

7 Steps to Building Work at Home Wealth

*Generate Multiple Streams of Wealth
Using a Simple, Step-by-Step
Blueprint to Help You Systemize Your
Approach to Unlimited Profit
Potential*

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The Truth About Work at Home Business Opportunities – What You Need to Know as a Savvy Cyberpreneur

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Many people mistakenly believe that you have to be a savvy Internet expert in order to make a living on the World Wide Web. The truth is, you don't have to have advanced technological knowledge, a degree in web design, or a large start-up budget to launch a profitable business online.

Millions of ordinary men and women are finding their niche online and using the same techniques I'm going to show you to gain financial freedom opportunities and instantly achieve independence from the corporate grind.

It doesn't matter if you're a stay at home mom looking to supplement the family's income, a college student with no cash flow, or a retiree on a fixed income, you can use the ideas I'm sharing with you to easily set up shop on the web and start profiting immediately.

You Won't Become a Millionaire Overnight

It's a common myth that if you have the right tool, you can make millions overnight. This mindset is setting many people up for failure and disappointment. The only ones who have pulled in \$1 million within a 24-hour period are those who worked long and hard to set that kind of success up.

Many people who want to earn a living on the Internet get overwhelmed by the sheer number of ways you can make money. I'm here to show you what works – so that you can cut to the chase and avoid the pitfalls of trial and error.

In the end, it *is* possible to build up to millionaire status – if that's what you truly want. However, you should set your sights on learning enough to gain financial stability and eke out a comfortable living.

Your Internet Earnings Have No Glass Ceiling

There's one perk attached to working from home on the 'net that doesn't have to do with being able to work in your pajamas, see your family more, or not having to answer to a boss.

Your earning potential knows no boundaries. You never have to request a raise, wait patiently in line for a promotion, or look for a job that pays more. You can sit down

and develop as many money-making opportunities as you want until you reach a level where you feel comfortable.

You Have the Freedom to Choose How You Succeed

Not everyone has the same skills or enjoys the same working environment. While anyone can accomplish the profit-pulling strategies I'm going to teach you, not everyone will gravitate to the same income streams.

Some of you may feel right at home developing online content and reaping the rewards of being a writer. Others may not be able to string two words together, but you have a sixth sense about the market and what the demand is within a certain niche.

Part of the learning curve that does so many entrepreneurs in is spending dozens of hours finding what works for them. They have to blindly face the obstacles, learning as they go.

With this eBook as your guide, you'll know after reading a specific strategy whether or not you'd like to try it, and I'll be very honest and give you insight into the pros and cons of each method.

You might see several items in the list that appeal to you, and some you never want to attempt. But keep an open mind to them all – because every method contained in these pages is currently a technique being used to support others who are earning a living fulltime on the Internet.

You Can Effectively Set Up Multiple Streams of Income

You're not relegated to choosing one career path and sticking to it, either. On the Internet, it's perfectly common for entrepreneurs to have many businesses running all at once.

One money stream may be from eBay, another from selling information in an eBook, and yet another pulling in profits just by participating in online forums! In fact, most online entrepreneurs set up a second income opportunity the minute their first is successful. It's addictive mastering an online education in financial success!

What You Need to Succeed

The best part is that you won't need to go around to investors trying to raise capital to launch your start-up business on the 'net. You won't need to rent office space, and there'll be no overhead expenses for employee salaries.

All you need is a computer and an Internet connection and you can catapult your Internet income forward. Ready to get started? My favorite place to start is the free way, so we're about to embark on a method that gives you freedom to get your feet wet

for absolutely nothing!

Step 1: Selling Products Through Free Social Sites on the Web – How MySpace, Squidoo, and Other Web 2.0 Spots Can Funnel Targeted Traffic Through Your URL

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Whenever anyone is getting started with an online business, it's best to keep costs low and begin seeing a steady stream of profits flowing in before you move on to bigger and better things.

One of the biggest ideas to hit the Internet in years is that of social networks. Maybe you've heard of how YouTube was sold for an estimated \$1.65 *billion*? That's because these sites are so popular with the masses that everyone's scrambling to ride the wave of the next big thing.

What Is Web 2.0 and the Social Networking System?

You might hear a lot of hype surrounding “web 2.0” and social networks. Basically, it's how the Internet is moving from a seller-to-buyer platform to something where people buy based on recommendations from their peers.

So let's say for instance you're a mom and you need some help because your baby has colic. You go online and start searching for information because it's 2 o'clock in the morning and your baby has been screaming for the last two hours straight. The pediatrician's office is closed and so is Barnes and Noble.

You might Google the word “colic,” or the phrase, “calming a colicky baby,” and many sites would pop up. Some of those sites will be commercial, selling books and items promising quick relief.

Others will be peer-to-peer group sites – networks of other moms going through the same thing. These women have been there, done that – and they can easily reply to your cries for help and offer a recommendation about a solution. You'll likely listen to them over an ad somewhere on the 'net because it *feels* more trustworthy.

Web 2.0 puts the power in the hands of the people. But as a product promoter, you can immerse yourself in their culture and cater to their needs. For instance, if you choose to create an eBook on Quick Fixes for Colicky Babies, the best place to “hang out” online would be in a forum with other mothers.

You don't blatantly Spam the forum advertising your eBook, but instead become a trusted, valued member of the community. You become the "go-to" person for advice. And placed neatly in your signature file is a link to your authority product called Quick Fixes for Colicky Babies.

Social Networking Means You Have to Spend Time Being Social

Too many people go into the social network sites, create a profile, and leave it alone, wondering where all the traffic is that everyone's raving about. If you want it to work, you have to be seen and heard within the environment as one of *them*.

Each social site has a different angle to it. On MySpace, for instance, it's important to become popular by bulking up your friends' list and having people leave comments on your MySpace page.

On Squidoo, however, you don't have friends' lists, but you get ranked and get to participate in camaraderie by signing each other's guest books and joining groups with similar interests.

You can tell what's popular on the social sites by looking at tags or tag clouds. A tag is just a keyword that is relevant to your page, whether it's a blog at Blogger.com, a lens at Squidoo, or a profile on MySpace.

A tag cloud gives a snapshot of what the community as a whole is involved in. For instance, here's a screen shot of a tag cloud on Squidoo:

But most moms aren't monetizing their blogs and that's a shame because there's a lot of potential in blogs. There are two primary ways you can blog and you just have to find which method works for you – or, as many entrepreneurs do – utilize all of your choices!

The first method is to go to a site like Blogger.com and claim a blog that you want to start profiting from. What topics do you think you'd feel comfortable blogging about on a regular basis?

If gardening isn't your thing, then it's not wise to blog about it because you'll become bored and your lack of expertise might show through. But if you're crazy about knitting, then by all means claim a blog about that particular craft!

To create a FREE account at Blogger.com, you just visit the site and choose to “create a blogger account.” They'll ask you for your email address, a password, and a display name.

Next, you'll name your blog. Since your goal is to make money off of it, you want it high up in the search engines, so you'll need to use keywords related to your niche.

So if your blog is about curing colic, as our previous example showed, then your title might be something like, “How to Cure Colic and Stop Your Baby from Crying.” They'll also ask for your URL. It will look like this:

`http://[NameYourBlog].blogspot.com`

Yours could be: `http://CureColic.blogspot.com`

Next on your task list is to choose a template for your blog. Then it's created and all you have to do is start posting. Using any social networking site, your content needs to be valuable to the community for it to be effective. Here's a screen shot of a sample blog set up with this idea:

How to Cure Colic and Stop Your Baby from Crying

About Me

NAME: [REDACTED]

[View my complete profile](#)

Recent posts

[It's 2 Am and the Baby Is Crying!](#)

Archives

[January 2007](#)



SATURDAY, JANUARY 20, 2007

It's 2 Am and the Baby Is Crying!

Have you ever been up half the night with a screaming baby suffering from colic? Then you understand the anxiety it can cause. Your little one is suffering and the pediatrician's office is closed, you can't find a book on colic because Barnes and Noble isn't open, and you're at your wits end.

Luckily, when I'm up all night with my colicky baby, I can use some [Gripe Water](#) and turn on the CD I bought called [Happiest Baby Super Soothing Calming Sounds](#). It works like a charm every time.

The first time I used it was when the pediatrician advised that I just let him cry it out. Cry it out? For hours on end? I don't think so. There had to be a solution. I always like to try out different things, so from time to time I'll let you know what worked and what didn't when it came to instant colic cures.

posted by [REDACTED] | 10:14 AM | [0 comments](#)

Notice in the second paragraph there are links. Those are to products on Amazon that are linked through an affiliate ID code, so that if a reader takes my advice, I earn money!

While you're working on creating valuable content, you also want to remember search engine rankings. Try to write your content so that it uses your keywords or phrases often. That way, whenever anyone searches for that topic in Google, there's a good chance your blog will show up.

You want to use blogs to become an expert in your niche. You can also do product reviews and post links to products that you can sell. They can be your own products or affiliate items.

Using our example, you might write a blog entry about your baby having a bad bout of colic one night and then link to an eBook that helped you find a solution – or a product on Amazon.com that worked wonders for your little one. Your knowledge and helpfulness is what will earn money for you!

There are other blogging sites, and each one has a slightly different set-up. But making money from it is basically the same. You link to items that will produce an income for you and blog about it like a pro!

Squeezing Squidoo for All It's Worth

[Squidoo](#) is the brainchild of Seth Godin, a best-selling author and Internet marketer. Another free social networking site, Squidoo lets you set up an endless number of pages called “lenses.”

Instead of it being a blog with archived entries, Squidoo is a page you can update and change the content on as you rise in LensRank against others using the site. You ideally want to be listed in the Top 100 list.

When you log onto Squidoo, you can set up an account in 1 easy step. Enter the following information into the sign-up page:

- First name
- Last name
- Email address
- Desired username
- Password

Then click on the button to Create a Lens. You can choose from lenses that already have modules on them or customize your lens with modules you choose. A module is just an element of your Squidoo page.

Step 1 of creating a lens is choosing a title. Again, use keywords for your topic. This time, let's use the example of making a Paintball lens so that you can sell paintball equipment and make money from it. The title might be: Paintball for Tweens.

