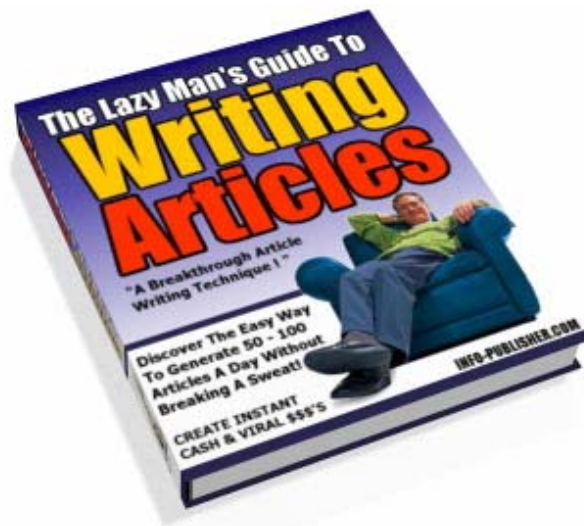


# The Lazy Man's Guide To **WRITING ARTICLES**

**"How To Write Articles That Make  
You Instant Cash And Bring In A  
Residual Income For Life!"**



**YOU NOW OWN THE MASTER RESELL RIGHT TO THIS BOOK!**

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Here . . . Software to Beat All Software . . . That's  
Gonna Make Your Life A Whole Lot Easier . . .***

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# How To Use This Guide

The best advice I can give you is to read everything over once. If you can, do it in one sitting, then re read it again. Then, read the sections again that you are not sure about, and if you can, get someone else to read it as well, and both of you make notes.

There are plenty of website links in this book so it probably is best to read this book while you are online so you can see exactly what I'm talking about through out the book.

## What This Guide Is About And Who It's For

If you want an easy to follow step by step guide to writing articles to promote your product or services or you just want to turn your writing into a full time income, this book is for you.

In this book I show you how to write articles that bring in immediate cash. Everyone talks about how great articles are for traffic to your site and how they brand you as an expert in the field, and thats true, and are great reasons to write articles, but what I'm going to show you is how to turn your articles into instant cash machines that not only turn a profit instantly, but make you money for years to come.

I've been writing articles for publication online since 1999 and I havn't looked back since my first article made over \$1100.00 in affiliate commissions and it only took me 2 hours to write.

This is a business idea book more so then a traffic generation idea book. While everything I teach you in this book can be used to generate greats amount of traffic to your website, I want to show you how to turn that traffic into instant cash whether you have a product or not. **So let's get started!**

# **How To Turn Easy To Write 750 Word Articles Into An Unstoppable Money Machine That Will Bring In A Good Income For The Life Span Of The Internet**

The funny thing is, I use to think I had to write mammoth 400 page ebooks and provide everybit of information on a topic to make any money at all, but what I found is, I make more money by keeping everything short and to the point.

People want to learn something and they want to learn it quickly.

So here are the methods below that I'm going to show you how to profit from articles.

- \* How To Write Articles So Quickly And Easily You Could Churn Out 50 To 100 In A Day
- \* How To Write Articles To Profit From Adsense
- \* How To Write Articles To Profit From Affiliate Programs Instantly
- \* How To Write Articles To Profit From Affiliate Programs For Long Term Money
- \* How To Write Articles For Viral Income
- \* Other Ways To Profit From Articles

# **How To Write Articles So Quickly** **And Easily You Could Churn Out** **50 To 100 In A Day**

What most people don't realise is that the work is already done for them, they don't need to come up with unique content from the top of their heads, they just need to look for what is already out there and improve on it.

Every possible topic has been covered and covered well by someone, but most of the time these people don't even want to profit from their work, they do it for the fun of it, which is great for you.

While you can't steal these people's hardwork, (we wouldn't want to anyway, we want to profit from our work) you can use their ideas and learn from their content to write your own. Anyone can become an expert enough in a subject to write a 750 word article on it in minutes if you have the write content in front of you.

I'm skipping ahead of myself here, but I'm going to tell you where to find this content now, then tell you how to come up with article ideas afterwards.

When I come up with an article idea I go directly to the source of the Internet's content. Online bulletin boards, FAQ pages and Article directories!

Everytime I need to learn about something to write about it or just for the heck of it, I go to these places.....

