

If you've been blogging and seeing no return, maybe it's time to learn how to



© 2007

Personal edition. You may not resell or distribute this publication in any way.

Brought to you by

<http://www.tony-shepherd.com/>

A Blog.

Legal Disclaimer

The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the rights to alter and update his opinions based on the new conditions. This product is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt has been made to verify the information provided here, the author and his referrals cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

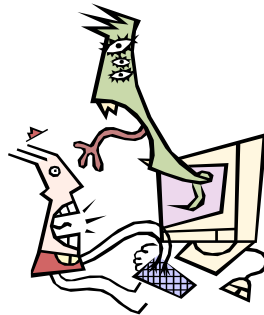
Introduction

Like 'em or loathe 'em - Blogs are here to stay....and if you're an Internet Marketer, or trying to make money online in any shape or form, you're going to need a blog.

Just so you know what one looks like - here's my Internet Marketing blog -

<http://www.tony-shepherd.com>

This book is about earning money from your blog - how to do it - how to KEEP doing it. Let's see if you can Blog Your Wage.



What is a blog?

A typical blog serves as an online journal or diary where an individual lets the world know how they think and feel about certain things. If you are a member of facebook.com, myspace.com, or any other social networking site, there's a good chance you have been writing in a blog and didn't even know it.

What is blog marketing?

Blog marketing is the use of a blog or blogs to produce traffic for the purpose of monetizing that traffic. Using a blog to market a product or

merely as a means of producing online income is cheaper than using a website, a lot cheaper. This is mainly because of the availability of free blog services that are in many ways just as good as having a website you spent a boatload of money on. Because blog marketing has few barriers to entry, it is an *excellent* way for a beginner to get their feet wet in the Internet Marketing business.

Thanks to both the human and Search Engine demand for quality content, it's entirely possible to make *serious* money from creating, promoting, and maintaining blogs. As I'll show you in this book, turning a blog into a cash machine is relatively inexpensive and can be done by anyone who understands the basics of marketing and the Internet.

How I Got Started With Blogs

I was a late developer in terms of blogs. I have a successful online business and always thought 'why do I need a blog? - I'm doing OK without one'

But my money head took over, and after a little research, and a free tutorial (which you can grab from) <http://www.anthony-shepherd.com/wpg> I started to become a blog convert.

After all, blogs are super easy and cheap to create, easy to customize, cheap and easy to maintain, cheap to promote, and can easily become traffic magnets because they contain quality content updated regularly by the owner.

What is quality content?

Quality content is any content that does not exist anywhere else on the web and actually provides valuable information to the reader. The more meaningful and unique the content to the reader the more traffic you will receive. If you can keep the Search Engines and your human readers happy, you will do very well in this business.

What You Can Expect Out Of This Book

Over the years I have read hundreds of information products about earning money on the Internet. I still purchase and read information products on a regular basis because I am always curious to see how I can

make more money online. And because I like to keep an eye on the competition.

The problem I have with a lot of “make money on the Internet” kind of information products is that many of them bombard you with information and ideas but don't really put it all together in a way that you can take action on. Instead they leave you to sift through all of the information they provide you with. For most people who read these kind of information products the result is “information overload” and you consequently get so carried away reading and thinking about what is you should do that you are unable to take action and eventually just give up and move on to something else.

Who doesn't have a PC full of info they're never likely to read?

I have tried to make this ebook just a little bit different.

In the first chapters I will cover absolutely everything essential to your blog marketing success in as great a detail as I possibly can.

Finally, and most importantly, I have devised an action plan so you are not left with a case of information overload wondering exactly what it is you are supposed to do. Hopefully, the action plan I have devised will put everything you have read into perspective.

There are some blog owners out there making six figure incomes with the use of blog marketing. I am here to tell you that you too can experience that same success if you know what you are doing and are willing to work hard at it. I am going to do my best in this ebook to make sure that when you are finished you will know *exactly* what you are doing and will be able to cream the competition.



Why You Need To Join A Forum

If you are looking to make a lot of money with blogging you will probably do better with a community of like-minded people to help and support you - at least in the early days.

Later on you might find that listening to what others say in forums becomes a hindrance in your business. My advice with forums is to go in to find out specific information that you need, then come out and act on it. If you hang round in forums too long your creativity and natural free-thinking ability can become stifled.

BUT...

Where else can you possibly get help like that at no cost?

Here is a list of the forums you might consider joining:

www.bloggerforum.com (Free, recommended)

forums.digitalpoint.com (Free)

www.sitepoint.com (Free)

www.warriorforum.com (Free, recommended)

www.forumknowhow.com (changes from \$48 to free on a regular basis - who knows?)

www.whydowork.com (\$2 monthly)



Three Simple But Powerful Words

The Affiliate Masters Course by Ken Evoy.

By far the most important concept from Ken's ebook boils down to three simple words: **underpromise and overdeliver**. This is a very simple and yet powerful philosophy. All it really translates to is giving people more than what they expect.

That's it.

Just tell people you will give them one thing and then give them what you promised plus a little bit more. The results of adopting this simple philosophy and incorporating it into your Internet business can be truly remarkable.

Think of it kind of like karma on steroids.

What makes the **underpromise and overdeliver** concept so incredibly powerful for Internet Marketers is that it doesn't really take a whole lot of additional effort to give people more than what they expect.

Basically, you need to be very generous. But in this business being consistently generous results in more than just a personal feeling of satisfaction, it results in huge profits. The benefits of practicing the **underpromise and overdeliver** philosophy far outweigh the extra effort and expenses on your part.

Kindness really does pay and on the Internet it pays in a big way!

Underpromise and Overdeliver.....Write this down somewhere, preferably your forehead so you see it in the mirror every morning (lawyers - this is a JOKE)

And this has precisely *what* to do with blogging?

Same principles apply to blogging...as you'll find out.

Ok, enough talk. It's time to turn you into a blog marketing expert.....



2. Getting Started

A lot of marketers suggest you first start blogging about a topic that you are passionate about. I disagree. If you actually want to make a lot of money with blogs you need to create blogs centered on profitable topics, which is, ANY topic with a lot of potential traffic.

I wrote my end of year thesis at University on the Russian Revolution. I still remember quite a lot about this subject and could write a pretty intelligent blog about it. Don't think it would be a huge money maker though.

That said, If you can write on a subject and make it interesting enough to get visitors (traffic) then the basics of money making are there, as we'll discuss in later chapters.

Search Engines **LOVE** fresh, quality content. If your website or blog can produce fresh, quality content you will be rewarded with great Search Engine Rankings, which can be converted into visitors, which can be converted into cash.

As you will see in Chapter 3, there are other ways to get traffic to your blog that do not involve the use of Search Engines. Nonetheless, Search Engine rankings are very important to your success.

The equation is something like this:

**Popular Topic + Quality, Fresh Content = High Search Engine Rankings
+ Happy, Loyal Readers = \$\$\$ = :-)**

This means you need to do 4 things:

1. Find topics or niches with a lot of traffic potential
2. Constantly add quality, fresh content to your blog
3. Get lots of free traffic to your blog
4. Monetize the resulting traffic

So what topics should you pick that will generate a lot of traffic??

Not a clue - have a go and see what works. There are some amazingly profitable blogs in subjects that people warn you to stay away from as unprofitable, and some of the main 'must try' areas are so over-blogged that there's barely room for a new one.

However if I HAD to recommend certain areas to look at, these would be them:

Baby

- Gifts
- Furniture

Cars

- Buying
- Insurance
- Loans
- Repair
- Audio Systems
- Car Rims

Cell Phones

Dating

- Internet Dating
- Dating Advice
- Attraction
- Seduction

Dogs

- Breeding
- Grooming
- Ownership

Finance

- Student Loans
- Grants

- Home Mortgage/Loans

- Credit Card Debt

- Bankruptcy

- Debt Consolidation
- Foreclosure
- Forex Trading (trading foreign currencies)

Food

Gardening

Gambling/Online Gaming

- Poker/Texas Hold'Em

Guitars

Health

- Workout Secrets
- Health Food

Home

- Buying
- Selling
- Remodeling

Home Business Ideas

Interior Design

Internet Marketing

- Affiliate Marketing
- Niche Marketing
- Ebooks
- Ebay
- Search Engine Optimization
- Traffic Generation
- Buying/Selling Websites

Medicine

- Alternative Medicine
- Homeopathic Medicine

Men's health

- Hair Loss
- Sexual Health/Performance

Music

Sports

- Baseball
- Football

Shopping

Tattoos

Travel

- Las Vegas
- Vacation
- Family Vacations
- Hotels

Video Games

- Online Games

Wine

Webkinz

Weddings

- Dresses
- Planning
- Invitations

Weight Loss

- Diets
- Pills

You can also find other high traffic topics by using the [Icon Interactive Tool](#).

Using data from the month before, the [Icon Interactive Tool](#) allows you to see how many times a keyword was searched for in the major Search Engines. The major Search Engines (by some estimates) account for about 80% of all Internet searches. This tool is therefore very helpful in gauging overall demand and traffic potential.

1. Go to <http://www.iconinteractive.com/tools/keyword.php>
2. Type in the topic and click on the 'Go' button.
3. The keyword should have *at least* 50k searches. A keyword with a volume of 50-100k is Good. A keyword with a search volume of between 100k-300k is Very Good. And a keyword with search volume of 300K+ is Excellent.

If you're a video junkie here's one that is pretty good.

Note: This video was intended to be viewed by "Bum" Marketers but it works just as well for locating current and profitable niche topics:

<http://ultrabums.com/Vids/LIVE-Buzz.html>

Another easy way to find hot topics is to lurk around forums and see what topics garner the most attention. At the [Warrior Forum](#), for example, spotting hot topics is very easy to do. To the left of each post is a little folder icon. If the folder is on fire, people are very interested in the topic of the post. On the far right column is the number of times the topic has been viewed and to the left of that is number of comments people have made on that post. The best subjects will have 40+ comments and 500+ views. The higher both of these numbers are the better.

If you look at the screen shot below you will notice that the topic *50 Tips On Getting More Traffic To Your Website* has been viewed 13,204 times! This means if you started a blog on traffic generation you would (ironically) generate a substantial amount of traffic to your blog. Choosing a blog topic based on the popularity of topics found at forums is great way to get free traffic from those forums. The reason being that by making similar posts you too will draw a lot of attention and this attention will result in traffic from those who click on your signature file (you can set your blog URL as your signature file). If you had made the post below, for example, you could have easily picked up thousands of hits to your blog.

 "Retiring" Overseas... Best Countries?	DavidParnell	34	431
 How Many Subscribers Do You Get Per Day?	Chri5123	6	39
 Gurus Who Actually Were Successful?	Isample20	12	200
 50 Tips On Getting More Traffic To Your Website <small>1 2 3 4</small>	Justin Michie	140	13204
 On The Verge Of Tears	Steven Wagenheim	12	271

Remember we're out to make money from blogging, so there is no point in starting a blog unless it is geared towards an in-demand, profitable topic. Remember too that it is not uncommon for blogs to outrank other websites competing for the same keywords because your blog regularly delivers fresh, quality content.

This means more traffic for you. Also, just because a topic has a lot of competition doesn't necessarily mean it is not worth starting a blog about. It just means you *will* have to post to your blog regularly to keep your ranking position.

For example...

For highly skilled marketers, there are generally 3 kinds of products considered relatively easy to sell despite lots of competition:

1. Sex
2. Money Making Information
3. Weight Loss Products

These products naturally have a great deal of competition but it's still possible for a new product introduced in one of these markets to make money. The reason is because the appeal of these product types is so extreme that the overall market is difficult to saturate. This is really not surprising when you consider that each of the above product types appeals to *at least* 50% of the US population. They *all* appeal to me - how about you? ☺

So if you start a blog about anything within the Internet Marketing niche, for example, and spend a lot of time learning about your chosen topic, promoting your blog, and adding great content, you should have no problems getting traffic given the massive demand for information related to making money online.



