

HOW TO START AN E-BUSINESS ON \$5

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Phase 1 – Beating Ezine Articles

(If you already have a platinum level EZA account you can skip this step, otherwise, I recommend this before ANY other step)

<http://EzineArticles.com> is the largest article directory around, and if you use them correctly, you've got a gold mine on your hands (if you don't know what I'm talking about no worries, but basically the articles are used to drive traffic to your site). This isn't going to be the only directory we submit articles to (more on this later), but it is the most important. What keeps them a high quality directory, however, is how meticulously they watch their authors to ensure quality.


So... let's get you all signed up. If you don't already have an account head to the following link to get one, after you're signed up, come back here before you do anything!: [EZA Sign Up Link](#)

Awesome! Now, here's how their site works: When you sign up, you are given the opportunity to submit ten articles, after the first ten, your

account is not allowed to submit any more. In about a week's time, their editor's will look over your account and choose if you will be upgraded... At this point, one of two things will likely happen:

 You'll be upgraded to 'Basic Plus' status: This allows for 25 more submissions.

Or

 You'll be upgraded to 'Platinum Author' status: This is what you're aiming for. Why? Because for one, your articles will be approved in 1 or 2 days, not 3-7 days. Also, the platinum level allows you to submit unlimited articles and, although they won't tell you this, they are WAY easier on their platinum level authors. What I mean by this, is that they won't reject your articles as often on minor technicalities like they would with a Basic or Basic Plus author (this allows you to be slightly more promotional and encourage readers to click your links). You've still got to submit high quality stuff, mind you, but you won't have to worry as much.

“So how do I get Platinum?”: Before you do anything else in your online endeavors, before

you even choose a product, you're going to submit ten articles. These articles will have nothing at all to do with selling things, their sole purpose is to get you an upgraded account. Each article should be 350-450ish words.

Write about anything. Whatever you enjoy, some things that I wrote about were taking portrait photography shots, black and white photography ideas, time management, the benefits of playing a musical instrument etc. You don't want it just to be “your story” however, make sure you teach the reader something. Ten articles that provide genuine content and usefulness are a good way to say “Hey Ezine, I'm ready to submit good stuff!” and get your Platinum account.

If you're not sure how to format such an article, here's one example to give you an idea: <http://ezinearticles.com/?Photographing-People---How-to-Shoot-Effective-Portraits&id=2659152>

Basically, just offer up some knowledge that you have, and make it as sincere as possible. To have the best chances of getting Platinum: READ THEIR [EDITORIAL GUIDELINES](#) and make sure that your article conforms. It's a little tedious, but it's important, trust me.

You should write ALL 10 articles before continuing with the guide.

The reason for this is that EZA will take a week or more to look over your submissions, and then decide on how to upgrade your account. After submitting your ten articles you will use this one week to start (at whatever pace you choose) the next part of the guide.

I should also add that writing the ten articles can be done at whatever pace you can achieve as well, you might write them all in one long day, or maybe a week, or maybe you're busy and it takes a couple of weeks, the choice is yours... Just do it, because the quicker you do this the quicker you start seeing the money!

Once you're ready, proceed to the next step!

Phase 2a – Product Research

The business model we're going to focus on is called 'Article Marketing'. Most of you likely already know what this is, but if not, don't worry, I've got all of the details for you. In case you don't know how it works your goal is going to be to get customers through the following simple “funnel”:

Your articles > Your Site > Vendor Site >
Make A Sale

But before we get into all of that, you need to pick a product you want to sell. Contrary to some teachings, I've found it really doesn't matter what you're selling, but rather that that product has good keywords you can target to support it.

First Step: Head on over to www.Clickbank.com

Create an account on their site and confirm it, making sure to check your information (you don't want those juicy paychecks to end up in the wrong place, do ya?). Save your account info somewhere safe.

After that's done, click the link up above that says "Marketplace".

This will allow you to search Clickbank for products that you might want to sell. First of all, change your filter to "High Gravity" and choose one of the broad categories to search within.

Home | Sign Up | Marketplace | Order Help | Blog | Log in | search

CLICKBANK®

Sell Products | Promote Products | Buy Products | About Us | Help Center

Search the ClickBank Marketplace

Category: Home & Family | Subcat: All Sub-Categories

Keywords: | Sort by: High Gravity

Product Type: All Products | Language: High Gravity

Show: 10 results per page | Go

Popularity
High Gravity
Low Gravity
\$ Earned/Sale
% Earned/Sale

Your search box should look something like this ;)

What Is Gravity? Gravity is a score that Clickbank uses to tell you how many sales a product is making. The exact formula isn't something I have ever found in its entirety but it comes down to this: The gravity total of a product rises when an affiliate makes a sale of that product. This can tell you two things and so you have to be a little careful when it comes to these scores. One thing the score tells you is whether a product sells or not, in other words, does it solve a problem people are willing to pay for. Secondly,

this can give you an idea as to a product's competition. For example: If a product has a super high gravity score it makes a lot of money, but this can also mean that SO MANY affiliates are promoting the product that it would be hard for you to get a “piece of that pie” so-to-speak. Once we start looking at more products, I'll give you an idea of ideal gravity scores for products you can promote easily.

Once you have a category chosen to start browsing, click “Go”.

You will see a bunch of listings of various products people have available. The top ones are going to have gravity scores in the hundreds, ignore these for now. What you will want to do is go back a page or two until you are seeing items with a gravity score of between 20 and 70. Scores in this area usually indicate that a product is sellable, and there's an audience that wants it, but at the same time that it is not too competitive. If you choose a high gravity product at first,

you may make a few random sales but you'll be spinning your wheels for months because you'll be competing with marketers with such big budgets. Markets (or niches, as they're often

called) that I would stay out of include penis enlargement, weight loss, that sort of thing. Basically products that you see ads for all over, because those niches are saturated with marketers.

I should mention that when browsing through the results, you don't need to worry about finding the PERFECT product, just one that interests you and you think you could write content about. When you see something you want to know more about, click the “View Pitch Page” link beneath it's listing to see the product's site (this is where you'll send visitors from your affiliate links on your own site). Go through various categories and find several that interest you, add their websites to your favorites as you go.

Since I'm building a campaign alongside you, I'm going after a betta fish care guide product. If you search for this on Clickbank you'll see it has a very low gravity, sometimes such products are alright because a low gravity doesn't ALWAYS mean a product isn't wanted, it could just mean not many marketers thought to try and sell it. IF you think about it, not many marketers probably looked for a betta fish care guide to sell when

browsing products. Don't worry, there are TONS of products that can make you plenty of money and you can surely find a few that interest you (aka don't just copy me and start trying to sell betta fish guides)!

Phase 2b – Keyword Research

By most internet marketers, myself included, this is considered to be the most important phase of the entire process. Your ultimate goal is to have your own articles and/or website on top of the Google search results for search terms relevant to the product you are selling. To be profitable, your keywords need to both be searched for by a fair number of people each month and also to not have extremely difficult/established competing websites taking up the spots you want.

“So how do I find good keywords?” For this step, head on over to <https://adwords.google.com/select/KeywordToolExternal>. Next, open up a new tab on your browser (or a new window altogether if you prefer). In this window, use your favorites menu to navigate back to the page of one of the products you were interested in. Highlight its URL address and then go back to your keyword research tool tab. Click the bubble that says “Website Content”, and then paste the URL of the product site into the field given (see below). Now Google's tool will suggest keywords for you based on the site's content.

Now, press “Get keyword ideas”.