<http://www.faq.org>

<http://www.goarticles.com>

<http://www.groups.google.com>

Everything I could ever want to know about nearly every subject known to man I can find for free there, if you're willing to dig for it.

All I then do is dissect all the information out of the articles, re write them into my words and add a snazzy article title.

So say you wanted to write an article or articles on fly fishing to promote a fly fishing ebook thru clickbank.com, here's what I would do.

I would go to Groups.google.com and type in fly fishing and see what questions people were asking. I would also go to Goarticles.com and type in fly fishing and see what articles are already written and how many people have viewed them so you can tell which article topics are the most popular.

Then when I wanted to start writing my article I'd go to FAQ.org and look there for fly fishing Frequently Asked Questions and rewrite that content in my own words for my own articles.

\*\*\*\*DISCLAIMER\*\*\*\*

I don't mean steal other peoples content when I say rewrite. I mean use the FAQ's as a place to research a topic and then use that research as a bases for your articles.

Your articles don't have to be masterpieces that are 5000 words in length, infact it will help your sales if you keep them short 500 to 750 words and you give your readers information they can instantly use and implement.

The most important part to your article is your article title, it will make or break your article.

When people read articles they want information that they can use straight away. Say for you instance you're writing about how to get your baby to sleep better at night, then you'd want a title something like this.

"6 Easy Steps For A Better Nights Sleep For You And Your Baby That You Can Implement Tonight!"

Ok, that's not perfect but you get the idea.

I've found if you're targeting the Internet Marketing niche you'll find your articles will get a better response and you will make more sales if you give people a plan they can use to make money straight away from your article.

For instance, let's say your promoting the "Google Cash" ebook that shows people how to make money with Google Adwords, you could write articles on the following....

How you made money following the formula in the ebook.

Give them a well thought out business plan they can steal and use as their own.

Or even....

Tell them how you failed using the Google Cash method but another method worked for you.

People love a story, success story or even a failure.

## **How to spit and polish your article so it looks like you're a professional writer.**

The number 1 reason why most articles don't get published (behind not following posting guidelines, which I talk about next chapter) is the article is full of spelling errors .

Just because I said you don't have to worry so much about correct grammar in your article, it doesn't mean you can slack off and not proof read and spell check your work.

Even if you don't have a spell checker program on your computer, there are plenty of free web based ones.

<http://www.spellcheck.net/>

<http://www.jspell.com/jspell.html>

If you are having trouble with one or two words, why not try

<http://www.dictionary.com>

You will also want to make sure your article flows properly and makes perfect sense. I know sometimes I write one word but mean another. Like put instead of but, etc....

You might want to print it out and read it aloud a few times, or even get a few other people to do the same.

This is also a good time to see if you've covered everything you've wanted to cover and your not leaving anything out the reader might need to know.

There is nothing worse then an article that either doesn't make sense, or leaves so much information out due to the fear of giving too much away, that it's practically blank and



full of fluff no one is interested in.

## **How I Made \$1159.30 With One Article In Under 24 hours**

This is a very quick step, but it will show you exactly how I earned over two thousand dollars in the first few weeks I started promoting affiliate programs.

I started off promoting three affiliate programs, I then wrote 3 articles based around all those affiliate programs and I put links to them in my article. Mind you I did not have a web site or anything sophisticated like that :) I submitted articles to hundreds of ezine publishers which I found at TopEzineAds.com and DirectoryofEzines.com and sent them out in one day.

These articles produced over \$1200 in sales in three weeks. In my article by-line I also placed my autoresponder link so they could sign up for my free course. With these names, which were just over 700, I gave them the chance to buy another product from me that I happened to buy the resell rights to. I earned another \$1100 from these people as well in that initial 3 or 4 week period. So that's just a bit over \$2300 in sales in 4 weeks work.

Mind you, I live in Australia and \$2300 in sales US is over \$4500 Australian dollars. I was also getting checks every month for doing nothing as other people began promoting my articles with out me asking them. I also ended up getting

my name blasted all over the search engine's as people who published my articles put them on their web sites.

I also signed up quite a lot of people under me, who are now selling these product's and I'm still earning commission from their hard work. I love 2-tier affiliate programs, they bring you in just a little bit extra every month for nothing with no permanent web site.