Form A Knowledge Base

You do not have to be a total expert on a particular subject in order to build a blog around it. The trick is discovering what kind of information people crave and then forming a small knowledge base on the subject. I've already provided you with 70+ specific kinds of in demand information and shown you ways you can find even more. Now you'll need to familiarize yourself with one or more of these niche topics (if you've not already done so) by forming a knowledge base.

Forming a knowledge base will familiarize you with the subject material and will allow you to understand exactly what it is that your readers want to read about. Your knowledge base will also serve as a foundation or starting point for your blog. Gradually you will learn more and more about your chosen topic by seeking out additional information and adding that information to your blog.

You can also think of your knowledge base as a sort of road map leading you to more and more information. As time goes on your initial knowledge base will blossom into an impressive array of knowledge and you will become a genuine expert on your topic. In other words, when you are starting out you merely want to convince your readers that you are an expert on your topic and before long you will *actually* become a certified expert on that topic. This works fantastically well, and I've become an expert in many of my niche areas by doing just this.

In order to form a knowledge base you are going to have to do some reading on your chosen niche topic. I assume that by purchasing and reading this ebook you don't mind doing a little reading for the sake of making money (If you do mind reading, you may want to stop right now!) If you're feeling nervous, relax. It's not a lot of reading.

Here is the cheap and easy way to form an initial knowledge base on any topic:

1. Find forums related to your topic and browse through the different forum posts and the free articles section. The [Warrior Forum](#) is a great place to start because it brings together Internet Marketers from every conceivable niche, meaning you can unearth some really great information related to your topic. You should spend about 90 minutes to 2 hours doing this.
2. Join the forum and make a post asking if anyone can recommend some really good information products about your topic. Wait for about a full day and see what kind of responses you get to your post. I have found that these recommendations tend to be very, very good. These information products can be a little pricey, so only purchase them if you can afford to.
3. Good quality information products can be found on [Ebay](#) and purchased for less than \$2. To find information products on [Ebay](#), go to the main site and click on the "Everything Else" category located on the left hand side of the page and then click on "Information Products." Then enter the keywords related to your topic and hit search. You should have no problems finding at least a handful of information products related to your topic priced between 99 cents and \$2. Many of these information products are outdated but they will still help provide you with some basic information about your topic. If possible, try to read *at least* three information products about your topic
4. Go to [ezinearticles.com](#) and do a search for articles related to your topic. You should be able find several hundred articles but you will really only need to read 15 to 20 good ones.

Important: When you purchase information products or ebooks from [Ebay](#), purchase as many resell rights ebooks related to your topic as you can. Most of the \$1 or \$2 ebooks listed on [Ebay](#) already include master resell rights, so this shouldn't be a problem. Try to buy 10 or more if you can, although you by no means have to read them all if you don't want to. In Chapter 4, I will show you how to make quick cash with these cheap little ebooks. For now, focus on getting a small stockpile of resell rights ebooks related to your topic and devouring the information contained within them.

After you're finished with your reading, you should have a pretty good understanding of your topic and a good idea of what it is that your readers will want to read about.

Remember, you don't have to be a total expert starting out, just know enough to have a decent understanding of your topic.



Get A Blog

There are tons and tons of free blogs available to use online. With millions of registered users, [blogger.com](https://www.blogger.com) is one of the largest providers of free blogs and their blogs tend to be a little more sophisticated than other comparable free blog services. Although it is entirely possible to make money using a free blog like the blogs found at [blogger.com](https://www.blogger.com), I don't suggest using this service.

Here's why:

1. **Google Owns Your Content** - Google has the authority to shut down your account without warning if they don't like what you're blogging about. You have no control over your own blog.
2. **Lack of advanced options** - Blogger doesn't allow categories. You can't sort your articles into different focuses.

3. **Publishing with blogger is a pain in the ass** - It can take forever to post articles on the blogger platform, especially if you're making changes to the entire website.
4. **You can't brand yourself** - Of course with blogger you can publish to your own domain, but you can't do significant changes to it.

[Blogger.com](http://blogger.com) is great if you simply want a personal journal, but it's not so great if you're looking to make serious income with your blog.

Fortunately for blog Marketers, there is another not as well known (although among Internet Marketers it's BIG) blog service called Wordpress that is 100% **FREE**, contains no advertisements, and has none of the annoying restrictions like blogger.com.

<http://www.wordpress.org>

Wordpress is easy to use once you get the hang of it you will quickly discover that it has an impressive amount of functionality and is very Search Engine friendly (means lots of free traffic). With Wordpress you will be able to easily add new features, or 'plugins,' to your website that will maximize your earning potential.

Before you can get started with Wordpress, you will need to purchase a domain name and some hosting for your Wordpress blog. Both your domain name and hosting will cost you less than \$20. I suggest you use Buy HTTP for your hosting because their prices are reasonable and their hosting is designed to facilitate Wordpress blogs. Also, the customer service at Buy HTTP is excellent and they are used to dealing with new Wordpress blog users. Best of all, they will install Wordpress for you at no extra charge if you are unable to do so!

For your domain name, I suggest Namecheap.com.

Buy HTTP

www.buythttp.com

Name Cheap

www.namecheap.com

You'll also want to look into giving your blog an eye-pleasing theme.

There are many, many themes to chose from. You can download a free theme from the following websites:

alexking.org/projects/wordpress/themes

www.themeporter.com

www.ndesign-studio.com/resources/wp-themes

themes.wordpress.net

<http://www.themes.wordpress.net/>

If you've not already got my free 'Become a WordPress Guru in 24 Hours' Tutorial you can get it from here. It goes through the installation process and offers alternatives to using buyHTTP as a hosting provider.

<http://www.anthony-shepherd.com/wpg>

Note: Do not use [Godaddy](http://www.godaddy.com). to host your Wordpress blog. [Godaddy](http://www.godaddy.com) does not reliably support php based scripts like Wordpress and this could lead to serious problems.

For additional help on installing your Wordpress blog, you may want to check out the Wordpress installation forum:

<http://wordpress.org/support/forum/2>

A tip for your domain name...

Avoid using your first or last name in the domain itself. Instead, think of some keywords related your blog and use those for your domain name. For example, if the topic of your blog is 'Las Vegas travel tips', create a domain name like www.freelasvegastraveltips.com. This kind of domain name is much more appealing and professional looking than www.johnsmithslasvegastraveltips.com. A keyword related domain name will also improve Search Engine visibility and add value to your blog should you decide to list it for sale.



Creating Content For Your Blog

The most important part of owning a successful blog that Search Engines will love and that will have your readers coming back to your blog again is to constantly add fresh, quality content. For people who love to write, adding quality content to their blog on a regular basis is not a problem. If you're not very fond of writing, creating great content for your blog on a regular basis can be a bit of a hassle.

The trick is knowing how to create quality content that doesn't involve you sitting on your computer researching and editing for hours just to produce a few paragraphs of content. Some enterprising blog owners who don't have the time or skill to create their own content, add content to their blogs by posting informative articles from article directories. Using articles from article directories is okay for your human readers but not so good for the Search Engines.

Here's why:

1. Search Engines view the articles as **duplicate content** and your blog is penalized with lower Search Engine rankings
2. The articles cannot be rewritten by anyone other than the original author and the resource box *must* be posted with the article itself (the resource box is the reason the articles are freely available in the first place).

Fortunately there are alternative ways of adding quality content to your blog that satisfies the demands of both the Search Engines and your human readers and at the same time does not necessitate you writing the content yourself.

Here's how:

- 1) Purchase Private Label Rights (PLR) articles related to your topic. Like articles found at article directories, PLR articles are

available on just about any topic you can imagine. Unlike the articles found at article directories, however, PLR articles give you full ownership rights and you can do just about anything you like with them. In order to purchase PLR articles for use as blog content you will generally either need to join a PLR membership site (usually requires a monthly fee) or browse the special offers section of forums. PLR articles sold through forums are typically inexpensive, but their quality is not always the best. **Once you have purchased the articles you like you will then need to rewrite them a little bit before adding them to your blog.** You don't need to rewrite the entire article, only about 20-25% of it.

A neat little trick for rewriting PLR articles in a flash...

Copy/paste your article(s) into a new Microsoft document. In Microsoft office, go to Tools>AutoSummarize. This will give you several options to use the summary tool. It basically grabs the highlights from the article and puts it into a summary. You have other options like choosing the percent to use of the original and length of summary. It's a nice little trick to use as a very affordable and time saving option. Once you get your summary you can then rewrite it a little more if you want, add to it, etc. Make sure you double check the finished article to make sure that it is still a high quality, informative article.

You can purchase PLR articles on a wide variety of topics at the following websites (none of these are affiliate links):

www.PropIrpackages.com

www.plrebooks.co.uk

www.plrbuyer.com

www.plr-content.com

www.plrpro.com

www.plrproductsparadise.com

2. If you absolutely despise writing to the point that even a little rewriting frightens you, you can create quality articles by searching the Internet for sentences related to a certain keyword. Once you have found 30 or 40 different such sentences you can easily weave them together into an informative article or blog post. I call these kinds of articles *Frankenstein* articles. The Search Engine algorithms do not look at *Frankenstein* articles as duplicate content and if you put them together correctly, your blog readers will love them too.

The only problem with *Frankenstein* articles is that the time spent searching for sentences can actually be far more time consuming than writing the article yourself. Fortunately there is now software available such as **Instant Article Wizard** that can rapidly build a high quality article around any set of keywords using sentences found on the Internet. I haven't used this myself but hear very good reports about it. I'm told (but can't verify) that neither humans nor Search Engines can tell the difference between the content created with [Instant Article Wizard](#) and content written by hand. One to think about when your blogs start bringing money in.

I don't use software like this purely because I love writing.

Instant Article Wizard (not affil link)

www.instantarticlewizard.com

In the next Chapter, I will show you how to get your blog indexed in as little as 24 hours by the Search Engines and 8 other ways to get hordes of free traffic to your blog.



3. Free Traffic Tactics

As we've already discussed, creating a steady flow of traffic to your website is vitally important.

No Traffic = No Money

Many would-be blog marketers have a Field Of Dreams mentality and think if they can build it, "they will come."

Sorry buddy - "They will NOT come"

Just because you put something out there on the World Wide Web does not mean it will be seen by everyone (if anyone). In order to make money on the Internet you need traffic, and lots of it! Thankfully, there are

many, many free and easy things you can do to ensure your blog will be seen by many eager web surfers.

There are quite possibly hundreds of free ways to generate traffic to your blog or website. It would have likewise taken up hundreds of pages to list all of them and even if I did list them all there is no way you could possibly find the time to try them all.

Instead, I'm giving what I believe are the 9 best and most effective ways to get free traffic to your blog. If you actually take the time to put all of these methods into practice you will get more than just traffic to your blog, you will get a traffic *tsunami*!

Free Traffic Tactic #1: Directory Submission

There are tons and tons and tons of web directories that allow you to submit your blog to them at no cost to you. You get traffic from directories two ways:

1. People searching the directories will find your blog when they enter keywords related to your blog
2. Submitting to hundreds of directories will create backlinks to your blog. The more backlinks you have pointing to your website the higher the Search Engines will rank your blog pages in the search results when someone does a search for keywords related to your blog.

The only problem with directories is that you need to submit to hundreds in order to create a good traffic flow. Manually doing so to hundreds of directories is tedious and very time consuming. I don't suggest doing this unless you are really bored and like repetitive tasks, or you are in prison.

Instead I suggest you use Directory Submitter, a *free* software you can use to submit your blogs to blog directories and Search Engines. Considering the software is free, it actually works pretty well.

Free Directory Submission Software

www.directorysubmitter.imwishlist.com

Don't start using this software until you have at least a week's worth of content on your blog.

Free Traffic Tactic # 2: Run A Contest

Running some a contest of some kind on your blog is a really, really great way to create a flood of traffic to your blog. I think you will also find that running a contest is also a lot of fun.

What do I mean by contest?

Suppose you happen to be a little overweight. You could easily start a blog about weight loss and launch it with a "Lose 30 Pounds In 45 days" contest. Creating such a contest is very simple. You would first create a simple web page announcing what it is that you plan to lose 30 pounds in 30 days and will be posting every other day to keep all of your readers up to date.

