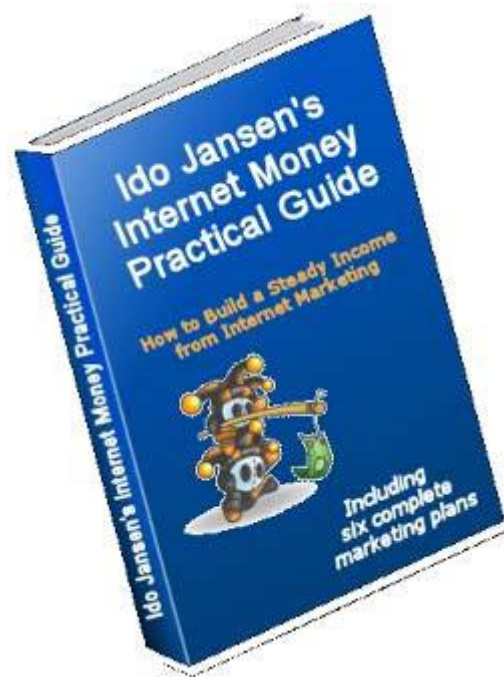


**Ido Jansen's
Practical Guide to a Steady Income
From Internet Marketing**



How to Build

a Steady Income

**Flow
from Internet Marketing**

Including six complete marketing plans

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Full disclosure:

This book is based on the author's knowledge and experience; there is no guarantee whatsoever of the reader's profiting therefrom.

The experience of many has shown that wise and considered action can result in a stable income from Internet marketing.

This book is not a "get-rich-quick" scheme, but rather a guide for building a business or steady income from various online marketing methods.



Introduction

...Or the story of one guy who earns a respectable income from the Internet, and decided to write a how-to guide about it.

Fact no. 1:

The Internet has become the world's biggest marketplace.

Fact no. 2:

One can buy or sell anything, even the weirdest item imaginable, without moving from the computer.

Fact no. 3:

One can take a nice cut of this commerce and create a steady income therefrom.

Fact no. 4: Anyone can do it!

The above Four Facts (which are common knowledge to many of us, and have been for a while), combined with my desire to create a steady second, passive income, led me to Internet marketing, if not becoming swept up therein. For a year now, I've been selling products online, and as of this writing, I earn about \$200 a day, with that sum steadily increasing.

My name is Ido Jansen, I was born in 1966, I'm married with 3 children, and have enjoyed a 15-year career in marketing and sales, particularly in the high tech industry. This career supports my family nicely; yet when I think of my future and my dreams, I realize that being a salaried employee, no matter how competent, won't take me where I want to go.

Perhaps you've heard the expression *passive income*, meaning an income that's "on autopilot" (if you haven't read Robert Kiyosaki's *Rich Dad, Poor Dad*, now's the time). I studied a few industries and income



channels that looked like they were candidates for helping me to fulfill my ambitions of full economic independence: I dabbled in multi-level marketing (pyramid) schemes, I engaged in foreign currency exchange (Forex), and I even considered investing in income-yielding real estate (which was a little overwhelming, I admit), yet none of these grabbed me like Internet marketing did, and still does.

When I tell friends (and anyone else who'll listen) about my new "hobby", I notice a lot of interest in the form of, "Wow. I've heard about this. Tell me how it works!" So, instead of explaining it over and over, I decided to write a book that will explain the basics of Internet commerce, and whose centerpiece would be practical plans that I've formulated and that suit every purpose and budget.

So, in hopes that this book will be your jumping-off point to economic independence, I wish you the best of luck.



Contents

Authorized distribution	2
Introduction.....	3
How to Get the Most Out Of This Book	6
Internet marketing: How exactly does it work?	8
The Keys to Success: Traffic and Clicks	13
Before getting down to business, let's take five to summarize	18
Getting Practical - Internet Marketing Plans	20
Plan no. 1: Classic Affiliate Marketing	21
Plan no. 2: Affiliate Marketing for Advanced Sellers	23
Plan no. 3: Affiliate Marketing Program for Serious People	25
Web Site-based Marketing Plans	27
Plan no. 4: Build a Basic, Ready-to-roll Site	29
Plan no. 5: Start a Blog	31
Plan no. 6 - The Icing on the Cake: SBI!	34
Tools and Tips for Internet Marketing	36
Recommended Affiliate Programs	38
So why is this book free?	40
A Personal Message from Ido	41



How to Get the Most Out Of This Book

This book is designed as a practical guide, with a minimum of theory. In order to exploit it fully, I recommend reading it thusly:

1. One full read-through *without clicking on any links*, tempting though it will be.

Not clicking during the first read-through will give you the benefit of the full picture.

