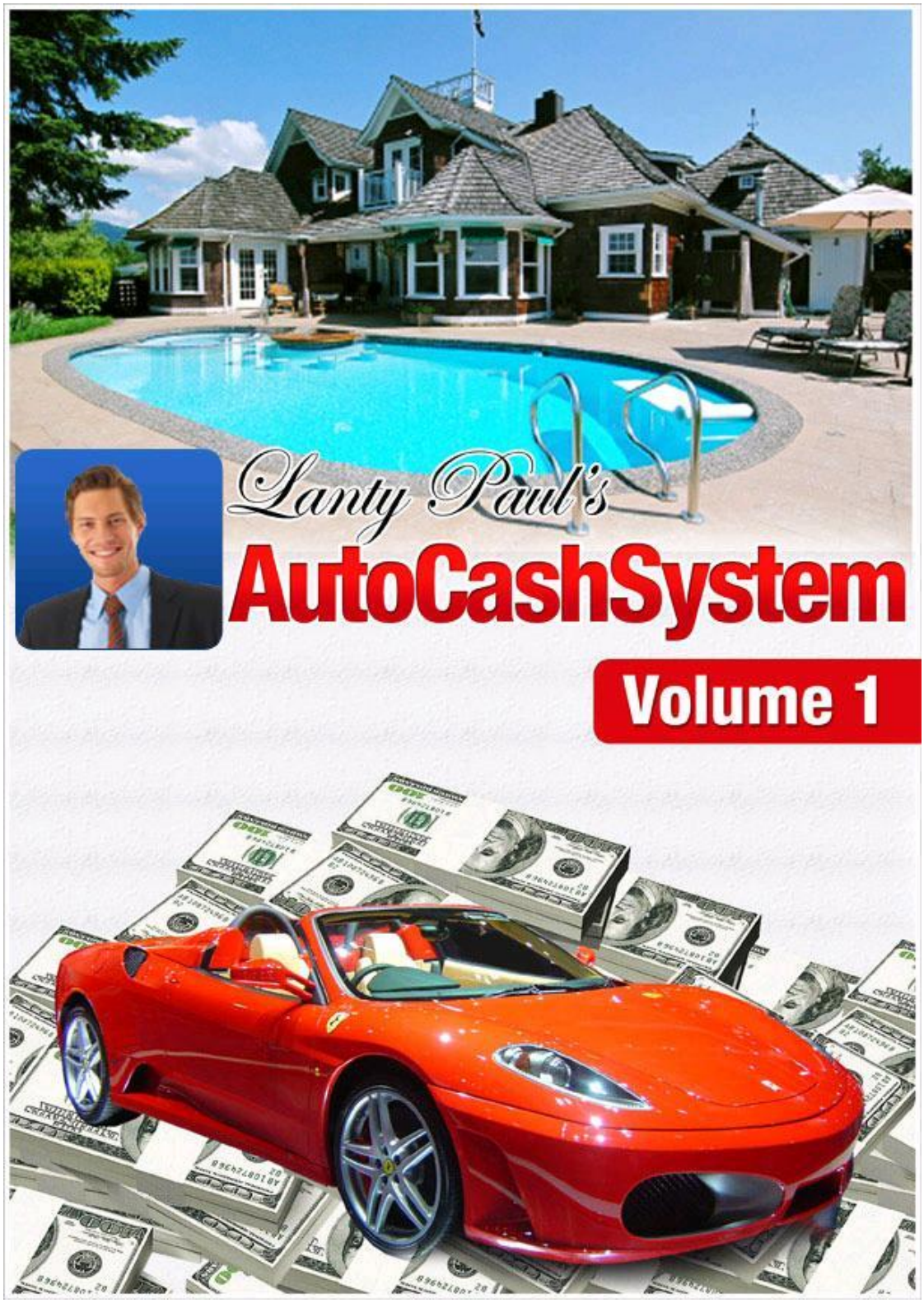

Volume One

By: Lanty Paul

"I suggest printing this out for easier reading"

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INTRODUCTION

First and foremost I would like to say congratulations on taking the first step to financial freedom. Let me begin by telling you what you have to look forward to as you read on. In the following chapters I will show you step by step all of the techniques I use to make over $46,472 every month on the internet. The information I am going to share with you is priceless and if used right, could change your life forever (so pay attention).

The world of internet marketing can be a little confusing but once you understand how to use it to your advantage it can be highly profitable. Through out this

e-book I will show you exactly how the so called GURUS are taking advantage of internet marketing and using it to become filthy rich. They work just a few hours a week but their racking in the cash like their printing it themselves.

I am going to show you all the do's and don'ts of affiliate marketing and all the Inn's and out's of ad words and ad sense programs, I will show you how to create your own product and make loads of cash selling it online and incredibly easy and sufficient ways to drive unreal amounts of quality traffic to your websites.

I will also show you how to create killer affiliate sites, and how to make tons of money on line without even having a website. This e-book will teach you everything you'll need to become successful in the world of internet marketing.

As you may know the internet is one of the largest and fastest growing markets in the world, and there is no better time to get in and get rich then right now, but enough of the pep talk lets get down to business and start making some money!!!!!

CHAPTER 1 - FIRST THINGS FIRST

1. THINGS YOU'LL WANT TO DO FIRST

First of all I highly recommend printing this e-book and reading every chapter. After reading the entire book, read it again and take detailed notes. I can't stress how important this book is to your success online. As I stated before I use every technique I teach you throughout this book to make over $46,472 every month on the internet. I am able to do this with very minimal effort working just a few hours a day from the comfort of my own home, so don't take anything I teach you for granted because I use all of these strategies personally so I know they work.

B. THE RIGHT MIND SET

Having the right mind set consists of three things
1- A DREAM
2- GOALS
3- ATTITUDE

1. DREAM BIG!!!

Nothing is impossible! The most vital thing to success is dreaming. You have to have a dream rather its retiring early, or being able to put your kids through college, or buying a new sports car, or that dream house or maybe you want to travel the world or just be able to sleep in when you want and go to sleep when you want, vacation when you want to vacation work when you feel like working and not have a boss that you have to answer to every day (to live a stress free life), whatever your dream just make sure you have one.

We all dream as a child about driving that $100,000 sports car or living in that mansion, but as we age we start to get comfortable with what we have and stop

thinking that our dreams as a child will ever actually come true, well that mind set is not what you want.

If you don't have a dream then you have nothing to work for, no reason to push yourself and put yourself in a situation to achieve what you really want in life. A dream is what gives you drive, drive to keep going even when things get tough, drive to not give up and no matter what keep a positive attitude and work towards your dreams and aspirations. When you have a dream you have to constantly focus on it. You should use your dream as fuel to your success, so find your dream and go get it!

2. SETTING GOALS

Setting goals is a good tool to use to track your success and keep you motivated. I suggest setting long term and short term goals. Be sure to keep your goals realistic, remember a goal is a realistic stepping stone towards your success and a dream is something you want more then anything else and it does not have to be realistic.

You should put a deadline or a date on your goals. For example say the first short term goal you set for yourself was to make an extra $300 - $500 per week online. This is a good realistic goal. How long do you think it would take to reach this goal? If you were ambitious and really worked towards this goal I would say within 6 - 10 weeks you could be able to make an extra $200 - $500 per week, so you could set your deadline at say 2 months (8 weeks). Doing this does two things, it gives you a specific goal to work towards and gives you a limited time to achieve that set goal, ultimately helping you concentrate and work harder to achieve success.

As you achieve all your short term goals you will be building a solid path to achieving your long term goals and eventually your dreams. You should also set long term goals with a time frame of 1 - 5 years. Long term goals are goals that are realistic but may take a little longer to achieve such as retiring, or making $100,000 per year online. Things like this are typically achieved after numerous years of work and dedication.

As you set long term goals you should set short term goals to compliment them. For instance if your first long term goal was to be able to quit your job and work full time from your computer at home and you make $60,000 a year at your job then u know you would have to make at least $60,000 per year online before you could quit your job, so your first long term goal would be to make $60,000 per year online. After setting this goal you would want to set 3 or 4 short term goals that would help you achieve that 1 long term goal.

Remember a goal is a realistic stepping stone towards your success and that is how you should look at your short term goals. You could set short term goals like making an extra $500 per week online, or maybe rearranging your schedule to be able to dedicate more time to working online. Anything that would help you on your way to being able to quit your job would be a good short term goal to set

that would compliment your 1 long term goal.

Before you get started with anything I suggest sitting down and writing your goals on paper. I write my goals in a time line fashion and as I accomplish each goal I cross it out and write exactly when I achieved that set goal that way I can compare it to the time I felt it should have taken me to achieve that goal. Doing this helps to make sure that I am working as hard and as consistent as I need to.

If I am not achieving my goals in the time I set for myself then I know I have to put more time and effort into my work. No matter how successful you become you should always set goals for yourself and continue to work on a consistent basis to achieve your goals.

3. ATTITUDE

POSITIVE, POSITIVE, POSITIVE. The absolute best thing you can do to make sure you achieve success in any part of your life is keep a positive attitude. If you believe you can, you can. If you think you can't, you can't. It's that simple.....

The mind is a powerful thing and having the right mind set is everything. Throughout your journey to financial success there will be people... a lot of people.... trying to tell you that it can't be done. That you'll never accomplish anything, and that you need to concentrate your energy on your job and try to work harder towards a promotion instead of wasting time on your business.