That's it. It cost me nothing to set up and the advertising was free, so it was all PURE PROFIT. I do the same thing now every month without fail. While what I made in that month is small compared to other affiliates, it goes to show you how putting a little hard work in your first month online can bring you amazing profits.

The longer you keep promoting your affiliate programs and trying new methods, you will constantly see increases every month in your commissions.

## **How To Write Articles To Profit** **From Adsense**

Adsense is all the rage now, and there are so many different ways to make money from Adsense, but here is a method you've probably not tried and most people probably won't as it does take effort and time.

Most people seem to want to keep switching from automatic software generators to bombs to portal sites to directory

listing sites, which is fine, but I have and always will stick to creating unique content that's informative and of high quality.

My method is not the only way to make money with Adsense, but I feel this is the best method for long term success, simply because it's been working well for me in different ways since I began Internet marketing back in 1998.

This is a business idea that I'm doing right now and I believe it will make me a fortune in the long run.

What I've been doing is creating a site like Ehow.com. It's a free site that shows people how to do a lot of different things. The best way to explain the site is just for you to go have a quick look now.

They have thousands and thousands of pages of content on all sorts of subjects and the way they get traffic to their site is through the search engines, which is all well and good if you want to wait awhile, but this guide is all about making money quickly.

Every page on their site has an adsense box on it and that's how they make their money. They also have a Alexa traffic ranking of around 2000 which is great.

Trying to write that much content before making any money would be difficult, you'd lose interest quickly and trying to write that much content or even buy that much content in one hit would be lunacy.

I've always preferred to make money constantly even if the project is only half done or in progress. I find it gives me incentive to keep going.

So this is what I'm doing, and no I'm not going to show you my site because I don't want everyone copying it.

I registered a catchy domain name, something like [fiveminuteguides.com](http://fiveminuteguides.com) or [learnitnow.com](http://learnitnow.com) and I started writing little 500 to 750 word action plans on all sorts of topics and one happens to be on a favorite subject of mine, fly fishing.

So my fly fishing page looks something like <http://www.fiveminuteguides.com/fly-fishing.html> and it's a small 750 check list on all things to do with fly fishing with 2 AdSense boxes, one in the middle and one of the right hand side.

When it comes to AdSense, you have to think like your website visitor. What is it they are looking to buy? There is no use putting something on my website about how to make money with your fly fishing passion because the advertisers with AdSense are selling fly fishing equipment not how to make money with fly fishing.

You need to make your content fit into the AdSense ad's and I think that's where a lot of people go wrong with AdSense.

Back to the business plan. Ok, so you've got your site up, you have a page up on a certain topic that had a fairly high search rate and AdSense payout rate, now what? How do you make money with this page.

Write articles! For every one fly fishing type checklist write 10 to 20 articles on all sorts of subjects to do with your topic. I wrote close to 40 for mine and I haven't become rich from it but if I can put up 500 similar checklists in the next year I will be earning a very nice income.

But how do you get people from reading your article to going to your website?

Well, not only would you mention your site within your article, (slip it in subtly) you also have your article byline you can use for that purpose.

For example

"For a complete checklist for your first fly fishing trip visit blah.com"

or

"For a complete step by step checklist for catching large Trout visit blah.com"

So not only will you make money instantly from your website, you will also build tons of quality content over time and you will have hundreds maybe even thousands of articles all over the Internet working for you around the clock and your site will do a heck of a lot better in the search engines due to all the incoming links!

This is a very rough outline, but you smart people out there will be able to run with it and add new ideas I haven't even

thought of. This is one of those money machines that will make you money on demand pretty much for the life of the Internet.

## **How To Write Articles To Profit** **From Affiliate Programs For** **Long Term Money With A New** **Twist**

### **Quick Intro - Read This First**

This is a quick guide on how you can earn a full time income with affiliate programs without even a web site. This is so simple, it's stupid, yet so many affiliates keep failing.

The biggest reason why I failed when I first started online was because I complicated things. I tried to create huge web sites filled with content, and it just didn't work because I lost my motivation.

With this guide, all you have to do is create a free autoresponder series, then advertise it directly with ezines and other simple methods that I will show you.

### **Step 1. Select 3 Affiliate Programs**

To make this work and not be a one hit wonder, you will need to select **THREE** affiliate programs to join. The criteria to select this programs is a little different then going out and

selecting the affiliate program with the biggest commission, even though this does play a role.