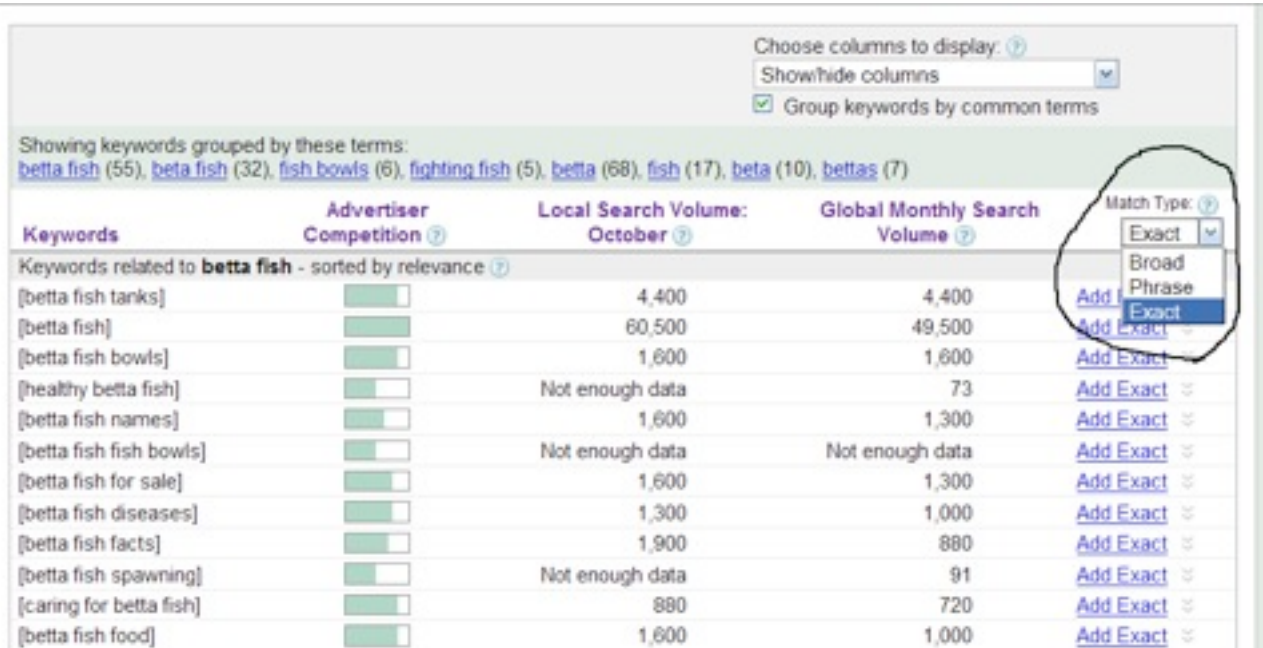
The screenshot shows a web form titled "How would you like to generate keyword ideas?". It has two columns. The left column has two radio button options: "Descriptive words or phrases (e.g. green tea)" and "Website content (e.g. www.example.com/product?id=74893)". The "Website content" option is selected and circled with a handwritten "1". Below this is a text input field. The right column has a text input field for a "webpage URL" containing "http://bettafish.com/", which is circled with a handwritten "2". Below the URL field is a checkbox labeled "Include other pages on my site linked from this URL". Further down are two links: "Or, enter your own text in the box below. (optional)" and "Filter my results". At the bottom right is a button labeled "Get keyword ideas", which is circled with a handwritten "3".

BEFORE YOU BROWSE RESULTS: Go to the dropdown menu on the top right of your results and select “Exact” rather than “Broad”. You are doing this because we only want to see how many people are searching for the exact keyword phrase shown. With a broad match, we are shown the searches for similar keywords which might give us deceptive search counts for a keyword (for example a keyword might look like it has a ton of people searching in when in fact people are searching another similar phrase and targeting the one shown would result in very little traffic). You can see how this looks below:

Now, here's the tough part: How do you choose which are good phrases to go after? First, take a look at your product. Think, “what would someone looking for my product search for?”

Taking my campaign as an example, look above at some of the results I got. I am going to be selling a guide on how to take care of Betta fish.

A phrase like “betta fish tanks” gets over 4,000 searchers per month, but someone searching for this is probably not interested in a care guide. It might be a great keyword for selling physical products,



The screenshot shows a keyword research tool interface. At the top, there are options to "Choose columns to display" and "Show/hide columns". A checkbox labeled "Group keywords by common terms" is checked. Below this, it says "Showing keywords grouped by these terms: betta fish (55), beta fish (32), fish bowls (6), fighting fish (5), betta (68), fish (17), beta (10), bettas (7)". The main table has columns for "Keywords", "Advertiser Competition", "Local Search Volume: October", and "Global Monthly Search Volume". A "Match Type" dropdown menu is open, showing options: "Exact", "Broad", "Phrase", and "Exact". The "Exact" option is selected. The table lists keywords related to "betta fish" sorted by relevance, with search volumes for both local and global searches.

Keywords	Advertiser Competition	Local Search Volume: October	Global Monthly Search Volume	Match Type
Keywords related to betta fish - sorted by relevance				
[betta fish tanks]	<input type="checkbox"/>	4,400	4,400	Exact
[betta fish]	<input type="checkbox"/>	60,500	49,500	Exact
[betta fish bowls]	<input type="checkbox"/>	1,600	1,600	Exact
[healthy betta fish]	<input type="checkbox"/>	Not enough data	73	Exact
[betta fish names]	<input type="checkbox"/>	1,600	1,300	Exact
[betta fish fish bowls]	<input type="checkbox"/>	Not enough data	Not enough data	Exact
[betta fish for sale]	<input type="checkbox"/>	1,600	1,300	Exact
[betta fish diseases]	<input type="checkbox"/>	1,300	1,000	Exact
[betta fish facts]	<input type="checkbox"/>	1,900	880	Exact
[betta fish spawning]	<input type="checkbox"/>	Not enough data	91	Exact
[caring for betta fish]	<input type="checkbox"/>	880	720	Exact
[betta fish food]	<input type="checkbox"/>	1,600	1,000	Exact

but it's not extremely relevant to what I'm working on.

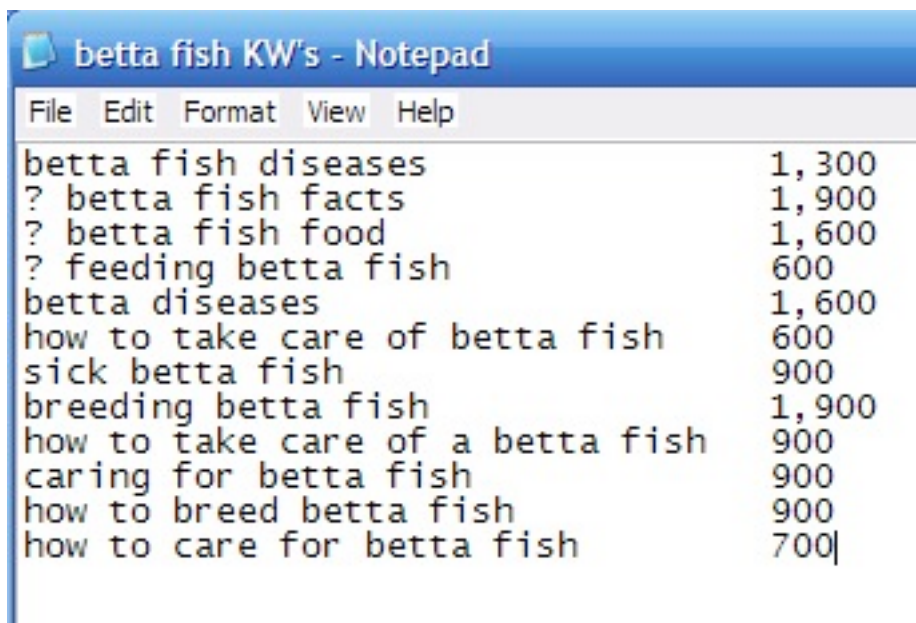
On the other hand, a phrase like “caring for betta fish” is pretty

relevant to my product, other phrases I'd want to look for are ones like “betta fish care guide” or “how to take care of betta fish”. If your product is a guide for getting rid of acne, a phrase like “home remedy for acne” or “how to get rid of acne” would be good to target.

Go through the list and copy every phrase that you like into a notepad window (or something similar if you prefer). Next to the phrase, write down how many searches per month it gets. This is the “Global Monthly Search Volume” number. In doing this, I like to stick to phrases that are getting a minimum of 700-800 searches per month, but more is preferable... To give you an idea of search volume, something searched 3,000 times per month is looked up about 100 times per day.

When you're done going through the phrases Google suggests for you, don't be afraid to try your own phrases if you think of some that are relevant but weren't suggested for you. Any phrase you think would be a searcher willing to buy what you're putting front of them, put into your notepad. Below is my list as I was building it. Some phrases like “how to take care of a betta fish” might be someone simply seeking free information, and not willing to buy. Sometimes with a good “pre-sell” page these info-seekers can be turned into buyers, however.

Unfortunately, not a ton of people are searching “betta fish care guide” exactly, so I have been a little creative.

