But, that comes in a few pages. You'll laugh reading through all the places I've journeyed and the junk I've received for my efforts.

Every venture that brought a sale, even if only a few sales, is in this book. And there is nothing that's not worth being in here. If I tried something that didn't work, you can bet I'm not going to embarrass myself by including it. I'm not here to waste your time. I'm trying to give you something that actually offers you what it promises instead of following the trends of offering you a bite in order to entice you to buy the meal. And there's nothing wrong with an offer like that as long as what you're offering has substance. If it's not worth the time or the money, then it's a scam and I love making fun of them.

My disclaimers on my grand declaration would have to be that when I began the following system, I already had a computer with internet access. That would be considered overhead. But, I'm assuming you have these things as well or else you wouldn't be reading this book.

Another disclaimer is that I have a [domain and hosting service](#) that cost me an initial investment of \$6.99 a month for hosting and \$1.99 the first year for the domain, under \$10 total. You won't need that in order to go through the steps I lay out in here. Yahoo Geocities offers free websites where you can do everything I did. In

fact, as far as the system is concerned, working with your website is only a small portion of the program anyway. Once you have it up and running properly, you won't need to work on it every day. But, we all know that rule of thumb ~ constantly check on things to make sure they are up and running properly. You will learn the power of test runs. Sometimes I do them just for fun because it's like enjoying the fruits of my labor. I put it into place. Now, I want to see it work.

When you are finished putting everything into place, you will have the look and feel of the big guys. You'll have everything in place that they do to handle the potential the internet offers. Everything will be automated so that you can reduce your workload to only a few things. The only time you'll need to change anything is when you feel it is time to update your clientele or remind them about something. And when you do feel like doing that, it will be an easy step-by-step procedure that you will be very familiar with because you put it into place. The most work happens in the first few days or weeks depending on how fast you are at getting the things up and running. Then, all the work tapers off a little. It becomes manageable. A few hours a day just like they always say. But, I'm going to show you how to utilize your time effectively so that those few hours have the most

impact.

If you are trying to do it all for free, it's going to take some work. You have to be ready for that realization. When most scammers talk about making money with minimal amount of work, they are trying to talk you into parting with your money so that everything will be automated. You *can* make money, but with those guys you will spend a great deal of it first. You'll spend money on every little device that takes the work out of your hands and automates it. And they'll keep throwing devices at you as long as you are willing to pay for them. You won't need everything of course, but you'll be made to feel as if you do.

In order to make some money online without spending any, you have to realize that you are going to be doing everything for yourself. You can have everything those big guys have. And I'll show you how to do it or where to get it for free. But, you are going to have to do the walking and the learning yourself. I'll say it again. You'll have every tool and every device the big guys have. But, you'll be making it, programming it, learning it or rediscovering it for yourself. Some times, you'll feel like you are reinventing the wheel.

And basically, you will be. You *will* be because you won't be spending money to buy it from someone who already has it. I hope you understand this before we begin. There's work involved. And whoever promised you that you can make money doing nothing was only trying to get every dollar he could from you.

A successful person is one who can lay a firm foundation with the bricks that others throw at him... ~ David Brinkley

Have a Laugh at the Scammer's Expense

First, let's have some fun going through some of my pet peeves about scammers. See if you relate to any of it. If you have ever looked through the internet to learn how to market, how to advertise, how to automate, what to sell, or any other research you might have done to tap into any of the million dollar businesses out there, then you have come across scammers a dime a dozen. They were all selling the same things just in different packaging. They were all selling you nothing. A bag full of nothing for all the money you were willing to

hand over. So, recognize these guys and get over it laughing at their sorry excuses for existing.

First of all, the recent bum rush of individuals lately promising you the moon for nothing and with nothing at all to do ~ ever ~ are the ones offering affiliate programs. Now, affiliate programs aren't all bad. Some are legitimate. But, these affiliate programs are just plain pathetic. They want you to sell what you just bought. That's basically it in the nutshell.

“Learn how to make a million dollars by tomorrow with absolutely no selling, no calling, no working, no doing anything at all ever for as long as you live.”

In just about any form it was presented to you, does this sound familiar at all?

They sell you on an idea and then they have you turn around and sell others on the same idea. Now, you're invested. So, you are either going to try with all your might to sell that program or you are going to quit, chalk it up as another learning mistake and move on, which is exactly what you should do as soon as possible! But, many people won't walk away because they fall into denial. They listened. They aren't the kind of people to get duped. So, they invested. Now,

they've become a part of that system. They've been duped and in order for them to feel any justification in it at all is to turn around and become a part of it.

When you listen to them speak about their product, they have such excitement in their voice. They are so into the training and the people in the program. It's such a special thing they are involved in that they just have to share it with the world. Have you met with this before? Have you been involved with this before? If you have, I'm glad you cut those strings and moved on with your life. Now you can look back on it and laugh.

Plus remember, there was no selling involved. How in the world do they expect that to be the truth? Where is the money generated? They know that's not true, but they are using a form of the word that makes it partially true. Selling to most people means that you aren't going to have to make phone calls or pitches to people to try to get them to buy your product. Instead, they are going to walk you through a program that is going to require you to invest time, work and money. You'll have to read everything they have to offer whether it costs money or not. If a report is for free, it's only to push the bigger and better stuff that they have for you to buy. So, you're reading through hundreds of reports and learning absolutely nothing

new and you're spending money on things that they make you feel you need, which you don't. Are you getting the picture? It's a pattern and many of them work this way.

You'll have to sign up for their affiliate program. You can get a free affiliate program that offers you a small amount of money for every sale you make or you can buy into a gold membership where you will get a residual income for every sale you make and for every sale your affiliates make. The pull is that you only get paid once when you make a sale. But, you can get paid over and over if you pay to become a gold affiliate. Plus, do they tell you the odds? It takes about 10 rejections to get a yes. It takes about 10 "yes" presentations to get a solid affiliate underneath of you. So, that's about a hundred people before you get one that returns. And that's only if your program runs like the average program. Some people are gurus and are blessed with getting people off the bat. So, they'll be the ones sitting on their pompous high horses telling everyone else how easy the program is while you might not be able to get anybody at all. It's all a numbers game, but the numbers don't always play out even. Some people have the luck of finding that one person in a hundred at the start while you might have the bad luck of finding all ninety-nine rejections and a few of everyone else's while you're at it.

Are you tired of downloading the “secrets” of internet marketing only to find out in a special report sent to you 10 minutes later that there are more “secrets,” but those you need to buy? By the way, the secrets you get for free aren’t really secrets at all. Once you read them, you laugh at how absurd it all was. They were offered for free as the next best thing and there was so much hype put to it that you just thought you had to have it. Whatever it was! Whether it was an e-book or a special report, you just had to have it.

You have to put your email address in the form on the webpage and your instructions would arrive promptly in your email. You check your email and sure enough, there it is. So, you click the link and find the page. By the way, the email you got had so many advertisements for other programs and e-books, you could hardly find the link to the free one you were promised. Anyway, let’s say you pay attention and you do finally make it to the webpage where you have download instructions. You follow the instructions. Then, you start reading. Are you laughing yet? If you are, you know what you found there. The absolute nothingness offered by people who are only trying to get you.

One time, I received an e-book that told me to do, “what

works.” It read something like this, “The one secret that blows all other secrets away, the one that all the top gurus know but they don’t want you to know because they don’t want to give away the one secret that makes them all of their money. They keep it from you because they know that you’ll use it to steal all of their customers. You’ll be making so much money when you discover this one secret that I’m about ready to tell you. But first, let me tell you a story.”