Of course, all the affiliate programs you promote will have to be on the one subject. For instance, say your first affiliate program is an ebook on Mini Sites, then your second affiliate program you sell could be a members only site based on Mini Sites and your third affiliate program could be a service where someone creates a network of Mini Sites for your customers.

I will talk more about this later, and how the pricing is crucial.

The first affiliate program you promote will want to be one which pays a larger then normal commission on the first sale. Do not accept anything less then 40% commission for your first affiliate program. The reason for this is because we want to make a profit on the first affiliate program and by selling any product that does not make you at least \$20 per sale you will not profit straight away. The main aim of this is to really build up your Opt-in Mailing list.

If you break even, don't be discouraged. Breaking even is an amazing result, and if you have built your list up, then you will be profiting for years to come.

So for your first affiliate program, choose a product that sells for around \$40 to \$50 and where you still get at least 40% of the total profits.

Your second affiliate program you join will be in the category of what we call "Residual Income".

This is an affiliate program that pays you every month someone stays signed up for their product or service. For example, if you were to promote a web hosting company, and they charged \$25 a month, you would get around \$10 a month for as long as that person stays signed up for web hosting. Terry Dean believes this is the closest way to earning a secure pay check every month.

These are great programs to promote because all they require is a little hard work up front and you're set for months, even years. That's why I recommend promoting this type of program once you have a large list of names to email to.

Of course you will still be promoting your free course to other people, but this is a way to make back end sales from your current list. Don't think if you've advertised to these people once, that's all they are good for. I will talk more about this later in the book

You can find a large list of Residual Income affiliate programs at [LifeTimeCommissions.com](http://LifeTimeCommissions.com) which is run by Allan Gardyne. You will hearing a lot about that name in this book.

Now your third affiliate program will also be a program that you will promote to your current subscriber list. This program should pay you a large lump sum of money. This type of program will have a lower conversion rate, but you should be making \$80 to \$150 commission per sale.

If you would like to find a directory of affiliate programs,



visit [AssociatePrograms.com](http://AssociatePrograms.com)

## **Step 2. Create A Free Report Series**

I'm going to keep this step very simple and to the point, but remember, this step is vital to your affiliate success. I will go as far as saying that if you create a responsive Opt-In list, 75% of your work is done for you already. That goes for anything you're doing online.

This free report will be promoting the first affiliate program you chose from step 1. It should be priced around \$40 or \$50 and pay you around \$20 to \$25 per sale.

Creating your free report is easy. Either find 5 articles on your subject that you're allowed to use, or create 5 articles yourself. They don't have to be long, only around 500 words. Then send them out to your prospects over 5 days using your autoresponder. Make sure these reports are full of useful information, not just blatant advertising. You do however get a chance to advertise to them directly later.

How I create autoresponder series is by writing 5 to 10 articles on the topic the affiliate program I'm promoting is on. For instance, if I were writing a report on search engine ranking, I would create the following articles.

1. The Tools Of The Search Engine Specialist
2. Meta Data, Yes Or No?
3. How Mini Sites Can Generate Thousands In Extra Visitors
4. Getting Listed In Yahoo! The Easy Way
5. Creating Keywords Relevant To Your Site
6. Search Engine Ranking On A Budget

## 7. The Biggest Search Engine Myths

And so on..

Everyone can write, I don't care what you say. Keeping it simple is the best way to go. Don't get daunted by the task ahead of you otherwise you will delay doing anything at all.

Another tip I have for writing articles is to jot down points, and use those points to build your article. For instance, when writing *"How Mini Sites Can Generate Thousands In Extra Visitors"*, I would jot down points like this.

- \* Choosing A Domain Name
- \* Finding Cheap Web Hosting
- \* Using Keywords Throughout The Web Site
- \* Submitting To Search Engines
- \* Tracking Hits
- \* Doing This All Over Again

I would then write 100 to 200 words per point and voila!, there's your first article/report for you to use.

Now when sending out your free report with your autoresponder, it should be set up something like this.

When the person signs up, they get part 1, then for the next 4 days they get parts 2, 3, 4 and 5. In these messages, you will get a chance to advertise to them in the first and last sections of your message.

Here's an example of an autoresponder message I sent out.