2. A skim, clicking on the links
3. Choosing the marketing plan that appears to suit you best
4. Visiting the sites and following the links that appear in the plan you chose
5. A second read-through of "*Tips and Tools*", using the most suitable tools for your chosen plan
6. For advanced marketers: Try another plan, or combine plans

It's for everyone

- Anyone can do this!
- Readers who take one or more of the plans and implement it (them) seriously *will succeed*.
- Readers who do further reading (see "*Tips and Tools*") *will succeed*.
- Although this book is free, saving you the "tuition" that I paid (at least \$600), in order for it to work, you must invest, even if it's a small sum (\$50) in books, joining (reputable) programs, or an ad campaign.



- Don't give up. Tried one plan and it didn't work for you? Try another. Every reader will find a niche in which s/he can invest as per his or her budget, profit, and enjoy the process.
- Don't believe get-rich-quick promises or claims of "Work five minutes - earn \$7,434 a day". Internet marketing is like any other business: You must make an initial investment (in some cases \$50 is sufficient), and you must earn more than you spend. It's not a casino where you win big, cash in your chips, then leave.

Something I once heard a successful Internet marketer say:

"...I took the money you all spent on your island vacation, invested it in building my Internet business...and now my entire life is one long vacation."



Internet marketing: How exactly does it work?

It's hard to estimate the scope of commerce of all types of online businesses, but here's an interesting datum that I found: The scope of Web purchases in the US in Q1 of 2007 was no less than \$30 billion¹. That means \$120 billion a year in the US alone.

That's an amazing figure, and if we look at its implications, it's obvious that if each of us takes a sliver of it, it represents a nice little (or even big) income. It's on this fact that the entire field of individual Web marketing is based.

Shopping on the Web has several advantages: One can find information on products, specifications, and prices in a click; you don't have to go anywhere; and most important, there's instant gratification: Thousands of products are immediately available, including software, book downloads, access to multimedia databases, subscriptions to Web services, and more.

The product I've chosen as an example is a [book](#) written by a former Disney employee on how to save a chunk of money on a family visit to a Disney park. It's an excellent example of a [product that sells well](#) on the Web because the product itself is inexpensive (\$30) relative to the sum of money that it can save its readers.

With this in mind, anyone can write a book or article on his or her area of expertise and sell it on the Web; many do. So what's the problem? To reach a big enough pool of buyers, you need broad marketing, which is usually costly. So what's the answer? Let lots of people sell the product and receive a commission for each sale.

¹ According to the *JPMorgan* Report.



I'll break it down for you: The owner of the product (in this case, the book's publisher) grants distribution rights to many distributors, called *affiliates* (a term to remember). Each affiliate attracts visitors to a site selling the book via links to the URL (Web site address) of his or her site, and in the event that a visitor indeed purchases a copy, the affiliate receives a commission. Let's follow this chain with an example:

1. I've discovered a product that I'd like to sell over the Web.
2. I search the site for its affiliation options (which appear as the result of a search for "affiliates", "Webmasters", or simply "earn money").
3. I join the relevant affiliate program, in most cases for free, and receive a unique link to the product selling page, a link that is mine alone...
4. ...Which I then publicize either via e-mail (hereinafter: "mail"), on my site, or via one of the many advertising programs, which I'll talk about later.
5. Every time someone clicks on my link and purchases the product—Ka-CHING!—I receive a commission.

On the next page you will see a simple diagram that illustrates this process.





(Diagram is taken from the Wealthy Affiliate University, a fabulous, strongly recommended program, see page 25)

So, as an affiliate you expose other people products to many potential buyers and get commissions from actual sales.

Simple, so far. So what's the catch? One individual who writes a book, say, can't stay on top of a slew of distributors and commission payments. To answer this need, a slew of sites have sprung up that offer *managed affiliate programs*. These programs match up people wishing to sell a product with online distributors who wish to receive commissions from the promotion and sale of others' products. Of the dozens of affiliate programs, I've chosen the two biggest and most reliable to pass on to you:

- ① **ClickBank** - An absolute must. **ClickBank** focuses on downloads, and offers tens of thousands of products.
- ① **LinkShare** and **Commission Junction**, both of which offer a huge selection of products, many of which belong to e-stores and worldwide chains
- ① **RegNow** - an excellent affiliate program that specializes in software.

[Links to these programs and others can be found on page 39](#)



More information plus a video guide on how affiliate programs work and how they can earn you money can be found in [Ewen Chia's](#) [pronounced "CHA"] excellent book on the subject, which is actually the first and most thorough explanation of affiliate programs.

Now let's move on to practical issues.

You've joined an affiliate program that looks good to you; joining is usually free. Make certain that your contact details, particularly the address to which checks should be sent, and your email address—are correct. Now surf your affiliate program's site and choose a product that you'd like to promote. This will normally be a product in a category with which you're familiar, including the problem(s) it's designed to solve or need(s) that it fulfills.

Find your private link (at ClickBank it's called a HopLink), which will look something like this: <http://maoodi.andreaskir.hop.clickbank.net/?tid=pint>. This link happens to be for a Forex software product, and it leads to a superb example of promo page design. This link can now be disseminated (see next section), and if someone who clicks on it purchases the product, the commission is now yours!