The people that say these things are the people that don't have enough courage to think outside the box and try to better their lives themselves. They can't do it so they'll tell you a million reasons why you can't do it. I call these people downers, and if you let these downers influence you and allow them to bring you down with them you will never be where you want to be in life.

You always have to stay positive even when things get tough you have to keep a positive mindset and work through the hard times or you will never achieve the kind of success you're looking for. When I was in my early twenties I decided to focus on starting my own business instead of going to college, my mother did not like the idea but she supported me. The rest of my family hated it and all I heard from them was things like you'll never amount to anything with out a good education, and you're throwing your life away, you need to go to college and get a good job with good benefits.

They tried to tell me to do everything that they did to get where they were in life and I almost listened and gave up on my dream of being a young successful entrepreneur. Then I thought about it. I looked at there life and what they had. I looked at the kind of life style they lived and realized they were living paycheck to paycheck and were always concerned about money and there bills and every one of them were in debt.

I looked at this and I said to myself why should I listen to them about how to be successful in life. Why am I letting people who aren't where I want to be in life tell me how to get there? I thought about all of this for weeks then I decided that it's my life and I only live once, I'm going to do what I want to do with my life and not let other people influence me in a negative way and convince me to give up on my dream and live a average life.

Needless to say I didn't let the downers get to me I stuck with my dream and now just a few years later I'm living the life that I've always wanted to live. If you allow the downers to get under your skin and you don't keep a positive attitude about becoming financially free, it will never happen and you will always live an average life. Positive thinking is the fuel behind any success. So stay positive and you can achieve anything.

These are the three biggest intangibles to your success but none the less are the three most important factors to you being successful in anything you choose to do.

If you do not have a dream you will have nothing to be excited about there fore you will not push your self to success.

If you do not set goals it will be difficult to continuously put time and effort into your work and it may eventually cause you to quit chasing your dream.

If you do not have the right attitude it will be impossible to accomplish anything in life because you don't believe in your self and in your capabilities to be great.

Always remember these three guidelines to success because they are vital to you achieving your dreams and aspirations in life.NOW LET'S START LEARNING HOW TO MAKE SOME MONEY

CHAPTER 2- AFFILIATE MARKETING

1. <u>What is affiliate marketing and how will it make me money?</u>

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Affiliate marketing is a method of promoting web based business in which an affiliate is awarded for every visitor, subscriber, customer, and or sale provided through his/her efforts. It is a modern variation of the practice of paying a finders fee for the introduction of new clients to a business. Compensation may be made based on a certain value for each visitor (pay per click), registrant (pay per lead) , or commission for each customer or sale (pay per sale) or any combination there of.

That is the definition of affiliate marketing. To break it down its just putting a website together reviewing a specific product that you

are interested in selling. After putting a website together you'll have to sign up for a good affiliate program with a company that sells the product that you are interested in.(I will show you how to find good affiliate programs later in this section).

Then write a good review of the product and put your affiliate links on your website to refer your visitors to the business you are affiliated with that sells the product you are reviewing .In return the company that you refer business to will pay you a commission on each sale that is made by a customer coming from your site.

This way you don't have to actually deal with any merchandise or customers, you just send them to your affiliate's website and they take care of everything then send you a check in the mail every two weeks.

The company you are affiliated with can track where the customer came from because you will have a unique affiliate code and every time a visitor comes from your site to there site and buys something they can track the affiliate code back to you, that way they know to pay you commission for that sale.

For example:
Say you were interested in selling cell phones and you put together a website all about the newest hottest cell phones on the market. Because you have pages on your website dedicated to reviewing the hottest newest cell phones available you would want to find a good company to affiliate with that sells all the phones you are talking about on your site.

After finding a good company you would want to put links on your website directing your visitors to your Affiliates website. Say a visitor comes to your site and reads your review for one of the newest phones on the market. After reading your review he/she decides to buy the product. The visitor would then click on your affiliate link which would direct them to the business that you are affiliate with that actually sells the product.

You would then be paid a commission for that visitor as long as the sale was made. You do nothing but bring people to your website show them a review of a product and then send them to the website that they can actually buy the product from. The website you are affiliated with then sells the customer the product and pays you a commission for the sale. IT'S THAT SIMPLE.

OK now you know how affiliate websites work. You know how to make money affiliating with different companies on line. Now let's talk about how to find good companies to affiliate with.

Some companies have their own in house affiliate programs while others choose to have their affiliate programs run by major affiliate networks. I highly recommend going through an affiliate network for 2 reasons.

1. It is easy to find the top paying affiliate programs in the field of your

choice. This means you will make more money per referred sale.

2. You can compare tons of programs in one location. You can compare them by EPC (earnings per click). You can also compare them by $ earned per sale and go with the programs that offer the most amount. You can compare them by their refund rates and avoid programs with high refund rates, and you can compare them by % referred and try to avoid the companies that do not have a high referred percentage.

In my opinion the best affiliate networks to use are:

1. clickbank
2. commission junction
3. befree
4. linkshare
5. performics
6. websponsors
7. sharesale
8. clixxchange
9. clixgalore
10. fineclickes
11. fastclick
12. affiliatefuel
13. darkblue

I put clickbank as my #1 because it is entirely dedicated to digital products (products that are available by download). This is good because as soon as a customer buys anything from any of the sites that are on the clickbank network the product is delivered immediately via email.

I also think that click bank is the best because I believe that selling formational products on line is the best, fastest, easiest way to get rich using the internet. I have made a lot of money selling informational products online and although I have made quite a bit of money selling physical products as well, selling information is by far the easiest and most efficient.

If you would rather sell physical products I believe commission junction is the best affiliate network for you. Commission junction is the top affiliate network for companies who sell physical products online. Some of the largest internet businesses in the world have their affiliate programs here. The other 11 affiliate networks are good as well. I would take the time to look at all of them and decide for your self which is the best for you.

Now that you know what affiliate marketing is and how it will make you money let's start putting things together. In the following section I am going to show you how to put an affiliate site together and show you the strategies I use to make my affiliate sites convert like crazy.

1. CREATING AN AFFILIATE SITE AND MAKING IT PROFITABLE

I'm going be honest here. I could tell you all about html and the proper programs you'll want to use to build professional websites but that's a book in itself, plus honestly I don't know how. I have never built my own website, but yet I have made millions on the internet.

About 5 years ago I paid a friend of my sisters to put a website together for me and ever since then I have been making a killing on the internet using websites that other people build for me. There are sites out there that you can post a work order on to have a website built and people will bid on it and build it for you. There is also websites out there that offer website creation tools that do everything for you and are extremely easy to use.

These are my personal favorites:

Elance.com – This is my favorite because you don't have to do anything. All you at Elance.com is put up a work order and people will bid on it and you choose the best programmer at the best price to put your website together. The prices are competitive and they will build your website fast and perfect. You don't need to know any html or anything about building websites to get one built here because it is all done for you.

Site build it – this is another good one and you don't have to know any html. They will build an affiliate based website for you already set up to start making you money. The cost of having this done is $300.00

Plug in profits – 49.95 to set up and it does require some work

Xsitepro – this tool is $197.00. It does everything for you so you don't need to know a thing about html or codes.

After building your website or having someone else build it for you you'll have to choose a domain name for your website. Typically domain names are around $10.00. A domain name is what an individual would type in the search bar to be directed to your website (I.e. www.google.com).

Be sure to choose a domain name that suits your website. If you have a website about cell phones you would want to choose a domain name such as www.cellphones.com or www.topcellphones.com . After choosing a good domain name you'll have to do a search to see if that domain name is available. You can search for available domain names and purchase domain names HERE.

After selecting a domain name you'll need to have your site hosted by a hosting company. Hosting is kind of like space you rent on the internet. In order to have your website visible to the public you need to have hosting. You can get hosting HERE.

After you have a website built you'll need a good sales pitch or review to sell the

products you are affiliated with. There are a few things that I do in my sales pitches and reviews that I have had a lot of success with.

The first thing I always do is surf the web and read other reviews and/or sales pitches on the product I am going to be promoting. This helps to get a good idea of what other affiliates are saying about the product and it always makes it much easier to write my own review.

Another thing I do regularly is go to online forums and see what everyone is saying about the product I am reviewing. This is good because on forums people typically post their honest opinion on a product or service and for the most part it is only consumers talking about the product, rather to buy the product or not where the majority of review sites are individuals just trying to make money as an affiliate of the product and these reviews are not always honest.

Once you read up on the product you are reviewing you are ready to write a killer sales pitch. This is the most important part of an affiliate site. When visitors come to your affiliate site and read your reviews they should get excited to purchase the product you are talking about. Remember the goal is to get visitors to click on your affiliate links and be directed to the site where they can purchase the product. Having a good sales pitch is vital to your success as an affiliate marketer.

There are 5 main things I try to do in every sales letter or review I have ever written. I have used these 5 strategies to write successful sales letters for tons of review sites and also for some direct mail advertising.