In step 2, you just say whether you want a custom lens or one that already has modules on it for various purposes. For our example, we'll choose a money-making lens.

In step 3, you just pick your URL, which will look like this:
[http://www.squidoo.com/\[YourLensName\]](http://www.squidoo.com/[YourLensName]). You'll also choose which category your lens fits in best with – so we'll choose “sports.” You'll also need to say if it's family/office safe – meaning it has no adult content.

Step 4 is just entering the best keywords for your lens. Don't enter irrelevant keywords just to help you rank higher. You'll do best to stick with the subject matter so that your true target audience can find you. So I'll enter variations of the word “paintball.”

When you're done, you'll get to edit and fill out your lens. Every lens has an introduction module. Write a little keyword-optimized paragraph or two about your topic. The search engine spiders will pick up on your introduction and use it to index your lens in the SERPs. Let's look at a dummy lens we created:

Hi, shawn | Log Out | My Lenses | FAQ | SquidU | Make A Lens!

My Account - Hot Stuff - Groups - Charities -

Find a lens on...

Paintball for Tweens

by shawnadoodle

Rating: ☆☆☆☆☆ (by 0 people) Your rating: ☆☆☆☆☆

Paintball Discounters For
All Your Paintball Needs-Top Brands In Stock.
Free shipping!
www.paintball-discounters.com

Paintball Airsoft
Low setup cost. High quality. Mobile, weekend business.
www.battlefieldsports.com

Ads by Google

Are Tweens too Young for Paintball?

My mom is worried. She read an article in the paper about two Austin kids who were playing paintball and one of them shot the other in the eye. "You'll shoot your eye out" is something she always says.

Now this is funny when it's in the movie A Christmas Story, but it really bugs me that she nags me about playing paintball. I'm 12 years old and I know how to play paintball safely.

I wear protective paintball gear like a mask, a vest, and even gloves to protect my hands. She still worries, but as long as I show her I'm responsible, I think she'll let me keep playing.

Paintball Store

Stuff I like

Need some paintball items? Check out my store.

Ultimate Guide to Paintball
Price: \$19.95
Paintball is one of the fastest growing action sports worldwide, played in 50 countries, and boasting more than 3.5 million participants. The authorit... [more >](#)

Precision Ground Premium BB Pellets-Paintball
Price: \$6.47
Paintball BB's!! .200 Count .12 g Bottle. Can only be used with the spring operated airsoft guns with velocities of 270 ft/sec or less.

Splat! (DVD)
Price: \$9.98
The competitive world of paintball opens up an escape route from the pain of everyday living for

Paintball Discounters For
All Your Paintball Needs-Top Brands In Stock.
Free shipping!
www.paintball-discounters.com

Paintball Airsoft
Low setup cost. High quality. Mobile, weekend business.
www.battlefieldsports.com


What's here

- Paintball Store
- Paintball on CafePress
- New Guestbook
- New Netfix
- More...

Save and Share

Look who made this lens!

shawnadoodle
Hello world. This is my bio. I can edit it later!



(This is shawnadoodle's only lens. For now!)

Ads by Google [Advertise on this site](#)

You can create a different account for each niche you want to profit from – one for your parenting lenses, one for sports, another for marketing, and so on. And each time someone buys from your modules, you earn money as a co-op, which means Squidoo gets part of it for charity and you get part, too! However, if you link to your own site, they don't get a portion of that money.

Making Your Profits with a Jazzed-Up MySpace Page

When using MySpace, you have to tread more carefully. You can't blatantly market on MySpace or else they'll ban you from the community. They dislike it when you add a certain number of friends to your list in one day because people have developed automatic adding tools to their cache of social networking tools.

The best way to leverage [MySpace](#) is to truly immerse yourself in the community and interact with others. MySpace has over 100+ million people and is growing every day.

And they're not all teenagers chatting about music and movies, either! In fact, it's recently been estimated that 47% of the community is over 35 years old. So if you're targeting grown-ups, don't worry that there might not be a big enough audience.

MySpace is more of a blog than Squidoo, and it's important to reach out to community and pull them into your page. You'll have comments left for you and you'll need to visit other pages and leave comments. They're all hyperlinked to help exchange traffic.

When you use MySpace, it's best to lure visitors away from your MySpace page before you use a hard-selling tactic on them. For instance, you can create a free report and offer it to your readers, linking them to your domain.

When they land on your domain, they can opt in to your subscriber list to get the report and then you can contact them later for marketing purposes. Your page and your freebies should be valuable to the community so that word will spread and you'll get even more traffic from your efforts.

When you set up your MySpace profile, it's best to have a picture of you. It's a true social setting and people will want to get to know you. Some marketers use fake personas in their profile, so get an image of a person you're legally allowed to use for your profile if you're operating with a pen name.

To set up your account, go to MySpace.com and select Join Now. Enter your email address and your name along with your password. You'll also enter things like the country, postal code, gender and your birthday. If you enter your birthday, then you'll be featured on MySpace when your birthday month rolls around.

The next form will let you upload your picture. Then you'll invite your MySpace friends to join your friends' list. If you don't know anyone yet, choose "Skip for Now." Next you'll see your profile through your control panel.

You can start blogging, adding photos, friends, videos, and other options. MySpace has too many features to name here. Take a little time and play around with your profile to set it up the way you like it.

To reach out and start amassing traffic to your own blog, you want to search for others who have the same interests as the topic you're choosing to blog about. Invite them to be your friend and once they are, you can add a hyperlinked comment to their blog.

Connecting the Strands of Your Social Marketing Strategy

Social networking is a wonderful way to keep your advertising costs low and your profit potential high. Even large corporations are getting involved in networking with consumers via social sites, so it's logical that small businesses and entrepreneurs follow suit.

Keeping up with social networking can be time consuming. You may want to start

off with one or two sites and add to the list as time goes on. All of the sites can connect to one another because you can easily link your pages together – from your Squidoo lens to your MySpace page to your Blogger blog, and so on.

It's better to keep up with one or two pages and make them really good than try to spread yourself too thin and leave empty pages floating around on the 'net. That isn't the way to profit from them because you'll never be viewed as the go to person on any of the sites.

Next we're going to get into article marketing. It's an element that can easily tie in with your social networking efforts – and it's a tactic that lets you drive tons of targeted traffic to your website. Oh, and it's FREE, too!

Step 2:

Article Marketing for Financial Gain – How to Post Free Text on the ‘Net and Fill Your Pail With Commissions from Your Hyperlinks

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As with most things on the ‘net, there are free and fee-based options. I’m going to suggest you start your article marketing methods out the free-way, but you can always implement some options where you pay a nominal fee to showcase your articles and drive traffic back to your site.

What Is Article Marketing?

Article marketing is when you write (or outsource the writing of) an article and distribute it out over the ‘net. Your ultimate goal is to drive traffic through your article to your websites, or to other people’s sites where you’re an affiliate earning commission.

When you’re using article marketing as your method of traffic generation, the idea is to let the content be viral. You ideally want as much coverage as possible with the articles you distribute.

Instead of allowing one publisher to broadcast your content, you want dozens or hundreds of people to pick it up and expose it to their audience. Publishers like to use other people’s articles even if it means giving them links to the author’s site because they’re in desperate need of content.

You get traffic either from links within the body of the article, if it’s allowed, or through the Bio box, which is also known as the “About the Author” space, usually positioned at the very bottom of the article.

The bio box can contain a quick fact about you, such as “Published author of five books on...” But you’ll also want to include a sentence like, “To find out more, visit [author’s name] site at www.[domainname].com”

How Are Articles Used By Publishers?

Publishers have various needs for articles being marketed on the ‘net. Some own AdSense websites, where they fill hundreds and thousands of pages with text to lure in readers. The text is surrounded by AdSense ads and whenever a reader clicks on them, the publisher makes money.

When they can put free content on their site and reap the rewards of AdSense

profits, then their only overhead is the hosting of the domain each month, which is a negligible cost at best.

Others have a newsletter where they've promised information to be distributed about a certain topic each month to their subscribers. If they're busy with other areas of their business, they like to stop in and pick up free content from article marketing sites and ease the pressure of having to write unique content.

Article Generation – Outsource or Do-It-Yourself?

If you have time to write the articles yourself, along with the skill to put some sentences together that intrigue the reader, then you should take the self-writing course to success.

Outsourcing only tacks on an additional amount to your expenses, and in the beginning, you want to keep costs low. Whether you do it on your own or hire someone to do it for you, you'll want to make sure they (or you) adhere to some guidelines for the creation of the articles.

When a publisher has success with articles under your name, they're going to come back looking for more. So you want to provide good quality. The higher the quality, the more exposure you get, which equals more traffic and ultimately, more sales.

Many people try to focus only on keyword density. Although keywords play an important part in your traffic ability, you also want the articles to be readable and enjoyable.

Create your articles around a solid idea, and implement a keyword strategy at about 3%. When you go to 5% and higher, it makes the text awkward and hard to read. Let's look at the difference between a 3 and 5% keyword density in the examples below:

Example #1 at 3% keyword density:

If you've been stopped for drunk driving and received a DWI, try to remain calm and non-confrontational. A DWI may seem like the end of the world, but if you follow protocol, you may be able to get the current charges dismissed. You need to hire a capable attorney who can guide you in how to represent your case before a judge and possible jury. If the DWI will impact your career, then it's best to go to your supervisors and explain the situation rather than waiting for them to discover it on their own. It can be very humiliating.

The keyword "DWI" has been used 3 times for this batch of 100 words, or at a 3% density. Now let's look at how it appears with a 5% density. Notice the difference in how smoothly it reads.

Example #2 at 5% keyword density:

If you've been stopped for drunk driving and received a DWI, try to remain calm and non-confrontational. A DWI may seem like the end of the world, but if you follow protocol, you may be able to get the DWI charges dismissed. You need to hire a DWI attorney who can guide you in how to represent your case before a judge and possible jury. If the DWI will impact your career, then it's best to go to your supervisors and explain the situation rather than waiting for them to discover it on their own. It can be very humiliating.

We usually replace the actual words by using replacements like "it." Repetition may be search engine friendly, but you have to cater to both robots (or spiders) and the humans ingesting this information.