Now that you've joined an affiliate program, you've found a product therein that "speaks to you" and that you'd like to sell, and you've received your personal link, there's only one thing left to do: Get lots of people to click on your link, or in the professional jargon, ***bring in traffic***, the true key to your success, which I'll discuss in the next section.

Remember:

A good product + a good promo page + traffic = sales and commissions.

BUT, Even a bad product will sell if you *bring in enough traffic*.



The Keys to Success: Traffic and Clicks

What good is a store that offers great merchandise and competitive prices if no one shops there? Right?

So now you have a promotable product (saleable, saleable; there's nothing vulgar about *selling!*), you have a unique link that includes your affiliate ID, and you understand what the product is all about. What's left? Making sure that lots of surfers reach that product **via your link**. This is actually the main point of the Web in general and Internet sales in particular. So get ready to shake hands with the most important concept of all: **traffic**.

Surfers and site visitor traffic is the foundation of all Web sites, and certainly sites offering products for sale. How many visitors do you need in order to make a single sale? Good question. The number varies from product to product, site to site, and among differing target audiences. My experience has been that 100 visitors to one sale is a good ratio. A lower ratio (let's say 50:1) is great, and if you can keep up this pace...jackpot.

The traffic challenge occupies Internet marketers full time, with new traffic generation methods and "tricks" popping up constantly. Entire books, sites, programs and also promises are dedicated to the subject, and in the "Tips and Tools" chapter, I'll be giving examples of good traffic sources. Even though this subject is so broad, I'll now review the main traffic generation methods:



Pay Per Click (PPC)

This is without a doubt the most instantaneous method for creating traffic to a site or link. In Pay Per Click, the advertiser (you) places ads connected to *keywords* in surfer searches, or words that appear on the viewed page according to its content. Each time a surfer clicks on such an ad and is taken to the site selling the advertised product, the advertiser pays a certain sum that can range from 5¢ to \$10 or more per click. This sum varies depending on the advertising program and the sum that you are willing to budget per click; there are smart ways to increase PPC exposure at low cost and high effectiveness.

The best-known PPC program is Google AdWords, yet both Yahoo and Adbrite run similar, effective programs.

A well-done, effective PPC-based campaign is the fastest route to a surfing audience, yet it's also the most costly. A PPC campaign that's poorly planned with respect to keywords, ad wording, and cost per click can cost its operator considerable sums, not to mention no sales. But don't fret: The "Tips and Tools" section contains recommendations of tools that will teach you how to formulate an effective, profitable ad campaign.

Search Engine Traffic

The most popular method for generating traffic to a site is indisputably attracting surfers who find it via a search engine. Why is this method so popular? Because there's no charge for clicking, no limit to the number of surfers that find the site, and it's effective over time. The disadvantage of this method is the flip-side of its advantage: Everyone wants their site to rank high on the list of search results, making it difficult, if not nearly impossible, to claw your way to the top. Moreover, appearing in search results takes time: Days or even weeks can pass



before the engine indexes (adds) your site, and even then, you'll have to compete with the rest of the sites.

Reaching a high search result ranking is a discipline unto itself called Web positioning or *search engine optimization*, or SEO.

SEO is fast becoming an expertise due to the steep competition, particularly because search engines keep the algorithms that they use to rank results a closely guarded secret. However, there are fundamentals and guidelines for site positioning, and this is the most crucial element to attend to if you want anyone besides your mother and your best friend to find you on the Web. I'll even go so far as to say that if you want your most intimate secrets to stay secret, put them in a site without registering the site on a search engine; no one will ever find it!

See "Tips and Tools" for advice on Web positioning.

E-mail and Mailing Lists

We all read mail, and seemingly the best way to sell a product is to mass-mail a message containing a link to click on. Yet this method works only with recipients that you know; sending to recipients who appear on just any randomly compiled list won't get you anywhere, because most recipients won't bother to read it and will just delete it. Therefore, buying a list in response to an ad like "100,000 addresses for \$29.95" is not recommended; you're wasting your money.

So what *is* a good way to reach potential buyers? Sending mail that advertises your product to those who *expect and are prepared* to read such is the best route. This could be in the form of an e-newsletter on a particular subject familiar to the subscribers. Advertising thusly is usually effective and inexpensive: \$10 - \$30, depending upon the size of the mailing list and the ad's placement.

A real asset is your own list, i.e., a list that you've built, added to,



and culled over time. A list such as this is not simple, yet it's certainly doable. The subject of building a mailing list is so broad that I can't cover it in the scope of this book; you'll have to wait for the sequel!

Directory-generated traffic

Those who remember the early days of the Web, say 1995 - 1999, before Google came on the scene, will certainly recall that search engines were built as categorized lists of sites, the search for which was manual, also by categories. A site thus described is called a *directory*. There are still hundreds of directories, and I recommend getting your site or link into as many as possible. Why? Besides the fact that many people still search this way, the real reason is that the more sites in which a given URL appears, the higher the engines raise the rankings of those sites. And being as registering in directories is usually free, it's worth appearing in as many of them as possible.