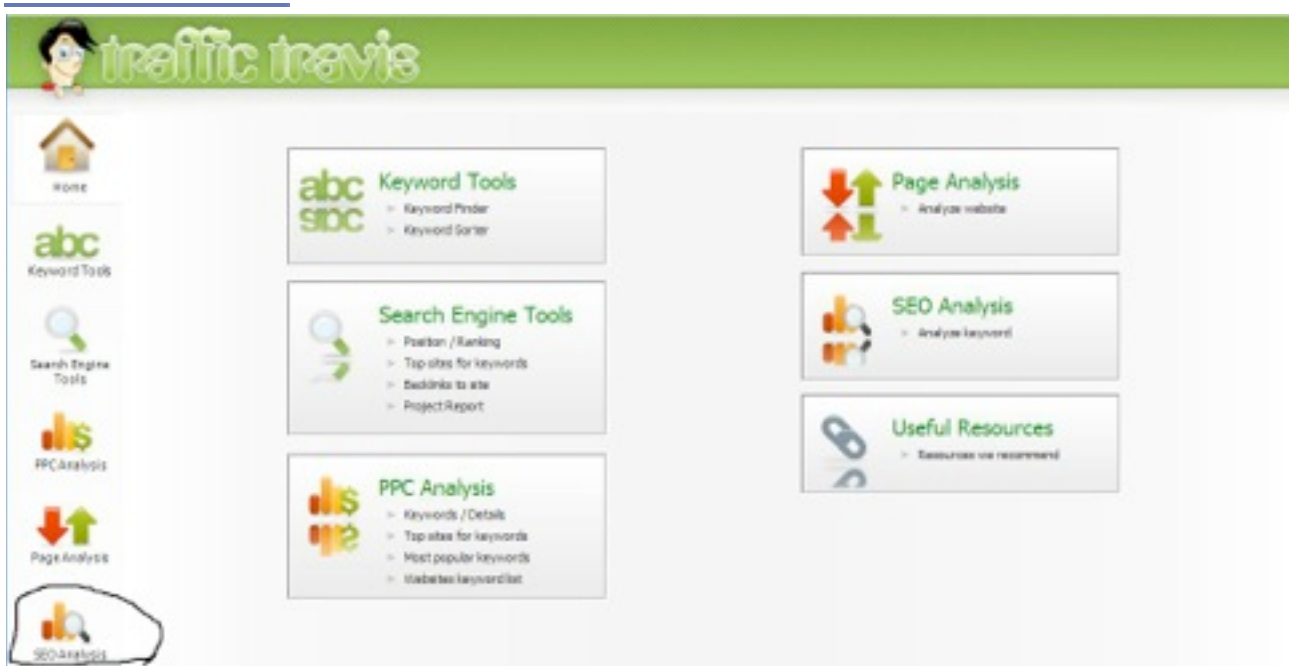


Keyword	Search Volume
betta fish diseases	1,300
? betta fish facts	1,900
? betta fish food	1,600
? feeding betta fish	600
betta diseases	1,600
how to take care of betta fish	600
sick betta fish	900
breeding betta fish	1,900
how to take care of a betta fish	900
caring for betta fish	900
how to breed betta fish	900
how to care for betta fish	700

I don't really consider this product to have a lot of “strong” keywords, hopefully you'll find some with greater search volume that are more relevant to your specific product. You'll see I have put question marks next to a few to indicate that I'm not sure if they'll be relevant enough to use, but want to look into.

Alright, once you've got a good little list together (as many keywords as you can find!), head on over to the [Traffic Travis Website](#). This is a 100% free keyword research tool we're going to use to evaluate if the keywords you've chosen are ones you can get onto the top of Google for. Basically, we're evaluating how much competition a phrase has and how strong it is.

Click the “Download Free” button and go through the steps to get your registration code and download the program. Don't worry, you can ignore any attempts to sell you the “Pro Version”, I myself still only use the free one. Once downloaded and installed, you should see a window like the one below, you're going to click “SEO Analysis” (SEO stands for Search Engine Optimization).



Type your first keyword into the “Phrase To Analyze” field and press “Analyze”.

Give the program a minute or two to analyze your phrase, after that, you'll be looking at a couple of different things to give you an idea of how good of a keyword you've entered. First, is the overall difficulty ranking Traffic Travis gives you. For

this phrase it told me “Relatively Easy”, it's best to start with phrases that are 'Easy' or 'Relatively Easy' in their rating (4 or 5 stars). But this won't always tell you the whole story, the program is analyzing the top 20 results, but honestly, we don't care about a keyword unless we can rank in the top 2-3 results, preferably at number 1. To evaluate this, move down to your results and look at the websites currently ranking in spots 1-3.

While each of the columns has its significance, you're going to



want to look at the one labeled “BL”, this stands for “backlinks”.

A Note On Backlinks

A backlink is a link that points back to one site from another. For example, if I went and wrote an article and at the end of it wrote “Everything you need to know can be found at <http://www.my-site.com>”, now I would have one BACKLINK from the page on which the article is published to my website. Backlinks are VERY important for

getting your sites shown on Google because a lot of links pointing to a website generally indicates that that website is important. In this way, Google may rank you above others because you have more sites pointing back towards yours. Many things factor into how much a backlink will help you, such as the importance of the site its coming from and how relevant it is to your website. We'll talk more about backlinks and how to use them later.

Below you can see the top three results for my chosen search term.

Now, sites with 50-70 backlinks probably won't be a problem at all with the linking methods I taught you earlier. Also, because of the overall relatively easy difficulty rating, this is a phrase I would check

The screenshot shows a search analysis tool interface. At the top, there are two dropdown menus: 'Phrase to Analyze' with the value 'how to take care of a betta fish' and 'Initial Search Location' with the value 'United States'. To the right of these are two buttons: 'Analyze' and 'Save report'. Further right, there is a 'Difficulty rating' section with the text 'Relatively Easy' and five yellow stars. Below this is a table with the following data:

Rank	Website	PR	Age	BL	BLS	TBL
1	http://www.wikihow.com/Take-Care-of-a-Betta-Fish	2	4	51	509763	0
2	http://www.aquariumguys.com/betta-fish-care-article.html	1	5	74	15089	0
3	http://care.betta-fish.com.ar/	3	7	120	121	1

off as “doable”.

Go through each keyword you put in your notepad window and evaluate its competition in Traffic Travis the same way we just did above.

Remember, as general guidelines: Stick to 'Easy' or 'Relatively' Easy terms and let's shoot for less than 100 backlinks on at least one of those top 3 spots. Backlinks aren't everything, however, and so if a site has a little bit more don't worry about it and still add the term if you think it's one you don't want to let go and will still be doable.

Once you're done it's time to evaluate the notepad file you've found. How many keywords have you got that are “doable”? You want a lot, dig deep into the keyword research tool and do your best to find as many keywords as possible. I like to find tons so that I have lots of ideas when writing articles. My Betta fish campaign doesn't have as many as I'd like, but as a small campaign it'll do. For your research finding 20-30 low competition keywords is phenomenal but sometimes not possible for your product.

“What do I do if I can't find many usable keywords?!”

Simple, go to another one of your products that you added to favorites and repeat this keyword research phase for the new product. You don't want to skimp on keyword research so don't be afraid to spend some time looking for a product

with good keywords. Just be sure to save everything in your notepad file in a place you can easily open it (I like to save mine to my desktop) so you've got that little goldmine handy at all times. :)

MARKET RESEARCH: Depending on how much you know about whatever product you find to sell, you're going to want to do some amount of Google searching and reading up on the product. Find out

what problems people have that are relevant to your product etc. Spending even just a few hours doing this goes a long way towards making your writing convincing and impactful to a reader.

Super Cool Market Research Tip: If you find a product with good keywords, go to their sales page and scroll all of the way to the bottom. You should be able to find a little link that says “Contact”. Send the vendor an e-mail and say that you are an affiliate and would like a review copy in order to more accurately write about the product.

When you're ready to move on, we're going to buy a domain and begin building your website.

Don't worry, the domain will be dirt cheap and the web editor I use is super easy and free!

Phase 3a – Getting A Proper Domain

First of all, you're going to need to buy a domain name. This is the only place in the entire guide I'll tell you you need to spend any money, and it's only 99 cents (at the time of this writing). To decide what domain we want, look at your keyword list. Pick a keyword that is relevant to someone looking to buy that product and also a keyword that is low competition. The reason for this is because you want your domain name to match the keyword you're trying to rank for. When Google sees “<http://www.how-to-cure-anxiety.com>” it will register that that website is likely related to the phrase “how to cure anxiety”. In this way we want to relate our web address to the phrase we're targeting. For example, I've purchased a domain called “<http://www.How-To-Take-Care-Of-A-Betta-Fish.info>”. Obviously I want this website to rank on Google for the phrase “how to take care of a betta fish”.

A Note On Domain Prices

Domain names ending in .com, .net, and .org are usually the most expensive, ranging from 8-14 dollars on initial purchase (which will have to be renewed once per year). Domains ending in .info, however, are only 99 cents (at the time of this writing). There is a lot of speculation that .info domains don't rank as well as their more expensive counterparts and honestly, I can't tell you if this is true or not. As far as legitimacy in the eyes of a viewer is concerned, I haven't noticed any problem getting users to click through to a .info domain so you're fine in that regard.

The choice is really up to you, if you want a higher price domain

for the sake of professionalism and to maybe get an extra SEO boost, by all means go for it if you can, it's still only like ten bucks. Alternatively, you can just do what I do when just starting and buy a .info domain, this is only a one dollar investment so no harm done if things don't work out. Despite the hype, it's my personal belief that .info domains can rank just fine.

Wait... Where Should I Get My Domain Name?!

There are lots of places you can purchase domain names, but in my experience <http://www.GoDaddy.com> is top notch in ease of use, customer support, range of features etc. I've bought some domains there and have had no problems.

Click the link above to go their website, you should be greeted by a page similar to that shown below on page 20, click the “Create Account” link (1). Again, make sure you save your username and password in a safe place. After creating and confirming an account, go back to their homepage and use the field in the middle of your screen to begin the domain purchasing process (2). When choosing a domain name it often helps to separate words with a dash – or underscore_ in order to make them more readable when potential customers look to see where they're clicking to.

As you make your way through the buying process, be sure to decline or select “No Thanks” for ALL of the things they try and offer you, you don't need them I promise. Also, when presented

with a small drop down menu make sure you have only selected to buy the domain for one year. Your total costs should be right around a dollar for a .info domain after any taxes that may apply. If something doesn't look right, go back and make sure you haven't accepted any of the special offers.