*Hi [[firstname]],*

*I would like to thank you for requesting our free report "How To Become A Super Affiliate And A Digital Information Millionaire On A Budget".*

*My name is Shane Pearce, and I recently quit my job and I'm now working from home as both a Super Affiliate And A Digital Information Marketer. In this free report, I am going to show you how you aswell can work from home selling your own and other people's products, for amazing profits.*

*Not only that, I'm going to show you how you can do it ON A BUDGET with the power of Mini Sites.*

*And I will show you exactly what product I'm selling as my own, but did not create. It really is a great business to be in.*

*This course is written in plain english, and is very easy to read, however, if you have any questions or comments, then please feel free to contact me at*

*email@addresshere.com*

*http://www.websitehere.com*

*P.S, [[firstname]], for a very limited time only I'm offering to everyone who buys Master Reprint Rights to Killer Mini Sites from my site, www.websitehere.com a special bonus of SIX MONTHS worth of email consultation FREE.*

*That's right, ask me any question's anytime. How valuable is that to you?*

*Not only will you get your own product/business to market online, I will help you do it in the process.*

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*Part 1, Becoming A Super Affiliate On A Budget With Mini Affiliate Sites*

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*Earning a good income from Affiliate Programs is not as hard as everyone make's it out to be.*

*The figure's are that 95% of all affiliates never earn enough to warrant a check. And of those 5% only 1 to 2% earn enough to live off their commissions.*

*That's not good news for the "average" Joe Affiliate is it.*

*But I'm telling you now, it does not have to be that hard. All you need is a simple formula that work's over and over again. It really is that simple.*

*The hard part is doing it all on a very tight budget, which I will show you how right now.*

*(I recommend grabbing a pen and paper and writting down any good points)*

***\*\*\*\*\* Unsuccessful Affiliate Strategies \*\*\*\*\****

***Here are a few thing's that kill any chance Affiliate's have of earning any decent commissions.***

***1. They Simply Do Nothing To Promote The Affiliate Program***

***This is the most common mistake I see happening. People simply sign up for the Affiliate Program and they either think the money is magically going to roll in, or they simply didn't take the responsibility of being an Affiliate as seriously as they should have. Because most Affiliate Programs are free to join, people don't really take it as seriously as say someone who pay's \$1000 for resell rights to a certain product. You need to treat your Affiliate Network like a serious business or you will never earn serious profits.***

***That's why I only let people who buy my course join my Affiliate Program. This I think makes it fair for the people who are willing to spend some money on their business.***

***No matter how hard you try, you will have to open your wallet sooner or later.***

***2. They Get Incorrect Information From So Called Experts Or Read Outdated Material.***

***Two big myths, free classified ad style advertising***

*works and placing paid advertising for their program will reap huge profits. All incorrect. Let me explain*

*FFA posts and free classified ad's use to work. You could once rely on these to bring in a fair bit of money. Now days though, I feel the work you have to put into them is too much trouble for the results you get. You would be lucky to even a response from this sort of advertising. That also goes for putting Affiliate banner links up and expecting that too work.*

*The biggest secret for all Affiliates is to create a 1 page site that's focused on one product and theme.*

*1 product + 1 Web Site = Big Profits. If you don't remember anything else in this course, remember that.*

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*The 5 Step's To Becoming A Super Affiliate On A Budget*

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*\*\*\*\*\* Step 1 \*\*\*\*\**

*1. Create A 1 Page Free Report Web Site With A Simple Subscribe Form*

*Before we get into creating your Mini Affiliate Site we need to select an Affiliate Program to promote. If you already have one you want to promote, move on, if*

*not read on :)*

*When selecting your first Affiliate Program for your Mini Affiliate Site, I suggest you go for a product with a rather large price tag, so you can make profit's from day one. Of course the big money come's from you backend, which we will talk about later.*

*I alway's suggest you promote a product you have used and trust before anything else.*

*Don't just promote an Affiliate Program because of the commissions, as that's a sure fire way to fail.*

*If you're looking for a directory of Affiliate Programs to join instantly, I suggest you look at Allan Gardyne's AssociatePrograms.com.*

*Setting up a web site now has never been easier. A few year's ago, domain names sold for \$35 for 1 year, and webhosting was about the same for 1 month. Now it's so very inexpensive.*

*You can purchase domains names for \$13.50 at 000domains.com and even cheaper at godaddy.com.*

*The last time I checked they were selling dot com, net, org names for only \$8.95.*