And a five page story came next. A five page story about how this guy was really down on his luck. He had just lost his job and his wife was due with kid number seven. They were living under a bridge and eating the scraps left to them by the restaurant owner across the street. The car payment was due and the cell phone was about ready to be shut off completely. But, then he discovered this secret. After reading through all of that, there was testimony “proving” to me that this one secret I was about ready to learn was really going to work wonders for me because it had worked wonders for Gary H. of Nowhere, Alabama and Suzy B. of Made up City, Oklahoma. Ok, so I get to the secret finally. You know? It was that one secret that was going to change my life forever. I was getting closer and closer to learning what this big secret was. But, I had to take a pause for a second because I was a little afraid. I mean, my life was going to

completely change forever. I liked my life. I'm not lying. But, I could use a little extra cash and I had that one speech impediment that I was trying to lose. But, I liked my life. And that's just the thing. Once I turned that page, it was all going to change. I took a deep breath and changed the page.

“Do what works!”

That's right. It was telling me to do what works. Well that was the problem! I didn't know “what works.” I was coming to this “free” book to find out what works. It didn't bother telling me what works unless you include the affiliate program it was trying to sell to me. I wanted to know what works. I wanted to know how it works and how to make it work. But, I was given nothing at all. Ok, have you stopped laughing yet? Because, I have a secret to tell you.

That one experience was the “soul” experience for me writing this book. Like I said, I wasn't hurting for anything. I was just trying to learn how to market my book, *A Danger to Society*. I wanted to know how to tap into the potential on the internet. With billions of people on the internet at any one time, I just wanted to know how to reach a few of them. But, there are so many empty promises that I felt a passion to give people the answer, give it to them for free and make fun of all the others out there trying to take advantage of people.

I was tired of reading about “The Magic Potion” internet success secrets offered by the Gurus only to find nothing more than just another pitch for an affiliate program.

I was tired of reading through e-books that talk a whole lot of nothing. They promise specifics, but they only give vague references and quick pitches to products you have to buy.

I was tired of signing up for those “internet marketing training courses” only to find my email swamped with offers like “Ocean Front Property in Costa Rica.” Just in case you’re wondering, I know there’s ocean front property in Costa Rica. But, selling something like that over the internet? It’s like the brochure of the free vacation to the “nice” resort that would be lucky to have running water. Anyway, I was trying to learn something. I was doing research. I was going to get a free training course through my email? That was kind of convenient. Well, they made some money selling my email to everyone else. And their training course wasn’t anything special at all. In fact, I’ll give it to you right now.

In my search for internet marketing, I actually found

hundreds of reports that all looked the same. They looked like this:

1. Take inventory of yourself. List your skills and your resources.
2. Set realistic goals for 5 years and 10 years from now.
3. Write your goals down and place them where you can read them everyday.
4. Develop habits of the rich and famous. Learn the money saving secrets they use everyday.
5. Create multiple streams of income ~ real estate, equitable business, investing in stock...etc.
6. Give back to the community.

None of those reports answer the question? After the thousands of pages of free reports all saying the same thing, I was starting to wonder if anyone gets it. These e-books and reports are talking about becoming wealthy, which wasn't really a formula so much as it was a lecture about your attitude toward life. The question was how do I market my book successfully and I got reports on becoming a multi-millionaire. It totally misses the mark.

And then of course there are these “secrets”:

1. Develop a website.
2. Post banners on your WebPages.
3. Post classified ads with your link in ezines and newsletters.
4. Tell subscribers you already have about your new product.
5. Brainstorm for your own ideas about internet marketing.

Now, did that help you at all? That sounds like a regular formula for everyone on the Internet. What are the secrets? Where are the things no one else knows about? I see websites. I see banners all over the place. I see classified ads. And brainstorm for my own ideas? That’s what I wanted the reports to do. Give me ideas! I told you that the little secrets you expect to get for free aren’t really secrets at all.

What about these ideas for power boosting my marketing efforts:

1. Get motivated about what you are doing.
2. Narrow your focus to just one main product.
3. Use only a few advertising methods ~ ezines, newsletters, banners...etc.

4. Track results.

This formula was supposed to boost my commissions in only days. I mean the hype was that my income was supposed to explode. I think any business student would have these little “secrets” in the notes he took through business practices 101. What’s so secret about tracking results to maximize your efforts?

So, there you go. Every secret in every free report handed to you in the last few pages. If I were a scam artist, my job would be done right now except for the push to get you into my affiliate program and start offering those secrets to others. What a waste!

I listened to teleconferences of these gurus who were promising me that they would teach me marketing and advertising. These people get off on coming up with catchy phrases. I was going through a free training course because it was a “special promotion.” One of the many bonuses available was a pre-recorded teleconference that was part of a step-by-step system I was strongly encouraged to follow by the numbers. The speaker got off on his catchy phrases. Every point he made was with a catchy phrase. One of the statements he actually made after giving a catchy phrase was, “Don’t steal that

one. It's mine." I thought to myself, "Ok, you can have it."

That same training course had a characteristic that was similar to all the other crap out there. After I signed up for the program, I was offered more training bonuses for a price. The training I was getting was supposed to be the "best," "latest," "Must Have" of today. Once signing in, I was prompted to purchase the even more "best," even more "latest," even more "Must Have" of the day. So really, what was I getting for free?

If what they are offering you is the "Best," the "Latest," the "Must Have" of today, why is it being followed up by more products that are the "Best," the "Latest," the "Must Have" of higher value? The page I was sent to visit that marketed these new products actually stated that it was a once in a lifetime deal, that I would not be offered these products again and they would literally change my life. So, what are the products I downloaded for free supposed to do?

Just one page ago, they were the products that were going to change my life. Now, they are the "past," the "old," the "don't need." For some of my money, I'm being offered even more products that are

promising to work even better. The things I downloaded for free aren't worth anything. But if I invest some of my money, I'll get the stuff that really works. Well, my basic premise is this: If what you've offered me doesn't work, don't expect me to get anything more from you.

They think of it as if they are offering you a lawnmower for free, but showing off that John Deere in the background so that a taste of the lawnmower will set your eyes on the bigger, better, easier John Deere tractor. I don't see it that way at all. I see it as a John Deere dealer giving me an "idea" of a John Deere and expecting me to buy the real thing before I've had a chance to see how good any of them even work. And in this simile, I'll walk away from an idea of a John Deere any day. I would walk away from all the free stuff in the world if it meant I'm only getting more junk to add to the pile.

Now, I'm a pretty smart guy. I can see a scam coming. So, in all my research to learn how to market my book, I didn't fall for any scams. I set up rules for myself and you should as well.

- Get the free stuff and save it to my computer.
- Read it later as I get time.

- Don't allow myself to buy into anything until I have read their free stuff.

I ended up saving entire web pages just to have them as a reference for later. If I was promised anything too good to be true, I saved the email in my "Business" folder and I saved the web page in "My Documents" in a different "Business" folder. Then, I pressed the continue button to see what scam was coming. I had fun doing it too. I soon started to know exactly what was coming. I was just curious at what angle they were going to hit me with it. Then, I went back to all my saved files and looked them over to see if they had after all promised me anything.

But, I soon started to learn the language of these gurus. If they offer you something for free, it's usually after you buy something else. "Get a free package," means that you have to buy something first and then they will give you the package worth nothing. Or you have to give them your credit information so that they can bill you automatically in 30 days. I once saw a scam that had a billing cycle that started 5 days after you signed up, but your account wouldn't actually be billed until your 30 day trial was over. You could cancel if you did so within three days of your billing cycle. That means, you

really only had two days to check out their program before they billed you. Regardless that your money would not be taken out of your account for 30 days, if you hadn't cancelled your account within that two day period, you were going to pay for that month. It was in the terms and agreements and I religiously read them first. I always read terms and agreements because some are so slick, they make me laugh.

When you are learning their secrets, if you have the chance to actually get some kind of training for free, they are telling you how they got you. It's like they're rubbing your nose right in their "scammy" messes. That's the funniest of all!

They tell you that their copy is written with a fear of loss or a sense of urgency and you think back to the advertising that got you to click on their link and get their free report. "If you don't do it today, I won't offer it anymore." "You have seventy-two hours to get the report for free. After that, I won't offer it to anyone, anywhere, anymore."

Right! They'll be selling it somewhere else as something else.