The first aspect of a good sales pitch that I always apply to my affiliate review sites is to cause a sense of urgency. It is always a good idea to make the reader el that this incredible product at this incredible price is time sensitive and will not last forever. Doing this makes the reader believe that they have to act now and purchase the product or they might miss out on the deal. You want your visitors to purchase the product when they first come to your site because 95% of them who visit your site and decide not to buy today but think they will come back later and purchase your product will never come back. A good way to cause a sense of urgency is by using images. Create an image on your site and say something like ONLY 78 LEFT and have the 78 crossed out and write 54 beside it. Another good way to cause a sense of urgency is to say that the discounted price is time sensitive and that this deal will only last for another 14 hrs and 26 min. Make the 14 hrs and 26 min a countdown so as they are visiting your site they see that they are running out of time to purchase the product at the discounted price. Another way to do this is to set a date that the product will stop selling on or that the price will go back up to retail price by. If you are selling the product on the 1st of February you could say that the product will go back to its original price by the 16th of February, When the 16th comes simply change the deadline for another 10 or 16 days.

The second strategy that I use when writing a killer review site is to appear

unbiased. You should approach the reader as a third party, someone who is just giving their honest opinion of the product. Make them believe that you are just an honest person trying to help them make an informed decision. By not appearing to be making any money from the sale of the product you will gain more credibility and trust from your readers. Would you believe someone who is making money each time they sold you a product or someone who is not making any money from selling the product and just wanted to help you make the best decision?

The third of the five strategies I use and probably the most important is to invoke fear into the reader. Make the reader feel that by purchasing any other products they will just be throwing their money away. Make them believe that if they don't buy your product and instead buy a similar product from one of your competitors that they will eventually run into problems. This step works well when you are reviewing products in a field that is known for fraud because people are already scared of getting ripped off and they know that they will be taking a chance on any product they buy. Use this fear to your advantage. Say you were promoting a diet supplement. This is a field well known for fraud. You could write something like "fake diet pills exposed…they promise the world and deliver nothing" Then write an article about many unsatisfied customers of different types of diet supplements. When writing an article that is bad mouthing diet supplement companies be sure to not name names. Talk in general to avoid any legal matters. After writing a few paragraphs about how most diet pills don't work and are just a waist of money you would want to talk about which ones you found actually did work (the ones you're affiliated with of course). Be sure to put your affiliate links at the bottom of the page where you are talking about the products that you found actually do work.

The fourth step when writing a good review that will sell is to build a dream. Make the reader excited about purchasing your product. They have to feel that by purchasing your product their life will change in one way or another. If you were reviewing an e-book about how to make money online you could talk about how much better their life could be working just minutes a day at their computer in the comfort of their own home or about how they will be able to retire early and live the life they always wanted. If you were reviewing weight loss supplements you could talk about how much better their life would be if they lost that weight or how much better they would feel about themselves after losing the weight. You basically want to say that this product will give you everything you've ever wanted and more….. BUT YOU MUST ACT NOW. Be sure that when talking about what the product could do for them you do not make any promises or say anything like "if you purchase this product you will lose 20 pounds in the first month" instead you would want to say something like "this incredible break through diet pill COULD help you lose UP TO 20 pounds in your first month".

The final step when writing a good sales pitch or review is to act like an expert. Read up on the product you are reviewing and be sure to include facts in your review. You want to say that you have tried numerous different products and the one or 2 products that you are reviewing are the only ones that actually worked.

Talk about what they have that the other similar products do not. For example if you were writing a review on diet supplements you would want to talk about the different types of ingredients and the mixture of ingredients that the diet pill has in it which makes it better then all the rest. You could talk about how it is 100% natural or about how it does not contain the harmful ingredients that the other brands have.

Another thing that I always try and do when writing a review for a product is to relate to the customer. If I am writing a review for diet supplements I would say things like "Have you tried other diet pills out there that promise weight loss and deliver nothing", or "I have tried tons of weight loss programs just like you and every time I have been disappointed", or "Over the past couple years I have tried many different weight loss programs. I have tried proper dieting and workout programs. I have tried just about every diet pill on the shelf, I have even thought about surgery, but finally I found the 1 product that actually works". You want to appear that you were in the same situation as they are but that this miracle pill helped you finally loss the weight and you would recommend it to any one who has tried everything and has had no results. By relating to them and saying that you had the exact same problem you begin to build a friendship a form of trust between you and the reader. People would much rather buy products from some one they can trust rather then someone who is just trying to make a sale.

If you use all of these strategies in your review there is no reason your site shouldn't convert like crazy. Remember that the two most important things to your success as an affiliate marketer are your ad campaigns, and your actual written review of the product. If you can do both of these better then your competition you will be a huge success as an affiliate marketer.

Another thing that I like to do when putting together a review site for a product I am affiliated with is to use more then one product. If I were putting together a review site for weight loss supplements I would go to 3 or 4 different weight loss supplement websites and sign up for there affiliate programs. The reason I always use more then 1 is to give my customers options. If you give them options and use my 5 strategies they will not think that you are making any money of the sale of the product and will trust your review and hopefully take your advice. After signing up for 3 or 4 different affiliate programs you would want to figure out which one pays the highest commission and promote that one as your number 1 pick and the second highest paying as your number two pick and so on……

Another good tip is to apply for seals of approval from respected companies online. Doing this will build a sort of trust between you and the customer because they see that you have other respected companies online saying that you are legit. Even if you have to pay for a seal or a trophy from a reputable online source it is well worth it. Building that trust between you and your customers is half the battle.

I believe that the fastest and easiest way to make tons of money online is by

promoting informational products. If you use the strategies I show you throughout this chapter you could build an incredible review site that will sell and create some killer ads to get traffic to your site in just a few hours. If you do it right you could be making money within the first day. That's how easy it is.

Another good tip that I have used in the past is to give affiliate rebates or offer free stuff when someone purchases the product through your affiliate link. If you get paid 75% commission on a $100 product you will be earning $75 per sale. If you offered anyone who purchased the product through your affiliate link a $25.00 rebate you will still be earning $50.00 per sale. Most people do not do this so by offering rebates you could increase your sales by up to 200%. The only thing you have to keep in mind when offering rebates is that people do ask for refunds on occasion. Most online companies have a 45 day money back guarantee so you will have to make it clear that you will not give them there rebate until after the 45 days. When the 45 days is up have them show you the receipt and check your records to make sure that they didn't ask for a refund then simply send the their rebate by paypal or money order. Most people will not even remember to ask you for their rebate after 45 days that is why you could easily offer a much bigger discount and still make a huge profit on each sale.

Now you know all about affiliate marketing. You have created an affiliate site and are armed with all the information you need to write a killer review. Now all you need is a company with a product that you are interested in affiliating with and then you'll be on your way to making boatloads of money. This next section is going to show you everything you will need to know to pick the right product to promote.

1. CHOOSING THE RIGHT PRODUCT

The main thing you'll have to remember when choosing the right product to promote is to be sure to choose products that people want or that relates to a large group of people. If you choose to promote E-books about how to be a magician you may not have as much success as if you chose to promote an E-book about getting out of debt, because there are a lot more people who need information on getting out of debt then people who need information on how to become a magician. This works the same for physical products. If you were promoting cassette players you wouldn't be as successful as if you were promoting mp3 players, ipods, or cd players, so pay attention to what is hot and what is not because hot products are where the money is. Another good idea is to promote products in fields that are known for fraud (I talk about why in section B of this chapter)

after choosing the products you are going to promote you will want to determine which one pays the highest commission and has the lowest refund rate or the highest $/sale. The reason this is important is because whichever product has the highest profit potential is typically the product you will want to say is the best.

For example – say you were promoting e-books on the best way to train your dog. You go to Clickbank and you find 4 e-books about training your dog that have good affiliate programs. Let's say that all 4 of them cost 39.95. E-book (A) offers 33% commission per sale to its affiliates, E-book (B) offers 50% to its affiliates per sale, And E-book (C) offers 75% commission to its affiliates per sale (75% is the highest commission allowed by Clickbank). Now let's say that the refund rates for all 3 of them are the same. This would mean that E-book (C) would have the highest $/sale. You would want to promote E-book (C) at the top and say that it is the best because you will earn the most amount of $ per sale with this E-book. You would promote E-book (B) second and E-book (C) third.

Keep in mind that there are a lot of other things to consider when choosing the right products to promote. You will have to consider the cost of the product, the demand for that type of product, the average amount earned per sale ($/sale), the percent earned per sale (%/sale), The percent referred (% refd) , and you will have to consider things like how much you know about the product, is the product something you are interested in, do you feel you could write a good sales pitch or review for the product.

Clickbank breaks all of this down in 4 different fields to make it easy to compare products and decide which products you are most interested in promoting. The four categories are as follows

1. $/SALE: This is the average net dollar amount earned per affiliate per referred sale. This means on average how much $ the affiliates for this product profit per sale. Keep in mind that the $/sale is effected by refunds, charge backs, sales taxes, and Clickbanks cut. If you are looking at an E-book to promote that sells for $100.00 and it has a %/earned per sale of 75% you know that after Clickbanks cut your $/sale should be about $63. Now if this product only shows an average of $30.00 earned per referred sale then you know that although this product may sell well there are a lot of refunds and charge backs being made meaning the product must not be very good. If a product has a high %/sale but the $/sale isn't close to where it should be based on the %/sale It would be wise to steer away from that product and find another product to promote.