Once you have purchased your web domain you can either close out GoDaddy or simply leave it open while you work in a new tab. While your domain purchase goes through (you'll be e-mailed a receipt), we're going to begin working on your actual website and I'm going to show you how to host your website and all that (meaning we're going to make it so that a user who goes to the

domain address that you just bought will be taken to your spiffy site we're gonna make).

Phase 3b – Hosting/Creating A Killer Website

You're about to discover one of my favorite tools in internet marketing so far, and it's totally free! When choosing a web host, and also a web editor to create your site, there are a whole lot of options. A lot of people you'll see using Wordpress, and then finding their own host like Hostgator. In trying to find a more cost effective way to begin building nice sites (as a new guy I know how it is to not want to keep shelling out “getting started” money), I stumbled across <http://www.weebly.com/> This tool is amazing. Improving every single day, Weebly allows you not only to easily create good looking websites, but to also host them for free. To see an example of a simple site I made for the Betta campaign head over to <http://www.how-to-take-care-of-a-betta-fish.info/> The site is pretty plain (you can probably come up with something much prettier!) but it does the job. Most importantly, Weebly sites are easy to use and allow full customization in html (so you can add tracking code or an opt-in form later on if you so choose).

If you'd rather use your own resources for hosting and creation go right ahead and meet me in the Article Writing / Traffic section of the guide. Otherwise, let's get started!

Use [THIS LINK](#) to create an account on Weebly. After creating your account click the “Create a Site” button.



With brand new accounts, you may simply be taken right to the site creation process, not needing to click the button circled above. Use the steps that come up to title your site.

When Titling Your Site: Your title serves two purposes, the first is to help you rank for the keyword that is in your domain name. For this reason, you want to use that keyword in your site's title. The second function of the title, is to get people to visit your site. When it comes up in

the Google search results, you want the title to be something interesting that a person would want to click on and is also relevant to their search. For example my title, 'How to Take Care of a Betta Fish - Betta Care Guide Reviews' has my main keyword phrase in it, and then after the hyphen provides a little description of the site that might interest a searcher.

Follow instructions until you are in the editor. The editor has a toolbar like the one below, once you are in it, you can proceed.

FIRST we are going to actually host our domain on Weebly. You might be wondering why I'm having you host your domain before you have an actual site built but the solution is very practical: Some proportions (such as spacing, placement of pictures/text etc.) look slightly different in the editor than they do on the published version of your site. Because you want your potential customer to be intrigued by your site, we host the domain so that as you build the site, you can actually GO to it on the world wide web and check to make sure things look just how you want them. A prime example of this is what's above



“the fold” in a page. The fold is the point where your browser cuts off and you have to scroll down to see more of the webpage. This is important because you want to make the above the fold part of your site interesting and relevant so that readers will actually scroll down and see what you have to say.

To host your site, click the “Publish” button. You will be given a few options for hosting, choose “I Already Have A Domain”, and type in your full domain name you just bought (for example www.my-site.info). This will be the only part I'm a little vague on because Weebly has actually already done what I would be writing out here. Once you type in the address, you will be taken to a page in regards to publishing your site. The full instructions can be found on [This Page](#).

On this page Weebly will walk you through (with pictures) how to make your domain point to your site. When you've gone through the instructions, continue on, it's time to make your site beautiful!

Get back into the editor for your new site, let's get to designing! I know when I started out, the

hardest part of making a website wasn't doing the work, but knowing how to make an EFFECTIVE site that would draw buyers in. Here are two basic formulas that I've found work quite well:

A) A site that tells your story with just one product, and then communicates it as a solution to the problem(s) of your potential customer.

Or

B) A site that reviews multiple products in the same niche. For example you'll see my betta fish site compares two guides. By giving them nifty “star” ratings and side by side comparisons you can set off psychological triggers because a customer can see exactly what benefits a product will provide over another. Another benefit of this type of site is you can hit different price points: I have one guide that is more expensive but can be advertised as “more detailed”. Conversely, another guide is cheaper while not quite as in-depth. In this way I can get some buyers who don't want to shell out \$30 for a fish care guide but might be willing to part with the price of the cheaper guide. If there is only one product in your niche, don't worry about a side by side review, I

have sold other products just fine on single product pages.

Move on to the next page for the specific details you need to create a converting landing page/ website.

Creating A Converting Site – The Intro

It is important to be able to grab your reader and draw them in. I have developed a three step intro plan that seems to work very well for keeping people on your site. Before writing your intro, use the “Designs” tab to choose a layout, this can be changed at any time, so no worries!

1) Have a relevant image on your site, often the best way to do this is to ask the vendor if you can use one of the photos from their page.

Alternatively, <http://www.everystockphoto.com/> seems to have a lot of great images so you might be able to find one related to your product. Just make sure that you only use images you have permission to use, we don't want any copyright infringement.

2) Next is to have a **BOLDED** introductory sentence that makes a reader think, “Oh crap, now I have to find out what this is all about!” This is also the beginning of your story, it's your

chance to have a bit of fun. You'll see on my website that I start with “He'd been crying the entire night.” This serves to make a reader curious, and to draw them into my story.

3) A story your customer can relate to. This is where your skills as a writer first come into play.

Creating A Converting Website – Tips

As for design specifics, exactly what you write is up to you. Whether you have one page, or multiple pages, is up to you as well. Both types of sites work well and you'll have to evaluate what will work for you. BUT I HATED it when other guides promising to be super detailed would leave it “up to you”. For that reason, I have below given you a list of every tip I can think of for creating a converting website, and then after that provided screenshots of my Betta site so that you can see some live examples to model after.

1) Include lots of pictures. Keeping a site colorful is interesting to a reader, they may be deterred if the only substance of your site is walls of text.

2) Think about your color scheme/READ-ABILITY. Slightly enlarged, black text on a white background is usually the easiest on the eyes.

When it comes to colors, try and not make your site too crazy. You can use templates that include colors relevant to your niche, but it's best if the

center of the page retains the black on white text scheme.

3) **KEYWORD(S)!**: You remember that keyword that's in your domain name? Make sure it is not only in your title, but also in your headings. You can see in a screenshot below that I have used the keyword phrase in my introduction's heading. After the headings, also use the phrase in your writing as often as you can. Don't make it excessive or cram the keyword phrase in in places where it wouldn't make sense in normal conversation, just do your best to keep it in at least a few places on the page.

4) **Sell The Click**: When writing a review/my story type landing page, your tone should not be overly “selly” in the traditional sense. You want to build a relationship with your reader, convince them that

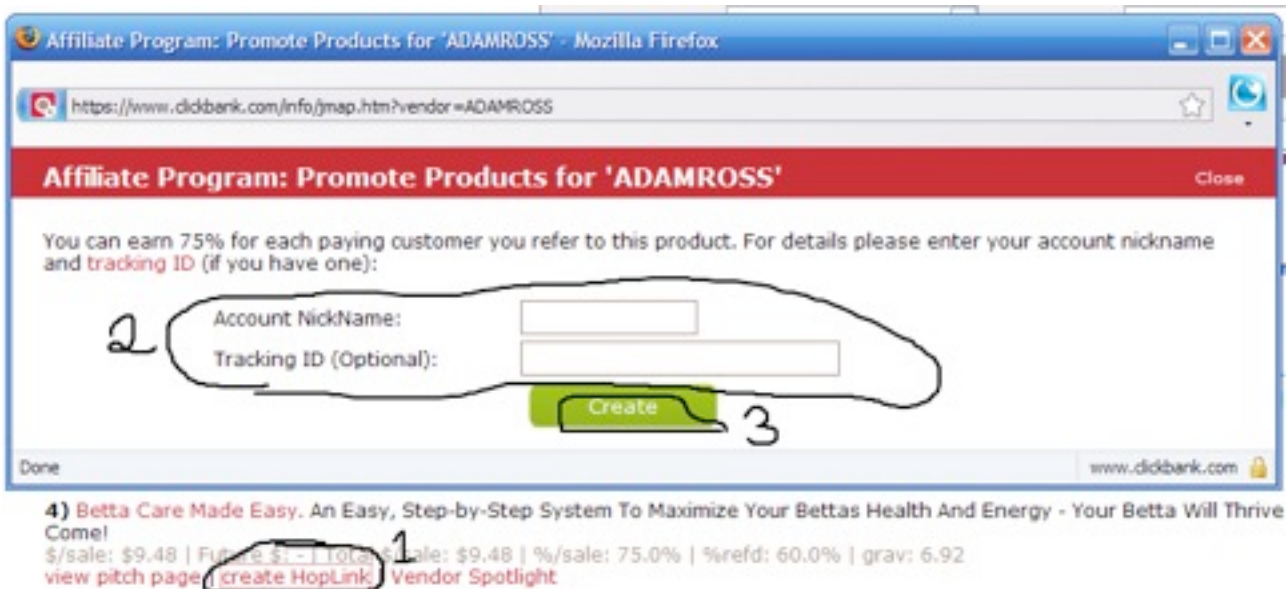
you're just like they are (or at least you were before buying the product). All you're really selling is the clicking of the link to the vendor, so think of it like this: Your job is to let them know how much something helped you and gain the reader's trust, all you want to do is convince them to just go look at the product page. From that

point, it's the vendor's job to do the “hard sell” / YOU'VE GOTTA BUY THIS type stuff. It's all about a subtlety that moves a potential buyer towards a sale without making them feel pressured.