*As I speak, there's a new hosting company that specialises in hosting Mini Sites. They are [www.bizminisites.com](http://www.bizminisites.com) and for only \$9.95 you get 3 months of quality web hosting.*

***If you would like an example of a very effective Mini Site have a look at the following sites.***

***<http://www.philwiley.com/>  
<http://www.track-your-ads.com/>  
<http://www.hot-date-finder.com/>  
<http://www.sohohelper.com/>  
<http://www.ebooksnbytes.com/>***

***You can find alot of really good web site templates at [www.freesitetemplates.com](http://www.freesitetemplates.com).***

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***That's it for Part 1 today. You will get the second, third and fourth parts in a few days.***

***If you can't wait until then, you can always visit our site <http://www.websitehere.com> and get all the information you need.***

***Best Regards***

***Shane Pearce  
[email@here.com](mailto:email@here.com)  
<http://www.websitehere.com>***

As you can see, I've got my web site address and special offers throughout the report. But I was telling people to go to my website. Since you don't have a web site, you would put a little advertisement for your affiliate program at the start and at the end of your reports.



Also, you can put your affiliate links throughout the report as long as its in context, not blatant plugging of your affiliate program. Trust me, this does not work.

If your prospect hasn't purchased from you after your free reports have been sent out, don't worry. The next part is where you will get most of your sales. Considering there are so many other affiliates promoting the same or similar product you are, you have to make them want to buy from you.

How do you do this? Easy, you over deliver. You give them more then what they expected, and you distance yourself from being a no name affiliate and turn yourself into a trusted friend.

I like to do this by giving away something else if they purchase from the affiliate program I'm promoting. For instance, I give away consultation free, where I help them with any problems they might have.

Here's an example of a report I used to get people in the buying mode. Mind you this is for a product I was selling, yet you will still get the idea.

***Hi Firstname,***

***I have a secret for you that will hopefully make you very excited.***

***As you know, Product X is selling from my web site for \$22.70, \$79.95 and \$249.95. If you're confused***

*about the different options, let me explain.*

*For \$22.70, you get a copy of the book Product X and you can resell the book to your web site visitors for \$24.95. But remember, this option is full of my Affiliate Links, where I'm earning money from your hard work.*

*For \$79.95 you get a fully branded copy of Product X that you can sell for \$24.95 with your Affiliate Links that will earn you residual income constantly.*

*For \$249.95 you get a fully branded copy of Product X that you can sell for \$24.95, you also get to sell the customization rights for \$79.95 and the big profit puller is you can sell the MASTER RIGHTS for a massive \$249.95 per sale.*

*But, here's the best bit. I'm offering, for a very limited time only, the MASTER RIGHTS to Product X for ONLY \$150. I'm slashing \$100 dollars off the price and I'm throwing in FREE Consultation with me via email any time you need help.*

*That's right, you get your own Internet Publishing Business complete with website sales letter and branding utilities, and FREE consultation that I sell elsewhere for \$147.00.*

*To be honest, I don't know what you're waiting for, this offer will not be around for long.*

*You can purchase the MASTER RIGHTS Today by*

*clicking the link below. Remember, this link is for the \$150 MASTER RIGHT option.*

*<http://www.THELINKGOESHERE.COM/>*

*I can tell you now, the book is selling like hot cakes and if you purchase today, I will give you my secret tactic that makes 1 in every 45 people purchase this product.*

*I will also show you how to get unlimited email leads for you to advertise to constantly without spamming.*

*If this is not a big enough motivator to purchase today, I don't know what is.*

*If you would like more information about the book, which in itself is amazing, visit my web site at*

*<http://www.THELINKGOESHERE.COM/>*

*or email me at*

*email@here.com - This is my home account, you email will get priority status. To your success and may your clicks come often*

*Your Name*

*<http://www.websitehere.com>*

*P.S, If you don't order today, please email me and tell me whats stopping you so I can sweeten the deal.*

This got an amazing response. It was sent 2 days after the free course was over. The pull here was that I will give them \$100 off the price of the product, plus still give them free consultation for 6 months.

### **The options are limitless.**

Of course this would not be the end of your contact with them. If the prospect still hasn't purchased the first affiliate program you're promoting that's OK. Don't go breathing down their necks telling them to purchase from you or else. The lifetime value of a prospect is a lot more than just a one off sale.