Here is a great example of a blog contest announcement page:

15k Challenge

It's a very clever site.

www.15kchallenge.com

By far the easiest and most effective way to promote your upcoming contest is join a few forums and create a signature file like this:

“Watch As I Throw Down The Gauntlet And Lose 30 Pounds In 30 Days!”

A signature file like this is *guaranteed* to create interest and should result in hundreds of visitors to blog who will anxiously be awaiting the start of your contest. The great thing about a contest is that it really doesn't matter if you are successful or not because either way you have created 'residual' traffic to your blog, that is, traffic who will keep coming back to your site to see what the heck it is you are doing. If you actually do succeed, then not only will you have residual traffic but you will also be able to easily promote the products and services that helped you achieve your goal.

As I said, targeted forums are a really great place to get the word out about your blog and your blog contest.

Free Traffic Tactic # 3: Create and Submit Articles To Article Directories

Articles are a very popular and easy way of getting traffic to your blog or website. Articles are popular because Search Engines, Internet Marketers, website owners, and ezine publishers are voracious carnivores for fresh, quality content.

A really good article that informs the reader about a certain topic qualifies as fresh, quality content. Therefore if you can create quality articles you can easily get backlinks and traffic to your website.

As a blog owner, creating quality articles for submission to the major article directories is very easy because your blog is already be filled with

quality content! So all you really need to do is take the content from your blog and package it into 350-500 word articles complete with a catchy headline. This should realistically only take you a few minutes.

Once you have an article put together you will then want to submit the article to a few major article directories. The manual submission of your articles to directories can be more than a little time consuming. That's why I prefer to use isnare.com, a free article directory submission service.

Isnare

www.isnare.com

So how do you get traffic from articles?

If you recall from the last Chapter I told you about using articles from article directories and how these articles require using the author's resource box along with the content of the article. The resource box normally contains a link to the authors blog or website. The resource box with your blog link in it is how you will get traffic to your blog. It's that simple.

Two little secrets to tripling your click through rate with articles...

Write Catchy Headlines

In order for people to read your articles you need to give them a reason to chose your article over someone else's. This is where a well-written headline comes into play. A good headline provokes the reader's attention and teases their curiosity. You can write a catchy headline by:

1. Using words like 'secret,' 'discover,' 'important,' 'never before seen,' 'amazing,' 'incredible,' 'unbelievable,' 'shocking truth,' 'how to,' etc.
2. Asking a question. "Is it possible to....," 'Have you seen...,' 'Why does...,' 'When is...,' 'Who is...,' 'What you don't know about...,' 'Can you really...,' etc.

Avoid writing headlines like these (actual article headlines taken from ezinedirectory.com):

“Fiberglass Speaker Boxes”

“Internet Usage”

“Essentials of Broadband Routers”

“Legalities of Pollution”

“Innovative Floor Tile Ideas”

Instead, write headlines like these:

“Are Fiber Glass Speaker Boxes Really Worth The Money?”

“The Shocking Truth Behind Internet Usage!”

“What You Don't Know About Broadband Routers”

“What Are The Legalities Of Pollution?”

“Have You Seen These Innovative Floor Tile Ideas?”

What headlines would get your attention?

Create Two Part Articles (this is a great tip)

Once you have succeeded in getting readers for your articles you then need to get the all-important click thru to your blog URL. This is very easy to do. Instead of submitting the entire article to the directories, split the article in two and submit only a portion of the article. In the resource box you would then write something like, “Part 2 Of This Article Can Be Found At www.yourblog.com” or “To View The Rest Of This Article, Please Visit My blog At www.yourblog.com.” Using a tagline like this instead of the usual “All Of This And More Can Be Found At...” kind of tag line practically forces the readers of your articles to click thru to your blog.

A tip on article splitting....

You want to split the article at a point that will entice readers to read the rest of your article. You can do this by going through the article and finding what you believe to be the most interesting or informative part and retaining that portion on your blog. For example, suppose you had written the article above on innovative floor tile ideas. In order to split the article you could divide the ideas into a list and retain the top 5 or 10 ideas on your blog. Then you could write a tag line in your resource box like "For The Top 5 Innovative Floor Tile Ideas, Please Visit www.yourblog.com."

If you can create quality articles in a flash you can just as easily create a stream of traffic to your blog. As a blog owner, creating articles could not be easier.

Free Traffic Tactic #5: Video Marketing

If you've ever been to YouTube you'll know about the power of video.

If I had to choose, I'd rather absorb information in ebook form than in word form. Other people though would much rather learn from video tutorials. I also think that it's necessary for any Internet Marketer to at least be aware of the possibilities of video.

Some say that if you don't use video you're doomed to extinction as an online marketer. I don't believe that. I do however think that it's at least as important today - maybe more so - than any other form of media when it comes to the Internet, and as marketers and bloggers for money, we **MUST** be aware of it.

Videos are very informative and extremely easy to digest.

Here's an interesting take on the subject - not mine, I might add.

"Video marketing is easily the most powerful form of marketing online today as long as the video is put together properly and the right streaming techniques are used. Right now, online video marketing is in the exact spot that e-commerce was back in 1998. Needless to say, video marketing is here to stay, and like it or not, consumers have been conditioned to expect it. One of the

most increasingly popular ways to enter video marketing is to establish a blog on a website and continuously add images, words, and videos.

Viral video marketing, as opposed to just plan video marketing, is often chosen as a way to promote a site because it is quite easy to accomplish. Usually these people are Internet Marketers like me who have done the research and understand how valuable viral video marketing is. Another benefit to this type of Video Marketing is that it can be utilized in a similar way to article marketing in that you can create content which can then be used for free on people's websites, blogs and ezines. Viral video marketing is an *essential* part of your marketing mix.

One of the most increasingly popular ways to enter viral video marketing is to establish a blog on a website and continuously add images, words, and videos. If you add videos then you have transformed your blog into a video blog marketing machine. Video blogs are a new trend on the Internet whose time has come. The best time to learn about Video blogs is now, while the technology and skills are easy to learn. You can send video blog messages directly to your target market and bypass the most vigilant email filters.

New video blog methods and techniques are developing at warp speed everyday. Few people know how to use video blog marketing to sell products or services. Fortunately, learning video blog marketing is far from difficult and can quickly level the playing field if you're a small player. Not only is video blog marketing easy to learn, its also such a new technology that you can quickly turn yourself into an expert (ahead of the coming crowd). The door is now WIDE OPEN for people to download video blogs (called vblogs or vlogs for short) and watch them on their PSP's, cell phones, PDA's, laptops and especially their video IPODS.

You can even use many of the videos on YouTube and Google as content for your own site for free. Both Google Video and YouTube will provide you with the codes to embed the videos into your website or blog as well as myspace, etc. You may also want to look into Video Streaming Toolkit, which offers an all in one solution to stream videos on any web site with no additional monthly fees. Internet videos are so popular right now that even amateur videos are making headlines on websites across the Internet.

That's yet another thing that makes video marketing so incredible; you can be a complete amateur and produce viral videos. This means that video marketing is very cheap, powerful, and accessible to just about anyone with an Internet connection. I should point out, though, that in marketing situations the load time, clarity and brevity are much more important than for standard streaming videos. You may therefore want to look into getting a copy of camtasia or some other kind of video editing software.

Using videos will increase brand recognition, create buzz and help you promote and sell your products or services more effectively. Video marketing is revolutionizing the way that companies can reach their audiences as it continues to become an increasingly popular medium amongst consumers. Utilizing online video marketing is a key business strategy for all Internet marketers. The persuasion power of video marketing is far more powerful than any of other comparative advertising mediums.

In terms of website promotion, video marketing is a splendid way to attract the visitor, make him stay longer, and to build a strong emotional tie between the visitor and the web site. Having recently launched a property video portal, I can definitely confirm that Internet video marketing and video blogs are the way to go. Simply put, video marketing, especially viral video marketing, is one of the most effective solutions to promote your product or service that has ever hit the Internet."

Videos are both cheap and easy to make, can be easily added to your blog, will keep traffic coming back to your blog, can be used very effectively to market a product from your blog, and if a video is interesting enough, can easily become viral and cause a traffic avalanche.

You may want to download a trial version of **Camtasia**, software that allows you to easily create video clips from your computer screen.

Camtasia

www.camtasia.com

There is also a really helpful free service called [Tube Mogul](#) that will help you to maximize your video marketing efforts.

According to Tube Mogul's website:

TubeMogul is a powerful free service that provides viewership-related analytics for those that publish and monitor online video, as well as for organizations that advertise within online video. Our users include video-bloggers, media companies, ad agencies, digital consultants, record labels, film studios, newspapers, consumer products organizations and corporations.

With Tube Mogul you can:

Track Trends & Buzz - create groups of videos important to you or your industry and track spikes in viewership to identify trends and monitor the pulse of online video viewers.

Assess Marketing Efforts - assess the effectiveness of your marketing efforts by analyzing spikes and trends in viewership across any range of time.

Aggregated Tracking - Track videos and publishers from the top video websites.

Understand Viewership - better understand your customer base to create more targeted and relevant content or products and services.

Aggregated Comments and Ratings - Review comments and ratings from one location."

Tube Mogul is kind of like a one-stop-shop for your video marketing campaigns and it's *free!*

Tube Mogul

www.tubemogul.com

Free Traffic Tactic #5: Press Releases

A press release is simply a written announcement that seeks to draw attention to a specific event or product launch. Using a press release as part of your blog marketing is an outstanding way to get your blog out there. For a fee, you can have a press release written about your blog and then submitted to all of the hot off the press news sites. Your blog will get many hits from a press release and having it linked to press release sites will also help the page rank substantially as well. While the cost of all press releases range from the company or person that you have do them, many times they are affordable and will fit easily into any marketing budget you may have.

Important tip...

If you are starting your blog off with a contest, a press release is an *excellent* way to get the word out!

Here are some related sites you may also want to check out :

E-World Wire

www.eworldwire.com

Press Releasing

www.pressreleasing.com

Free Press Releases

www.free-press-release.com

Low Cost Traffic Method #6: RSS Feeds

RSS stands for Really Simple Syndication. One of the many things that makes Wordpress really great is that it will automatically create an RSS feed for your blog. If someone subscribes to your RSS feed the content from your blog will come to the user rather than vice versa. Creating an RSS feed will allow you to gain higher visibility in the Search Engines.

Remember:

High Search Engine rankings = More Traffic

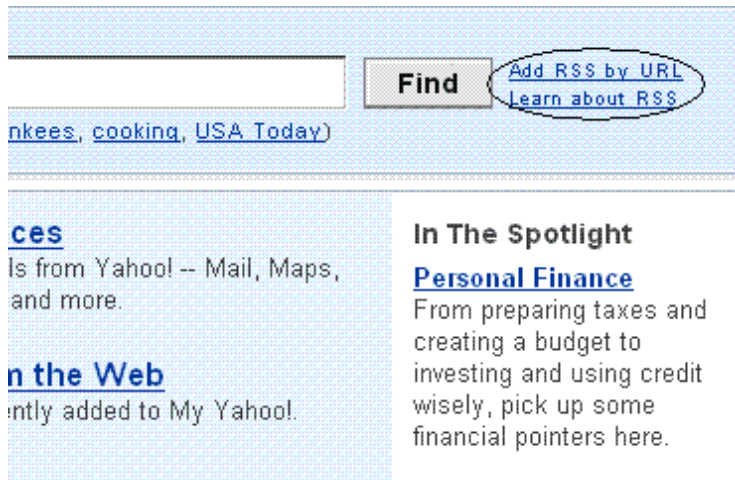
Currently, Yahoo and MSN will increase your Search Engine rankings in as little as 24 hours if a visitor to your site adds your RSS feed to their accounts. Adding an RSS feed to a Yahoo or MSN account is both free and easy to do.