5) Links: To create an affiliate link (a link that will take the visitor to the product page and pay you a commission if they buy), go to www.clickbank.com and find your product in the marketplace search engine like before. Using the pictures below as a guide, click the “create hoplink” button and fill in the user ID field. If you like, you can add a 4 digit tracking code, this will allow you to code each link with a unique number so that you can see which links get the most clicks on

your site.

Also, make sure your links are BIG on your site, testing has always shown me that big obvious links get more clicks (examples below). To actually place these links on your site you will want to copy the link it



generates for you, and head over to Weebly. Type the text you want to make into a link, highlight it. You should see, on the floating toolbar, a button that looks like a chain link, click this. Now click the 'Website' side tab and paste in your affiliate link.

6) Anchor Text: Anchor text is the actual words of your link, so the link might go to www.my-site.info but the text says “Check Out My Site”. When Getting People to click to your vendor, you want to make the link itself enticing, size is just one aspect of this. A great way is to make a link that says =>Betta Care Made Easy Official Site<= (obviously with your product name instead of “betta care made easy”). Other things that work are “Try Betta Care Made Easy”... I also like to, as shown in the first example, place arrows

around my links to guide the reader into clicking them.

7) SEO: As an extra search engine optimization step, press the “Settings” tab. From here, press “Search Engine Optimization”. Now you can fill in a description and your site's main keywords. Be sure everything has the main keyword and it's great to slip a few secondary ones in as well :).

Photo Gallery of Using Weebly

Above is the main editing toolbar. To use any element in your web page simply drag and drop it onto your web page wherever you want it.



What You Will Find Below...



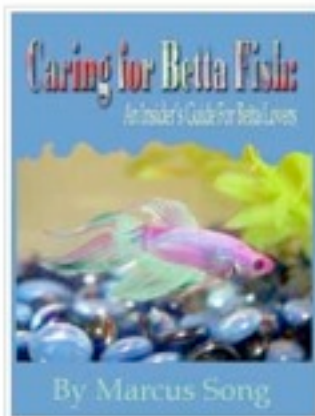
Below are in-depth reviews of what I have found to be two incredible guides when it comes to learning how to take care of a Betta fish. Both guides (downloadable to your computer) are invaluable resources that have served me well, and I hope you can find value within them as well. Here's to a long and happy life for your Bettal!

- Trent Gallamore

Caring For Betta Fish:

An Insider's Guide For Betta Lovers

by Marcus Song



The more detailed of the two guides, Marcus' ebook was the second of these two that I purchased. It truly left no stone unturned and everything is extremely easy to understand. I used it to fill in on some of the specifics I

still wanted, such as breeding.

Betta Care Made Easy

by Adam Short



I hesitate to completely say this guide is not as "in-depth", as it still packs an incredible punch of value for its price. Betta care made easy still has

step by step chapters on topics such as breeding, but in my opinion is best suited towards beginners. It was my first guide and was definitely enough to put me on the right path with learning how to take care of a Betta fish and I don't want the low price tag to fool you.

Here's an example of using pictures to spruce up a plain black and white text page. It's now a bit

more interesting, but still easy to read and not cluttered.

Price: \$27.00

Advantages over Betta Care Made Easy: More in depth in some places, some fun tricks to do with your pet included, and complete bonus guide on breeding Betta fish (including how to raise and sell young Bettas, should you wish to pay for your pet hobby to pay for itself).

Cons: Higher price tag (though well worth it in my experience).

Overall 1-10 rating based on detail, length, usefulness of free bonuses and overall quality =>



[See Full Review](#)

[Betta Lovers' Guide Website](#)

Price: \$14.77

Advantages over "The Betta Lovers Guide": Better suited as an affordable model for beginners, some great bonuses including easy to follow "shopping check-list" type items for your Betta. Also has great support for curing an ill Betta fish. Has been a round for a little longer meaning more time since launch for updates.

Cons: Not as detailed in some particulars (such as breeding and selling).

Overall 1-10 rating based on detail, length, usefulness of free bonuses and overall quality =>



[See Full Review](#)

[Betta Care Made Easy Website](#)

Extended example of the side-by-side review setup (above).



In my opinion, the guide is worth every cent and does not simply re-hash information but explores it in 100% of the detail you'd expect from a pet care resource.

Check out the
[=>Betta Lover's Guide Official Site<=](#)

Example of using big text and arrows for your affiliate links.

One Last Thing On Websites – Tracking

In order to get the most money out of your site, you need to know things like where your traffic is coming from, how long they are spending on your site, what pages they are viewing, etc.

To track your website activity, I prefer to use Google Analytics. To sign up, head to [THIS](#) website and click 'Sign Up Now'.

It's easy—and free!

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Don't have a Google account?

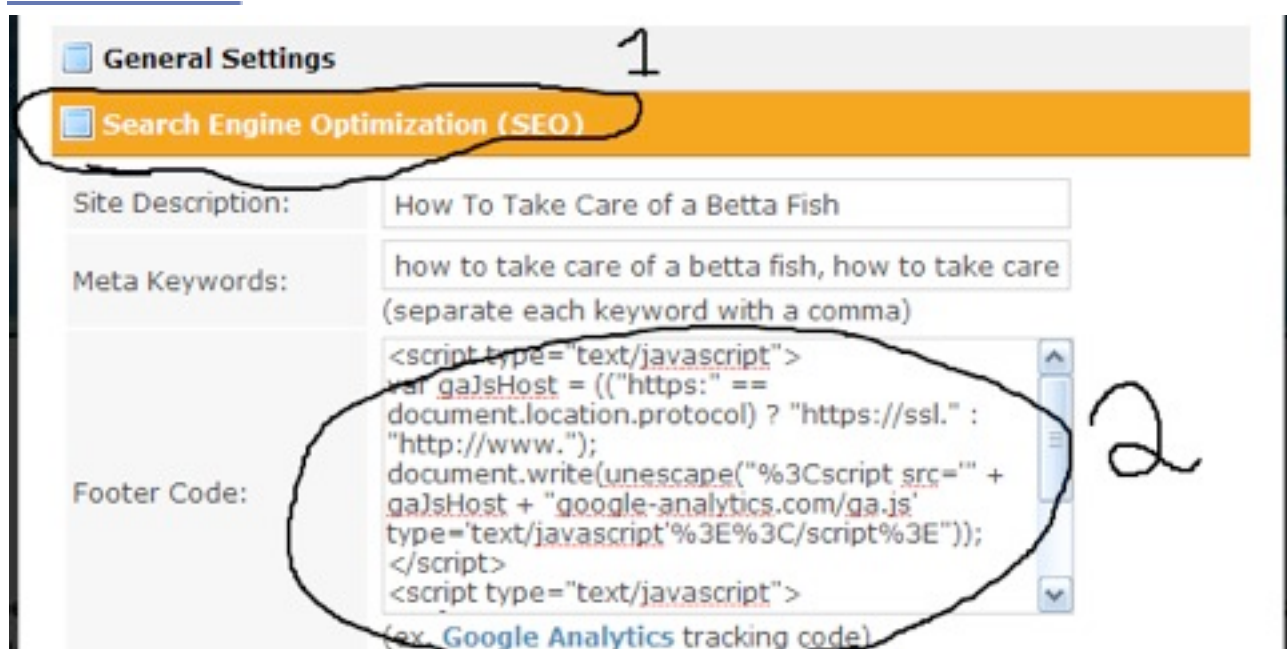
[Sign Up Now](#)

Sign in to Google Analytics with your

[Google Account](#)

After creating your account, log in. If not prompted, you will want to press the link that says “Add Website Profile”. After inputting your web address you will be given a long tracking

code. Copy the entire thing and head on over to www.Weebly.com . Enter the editor and press the 'Settings' tab. In this tab press SEO and paste your tracking code in the “Footer Code” field. Use the picture below as a reference.



Once you're finished you can close everything out, Google should

start to receive information from you in about a day. Stats like visitor count and time spent on site are most important.

WAIT! Ignore Those Stats For Now.

One of the biggest things that deters people from making money online is the fact that they get caught up in worrying and stop DOING. Your Analytics stats should only be used to track

visitors for a while, you can't really know how much time people spend on/how effective your site is until you are getting CONSISTENT traffic from the search terms you're going to rank for. Sample size is very important and changing your site because 5 out of your 10 first visitors left right away is a terrible waste of time. So, bottom line: Don't worry about these stats until you are getting a consistent 50+ visitors per day (this can vary depending on your niche/keywords).