Classifieds-generated traffic

The Web is a natural platform for classifieds, and a boon to those of us who place and answer such ads. Classifieds are a great way to advertise at low cost, and in many cases even no cost. Classifieds are built as categorized guides, which is quite effective for Web vendors because not only do they reach a wide audience, but again, your URL gets onto lots of sites, causing the engines to "like" you better. Another advantage of classifieds is the option of focusing by geographical area or some other target audience.

How else can you advertise? As I explained at the beginning of this section, traffic is everything. Not a day goes by that I don't see an article on the subject, or advice that if followed, promises me 5,000 visitors in two days, or a product that screams, "Revolution in Web Traffic", or



"We've found the formula to bring in traffic—The road to wealth" (naturally, the wealth being referred to is their own).

In short, don't yield to the temptation to spend money, certainly not large sums, on promises of traffic. In most cases we're talking about con artists, pure and simple. So, what's the answer? Choose one or more of the methods I've listed in "Tools and Tips", and go with it. If you feel like extending your knowledge, search for "banner exchange", "link exchange", "product rotators", or "solo ads", and do some further reading.

I actually intend to go further with my own newsletter that I send off occasionally, which serves as an update to this book. So if you received this book directly from a friend or acquaintance, I recommend that you subscribe to my mailing list at www.PracticalInternetMoney.com or simply www.pintmoney.com . Subscribing is free, and I won't disseminate your address to anyone; I hate junk mail as much as you do, and I respect your privacy like I covet my own.



Before getting down to business, let's take five to summarize

I know you're anxious to dive in and start collecting your commissions, but allow me to give you some advice from someone who's made a few mistakes, and who would like to save you the same grief. The next two sections are the Real McCoy: One contains six step-by-step Internet marketing and business-growing plans; and the next contains tips and tools that I've culled from the sea of products offering advice on the subject. I've actually purchased most of these products and test-driven them, so I won't talk about the ones that don't work; it's embarrassing enough just admitting that I bought them! ☺

The following sections specify estimated product costs and budget sums for every plan; just remember that Internet marketing is a business like any other, demanding investments of time, thought, and money in order to attain expertise and build a solid foundation.

You can register at ClickBank for free, receive your link, and blast it off to your entire Address Book; there's nothing to stop you. But if you manage to make more than two or three sales, I'll be surprised. If your goal is to build a steady income for yourself, starting small and growing with time and experience, budget yourself a sum that you're willing to invest in your business: Half of this sum will go for acquiring tools and / or building a site, and the rest will go toward later purchases or initial advertising expenditures.



Two programs whose investment is returned, both of which are serious programs indeed: [Wealthy Affiliate](#) and [Site Build It](#) - **I highly recommend both.**

So how much should one spend? Just to give you a concept, \$150 is certainly sufficient for beginners, and a budget of \$300-\$500 gets you into the major leagues.

Just a word for those of you who daydreamed their way through high school English: If you truly want to succeed in Web marketing, cultivate good writing skills, and if you lack these, hire them. Standards of good writing are going down as more and more non-natives attain varying levels of English. That means that those of you who can write well *will stand out*.

So...on with the show!



Getting Practical - Internet Marketing Plans

Herein are six action plans for building your Web-based business. I have formulated each plan meticulously, and without exception, I have tried and still use them. I have divided the plans into two groups: three that don't require a Web site, and three that do (I will prove it's simpler than you think).

To get the most out of these plans, I suggest reading through them all, choosing the one that suits you best, setting yourself a budget, and getting down to work. After you've gained some confidence, I recommend combining several plans.

Remember to read the "Tools and Tips" section, where I've listed helpful software and sites on business plans, traffic generating, effective advertising, and more.

And now, the plans:

- ① Plans no. 1 - 2: No site required
- ① Plan no. 3 : site is not a must, but it is provided free of charge (Best plan in this entire book...)
- ① Plans no. 4 - 6: Site-based, and combined with direct marketing

Tip:

Open up a new mail account (I like *Gmail*) whose address you'll use exclusively for your new business. This way, you won't be hesitant about disclosing your address when you need to register for services or affiliate programs. I myself have three accounts / addresses: a personal one that I use for corresponding with friends and with my bank; a second one for marketing programs that I operate; and as third for registering on sites that look interesting, yet that I'm just checking out.



Plan no. 1: Classic Affiliate Marketing

For: Beginners; a good foundation for the rest of the plans	Estimated initial budget: \$10 - \$50
Description A basic, low-budget plan, it demands a huge effort in order to compensate for not using tools (which cost money). With work properly focused and performed, it can earn a few dozen to a few hundred dollars a month.	

- **Stage 1: Cost: \$0.00**

- Join the following plans:
[ClickBank](#) (an absolute must; you simply cannot do without it)
[LinkShare](#) and [PayDotCom](#) (both are good programs)
- You'll find a list of more programs that are worth checking out (all free) in the "Affiliate Programs" section on page 38.