What gets me roaring with laughter is the business opportunity

scam. Keep in mind that there are legitimate business opportunities on the internet, obviously. But, the business opportunity that offers you a business opportunity. It comes with all the books, ebooks, special reports, bells, whistles and buttons the others do. What are they selling? They're selling the "business opportunity."

You think to yourself, what's the business opportunity? That's just it. They are selling the "idea" of being your own boss. Be Your Own Boss. Fire the Boss. Take Stock in Your American Dream. Own Your Own Business. They're selling you the business opportunity. So, what business is it?

Remember in the day when there was a brick and mortar business that sold shoes or office supplies? The internet made it easy for business owners to reach a larger audience, more customers. They could sell more shoes or office supplies.

So, what's this business opportunity? That's it! It's a business opportunity to sell others the business opportunity. That's like selling air. They are selling nothing. Obviously, someone is getting rich from selling nothing. But, that's exactly what you're buying when you buy into their business opportunity. Now, your job is to turn around and sell others the business opportunity. Run your own business. Sell business opportunities. And here are a whole bunch of books, e-books

and reports written by powerful business opportunity sellers who were once in your shoes. Look out! Be aware of everything and be ready for anything.

Sell something legitimate and make sure your customers walk away with something they actually wanted. Make sure they walk away with the exact thing they were seeking. Something they can actually use. Whether it's medical supplies, computer equipment or home furnishings, it doesn't matter. It's legitimate and someone will come looking for it. Now, let's learn how to place ourselves where they will find us when they come looking for what we have to sell. Let's find out what works!

That's right! I learned something. Even in the face of adversity, I learned something. I learned that I wanted to know what works. So, let's get started!

Try not to become a man of success but rather try to become a man of value. ~ Albert Einstein

You Need a Product

Whoever told you that no selling was involved was only trying to tell you what you wanted to hear. People don't like to sell. People don't like to make calls. They don't like approaching people and trying to pitch them a product. Well, none of that is involved. But, money has to be generated somehow. Tell me one way in which money is generated online without selling. Can't think of one? I can't either! Because in some way or another, whether direct or indirect, something is being sold and someone is buying it. Whether it's a

product, a service or an idea, someone is selling and someone is buying. No way out of it really. So, you have to pick a product.

Please, use this information in this book to sell something legitimate. If you didn't pick up on the grandest notion of all just mentioned in the section before, I'll fill you in right now. Scams are selling nothing. They are selling the ideas of things and that is a bunch of nothingness. It really drags the whole economy down. This book got in your hands because you took a chance on it. It probably sounded to you like just another free e-book in the huge pond of empty e-books. But, you took a chance and chose it rather than the other one right beside it, under it or over it.

“Ideas” are good, but not in this case. In this case, ideas are like air. People are selling you the idea that you can get rich. Now, they want you to sell that idea to other people. That's all that's going around. You can sit on the beach and do nothing while making money. You can make money in your sleep. You can make money in your underwear. But, what are they doing? What are they selling? When you go looking for an affiliate program, please find one that is actually selling something and not just the idea of getting rich.

I'm a writer. So, everything I create is free for me to distribute

and I'll show you how that works. But, some of you aren't writers.

Even though you are going to have to learn how to write somewhat in order to make the system work for you, you won't have to write your own product if you don't feel comfortable. I can show you plenty of places where you can get legitimate products that you will be "GIVEN" permission to promote. And you'll make money from these.

Now, let's get back to me being a writer. I'll be writing from this angle for the entire book. But, if you have to choose another product to sell, just think in terms of your product as I introduce you to the rest of the system. In other words, everything I did to promote my book is in here in that language. Just take my examples and apply them to your situation. If you are selling shoes, sell shoes. If you're selling computer equipment, sell computer equipment. And of course, if you are selling books, then by all means sell some books. Twist and bend your mind, wrap it around what I'm saying and make it work for you.

A Danger to Society is what I was marketing and it's how I cut my teeth in this racket. The point is that if you want a product that comes with very little overhead, seriously think of something you can create yourself. The best thing to do is think of something you know

that you can write about and sell to others. It is one of the leading sellers on the internet. Think about that for a moment! Everything you do on the internet involves reading. Just about every time you go to a website, there's a book on it. Downloading books is really a hot item that I don't think will go away any time soon.

Now, you might be thinking that you are not an author. What could you possibly write? Well, the answer is anything that you know really. If the internet is the greatest source for finding information, add what you know to it. I've learned that even though the internet has a great deal to offer and I mean pretty much everything to offer, I have actually found things that aren't on the internet. I just don't have the time or the interest to put them together for myself. I've actually run searches for things and not been able to find them. I've gotten close to what I was trying to find. But, there are things that just aren't there. That could be you. That could be what you have to offer.

What do you know? What do you like? Think of everything. Work, career, hobbies, interests, or anything that you just happen to know is a good place to start. Choose a small portion of a topic. A book about motorcycle repair can go on for thousands of pages. A small topic about rebuilding a carburetor is more the size of an e-book. Then, organize your thoughts.

If you are writing a how-to, start from step one and go through the steps. It's ok to take notes of things you want to say in other steps. But if you aren't that great at writing, just go through your book from beginning to end taking time to think of everything you can. Remember, you're working on your computer. You can clean it up later. You can make it sound better. You can add things later that you thought of earlier. Take your time and make it right.

When you've finished, write your introduction. Yes, that's right. Write your introduction after you've written the main parts of your book. That way, you can fit your introduction with the content of your book. In other words, your introduction should promise everything that's in your book. If you write your introduction first, you might leave a few things out when you write your book. But, if you write your book and then the introduction, you'll be able to write your introduction more accurately. There is another reason. When a person starts a book, sometimes they really don't know where they are going to go with it. So write what you want to write. Then, your introduction will be much easier for you to write because you now know what exactly is in your book.

If you don't want to write a how-to, just think of all the other things you can write. You have an opinion. Influence people. You

have knowledge. Inform people. You have a story. Tell people.

It's not that hard. Just brainstorm a little and find something to write.

Narrow your topic down to something you can tackle and start writing.

Remember, you don't have to write a book to let *Making Money* work for you. So if you don't want to write a book, go ahead and skip a few sections until you come to "Legitimate Affiliate Programs." There are legitimate affiliate programs that allow you to sell shoes for them rather than sell air, so it is a worthy section to read if you don't want to write a book.

Getting Your Book Published

I've got one thing to say and one thing to say only here.

[Lulu.com](https://www.lulu.com) is a publishing service that you can use to publish your book. It's very well possible where you downloaded this book. It won't cost you a thing to publish your book. Of course, you can buy certain products from them like ISBN numbers, editing services and cover design. There are other things that you can get from them as well like marketing and advertising services as well as global networking of your book to include listings on Amazon, Barnes & Noble, Booksamillion.com, Borderstores.com and a mention in Bowkers Books in Print. You can get representation in international book fairs and your press releases written for you. But, you don't have to buy any of it. You don't have to pay anything to publish your book.

You simply open an account, start a project, download your book as a pdf file and design your cover. Answer a few questions like what is the title, who gets the copyright, how would you describe it, what are some keywords to help people find it and you have a published book literally within five minutes. If you have answered all these questions beforehand and you have designed your book cover,

you will have a book within five minutes. A book listed in your storefront that you set a price to sell and start marketing. All for free!

If you want to get \$4 for every book you sell, lulu.com will add an additional amount to it so that they can make their money for offering this service. You can have the book offered as an e-book and you can sell a printed copy. It's all up to you to manage as you wish. So, do a little thinking beforehand so that you know exactly how you want to handle it. You should have a huge list of keywords and even include some common misspellings of keywords. That's a trick from the Search Engine Optimization strategy. Some people misspell things when they are looking for them. You want your book to pop up on their search anyway even if they do misspell a certain keyword. So, include common ways in which keywords are misspelled so that your book is found no matter what.

[Google Adwords](#) has a tool where you can run a keyword and get a list of synonyms and any related item.