1. %/SALE: This is the % earned per affiliate per referred sale. This number should not change unless the publisher changed the % they are willing to pay out per referred sale. %/sale is important because if the percent per le is high but the $/earned per sale is low then you know the refund rate for that product is high and you should avoid promoting that specific product or program.

1. % REFERRED: This is the % referred by affiliates. If this number is low it means that the publisher does a lot of advertising and gets most of its business itself. You do not want to affiliate with programs that have a low

% referred because there is not very much opportunity to make good $ promoting that product. If a product has a high % referred it means that most of its business comes from its affiliates. You do want to promote products with a high % referred because that means that there are already people making money with the program and there is a good opportunity to make good $ promoting that product.

1. GRAVITY: This is the number of affiliates who earned commission by referring customers to the publisher's product. This number is based on a point scale and is not an actual total. Clickbank looks at the past 8 weeks and for each affiliate that the publisher has paid in the last 8 weeks Clickbank adds an amount between 0.1 and 1.0.The more recent the last referral the higher the value added. If the gravity is higher then the products above and below it then that program has been doing good the past two months. If the gravity is lower then the products above and below it then the product has not been doing very well as of late.

When choosing a product to promote from Clickbank you want to take all 4 of these into consideration. You will want to promote products with a high gravity, a high %/sale, a high referred %, and a $/sale close to the current commission that the company offers its affiliates. If you find a product that has all of this you can make a killing promoting it through your affiliate review site.

1. GETTING TRAFFIC TO YOUR AFFILIATE WEBSITE

Ok now you have an affiliate website. You picked the perfect product to promote and signed up with their affiliate program. You have a killer sales pitch or review of the product and you have your affiliate links on your site to direct your visitors to your affiliate's site so they can purchase the product you are reviewing. Now all that's left to do is get people to your website so they can read your killer sales pitch and click on your affiliate links, but how do you get good traffic to your website?

I believe that the easiest, fastest, and most efficient way to get quality traffic to your website is pay per click (PPC) ads. Ppc ads are the ads that are displayed on the right hand side of search engine results when a particular key word or phrase is searched for. An individual who wishes to place a ppc ad would go to the search engines member's area sign up for a free account and bid on the key word(s) or phrase(s) of their choice. Your ad will be displayed when a visitor comes to that search engine and types in the keyword or phrase that you bid on. How high in the search engine results your ad is displayed depends on how much you bid for that particular key word or phrase. When a visitor clicks on your ad you will be charged the amount you bid for that key word or phrase and the visitor will be directed to your website or a website of your choice.

For example: say you have a review site about cell phones and you wanted to advertise by placing a ppc ad on a major search engine. You would go to that search engines members area and sign up for a free account, then you would choose key words or phrases that you want your ad to be displayed for. You would choose key words like "cell phone, mobile device, cool phone, new phone, wireless, etc... after choosing what key words you want to compete for you would bid on them. If you bid more per click then everyone else your ad would be displayed at the top of the paid results. If you bid less then everyone else your ad will be displayed at the bottom of the paid results and could end up on the 4th or 5th page if the key words you chose were popular. After bidding on the key words and phrases you want to target you would write a 3 line ad that you would want displayed when those key words or phrases are searched for. Your ad would be displayed every time someone came to that search engine and typed in any of those key words or phrases. Every time someone clicked on your ad your account would be charged the amount you bid to use those key words and phrases.

Ppc ads are a great way to advertise and get quality traffic to your site because your ads are only displayed when people type in key words that relate to your product. Another good thing about placing ppc ads is that you only have to pay if a visitor actually comes to your site and every visitor that visits your site through your ppc ad is already surfing the internet for information about your product making it that much easier to make a sale.

There are a handful of decent PPC search engines that you might be interested in placing an ad on. The best PPC search engines in my opinion are

1. Google Adwords
2. Yahoo
3. Miva
4. GoClick
5. Search123
6. SearchFeed
7. enHance
8. 7Search
9. Abcsearch

There are many others out there but these are the ones I have had a lot of success with. Another thing you may want to do is start off placing ads in the smaller search engines because the key words and phrases are typically cheaper because these search engines are not as popular. Because you only pay when someone clicks on your ad and comes to your site you will be able to get just as much traffic for a much lower cost.

If you run a ppc ad on one of the search engines and you bid a decent amount to have a high placement on the first page but you are not getting very many clicks you may want to consider changing the wording of your ad. The wording of your ad is the most important thing when placing ppc ads and because you only have 3

lines you have to make it count. Here are a few tricks I use when deciding what to write for my ads.

First I always look at the other ads that are displayed for the key words I am going to be competing for. I see if there is any way I can use what they are saying to my advantage. For example say I was competing for the key phrase "weight loss" and I see that there are several ads displayed for this key phrase that talk about how great their product is and how much weight you could lose with their product. I may decide to write an ad saying something like "most weight lose supplements claim to help you lose weight but we reviewed the best and know which ones are for real". While everyone else has ads talking about how great their product is and how much weight you could lose if you use their product, I have an ad talking about how most of this is lies and I reviewed them all so before you buy a product that doesn't work read my reviews. Then people come to my site read my reviews and click on the affiliate links to go to the site that sells the product I said was the best. They buy the product through my affiliate link and I get paid.

The most important thing to remember when writing your ad is to be unusual. Be different make your ad stand out. If you write the same thing that everyone else is writing then your ad will just blend in with the rest and will not get as many clicks.

A good way to get a lot of traffic is to promote a product in a field that is known for fraud. This will enable you to invoke fear into your potential customers and will make it easy to use the 3 steps I talk about in section B of this chapter when writing your review for your website. Making your potential customers feel that all the other products out there are fraudulent and you know the only one that actually works is a good way to get them interested in reading your review. If you do this and write a good review your sales will go through the roof.

Remember to take your time when deciding what to write because it is one of the most important things when creating a successful review site. Another very important thing is deciding what key words and phrases to use. If you choose some key words and you are getting a lot of traffic but not making very many sales you may want to consider changing the key words you chose. It's all part of trial and error. It may take a little while to find the correct key words to use but once you do there's no limit to the amount of money you can make.

CHAPTER 3 - ADSENSE FOR EXTRA PROFIT

A. WHAT IS ADSENSE AND HOW DOES IT WORK

Adsnese programs are programs run by search engines in which publishers (people o have websites and want to become a partner of that search engine) display ads their website that relate to the content of their website. If you have a website all about shoes then the search engine would only give you ads to display

that were based on shoes. As visitors come to their site and click on these ads the publisher receives a commission from the search engine. Adsense is basically the result of adwords. Adwards advertisers are the ones paying the search engine to have their ad displayed on adsense member's websites.

The difference between adwords and adsense:
1. Adwords - advertisers bid on key words and phrases on a particular search engine and have their ads displayed with the results when someone searches for the key word or phrase they bid on. The advertiser then pays the search engine each time someone clicks on their ad (ppc) and is directed to their site. Adwords advertisers may also choose to have their ads displayed on the search engines partner sites (adsense).

Adsense - this is for people who have a website and want to have a search engine play ads on their website. If someone comes to their site and clicks on one of the ads then the search engine would pay the owner of the site a commission for that click. The ads that will be displayed on a publisher's website are ads that an advertiser using that search engines adwords program came up with. Adsense is the result of adwords.

Here is an example of an adsense program:
Let's say you have a website all about digital cameras. Because you have this website and you want to make some money you decide to put ads on your site that relate to digital cameras. You go to Google and sign up for their adsense program (you can click HERE to sign up for their adsense program). Google then searches your sight and finds relevant information on digital cameras so they give you ads to place on your site about digital cameras and related products. You place these ads on your site and as people come to your website and click on these ads Google pays you a commission based on what Google is being paid by the advertiser that created the ad. You would be paid per click so even if the customer does not buy anything you still get paid.

Remember that adsense is for people who want to display ads on there website and get paid each time a visitor clicks on the ads and adwords is for people who want to have their ads displayed on search engines and their partner sites. Adwords advertisers only pay when a visitor clicks on their ad and is directed to their website. Adsense members only get paid when someone comes to their site and clicks on the ads displayed by the search engine.

I have a few sites that I make over $7,000 per month with simply displaying ads and getting people to click on them, So I strongly suggest joining an adsense program to generate extra cash.

Google is by far the best because it is the largest and has the highest paying ads per click. I have made a killing using googles adsense program. I still believe being an affiliate of informational products and building review sites for them is the easiest way to make a lot of money on line, but there is quit a bit of money to be made by joining adsense programs as well. Later in this chapter I will show you an

easy and efficient way to make easy money using Google adsense. Profiting from adsense programs is simple, put together a website about a specific product and join an adsense program. Place the ads the search engine gives you on your site, drive traffic to your site and when people click on the ads you get paid. IT'S THAT SIMPLE.

B. HOW TO OPTIMIZE YOUR SITE FOR ADSENSE ADS

Ok. Now you know what adsense is. You know a few good search engines with quality adsense programs. You know the difference between adsense and adwords. You know how to make money using adsense programs, but how do you make a website so that the search engine knows what ads to give you to place on your site? This section is dedicated to showing you how to optimize your site so that search engines such as Google are able to give you relevant ads based on the content of your site. This may get a little confusing so take notes.