You also want the article itself to be a teaser. Let's say you have a business where you sell an eBook on affiliate marketing. You can write an article for distribution called, "Affiliate Marketing 101" and send it out on the 'net to be picked up by other publishers.

These people may be your competitors, but they also need content in the same niche, which you've fulfilled for them. Your article should be informative enough to make the reader feel it was good, but not give all of the details away.

Your bio box will drive traffic to your site by saying something such as, "To learn more affiliate marketing tips, visit [author's name] at [website URL]." If the reader found your first article good, then chances are they'll click through on your link because you've positioned yourself as an expert in that subject matter.

Make sure the title of your headline captures the reader's attention because your first reader will be the publisher searching for content. If they feel your headline is interesting, chances are they'll follow through to read the entire article.

Where to Distribute Articles for Marketing Purposes

There are many places on the net where you can upload your articles so they'll get picked up by publishers. Some are free and some make you pay for exposure. Let's look at the most common article marketing depots:

Ezine Articles

When you get an account at www.EzineArticles.com, you'll start out having to go through a process where your articles take about a week to get approved. After 10 accepted submissions, you get faster approval because you've proven yourself to the editors. You're only allowed to link to your site in your Bio Box.

It's free to get an author's account with Ezine Articles. Publishers love the articles there because they've been carefully reviewed so that they don't appear like Spam or blatant self-promotion. Once your article is approved, it stays in the cycle of

articles for six months.

Ezine Articles has an RSS (Really Simple Syndication) feed to alert website owners and ezine publishers that there's new content available within their niche. Plus, many are on an email list to receive notification right to their inbox.

Go Articles

A faster way of getting your articles available to publishers is to use www.GoArticles.com. This is also a free service, and unlike Ezine Articles, you're allowed to post affiliate links directly within the main text of the article.

Article marketing will spike your traffic temporarily, but you always want to continue providing fresh content to the various article directories. You should have your site ready to convert the traffic into sales.

This coverage isn't just about getting the one time conversion, however. Becoming an expert author in your field means branding yourself as the primary "go-to" person in your niche. This lends credibility to you and allows you to partner up with others in the industry for joint ventures.

Direct Marketing

Not all article marketing is done through a distribution service. You may find a list of Ezines that cater to your niche and contact the publisher directly for exposure to their readers.

You can offer to provide free content in exchange for them allowing you to include a Bio Box or your links directly within the article itself. You can invest in a list of Ezines and find your niche at www.directoryofezines.com.

Other Article Distributors

New article directories are popping up all the time. Some are gaining in popularity. You can use a combination of directories to saturate the market with your text and ultimately maximize your potential for traffic and sales.

Here's a list of more article directories you can use:

- www.isnare.com
- www.internethomebusinessarticles.com
- <http://www.a1articles.com/>
- <http://www.content-articles.com/>

- <http://www.earticlesonline.com/>
- <http://www.free-articles-zone.com/>
- <http://www.getyourarticles.com/>
- <http://www.iwantcontent.com/>
- <http://www.justarticlesonline.com/>
- <http://www.myarticlepub.com/>
- <http://www.newarticlesonline.com/>
- <http://www.postarticles.com/>

You can perform a Google search for the key phrase, “article directory” and find out what new sites have sprung up that you can become a contributor of content to. Some authors like to slightly change each article for individual sites rather than submit the same one to every directory.

A Last Word About Article Marketing

The best thing about having your articles distributed is that they usually stay online forever. With other advertising, such as Pay Per Click marketing, your exposure stops when you stop paying the fee.

You may want to Google a combination of first and last names in quotation marks until you find one with no matches. When you find one, you can use it as your pen name and make it simple for you to track the publication of your submissions.

More than anything, you want to position your links on sites and in front of readers where the click-through rate will be high and the relevancy golden according to what search engine spiders are looking for.

Your next step in tapping into the well of online income is to start using your online forum participation to generate sales. If you post strategically, the link in your forum signature can be an absolute goldmine.

Step 3:

Spending Too Much Time Posting in Forums? Make Money While You Rack Up Friends Using These Saturation Tips to Help Monetize Your Chatty Nature

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If you're like many people, you use the Internet as a way to connect with others who have similar likes and interests. The good news is that you can put your social butterfly skills to good use and make some money while you're chatting away.

Marketing in forums is one of the simplest ways to make money online. The vast majority of forums have no fees to join. They offer a goldmine of prospective buyers who are interested in specific niche topics.

When you get the process right you'll find that marketing in forums can be a very lucrative, and a fun way to sell your products or someone else's as an affiliate. Here's a step-by-step plan for forum marketing success.

Step 1: Finding Forums that Fit Your Niche

The first step to marketing in forums is finding the right one to become a part of for your online income strategy. The Internet is a vast connection of social networks and no matter what niche you're involved in, there's bound to be a group of people talking about it.

You can quickly and easily find suitable forums for your niche with a Google search. Enter the following into the Google search engine:

allintitle:keyword filetype:html forum

Of course, you'd replace *keyword* with your keyword of choice. If you're planning on promoting an eBook with tips on gardening, you'd want to use "gardening" as your keyword, and so on.

Make sure there are no spaces between "allintitle:" and your keyword. Your search results will show a list of online forums related to your topic. Next, you'll want to evaluate each forum to see whether or not it's worth your time to post there.

The biggest thing to look for in a forum is activity. Does the forum have a lot of members, or just a hardcore few? You want to find a forum that has a wide variety of

regular posters, so you'll have lots of people to market to.

Still, don't rule out a smaller forum if you want to test the waters because sometimes a highly targeted group can mean a higher conversion in click-throughs to your links, and ultimately – sales.

Also, make sure the forum allows you to use a signature or “sig” file when you post. Your sig file will be home to your product links, so it's vital that you're allowed to use one.

Step 2: Lurk to Get a Clear View of the Demographic

Once you've found a worthy forum (with a good number of posters that allows sig files), go ahead and register for the forum. Normally, you'll only need to provide your email address and your desired username.

Before you post anything, however, take some time to observe what's going on in the forum on a regular basis. Nothing ruffles forum members' feathers more than someone coming in and posting 100s of product recommendations in their first day.

Figure out who's who in the forum. There are always different roles that you can identify. You might see certain members who see themselves as “experts” in the topic. Others always seem to have problems that they want the forum members to fix. (Could you be the person who positions herself as a go-to authority figure?)

Also, pay close attention to the mood of the forum. Do they use a lot of graphics in their posts? Are the signature files bright and flashy, or more subdued? Do they encourage off topic posts, or are threads kept to the niche topic only?

All of these factors will help you fit in better when you start posting on the forum. Spend at least a week “lurking” (watching the board but not participating) in order to get a feel for how things run. After that you'll be in prime position to become a valuable member of the forum.

Step 3: Positioning Yourself in the Community with Good Will

Next, you'll want to get involved in the forum by using your past observations as your guide. You can either set up your signature file right away, or wait until you've made a few posts in the group.

Plan your posts wisely. There's nothing that breaks down your credibility faster than misspellings and bad grammar. Proofread before you hit “enter” and make sure your post says what you intend it to say.

When you first get started, you'll want to post a brief introduction. Share a little about yourself and your experience with the niche topic. You don't have to go into too

much detail.

Don't start off your posting history at the forum by giving out a lot of advice. Remember, you're still a "newbie" no matter how much experience you have with the topic.

You have to earn the trust and respect of forum members.

Before starting your own threads, participate in existing threads to begin with. Try some "me too" posts. In a "me too" post, you basically respond to an existing message with agreement.

They can be used to increase your clout on the forum, but *too* many can make you look like a spammer – or like you have nothing of value to add to the group. Balance your "me too" posts with valuable information.

The most important thing to keep in mind is to not try to sell anything in these initial stages. You've got to earn the respect of your fellow forum members before you can begin to offer advice and recommend your product.

Once you do feel you've established yourself enough in the community, feel free to offer advice to your fellow members. Keep your posts short and sweet. There's nothing worse than trying to wade through paragraphs of information to get to the important posts. A targeted, short post will be much more valuable than a rambling response to someone's question.

You should make it a point to keep your tone friendly and helpful when you respond in the forum. Remember, sarcasm doesn't translate well online and your tongue-in-cheek response to something could get you in trouble.

It's also important to note that every forum, from time to time, has its share of drama. Try your best not to get involved. Some people just wake up on the wrong side of the keyboard and attack others.

If you find yourself in a position where you're being "flamed" (attacked by posts in a forum), try to respond in a professional manner. Don't get angry and post nasty messages back and forth.

If you can, ignore the flaming all together. Don't be bullied into leaving a forum.

In most cases, forum drama is normally limited to a few people and is squelched by moderators within a few hours. Do your best to stay out of the fray, and you'll keep your image untarnished.

Step 4: Turning Your Posts into Profits

Most forums discourage direct promoting of products within your posts. However, that's where the signature file comes in handy. With a sig file, your product recommendation is included as part of your post each and every time you converse on the board.

Your signature file is a little portion of text that appears below each one of your posts. The more you participate in a forum, the more your signature file appears. When you set up your signature file to show a product link, forum members can click on that link and buy the product you recommend.

Making a signature file varies just a bit from forum to forum. However, most of the process is the same. You can normally edit your signature file by editing your profile. There will be a box that you can type your URL or product link into.

Before you add your product links in your signature file, make sure that you can use affiliate links in your sig. The forum rules should state whether or not this is allowed. Sometimes they only allow you to post links to your own sites, while other times you can promote affiliate products publicly.

You'll want to make your signature link a "hyperlink." This means that the forum members can click on the link, and it will take them directly to the product page. Every forum is different. Some require you to use HTML, and others use a BBC code. But the basic set up for the code is the same.

- HTML: `My Site`
- BBC code: `[url=http://www.myaffiliatelink.com]My Site[/a]`

Of course, you'll want to use something catchier than "My Site" to describe your link. Use a phrase or sentence that will entice the other forum members to click on your link.

For example:

- "Tired of paying too much for health insurance? I was too!"
- "Find out the top 5 secrets to making money on eBay"
- "Looking for more tips for bonsai gardening?"

You can make your signature stand out in the forum by adding special code to make it appear bold.