1. The first thing you will need to do is create a Yahoo account. Go to Yahoo.com and click on the "My Yahoo" button in the top left corner



2. Next, you will need to click on the "Sign Up Now-It's FREE" link in the right hand part of the page.
3. On the next page you will be asked to "Chose your interests to get started." Select whatever icon you like and click save.
4. On the next screen click on "Sign Up" in the bottom right corner
5. On the next screen fill in all of the required information and create some kind of User ID. It doesn't really matter what you chose so long as it is not already taken. Click on the "Check availability of this ID" to make sure that the ID has not yet been taken. Then enter the registration code and click in "I Agree" at the very bottom of the page.
5. On the next screen click on "Continue to My Yahoo"

7. In the top left corner of the next screen click on "Add Content"
8. On the next screen, click on "Add RSS by URL"



9. Last but not least you will need to enter the URL of your RSS feed. The URL of your RSS feed will look something like "www.yourdomain.com/blog/feed." If you uploaded Wordpress directly into your root directory then your feed will be something like "www.yourdomain.com/feed."

Add RSS by URL

URL:

If you know a site supports RSS, you can manually enter the RSS URL above and it will be added to your page. Not sure of the RSS URL? Follow these 5 steps:

1. Go to the site or do a [quick web search](#) if you don't know the URL.
2. Look for a little orange button like this: . This indicates the site syndicates its content. Usually, the button points directly to the site's RSS file. (The page looks like raw code, but don't let it scare you!)

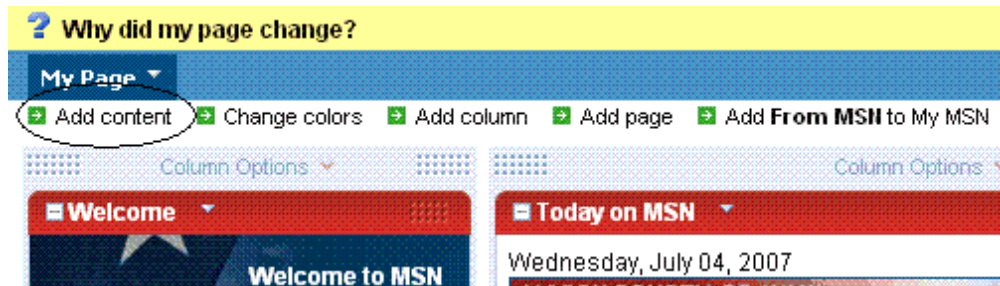
Now that you have submitted your RSS feed to Yahoo, its time to go to MSN and do exactly the same thing

1. Go to msn.com and click on "My MSN" in the top left corner



2. On the next screen click on "Sign Up" in the right hand column
3. On the next screen select the "Yes, use my email address" option and then click on "Continue"
4. Then on the next screen enter the Yahoo email you created earlier and then fill in all of the remaining information, enter the registration code, and click "Continue"
5. On the next screen re-enter your email address and click on "I Accept"
6. On the next screen click "Continue"
7. Now you can either wait for the confirmation email which will contain a link to your My MSN page or you can type in <http://my.msn.com/> into your browser. Unless you have disabled

your cookies you should be taken to your My MSN page. Once at your My MSN page, click on "Add Content" in the top left corner



8. A small box will pop up on your screen. Now all you have to do is enter your RSS feed URL feed and click on "OK"

And that's it!

You're now on your way to getting higher Search Engine rankings just by submitting your RSS feed to Yahoo and MSN.


Free Traffic Tactic # 7: Make Comments On Other Peoples Blogs

If you leave relevant comments on other peoples blogs you will get traffic back to your website. To do this of course you have to actually find people's blogs to leave comments on. The easiest way to find other blogs is to go technorati.com and search for other peoples blogs related to yours.

1. Go to www.technorati.com and do a search for blogs you'd like to find
2. On the next page, after you entered your search term, click on 'blogs' in the center of the page to reveal the blogs related to the keywords you entered.

Quick View **Posts** **Blogs** Videos Photos


1 fan
♥ fave



Vegas Pop Blog
<http://www.vegaspopular.com>
Authority: 272

Vegas Pop is the best blogging site for Vegas lifestyle including Vegas casinos, Vegas shows, Vegas nightclubs, celebrity chefs, The Strip and locals living in Vegas.

1 fan
♥ fave



Las Vegas Travel Guide - Las Vegas Logue
<http://www.vivalasvegasblog.com>
Authority: 157


BootsnAll's one-stop Las Vegas Travel Guide

Another great place to locate blogs is bloggerforum.com. All you need to do is go to the forum and search for threads with the same keywords you used to locate blogs at technorati.com. Once you have located relevant threads, you'll then need to search the signature file of the posts for blog links.

Here's an example:

Swapw **Re: selling on my blog help** # 4

Home away from home
★★★★★



Here's a guide from the masters of all blogs, the one and only problogger himself. You might find it useful, best of luck.
<http://www.problogger.net/archives/20...r-blog-business-blogging/>

-Swapw

Joined: 4/3 6:18
Group: Registered Users
Posts: 469

Posted on: 7/4 8:10

OFFLINE

"Swapw - Making money smart"
<http://swapw.blogspot.com>

You want to find other blogs that are in the same market as yours and leave the owners of those blogs comments. In order to find related blogs at bloggerforum.com all you need to do is search the forum for threads related in some way to your blog and then search the signature files of the posters.

What kind of comments should you leave?

The best kind of comments are those that add a little additional information to the blog post you are leaving a comment on and entices the reader to follow your link back to your blog. Suppose your blog is about video games and found some other video game related blogs. The owner of one of these blogs had just left an update about the soon to be released and much anticipated Mercenaries 2 video game.

In order to get some traffic to your blog you would leave a comment like this:

“Yeah, I've also heard that the developers of Mercenaries 2 were bombarded with requests for a multiplayer mode after the release of the first Mercenaries was released. Supposedly, Mercenaries 2 will not only feature a multiplayer mode but the developers say it will be better than the one found in Halo 2! I've heard there are also going to be a couple more really sweet new features being added. I made a couple of updates to my blog about these if you're interested.”

Notice how this comment both *adds* information and then *entices* the reader to look at your blog. As an avid video game enthusiast myself, I would DEFINITELY look at the persons blog to see what additional information they had. What video game enthusiast wouldn't?

When you leave comments on other blogs, **NEVER** leave blatant advertisements for your blog or comments that attack the integrity of the blog owner. Leaving either type of these comments is not only in poor taste but it will likely be deleted by the owner. Even if your comment isn't deleted by the owner it won't likely produce much traffic as it will be viewed by the people reading it as spam and everyone hates spammers.

Free Traffic Tactic Method # 8: Social Bookmarking

Social Bookmarking websites are basically sites that categorize and store bookmark links. If you have been to Technorati.com and looked up other blogs, you've already been to a Social Bookmarking website. There are many, many others. Millions of visitors flood these Social Bookmarking sites to search for information. So the idea of bookmarking is to post links back to your web page from these Social Bookmarking websites. You will specify some keywords (called tags) which categorize your bookmark.

Social Bookmarking is a *tremendous* opportunity to generate automatic traffic to your blog. And as I've said many, many times, traffic is crucial to your success..

Here's how Social Bookmarking works:

To make things simple, we'll use digg.com, another social bookmarking site, as an example. You visit digg.com and bookmark your blog.

That means:

You include the URL of your blog and "tags" for it.

For example, if I bookmarked a poker blog I'd use this URL:

<http://www.thepokeraddict.com>

And these tags (think of the tags as keywords...)

- . Online Texas Hold'Em
- . Learn To Play Poker
- . Poker Tips
- . How To Win At Poker

...etc...

People visit digg.com for searching things. Think of it like a Search Engine.

They see the listings or search them or see the popular sites and when something matches to their interests, they click the link. Digg.com keeps updating all tags with the click-rate so:

The more people visit your blog....

...the more popular your blog shows on the directory

...the more people click and visit your blog

...the more traffic you get...

...the more money you make with your blog!

Plus:

People can include a button on their browser's toolbar so when they visit a site on the Internet they think is a good one, then they click that button and bookmark that site to [digg.com's](http://digg.com) directory.

Once again:

...the more people visit your blog

...the more popular your site comes on the directory

...the more people click and visit your blog

...the more traffic you get...

...the more money you make with your blog! Hurray!

One more thing:

As you can plainly see, those blogs and websites that offer such a service keep getting traffic from the users that:

1. Visit the site to search for their preferred listings
2. Bookmark a site and add a link to the directory

And because of this (because of sites like digg.com) are being updated due to the traffic attracted and the new links added to the directory, guess what happens?

Search Engines *love* those sites!

Can you see the picture now??

If you add your blog to sites like digg.com or if people like your blog and add it to sites like digg.com, and your keywords are unique, then....

Search Engines will crawl those keywords and when someone enters those keywords while searching through the Search Engines, your link in those bookmarking sites comes up...

Thus, your blog, the one you submitted to those bookmarking sites get tons of free traffic from:

1. People that Visit the site (in our example digg.com) to search for their preferred listings
2. People that bookmark your blog and add a link to the directory
3. People that search through the Search Engines and end up at digg.com because your tags came up first!

Social Bookmarking is a fantastic, easy way to get lots of traffic to your blog in a short amount of time. The other great thing about Social Bookmarking is that it is accessible to just about anyone, meaning you don't have to be a techno geek or have a big budget to tap the vast traffic potential of Social Bookmarking sites.

Craig Desorcey recently released what many believe to be the *absolute bible* of Social Bookmarking secrets and tactics called [Bookmark Traffic](#)

[Secrets Revealed](#). In Craig's book, you will learn absolutely everything you need to know to generate avalanches of laser targeted traffic to your blog without *paying a dime for it!*

Check it out:

Bookmark Traffic Secrets Revealed

<http://socialbookmarktraffic.com/>

Below you will find a list of the top 28 Social Bookmarking sites. Of course, you will need a copy of Craig's ebook to capitalize on their traffic potential, but they are a good way to get started.

Top 28 Social Bookmarking Sites

<http://www.favorites.live.com>

<http://digg.com>

<http://technorati.com>

<http://del.icio.us>

<http://www.stumbleupon.com>

<https://www.netscape.com>

<http://reddit.com>

<http://www.fark.com>

<http://www.newsvine.com>

<http://www.blinklist.com>

<http://www.furl.net>

<http://www.clipmarks.com>

<http://www.icerocket.com>

<http://blogmarks.net>

<http://ma.gnolia.com>

<http://www.rollyo.com>

<http://www.simpy.com>

<http://bluedot.us>

<http://www.kaboodle.com>

<http://www.spurl.net>

<http://www.netvouz.com>

<http://www.blinkbits.com>

<http://www.rojo.com>

<http://www.diigo.com>

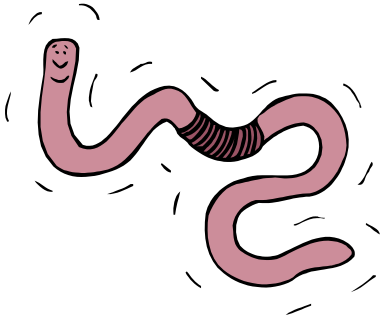
<http://tailrank.com>

<http://wink.com>

<http://www.backflip.com>

<http://www.blogpulse.com>

<http://www.de.lirio.us>



Free Traffic Tactic # 9: Viral Ebooks

This is a slightly advanced traffic method, but it also happens to be my all time favorite. You see, if you know what you are doing, viral ebooks can do all of the following:

1. Stuff your Paypal account with cash
2. Build your mailing list
3. Create a never ending stream of traffic to your blog or website
4. Earn you residual income through your embedded affiliate links

For all of those reasons, I **LOVE** viral ebooks.

I know what you're thinking...

“Viral ebooks sound like a lot of work!”

Well, it is and it isn't. There does tend to be a lot of work upfront *but* you don't have to do any additional work to reap the continuous rewards of putting together a viral ebook. Viral ebooks are not only great business builders but they are very cheap to produce, can be created from other people's content (PLR articles) or your blog content, and can be as little as 15 pages.

Here is how to build a viral ebook, step by step:

1. Writing a 10-20 page ebook is not difficult, especially when you have already started a blog about that particular subject and have therefore formed a knowledge base on that subject. You can also use the content from your blog article submissions as the content

for your information product. Then all you need to do is write an introduction and conclusion and then write in a few linking sentences between each section so that your ebook flows.