Let's say I want to market the key phrase "COMPUTER SOFTWEAR" on Google. The first thing I would do is sign up for googles adsense program. I would then create a page on my website all about computer software. Make sure you don't have a page on your site with only Google adsense ads on it or Google will ban you. Another thing to remember is that you are not allowed to tell your visitors straight out to click on the edsense ads, either by text arrows or any other smart idea you may have, and don't click on your own ads either, Google will know if you do, so don't do it.

If I was marketing the key phrase computer software I would want to have a page on my site with 2 or 3 paragraphs of relevant information regarding computer software. I would then place the Google adsense ads on my site.

After writing a few paragraphs of relevant information about computer software there are a few more things I will need to do to trigger a Google ad for my key phrase "computer software". The first is to make sure I have the key phrase computer software in my page title, in the Meta tags and in the description tag. I will also make sure I have the key phrase computer software within the text of my paragraphs several times making sure I bold it at least once. Another thing I may want to do is have an h1 and h2 heading tag on the page with computer software. I would also want to have a link on my page linking back to my homepage with an anchor text of computer software.
Once you do this your site will be set up for Google to send you ads relevant to the information that is on your site. Then you place those ads on your site and start making bank every time one of your visitors clicks on them.

C. OTHER WAYS TO MAKE MONEY WITH ADSENSE

Another good tip when placing adsense ads on your website is to select a border for your ad that is the same color as your background, that way it will not appear to have a border and it will blend in with the rest of the site. This will make it look less like an add and more like part of your page content and it will increase your click through rate.

The second tip that I want to share with you has helped me make a killing using adsense ads on my websites. This trick has increased my click through rate by up to 300% on a few of my sites. PLACE SMALL PICTURES NEXT TO EACH ADSENSE AD. This will draw more attention to the ads ultimately increasing your click through rate. There are a few things that you need to know before doing this. You can not violate any of Google TOS. This includes things like you must place a border around each picture because Google requires the ads to appear separate from the images, you may not place images next to an ad that tells the visitor in any way to click on the ad, ext…..

Another type of site that you may want to consider putting together for adsense ads is a simple search engine website. The way you would make a simple search engine profitable is to bid on key words and phrases on smaller ppc search engines and when a visitor clicks on your ad have them directed to your search engine. You would have your search engine display results that match the key words and phrases you were targeting on the smaller ppc search engine. The results at the top and on the right hand side of your page would be sponsored results from larger search engines

Let's say u purchased the key phrase "computer software" on a smaller search engine. When a visitor goes to that search engine and searches for "computer software" your ad would be displayed. When the visitor clicks on your paid ad they will be directed to your search engine and you will automatically display pre-populated search results for "computer software". The results at the very top of your page would be adsense ads from a larger search engine and the results to the right of your page would be adsense ads from a larger search engine. Because you would only be paying a small fee of say $.05 per click on the smaller search engines and the larger search engines such as Google would be paying you let's say $.50 for the same key phrase every time a visitor came to your site it would cost you 5 cents but if that same visitor clicked on your sponsored results you would get paid 50cents. That's 45 cents profit…….IT DOESN'T GET ANY EASIER. You could easily make a fortune doing this because there is literally hundreds of thousands of key phrases and key words you could do this for.

CHAPTER 4 - SELLING YOUR OWN PRODUCT

A. WHAT TO SELL

You can sell just about anything online, from informational products to cars, movies, car audio, home entertainment, weight loss supplements, body building supplements, houses etc… the list goes on and on. There are literally a million different things that you can sell online. If you are interested in selling physical products I recommend starting an E-bay business (I talk about how to build a successful E-bay business in chapter 5). Once you decide on a product to sell and use my strategies in chapter 5 to sell that product successfully on E-bay then

you could create a website for that product and expand your customer base online by advertising through search engine adwords programs and taking advantage of SEO.

I have said it many times before and I'll say it again I believe that the fastest and easiest way to make money online is by selling informational products through clickbank. Look at the top 10 products in all of the clickbank categories. These products sell. If you are looking to create your own product and sell it online I would recommend purchasing a few of the top 10 products in the category you are most interested in and creating a similar product. There is no reason to try and sell something totally new. If there is a product that is selling good already then don't you think that if you took that product and changed some things around, made it a little better, put a better website together, made it look and sound better, and priced it a little lower your product would be just as successful. I once read that "the key to success is finding something that is already successful and copying it". I come to find that this saying is very true. After creating your own product based on other products that have already had success, you would want to create a website with a good sales page. If you use the techniques I show you in chapter 2 then writing a better sales page then your competition should not be difficult.

Another good idea when selling your own product is to give away free merchandise with your product. There are a couple of good ways to do this. You could go to www.websponsors.com and find many free gifts such as DVDs and gift cards. An important thing to note about giving away free merchandise from here is that the free items are not exactly free. Your customers will have to sign up for a free trial of another product in order to receive their free gift. This may upset some of your customers; however you do get paid a commission from these companies for supplying them with a valid email address of someone they can market to in the future. If you do not want to give away free gifts that are not exactly free another good idea is to give away free travel coupons or travel incentives. If you go to Google and type in the search field "travel certificates" you will find plenty of companies that offer these certificates for a few dollars. The reason these travel vouchers are so cheap is because they hope that by giving the customers free visits they will come back in the future at full price.

Another good tip to remember when selling your own product is to give people 100% money back guarantees. If you sell your product through clickbank you are already obligated to give a 45 day money back guarantee. I found that the better the guarantee the more likely you are to make sales because your customers feel safe buying your product knowing that if it is no good they can get a refund. I have even offered more then 100% of your purchase price back if you try my product and it does not work. Almost no one will ask for a refund because if your product is any good and has any valuable information in it they can not prove that it doesn't work. Most people do not bother asking for a refund because it is a hassle, but it is important to know that there are people who will purchase products through clickbank profit from them and then ask for a refund anyways.

These people are being weeded out by clickbank though so it is not that big of a deal anymore.

B. CREATING A WEBSITE FOR YOUR PRODUCT

I have already told you that I never actually build my own websites. If you are into that kind of stuff and you can build your own website then by all means save the money and build your own. I personally find it much easier to have someone else build it for me. There are sites out there that you can post a work order on to have a website built and people will bid on it and build it for you. There is also websites out there that offer website creation tools that do everything for you and are extremely easy to use. These are my personal favorites

Elance.com – This is my favorite because you don't have to do anything. All you at Elance.com is put up a work order and people will bid on it and you choose the best programmer at the best price to put your website together. The prices are competitive and they will build your website fast and perfect. You don't need to know any html or anything about building websites to get one built here because it is all done for you.

Site build it – this is another good one and you don't have to know any html. They will build an affiliate based website for you already set up to start making you money. The cost of having this done is $300.00

Plug in profits – 49.95 to set up and it does require some work

Xsitepro – this tool is $197.00. It does everything for you so you don't need to know a thing about html or codes.

After building your website or having someone else build it for you you'll have to choose a domain name for your website. Typically domain names are around $10.00. A domain name is what an individual would type in the search bar to be directed to your website (I.e. www.google.com). Be sure to choose a domain name that suits your website. If you have a website about cell phones you would want to choose a domain name such as www.cellphones.com or www.topcellphones.com . After choosing a good domain name you'll have to do a search to see if that domain name is available. You can search for available domain names and purchase domain names HERE. After selecting a domain name you'll need to have your site hosted by a hosting company. Hosting is kind of like space you rent on the internet. In order to have your website visible to the public you need to have hosting. You can get hosting HERE.

(When creating the text for your website follow the steps I show you in chapter 2)

C. GETTING AFFILIATES TO PROMOTE YOUR PRODUCT

The first thing you will want to do after you have completed your product and

built your website is find people to promote your product and sell it for you. These people are called affiliates (but you already know that). To find quality affiliates to promote your product you will want to offer a 75% commission per sale to your affiliates, this is the maximum commission allowed by clickbank. You may also consider pricing your product a few dollars cheaper then your competitors, this way it will sell better and your affiliates will make more money selling your product.

Another good idea when working with affiliates is to offer your top affiliates a higher commission or additional $ per sale. I always pay my top affiliates more money per sale. Doing this will insure that those affiliates continue to promote your product above all others and as long as they continue to bring you a lot of sales you'll make out good in the end, even if your only making a couple dollars per sale. To offer your top affiliate's additional bonuses simply write them an email telling them how good they are doing and that your glade they are making a lot of money with your program and you would like to congratulate them by offering them additional compensation per sale. Let them know that at the end of the month you are going to send them an additional $_____per sale to their paypal account. This will excite the affiliate and they will probably bring you more sales then ever before. Then at the end of the month just add up all of their sales subtract any refunds and send them their bonus.

A good way to announce your program to thousands of experienced and qualified affiliates is to submit your program to affiliate-announcement, doing this will insure that your program will be seen by thousands of potential affiliates each day. Affiliate announcement will submit your program to more then 100 affiliate directories, saving you a lot of work. You could also do it yourself. You could go to all of the affiliate directories and submit your program, but it is very time consuming and may not be as professional as affiliate announcement.

There is another way to find quality affiliates to promote your product. You could go to Google and type in the name of the product you created your product after and see what websites come up. If they are promoting the product that you referred to when creating your product they may be interested in promoting your product as well. Simply contact the owners of the sites and ask them to try promoting your product. Write them an email explaining how great your product is and tell them that your refund rate is lower then most and that you offer a 75% commission. They may not respond after your first email so be persistent and contact them a few times before deciding to give up on that particular affiliate.