Write your description with your keywords. Make sure you can understand your description though. I've seen some real losers. A list of keywords in a description sends off a bad signal. Just write a description as good as you possibly can. Now, insert your keywords wherever they might fit. Be creative. Change sentences if you have to

do so. But, make sure you have your keywords in your description.

For instance, my description reads as below:

The notions of law, crime and criminal behavior are challenged in this rather comical look at life in Smallton, America. It's reeling with humorous observations of the good ol' boy network and the underbelly of twisted law enforcement. Uniquely, it's a true story of a man with a case of mistaken identity.

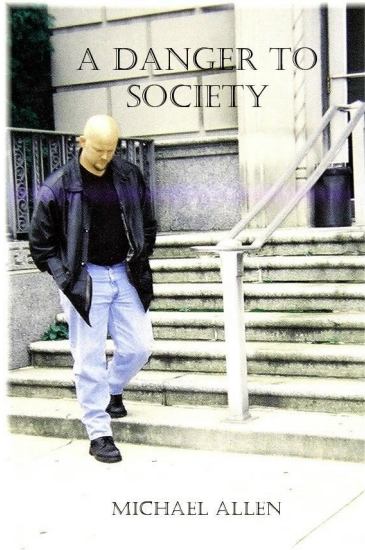
So, with my description reading that way, here are my keywords:

Jail, prison, court, law, police, behavior, Court Record, us district court, criminal defense, court cases, law enforcement, criminal records, criminal check, County Court, criminal law, crime scene, criminal justice, district court judge, states attorney, police officer.

Look at how I was able to use popular or practical words as keywords. My book is about small town America. Therefore, I could

legitimately the word America in my keyword list. I didn't use any misspells. I couldn't think of any. But, it's not a bad practice.

Learn graphic design and put together a cover for yourself. For this I suggest keeping it simple. A picture of you if you are selling a how-to should work just fine. If your book is about motorcycle maintenance, take a picture of yourself with a wrench. Work with your picture in your photo software and adjust the size. Place your title and your name on it. You are finished. If you know a little more than that, then have fun with it and be as creative as you want. It's actually the fun part for me. And yet, my book design is a picture of me with my title and my name. That's it! But, if you look at it, you'll see that it's rather effective. It makes a statement.



It's a simple picture with simple word placement picked in an ideal font. There are always several choices that will work great. So, take your time. Make your choice and run with it. Now you are a published author ready to do some marketing.

For those of you who caught the convert your book file to pdf file format, good eye. Don't worry. Visit [CutePDF](#) and download the freeware version. You can buy a pro version, but it's not necessary. CutePDF stores on your computer and acts as a printer. You don't have to open the software to run your book document through in order to convert it. You simply write your book and then, select Print from the File drop down menu. When you get the Print window, look for CutePDF Writer in the Name: window for Printer. It's that easy to create a pdf file from your book document. Lulu.com use to provide

this service. But, why do they need to do it now when you can just as easily do it yourself?

Legitimate Affiliate Programs

What if you don't want to write a book? Then sell a product. You can find products all over the internet. Who in their right mind would not want you to sell their product for them? Even if you fail, you fail on your own terms. Sell away. Sell and suck. Why should they care? Anyone ought to be willing to give you some kickback for delivering them some sales. I once told an entire class of marketing students that I would pay each one of them for selling my book. That's another thing that I wouldn't have had to pay for up front. But, none of them took me up on it. Oh sure, they were excited when I offered it to them. Some of them even came up to me after class to ask me if I was serious. I looked straight at them and asked, "Why wouldn't I be?" And now I ask you, why wouldn't I be serious?

If they are going to bring me sales, if they are going to bring me more money than I had five minutes ago, why wouldn't I pay each and every one of them? And how can I afford to pay each and every one of them? That's one question I was asked, and by a marketing

major mind you. The simple logic is that they are generating their own income just like you will be generating your own income. With every sale you make, you empower the company to be able to pay you. So, find a company.

You can sell anything from bonsai trees to coffee and teas. You can become a proxy travel agent or a casino promoter. It's all up to you what you want to do. Pick something you believe in though. That way you will be able to sell it with heart. If you go to [a legitimate affiliate network](#), you will find very lucrative programs. Look around. Find something you like. Then, get ready to market your product. It's that easy.

If you would like to become entrenched in the digital age selling information, software...etc. Clickbank is the place you want to go. You can look through all of their campaigns and choose the ones that suit you best. There are informational products concerning Weight Loss, Relationships, Learning a New Language, Computing, DIY Home Improvement...etc. Check out the long and distinguished list of products and look for the highest conversion rates or just pick products you have a passion for already. It's easier to work with a product you like than it is to work with something that pays big but

you know very little about.

If you are not quite into the digital age of sharing information, you can sell other products like furniture, sporting equipment, Gardening supplies and clothes. [Netshops Affiliates](#) has a list of merchants that range from selling hammocks to futons. A wide, wide range from carports, chess sets, Adirondack chairs and model planes is all there. You'd literally have to look at the network of shops to see what I mean. Each affiliate is listed in alphabetical order and check out the websites too. They are all nicely polished sites that display their products clearly and offer great contact information. You'll soon learn more about websites in later chapters, but take a look at these websites and take some notes. If you have no idea how to create a website, you can use these as a model when I start talking about creating your website.

A good rule to go by is to pick a product or line of products similar to each other and have a passion for already. Here is an interesting idea that you can think about doing: Choose [Netshops Affiliates](#) or [ShareASale](#) products and mix them with Clickbank

information products. For instance, you can choose fitness equipment and supplement it with weight loss Ebooks or choose cookbooks and supplement it with grills and cooking utensils. Having a theme and keeping it is a perfect campaign. This gives you the maximum potential to make money online.

Whether you are marketing the book you wrote and published through lulu.com or you are marketing another product, your finances are handled automatically. These affiliate programs work the same way as lulu.com in this matter. Sales can be made without you actually being there. The money is collected without you physically being there. And your royalties or profits are accounted for without you even being there. So, that is how you are on your way to making money while you sleep. When everything is in place, it works automatically for you. If you've done your job right, you get the wheel spinning and keep it spinning so that everything else works for you without much additional participation.

Yesterday I dared to struggle. Today I dare to win. ~

Bernadette Devlin

Marketing

Now that you have a product, it is time to start getting it out there and making money from it. If you have a URL link at this point, you can go ahead and begin your marketing campaign. Just in case you need to know, your URL is your web address. You don't necessarily need a website to have a web address. In some of the affiliate programs, they offer you a URL to promote. It normally is the domain of the company you are affiliated with along with your specific

id. So, if you were selling Bibles, you might be selling for <http://www.thebiblesource.com/>. If your specific id would be 390, then your URL might be <http://www.thebiblesource.com/id=390> or something similar to that. That's the URL you would promote. But, some affiliate programs require you to have a website. I'll show you how to get a website. That's one of those things you need to consider before you start launching your campaign. If you need a website, you need to have it up and running before doing anything else. I'd rather have a website up and running with no traffic coming to it yet than to have a butt load of potential traffic and no website to send them. You see what I mean?

If you published a book through lulu.com, you have a URL. *A Danger to Society* sits quite nicely at: <http://www.lulu.com/content/374231>.

The 374231 at the end of the URL is not my user id, it's the id of the book. The book is also listed on Amazon and Barnes & Noble. But, I let those sites do their own work for me. Any work I do for myself, I send my traffic to lulu.com to purchase my book. It used to work better for my readers because the cost was lower purchasing my book from lulu than from Amazon. But, not any more. Lulu made

some changes with that. The only difference now is that I get my royalties faster.

Whether you have a URL now or you will have one in a few days after I show you how, it is time to start talking about how you are going to get that information out there. Each item listed below works together for a greater impact. Not one thing will explode your campaign. All of it together will make it happen. So, get to know each and every one of the items listed below and don't neglect any one of them. Of course, that's up to you. But if you remember that one secret that should have changed my life forever, this is what works. Do what works!