- For HTML: `My Site`
- For BBC code: `[b] [url=http://www.myaffiliatelink.com]My Site[/a][b]`

Remember, you don't have to point people to your signature link within your posts. Simply post and contribute to the forum in a positive way, and your link will be there for others to click.

Step 5: Tracking the Progress of Your Posts

Once you've mastered the basics of making your presence known in a forum, and you've got your signature file up and running, it's time to see if your efforts are paying off.

The easiest way to check on this is to check your affiliate sales with your affiliate program manager. However, these figures won't really tell you where your sales are coming from.

If you're using your affiliate link in several different forums, it will be impossible to tell which forum is buying the product – and you want to know which efforts are paying off and which are a waste of time.

A helpful program called [GoTryThis](#) will help you track how profitable your sig file is. With the program in place, you can give each affiliate link a special tracking code. You'll be able to tell whether your sales are coming from Forum A or Forum B, and so on.

The other useful feature of GoTryThis is the ability to “cloak” your affiliate links. This means your link won't appear as an affiliate link. Here is an example of an uncloaked affiliate link:

<http://www.affiliateprogram.com/youraffiliateid.html>

The problem with this is that anyone familiar with affiliate marketing can remove your affiliate id and replace it with their own. You'll lose out on your commission. With GoTryThis, you can cloak your affiliate link like this:

<http://www.yourowndomain.com/recommendedprogram.html>

Your affiliate id is completely hidden, and your potential customer is transferred directly to the sales page for the product you're promoting. They purchase the product, and you get the commission automatically.

There's another important step to affiliate marketing through forums. You may want to consider adding a list-building page that visitors arrive at before they are transferred to the sales page.

This “squeeze” page will allow you to capture the names and email addresses of potential customers. Why is it so important to have customer contact information? Although affiliate marketing is very powerful and profitable, your eventual goal should

be to create your own list of targeted niche customers.

When you add a squeeze page, you can collect information on your niche customers and market other products and services to them at a later date. Transferring customers directly from your sig file to the sales page with no squeeze page in between is like leaving money on the table.

Take a few hours to set up a one page website that can capture email addresses, and you'll reap the benefits for a long time to come. You can manage your mailing list with an autoresponder program like [Aweber](#).

Autoresponder programs handle automatic mass email lists, and make your list management very simple. After setting up your initial list settings, you'll be able to manage your potential customer list with just a click of a few buttons each month.

Posting on forums can be a powerful springboard for the rest of your online career. The contacts you make there can help build your business quickly. The best part is that you can get targeted customers for no cost at all.

If you like to talk with others, and have time to post on forums, this can be a simple way to boost your sales. Once you've learned the ropes of forum marketing, you might want to try using other people's writing in order to drive even more traffic to your squeeze page. The next step will show you how to develop a profit stream from content others have written.

Step 4: Putting Private Label Rights to Work for You – The Win/Win Situation That Has Buyers and Sellers Clamoring Over This New Idea That’s Flooding the ‘Net!

Click Below Now to Make Money Online with Mal Today!

<http://www.freeadvertz.com/make-money-online-today/>

When people search on the Internet they’re looking for one thing...information! Your job as a website owner is to provide them with the information they’re looking for. There’s a saying in Internet Marketing that “content is king” and time and time again, you’ll realize that this is true.

The quality and focus of your content will have a direct effect on the success of your online efforts. Good content will draw in traffic from search engines and make your site a valuable place for visitors.

The more content you have, the higher your site will rank on search results. That will lead to more visitors, which will give you more opportunities to hyperlink to sales sites.

When you use content correctly, you’ll be able to directly influence the amount and quality of your sales. The question then becomes “Where do I get good content?”

This is especially important if you don’t consider yourself a writer, or if you don’t have the *time* to write content for yourself. Fortunately, there’s a special brand of content out there that makes your job a whole lot easier.

What Are Private Label Rights?

Private Label Rights (or PLR) refer to content that has special privileges attached. If the content you purchase has PLR rights, you can alter it to suit your needs. You can make changes to the text, add your name as the author and distribute it anywhere you like.

Just like ghostwritten content, PLR content is written by somebody else. The major difference, though, is that the PLR provider will be selling the same content package to many different people.

There are many different types of PLR content available. Many writers offer PLR article packages. These packages typically come with 10 to 30 articles around a topic and can vary in length from 300 words to 800 words each.

You can also buy full-length eBooks, short reports and autoresponder courses with private label rights. Some PLR providers include graphics and sales pages with their PLR packages.

The key thing to know is that PLR content **requires** some altering. They aren't meant to be used "as is." Remember, your content package is in the hands of several, if not hundreds, of other marketers.

You need to make some changes to make it stand out.

A good rule of thumb is to edit your PLR content by at least 25-40%. The main changes you'll make will be to the title, introduction and conclusion. You can also change the keywords throughout the piece to make them fit your website and niche better.

Another great way to change your PLR content is to change the way it's used. If you bought an article package, try splitting up the articles in an autoresponder course or linking them together to create an eBook.

A lot of PLR purchasers are lazy, and they just try to use the content as is. This means by making just a few changes to your purchases, you can really stand out in your niche and make the most of your investment.

How PLR Is a Mutual Perk for Both Buyers and Sellers

PLR content is a hot topic right now mainly because it is win-win for both buyers and sellers. Your investment in PLR is a fraction of what you'd pay for original articles, even if you pay an editor to adjust them.

Ghostwriters charge anywhere from \$10 to \$30 per page for original work. That means a package of 10 articles could mean \$300 out of pocket! Your marketing budget could be eaten away in no time.

On the other hand, PLR articles generally sell for \$1 to \$2 per page. That's over \$280 savings! Even if you hire someone to alter the articles for \$3 per page, you're still saving hundreds of dollars and loads of time.

You also don't have to wait for a ghostwriter to complete your content. The packages are already there waiting for you to purchase them. You can start filling your website with content almost immediately.

So how does this benefit the writer? Even though packages are sold for rock bottom prices, they are sold multiple times. With multiple buyers, a writer could be looking at a profit of \$250 per page if they sell enough copies.

There are a few minor drawbacks to using PLR content. You have to watch for quality. Make sure you review some sample articles before you commit to buying a package, or signing up for a PLR subscription site.

You'll also need to avoid the temptation to use the content as is. However, even with these few considerations, PLR is an excellent source for content.

Creating a Cash Flow from Selling Private Label Rights Packages

If you like to write and want to maximize the earning power of your writing, consider *offering* PLR packages. You can make a tidy profit by offering your articles, eBooks and reports to the hungry Internet marketing masses.

Besides creating the actual PLR content, you'll also need to set up a simple website to sell your packages. Your customers should be able to download your packages immediately after payment.

You can automate the process by using a program like [DLGuard](#). The added benefit of using DLGuard is that your download links are hidden. Once a person purchases your package, they have a certain number of hours to download.

After that, access to your product is closed. This prevents shady buyers from distributing your download link to other people, who can then download your package for free.

Protect yourself and your content!

There are a few other considerations to opening your own PLR site. Limiting distribution of your packages is a big decision to make. You can stop sales of a package after they reach 50, 100 or 500 downloads - whatever number you decide.

There are two schools of thought on offering packages in limited distribution. Some PLR providers limit the purchases to a certain number of buyers, and some don't. Many marketers see value in buying exclusive packages, and won't buy if there aren't any limits.

However, as a writer, it's more valuable to you to offer unlimited downloads of each package. You can start a membership site or you can offer packages in an "a la carte" style.

With a membership site, you promise a certain number of articles or products per month. Your members are charged a flat rate on a monthly basis. This can be a great source of guaranteed monthly income, but you are also committed to writing several batches of articles per month no matter what.

An "a la carte" type of PLR site offers packages that can be bought one at a time.

Your customers pick and choose what packages they'd like. You are free to update the site whenever you wish and add as many or as few packages as you like.

An example of this can be found at www.PLRMiniMart.com. You don't have the guaranteed income per month, but this option is more flexible for you and the buyer. You'll also need to decide whether you will be offering PLR in a niche topics or packages for many different niches.

Niche sites can have more targeted marketing. You can offer specific packages each month, or week, that speak to the needs of the niche. But you are also limiting your potential buyers. Not everyone is interested in every niche.

Having a broad PLR site means that you can offer packages in all niches. You'll definitely be casting your net wider, and you can serve the needs of more people. However, you'll be in competition with other broad PLR sites, and finding the right topics for your packages can be hit or miss.

No matter what kind of site you decide to open, you'll need an opt in option for your visitors. Visitors will use this form to request topics they'd like to see on your site. They'll be automatically added to your e-mail list. Here's an example of how you can do it:

Pricing is another major decision to make. You'll want to set firm prices for your article packages, eBooks and other products you'll be offering. Buyers expect to pay \$1 to \$2 per page for 400 to 600 words of content.

Scout out the competition, especially if you're in a niche market, and set your prices accordingly. Remember, you can charge more if you offer quality content or added bonuses like graphics and sales pages.

When you open a PLR site, you have to deliver on your promises. If you say you're going to target the gardening niche, don't offer packages on baby care. If you're running a membership site and promise 2 eBooks per month, you'd better deliver those eBooks on time.

Don't burn bridges with customers. Decide just how much you can offer, and then make your promises accordingly.

Pulling in Profits by Investing in PLR

If you're a webmaster looking for content, PLR is definitely the way to go. However, there are a lot of choices out there! Before you start shopping around for PLR packages, decide exactly what you want your purchases to accomplish.

Do you need fresh content each month? Does it need to be in the form of articles or longer works? Are you focusing on one niche or do you have several sites that you

need content for?

Do you want a totally automatic niche package (including sales letters and graphics) or do you just need a few articles? The answers to these questions will definitely narrow down your choices of PLR providers. Different PLR sites speak to different needs.

Before you buy anything, make sure you evaluate the quality of the packages. Most PLR providers will offer samples of their writing, or better yet, samples from each specific package. Don't buy without getting a feel for the quality of the writing.

It also helps to do a quick search of the PLR provider's name on a search engine, or in a forum. Find out what other people are saying about their service. A little investigative work will save you a lot of time and hassle.