D. MORE ABOUT SELLING YOUR OWN PRODUCT

Another good idea when selling your own product is to contact websites that are currently reviewing other sites and ask them to write a positive article about your website and product. Some of the smaller ones can be persuaded with a couple of bucks. Do not ask the bigger reputable ones because they will not do it. The more sites out there that are saying positive things about your site the better your site will look. After they write a good review about your product you can

reference them on your homepage. It is just another way to let your visitors know you're legit and start to build a little trust. Another good idea is to go to www.truste.com and get a truste logo on your site. You can get a truste logo on your site just by having a privacy policy. There are a lot of sites out there like this and I highly recommend getting as many awards, seals, and reviews as possible.

Another thing you may want to do is have a page on your site dedicated to testimonials. People want to read about other people who have had success with your product. At first when you are first starting out it may be difficult to get testimonials. If you are having problems getting people to submit testimonials then try contacting your customers and offer them something for free just to submit an honest testimonial. Or you can try and give people a discount on your product if they submit a testimonial. Whatever it takes just make sure you get good testimonials. The really good ones you can display on your homepage.

Getting email addresses of your visitors is another very important thing when operating your own site. It is important to get email addresses because you can market products to them later on down the line and make some extra cash affiliating with different products. To start building your list of email addresses you will want to create a pop up window so every time a visitor comes to your site a window pops up asking them for their email address. It should say something like enter your email address for weekly updates on the latest scams to avoid or something similar. Be sure to write something here that will make them want to enter their email address.

CHAPTER 5 - EBAY- BUILDING A SUCCESSFUL EBAY BUSINESS

1. INTRODUCTORY TO E-BAY

E-Bay.com is an online auction and shopping website where people and businesses buy and sell goods worldwide. It was originally named auctionweb and was founded on September 3, 1995 in San Jose, California by Pierre Omidyar. The first thing ever sold on E-bay was Pierre Omidyar's broken laser pointer for $14.83. Since then the site has grown tremendously and now there are millions of items sold on E-bay each day. You can buy and sell just about anything on E-bay from cars and houses to cd players and prom dresses.

E-bay is a great place to buy and sell goods and if done right there is a lot of money to be made on E-bay, however it does have its down sides. E-bay has a number of fees that sellers have to deal with. There are fees to list a product and fees when the product sells, plus several optional fees for adding extras to your auction such as sub title, gallery pictures, and extra images in your auction, bold, high lighted, featured, featured plus, and the list goes on and on. You could easily spend up to $40.00 in fees for one auction without even realizing it. E-bay

charges $0.20 to $80.00 per auction depending on the extras you add to your auction and 2-8% of the final price. This final price fee could get pricy when selling high ticket items. E-bay also owns Paypal.com which is the #1 payment site for E-bay and there are several fees associated with Paypal.com as well. If you are going to start an E-bay business keep in mind that you will have to deal with a lot of fees and the cheaper you can put an auction together and make it sell… the better.

Fraud is another thing that you will have to be aware of when selling or buying on E-bay. The major fraud prevention on eBay is its feedback system. After every transaction both the buyer and seller have the option of rating each other by leaving each other a feedback comment or rating. They can give a "positive", "negative", or "neutral" rating and leave a short comment. So if a buyer experiences problems with the transaction, they can rate the seller "negative" and leave a comment such as "product was not as described". Learning the system and examining a seller's feedback history is a buyer's best protection against fraud. However there are 3 flaws in E-bays feedback system.

FLAW #1 - both small and large transactions carry the same weight in the feedback system. This makes it easy for someone to build a positive feedback record selling small or inexpensive items and then began scamming people selling higher end or more expensive items.

FLAW #2 - Both users are allowed to leave feedback for the transaction and if a user leaves a negative feedback the recipient may leave a negative feedback in return. Because of this a user may be reluctant to leave honest feedback because they would not want to risk receiving a retaliatory negative feedback in return.

FLAW #3 - You are only allowed 80 characters to leave a comment and this may not allow you to fully explain your complaint.

Another thing to remember about E-bays feedback system is that some people are very hard to please and will leave a negative feedback for no reason. I have had people leave me negative feedback because I asked them to pay for the item before I shipped it, or because it took 2 days to arrive in the mail, or they didn't feel that the item was packaged very well. Some people are just hard to please and when running an E-bay business you will have to deal with these kinds of people on a daily basis.

Keep in mind when operating an E-bay business that you will have to do a lot of physical work. You will have to answer emails regularly, package items, drive to the post office and ship items, deal with unruly customers, keep close records of your listing fees and account transactions, and deal with any and all negative feedback left on your account. It is time consuming and at times can be very frustrating but can be very profitable. I have made over $20,000 in a single month before selling merchandise on E-bay.

1. MAKING MONEY ON E-BAY

There are many ways to profit using E-bay. The most common is to find wholesale suppliers and purchase merchandise in high quantities at wholesale prices and then sell them individually on E-bay at retail price. This is exactly what I did when I started my first E-bay business selling surround sound systems and I easily made over $10,000 a month. When purchasing from wholesale suppliers you have to be careful of fraud. There are thousands of people, who claim to have the best wholesale lists, the best suppliers, etc.., but 90% of this is fraud and you could find yourself losing a lot of money trusting the wrong people.

Be careful when purchasing products and paying via western union. I have lost a lot of money paying people via western union and being scammed. Be aware that 99% of people who ask you to pay via western union are going to scam you and keep your money. Be especially careful when paying via western union out of the United States. I have used western union about 100 times and every time except 4 I have been scammed and lost my money. Because western union is so vulnerable to fraud they state the following on there website:

Make sure you know to whom you are sending money. If you are purchasing goods or services and paying through the western union network, it is your responsibility to verify the reputation and legitimacy of the seller. Western union is not responsible for the non receipt or quality of any goods or services.

Any time you purchase from a wholesale supplier I suggest making your first order a small one, even if the items will cost a little more because that way if it is a scam you do not lose very much money. After you make a few transactions with the company and consider them safe then you can make the larger bulk orders and really start bringing in the cash.

Here is a list of wholesale suppliers that I have either successfully used or a reliable source of mine has used and told me they were good. This list alone is worth thousands of dollars because it is very difficult to find reliable wholesalers of "HOT" name brand products.

1. Avus – A huge wholesale distributor in the united states. They distribute more then a billion dollars a year of wholesale products.

2. NAWCA – (North American Wholesale Co-Op Association) Has 2,000 distributors of over 100,000 products. Many of these 2,000 distributors offer drop-shipping for you.

3. Worldwide Brands – Carries a huge inventory of over 4,000 products and offers drop-shipping to all of there members. They are the only wholesale source that is an eBay certified solution provider.

4. Ingram Micro – the second largest electronics distributor in the world.

5. Tech Data – electronic distributor stationed in the usa.

6. Allied Electronics – Carries over 135,000 electronics parts

There are many other legitimate wholesale suppliers out there you just have to find them. Depending on what you are interested in selling finding wholesale suppliers may prove to be very difficult. I suggest going through the sites I listed above and see if there is anything that strikes your interest. I have used a few of these sites myself and made a killing.

Another thing to keep in mind when purchasing in bulk and selling individually on E-bay is that it is much easier to buy and sell one item rather then buying numerous items and trying to put all those auctions together and keep track of what sells and what doesn't and which item gets shipped to which address and all of that mess.

If you are able to find a single item that will sell every time you list it on E-bay for a good profit you can just purchase that item in large quantities and make just 1 auction for the item. Then you can set your available quantity at say 10. You can even set it up so that when all 10 sell the auction will automatically re list (you don't want to set your available quantity high because of supply and demand). This will save you hours of work and many headaches trust me. You will also not have to worry about what size boxes to purchase for all types of different items or how to package the items, because when you are only packaging and shipping one item the size of the box and the way you package it will always be the same. This will save you a lot of time and money because you can purchase your shipping materials in bulk at a lower price.

You may have to start out purchasing various items and selling them on E-bay just to get a feel of what will sell and what does not. Once you find an item or two that sells well on E-bay for a good profit then you can stop listing other merchandise and just stick with the one or two items that you are making the most money with.

I have done this many times with several different items. One of the most notable is when I used to purchase surround sound systems. I found a company where I could purchase surround sound entertainment systems for $22.83 a piece (including shipping) in quantities of 150 or higher. I researched the surround sound system on E-bay and found that the average selling price for that particular surround sound system was $55.00. This met a profit of $32.17 each. I decided to buy just 10 surround sound systems at first to test the conversion of the systems on E-bay. I purchased 10 of them at $34.00 a piece. After listing them on E-bay all of them sold within 5 days for an average sale price of $57.18. I was excited! I immediately purchased 150 more at the wholesale price of $22.83 and listed them on E-bay. I sold all 150 surround systems within 2 weeks. They sold for an average sale price of just about $53.00. It cost me $3,424.50 to purchase 150 surround sound systems. I sold these 150 surround sound systems for a grand total of $7,950.00. This is a profit of $4,525.50. After the E-bay fees I still made over $4,000 in just two weeks. I continued to

do this week after week and eventually I was able to get the wholesale price lowered to just $19.00 per unit so I began to make even more money. I did this for a little over a year profiting around $7,000 per month. After about 14 months the company that manufactured the surround sound systems stopped producing them so I had to stop selling them and find something else to sell on E-bay.