Blogs

This is a trend that has been going on for a few years now. And it really works great! A simple blog entry should only take about an hour to write and if done right, it is effective for getting traffic to visit your website. From here on out, we are going to refer to your website as any URL where you are trying to send traffic. Whether it's to your affiliate program where you make sales or your own personal website where you have all your products listed with various other

URLs posted, we will call it your website.

The trick to blogs is that people trust them. They want to read them for information. They don't want to read them to get sold on something. You have to understand the difference and work your writing to fit the need. Public awareness works if you work it right. You have a product. Don't write blog entries that advertise your product. Write blogs that inform people about a need. Make it like the news. Each blog entry has information relative to current events.

Let's say you are affiliated with a casino and you are trying to direct traffic to your casino website where they will open an account and you get a commission. Each of your blog entries should be about how to play, tricks to playing, secrets of the masters...etc. You get it! Stay away from blog entries that simply talk about how great your casino is! Another entry could be about the latest WSOP (World Series of Poker) winner and how much money he made. Talk about how he started out playing online and that a trend of WSOP players is that they cut their teeth online. This is informative and it generates excitement. Write a blog entry about the mechanic who took \$5000 to Vegas and entered in the WSOP main event. He may not have won, but he walked away with a quarter of a million dollars. That catches people's attention because the guy didn't have to win in order to walk

away with a load of cash.

The key is that you are trying to be informative in some way. You are either telling your readers how the pros play, how they read opponents, how to bet on a good hand so that you get more money in the pot, how to bluff a person out of their good hand or you are trying to add some trivia to your site. Give them tidbits of history that your readers will find interesting. Chris Ferguson is known as “Jesus” and he can cut through a banana with a single card. Phil Ivey is the most feared player. Doyle Brunson is commonly referred to as the “Father of Poker” because he used to play poker back in the day when you could get shot for bluffing. His son Todd Brunson is also a world renowned poker player. You see how many angles you can use to attack just the one subject of Poker. Now that you have generated interest, give your readers a place to start. Your URL would go there.

This is why it is important to pick an affiliate program that you can really get into. If you know the subject, it’s easier for you to find ways to be informative about it. If you have written the book, find ways to explore topics your book touches. Explore them and generate an interest in your topic.

The main thing to remember in writing anything, these blogs and anything else that follows, has to deal with keywords. They need

to be in your first 90 words. Make sure they are placed logically in your blog entry, but make sure they are there. If your keywords are: gambling, gamble, casinos, casino, poker, online...etc, make sure these keywords are in your introduction and place them throughout your blog entry. Search engines have spiders that check these things automatically. But, they are specific about what they are looking for when they crawl through your website. Even if your blog entry is right on the money and very relevant to a person's search, it won't show up on a search unless the keywords are placed within the first 90 words. That makes it more relevant than a webpage that simply mentions poker. A website about cooking could accidentally mention poker for some reason. You shouldn't expect to see the website about cooking show up in a search about poker. So, a spider works to make sure only relevant sites show up in the search. Understand this important key and you have the system beat.

But, search engines are going back through their algorithms and redesigning them so that they can beat scammers more easily. The new system will have to do with sentence structure and given synonyms. That means that very soon, an entire webpage will have to be on the money in order to rank high. That's ok because I'm going to teach you how to market a product honestly and to keep your website

honest. So, learn the system and you'll be on the engines. And another thing, I'm placing too much emphasis on the search engines. With everything that you are going to learn, you are going to be driving traffic to your site before the search engines even know it's there. You will eventually start to rank in certain searches. But, you will have already made sales by that time. I will continue to harp on search engine strategies because they are good for the long haul. But, that doesn't mean you shouldn't be able to make money online right now without the use of search engines directing traffic there.

Where do you get a blog? Blogger.com is a place where you can open an account and start doing blogs all day long. You can make your profile as informative as you want. You can even set your template so that you can specialize your blog spot.

Wordpress is another top notch blog provider. You can get a free account through wordpress.com and set your blog up with a good bit of tools. Furthermore, if you purchase a domain with domain hosting, you can set up a database, download the Wordpress Zip file from wordpress.org and install Wordpress on your own site with your own domain. You can specialize it anyway you want just like I did

here:

<http://celebrityadvocatetoday.com>

Take a look around! Everything's mine from the domain to the header, and even right down to the copyright notice at the bottom. It's perfect for making yourself look as professional as you want to look. In fact, some people have created their entire business from their wordpress blog and they are making bundles of money. To learn more about wordpress and how to make money with your own blog, there are [great Wordpress tools](#) already in place to help you.

Make regular entries every day if you can or at least once a week. Keep it regular so that your readers can see that it is maintained. As you can see, I have my book URL on the page so that it is easily recognizable. But, none of my blog entries "sell" my book. I keep my information up to date with keywords Google Trends announces are most popular. [Google Trends](#) is another free Google tool that helps website owners, content creators or whoever else would like know get a bird's eye view of hot topics people are searching on a daily basis. The keywords change every day and Google provides you with 100 to observe.

So, look through the keywords and find the ones that are

relevant to your website. Write a quick blog entry and if you've set everything up the right way by the methods the [Wordpress Goldmine](#) details, you'll get traffic in mere hours instead of days or months the way others do that don't put the time and effort into it to make it right.

Articles

Article writing is not for everyone, but it is a great way to generate traffic clean and easy without harassing people with spam or other dirty methods. In fact, articles are great for driving interested traffic that is ready to buy what you are selling. They come to your site of their own free will and most of the time, it's because they are looking for what you are offering.

So, you need to think of ways you can turn your passion into informative tidbits over 500 words so that you can publish them all over the internet in what we call article submission sites. If written very interesting and informative, they will be downloaded by other people and added to ezines and newsletters all over the internet. These article submission sites allow you to place a byline after your article. This is a common practice and the guidelines are simple. Your byline has to be included if it is downloaded for use in a newsletter,

e-zine or RSS feed of some sort. So, there is advertising. One article can be downloaded by about 15 different entities and it will reach readers. Thousands if not millions will have the opportunity of reading your material. And just like anything else, that is your one opportunity to be seen. Make it work! Everything you send out should be relevant, well written and exciting or at least interesting. If you get one chance at something and you know it, aren't you going to put your best foot forward? Make your articles page turners. They don't have to be the best written literature on the internet. But, they have to have information that is valuable and they need to include solutions for problems your readers face. Your byline will do the rest.

When you have an article written, go ahead and visit <http://ezinearticles.com>. I get the greatest response from that website. Within a few days of my entries, my articles are downloaded 5 to 10 times. You may not think that's much. But, it makes a difference. If each entity downloading my article has a readership of a few thousand people, I've just reached 5,000 to 10,000 people within a matter of days. And those readers are my target audience. My articles were downloaded because they were relevant to the people who downloaded them, therefore making them relevant to the people who will be reading them. That makes it more likely that I will have sales.

Let's do the math for a second. My average for downloaded articles is about 15. It ranges from 8 to 35, but averages out at about 15. That's 15 different newsletters throughout America, Canada, Great Britain and other parts of the English speaking world. They have an average of about 1,000 readers. It ranges from 275 to 127,000, but averages out at about 1,000 readers. So, that's 15,000 readers approximately reading my particular article. True, I could get lucky and get syndicated in a newsletter that has 127,000 readers. But, let's stick to the law of averages. Sales figures average out to an index of 10%. There are salespeople with good and some with terrible luck. But, the averages speak to a 10% sale success rate. Applying that 10% sale success rate, here's how it works. 15,000 readers will result in 1,500 visitors. 1,500 visitors will result in 150 sales. With an average of \$4 a sale, that's \$600 in potential sales for that one article. Writing two or three of them a week isn't a bad idea. But, there are affiliate programs that will pay you \$150, \$250 and even \$500 a sale. Just remember that in order to make the numbers, you have to have a passion for what you do. Your energy will shine through and you'll experience much greater success.