2. Brainstorm a creative, eye catching title. I have found that the easiest way to do this is to search the Internet for related ebooks and then create a title that combines the keywords from the different titles. Try to use keywords you used in your article titles like. 'secret,' 'revealed,' 'discover,' exposed,'powerful,' 'complete,'never seen before,' 'how to,'
3. Mention some products or services within your ebook and create affiliate links to them. This is really important as the affiliate links contained within your ebook are the means by which your ebook will become truly viral because it provides a powerful motive to resellers to resell your ebook.
4. Go to associateprograms.com and type in the keywords related to the subject of your ebook. You should easily be able to find scores of affiliate programs. Sign up for these programs and insert your affiliate ID into the appropriate areas of your ebook.
5. Insert a surprise bonus offer on the last page of your ebook and offer an incentive to readers to join your list. When I do this I usually offer some really great rebrandable ebooks or some PLR products. After you have set up this page you will need to create a squeeze page so that you can build your list. We will discuss the importance of list building in more detail in the next Chapter.
6. Always include a link to your blog on the cover page and be sure to sprinkle the link to your blog through out your ebook. These links are what will create traffic to your blog.

7. Have someone other than yourself review your ebook to make sure there are no mistakes and that it flows properly.
8. Purchase a copy of [Viral PDF](#) so that you can make your ebook viral. This software is super easy to use for both you and those that will be rebranding your ebook.
9. Purchase a minisite for your ebook. Graphics are really crucial to the success of your rebrandable ebook. They can be expensive but are well worth it. You can usually find really great deals by browsing the special offers section of forums. Whatever you do, don't try creating the graphics yourself. If you do, your ebook will look like crap and it will hurt its viral power
10. Write a salesletter for your ebook.
11. After you have completed all of the above you then need to get your ebook to people who will distribute it for you. Forums can be the best place for this - the warrior forum has a section for giving away ebooks for free.

That's the super concise version of how to create and market your very own viral ebooks. If you follow these 11 simple steps you earn cash quickly and bring a flood of traffic to your blog. Again, creating and marketing viral ebooks does require a more slightly advanced comprehension of Internet Marketing but it's something you will learn the hang of in time. And, as you can tell, acquiring the skills required to produce viral ebooks can be fantastically profitable.

The best book I know on simple viral techniques, and how to earn as soon as possible (and drive traffic) by using simple viral methods is <http://www.viralsneakiness.com>



Summing Up

So which traffic methods work the best?

Obviously the ones you like doing will work the best for you because you'll put much more time into doing them. Experiment, try out, see which ones you enjoy.

Remember, traffic is crucial to your success. Without traffic your blog is completely worthless, no matter how great your content is or how great your monetization model. Getting traffic to your blog will take some work on your part, but if your blog is set up correctly, it will be very well worth your time.

One option to consider is focusing on a single traffic technique. If you do this and are very successful with your chosen traffic method not only will you get all of the traffic you need for your blog, you will also be able to write an ebook explaining your "secrets". Assuming you understand the basics of creating and marketing an ebook, you will likely make an absolute killing as Internet Marketers love to learn new ways of getting traffic, myself included.

For the time being, experiment with all of the low cost traffic methods and see which ones you are the most comfortable with and which ones bring you the most traffic and focus your time and energy on those. If you start becoming especially knowledgeable about and successful with one or more of any of the methods then consider creating an ebook as a means of expanding your Internet income.

Knowledge is not only power - it's also very sale-able.

When you first start out with your blog, bookmark each initial post you make using onlywire.com. Use the [digg-it plugin](#) and bookmark it at [Digg](#) each time. Once you have 7 days worth of content, take the time to use the Firefox plugin [Submit-Em Now](#) and submit it to the RSS directories. [Onlywire](#) will take you about 20-30 minutes to set up. [Submit-Em Now](#) will take you about 90 minutes the first time and about 60 minutes for any future blogs (You need to create an account at each of the directories).

Now on to the juicy stuff....



4. Turning Your Traffic Into Cash

Hopefully by this point you have an idea of the kind of blog you would like to start as well as all of the different ways you can drive traffic to your blog. Now we finally get to the section of making money with your blog (insert your applause here).

Text Links

Text links are advertisements placed on your blog in the form of hyperlinked text. They will either contain an advertising message like **Click here to get access to the hottest singles in your area!** or can simply be a single word like **Personals** which will contain an affiliate link to a product like a personals site. Text ads have become very popular in recent years because banner ads have lost much of their effectiveness.

Most banner ads rarely produce click through rates better than 1 in 1,000 impressions. In other words, your blog would have to generate a minimum of 1,000 visitors to experience a single click thru on a banner ad!

Now imagine that same banner ad has a conversion rate of 1 in 20 or 5% (a very good conversion rate incidentally). This means that in order to experience a *single* affiliate commission your blog would have to have a minimum of 20,000 visitors! If you were fortunate enough to have a blog with 300-500 visitors per day it would take you 1 to 3 months to make a single dollar with your banner ad. In addition, many website visitors

(myself included) feel that banner ads “cheapen” a website and make your blog or website appear like a big advertisement. In short, banner ads are a waste of your time.

There are basically two ways to add text ads to a blog:

1. An advertising broker
2. Text link generation software

Blog Specific Advertiser Brokers

In exchange for a share of the revenue, the following brokers will add text links to your blog:

www.Adbrite.com

www.Advolcano.com

www.blogads.com

www.blogkits.com

www.Chitika.com

www.Federated Media.com

Before you apply to any of these text link brokers its important to have a steady flow of traffic to your blog, otherwise your blog may not be accepted. Its difficult to say what exactly constitutes “steady” flow of traffic but if you have at least 100 visitors a day then you should probably have no problems partnering with a text link broker.

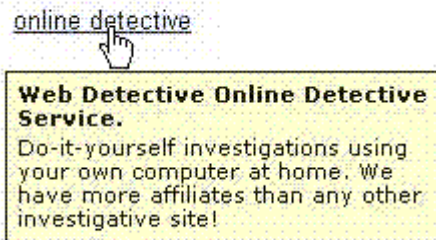
Automatic Text Link Generation Software

Text link generation software is a really great alternative to text link brokers because you do not need to be approved by a broker in order to start running text ads and you have a lot more control over the both kind and quantity of text ads appearing on your blog. For these reasons, I prefer to use software rather than a text link broker.

The software I like to use for generating text ads is called **Click Bank Text Ad Generator**. Once installed, this software will automatically scan all of the content of your blog for certain keywords and turn those keywords into affiliate links for products listed on Clickbank. The products listed on Clickbank are great products to link to because they have much higher payouts than physical products. For example, it's not uncommon to have \$97 product with a 75% commission (\$72.75 payout per sale).

The **Click Bank Text Ad Generator** generates text links that allow a prospect to view the product description without actually leaving your blog.

Here is an example:



Cool eh?

The **Clickbank Text Ad Generation** software is an all around great tool that is both easy to use and install and offers a fairly effortless and highly effective way to turn your blog content into quick cash.

Clickbank Text Ad Generation Software

www.cbtextads.com

If you can't afford to spend the \$67 on the software then you can look in your bonus folder where you will find a **FREE** copy just waiting for you to install it. It isn't a trial or demo copy either.

It's the real deal. So how much do you love me? ;-)

Google AdSense

Google AdSense advertisements are text ads placed on your website by Google. However, Google AdSense ads are a little different from text links ads in that they are a complete advertisement, not just a word or a few words.

Here is an example:

easier. The secret?
's the best blogging
gging software has
se it to create full-
blogging software is
have literally spread

Citrix Server Management
The fastest and most reliable way to deploy and maintain
Citrix Farms
www.enteo.com

MSI Software Installation
Windows Desktop Mgmt Software with MSI Software
Installation. Try Now
www.desktopcentral.com

Need to Create a Blog?
An innovative new way to put your blog, and more, online.
www.squarespace.com

was how we could
hat fully integrates
ay. The **WordPress**

Make Cash w/ WordPress
Use Text Link Ads to monetize your WordPress blog today!
www.Text-Link-Ads.com

Also, unlike text links, instead of being paid an affiliate commission each time a sale is made, you are instead paid a small commission for each click on an AdSense ad. These commissions usually average 20 cents per click, although some ads can fetch several dollars per click. Once your blog is submitted and approved, Google will then place ads on your website relevant to the content of your blog. If, for example, the subject

of your blog is home improvement then Google will post ads on your blog related to home improvement.

The first step to getting Google AdSense ads up and running on your blog is to submit your site to Google AdSense. Here is how you do this:

1. Create your blog and add some content. A weeks worth of content is sufficient. If your site contains nothing but empty pages then your site will probably not be approved
2. [Click here](#) to go to the AdSense sign up page.
3. Enter your blog URL and all of the other requested information. Be sure to check all of the little boxes at the bottom of the page and click on "Submit Information".
4. On the next screen you should see the following message at the bottom of the page:

Which best describes you?

- I have an email address and password that I already use with Google services like Adwords, Google Mail, Orkut or the personalised home page.
- I do not use these other services. I would like to create a new Google Account.

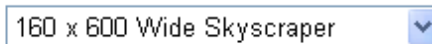
If you don't have a Gmail account then check the bottom box. A new screen will appear at the bottom of the page prompting you to create your new account. Enter your favorite email address and click on "Continue."

5. Next, login to the email account you provided and look for a message from Google, it should arrive instantaneously.
6. Open the email and click on the link contained within it.
7. Once you have confirmed your email address you will then have to wait 1 to 2 days for approval. More than likely, your site will be approved. If it isn't, Google will tell you what needs to be changed.
8. Once your site has been approved you will then need to login to your AdSense account and obtain your AdSense code. You will be able to login to your AdSense account from your approval email.
9. Once you have logged into your AdSense account, click on AdSense setup at the top of the page



10. Then click on "AdSense For Content"
11. On the next page you will be asked which ad unit you would like. The default setting is "Text and Image ads" and it will already be selected for you. Click "Continue" at the bottom of the page.
12. You will then be asked to select the format of your ad. From the drop down box, select the "160 x 600 skyscraper" option.

w to specify ad size, style and more.



page.

13. Scroll down to the very bottom of the page and click on "Continue."
14. You will be then asked to select "custom channels." This is an option for more advanced users, so skip it for now and click on "Continue" at the bottom of the page.
15. On the next page you should find your AdSense code. Highlight the entire code and right click to copy it.
16. **Now login to your wordpress administration panel. To do this type your website URL followed by "wp-admin" into the browser. For example <http://www.yourblog.com/wp-admin.html>**
17. This will take you directly to the administration panel of your Wordpress blog. You need to select "Presentation" then "Theme Editor" from the navigation menu. Make sure the correct theme you want to edit is selected. It should be by default. If not, use the drop down box to change it.
18. On the Theme Editor page, you will see a list of "theme files" to the right of the page. Select the "Single Post" (single.php).

19. Then look for the following line and paste your AdSense code:
Comments:-Depending on where you want your ads to display on the post, you can edit the "float:right" attribute to [insert google adsense code here] "float:left" or "float:center" as well. This will position your ads in those positions. The 5px 5px 5px 5px you see in the code are the margins that add a space around the text wrap on the top, bottom, left, and right sides. If you want to you can remove these spaces.

And you're done!

You should then be able to see your AdSense ads appear on your blog, although it could take a few minutes. You won't see a lot of money flowing in from these ads at first, so don't be discouraged. After you have established a decent traffic flow to your blog and have multiple blogs you could start seeing some serious cash flow from your AdSense ads.

A slightly more advanced tactic for earning money through AdSense is to target high paying keywords. Some of these keywords pay as much as **\$75 per click!**

Not surprisingly, the huge profit potential makes the competition for these keywords very fierce to say the least. In order to succeed with a high paying keyword AdSense blog, you will have to have a very good marketing strategy in place as there are so many highly skilled marketers competing with each other. I don't suggest doing this until you have a firm grasp on the free traffic tactics we discussed in Chapter 3.

If you really want to make a great deal of money from Google AdSense you may want to look into **Autoblogger** by Lee Thurmond. This system is very expensive (\$47-97 per month) and I have not used it myself. However, it was recommended by none other than Willie Crawford, one of the most prestigious names in Internet Marketing, so it's certainly worth looking into

Autoblogger

www.auto-blogger.com



Building A Newsletter & The One Time Offer

I cannot possibly emphasize enough the importance of capturing your visitors contact information and building a mailing list.