Compare price points of various PLR sites within the same niche. If you're looking for an all around membership site there are many to choose from. You can be picky about price if you need to be. Just make sure that you are getting the quality that you pay for.

There are many different places to find PLR content. There are specific niche sites that deal with topics like pets, parents or self-improvement. Then there are broad content sites that offer many niche topics. Here are a few leads to get you going:

Broad Content sites:

- PLR Minimart (<http://www.plrminimart.com>) - offers 5 article packages for \$5 in a variety of subjects. You can also request topics for future article packages.
- Niche Products Monthly (<http://www.nicheproductsmonthly.com>) - a membership site that offers 3 PLR products per month complete with websites and graphics, 150 articles related to the products, 10 prewritten Google AdWords ads, 3 AdSense sites and private coaching for a monthly fee.
- Mike Collins' Fresh Niche Content (<http://www.fresh-niche-content.com/>) - offers 15 article packages on different topics for just \$15 each. The packages are limited to 75 buyers.
- Easy Niche Products - For \$29.95 per month you'll receive 3 themed products with graphics, sales letters and AdSense websites, 30 corresponding articles, 30 article "nuggets" (appropriate for blog posts), access to a private vault resale rights library and a members' forum.
- PLR Warriors (<http://www.plrwarriors.com/>) - For \$47 per month, members get 800 PLR articles, 10 eBooks/reports, 18 AdSense ready websites, 26 niche

graphics headers and a business plan with video instructions. Membership is limited to 500 people.

Niche Content Sites:

- Pet Care PLR (<http://www.petcareplr.com>) - A PLR site focused on all pet care topics. You can buy individual article packages and reports.
- All Mom Content (<http://www.allmomcontent.com>) - A membership site that offers “mom targeted” content for just \$17.97 per month. You’ll receive 30 articles, 10 product reviews, 10 recipes, suggested affiliate programs and PLR resources and tips.
- Real Estate Articles PLR (<http://www.realestatearticlesplr.com/>) - For \$19.95 per month, you get over 50 articles per month. The membership is limited to 300 marketers.
- Niche Health Products (<http://www.niche-health-products.com/>) - \$39.97 per month will get you access to one professionally written eBook per month, with 25 related articles. You’ll also receive 25 additional articles, keyword lists, an Xsite pro template, web hosting for up to 10 sites and a coaching program. Membership is limited to 500 marketers.

Once you’ve found the right PLR provider for you and have that fresh content on your hard drive, it’s time to put it to good use!

There are so many things that you can do with PLR content, it could make your head spin. No matter what you use the content for, remember to alter it slightly to make it your own.

You can use the content on your own website or blog to let visitors know more about your niche topic. You can also offer visitors the content as a special gift in exchange for their email address. This is a great way to build a list for future marketing.

You can also use the content to drive traffic to your site. Altering the articles, or splitting a report up into articles, and submitting them to article directories can get your site more hits. Ezinearticles (www.ezinearticles.com) and GoArticles (www.goarticles.com) both accept submitted articles at no charge. You can post your article with a link back to your website and have targeted traffic for very little cost.

Another idea is to combine the power of your PLR content with social networking sites like Squidoo and MySpace. You can use the content on your profile page or lens (depending on what kind of social networking site you’re using). Then you can provide links back to your website.

The possibilities with PLR really are limitless. With a little creativity and time

spent altering the content, you'll have an endless supply of content, traffic and sales.

Next we're going to delve into another trendy cash-cow on the 'net, only this one's been around a long time and shows no signs of going out of style anytime soon. It's eBay – and we're going to look at how to make it more than just a spring-cleaning online garage sale you hold once a year. Some people are actually making six-figure salaries on eBay!

Step 5: Using the World's #1 Online Auction Site as Your Personal Wishing Well for Reaching Millions of Hungry Buyers

Click Below Now to Make Money Online with Mal Today!
<http://www.freeadvertz.com/make-money-online-today/>

Most people are familiar with eBay as the number one online auction site, but very few people are taking full advantage of the incredible benefits eBay can provide as an excellent online business tool.

eBay – It's More Than Just a Way to Clean Out Your Closets

eBay is much more than simply an online auction website where people try to get rid of their clutter. It's also a place where you can own a great online business empire and make millions of dollars.

The site allows you to open an eBay store and start selling products online. All it takes is a little knowledge about what to sell and how to draw attention to your auctions, and you could leverage the traffic eBay gets to your own advantage.

eBay is one of the highest ranking websites on the 'net, receiving a huge portion of traffic. As an eBay seller, traffic can translate into six figure earnings if you know what the public is interested in buying.

This can start out as a simple part-time business, but it takes work if you want to grow it into a bona fide online presence. You're basically riding the coattails of eBay, which gives you a great advantage over sites having to start from scratch and build a buzz about their business.

First Step to Success - Register as an eBay Seller

The first step in starting your eBay business is to [register as a seller](#). It's free and the only costs you need to pay are directly related to each listing that you make. If, like thousands of other people online, you already have an eBay account to *buy* items, then all you need to do is log in and click the Sell button instead of searching for something to buy.

If it's your first time selling, you'll need to enter your credit card details, checking account info and confirm your email address. Although it isn't necessary if you're entering credit card details, it's still advisable to apply to be ID verified, since this will provide you with more benefits by giving your prospective buyers peace of mind.

Once you've registered as a seller and confirmed your email address, you just need to list your item. It's here where you can make or break your selling potential on eBay. Most people don't know what to sell or how to create a potent listing that receives lots of attention (and bids).

Making Smart Selling Decisions

It's the biggest question on eBay – “What do I sell?” On the “Seller Central” page of eBay's website you'll find a link to [“What's Hot.”](#) This link is divided into a number of other links – merchandising calendar, hot items by category, eBay Pulse, eBay Pop and eBay Marketplace Research.

Try to use as many of these tools as you can to get a real feel for what people are flocking to the auction site to buy at any given moment. If you find a hot, very hot or super hot item (classifications according to the Hot items by category report) that you're able to sell, then start with these items.

Here are a few ways to find items to sell on eBay:

- Wholesale Companies – A wholesaler will allow you to buy in bulk and resell at a higher price. You'll need to have a place to stock and store the items once you buy them.
- Dropshippers – This option allows you to have the inventory shipped directly from the dropshipper to the buyer so that you don't have to stock anything.
- Government Auctions
- Closeouts
- Liquidations
- Garage Sales
- Flea Markets
- Trade Shows
- Event Tickets

Items that are strictly prohibited by eBay include items that are illegal or that encourage illegal activity, items that are racially or ethnically inappropriate, listings that don't offer an item or service for sale, services that are illegal or sexual in nature, as well as listings that promote giveaways, random drawings, raffles or prizes. eBay also has certain requirements when listing perishable items or reproductions, so it's best to avoid these or be extremely careful when listing them.

Which Type of Auction Gives You the Most Profit Potential?

Once you've chosen *what* you're going to sell, the next step is to choose *how* you're going to sell it. There are basically two main types of auctions, although these can be further broken down. The two main types are the Buy It Now and the Auction options.

Buy It Now isn't really an auction, but it allows people to purchase your product on eBay at a fixed price. The auction price allows people to bid - and after the bidding period ends, the highest bidder gets to buy your product.

You may choose to list your product in such a way that it takes advantage of *both* of these options – so if people want to pay the “Buy It Now” price, they can just pay that and get the product, or they can bid and see if they wind up the highest bidder.

In order to sell an item on a fixed price or “Buy It Now” basis, you'll either need to have a feedback score of 10, be ID verified, or accept PayPal as a payment processor and have a feedback score of 5.

This is one of the many advantages of being ID verified. If you aren't ID verified, you won't be able to use the “Buy It Now” or “fixed price” option for your first sale. “Buy It Now” and “standard auction” refer to selling individual items in a listing; however you may also choose to sell multiple items in a single listing with “fixed price,” known as a “Dutch auction” or “lot” listings.

In the Dutch auction option, you specify a starting price per unit as well as how many units of your item you have. Bidders then bid saying how much they're willing to pay per unit.

At the end of the auction, the items will be distributed between the winning bidders according to how many they wanted at their winning prices. If there isn't enough and someone is only awarded *part* of their requested number of units, then they can choose not to take any.

The Fixed price option is similar to the Buy it Now option but for multiple identical items. The fixed price option means that you specify a fixed price that you want to sell your items at and the bidder simply pays that price multiplied by the number of that item that they want to get. Lot listings mean that a number of identical or similar items are sold to one buyer.

Tips for Listing Your Product on eBay

The eBay website is divided into a number of different categories, and when completing your listing, you'll need to choose which category yours will be displayed under.

The category you place your listing under is important to the success of your listing, but how do you choose how to categorize your product? When choosing a category for your product, first look at the categories that other people are placing your type of item under.

When evaluating these listings, consider the number of bids and the number of times the page has been viewed. If there's a high bid number *and* a high page view then this is a good category to place your product in.

Once you've chosen your first category and entered it into your listing, you'll also be given an option to choose a second category to place your listing under and eBay will suggest a couple of recommended categories. Of course, this costs more, but it might be a good idea to test the waters if you're torn between two similar categories.

There are other components to creating a good listing than just choosing the right category. Once you've filled in some general details on your listing form, such as the type of auction you want to run and the category of your product, it's time to write the ad copy for your item.

Most eBay users simply type in some bland and boring facts about the product, like whether or not it's used, has any scratches, comes with a warranty, etc. To make your listing profitable, you have to master the art of writing compelling copy.

Your ad copy needs to start with a catchy title that's going to encourage people to click through from the search pages on eBay through to your listing. A mistake a number of newbie sellers make is to just say what the product is without giving much information – such as, “car,” “jersey,” or “kid's clothes.”

When creating your listing, think about what other people will ask for when trying to find your product, the keywords and phrases that they'll use in searching for your product. Give details such as, “Blue rugby jersey size XL New.” The more detail you can include in your title - the better.

There are also a number of ideas you can use to grab people's attention when creating your title. If you want to grab people's attention, try using asterisks in your title or use the option to put the title in bold (this costs \$2, so only use it for items over \$10). Items where the titles are in bold often sell 50% better than those not in bold.