That's why for this very reason, you selected three affiliate programs to promote. Instead of trying to get the prospect to buy the one product over and over again, offer them something fresh. With this in mind, I recommend offering them a residual income affiliate program, like a membership site.

Create another report and start all over again. An Opt-in list is a continuous funnel of money.

Of course, when people purchase from you, they should be taken off the prospect list, and added to your customer list. This list is your most important asset. It's 10 times as important as your prospects list because these people showed they were willing to buy from you.

Some affiliate programs don't allow you to see the email addresses of people who buy from you, so that's why when you're giving away your special offer in conjunction with

your affiliate program, you ask them to send you an email when they have purchased, then you will give them what ever bonus you were offering.

***(Remember, when your prospect buys something from you, they become a customer, so do not forget to take them off your prospects list.)***

With these people, you will want to give them other special deals not available to your prospect list. The first email sent to them should be thanking them for their purchase, and letting them know how they can receive their free bonus and how they can contact you at anytime.

The second email sent to them should be sent a few days later giving them another free bonus they were not expecting. I love it when people do this for me, and I suggest you do this for your customers, because that's what they are, they are your customers.

The third email you send them should be sent out about 7 days after they purchase from you. This email should offer them a backend product, for instance your residual income affiliate program. If you can, see if you can talk to the affiliate program manager and get a special discount rate on the product, or maybe the first month for \$1, just for your customers. I doubt any affiliate program manager would reject a sure fire way to make even more money.

In the mid to long term, this will build a nice on going lifelong income for you.

About 7 days after your third email was sent, send them

another discount product, but make sure this product is in the high commission range. This is where you will make most of big incomes from.

You will earn a decent income with smaller sized commissions, but when you start selling larger priced affiliate programs when you already have a list of contacts, it becomes a very large automated income.

The information business is truly the best business to be in. I get excited when I'm writing books and thinking about the possibilities. It's great meeting new people and making new friendships.

Make sure you keep in contact with your customer base and offer them free reports and other special offers every month or two. Just make sure you don't over do it.

There are not too many autoresponders that can handle this sort of work load for a cheap price, however, I have found one that will do this and more. It's called [Aweber.com](http://Aweber.com) and you can get a free trial for 30 days. Then after that it's only \$19.95 per month. They give you unlimited autoresponders and other great options. You wont find anything else like it. If you're after a residual income affiliate program to promote, I recommend these people.

Considering you have no web hosting bills like nearly everyone else on line, you can afford to pay a little bit more for your autoresponder.

Now how many businesses do you know of that can run on a \$19.95 investment only every month?

If you really want to keep generating income constantly, you could produce free reports every month, and advertise them to your current list, while still advertising your first affiliate program report. Imagine having an around the clock sales machine sending out free reports to thousands, while promoting your affiliate program's and building a name for yourself.

### **Step 3. Advertise Your First Affiliate Program Via Your Free Report**

This is the easier step, yet the step most people have trouble with. Creating an excellent free report is ALOT harder then advertising your free report. It's just a matter of coming up with a list of good ezines and discussion boards to advertise on. Signature files are a surprise add on here, but they really do work. I will discuss this more further down.

Plus you will need to generate a list of ezine publishers so you can send them articles to use for their ezine.

While all these ways will produce you a nice flow of subscribers, you really can't beat Co-registration for price, effectiveness, speed and ease of use. It's not unheard of to generate hundreds of new subscribers everyday using Co-registration, and it's true, they won't be as responsive as people from a web site promoting your free report, but you didn't have a web site to start with.

Ezine advertising would have to be my favorite option, as it's quick and easy. The only hard part is writing the ad copy for

your ads, and finding ezine's to advertise in.

Apart from that, there are two ezine directories that I use constantly, they are [TopEzineAds.com](http://TopEzineAds.com) and [Directoryofezines.com](http://Directoryofezines.com).

There is a cost to use these, but they will be your lifeline until you generate a list of ezines yourself.

The whole aim of this advertising campaign is to generate leads for your free report, so you really want to advertise anywhere you think people might be interested in your report. Since your not going for a direct sale straight off the bat, this somewhat allows you to be a little less worried about how targeted your audience is.

If you're running low on money, I recommend classified advertising. It's so inexpensive that I advertise Internet marketing products in humour ezines and still pull a good response rate for the amount of money I put in.