This is just one of the times I was able to find an item and sell it over and over again on E-bay for a huge profit. I have done many other things with E-bay that have made me a lot of money but this is by far the easiest. If you are able to find a "HOT" item at a great wholesale price that will sell on E-bay again and again for a decent profit you can easily make around $10,000 per month. The hard part is finding reliable wholesalers, who have "HOT" items at great wholesale prices, but if you refer to the wholesale list I gave you earlier in this chapter finding quality wholesalers should not be a problem.

Another great way to make big bucks on E-bay is to take advantage of Craigslist.org. Craigslist.org is an online directory of things to buy and sell. It is almost like the classified section of your local newspaper only online. There are 9 categories to choose from (community, housing, jobs, personal, for sale, discussion forums, services, gigs, and resume). The best thing about craigslist.org is it is absolutely free to buy and sell things. There are no fees. Think of craigslist.org as an E-bay minus the fees and the bidding.

Craigslist.org is set up as local classifieds. You pick the state and city you live in and craigslist.org will display all the postings in all 9 categories from your area. This means that all of the sellers and buyers are local. This is good because when purchasing items from craigslist.org you can actually meet up with the individual selling the item and look over the product before you buy plus this means no shipping charges.

There are many ways you could use craigslist.org to make money but I am going to show you how I use craigslist.org and E-bay to make thousands of dollars every month. The first thing I do is look through the "for sale" section. This is mainly people trying to get rid of the things they no longer want so you will find a lot of used items in this section. I will use an example here of a transaction I did just three days ago to make over $1,500 with a little less then an hours work.

I was looking through the "for sale" section and after about 15 minutes a listing caught my eye – {12 Apple ipod video black 30 GB mp3 player - $920.00}. I thought this might be a good deal but I wasn't sure so I did a completed listings search on E-bay. After researching the average sale price for a used black ipod video 30Gb mp3 players I found that they had an average sale price of around $250.00, This met that I could purchase 12 ipods at $78.33 a piece and then turn around and sell them for $250.00 each. Needless to say I responded to the ad on craigslist.org. I met with the lady later that day at a local café and looked over the merchandise. Every thing was in order so I paid her the $920 she was asking and went home to begin putting auctions together for my ipods. I listed all

12 ipods on E-bay for 7 day auctions and put a buy it now price of $210. In just 4 days all 12 of them sold for my asking price of $210. Now lets recap, I bought 12 apple ipods for $920 ($78.33 each) on craigslist.org I then sold all 12 apple ipods on E-bay.com for $2640 ($220 each) this gave me a profit of $1720 ($2640-$920=$1720). After paying the E-bay fees I still made over $1500. Not bad for less then an hours work.

This is just one example of a transaction I have done using craigslist.org. There are literally hundreds of thousands of similar deals out there just waiting for someone to come along and take advantage of them. I have used craigslist.org on a regular basis to flip my money. I have found hundreds of deals just like the one I did three days ago and made thousands of dollars reselling merchandise on E-bay.

To wrap it up and make sure you understand exactly how to profit using craigslist.com here is a step by step guide

1. Look at the "for sale" section of cragslist.org in your city for potential products that you can resell on E-bay.

2. After finding a potential deal Research the item(s) on E-bay to see if there is a big enough profit potential. You can do this by using the "completed items search" option on E-bay.com

3. If you feel that you can make enough money buying the product from your local cragslist.org member and then reselling it on E-bay go ahead and purchase the item(s)

4. After purchasing the product(s) create an auction and list them for sale on E-bay.

I have purchased all kinds of items from craigslist.org and then resold them for huge profit on ebay.com. I have done this with items big and small from mp3 players to cars but I suggest to start out with the smaller items until you get the hang of it then you can move on to the bigger deals.

1. OTHER E-BAY VENTURES TO CONSIDER

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Although buying wholesale and selling retail on E-bay is the most common form of generating profits with E-bay you should not limit yourself to just one source of income. One of the keys to getting wealthy and staying wealthy is to diversify your income. Don't put all your eggs in one basket. In this section I am going to show you 5 more ideas for making money on E-bay. They are as follows:

1. Reselling event tickets

Reselling event tickets on E-bay is a highly profitable business if you do it right. The only problem with reselling event tickets is that the tickets to the shows that are "HOT" usually sell out very soon, usually on the first day, so in order to

be able to make huge profits reselling event tickets you will have to know how to get them before everyone else. Before I show you how to get major event tickets before everyone else let's go over the two things that you will need to research to ensure maximum profitability.

The two thing that you should look at before purchasing tickets to an event to make sure that the tickets will be profitable is SUPPLY (how many tickets will be sold for that event) and DEMAND (popularity of the team, event, performer, or show).

The supply of tickets for the event is a major factor when making your decision to purchase the tickets because if an event is selling 20,000 tickets the seats will not be worth as much as if that same event was selling just 2,000 tickets, The higher the supply usually the lower the value of the tickets.

The demand of the tickets is a huge factor when deciding to purchase tickets to resell for profits on E-bay because if the event is not popular then people will not want the tickets. Your goal is to purchase tickets for events that are going to sell out and sell out fast. If an event does not sell out and you purchase tickets for that event they will not be worth as much money and you may even lose money reselling them.

Now that you know the two main things to look for when purchasing event tickets let's talk about how you can get them before everyone else.

My number one source for buying tickets over the internet before an event sells out is ticketmaster.com. This is where I purchase most of my tickets to resell. Ticketmaster.com is fast and easy to use, you will just have to make sure that the minute the tickets go on sale you log on and purchase as many as you can through ticketmaster.com then when the event sells out you list them on E-bay and make some money. There is another alternative if you do not want to use ticketmaster.com and that is to go to the actually box office of the venue.

Another thing that you will want to do is to try and get pre-sale tickets. There are only a few people with pre-sale codes that will be able to purchase pre-sale tickets to major events. Purchasing pre-sale tickets is usually done on ticketmaster.com but you have to have a pre-sale code. Here are a few sites I have used to gain access to pre-sale codes

1. Fatwallet.com – You can click this link http://www.fatwallet.com/t/24/581239 to be directed to the section of the forum that is dedicated to discussing pre-sale codes to all types of events.

2. TalkTix.com – This is also a discussion forum that ticket brokers come to discus the upcoming events. In this forum they will talk about pre-sale codes and also they will discuss whether to purchase tickets for an upcoming event.

The last thing you will want to do to gain access to pre-sale codes and tickets is to sign up for all of your local radio stations mailing lists and for the artist's fan

club. A lot of these fan clubs or radio station mailing lists will give you access to pre-sale codes just for being a member.

After purchasing tickets to sold out events you can list them on E-bay and they will sell like hot cakes. If you purchased tickets to a local show in your area you may also consider selling the tickets on craigslist.org because there are no listing fees and you can meet with the buyer and do the exchange in person.

2. Opening an E-bay "we sell it" retail store

Once you get good at listing things for sale on E-bay and you have built a high positive feedback score you may want to consider listing things for other people and charging a small fee. I had a friend who did this once and he started making a killing. He eventually opened up a retail store and advertised in his local news paper. Everyday he hade 10 or 20 people coming in wanting to sell their stuff so he would take it take pictures of it list it and sell it for them. After the item sold he would package and ship the item for the customer he would then take out all of the E-bay fees that were associated with the selling of the item and then he would keep an additional percentage of the final coast for himself. This proved to be very profitable because there is a lot of people who have things that they want to get rid of but do not know how and because he established himself well in the E-bay community the items he listed for sale usually sold at a decent price.

If this is something you might be interested in doing you will first have to build a good reputation with E-bay. The fastest way to build a good reputation on E-bay is to sell small low ticket items such as baseball cards or action figures (anything you can purchase for

cheap and sell for cheap). Try to sell as many items per day as you can and make sure that no matter what you keep your customers happy so they leave you a positive feedback score. If you get a negative feedback from a customer make sure to open a dispute and try to do anything in your power to get that negative feedback removed. Your feedback score is the number one thing when operating a business where you are going to be charging people to sell there items on your E-bay account because if you have a poor feedback score the items will not sell very well and your customers will be very unhappy.

3. Selling other peoples junk on E-bay

What I mean by selling other peoples junk is to go to yard sales and garage sales and buy peoples used items at dirt cheap prices and then turn around and sell them on E-bay for profit. What's one mans junk is another mans treasure. This can be very time consuming but if you are good at picking out items that will sell well on E-bay and you are a good negotiator so you can talk the price down at the yard sale or garage sale this may be the business for you.

A friend of mine has an aunt that does this. She mainly focuses on purchasing baby books and cloths and shoes for babies. She travels around 4 times a week going to different yard sales and garage sales and even flea markets buying

hundreds of dollars of baby things. She then takes these items and goes home and lists them on E-bay. She makes a profit every time. You have to have an eye for that sort of thing though to make sure that you are getting the most bang for your buck when purchasing the items. I seen her sell an outfit that she bought for $2.50 at a yard sale for $52.00 on E-bay. I couldn't believe it.