- **Stage 2: Cost: \$0.00**

- Look for a product that interests you, whose target audience you can identify, and whose value you know.
- Find your personal link (in ClickBank it's called a HOPLink).
- Change the link to something reader-friendly; the easiest way is to do it is via www.tinyurl.com free service.
- Copy the link into a Word file, along with a brief product description (when you have 40 links, you'll understand how important this step is).



- **Stage 3 - Cost: you can start for free, or spend a little on advertising.**
 - Disseminate the link and the product description via e-mail; don't spam—it's ineffective and not worth it.
 - Compose and submit free ads. See the list in "Tools and Tips".
 - For advanced sellers: Try advertising in *Google Adwords*
- **Recommended tools for Plan no. 1:**
 - Read the excellent *How To Make Your First \$1,000 Online In Just 30 Days* by [Ewen Chia](#) (cost: \$27.00).
 - Advertise free at [USFreeAds](#)
 - Advertise at low cost at [AdHome](#) (very effective)

Plan 1 Wrap-up

This basic, simple plan does not require a large investment (\$34.00 is within most readers' reach), yet it does require effort to *get your link out there*, in every possible site as well as via mail.



Plan no. 2: Affiliate Marketing for Advanced Sellers

For: Advanced sellers and those wanting certain success	Estimated initial budget: \$200- \$300
Description An excellent plan based on proper use of tools from the get-go. I use this plan continuously; see results below.	

Look at what you can do when you go about it the right way:

Below, see my ClickBank statement from when I began (as in Plan no. 1):

Payperiod Sales Subtotals

Period Ending	Sales
2007-10-16	\$15.52
2007-10-01	\$33.90
2007-09-16	\$26.96

Daily Sales Subtotals

Sun Oct 14	\$0.00	
Sat Oct 13	\$0.00	
Fri Oct 12	\$0.00	
Thu Oct 11	\$0.00	
Wed Oct 10	\$0.00	
Tue Oct 09	\$0.00	
Mon Oct 08	\$0.00	
Sun Oct 07	\$0.00	
Sat Oct 06	\$0.00	
Fri Oct 05	\$0.00	
Thu Oct 04	\$0.00	
Wed Oct 03	\$0.00	
Tue Oct 02	\$6.16	■
Mon Oct 01	\$9.36	■
Sun Sep 30	\$0.00	

Payperiod Sales Subtotals

Period Ending	Sales
2008-02-01	\$738.99
2008-01-16	\$915.30
2008-01-01	\$1,118.15

Daily Sales Subtotals

Tue Jan 29	\$101.70	■
Mon Jan 28	\$33.90	■
Sun Jan 27	\$67.80	■
Sat Jan 26	\$33.90	■
Fri Jan 25	\$33.90	■
Thu Jan 24	\$67.80	■
Wed Jan 23	\$67.80	■
Tue Jan 22	\$94.89	■
Mon Jan 21	\$33.90	■
Sun Jan 20	\$135.60	■
Sat Jan 19	\$101.70	■
Fri Jan 18	\$33.90	■
Thu Jan 17	\$67.80	■
Wed Jan 16	\$67.80	■

...as opposed to three months later. Nice, right? So, how do you do it? Smart work, using the right tools.



- **Stage 1 & 2: Cost: \$0.00**

- Same as Plan no. 1

- **Stage 3: The secret: Invest in tools!**

Two great tools that I use are: 1) the textbook

Beating Adwords; and 2) a software for finding and managing valuable keywords.

- Buy and read [Beating Adwords](#) (\$67.00) – Don't even start advertizing in Google before you read this book unless you like throwing money away. **(Get this book as a free bonus – see page 26)**
- Buy the software [Keyword Elite](#) , Now in **Great** ver.2 (\$197.00). Keyword Elite enables you to find keywords that on the one hand lots of people are searching for, and on the other hand, for which there is little competition in *Adwords*. Confused? Read [Beating Adwords](#)...

- **Stage 4:**

Join [Google Adwords](#) and begin advertising.

Another great site to advertize in is www.exactseek.com


Plan no. 2 Wrap-up

The big difference between Plans 1 and 2 is not the money invested; the opposite is actually true: Plan no. 2 **saves** money and brings results. It's very easy to get swept up in Google's ad campaigns, but if you don't know what you're doing, it's nothing but a crapshoot. Therefore...

...**invest in tools!** [Keyword Elite](#) is hands down one of the best investments I ever made. Sound overwhelming? And what if I told you I have made 6,325\$ from one unique keyword I have found via this "pure gold" tool?



Plan no. 3: Affiliate Marketing Program for Serious People

For: Both beginners and advanced sellers— but those who take it seriously! And succeed!	Estimated initial budget: \$39.00 a month 
Description This is an all-in-one support plan that includes a full marketing course, all necessary tools, hosting space, and expertise, all in one convenient place.	