Once you have your title, the next thing is to create the ad itself. You can either create the ad using the WYSIWYG (What You See Is What You Get) editor or use your own HTML.

In order to get the best results, it's best to learn some basic HTML and use your own HTML to enter your ad. When creating your ad you can use your own customizable background by using the `<body background="">` tag.

You should also use pictures of your product (which can be added separately on the listings form) and even relevant clip art could help improve your listing and get higher bids or more bidders.

The best ad copy uses short sentences. Although the sentences you use should be short, you should make your listings as complete as possible. Use compelling language to encourage people to buy your product, but at the same time be very honest and also list your sales terms and conditions in order to protect yourself and to encourage your buyer's confidence in your sales.

Keep all paragraphs short. Make use of bold text, underlining, and italics. Be clear in what you're promising and ask for the bid at the end of the text. Even an eBay auction needs a clear call to action where you walk the reader through to the very last step.

In order to have a real bid-pulling listing, take risks. If you know you're selling a good product, then offer a money back guarantee or some kind of guarantee to your prospective buyers. The buyers seldom use money back guarantees, but it does give them the initial confidence to buy your product.

Sleuth Your Way to a Savvy Pricing Strategy

Pricing is always an important element when trying to sell anything, whether on eBay or somewhere else. If you have a popular product, try setting a low starting price in order to encourage bidding.

Compare competitors' listing to see how they priced the same product. View closed auctions for the same item and see how well they did and what the starting price point was.

Be very careful about your shipping charges. People are very wary if they feel you've charged too much for shipping and handling, so try to keep these costs as low as possible and only charge what you have to. Don't use the shipping fees as a tool to get your mark up.

If possible, don't use reserve auctions. Reserve auctions allow you to set a minimum price that you're willing to accept for your item. In some cases, this may be necessary - for example if you aren't willing to accept below a certain price, then this allows you the chance to get out of the sale if the bids are too low.

Unfortunately, reserve auctions are not as well received as standard auctions, so you're likely to receive fewer bids by setting a reserve. Consider carefully before deciding to use a reserve auction.

Timing Really Is Everything

Another aspect affecting the success of your eBay business is when you start and end your listings. When you start and end will depend on what you're selling and what target audience you're trying to reach. But if you're unsure, then there are some basic guidelines you can follow with regards to time.

The best times to list are generally between 6 A.M. and 9 A.M. PST on a weekend morning (Saturday or Sunday). This is because most people get at least *some* time off from work over the weekends, so they'll be more likely to use this time to bid.

Holidays are another good time to start your bidding, since more people will be online and likely to bid on public or bank holidays. If your product targets housewives or teenagers, this may change. Housewives will probably be online sometime on a weekday morning, while teenagers may be online late at night or after school lets out.

The start and end times are important because this is when you want to get the most traffic to your listings. People will generally look at items that are closing that day or within a couple of hours.

The best idea is to get a counter which can count the number of views your page receives at what time of day and use this data to determine your next listing. If you find that your item gets more hits at 6 o'clock on a Sunday night, then schedule your listing to close a little after that time slot to give people a chance to feed the bidding frenzy.

How Does the Money Change Hands?

How do you receive payment for your items? To be truly successful at your eBay business, it's important to provide as many options for your customers as possible. The most important payment method to offer is PayPal.

Up to 75% of all eBay customers have a PayPal account and it's one of the most trusted names in credit card processing on the Internet. It's important not to limit your listings to PayPal, though.

Wherever possible - give people an option. eBay allows you to offer a number of other payment options including checks, money and postal orders, other merchant accounts, and so on.

Although most customers will probably choose to pay by PayPal, it's best to give an option for those who may not have a credit card or for those who don't have or want a PayPal account or where PayPal does not accept certain countries.

Expand Your Reach with International Selling Opportunities

One of the benefits of eBay is the ability to sell your products internationally, even as a small seller. When selling internationally, there are a few important pointers to bear in mind for best results.

If you're selling to an international buyer, try to insist on them using a credit card or paying by international money order. When opting to sell to international customers, you may also need to do some customer service in a different language or with someone who has difficulty using English as a communication medium. You might try using translation software to make communication with these customers easier.

The cost to ship products internationally is usually higher. The actual price depends on a number of factors, such as weight and size, method of shipment, location you're mailing *from* and the location it's being mailed *to*.

Flat rate shipping isn't always ideal for selling internationally unless you specify different postal rates for different customers. Whatever you decide to do about shipping costs, make sure you mention this clearly in your listing.

Another thing that needs to be considered if you're selling internationally is customs. Become familiar with the laws regulating international shipping and what's expected of you if shipping to foreign countries.

While the work is more tedious to ship internationally, it's also a chance to net higher profits. Many of the items you can sell may not be available anywhere in another country, so the bidding wars rise to greater levels and you reap the financial rewards of the supply and demand factor – which is in your favor.

eBay Means Big Business

If you're going to become a serious eBay seller, selling merchandise on eBay for a living, then there are a number of other things that you need to do. The first thing you should start with is setting up a simple home office.

Your home office doesn't have to be elaborate. It can simply be a room in your home with your computer, some office supplies and possibly a stock of the items that you're going to be selling on eBay.

If there isn't enough room to store these comfortably in your home office, then you may need to find another storage area for them. Don't forget about packing and shipping supplies if you're not using drop-shipping.

You're also going to need to look into the subject of tax. Tax laws differ from state to state but if you're making a living off of eBay, then you need to pay taxes on this income. In order to learn more about what is expected of you in this area in your state, you can visit websites such as www.sba.gov, www.irs.gov and www.entrepreneur.com.

If you're dealing with wholesalers, they may require you to give them a sales tax ID number in order to buy in bulk. Buying in bulk and storing items yourself requires you to have a good inventory system.

When your eBay auctions take off, you'll need to constantly be aware of how many items you have in stock so that you can replenish your supply when it starts running low.

You'll want to use a tool on eBay that gives you sales reports, like Selling Manager Pro. This helps you keep tabs on your profit line – including what items are selling well and which aren't moving from the shelves.

Taking your eBay Business to the Next Level

In order to really make money from eBay, you're going to need to go beyond simply making one sale. As you move your eBay business to the next level, you'll probably want to look at having an eBay store.

There are a number of different options for your eBay store – basic, featured and anchor. If you're new to selling on eBay, then the basic option will probably be sufficient.

This gives you your own store home page and unlimited product pages, 5 custom pages, your own customized web address, promotion boxes, 300 store categories, custom store header and much more.

The price for a basic store is \$15.95/month. If you do decide to go for one of the other options, the featured option is \$49.95/month and the anchor option is \$499.95/month. You can customize your storefront to set it apart from other stores and help brand your business on the 'net.

Apart from getting your own eBay store, there are a number of other ways that you can also take your eBay business to the next level. When you first start selling, you may sell a large range of items as you try to get used to what people want to buy and what sells well.

When you start to expand your eBay business, you should very seriously consider specializing in a particular type of product. By specializing in a particular type of product, you're able to become an expert in that product and really position yourself as the go-to person for that niche.

Taking Advantage of Search Engine Traffic

Most people use search engines like Google to find what they're looking for on the 'net - and if you really want to explode your eBay income, then you should learn how to utilize this type of organic traffic.

The first way you can take advantage of search engine traffic is to optimize your individual listings for keywords related to your item. Each listing is effectively a web

page, and if you follow search engine optimization rules in your listings then you can get better results for your listings.

Having a header section in the HTML of your listing isn't advised. In fact, having any header section in the HTML of your listing could lead to bugs, so it should be avoided. What you can do, though, is include keywords in your title, in bold near the top of your listing and scattered throughout your listing description.

Another way to take advantage of search engine traffic for your eBay listing is to use pay per click programs. Pay per click programs, like Google AdWords, can allow you to take advantage of their traffic.

Since listings change often, it's better to link your PPC ad to your eBay store or to your "My eBay" page (like this: <http://myworld.ebay.com/username/>). This way they won't land on a closed auction.

Using Article Marketing to Drive Prospective Buyers to Your Listings

In Step 2, you learned about article marketing. This can also be applied to your eBay business to get excellent traffic results. This is especially true if you specialize in a particular type of item on eBay.

Write articles about the type of products that you're selling and then distribute them using the link to your online eBay storefront. This way, you're able to constantly get people visiting your eBay listings from the articles you've written without them landing on an outdated page.

Don't Forget to Create Brand Identity

Brand identity is something that's important to any business. A brand identity allows people to recognize you in the marketplace and builds their trust in you and your products.

You can't neglect this component of your business strategy on eBay. There are a number of ways that you can help build your brand awareness on an auction site. The first place to start is in your eBay store and listings.

If you've upgraded to one of the eBay store options, then you'll have the ability to add a customized header to your eBay store as well as a number of customized pages within the store.

Use specific colors, styles and logos in all of these different places – the same colors across all pages so that those specific features will automatically be associated with your listings and help you build brand awareness for those buying your products.

Protect Your Feedback - Provide Excellent Customer Service

If you plan on being successful at virtually any business, then you have to realize the importance of the customer and treat them as if they were royalty. For many years there's been the saying that "the customer is king" and this applies equally to eBay sellers.

On eBay, your business can greatly suffer if you have poor customer service skills because you'll get feedback and ratings from them. Too many negative reviews will cause people to stop buying from you completely.

Excellent customer service begins with the basics – be honest in your listings, mail your products as quickly as possible, and do your best to ensure the items reach your customer safely.

Reply to your potential customer's emails and queries. The quicker you are at responding to their queries, the more likely they are to trust you and bid on your listing. Be honest in your communications with them and give them the answers they're looking for.

As soon as the bidding ends, send them an invoice telling the closing price, shipping, and total cost. Once you receive their payment, send them another email confirming receipt of it, and then say when you're going to be mailing the item.

If there's any delay in shipping, be honest with them and tell them about the delay and when they can expect to receive the item. Always get delivery confirmation when you send a higher priced product and send your customer a tracking number so that they can also follow up if they don't receive the parcel.

The Long Term Potential of Your Customer

Your first sale to any customer is really only the beginning of your relationship with that customer. If you realize this and keep in contact with them, then you have the option of not only making *one* sale to that customer but the possibility of making many future sales to that person.