Phase 4 - Writing Articles – Where It Really Begins

Hopefully by now, or sometime soon, your Ezine Articles account is upgraded and you will be able to submit articles on the account once again. If your account has not been reviewed yet but you have finished the previous steps of this guide, just start writing articles in Microsoft Word or something similar and saving them. This will ensure you have an arsenal of content to submit when EZA finished your review.

Now, let's get started with those articles. Just so you know what to shoot for, you want to write articles that have a body of around 400- 450 words, followed by a short resource box (usually 50-100 words).

A Note On Resource Boxes

A resource box is a paragraph attached to the end of an article that contains links pointing to your website. A good way to think of it is that the article body is your “give” and the resource box is your “take”. In other words, you provide useful information in the article, and then your resource



box entices the reader to click through to your offer.


Getting to this word count might seem difficult at first, but honestly the main thing you need is ideas. You'll want plenty of them, because you are going to be writing A LOT of articles. It is usually suggested that you write around 50 articles to thoroughly test out a product/market. These go faster than you think, and before you know it you'll be able to put out 5+ articles in a day with no problems whatsoever. When you are faced with a task like this, it is OK to sort of rehash ideas or lessons from article to article if writing for similar keywords. The key is that each article stands alone as a quality submission and is 100% unique.

You might be asking, “Why do the articles have to be so long?” The answer is actually two-fold. First of all, an article of this length will offer more information to the reader and tells the directory that you're going to provide them with something worth publishing, rather than slapping out minimum length (250 words for EZA) articles day after day that offer little to the site's readers. The other reason is because of a site called Free

Traffic System. We're going to use this system later on to help get visitors to your site, and they require any submission to be at least 450 words. Don't worry, it's OK if your submission to Ezine only has an article body length of 400 words, because your resource box counts towards the word count on Free Traffic System.

As for getting ideas for your articles, I would search for your keywords on Google and read up on sites already ranking for that term. This can help you get ideas for article content. Below I have listed a few article formats that I have found effective both in being fairly easy to write and that they draw in readers.

- 1  “3 Tips” type articles. While the number can be 5, 6, 7, or whatever you want, these types of articles are simple to write, give you a structure/plan to follow, and usually interest readers.
- 2  “Top strategies” articles. You may need to word this differently for the market/niche you're in, but sharing a “secret” or strategy you've discovered but leaving just a little bit out so your resource box is enticing is great.

3  “My experience” articles. These work great because you can get

plenty of your word count relating your own experience (just be sure to keep it interesting). Tell a story that would help the reader relate to you.

KEYWORDS In Articles

We want Google to know what search terms to rank your article for and so when writing your articles you want to include the keyword phrase you're writing for once in your title. In the article body, try to integrate your keyword phrase another 3-5 times, one of which should be in the first couple sentences (this is because the first sentence or two are used as the description under your listing in search engines).

When using your keywords phrase within the article, try to integrate them naturally. If it looks like you're just trying to cram in a keyword, people will notice. For example, a sentence in one of my articles might be, “When learning how to take care of betta fish it is important to get a hold of the right information...” In this example I have underlined the keyphrase.

Article writing is an exercise in perseverance, some people love it, some hate it. I'm fortunate enough to enjoy writing and so usually find it easy to stay motivated. There are slumps though, and during these times it is important to remind yourself that thinking and worrying only delay your success, taking action and getting content out there is the only way to move forward. Think about it... If you get 100 articles out there (and use the methods I'm going to teach you for getting them seen) there is no way you aren't going to reach some people willing to buy what you have to sell.

When writing articles, set a schedule, write a certain amount per day, and don't deviate from it (unless to increase your quota). If article writing really kills you, you can outsource them by paying for articles on websites like www.99centarticles.com. For articles of the length you need, it will cost you about \$5 each. I wouldn't suggest doing this until you've got the hang of the article marketing process, however.

Next up, you'll learn about resource boxes. Before you begin writing your articles you need

to know how to properly write and format a converting resource box. The next page addresses this for you.

Phase 4b - Resource Boxes

When it comes to article marketing, knowing how to write a good resource box will make or break you. Your job in writing a good resource box is making it a continuation of your story, while making a “call to action” that makes the reader want to click your links. You are allowed TWO links per article in the resource box, and as such we will link your article in two different ways. Also, if you're at all confused, I've included a picture of one of my resource boxes below. The first link you use should be integrated into a paragraph and be an anchor text link, with your keyword phrase as the anchor text. The second will be a simple written out URL to your website. The reason for this is that the anchor text will count as a credible backlink to your website and tell Google what keyword to rank you for. At the same time, you use one non-anchor texted link so that if your article is republished the link remains intact (if they copy your article and it says www.my-site.com it will still be a link in the new version, but if they copy the link 'Check Out My Site' it will most likely be pasted simply as “Check Out My Site” with no link).

Anchor Text And How To Do It

When creating your links you may be confused about how to make a link that is your keyword phrase rather than the plain URL. You will be using a bit of simple html. Where you want your link type the following (but don't type the OUTERMOST set of quotes) “WHAT YOU WANT THE LINK

TO SAY”

To give you an example, below is what it would look like if I wanted a link back to my site for my keyword phrase “how to take care of a betta fish”

<a href=“<http://www.how-to-take-care-of-a-betta-fish.info>”>how to take care of a betta fish.

the result would be a link in my article that read [how to take care of a betta fish](http://www.how-to-take-care-of-a-betta-fish.info).

Here is one of my resource boxes, the exact approach varies from niche to niche:

It is important to know that **most deadly Betta care mistakes occur without the owner even knowing there is something wrong until it's too late.** While there's a lot to learn to keep this species thriving, if you're willing to put some effort into learning [how to take care of a betta fish](#) then I'm willing to let you in on my secret:

About 2 years ago an "on faith" purchase of a Betta care resource saved my family's fish and as such I am now using my blog site as a way to review the products and care resources that I found most helpful. Find my top two favorites at <http://www.how-to-take-care-of-a-betta-fish.info>

CTR: 40%

Final Thoughts On Article Writing

Because this is the bread and butter of your marketing efforts, you'll need to get comfortable with writing a lot of content. As long as you're dedicate, this is an amazing way of getting buyers to your site, you just stick with it and never stop putting new stuff out there. I've had a surprising number of random sales from viewers who were on EzineArticles.com and just happened to see my article. I've found it's always best to try and write new articles even while working on other phases of marketing (the next sections cover this). You may dedicate less time to the actual writing phase, but still putting out a couple of articles per day never hurt anyone.

The amount of time you'll spend writing an article of proper length varies based on typing speed, if you have trouble with writer's block etc.

However, once you've gained some money you can either outsource the articles, as explained before, or if you're like me, you can buy a program to make things easier. For me, this meant buying a program that allowed me to talk into my microphone while the program typed my words.

You can read about such products in the last section of the guide but always remember that I had little at all to invest when starting out and didn't use these programs until I had begun making money, so you are certainly NOT obligated to buy them.

Phase 5a - Beating Out Your Competition – Backlinks

How To Get The Most Out Of Your Articles

When it comes to spreading your articles out and making the most of them, you need to become industrial, efficient, and dedicated. We are going to put your content out ALL OVER the internet, and as such reach a lot of people. Ready?

We will be getting our links through 3 main sources:

- > Submitting to other article directories >
- Submitting to Free Traffic System
- > Social bookmarking your EZA's

First up, let's submit to multiple directories. You are going to be submitting pretty much the exact same article, and this isn't a problem for the directories we're going to use, that's why we submitted to EZA first. Also, your sites are Not going to be penalized for duplicate content or anything like that.

First of all, you need to make an account on each of the following article directories, I have chosen each of them because they have a high Page Rank, meaning backlinks from them are more powerful, and are decently popular directories (meaning you can get some traffic from within them... You can be done in like 15 minutes so don't worry, it's quick. The only exception is Article Factory, because they require you upload a picture for your author profile and it be approved before you publish articles. No worries, you can just skip submitting to this directory for a couple days while you wait to be approved. On the next page you'll find the list.