A mailing list allows you to:

1. “Recycle” your traffic by allowing you to email your list with updates and bring them back to your blog over and over again.
2. Earn money by selling ad space within your newsletter
3. Start making sales overnight by sending out a special offers exclusive to you list
4. Do joint ventures with other Internet Marketers who are looking to promote their new product.
5. Build an asset with real cash value

The key to building a list quickly is giving your visitors or prospects an incentive to join your list. After all, few people will willingly give up their contact information unless you give them a good reason to do so. Capturing your visitors contact information is really fairly simple. All you need to do is give them something they would want and that can be digitally delivered.

You know precisely what your visitors are interested in because they are looking at your blog and are therefore interested in the kind of information you have to offer. You then need to find or create an information product that one of your visitors would also be interested in.

For example, suppose you have a blog that chronicles your travels across the world and divulges all kinds of travel secrets like how to save money in different places or how to avoid scams overseas, etc. You would either

need to search the Internet for a travel related information product with resell rights or compile one yourself.

If you formed a knowledge base about your topic by following the steps I outlined for you in Chapter 2, you should already own several ebooks related to your topic that also include resell rights. Resell rights ebooks can easily be used to build your list and to create your cash snatching One Time Offer (we will discuss the One Time Offer shortly). Be sure to check the download folder the ebooks came packaged in to see if there is a resell rights license included and make sure you are permitted to giveaway the ebooks.

If there isn't a license, look within the ebook itself to see if there is any mention of resell rights. **MAKE SURE** you own resell rights to the ebooks you purchased before you start giving them away or selling them. If you sell or give away ebooks that you don't own the resell rights to, you could get in **BIG** trouble!

In the very unlikely event that you are unable to locate any resell rights ebooks related to the topic of your blog, you will need to craft your own ebook or report as a give away item. All you need to do is list a couple of secrets your visitors would love to learn about and compile them into a PDF. This should be easy for you because you will have already formed a knowledge base on your subject and should therefore know a lot about it.

In the case of the travel blog I mentioned a minute ago, you could put together a little report called "The 10 biggest tourist mistakes and how to avoid them." Then, on your newsletter subscription box you would write something like "Join my newsletter and get a FREE report on the 10 biggest mistakes tourists make and how you can avoid them." More than likely your special report and tag line would produce a really nice opt in rate for your newsletter.

By the way, if you're freaking out because you have no idea how to set up a newsletter I would encourage you to take a few breaths and relax. In a few minutes I will show you *exactly* how to set up a newsletter and autoresponder and how to easily add your newsletter to your Wordpress blog. For now, though, let's talk about the One Time Offer (OTO) and why it's such a wonderful way to get cash from your readers.



The One Time Offer

An OTO is an unexpected, one time offer made to a prospect when they take a certain action like subscribe to a newsletter or purchase an item. Basically, an OTO tries to convince the prospect to spend some or more money with you by 'upselling' them to something better and by placing pressure on them to buy by making the offer a "one time only" special offer. This means the prospect has to act right then and there or risk never seeing your offer again.

Your OTO will appear when someone subscribes to your newsletter and will consist of the entire collection of resell rights ebook you purchased to create your knowledge base. Hopefully you were able to find at least ten resell rights ebooks, but if not, a few less is fine too.

Here is an example of how you will want to setup your OTO:

<http://www.forummarketingzombie.com/oto.htm>

Here are the specifics to setting up your OTO page:

1. Write a headline and then a subheadline emphasizing that this is a One Time Offer and will never appear again. If you have the cash to spare, go to info-victory.com and purchase a custom header, footer, and background image for your OTO page. These graphics alone could increase your conversion rate by 15-20%!
2. Briefly describe each of the ebooks you will be offering and give each one a price of either \$17, \$27, or \$37.
3. Then, after you have listed all of your ebooks, remind the person that this offer will **never** appear again in bold letters
4. Create a price for the entire bundle of ebooks and create a [Paypal](#) "Buy Now" order button. You can select any price you like but I have found that \$27 works pretty well.

5. Below the order button, allow the person to skip your one time offer and download the information they were promised. Again, remind them that they will never see this OTO again.
6. After you have set up your OTO page, you will then need to set up a download page for your OTO bundle and a download page for the single information product. You can upload all of these pages to your blog domain but make sure that the name of your download page is something hard to guess otherwise you will lose out on cash and opt ins to your newsletter when people accidentally find your download pages. Be sure to write down the web address of your OTO page as you will need it when I show you how to set up your newsletter and autoresponder with [Aweber](#).

Now that you have a handle on how to get subscribers to your newsletter and how to use an OTO to get quick cash out of your opt ins, you will then need to set up a newsletter and add it to your blog. This can be a little tricky if you have never done it before. I use [Aweber](#) for my mailing list and autoresponders and that is the service I will be using to show you how to set up your newsletter. I *strongly* suggest using [Aweber](#) because of its extraordinary reliability, ease of use, and of course because it is what I use. Additionally, [Aweber](#) allows you to build an unlimited amount of email lists and autoresponders for a one time fee of only \$19.95 a month. That means it doesn't matter if you have 1 list or 1,000 its all the same price.

Remember, this list could easily add thousands of dollars to your bottom line.

Before you can start building a list, you are first going to have to go to Aweber and open an account. This is easy and should only take 15-20 minutes.

Aweber

www.aweber.com

Here is how you open an account with Aweber and setup your newsletter and autoresponder:

1. Go to [aweber.com](http://www.aweber.com). On the top of the screen click on "Order" .



2. On the next screen select your payment plan. If you can afford it, definitely select the 12 month recurring plan as it will save you \$60 over the course of the year. Otherwise, select the 1 month recurring option.



3. After you have selected your payment plan, type in all of your personal information, create a login ID, and submit your credit card information. Then scroll down to the very bottom of the page and click on "I agree, complete my order."

4. Now you will need to await a confirmation email from Aweber which will contain your login ID and password. This will usually happen instantly.
5. After you have received your confirmation email, click on the login link contained within the email and submit your username and password.
6. After you have logged into your account you will then need to create an email list and a newsletter box. Click on the "add new" at the top of the screen.



7. Give your list a name. Your list name is also an email address so it must be unique. I suggest a combination of numbers and letters like "Myblog3326." Once you have selected a list name click on "save."
8. Then, scroll to the very bottom of the page until you come to the "Reply Address" section. Enter the email address you would like subscribers to see and that you would like to receive notifications from Aweber when someone has actually subscribed to your list. Checking the "From/Reply" and "Notification" boxes is optional but I like to check both because having a from/reply email address looks professional and receiving notifications from Aweber when someone joins one of my lists gives me a warm, fuzzy feeling because I know my list building strategies are working (I know, I have issues). After you are done click on "Add" and then "Save."

Reply Address:

Provide a valid visible "From" address that is checked regularly for sent email campaigns and receive notifications when new subscribers join your list.

Email Address	Name	From/Reply	Notifications	
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="button" value="Add"/>
				<input type="button" value="Save"/>

9. Go back to the top of the page and click on "Messages" then "Follow Up." For the time being you are only going to setup a

single message. This message will thank the person for joining your list, explain the kind of content they will be receiving, assure them that their contact information will not be sold or traded, and provide them with the link to download the opt-in incentive. You can add more if you like but it's not necessary.

Now, go to the top of the page and click on "Home" and then click on "Getting Started-Setup Guide" in the middle of the page.

Getting Started - Setup Guide

Quick Lead Stats

Listname	Today	Yesterday	Active Total
----------	-------	-----------	--------------

10. A drop down screen will appear with two different options. Click on "Web Form" wizard

Web Form Wizard

Place a sign up form on your website to generate opt-in's.

11. On the next screen click on "Create Web Form."

S/D	Unique Displays	S/D
-----	-----------------	-----

Create Web Form

11. This is where you will actually create the newsletter box that will actually appear on your blog.

Form Name:	<input type="text"/>	Appears only to you.
Type:	<input checked="" type="radio"/> In-line - Appears within the current web page body. <input type="radio"/> Pop-up - Pops up in a new window. <input type="radio"/> Pop-under - Opens a new window underneath the current window. <input type="radio"/> Exit Pop-up - Like pop-up, but the new window appears when the visitor leaves the current page. <input type="radio"/> Pop-over/Hover - Appears to hover within the web page. Usually unblockable.	
Thank You Page:	<input type="text" value="http://www.aweber.com/form/thankyou_vo.html"/>	<input type="checkbox"/> Open in new window?
Forward Variables:	<input type="checkbox"/> Post CGI variables to the thank you page? (If you don't know what this means, leave it unchecked.)	
Already Subscribed Page:	<input type="text"/>	
Ad Tracking:	<input type="text"/>	
Start on Message:	[Default] 1 autoresponse <input type="button" value="v"/>	

In the form name section you can chose any name you like as the name will only appear to you. For the thank you page, enter the URL of your OTO page. Enter this same URL for your already subscribed page also. Then click on "Next."

12. On the next page scroll your mouse over the "Name" section until it becomes bordered in red and a "+" sign appears. When the "+" sign appears, click on it.

Fields:

Name:	<input type="text"/>
-------	----------------------

[▶ Add New Field](#)

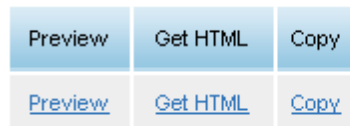
13. Once you have done that click on "If you want to add a headline, click here."

[If you want to add a headline, click here]

Email:

Name:

14. A pop up screen will appear. Enter the tag line you created for enticing subscribers to join your list like the one I created for the travel blog. Make sure the text is centered and the text and background color match the colors of your blog. Then click on "save changes."
15. A new line will appear on the webpage. Click on "Get HTML code."

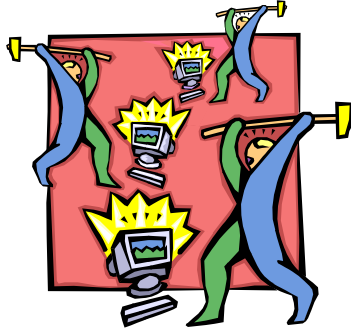


A pop up window will appear. Highlight the entire HTML code (not the javascript code) and copy it to your clipboard.

16. Now that you have the HTML code you will need to login to your Wordpress admin area and paste the code into one of the elements, I suggest the sidebar opposite your AdSense ads.

And that's it!

You have now successfully added a newsletter and OTO page to your blog. You need to make sure everything works properly by signing up to your own newsletter. Also be sure to check the OTO and download pages to see if they load and work properly too. Be sure to actually do this otherwise you could be losing hundreds of dollars and not even know it.



What To Do With Your Email List

As we've already discussed, an email list can be a fantastic source of profits and residual traffic. The trick is knowing how to market to your list effectively while at the same giving them great content and enticing them to occasionally return to your blog. Admittedly, this is not easy and can take a little practice to get the hang of.

Before you can start monetizing your newsletter, you will first need to focus on building your subscriber base. While you are building your list you will still be making money thanks to your OTO, so be patient. I also suggest split testing your opt in incentive to see which offer brings in higher conversion rates. For example, start off with one offer and run it for a few days and then calculate your conversion rate. If the conversion rate is less than 5%, try another incentive and headline to see if you can get a higher conversion rate.

To determine your conversion rate, find the number of people who have visited your blog and divide by the number of people who opt in to your newsletter. If 100 people visit your site and 10 join your list, then you have a conversion rate of 10%. Now suppose that your one time offer has a conversion rate of 20% and you're selling price was \$27.

$$20\% \times 10 \times 27 = \$54$$

That's \$54 per day just from your OTO. Not too shabby. And remember, that's just the icing on the cake. You can make even more than that from your list once it's big enough. Once you get the hang of things, you should

be able to easily bring in between \$.50 to \$1 per subscriber. This means that if you have a list of 1,000 people you should expect to make between \$500 and \$1000 per month. It isn't uncommon for more experienced marketers to make several times this. In time, you could easily be one of those marketers.