If you specialize in the items you're selling on eBay, then you can be reasonably assured that if someone has bought something from you before, they'll be interested in other similar products that you have to sell.

In order to realize the full potential of each client you should keep in contact with them regularly and let them know about other products that you're offering which they may be interested in.

The ideal way of doing this is to create a newsletter. By creating a newsletter or Ezine, you can provide useful information about the type of products that you sell, and

make new offers of products that you're currently listing.

A newsletter not only allows you to keep in contact with past clients, but it also further builds their trust in you and in your products. You can also advertise your newsletters and Ezines on special Ezine directories and get more prospects to your eBay listings through your monthly communications.

The more places you advertise your listings, the better. Consider advertising your eBay listings using some of the following methods: Start your own blog and advertise your listings on your blog, join forums related to the products you're selling and include your product links in your signature, and use online classifieds.

If you have your own eBay store and a good advertising budget, then you may also want to look at the option of having a banner made for your store and buying advertising space to link to your eBay store.

eBay is the most popular auction website on the 'net today and receives thousands of visitors daily. As an eBay seller, you're able to capitalize on this and can create your own eBay Empire selling items people can't find close to them.

Next we're going to look at how you can start prospering off of the opportunity to become a product owner of a different kind – selling digital products on the 'net so that you never have to stock or ship a thing, and everything is pretty much set on auto-pilot.

Step 6: Taking the Plunge Into Product Ownership – How to Find a Niche, Create a Product, and Launch It with an Army of Affiliates Pouring Money Into Your Bank Account

Click Below Now to Make Money Online with Mal Today!

<http://www.freeadvertz.com/make-money-online-today/>

One of the most desirable strategies to making money on the ‘net is to **create** and **own** your own product. Then you carry it one step further and have an army of affiliates promoting it for you.

Having this method in place allows you to bring in sales night and day, whether you’re working or not – the system, once in place – is pretty much automated. Almost all online entrepreneurs eventually sell an information product for their niche – whether it’s how to make money with blogs or how to decorate a cake.

The Importance of a Niche

One of the most important ingredients for successfully creating a flood of sales from your own products is choosing a money-pulling niche. You can write the greatest eBook in the world, but if nobody wants it – it won’t make you a penny.

One of the best ways it has ever been stated was by master copywriter Gary Halbert, when he posed the question, “Where’s the best place to open a hamburger stand?” with the answer “Wherever there’s a starving crowd!”

This goes for both online and offline products. On the ‘net, it’s easy to find that starving crowd. You’ll have plenty of people tell you that you should follow your passion and personal interest when choosing a topic for your product.

However, this only works if what interests you comes equipped with a following of people desperate for information on this topic – with credit card in hand, ready to click on the order button.

Here are some ways you can determine what information will sell:

- **What’s in the news** – News is always a hot seller, especially if it’s news that affects a lot of people. Earthquakes, hurricanes, and disease scare people into wanting to protect themselves, so they’ll always be willing to buy information on such things.

Scour your newspaper, go to Google News, or Yahoo Buzz and find out the hottest news right now that you feel people will want more information on. It might be bird flu or disaster preparedness. Maybe protecting your child from predators is what's making headlines, so capitalize on that buzz.

- **What people are buying at ClickBank** – What people are buying right now at ClickBank is a very good indication of what they'll be buying down the road. If you go and browse through the different categories at www.ClickBank.com, and arrange it so that the products come up by popularity, you'll get a good sense of what's profitable.

Of course you never want to just go and copy what someone else has created. There's no need. What you need to do is find a hole in their product where they've left out some important information and create your own topic around that missing detail.

So let's say someone has created a product titled "How to Survive a Natural Disaster," but they've forgotten to tell the people where to get some hard to find supplies, or where to get them on a budget - then that's your product.

Or maybe you can show them how to find escape routes, or how to pack so that they can take most of their belongings. If you know that people are buying eBooks on disaster survival, then there's a very good chance that they'll buy even more information on that topic.

- **What people are buying at eBay** – eBay is great because it shows you in real time what people are buying. Just because you're not selling physical products, doesn't mean that it's a waste of your time to search here, either.

For instance, if eBay shows that the hot items are a certain type of video game like X-Box, then there's also a great chance that people would be willing to buy an eBook that gives the cheat codes to all of the popular games, or advanced strategies and reviews.

If you go to <http://www.pulse.ebay.com> you'll be able to search by category the hottest selling items. With some creativity and research, you'll find a product in there somewhere.

One thing that's important to remember is to not create a product that will likely go out of style in the short term. There are certain things that people will always be interested in, usually being anything that either makes them more money, gives them power over others, or makes them more attractive.

Once you've found a niche that you feel is promising, you'll want to prove it even further by going to <http://www.inventory.overture.com> and typing in your keyword to see how many results show up - and more importantly at this point, how many people are

searching for your topic.

You want just enough people to have a market, but not so many people that the market is absolutely saturated. A good target number of searches would be about 10,000 – 20,000.

Any more than that and you may want to drill down a bit in your niche to find something closer to that range. So instead of “diet” you may want to target “Mediterranean diet.”

You *do* want to make sure that there’s a little competition, because no competition may mean that it’s not profitable at all. To find out, go to www.Google.com and type your niche’s main keyword into the search field.

When the results come back, take a look on the right hand side where the sponsored results show up called Google AdWords. You want to make sure that there are at least *some* people selling information products on your topic.

The reason we use the sponsored results is because if people are **paying money** to advertise a product, they’re likely **making money** selling it.

Creating Your Product

There are two roads you can go down when it comes to creating your product. Either do it yourself and save money, or (if you’re just not a writer and it’s not your cup of tea) you can pay someone to write it for you.

If you’ll be writing it yourself, the easiest way is to simply use Microsoft Word that’s probably on your computer already. A lot of people have trouble knowing where to start when it comes to creating their product.

Your best bet is to break your eBook down by chapters before you even begin. If you’ve liked how certain eBooks that you’ve read in the past were set up, then you can go back and just kind of model that eBook. Don’t steal the content, just the blueprint.

Most eBooks start with an introduction, or overview of the subject matter. Then use each main point that you want to discuss as chapters, breaking each chapter down even more so into subheadings.

It’s important that you don’t try to fill the book up with a bunch of fluff and filler just to stretch your page count. Of course there will be times when customers will actually be upset because your eBook may not be long enough (as crazy as that is), but the great majority of people will greatly appreciate the fact that your eBook is full of useful ideas and content.

If all of that seems like too much for you, then you can always outsource the work

and hire someone to do it for you. This will cost you, and if you want quality work, you should be willing to pay about \$20 a page to have it done.

You can get it done cheaper, but never risk your eBook to low quality or unethical ghostwriters. You might get sued for plagiarism when the person you hire decides it's much easier to cut and paste from someone else's material. This can lead to huge lawsuits in the end, costing much more than you would pay in the first place.

The place that most people go to find ghostwriters to create their products is www.Elance.com. It's free to post your job at Elance, where you'll have a swarm of hungry writers bidding on your job.

Just be careful to check through writers' portfolios carefully, as well as asking as many questions as needed to be sure you're hiring the right person. Look through the portfolio. Do they have experience writing in your niche? Does the writing flow well, or do you struggle to read it?

Internet marketing forums are another good place to find great ghostwriters. Simply asking "where can I find a good writer" in a discussion forum (filled to the brim with the very best in marketing) will give you some good insight into who's being tapped again and again for repeat work.

Once you have your product finished, you'll be ready to actually put it into an eBook format. It's hardly even a question anymore of *which* format to use, but generally it's easiest and safest (as far as the security of your content as well as viruses being spread) to use the PDF format.

Some people are scared away at this point, not knowing how to compile the product and handle the technical aspects of it, but it's really quite simple. While you could go out and buy the Acrobat PDF Creator, it's not necessary unless you just feel like you want it.

There are free tools on the 'net that will do it for you. You can go to www.createpdf.adobe.com where you can sign up and get a free 5-day trial. After your fifth product, it will cost you \$10.81 a month for unlimited conversions (however you get 5 free for each email address signed up with).

The other tool for this is totally free and it's at www.openoffice.org. You simply pull up your document, and where you'd normally go to print out your document, you'd then convert into PDF format.

After compilation, you want to have an eBook cover designed for it – which is basically just an image of your product – usually created in 3D style. Even though it isn't necessary, an image lets the reader "see" what they'll be buying, and it can have a huge impact on your sales.

If you're not a graphic designer you can have this done much the same way as outsourcing your eBook, either at:

- www.Elance.com
- www.RentaCoder.com
- www.Guru.com

An e-cover will help the buyer almost feel like they're buying something physical, and not just gigabytes. After the product creation phase is through, it's time to start thinking about the marketing aspect – convincing your customers to buy.

Profit-Pulling Sales Copy Tips

Once the last phase is over, you'll probably be very happy thinking that it will sell like crazy and fly off of your virtual shelves. But without convincing sales copy, your product launch may fall flat.

You still have to persuade people to buy your eBook, even though the information in there is probably information that they actually *need!* It takes quite a bit of practice to become a great copywriter (the person who writes professional sales letters).

You have to know your product inside and out. You need to know what the potential customer is feeling and the emotions that actually make them seek out your product in the first place.

The easiest formula to remember when it comes to writing your sales page is AIDA. AIDA stands for Attention, Interest, Desire, and Action. Each element in the AIDA formula is there to lead your reader to the next step in convincing them to buy.

It's important that you grab the **Attention** of your prospect. You do this with the headline as well as the sub-headlines of your sales page. Your headline is the most important element of your sales page – it's like a first impression.

Keep your readers' **Interest** in the body of the copy. Your first sentence into your sales letter must be interesting enough to lead them to the next sentence, and that one interesting enough for the next sentence, right on through to the end.

If you don't create **Desire** for your product, then all the work that your headline has done is useless. This is done in a number of ways - using the reader's emotions to persuade them that they absolutely *must* have your product – not next week, not tomorrow, but right this second.

You hit people's emotions - *not* by giving them the features of your product – but by giving the benefits that the product will bring about *for them*. (i.e.: Whiter teeth,

thinner body, bigger breasts, more money).