4. Buying refurbished items and selling them for huge profits on E-bay

Another thing that I have done to make big money on E-bay is locate factories that sell electronic items and try to purchase their refurbished items in wholesale lots. A refurbished item is just an item that the manufacturer assembled and did it wrong so after selling the product to a customer they find that the product does not work properly. The customer then sends the item back to the manufacturer and they take it apart and fix the problem then repackage it and sell it as refurbished. The original problem with the item is usually something as little as an unplugged wire or something plugged in wrong and it just needs to be plugged in the right way. After the manufacturer fixes the problem and repackages the item the value of the item drops drastically. The item is basically brand new still and it will still come with a manufacturer's warranty. Sometimes the warranty is even longer then the original because it is a refurbished item.

I have purchased refurbished items ranging from flat screen televisions to DVD players to digital cameras and cell phones. One thing to remember when selling a refurbished item on E-bay is to make sure you state in your auction that it is a refurbished item and not brand new even though it may come sealed in all of its original packaging.

A few months ago I found a deal on the internet through a major electronic company. They had 9, 50 inch plasma flat screen TV's. Each TV retailed for $5,500 but because they were refurbished and because I wanted to buy all 9 of them they sold them to me for less then half that price. I purchased all 9 flat screen TV's for $19,350 ($2,150 each). I sold 5 of them on E-BAY FOR $3,600 each ($18,000 for all 5) and the other 4 on craigslist.org to local buyers for $3,300 each ($13,200 for all 4). I brought in a total of $31,200 and made a profit of about $11,000 off of this one deal.

CHAPTER 6 - SEO - FREE ADVERTISING THROUGH SEARCH ENGINES

1. WHAT IS SEO AND HOW DO I GET FREE ADVERTISING

SEO is the abbreviation for search engine optimization. It is the practice of optimizing your website to be listed high on major search engine results for key words that are relevant to the content of your website. If you are able to get high rankings in the major search engines your site will have a lot more exposure. You will be able to get a lot of traffic for free. If you can successfully optimize

your website to get your website displayed on the first page of popular key word searches that relate to your site you will not have to spend money on advertising using ppc ads because your website will already be displayed in the results for free.

When you successfully optimize your site to get high search engine rankings you will be able to save a tone of money on ppc ads. The only thing about SEO is that it is time consuming and does take a lot of work. You will not just appear in the top 10 results for your top keywords on major search engines such as Google over night. It is a process that will take several months. Throughout this chapter I will show you everything you will need to know to optimize your site successfully. I recommend starting by placing ppc ads for your review site reviewing informational products through clickbank because it is the fastest way to start making money online. After you get established as an affiliate marketer and you begin to turn a profit with your affiliate review site then you can start optimizing your site for high search engine results and eventually you may be able to stop paying for ppc ads and rely solely on SEO.
There are two major parts of SEO. When a search engine decides what sites to give the highest rankings to for certain top keywords they look for two main things, Incoming links and page content. Incoming links are important because it shows search engines that your site is important and page content is important because it shows search engines what your site is all about so they know what key words you are competing for.

You know what SEO is and you know the two major parts of SEO. Now let's talk about how to optimize your site successfully using both incoming links and page content. In the following section of this chapter I will teach you all about both of these and I will show you all the tricks you will need to know to get high quality incoming links and to make sure your sites content is good enough to get a high ranking on major search engines.

SHALL WE BEGIN!

1. THINGS YOU NEED TO KNOW ABOUT SEO TO BE SUCCESSFUL

The first thing I'm going to talk to you about is incoming links. Incoming links are just websites that agree to link to you. The more incoming links you have the higher Google and other search engines will rate your site because it shows that other sites feel that your site is important. You want to try and get links by websites that have a high PR. PR is the page rank that Google assigns to web pages based on a scale of 1 to 10. I highly suggest buying links from high pr sites because the chances of you creating a site with content that many high pr sites will just link to freely is very slim. Because incoming links from high pr sites is very important for SEO you need to buy incoming links.

A few tips about buying incoming links:

Do not have a lot of sites link to you that are not in your field of business. If you have a website about weight loss and you have a million links to your site from online dating sites Google and other search engines will frown upon this and will not rate you very high. Do not bother getting links from websites that are PR 3 or lower. It is a waist of your time. Another thing that I do is I try to get links from government sites. This is difficult to do so the next best thing is to get linked to by sites that have government links going to it. Charity sites usually have government sites linked to them so try and negotiate with a few charity sites for incoming links. Do not get linked to by sites that have 100 or more outgoing links. These sites can be considered link farms and you could actually get punished by Google and other search engines for having associations with these kinds of sites. You can see what incoming links a website has by going to Google and typing in the search field "link:www.nameofwebsite.com".

Make sure you vary your anchor text for each incoming link to your site. Anchor text is the actual text in the link to your website. For example anchor text. Google will easily spot a site buying links if all of your incoming links have the same anchor text. If the key phrase for your site is "weight loss" you would want your incoming links to have varying anchor text such as "cut weight, lose weight, diet supplements, dieting, etc…" If you buy links from a site that has hundreds or thousands of pages and that site links to you from multiple pages be sure to change the anchor text for each page that links to you.

In order to buy links all you have to do is contact the owners of the sites that you are interested in linking to and negotiate a price for them to link to you. If you do not feel like contacting the owner of these sites and negotiating a price personally there are a few companies out there that will do it for you, for a small fee of course. The ones I suggest are textlinkbrokers.com and text-link-ads.com. These two companies will find links for you that have a high PR. They will negotiate the price and make sure that the anchor text is varied. If you can find links on your own I highly suggest just doing it but if you can not then these two companies can help.

Another thing that you want to do is get your links added to reputable online directories. This is important because it will increase your link popularity and you're PR. Here is a list of free directories that I suggest.

1. Open directory
2. Most popular sites
3. Joe ant
4. Abilogic
5. Linketeria
6. Search site
7. Re-Quest
8. Skaffe
9. Net Insert
10. Big All

11. eZillion
12. 01webdirectory.com
13. Mavicant
14. Vxbox
15. Spheri
16. Tsection

You can also go to a paid directory and submit your link. If you go to a paid directory your site will be added in a few business days. Here are just a few paid directories that are out there

1. Able Seek
2. Yahoo
3. Linkopedia
4. Sight Quest
5. Sun steam
6. Uncover the net
7. Best of the web
8. Business.com
9. Site sift
10. Gimpsy

After you have good incoming links to your website you will have to make sure your sites content is set up for high search engine results. Major search engines such as Google send spiders to surf the web daily looking for new sites and sites that have changed their content. You have to set your site up to impress these search engines so that they rank you high.

There are a few things that are important when creating good page content. The first is proper use of an H1 tag. H1 tag is the main heading for a pages text. I recommend only using 1 H1 tag per page. Make sure to include your main key word or phrase in your H1 tag. Don't repeat your key word in the H1 tag and try to keep it only 1 simple sentence. A few other things that is important when creating good page content is keyword density, page title, description, Meta tags, and content.

The keyword Meta tag section of your page should be filled with your pages main keywords and phrases separated by a comma. For example if I was creating a "keyword" meta tag for the key phrase weight loss, I would write things like "weight loss, dieting, diet pills, burning fat, losing weight, etc…". Don't write a million key words and phrases here. Only use your top key words and phrases. When writing the "Description" Meta tag only write a sentence or two that describes your whole page. Be sure to include your keywords and phrases in the description Meta tag. It should read something like "Being over weight is something that millions of people have to deal with every year. If you're looking for the right diet to finally lose the weight you've come to the right place."

Another thing that I do with my sites to make sure that major search engines

such as Google visit my site often is I change my content every 10 days. Every 10 days I write a few new paragraphs about the subject, that way Google and other search engines continuously visit my site because they think that my site is important because I change and update my content regularly. If I put a website together about a subject that I do not know much about I use an automated tool that gives me relevant page content based on the keywords I input. This helps me write a few new paragraphs every 10 days to keep search engines coming to my site. These are three tools that I use

1. The article system
2. Traffic equalizer
3. Article bot

As I stated before if you would like to use SEO and save money on placing ppc ads that is fine, just remember that it is time consuming and your site will not be listed in the top 10 results for your top key words over night. I highly suggest starting out by signing up for an affiliate program through clickbank and building a review site, then placing ppc ads on search engines such as Google to get traffic. You could even throw a few Google adsense ads on your site to generate some extr profit. Once you begin getting the flow of things and start to turn a good profit then you could work on optimizing your site for high search engine results.

FINAL THOUGHTS

There it is, all of the information you will need to begin making money on the internet. All that's left to do is take action. It is a fact that 90% of you will not even read this entire e-book (so if you did congratulations), 7% of you will read ıe entire e-book and do nothing with the wealth of information I have supplied you with (don't be part of this 7%), and 3% of you will actually read the entire e-book and put what you learn to use. 3% of you will make loads of money on the internet while the other 97% continue to do nothing and complain about how they cant get anywhere in life. Don't be part of the 97% that is going no where. BE PART OF THE 3% AND START MAKING SOME REAL MONEY.

Thank you for reading "AUTO CASH SYSTEM". Always remember that the first step to success in anything in life is to take action. Now that you know how to make money online, put it to use and start living the life you have always dreamed of. GOOD LUCK with everything you choose to do in life and congratulations on your future success.

Sincerely,
Lanty Paul

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