[ArticlesBase](#)

[Article Alley](#) [GoArticles](#)

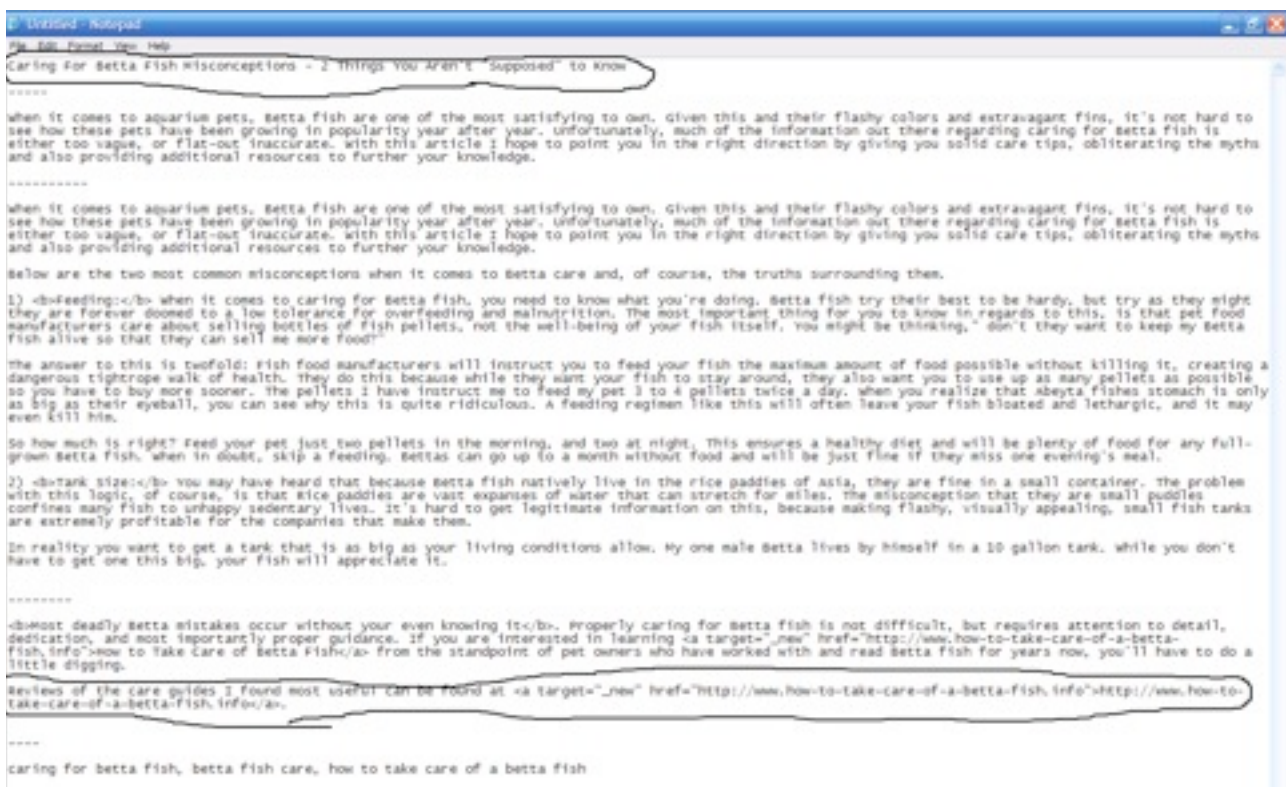
[Easy Articles](#) [Amazine Articles](#) [Article Snatch](#) [Article Compilation](#) [Article Dashboard](#) [Article Factory](#)

Be sure to save your login information for each site :)

Submitting

After making accounts on each of these directories, you need to prepare the article for submission. Go to EzineArticles and view your articles from the author area, press the “Edit” link

for that article. Now open a notepad window. Copy in the title, summary, article body, resource box, and keywords... use a few lines to separate each thing in your notepad document. When you're ready to move on you should have a notepad looking something like the image below.



You'll see that I've circled both the title and the second part of the resource box in this image. This is because these are the two things we are going to change before submitting the article. First of all, give your article a new title, you will only do this once and we will use it for each of the 9 directories but make it different than your EZA version. Next, in the second part of your resource box instead of a second link to your site,

write something like “Another one of my articles at [Keyword For Ezine Article](EZINE-URL). This link will help your original article rank. Don't put things like “originally published at...” because the directories don't want to have 2nd hand content, but won't check it if you don't alert them to it, see below for an example:

Now you'll want to go to each of the article sites you made an account on and follow their individual process of submission. Simply click their “Add/Submit New Article” link and paste the information from your notepad into the appropriate field in the submission form. Then move to the next site and do the same, there are tools to make this process quicker but in all honesty the copy/paste note pad method is fairly efficient and is certainly worth any time it takes. Once you get the hang of it, you can submit an article to all of these directories in less than 15 minutes using the copy and paste method, and trust me, the backlinks and exposure you get from this are a worthy investment of your time.

Most deadly Betta mistakes occur without your even knowing it. Properly caring for betta fish is not difficult, but requires attention to detail, dedication, and most importantly proper guidance. If you are interested in learning [how to take care of Betta Fish](http://www.how-to-take-care-of-a-betta-fish.info) from the standpoint of pet owners who have worked with and read Betta Fish for years now, you'll have to do a little digging.

Another of my articles at <http://ezinearticles.com/?Caring-for-Betta-Fish-misconceptions---2-Things-You-Arent-Supposed-to-know&id=3420713> Caring for Betta Fish.

Phase 5b - Free Traffic System

Free traffic system allows you to take an article and place it within their web form, which will submit a unique version of that article with two links to wherever you choose in them. They will post the articles to 30 blogs in their network, meaning you can have links from 30 places to two different articles or sites with one article (60 total).

BEFORE YOU USE FREE TRAFFIC SYSTEM

The system gives you plenty of time to submit an article (I think half an hour to an hour) but eventually your login will time out. So that you don't lose your work, you may want to do the “Spinning” section of article submission before you ever open FTS's web form, this way you will have the most time consuming step out of the way before the clock even starts.

FTS requires that each posting they make of your article to their blogs is unique, and they have you accomplish this through a system known as “spinning”. Spinning uses the following format to

randomly choose a word that makes sense in the place you tell it too. See the example below

“...having a Betta fish in [**spin**]wonderful|great|spectacular[/**spin**] health isn't difficult when you find the proper guidance.”

I have underlined the spin tags to make them easier to pick out.

This code would tell FTS to either choose “wonderful”, “great”, or “spectacular” to fill in that blank. By placing these tags all over your document you can have enough code to create thousands of different versions of your article. I prefer to enter spin tags **AT LEAST** 2-3 times per paragraph. Make sure that each word or phrase within your spin tags will make sense with the rest of the article. To give you an idea of how this works, below is the first paragraph of an article I have started to spin for free traffic system, the spin tags have been bolded for visibility:

Once you've done this, you're ready to proceed (and don't worry, the entire process becomes **MUCH** quicker once you've done it a few times).

Now, make an account at www.FreeTrafficSystem.com, when you have done this, click “New Article”

and you will be greeted by the form shown on the next page.

Caring For Betta Fish Misconceptions - 2 Things You Aren't "Supposed" to Know

[spin]In the realm of When talking aboutWhen it comes to[/spin] aquarium pets, Betta fish are one of the most [spin]gratifyingrewardingsatisfying[/spin] to own. Given this and their flashy colors and extravagant fins, it's [spin]easyfairly easynot hardnot difficult[/spin] to see how these pets have been growing in popularity year after year. Unfortunately, much of the information out there regarding [spin]Betta fish carethe care of Betta fishcaring for Betta[/spin] fish is either [spin]non-descriptivedifficult to followtoo vague[/spin], or flat-out inaccurate. With this article I hope to point you in the right direction by giving you solid care tips, obliterating the [spin]misconceptionsshortcomings of some teachingsmyths[/spin] and also providing additional resources to further your knowledge.

Traffic in Any Niche

UPGRADE TO PRO NEW ARTICLE ADD BLOG MY BLOGS STATS AFFILIATE PROGRAM PROFILE HELP LOGOUT

Currently you are using **FREE membership** of Free Traffic System. To learn about the advantages of becoming a PRO member - [visit this page](#)

>New Article

Are you a fresh user? [Watch this intro video](#) - learn how to get traffic and make money with Free Traffic System.

How to prepare and submit article into the system - [video tutorial](#)

How to spin articles - [watch this video](#) - or [use this tool](#) to automate the job.

Keywords %KEYWORD1%: [Need keyword research help?](#) Links %LINK1%:

Keywords %KEYWORD2%: [Need keyword research help?](#) Links %LINK2%:

Want one more URL in each article? Become PRO! Read [more about PRO membership here](#).

Article Title (Click Check to preview article title to make sure it looks readable):

WARNING!
Do not submit content of other people into the system, if you do not have their written permission to do that. We do not tolerate any copyright infringement issues. If you do that - your account gets closed, we will give away your contact details (name and email) to the real owner of the content for further legal steps that the owner of the content will decide to take.

Article Body: (you can use [Magic Article Rewriter](#) to save time on article spinning. Post Body (Preview): and rewriting)

Paste your spun article body text into the “Article Body” section. In the top right box that says “%LINK1%” put the URL of another article you

want to link to. In the %LINK2% field put the URL of another article.

Wait... How Do I Know Which Articles To Build Links To?

When choosing where to point your links, I usually like to publish several articles for the same keyword, and then pick the article that is getting the best click through rate. Build links to this article until it is ranking in the top spots for its keyword phrase.

When it comes to your own website, which is a brand new domain, you want to make things look natural. Wait for a couple of weeks before using FTS (Free Traffic System) to point to your website. FTS actually “drips” the links to their sites at a rate of 2 per day for 15 days to look more natural, but even this rate might seem odd for a brand new domain.