The last part of the formula is crucial, and the one that many people fail at - **Action!** It's essential to get the prospect to actually take the action necessary to buy your product.

You have to tell them to click on the "pay now" button. If that doesn't happen, then no sale will take place no matter how good the rest of the letter is. Don't be afraid to ask for the sale. After all, you've led them this far, and now they're just waiting for you to give them one last push.

Below is a basic layout for your sales copy. You can fill in the blanks later. Sales letters have certain fundamentals that need to be added. They are:

1. **Headline** – Grab your prospects' attention with a big bold promise or shocking statement.
2. **Opening** – Keep your prospects' attention with an intriguing storyline and keep him reading.
3. **Body** – This is where you'll establish trust, credibility, and work on those emotions.
4. **Bullets** – Hit on each emotional benefit one by one.
5. **Testimonials** – These give you credibility.
6. **Guarantee** – Make it bold and definite – like a 60-Day "No Questions Asked" Money-Back Guarantee.
7. **Call to Action** – Ask for the sale. Tell them to whip out that Credit Card quickly.
8. **P.S.** – Briefly summarize to them why they should buy now and exactly what they'll get.

Go online and find sales letters that have driven you to want to buy the product and put those in your swipe file for when you're looking for advice on how to write your own sales copy.

As your product goes live, you'll want to continually test and tweak your sales copy until it converts as well as it can. Compare headlines, guarantees, bullet points, and even formatting and colors.

Putting Your Product on Live Mode

It's gotten easier than ever to stake your claim online with a website. If you're

not HTML fluent, and you feel like you have no technical ability, you can still quickly and easily get your product's sales page up on the 'net.

Here are the exact steps you can use:

Buy a Domain Name. You can actually use the name of your product for this, or use the main keyword of your niche. So if your product is "Lose Fat in 5 Days or Less," then using your main keyword becomes quite easy. You could use LoseFatin5days.com or 5DayFatLoss.com.

There are a number of companies that sell domains pretty cheap. You can spend anywhere from \$6 to \$29 for a URL. Reputable sites like www.godaddy.com, www.lpower.com, or www.powerpipe.com are your best bet. These sites will lead you right through the process of ordering your domain name.

Host the Domain. You have to find a reliable hosting account for your domain name because this is what keeps your website open for business. This is a monthly charge and again varies, from the low end of \$9.95 with www.HostGator.com on upwards depending on your bandwidth needed.

Use an HTML Editor to create your site. No need to go crazy trying to learn all of the different coding languages (even though having some knowledge is a good idea). The better-known editors are FrontPage and DreamWeaver. A great free alternative is at, www.nvu.com. Many marketers swear by it, and use it religiously.

Transfer the files to your hosting. You can either use an FTP program designed specifically for this or use the program that comes with your hosting account, like the cpanel on HostGator. There are free FTP programs available such as the one at www.SmartFTP.com.

Your site really only needs to be a two to four page mini-site. The pages are basically the sales page, the order page, a thank you page, and your affiliate page. You can use website templates to make the process much easier, but the more simple, the better.

Remember never to copy your text straight from Microsoft Word directly into your HTML editor because it causes all sorts of problems within the editor and you end up with weird characters on your web pages. Always copy and paste from Word into your notepad, and then into your editor.

Order Processing Requirements

Once your prospects get through your killer sales page on to your order page, you'll then be asking them to dip into their wallet and give you their credit card number. This part of the process requires that you have a Shopping Cart set up to take their orders easily and securely.

Security is the most important thing on your customer's mind, so making this a safe and simple process is essential. The best way to go about this, both for your sake and your customer, is to go to ClickBank and sign up as a Publisher to sell your eBook in their marketplace.

ClickBank is a global digital marketplace, with well over 10,000 products being sold. They make your job amazingly easy, without the headache of dealing with product delivery or order processing (or even returns should you get a request for that).

Once your website visitor clicks on the "order" button, they'll be directed to ClickBank, where their credit card information, electronic check, or PayPal payment will be accepted.

But the benefits don't stop there. Maybe the most important benefit of all is that ClickBank also sets you up so that an army of affiliates can sell your product for you, where they'll do all of the work involved in tracking and paying those affiliates the commissions they've earned.

You'll also be able to collect the names and email address of all of your customers so that you can follow up with them later. Another huge perk of using ClickBank for payment processing is the fact that they charge so little for the service.

While most would charge hundreds for you to use their service, sometimes per month, ClickBank just charges a one time fee of \$49.95 for their service, and then an additional \$1 + 7.5% of each sale made.

To counter that nominal charge, just add it to the price of your product from the beginning. There's no better deal, really. Before you sign up you'll want to be sure that you have everything in place, and that your website is ready to go.

This means that the eBook is ready to be downloaded and you have your contact information on your page so that people can easily find it. ClickBank will test your system before they'll let you start taking orders.

You also need a Thank You page set up. Be sure to cloak this with something unusual and not just use: www.YourSite.com/ThankYou or else you'll have your product stolen by hundreds of cyber thieves. Use a combination of letters and numbers that nobody but you could possibly figure out.

Once you've signed up at ClickBank and shown them that your site is ready to go, plus the fact that your site meets their qualifications, they'll then walk you through the process of setting up your affiliate account, such as the category where you want your product shown and the amount of commission that you want to give your affiliates.

You'll get many more affiliates by giving at least 50%, and the more affiliates

you have, the more money you'll make. Most affiliates look to see if their payout is at least \$20 per sale, so price your product high enough to attract an online sales force.

How to Get Affiliates to Promote Your Product

Many people make the mistake of just assuming that because their product is listed on ClickBank, and affiliates *can* sign up, that they *will* sign up. That's just not the case, especially when you have over 10,000 other product owners to compete with.

The way you get affiliates to want to market your products is by persuading them as hard (if not harder than) you enticed people to buy your product. You'll do this basically through an affiliate sales page.

You can format it in exactly the same way as you did for your product, only this time show your potential affiliates the many benefits of selling your product. You want to follow up on those promises that you make in the sales letter with a barrage of perks thrown at them, starting again with a high commission rate.

After that, there are plenty of other things that you can do for them, including providing marketing tools to make their job easier. You should make it as simple as possible for your affiliates to get people to click on their unique link. This includes:

- **Professional looking banner ads** (various different colors and sizes)
- **Special reports** which are best in downloadable format (PDF) – where *they* will be able to re-brand the report with their affiliate link and give it away to their own subscribers, or as a free gift for opting-in to a newsletter
- **Articles** that they can use on their websites, in directories, or in their Ezines
- **Sample AdWords and Classified Ads** pre-formatted to adhere to pay per click guidelines.
- **Lists of popular keywords** to get their wheels spinning. Give them a beginning point for digging deeper.
- **A Private User Forum** where affiliates can ask questions and bounce ideas off of each other.
- **Audio and Video tutorials** about the product that they can use as viral components to their marketing campaign.
- **Newsletter** filling them in on latest news and tips along with ideas on how to promote your product.
- **Unlimited Email Support.** This is vital. Your affiliates want to know that you're there for them in case they need you, and will appreciate it when you show them

that you are.

Have a Product Launch Plan in Place

Once everything's in place it will be time for you to launch your product like a missile toward the marketplace. If you're opted in to any lists, then you've probably seen product launches happen, where you've gotten a zillion emails about a product that everybody and their mother is trying to get you to buy using *their* affiliate link.

Though these kinds of launches are effective, without first having some clout with other big name marketers with big lists, it's a bit tough (however not impossible).

You may not know them now, but finding marketers with large lists in your niche can be done, and if you have a quality product, with an effective sales letter, it's not difficult to easily persuade them to mention your product to their list, especially if you're offering a handsome commission.

It's basically a matter of doing some preliminary work, getting to know them in forums or just emailing them a question, which gets them to respond to you positively. Better yet, if you have a skill that may be of interest to them – for instance web design or writing – see if you can strike up some kind of win/win situation with them, before hitting them with your question of promoting your product.

Remember, if you help them with something, they'll feel more inclined to help you in the future. But what you *don't* want to do is send them an email and right away ask them to promote your product without telling them who you are.

First of all, they'll see it as basically SPAM since they don't know you, and second of all they know that their list is gold to them so they won't recommend anybody or any product to their list that they don't first know or trust that person.

Once you've formed a relationship with them, then you can propose the idea of a JV (Joint Venture) with them, sending them a copy of your product to review, and discussing the details of the deal.

Don't forget also the importance of having your own list. It's a huge step if you can start building an email list even before you start creating your own product. This way, when it's time to launch your product, you'll have your own list of people who already like and trust you that will be more than happy to spend money with you and invest in what you have to offer.

Step 7:

Branching Off Into New Moneymaking Methods – Put Your Profits on the Wash, Rinse, & Repeat Cycle for a Maximum Return on Your Efforts

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When you start becoming a true online entrepreneur, you'll hear time and time again that you need *multiple streams of income*. It isn't imperative that you start more than one project, but there are many systems that will become virtually automated so that you're free to repeat the process and reap the financial rewards.

Whenever you embark on a new income system, think about your backend strategy – or how you'll continue making money once the initial launch is over. For instance, let's say your first foray into online income was to write a parenting eBook about curing colic.

Your target audience has endless needs you can meet – from the time their baby is born through the time they need to tap into their savings for college funding. Instead of putting one mini-site together with a single eBook, why not develop a series of eBooks for parents? As your list builds, you can promote products on the topics below to your audience:

- Increasing Your Child's IQ
- Feeding a Fussy Eater
- Stop Bedwetting
- Rid Her Room of Nightmares
- Finding the Perfect Daycare...and so on.

You can also implement new moneymaking systems for the same niche. You could create an AdSense site for parents, placing lots of rich content on a domain for passive revenue. You can look for a drop-shipper to allow you to sell children's items on eBay and open a storefront on the world's biggest online auction site.

Or set up lenses and profiles and blogs for the parents seeking information online and sell products and other information to them that you promote as an affiliate. The stuff you sell doesn't always have to belong to you in order to be profitable for you.

Whichever step you choose to start with, the main point is to follow it through to

completion and then move on to either set up a new system in the same niche, or find another niche goldmine to tap into as you evolve from novice to ‘net marketing master.

How to Discover More About Making Money Online

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