You can also visit <http://associatedcontent.com> where you will reach an entirely different batch of readers. Download the same article

with the same byline. Then, go to goarticles.com and

ideamarketers.com, wrapping up your syndicated article submission task for the time being. You have just expanded your visibility greatly.

In order to increase traffic to your site using property that belongs to others, start placing well-written and meaningful comments on blogs. Visit sites that allow you to input your Name, Email Address and Website URL. That way, when you make a meaningful comment you have a greater chance to get some of their traffic. Don't spam! I'm not asking you to spam. I'm asking you to make meaningful comments that add to the discussion. Spam would be more like this, "I like your site. Come visit mine." But if you read the blog and grasp it meaningfully, then add to the discussion in a positive way, the moderator will keep your comment and you stand a great chance of gaining free traffic to your site.

Of course, link exchanges are gaining popularity. Link exchanges are links that you put on your site in return for someone putting your link on their site. Places such as [Link Market](#) can get you started on trading links. But, the best possible link exchange to get involved in is the triangular. That is where you list site B's link, site B lists site C's link and site C links back to you. It appears more legitimate to the search engines than a two way from Site B to you and

you to Site B. You can set it up if you have time. Once you get into linking, people will often come to you for link exchanges. If you list contact information that is easy for them to find, you make it better. Once you gain some links and have good link exchange partners, start setting up triangles with them. Explain to them why it's better. Most website owners will already know.

Remember, keyword optimization on blogs, articles, and blog comments. Make sure you have your list of keywords and make sure each article is stuffed full of them wherever you can find relevant places within your articles to put them. I can't preach this enough so I'll just go into detail.

Keywords

Here's the baby. Keywords are the bread and butter of your operation. They make people come to you. When you have a keyword that people are searching, you have to let them know they can find it on your site.

Working with your website, you have to have them on each page in two places. The first place is behind the scenes and the other

is in your content on your page. This is the trick.

Behind the scenes in website design you have a thing called meta tags. These are important for those spiders I talked about earlier. A spider reads your keywords and then matches that with your content.

```
<meta name="Keywords" content="Michael, Allen, Danger,  
Society, Author, Law, Crime, Criminal, Behavior, Thug, Dawg">
```

That's what that particular line looks like. The spider reads this and then looks through the rest of your site to see if everything is consistent. In other words, do the keywords in your meta tags match what is actually on your website? If you have a site about home improvement, it doesn't do you any bit of good to advertise that you are about politics. That's an extreme example but it gives you an idea of how to reach greater consistency. Let the search engine spiders know that your page is about home improvement and make sure your page clearly is about home improvement.

Tips to keyword optimization on your site if you know html code:

1. Code all images with the "alt" tag.

2. Include your keywords in the first 90 words on your webpage.
3. Banners don't count. So code your banner with an "alt" tag and then include your keywords in the first 90 words as mentioned in tip #2.
4. Include your keywords in your meta tag "description."

The problem to stay away from is absolute keyword stuffing. Have you ever visited a website that is incoherent? It's a list of words and that's it. That's a scammer. What you want to do is have content that is readable and easy to follow. In fact, you want to inform your visitors and you want to keep it clear and concise. So, write that way. Then look through your paragraph or your page and find every place where you can put a keyword. It's not stuffing really. It's just making sure they are there so that spiders will rank you higher.

The [SeaMonkey Project](#) is an internet application suite initiative that is being given away. In other words, you can download their web design software for free. Once you've downloaded SeaMonkey, you are ready to begin an interesting step by step procedure that gives you a simple yet elegant website to start your

online business. Just learn the software, have fun doing it and remember that all the work is worth doing.

Search Engine Submission

This is a step that you are probably thinking is worthless right now. I mean, if you have placed your keywords in your articles, your blogs and all over your website, then the search engines will find you right? Not really. That's not the way to look at business at all. If anything helps, do it. That's the way to think about it!

Search engine submissions aren't all that hard and they aren't all that easy either. It's a game. Millions of websites on the internet and you are trying to get yours to the top. If you are just another run of the mill website offering the same thing as the guy sitting next to you, then you are likely going to be found somewhere around 117,312 out of 2,714,548 websites that match a search. Make your website as specific and niche as possible. Make it one of a kind. You are one of the only ones with your stuff. It's not that hard to do. You just have to think of the things that make you different.

I picked words like "Danger," "Thug," "Criminal." Even though my intentions are good and my book tells a great story, my keywords are niche and very specific. Imagine how many times my website comes up on a search a day. Sometimes it pops up by accident in a search for criminal background checks and music from 2Pac. And

that's not a bad thing. *A Danger to Society* by Michael Allen now has a chance to stand out and be presented.

Each search engine has its own submission guidelines and it is absolutely best to go to the top search engines and submit your website manually. But, there are search engine submission sites that will do it for you and it does cut down on time. The problem is that they are “cookie cutter” type of submissions and sometimes they fail. When they do, they don't bother to contact you and let you know. Google, MSN, and Yahoo are the top three and there are others like Lycos, Altavista, and Hotbot that are also effective. You can stop there! Search engines pride themselves on being updated and informative. If you catch those, the others will pick you up as soon as possible. Many of them use similar algorithms and attempt automatic updates. Some search engines are partner engines that pick you up as soon as their partner does. So, it works to your favor.

Groups

Groups are all over the place on MSN, Yahoo, Google and just about everywhere else you can think. You can make your own group or you can join one that is relevant to what you are selling. Join as many as you like and spend some time each day being active in the group. If for only five minutes a day to a group, at least you are popping up in everyone's eye sight. You will become more and more memorable. Make your contributions to each group relevant, important and memorable. Become an active member. Answer posts with deep, well thought out responses that help people. Make posts that inform people of something. A simple two to three sentence post is all you need for this. But, keep yourself in everyone's radar.

Second part of this program is to work on your profile. Every group that you belong to will have a place where you can create a profile. Make it meaningful and special. Make it as informative as possible. Put a picture of yourself in it and give other members contact information. Of course, you can have a free email from hotmail or Yahoo, so make one up for all of this. I mean a legitimate email, but one different than any you use for family and friends or to business partners and associates if you have them. Make up a new

email to be ready for all the junk you might get. Contact

information shows legitimacy. Make sure you include your URL in your profile.

Remember, you aren't selling to other members. Your URL is in your profile just in case they look at you. They take that upon themselves to look at you and your URL is there for them to explore. But, your posts should never mention your URL. You're just an active member in the group answering posts and making them on a regular basis. Remember, keyword optimization. If you do it right, you can place keywords in every post so that they look natural in the language you are using. Not only will other members get more and more interested in you, but relevant discussions get picked up by search engines because they are talking about a certain topic relevant to a search. You have the information and they need it. They will come to your site if you do everything right.

Myspace

Myspace is hitting the world by storm. I personally know Tia Tequilla, but she is too busy because she has over a million friends. And because of her affiliation with Myspace, she has been on shows,

the cover of magazines and she has really made it big. This success is something that can be duplicated by anyone who tries.

Visit Myspace and create an account. Work on your profile and make it look good. Mine is <http://www.myspace.com/adangertosociety>. I used to have a video of my daughter until her mother talked to me about her concerns with internet predators. I have a song on there that I hope still works. You'll see some pictures of me and you'll get to read all of my blog entries. When I write blogs to update myself on the internet, this is where I often do it in addition to my other blogs. My page is personal and it doesn't sell anything. Although, the links are there and I mention my book. Why wouldn't I? It's my opportunity to let people know about it. With about 1,000 hits a day, that's too important to let pass.

Myspace has groups and forums. You can post bulletins everyday all day long. You can browse for friends and add them to your list. It's a great networking tool. And if you haven't realized the possibilities yet, just think about this. Myspace has gained over 100,000,000 members as of this writing. It's going up about a million a day. Ok? So, go there and get that done. Remember your URL. It should be somewhere in your profile. But, also remember the key, **Not**

Obvious. You are not a sales hound. You are a friend. And oh by the way, yeah you happen to have a product for sale. How convenient! When you have mastered that little concept, all your efforts will come full circle and start to really impact your rewards.