Plan no. 3 is for those who want to go all the way with Internet marketing, whatever it takes. I joined this program recently, and I regret that I didn't know about it earlier; it would without a doubt have saved me time and money spent in attempts to find the right model (of course, back then, I haven't found a guide as useful as mine ☺). This site, described below contains everything an Internet marketer needs to progress and succeed:

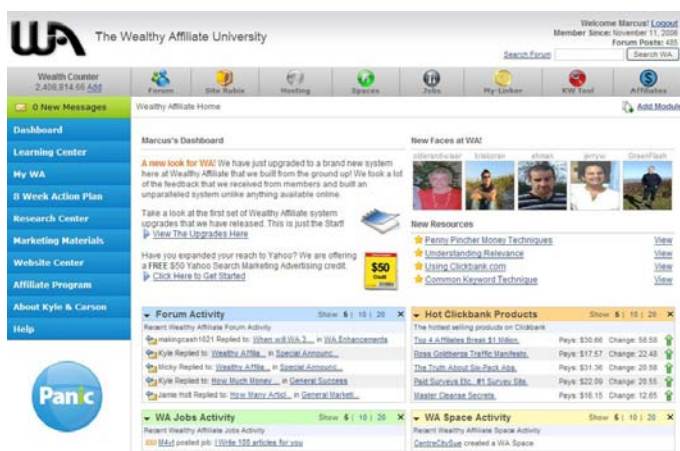
- √ A step-by-step action plan called "Eight Weeks to Success"
- √ Analytical tools for monitoring ad campaigns and sales
- √ Instruction and support in "Google Adwords"
- √ A keyword analyzer and ready-to-use categorized word lists
- √ A Hot Products Report, emphasizing ClickBank
- √ Hosting space for your site
- √ A new article writing tool called "Rapid Writer"



- √ An automatic site builder, plus ready-made sites (!)
- √ A forum whose members aren't afraid to ask questions, even "dumb questions"
- √ One-on-one support from the program's experts
- √ ...and many various tools that are constantly updated

The name of this program: [Wealthy Affiliate](#)

One step, one link; simply join!



Bonus: No less important is the Affiliate Program of the site itself; the site enables joining its active-members-only Partners Program: For every member you bring in, you earn approximately \$14.00. That means that if you bring in two members, you've paid back your initial membership fee, and you get this marvelous, essential tools – FOR FREE!

If you want to concentrate on one program only - [Join WA](#)

It includes **EVERYTHING** an Internet marketer needs.

Bonus: Join through my book and get "Beating Adwords" FREE (That's a 67\$ bonus!)



Web Site-based Marketing Plans

Why do you actually need a site?

(Those of you who already have sites can skip this explanation and go straight to Plan 4)

If you've read this far and tried one or more of the first three plans, you now realize that you can create a steady income without putting up a site (Plan no. 2, for example). So why put one up? Why bother with the design, hosting, and maintenance?

The answer is simple: The range of possibility for creating income available to a site owner is nearly limitless. Do a search for "Web monetizing", and you'll discover a whole new world. Here are just a few reasons why it's worth putting up your own site with your own domain:

1. The big affiliate programs restrict direct-link advertising, and some advertisers won't even sign up anyone who doesn't have his or her own site. There are many reliable affiliate programs that offer good products; these programs check out every membership application, and most require at least one web site address (URL).
2. You can implement many methods for creating income channels - not just affiliates links - all in one place on the net.
3. You're in control of the content, the keywords, the look, everything. No more depending on the product owner and his or her design. On your site, you can advertise as many products as you want - presenting them optimally for your specific audience - and track sales effectively.



4. You can sell your own products, and earn more than just commissions.
5. It's easier to generate traffic to your own site using search engines, changing URLs, or a shared advertising network (see Creating Site Traffic in the "Tips and Tools" section).
6. ...and lots more

"OK," you say, "but putting up a site is so complicated." Not true! Web sites are now the domain of the layfolk; there are thousands of ways to put one up without knowing any programming or so much as one line of code: There's automated software, automated services, and even a way to convert Word text into html format.

Of all of these options, I'll tell you about three plans that I've tried and used, all of which are suitable for beginners (and also advanced sellers), and none of which require knowledge of design or programming; the first is Plan no. 4.



Plan no. 4: Build a Basic, Ready-to-roll Site

For: Both beginners and advanced sellers	Estimated initial budget: \$80.00 - \$120.00
Description Purchase a ready-to-use site that contains 300 links for products on offer at ClickBank, and put it up. Someone simply sat for hours and built a well-thought-out site with product photos and descriptions. And there's a bonus: You're eligible to sell this package forward. Now things get interesting...	