How To Articles

A 'how to' article is anything you add to your blog that explains in detail how to do something. You make money with 'how to' articles by becoming an affiliate of the products or services you recommend and inserting those links into your blog article.

It's really that simple.

Here's an example of a 'how to' article about building a mailing list with Ebay.

Here is the content of the article:

“Firstly set up your [Aweber](#) account and lists.

Now set up a new list for the product you are selling on [ebay](#) for example [ebay-product@aweber.com](#) and add this to your paypal emails you receive payments from. Go back to [aweber](#) and click on leads then display leads. Find the confirmation email from paypal, click the email title and scroll down until you see the email from paypal which will say follow this link to confirm your new paypal payments address.

Copy and paste the link paypal give you and remove any characters that are not supposed to be in it, to see how the link should look try confirming another email address for example [newemail@mysite.com](#) or [new-email@yahoo.com](#). Your link should look the same as any other paypal confirmation link but with different numbers. Copy and paste the corrected link into your browser and confirm the email.

Go back to [aweber](#) and set your new list to be activated by paypal payments - click on list settings, then email parser, and activate paypal orders by ticking the box. Now simply put that email (example [ebay-product@aweber.com](#)) as

the one you receive payments to for your [ebay](#) product, put in your auction payment details that your customers will need to confirm their email before being sent an instant download.

You see how this works and makes you A LOT more money from [ebay](#)??

After you have set this up you are making automatic residual income from every buyer you get, the money will just roll in for doing NUDDA, nothing, zip.

Once it's set up all you need to do is relist your auctions and answer questions from customers, and the more customers you get the bigger your list will get and the more you will make for doing nothing but relisting your auction and answering a few emails a day!"

Just make all the Aweber and Ebay articles affiliate links.

The only 'trick' to writing 'how to' articles is figuring out exactly what it is your readers would like to know how to do and performing a search for related affiliate programs. You can uncover this information by either sending out periodic questionnaires through your newsletter or lurking through forums in your niche and seeing what kinds of questions are frequently asked.

Product Reviews

I really hate to admit it, but even after everything I know about advertising and marketing, I am still easily seduced by good sales copy, especially Internet sales copy. After wasting a fortune on junk products and just plain scams over the years I've become extremely skeptical of purchasing products advertised over the Internet, especially if those products happen to be ebooks or software. I still make purchases online on a regular basis but I have wised up a little.

Now, before I spend a cent on a single product, I do a search for reviews of that product to see if it is actually as advertised. The few minutes it takes to search for and read product reviews have undoubtedly saved me thousands of dollars.

Several months back, for example, I received an email notice about a new product launch called [Duvet Dollars](#) that claimed to spill the beans about profiting from Google Adwords. I knew that Google Adwords had an enormous amount of profit potential but I hadn't looked into it very

much. Out of curiosity, I went to the sales page to see the details and (not surprisingly) was promised the moon in exchange for \$47. I was little skeptical to say the least. I waited a few days after the product had launched and then did a search for reviews. The reviews were mostly negative, just as I had suspected.

Thus, by waiting a few days and then looking at the reviews I was able to save myself \$47. \$47 I could spend on something that would really benefit my business.

Much to the dismay of shady and unscrupulous Internet marketers, many online consumers like myself are wising up and realizing the true power of the Internet. This means that online consumers are making more informed decisions before parting with their hard earned cash. And what better way to make an informed decision than to read unbiased reviews of the product you are interested in buying?

Blogs are ideally suited to capitalize on this trend because (as you already know), they rank well in the Search Engines and also because blogs are viewed as trusted sources of information, unlike heavily commercialized websites. Positive product reviews from blogs can mean significantly increased sales for the product owner.

Those in the online business community are well aware of this trend.

In October 2006 payperpost.com was launched as a way for advertisers to harness the incredible persuasive power of blogs. For a wide range of fees, bloggers are paid to write product reviews that persuade the reader to purchase the product they are 'reviewing'. Based on [payperpost.com's](http://payperpost.com) growth since their launch, it looks like their advertisers have been very pleased with the results.

“Does this mean that some of the reviews I've read in the past and believed were honest and unbiased were actually paid for by the product owner?”

Yes.

And that is precisely why I am not the biggest fan of payperpost.com. In fact, I find their entire concept extremely unethical. A blog that exploits the trust of the reader and convinces them to buy a product that may or may not be good is scandalous and completely violates the underpromise

and overdeliver philosophy. After all, who wants to be promised an unbiased review and then delivered a bunch of garbage?

At the same time, I know just what it's like to have a bank account that's as red as a baby's cheek, so I can't really fault blog owners who auction off their long term reputation in exchange for a little short term cash flow. Unless you really need the money desperately, I suggest you stay clear of payperpost.com and their shady business practices. Besides, payperpost.com recently introduced a segmentation system whereby advertisers can limit which bloggers qualify for their opportunity. The new segmentation system uses criteria such as Technorati rank, Google page rank, Alexa rank, blogger quality rank, and blog categories. In other words, if your blog is fairly new and not very well established you probably won't make very much with their opportunities anyway.

In any event, the point I want to impress upon is that online consumers are more and more often making buying decisions based upon the reviews they read online. Because blogs are Search Engine friendly many of these reviews originate from blogs. And, because blogs are perceived as trusted sources of information, blog reviews tend to be more persuasive than non-blog reviews. As a blog owner, a favorable product review can earn you **BIG** money by either including an affiliate link to the product you reviewed or, whenever possible, by acquiring the resell rights to the product and selling it yourself.

To start making money with product reviews you will first need to find products to review that your readers will actually be interested in. If you have a blog about real estate investing, for example, you probably would not want to post a review raving about how wonderful your new vacuum is. Furthermore, to maximize your profits you will want to try and review products that are either brand new or recently released.

The reason for this is simple.

If a product is new then few people have purchased it....

and if few people have purchased it then most people don't know very much about it...

and if most people don't know very much about the product then your review of it could easily be the first time a person has read anything about it...

and the influence of your review will be maximized and so to will your profits.

The two main ways of keeping up to date on product launches within your niche are by subscribing to multiple newsletters within your niche and by lurking around forums (did I mention that forums are important?).

To find newsletters within your niche, go to the websites listed below and either type in the keywords related to your blog or search the categories section listed on the frontpage:

www.ezinehub.com

www.newsletteraccess.com

www.ezinelocater.com

www.free-ezines.net

www.ewstandonline.com

www.ezinefinder.com

(Once you've built a subscriber base these sites are also excellent places to list *your* newsletter and build your subscriber base)

You should be able to easily locate scores of newsletters related to your blog. Try to locate about 20 newsletters to subscribe to.

Note: I don't suggest subscribing to these newsletters with your main email address. Instead, create a 'throwaway' email address at Yahoo! or Hotmail and use that. You could also use one of the email address you used to open your AdSense account or that you used to submit your RSS feed to MSN or Yahoo! Using a 'throwaway' email address prevents your main email address from being spammed relentlessly with junk emails.

This is exactly what *will* happen when you subscribe to this many newsletters.

If you hate reading, relax. You don't actually have to read all of these newsletters on a regular basis. Instead, all you're going to need to do is to check your subscription email address periodically and scan the subject headings. If a newsletter owner has heard about a new product launch, believe me, they will be very excited to tell you about it.

I am subscribed to 100+ newsletters. I usually check this email address about 2 or 3 times a week to see what's new. Here is a cross section of my inbox:

<input type="checkbox"/> Healthy Living	Lose 30lbs Fast	Thu Jul 26,
<input type="checkbox"/> Dr.Mani	brian, Yeah, Make Me Look BAD!	Thu Jul 26,
<input type="checkbox"/> Rick Mence	Zachary, The First No BS Review of Speed PPC	Wed Jul 25,
<input type="checkbox"/> Watch Satellite TV Online	Re-Launch In 15 Minutes!	Wed Jul 25,
<input type="checkbox"/> Rx Alternatives	Rapid Weightloss - No Prescription Necessary	Wed Jul 25,
<input type="checkbox"/> Orbitz	Trip Planning Made Easy + Major Carriers Announce Fare Sale!	Mon Jul 23,
<input type="checkbox"/> Shawn Casey	INeedA Here's the info about today's call.	Thu Jul 12,
<input type="checkbox"/> Please Reply By July 15	Skinner, Zachary: Confirm Shipping Address	Thu Jul 12,
<input type="checkbox"/> Yvonne Woody	play casino games online	Thu Jul 12,
<input type="checkbox"/> Derek Gehl	Free salescopy tips from 'The Club'	Wed Jul 11,

If you were looking for indications of a new product launch, which subject headings would interest you?

To me, the most obvious is the one that says "The First No BS Review of Speed PPC." I mean, how can they claim to have "the first review" if the product isn't new? ;-)

Subject headings like these are fairly easy to spot and are exactly what you will be looking for when you scan your inbox for new product launches. And believe me, if you are subscribed to twenty or more newsletters you can expect to see these kinds of subject headings at least once a week.

Next, open the email and go to the main product page and check whether or not they have an affiliate program. If you don't see the word 'affiliate' written somewhere on the page, then skip this product. It's rare to find products marketed on the web that **do not** have some sort of affiliate program built in. If the product happens to be a digitally delivered product, also look for the word "resellers" or some mention of "resell rights." Amazingly, some products do not have affiliate programs so be sure you are able to register as an affiliate before you spend your

valuable time and money on a product. Nothing is worse than finding a good product, extensively reviewing it, and writing a good product review only to find that you have no way of monetizing it.

After you have confirmed that the new product does indeed have either an affiliate program or resell rights option, you will then want to perform a search for other reviews. Obviously, just because a newsletter owner says a new product is good doesn't necessarily mean it is or, for that matter, that is even new. The easiest way to look for product reviews is to go [Yahoo!](#), [Google](#), and [Technorati](#) and type in the name of the product and then "+ review" without the quotation marks. If the product was just launched, you may not find any reviews at all. Buying these kinds of products is a little risky because they may or may not be good. If you can afford it, definitely buy it. If the product really is good, your review of it will make a killing. And, if isn't, your blog readers will be pleased with you because you will have saved them a lot of money.

Obviously, if you uncover lots of negative reviews, then you should of course stay clear of those products.

Now, once you've got a new product picked out, have confirmed that you will be able to monetize a review of it, have also confirmed that the product is truly new and has no known negative reviews, then you will want to purchase it (if your budget allows) and write a review of it to share with your blog.

This is the standard review format for writing a product review:

1. Introduce the product and give a brief description
2. Describe what you liked about the product
3. Describe what you didn't like.
4. Render a verdict and decide whether or not the product lives up to the advertisers claims
5. Include an affiliate link where the product can be purchased. If you own the resell rights to the product, then include the URL of the website where you are selling the product.

There are very few products that are 100% perfect so be sure to actually describe what you did not like about the product. Believe it or not, mentioning a few negatives can actually boost your sales. The reason behind this is simple. By listing what you did not like about the product, you make your overall endorsement seem credible and unbiased. If you only list what you liked about the product, you will sound like a salesman and nobody likes a salesman, not even other salesmen. Whatever you do, do not be tempted into skipping step number 3 for fear of losing sales.

My all time favorite kind of products to review are rebrandable ebooks and Private Label Rights (PLR) ebooks. These two kinds of products are spectacular for two reasons:

1. You own the resell rights and so you can charge whatever price you like and keep 100% of the profits for yourself
2. You can earn money off the backend by inserting your own affiliate links into the ebook. This means you get paid multiple times for a single sale. If you do things right, a single sale can be worth hundreds of dollars.

Before I tell where to find these kinds of products, let me first explain the difference between a rebrandable ebook and a PLR ebook. A rebrandable ebook allows you to insert a certain amount of your own affiliate links into the ebook itself. Sometimes the owner will even allow you to insert your own name into the ebook as if it were your own. Rebrandable ebooks are excellent ways of earning backend revenue but the changes you make to them are limited to the specifications of the owner. PLR ebooks on the other hand can be changed or manipulated anyway you like and generally come with only single restriction prohibiting from selling you the Private Label Rights to the document.