Other sites like Myspace include, but are not limited to hi5.com, Tribe.com, Gaia.com and Friendster. The more sites that have your complete and informative profile, the better off you are going to be.


Squidoo

Create yourself a lens. Squidoo has an interesting approach and it's great for marketing. Put together a lens of your product and you can make your Squidoo lens as interesting as you want. Another one of the products that I promote personally is In Ground Swimming Pools. Squidoo helps me market the products I sell that make building your own in ground swimming pool possible. [DIY In Ground Swimming Pool](#) is a lens I put together for a marketing program on a smaller scale. I'll outline that simple step by step system for you a little later.

Squidoo makes building a website easy. It's actually called a

lens, but it's a website none the less. The difference is that you don't have complete control. You don't design the site in SeaMonkey. You don't have the option of adding your newsletter form. But, Squidoo does a great job for you without all of those things. It is made up of modules. When you first sign up for a squidoo lens, which is free by the way, you are given a standard site. Adding modules isn't difficult at all and you can add different types of modules. You can add text modules that allow you to write what you want to write and insert pictures.

You can add as many text modules as you want. You can have five or ten of them if you want. They only allow so many characters. So, keep each text module short and sweet. If you want to write more, add another text module.

You can add RSS feeds. That might be something that you are not familiar with, but you should be. If you have been submitting articles and blogs, you have RSS feeds. All you need to know is how to get them. There is a little symbol on just about any page in the browser address bar that looks like this:  .

When you click that button on your page, you will be directed to a site where you can get your RSS feed URL. Input that into the RSS Feed module and you are set. Your articles will automatically

appear on your squidoo lens when you publish them. There are so many modules to add that I'm not going to spend time listing them all. But, you can make money from your squidoo lens by adding an Amazon module that you modify. You can add cafepress.com modules where you can sell your own products like shirts, hats and coffee mugs with your picture on them or whatever you design. Just look through the modules and you'll see what I mean. They are all step by step and they can teach you as you go. So, don't be afraid to get started. You can't get stuck. You'll learn what to do.

The important thing is to have your profile complete. Then use your squidoo lens to teach people as much as possible about your product. Here's the rule of thumb. Complete your profile with a bio and a picture of yourself. Write your introduction as interesting as you can and include pictures. Add text modules that introduce products, teach benefits, highlight interesting facts...etc. Put in an RSS Feed of your articles. Add some modules that sell things for other people and you're all set.

At one point throughout your activation of this system, you'll get to the point where your writing is starting to get a little better, a little more focused and interesting. That's when you should start writing your blogs and articles different. Submit your articles at your

article sites and then write different blogs for your blog sites. Once you've started doing that, you'll be able to RSS Feed your articles to your squidoo lens and then add your blogs as text modules. Don't let your page run so long though. So, what you do is rotate your blogs through the site. Delete the older ones and add the new ones. This keeps your squidoo lens active and the more active it is, the higher it ranks among the other lenses.

Be an Expert or Become One

The bottom line is that you have to either be an expert or become one. Who wants to buy golf clubs from a guy who doesn't know anything about golf? Know your topic. Have a passion for it. Explore every possible angle about it and every time you learn something new, tell the world. Post it in your blog. Submit it in your article database. Make a post in a group and in your forums. Never quit telling the world how much you know. Never quit generating an interest in your topic. This is one of those things you will have to keep doing every day or every other day or at least once a week. This is one of those things where those few hours a day are to be spent. It's what gets your name out there. And that's what marketing is all about!

A Quick Exercise

This is an exercise that you should try to get the idea of everything and how it works. I do it every once in awhile whenever I have a day or two of my own time to myself. I make anywhere from \$20 to just under \$10,000 with just a little effort every time I try this

little exercise. Every step is free.

First, I write something worth reading. Let's go back to the [DIY In Ground Swimming Pool](#). I published a free how-to at AssociatedContent.com. I put that document together in a matter of two days. If you don't want to write, pick a product that you want to promote and then follow through with the rest.

I published the how-to exclusively on AssociatedContent.com and I signed up for an affiliate program through [an affiliate network](#) where I market pool supplies. I created a simple webpage at <http://mridanddawg.com/diypool.htm>, which I'm going to update because even though I completed this project a few years ago, it's still generating income and probably could do better knowing what I know now. On the site, I list the exact pool supplies that you would need to build your own in ground swimming pool. So, what do I have there?

I have a publication that instructs people on how to install an in ground swimming pool in their backyard. I have an affiliation with a pool supply company where everything a person needs to build an in ground swimming pool can be bought through me. I also have a website that further clarifies the exact pool equipment I am talking about in the how-to publication. Now, all I have to do is market it.

I write several articles, one every other day. I submit them all over the place. I put together a squidoo website. I found a funny clip on YouTube.com of a pool breaking. I added that clip to my [Squidoo Lens](#). I wrote a few text modules that talk about pool equipment and ideas for pools. My lens ranks a little over 500 out of over 10,000 and it did much better when it was new, active and relevant because summer was coming at the time. I'm done. That's it.

Initial investment of time:

14 hours writing

1 hour publishing my webpage

1 hour publishing my squidoo page

Ongoing investment of time:

1 hour each article

1 hour submitting articles for each article

1 hour each week on squidoo updating the site

That's it! Profits: 100%.

There is no up front cost to calculate. I did it all for free.

That's a simple exercise that if done right can bring in thousands of dollars. But, the beast called the internet is a funny thing. There is that possibility around everyone's corner to become a millionaire from

that one thing you put together for yourself.

If you think you can, you can. And if you think you can't, you're right. ~ Henry Ford

Website Design

There are various components to the rest of this system. This goes a step further than simply driving traffic to a site where they can buy your product. This step personalizes your efforts a little more. So, I suggest not doing anything until you have everything in place. What I mean is, don't launch a marketing campaign on your website until your website is up and ready, until your website is ready to track visitors, until your forms on your website are fully functional...etc. You see what I mean? You will need these things functioning so that

your marketing campaign doesn't skip a beat. As people visit your site, you are ready to take their information even if they are not ready to buy from you now. You are ready to follow-up with updates and newsletters that keep your clients informed. You are ready to build your client database so that you can keep in touch with everyone. This is important. It is important that you have everything in place first before you launch. It only takes a matter of days if you're dedicated to getting it done.

This part of the system has nothing to do with the affiliate programs you get into that offer you a URL to promote. If you have an affiliate URL to promote, you have nothing at all to worry about. But, you might want to give something a little more personal to your potential traffic. In other words, I have a website with my name all over it. An affiliate URL will have that company's name on it. Where did *you* go? You referred people to a website where you aren't even mentioned. You see what I mean?

So, go to geocities and get a website free or get ready to spend not even \$10 on reliable [domain and hosting service](#). It's your business. Put your name on it!

If you know html and website design, then you don't need this

section at all. If you have SeaMonkey, learn how to use it. You can literally publish your site right from their software if you learn ftp, file transfer protocol. So, design your website with SeaMonkey. Place your photo on the site so that people feel comfortable right off the bat. Then of course, introduce your product with all the keywords you have at your disposal. Working with SeaMonkey isn't very hard at all. You can put hyperlinks anywhere on your page. You can change the background, place forms on your site and do just about anything else that you want. Getting in and getting your hands dirty with the software, you'll soon learn everything you need to give yourself a professional presentation.

Then all you have to do is look at the html code. It's a selection you make at the bottom of the page where you can view "Normal," "HTML" and "Preview." When you choose "HTML," you'll see the actual code that goes into programming a webpage.