- Stage 1: Cost: \$0.00
 - Join [ClickBank](#) (don't tell me you still don't have a ClickBank ID...)
- Stage 2: Cost: \$16.00
 - Buy the [ClickBank Store](#) kit.
 - Follow the instructions on the film included, and change the existing ID to your ClickBank ID (if you don't do this, someone else will earn all your commissions).
 - Optional: adapt the site to your taste, i.e., change the landing picture or the color scheme; improve the keywords...go wild!
- Stage 3: Cost: \$90.00 (or less)
 - Buy your own domain and hosting space; there are thousands of places to do this. I use and recommend [GoDaddy](#) - They're very professional, user friendly, provide every possible service you'll need now and later, and no less important, they have effective, human



support for every conceivable question. A domain costs \$10.00 per year, and a deluxe hosting plan costs about \$80.00. Cheaper hosting plans are available.

- Stage 4: Cost: \$00.00
 - Put up the site package on your hosting site.
 - Register the site on search engines (see Tips and Tools).
 - Bring in the traffic!

Important tips for succeeding at Plan 4:

- ① Choose an easy-to-recall domain name that hints at the site's content, ideally ending in .com, but not necessarily.
- ① Edit the keywords on at least the Home Page, and if you have the energy, on the rest of the pages. Here's where [Keyword Elite](#) comes in: It will help you find appealing keywords to pull in visitors and search engines, one of which could contain your domain name.
- ① Choose a hosting plan that suits your budget and criteria; an interim plan could very well suffice. In any case, choose a plan that allows use and building of sites from several domains without restriction, and that also includes a mail account with the URL's suffix, and use it.

That's it. You now have your own site. In time, you can add in more income channels, or whatever content you like, such as a page dedicated to an abandoned dog you found, or your kid's dance recital ☺



Plan no. 5: Start a Blog

For: Both beginners and advanced sellers	Estimated initial budget: \$20.00 - \$150.00
Description One of the hottest trends on the 'net today is blogging. This plan surveys several options for starting a blog, from a nearly free option to a blog with your own domain.	

A blog (short for "WebLog") is basically an online journal based on texts a few paragraphs long (usually) called *posts*. A good blog enables readers to respond to any post. So why a blog, as opposed to a regular site?

1. Because cybernetically speaking, "content is king"; the surfing audience is thirsty for fresh information on every conceivable topic (Vegi Tibetan recipes, for instance); many sites allow people to start blogs, thereby pulling in traffic.
2. A blog is considered less "official" than a site, allowing the blogger to write more freely and personally.
3. A blog is interactive, allowing its readers to respond—for better or for worse.
4. Search engines like blogs, particularly because most belong to dynamic sites with changing, updated content. And what do search engines like best about blogs? Visitors find them on their own, and surf in to check them out.

Check out a few blogs on subjects that interest you. If this type of communication speaks to you, choose a topic and write about it, then implement one of the following two plans.



Plan 5a: Free blog

This means that your blog's URL contains the name of the site that hosts it, for example: <http://miriamerez.blogspot.com/>.

- Stage 1:
Find a free blog site. A search for "free blog" should do it.
- Stage 2:
Buy Mike Seddon's [How to Build a Money-Making Blog](#) (\$19.95)—good value for your money.
- Stage 3: Start writing, and insert within your text references to the product(s) you're selling, as well as implementing the suggestions in Seddon's book.

Plan 5a's advantage is that it's free, or nearly so. A disadvantage is that in most cases, you won't be able to post your own ads or other marketing tools such as distribution lists or AdSense ads. But the biggest disadvantage is the name of the site: Without your own domain, you'll find it difficult to promote the site in the search engines. That's where Plan 5b comes in...

Plan 5b: A real blog on your own site

This is a blog with your own URL, based on WordPress, a free blog system you can use on your hosting server.

- Stage 1: cost: \$90.00
 - Buy your own Web domain and hosting space; you can do so at thousands of places. I use and recommend [GoDaddy](#): They're very professional, user friendly, and provide every possible service you'll need now and later, and no less important, they have effective, human support for every conceivable question. A domain costs \$10.00 per year, and hosting costs about \$80.00. Cheaper hosting plans are available.




- Stage 2: cost: \$15.00
 - Buy the [Get a Real Blog](#) five-video set (\$15.00).
 - Follow the instructions in the above guide; it's simple.
- Stage 3: cost: \$00.00
 - Go to www.wordpress.org – a powerful, free blog-building system, and follow the simple installation steps.
 - Start writing, inserting various income channels such as affiliate links, AdSense ads, and banners.

Tips for implementing Plan 5b:

- ① [How to Build a Money-Making Blog](#) will help you focus your site and your income channels.
- ① The tips included in Plan 4 also apply here.
- ① The **ULTIMATE** product for serious bloggers – "[Blogging to the Bank 3.0](#)".



Plan no. 6 - The Icing on the Cake: SBI!

For: Both beginners and advanced sellers—but get serious!	Estimated initial budget: \$299.00	
Description An elite, all-inclusive program for building an income-generating site...and it really does have it all.		