One of the best places to find rebrandable and PLR products is by browsing the special offers section of forums. Many times, a person making a special offer is desperately in need of cash because they spent

all of their money developing their product and know have no choice but to offer rebrandable or PLR versions of their product. This is exactly what happened to me the first time I wrote an ebook. A special offer being made by a seller in need of cash is beneficial to you because it usually means the offer is exclusive to the forum and very likely brand new.

When you are browsing the special offers section look for the words 'rebrand' and 'PLR' in the listing titles. Next, check to see what kind of comments have been made about the product within the forum listing itself. These comments can sometimes be faked, so you should still perform a review search like we discussed earlier. Writing your own sales copy can be tedious and time consuming so be sure the seller provides you with a pre-written sales letter and graphics as part of the package.

After you have read the ebook and written your review of it, you will then need to join the affiliate programs specified within the ebook or rebranding tool. Creating and inserting your own affiliate links can be time consuming and usually can not be done the same day because of the review and confirmation period required by many affiliate programs. After you have taken care of the embedded affiliate links, you will then need to customize the sales page, create a price that ends in '7' (anything priced under \$50 and ends in 7 sells better, they say), insert your payment link, create your download pages, upload your pages and test them to make sure everything works properly. You should then be on your way to building your backend income that can easily add up to thousands of dollars overtime.

You also may want to check these sites out for PLR and rebrandable ebooks:

www.w.Proplrpackages.com

www.plrebooks.co.uk

www.plrbuyer.com

www.plr-content.com

www.brandable-ebooks.com

I should warn you that many PLR ebooks tend to have less than stellar quality. Many times, their poor quality is the reason they are being sold with Private Label Rights in the first place. So be cautious. But if you can find a single high quality PLR ebook, it can be worth its weight in gold (pretend that ebooks actually have weight). Rebrandable ebooks are nearly as good and, in some ways, better because they are sold in pdf format instead of the raw word version. Be on the look out for both.

Always remember that your blog readers view your blog as a trusted source of information. **Do Not** violate this trust by posting phony product reviews. Doing so may result in short term profits, but it will also lead to the eventual collapse of your reputation and your ultimate demise as a blog marketer. Instead of thinking "how I can extract the most money possible from my readers?" ask yourself, "how can I most effectively build trust and loyalty with my readers?" If you focus on this instead of your bottom line you will conversely make *a lot* more money (hmm, doesn't that sound like the underpromise and overdeliver philosophy we talked about in Chapter 1?).

How often you post product reviews to your blog is dependent upon your budget and to some extent upon the niche you are operating in. If you plan on doing reviews of expensive, physical products, a few times a month is usually good. For digitally delivered products, I suggest once or twice a week. Whether you plan on posting reviews once a day or once a month, make sure you update your newsletter subscribers about your new review.

Video Product Reviews

In Chapter 3 we discussed the importance of adding video to your blog and how these same videos can serve as a free and easy means of attracting hordes of traffic to your blog. In addition to keeping your readers happy and providing you with free traffic, videos can be extremely profitable when they are paired with a product review of some kind.

Using a video to review a product is far superior to a written review for the obvious reason that it allows the viewer to see everything that you see, as well as the product features and overall effectiveness. You can easily fake a written review, but faking a video review is much more difficult. In other words, using videos to review a product gives you the utmost credibility and a good one can send those who view it into a total buying *frenzy*.

Take for example a nice little piece software called [Instant Article Wizard](#) that you can use to create content for your blog and can be used as a means of creating articles for submission to article directories. When this product launched, I received an immediate email notification. I viewed the sales page and was really impressed, but I had no way of being sure that software did what it said it would do.

As I told you before, I am very skeptical when it comes to making online purchases particularly purchases of digitally delivered products. The software certainly seemed like it was something that would solve one of my problems but sales pages are not exactly the most honest things in the world and for \$67 I wanted to be 100% sure the software worked the way it said it would. I did what I usually do when a new product launches that seems like a bunch of hype; I waited for other people to purchase and review it.

Not long after the launch of [Instant Article Wizard](#), I stumbled upon the blog of a well known Internet Marketer. The author had recently purchased the new article writing software and had made a 20 minute video review of the software and posted the review to his blog. The video was very impressive to say the least.

Watching the video of the software in action removed all of my doubts and convinced me that the software was indeed the product I needed. I ordered right away from the link on the blog and the author earned himself a nice little affiliate commission. By taking the extra time to put together a comprehensive video review of the software as opposed to a simple written review, he was able to easily convince me to part with my hard earned cash. And as an avid cash lover, getting me to part with my hard earned cash is not easily done.

A video review of a product proves beyond all doubt whether the product does or does not live up to the claims made by its advertisers. Because of this, video reviews are *especially* effective with personal improvement, development, and financial products.

Products like the following:

- 1) Internet Marketing/Money Making products
- 2) Weight Loss Products
- 3) Hair Regrowth/Permanent Hair Removal products
- 4) Men's Sexual Performance
- 6) Dating/Seduction products
- 7) Debt Solution products
- 8) Life Insurance products

Alright, some of the above product types would be somewhat difficult to create a video review of. The idea though is that these are the kinds of

products people are normally skeptical about purchasing and some of them are ideally suited for a video review.

Let me give you a really good example.

If you are reading this right now and you live in the United States, there is 66.3% chance you are overweight ([National Center for Health Statistics](#)). And, if you are overweight, there's a really good chance that you would like to lose the weight. With some careful research and the use of video to record your progress, you could experiment with different weight loss products to lose weight and (if successful) could make a small fortune by posting the results to your blog.

If you were interested in doing this, the first thing you would need to do is to search out reputable weight loss products on the Internet.

You could start by doing some research at these sites:

www.whichdietpill.com

www.weightlossresources.co.uk

www.squidoo.com/weight-loss-review

www.weightlosspillguide.com

www.skinnyondiets.com

www.diet-pill-adviser.com

Essentially what you would be doing is setting up a video blog for the purposes of reviewing weight loss products and you would be using

yourself as the test subject. Surprisingly, I have seen very few bloggers actually do this which is strange to me given the *vast* profit potential of discovering an effective weight loss product. I am not now nor have I ever been overweight, so I must confess that I know very little about the weight loss industry and what products actually work or for that matter if any do. Based on the volume and variety of products sold I would strongly suspect that there are at least a few that do indeed work and, if you are willing to do the research to discover them, you will be handsomely rewarded.

If you're a bit on the large side and were thinking about losing weight, using a weight loss program and documenting the details by video could result in serious profits if you then use the video to promote the weight loss program as an affiliate.

Whatever kind of products you decide to review, always make it a point to ask yourself whether or not you can create a video review. Obviously there are some limitations to a video review. But even if you are reviewing an ebook, for example, you still might be able to create a video review instead of a written review if the subject of the ebook involved the use of the Internet. If so, all you would need to do is make a **Camtasia** video of what it is that the ebook instructed you to do online and that could serve as your review. If a video review would require the use of a digital camera, remember that such items can be purchased very inexpensively on [Ebay](#). Keep an open mind on what it is you are reviewing and be creative with it.

Always remember that video is a blog marketers best friend and can easily be the difference between a few sales and a few hundred.



5. Putting It All Together

If you're feeling a little overwhelmed at this point, take a deep breath and relax. Anything new can be a little overwhelming and this guide is no exception. Whatever you do, don't be afraid to implement what you've read for fear of failure. Few things in life are 100% certain and I can not 100% guarantee that following the strategies outlined in this book will make you serious income (although I'm pretty confident you'll do just fine!).

What I can guarantee is that it is *very* cheap to fail on the Internet. As I have tried to show you, blogs only require a very small investment of money and this small investment can easily lead to substantial permanent income. But, if your investment of money and time does not bring you the kind of results you were hoping for, don't be discouraged. Instead, analyze every aspect of your blog including your overall topic, traffic tactics, list building techniques, content quality, etc. and see if there is anything you can improve upon.

If not, remind yourself that failure is cheap and start again. If you implement everything you've read correctly and treat your blog like a business, you should be fine. However, you should only expect to see a small trickle of cash starting out and then, once you have honed your marketing skills, made important contacts, and branched out into

multiple blogs, you can then expect the trickle to multiply into a mighty stream of money.

Picking your topic can be a little tricky given the vast quantities of topics to choose from. Naturally the best possible topic for your first blog is one that you happen to be very familiar with and also has a lot of traffic potential. If the things you are knowledgeable about don't correspond to a large traffic flow, find a topic with the potential to attract lots of traffic and that you'd like to learn more about. Doing so will not only provide you with the foundation for a profitable blog it will also allow you to apply your newly acquired knowledge in other ways. For example, you could create a simple information product based upon your knowledge base and market it to your blog readers and newsletter subscribers as well as to the forums you joined. If you become knowledgeable about anything within the Internet Marketing niche you can apply your knowledge directly to your blog marketing and other online business ventures.

Forums, as I have mentioned repeatedly, are important to your online success. They provide vital help for any technical difficulties you may run into, offer a constant stream of ideas for improving your overall marketing strategy, can provide you with content for your blogs, serve as a source of traffic, act as an intermediary for meeting possible business partners, and are very cheap and highly targeted markets for any information products you may develop in the future.

Regardless of your blog topic, you should consider joining an online business forum. If you start a blog outside the Internet Marketing niche, you will also need to join a forum related to your niche topic. Just don't get sidetracked by the back biting, gossip and moaning. Look for the positive, and use it as a source of information.

Your blog has the potential to develop into a real business, so you need to treat it like a business. This means you will need to set a schedule and devote a chunk of time every day to browsing through forums, making forum posts, responding to forum posts, adding great content to your blog, performing product reviews, looking for additional ways to monetize your blog, and implementing the free traffic tactics we discussed in Chapter 3. Because traffic is the most important ingredient needed for a truly successful blog, you will need to concentrate most of your time and energy on getting traffic. If you can only devote 20 hours a

week to your blog and related activities then you should spend at least half that time trying to get traffic to your blog. The more traffic you get the more money you will ultimately make. After a little while you can spend less and less time on traffic generation as your earlier efforts such as article submissions, video submissions, directory submissions, viral ebooks, etc. will continually bring in a nice flow of traffic to your blog.

Also, don't forget to take the time to read through the bonus materials I provided you with. I put them there for a reason after all. Each one is jam packed with information you can use to make even more money with your blog.

If you work hard, apply what you've learned, believe in yourself, and lose your fear of failure, you *will* make money and you *will* be a very successful blog marketer.

To Your Success,

Tony

Your Action Plan

I designed this to serve as a checklist of things you need to do. I placed an empty box next to each instruction so that you could literally check off each item as you go along. I strongly suggest you do this.

1. Join an online business forum and bloggerforum.com and spend at least an hour each day there []
2. Find a topic with lots of traffic potential and form a knowledge base about that topic if you are not familiar with it. []
3. Purchase a domain name related to your topic from namecheap.com and hosting from bluehost.com. Remember that your Domain Name Servers (DNS) will need to be set to your hosting provider after 24 hours. []
4. Download Wordpress and install it. Hire someone if need be. Refer to the Wordpress forum and the installation instructions found in your bonus folder. []
5. Create your OTO page using the resell rights material you purchased to help form your knowledge base and download pages and check to make sure these pages work properly. []
6. Decide upon an incentive for your newsletter and subscribe to Aweber.com and build your newsletter and add your newsletter opt in box to your blog. Refer to pages 59-63 of this manual for detailed installation instructions. []
7. After you have sufficient content, apply to the Google AdSense program and install the code onto your blog. You can refer to pages 51-54 of this manual for more detailed instructions. []
8. Start driving traffic to your blog using the different methods discussed in Chapter 3 []
9. Set a schedule and assign yourself daily tasks []
10. Familiarize yourself with Camtasia and add as much video content to your blog as you can. Read Tube Traffic and submit your best video content to Youtube. []
11. Subscribe to at least 20 newsletters related to your topic. []

12. Post at least one product review and at least one 'how to' article a week to your blog. []
13. Periodically check the opt in rate for your newsletter and if it less than 5%, try another incentive or tag line. []

If you would like Rebrandable Master resell Rights to this publication click [HERE](#)