Look for the following:

```
<title>Celebrity Advocate Today - News, Bits and Op-Eds</title>
<meta http-equiv="Content-Type"
content="text/html; charset=ISO-8859-1">
<meta content="index,follow" name="robots">
<meta
content="Celebrity Advocate Today is all about the news,
bits and op-eds concerning anything celebrity."
name="description">
<meta
```

```
content="celebrity, advocate, today, update, up to  
date, news, rumors, opinions, editorials, international,  
entertainment, music, movies, concerts, television,  
shows, sports, athletes, heroes"  
name="keywords">  
<meta content="yes" name="allow-search">  
<meta content="all" name="audience">  
<meta content="1 days" name="revisit-after">  
<meta content="general" name="rating">  
<meta content="english" name="language">  
<meta content="Global" name="distribution">  
<meta content="Michael Allen" name="Author">  
<meta content="http://celebrityadvocatetoday.com/"  
name="Copyright">
```

Of course, the information would be different because it would be yours. This is how mine looks. These meta tags are important for search engines. This information will be at the top. It comes right after the head of your html code.

As you can see, there are tags for everything that declares who you are. Take advantage of this. Put as much information in as possible. “Description” has enough information in it to direct anyone to my site if they were looking for me. Leave this stuff blank or in some general terms and you stand the chance of losing potential traffic. As you become more comfortable working with website design, you’ll walk through it with no problem at all.

Within a few hours, you are up and running with a site on the net ready to get some traffic. Don’t you like how honest I am about how much time it will take? I get tired of reading things that tell me a

task will only take 3 minutes and an hour later I'm still working.

Anyway, do some research and look around the internet. Find some samples of websites you like. Then, try to make yours look just like one of them. I used to save the websites I liked and then work with them on FrontPage. Frontpage was the software I used until Sharepoint came along. I'll warn you now that it's expensive, which is why I've directed you to SeaMonkey where you can get a website editor for free.

Other than the things I've already listed, forms are very important to place on your website. Make sure visitors have the option of giving you their information. You can do this in several ways.

List Builder

When you're just getting started, you might want to email or send your newsletter to each person individually. You might even find it fun. But, the internet has a strange way of building on you fast. You'll need to automate your list builder and your emails or newsletters so they are sent automatically to people who have opted in to your customer list. This is where your form comes in handy.

On your website, you should have a form where visitors place information like their name and address. Then they submit it to you. If you visit [Freeautobot](#), you can find the tools to get started. You'll have to deal with annoying pop ups, but it will give you a free autoresponder where you'll get the html code that you need to create a forms you want. You'll have to learn all about html and you can simply copy and paste the code into your subscribe page using the "html source" button at the bottom of your SeaMonkey Composer.

The Freeautobot link above takes you to a website where you can sign up and obtain a free form to capture your visitors' names and emails. But if you have a budget, you can of course find a much [better program](#). But, it's good to have a form in place that captures names and email addresses. Remember, visitors fill them out on their own.

They want you to communicate with them, so do it.

Anyone who enters their information on your site will receive an email where they will be asked to confirm their submission. This is called a double opt-in and it keeps your emails from being called spam. They have submitted their information and then they confirmed it as well. That conforms to all laws and regulations involved in spam and all other such strategies. We are not participating in anything illegal. We are trying to engage in the act of fair trade.

One final step in all of this, assuming you have your newsletters already created, is to return to freeautobot and start inputting your newsletters. You can copy and paste them from your wordprocessing software or you can write them right into the form on the page. You set the days that they will be sent out to subscribers. Now, it's in real time. So you have to understand what that means. You are not going to be inputting actual dates. But, you will be inputting days from the day a subscriber confirms subscription. In other words, each member who subscribes will start receiving newsletters from #1 at day 1, #2 at day 3, #3 at day 7 and beyond.

Build Your Emails

Start out with about 3 or more newsletters. Your list of newsletters will be sent automatically to your members starting from the first newsletter you wrote to the last one. Each of your members will get the same newsletters. Then, you can simply put together more newsletters as you feel like it. Soon, you'll have 10 to 15 newsletters that go out to each new member who signs up to your opt-in list. Here's the tricky little secret to this one. Your potential clients are getting newsletters other people have already read. But, they are getting newsletters that are new to them. So, you've delivered your promise. You're just not in the newsletter writing business. And if a client hasn't decided to buy from you by the time they receive the last newsletter they are going to get from you, then they are never going to buy from you. But, they are still on your list. With each new newsletter you come up with, they will get that one too. And they just might be ready to buy finally. You never know!

If you do your emails the right way, you can make them look as professional as possible. They can look exactly like the professional newsletters you receive now. In fact, look at the ones you actually read. Create your emails to look exactly like those newsletters. Keep the colors the same. Keep the fonts the same. Change pictures and banners. Write your content to fit into your newsletter the way the

professionals do it and you are ready. By the way, who says you can't go back to ezinearticles.com and download some articles that others have written. Of course, you're giving them advertising. But, it makes you look more legitimate. And you have filled your newsletter up with specific content.

It's totally up to you what you do with your newsletter. But always remember, crap will give you nothing back. You have to have good, relevant, important, interesting content or your readers will get turned off and opt out of your list. It's annoying to get nothing. I've said that several times and it should be sticking by now. Scammers give you nothing. Be legitimate!

Spending Money

Now, is there justification for spending money on your marketing? Of course, I would have to be a moron to say that there would be no reason to invest money. But at this point, you have everything in place that you need. Your investments should be catered only to what would **ADD** the most impact to your campaign.

Instead of throwing money away at services that promise to drive traffic to your site, buy clicks from search engines that are tailored to your product. Services that provide traffic at low cost to you only give you visitors who have no interest in what you are offering. They have to look at your page for 30 seconds and then move on to the next one or they have some other similar arrangement. They either get paid a very small amount for each website they view or they earn clicks for their own website. Visitors who are on your website only to earn clicks for their own are not interested in what you have to offer them.

But, Google offers a great click-through service. You can actually create your Google Adwords account and start a campaign without spending any money today. One of the options is a pay as you go option where you only pay for clicks that you've already received.

They might have converted into sales so that's your best option.

Make sure you understand the difference between impressions and clicks. Impressions will be less costly, but that's only because your link is shown to potential visitors in a list of others. That's an impression. A click means you are paying for someone to view your link on a page and actually select it.

Need a Writer

If you need inexpensive help on designing your website or writing articles and blog entries, [GetAFreelancer](#) is the best place to go. Website content if you would like to make your website more sophisticated. Press Releases for any legitimate news you can put out that will draw attention to your company. Anything you need created for you can be outsourced. [GetAFreelancer](#) is great source to go to when you need to find people who will fit within your budget. You can have articles and blog posts created for you for less than \$5.

And the Number One Key to it All

The difference in advertising comes when people want everyone to know that they have your product instead of you trying to let the whole world know about you all by yourself. Think about that for a moment. A guy who produces his own CD will have to produce thousands of his own CDs and let them sit on record store shelves until they are bought. Then he can place more on the shelf and get his check for the sales. That takes a great deal of upfront costs. That's a big risk.

But, let's look at the other side of the business for a second. When a person gets big selling millions of CDs on his or her name alone, all the record stores are picking up the labels for themselves. They are making sure they are stocking their shelves full of a star's CD. Because if they don't, they don't look like they know what they are doing. They have to have what people want. So, they are taking that risk on by themselves. That star doesn't have to make sure that his or her CD is on the shelves. **It's on the shelves.** You see what I mean?

So, what am I getting at with all this? Every step of the way, make sure you are a reliable source. Never sell yourself to something

you don't believe in for yourself. If you don't know the product, don't offer to sell it. Be reliable. Always, sell something that is worth buying. Before long you will be just like that star. Every time you alert your clients about something, they will buy it. Because you told them to buy it. They trust you. They know it will be a good product. Your products have produced results in the past and they have no reason to believe that this time is any different. Boom, you're the rockstar. You are no longer trying to sell yourself to the world. They've already bought into you. They're just waiting for your next hit.

Your success is really up to you. What you know now, you know enough to make yourself some money. But the more you learn, the greater your potential becomes.

Your Door

§

My Key