This program is called Site Build It!, (SBI) and costs \$299.00 a year; there is no automatic renewal. **Plan no. 6 has one step and one link.** This single link will open up a world of professional marketing on the one hand, and ease on the other that will guide you in building an income-generating site. SBI is so good that there are those who recommend it as a fundamental tool. SBI provides *everything* you need to put up a great site that earns you money; it's suitable for **anyone who wants to put up a site on any subject imaginable, and earn a steady income therefrom.**

Following is a partial list of what SBI offers. Why partial? Because SBI's operators constantly add new tools and features:

- ✓ Clear, comprehensible step-by-step instruction, both written and on film tutorials
- ✓ A structured process of finding the right message for your site based on topic
- ✓ Building a site using graphic tools and templates



- √ Your own domain name
- √ Site hosting
- √ A traffic-generating program, including registration and search engine optimization
- √ A structured blog system
- √ A system for building and management of distribution lists, including disseminating newsletters
- √ A full-feature Web-based mail system
- √ An automatic content posting system
- √ The best customer support anywhere
- √The list keeps getting longer

Readers, I purchased SBI, and I say it with absolute accountability: **It's the best program on the Web.** It can save you hundreds, even thousands of dollars, which actually equal the cost of all of the services and tools that it offers. So here it is. Enjoy!

[Click Here to Get Your SBI!](#)



Tools and Tips for Internet Marketing

This section is an important one. Herein I have collected many tools sorted by purpose. Some of the tools are sites, some are software, and others are e-books. There are thousands of others out there; I've chosen to present only those that look good to me, and most of which I've used myself.

Traffic-generators for your site or link

E-zine advertising

Quite effective, as well as inexpensive. Two providers that I recommend:

- [2Bucks an Ad2](#)
- [AdsHome eZine Ad Co-op](#) - lots of options for every budget, very organized

Classified ads

Classifieds are effective for two reasons: 1) They advertise your product; and 2) They advertise your URL, and the more sites on which your URL appears, the higher your ranking in search engines results. Here are three recommended links to follow:

- [USFreeAds](#)- The free version isn't bad, and the \$10.00 plan returns your investment in hours.
- The reputable and free - [Craigslist.org](#)

Traffic Exchange

Traffic Exchange programs are free and based on the "scratch my back and I'll scratch yours" principle. You can, of course, obtain credits in exchange for money (cheap usually, and very worthwhile).

- The best in my opinion is [Easy Hits 4U](#).
- Another good one is [NY City Exchange](#).



"Pay Per Click" tools

- [Perry Marshall's book](#) on mastering Google Adwords – My Guru!
- Keyword Elite - Simply the best tool out there

Advice for site owners (that's you!)

- A reliable company from which to purchase a domain and hosting is [Go Daddy!](#).
- Must-buy software for site registration and optimization [is Web CEO](#) (there's also an excellent free version)

I recommend checking out:

- [The Mini-Marketer](#), an excellent Internet marketing newsletter (free, of course)
- [Ewen Chia's](#) wonderful book that includes a tutorial film for beginners (\$27.00)
- [FREE Traffic, Signups, and Sales](#), another great Ewen book (\$19.97)
- [ClickBankSuccessForum](#), for ClickBank users (free, of course)
- The FREE book [Google Adwords Made Easy](#)



Recommended Affiliate Programs

...Without them, you simply can't proceed...plus they're all free. Remember: ClickBank is a must. The rest I've chosen carefully, out of hundreds of available programs, and highly recommend them.

Regarding [ClickBank](#), I can't say enough; it's simply become a standard for Internet marketing.



[LinkShare](#) is an excellent program that allows you to sell all types of products, both tangibles and services.



[PayDotCom](#) tries to compete with ClickBank, and doesn't do a bad job.



[RegNow](#), an excellent sales site that specializes in software



[Commission Junction](#), which contains thousands of products in many categories. A strong program, if a bit complicated to use.



[Forex Affiliates](#) specializes in currencies trading, and shows high returns.



So why is this book free?

We modern consumers are guilty of not being able to accept that something is free; we're always asking, "What's the catch?" Yet if you've read this far, you already know that the material herein is solid and much research has been invested. So what's in it for me?

- Creating a community of Internet marketers
- Giving my "gurus" exposure, and becoming known as an expert myself
- Some of the programs earn me commissions. That means that you, the reader, gain reliable information for free, and I earn money from some of the sites to which I've referred you: That's Internet marketing at its best. If in any case you want to purchase a certain product, what do you care if someone else gains? After all, it's not at your expense.

The successful among you will be the ones who take the information herein seriously, as well as implementing some of the plans. Others will earn commissions on products that they promote. That's it in a nutshell!



A Personal Message from Ido

I spent weeks writing this guide, and more than a year in gaining the knowledge therein. I hope you appreciate and find it useful. If you have, I invite you to share your thoughts and questions with me. Even more important, let's spread the word: Send this book (or even better - the link www.pintmoney.com) to your friends. I'm betting they'll appreciate it as much as you do.

I look forward to hearing your comments / suggestions and questions.

My personal email address is ido@pintmoney.com

For your success

Ido Jansen

P.S. Remember to confirm the email you've automatically received from my Spam-free email system (I use [Aweber](#)) so I can send you updates from time to time.