In the fields to the left of the Link1 and Link2 fields, input a couple of different keyword phrases for that article. You want MOST of your backlinks to have the keyword your trying to rank the article for as your keyword, but it also doesn't

look natural if ALL of your links have exactly the same text. For example, if my %LINK1% article was an article about the keyword “How To Take Care Of A Betta Fish”, I would make one of my %KEYWORD1% phrases exactly “How To Take Care Of A Betta Fish” but I'd make another phrase something like “how to take care of betta fish” or “take care of betta

fish”. This would look something like the following:

Do this for each article so that all 4 of the top fields are filled out. Now go to your article body and instead of your normal html code for anchor text, put %LINK1% again making sure that all of the anchor text options FTS could choose make sense in context. This will mean that in your article `how to take care of a betta fish` will all be replaced by %LINK1%

Keywords %KEYWORD1%: [Need keyword research help?](#)

how to take care of a betta fish
how to take care of betta fish
take care of betta fish

Links %LINK1%:

<http://ezinearticles.com/?How-to-Take-Care-of-a-Betta-Fish---Tips-For-Beginners&id=2680729>

As a final preparation of your article paste your Title in the field

on the FTS form and insert spin tags (just like you did in the article body) so that you have several unique versions of your title, for example:

Now let's scroll down the page, you're almost ready to submit this sucker! Enter one keyword tag that is relevant to your article in the “Tags” section. Next, enter several keywords in the “Input Keyword” field and press “Get Blogs”, this will find blogs on the FTS network relevant to the words you put in.

You should get a list like the one below, check 30 of the blogs (FTS will tell you when you get there).

Caring For Betta Fish [spin]Falsities|Misconceptions[/spin] - 2
[spin]Tips|Facts|Things[/spin] [spin]Pet Care Companies Don't Want You To Know|You Aren't "Supposed" to Know[/spin]

Enter keyword (it will be used as tag to your post and will double your backlinks). Free members - only 1 tag allowed, PRO members - up to 5 tags (or 5 times more backlinks from every post).

Tags:

Use | to search for several keywords instantly. For example **finance|money|loan** will search for blogs with finance OR money OR loan in the title or category name.

Input Keyword:

You can choose up to 30 blogs. Inside one blog you can choose just one of its categories.

Blog(Categories)
.1A Electrifying Articles
<input checked="" type="checkbox"/> Fish
<input type="checkbox"/> Fishing
<input type="checkbox"/> Our Pets
<input type="checkbox"/> Our Pets
.1st Be Informed Of Anything Blog
<input type="checkbox"/> Fish
<input type="checkbox"/> Fishing
<input checked="" type="checkbox"/> Our Pets
<input type="checkbox"/> Our Pets
.A B C We Blog For You
<input checked="" type="checkbox"/> Fish
<input type="checkbox"/> Fishing
<input type="checkbox"/> Our Pets
<input type="checkbox"/> Our Pets
.A Blog and Go Site
<input checked="" type="checkbox"/> Fish
<input type="checkbox"/> Fishing
<input type="checkbox"/> Our Pets
<input type="checkbox"/> Our Pets
.A Guide For Your Best Information

Finally, press “Submit”. The moderators will approve your submission and usually you will start to have posts the very next day, that article is now building you links on auto-pilot!

Do this with each of the articles you write and point it back to the articles you want to rank on Google and your landing page.

“It sounds like a lot of work, is it worth it?” To succeed in IM you need to be driven towards your goals, and self-motivated. You don't want to take shortcuts, and using FTS is certainly worth your time.

Let's say you wrote 50 articles for a certain niche:
Because EACH submission is spread across 30 blogs and has two links in it, we multiply 50 Articles x 2 backlinks per article x 30 blogs per article = 3,000 backlinks from just 50 articles. That is a TON of linking power and is definitely worth putting some time and effort into. Not to mention that submitting each of those articles to 10 directories with two links each is another $(50 \times 2 \times 10) = 1,000$ backlinks! While it's gonna take Google a while to find all of these links, it is certainly worth it because this amount of linking power puts you on the path to rankings that will stick, which means an automatic income thereafter.

Phase 5c - Social Bookmarking

While this method is less complicated than using say Free Traffic System, it IS a great way to get powerful backlinks to you sites/articles.

Using sites like www.digg.com , www.technorati.com , www.propeller.com , www.facebook.com , www.myspace.com , www.reddit.com , www.stumbleupon.com , www.slashdot.com etc.

These types of sites are very important in Google's eyes and not only get you some great backlinks but perhaps even some internal visitors form their site as well. Submitting to these services is generally fairly straightforward and you will use the following process:

1. 1) Make an account
2. 2) Choose an article to bookmark, copy it's URL
3. 3) On the social bookmarking site, press "Submit New Bookmark" or a similar link.
4. 4) Paste the URL in.
5. 5) Give it a title that contains your keyword phrase for that article (this will be its anchor text).

6. 6) Give the post a description and keyword tags.

7. 7) Submit.

The process is very quick and only needs to be done once per article per social bookmarking site.

Phase 6 - Putting It All Together

Moving Forward

Once you've got the hang of it, you should be able to whip out the phases of building a campaign fairly quickly. You'll want to keep going until you get everything ranking where you want it to be. Provided, of course, that you don't run into any keywords that you just can't beat out... you don't want to waste time trying to fix what isn't working when you could just be repeating what did work in another niche.

“How long do I keep it up?” Try and go until you have consistent traffic and sales amounts. Depending on the traffic of your keywords, this could mean a sale every day, or maybe a sale every few days... but the key is to have articles solidly placed in Google and generating a steady stream of traffic willing to buy what you have to offer. Once you have one campaign going, start on a new one and repeat the process. However, do not begin a new campaign until you've got one working for you, it's hard work, but if you don't put in the effort to get something making you money you'll always be scrambling for the next

best thing. The key to my business plan is that you keep building upon it. If one campaign can make you \$500 per month, why not find 9 other products, repeat the process and make \$5,000 a month? Actual numbers vary from campaign to campaign, one might make you \$300, while another might make you \$1,500 all by itself. Just make sure you finish what you start, always working towards a stable, consistent income stream.

Words Of Encouragement

If there's anything I've learned in my IM journey, it's that you get in what you put out. If you're lazy and neglect putting out and distributing content, your results will reflect this. Anyone can make a living online, but only some choose to dedicate themselves enough to reach their goals.

If you ever need encouragement, look back on what you've done so far. You got this guide didn't you? So you've got a business plan. Have you written any articles? Do you have a Platinum EZA account? Do you have a website? Have you done killer keyword research? Are you getting a great CT rate on one of your articles? Are people spending time on your site? Have you made your first sale? Have you gotten ten articles distributed to free traffic system? That's 600 backlinks you know! Whatever stage you might be at, there is always something to be proud of.

Stay focused, you already have all of the information you need to begin making an online income... the only missing ingredient is YOU! Don't waste time on the forum, don't worry about particulars until you have steady traffic, don't try

a new business model every month, just get out there and TAKE ACTION using everything you've already learned.

This business blueprint will make money for anyone willing to follow it and reap the rewards, so I pose the question:

Are you ready?

Future Investments

What is this section?

I have, throughout this guide, upheld my promise that the money you paid for this guide is the only expense needed to make this plan work. This section is simply meant to provide you with services and programs that can help expedite some of the tasks I ask you to do with the guide. Now, I would suggest first putting my plan into action and making some money before buying any of these, but once you are making money these items are a good way to save time so that you can work on starting more and more projects to grow and scale your income.

[99CentArticles](#) – An excellent article writing service headed by a fellow Warrior Forum member. Prices, quality, and turn around time have all been excellent in my experience.

[Dragon Naturally Speaking](#) – This program allows you to speak into your microphone and it will type for you. At first it's inaccurate, but quickly adjusts to your voice with a couple of sessions and once you've gotten used to dictating out-loud you can have great articles in literally only a few minutes. If you combine this program with outsourcing, you can still write your daily articles and outsource another quantity, effectively doubling your article output with half the time spent writing each day. While it's normal retail price is \$100, I know someone who got their copy for \$30 because companies like CompUSA and the like run specials on this product quite often.

[Magic Article Rewriter](#) – This program allows you to insert spin tags and create a unique article in record time. Furthermore, you can buy the Magic Article Submitter along with it at a discount which will submit a unique version of your article to each of the 600 article directories in its

database. I have not yet tried the submitter but I can say that the rewriter software is amazing :)

[Onlywire](#) – This online service is dirt cheap (less than \$3 per month I believe) and will submit your content to 30 social bookmarking sites for 3-5 minutes of work, talk about bang for your buck!

[Angela's Link Packets](#) – If you're finding certain keywords hard to rank for after a while of using the free methods, but think you might be there with just a little extra push, this is a great option. For just \$5 per month you will be sent a list of 30 high page rank sites you can publish links on for Google to find and credit your site/articles.

[Aweber](#) – This is an autoresponder software that allows you to place an opt-in (e-mail subscription) form on your website and create a series of e-mails to be automatically e-mailed to that person. Great to have on a site once steady traffic and sales are established, this can be important to capturing viewers who might not be quite ready to buy yet but could be with some coaxing.

The End... Or Your Beginning?

If you enjoyed this book, you will be very interested in the following

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