You can get classified ads for around \$2 per ad, which is extremely cheap. I highly recommend [Partneon.com](http://Partneon.com) and [Twodollarads.com](http://Twodollarads.com) for any classified advertising you're going to do. Of course if you search through ezine directories you will find a lot of other places to advertise cheaply.

Writing classified ads has turned into somewhat of an art form. There are literally hundreds of books on the subject of writing successful classified ads, yet most over complicate it too much.

So what makes a good classified ad? A good classified ad



consists of the following,

1) An attention grabbing headline

FREE REPORT  
SECRETS REVEALED  
HOW TO

2) A promise

Become A Millionaire Overnight  
Earn \$1200 In Two Weeks

FREE REPORT: Secrets Of The Super Affiliates Revealed  
How To Become A Super Affiliate On A Tight Budget

3) A call to action

For More Information  
Be Quick Or You Will Miss Out

FREE REPORT: Secrets Of The Super Affiliates Revealed How  
To Become A Super Affiliate On A Tight Budget For More  
Information, Send A Blank Email To  
Your@autoresponderhere.com

Once you've found a few good ezine's, keep advertising with them. After you think you've got the most out of their classified ad section, start using sponsorship ads.

While this will be quite a steep climb in costs compared to classified ads, the results will be quite dramatically different. Top sponsorship ads can cost anywhere between \$15 to

\$300 dollars depending on where you're advertising.

I recommend using top sponsorship ads if you don't want to spend a lot extra on purchasing a solo ad. However if you can purchase a solo ad for an extra \$50 or so, I would definitely go for the solo ad. Sponsorship ads also give you an idea of how well their ezine pulls and whether or not it's worth the time and money to buy a solo ad.

Don't get carried away with figures when you purchase a solo ad. When I first started out, I advertised a product directly via my solo ad. The ad went out to 12,000 people and going on the figures of 1% buying my product, I thought this Internet Marketing thing wasn't that hard.

I did my research, I was told this ezine was good, which it is, and I went for it. The commission I was going to receive for every sale was \$20. So 120 were suppose to buy, time \$20 per sale came to \$2400.

How much money did I actually make from this ad? \$20!. That's right, I only made \$20. Why?

- A) Because I advertised the affiliate program directly
- B) I did not know the affiliate program had been advertised about 10 times before
- C) I didn't even have a way to capture email addresses

It was a total flop and I was very put off from trying again.

That lasted about 4 hours! That night I was re-reading the information that got me into this mess to start with. I followed exactly what the affiliate program manager said to

do, and it didn't work. Luckily for me, at that time I stopped listening to affiliate managers and started thinking for myself.

Have a look around any ezines you've joined, and try and remember if you read any of the ads. If so, which one's and why? Did you sign up for what they were offering? If no, Why? This is the best way to find ezine ads that work. If you read the ad and signed up for what they were offering, other people would have as well. Well, you would hope so.

Another method of free advertising I like to use is discussion board posting.

Discussion board posting is free and very effective, especially if the message board is inside a members only site where you pay to join.

The idea here is not to spam the message board, but to actually add some content. Only answer questions you know a lot about. Don't try and be an expert on a topic your not. I'm not an expert at copywriting, so I very rarely give people expert advice on this. I help people with basic questions, but no more unless I really know what I'm talking about. This is the best way to ruin your reputation before you're even lucky enough to create one.

Here's a sample posting which I think is the perfect

*Posted by Elizabeth Sinclair on Sat, Oct 27, 4:11 pm, in response to Ebook Covers.... Recommendations, please!, posted by Julie Jordan Scott*

*I have several free ebook cover templates at <http://www.onlinewebcreations>. All you need to do is add your own text. Otherwise, you can check out my Ebook gallery to see the custom ebook covers I have created.*

*Thanks,  
Elizabeth*

The reason this is a good post is simply put is because it answers the persons question while still advertising their web site, with out it looking like a blatant plug. The answer told the person exactly what she wanted to know.

Here's the post it was in response to.

*Ebook Covers....Recommendations, please!*

*Posted by Julie Jordan Scott on Sat, Oct 27, , 3:24 pm*

*Happy Weekend One and All!*

*I am looking for an Ebook Cover Designer. I know that many folks here are ebook authors or are ebook cover designers.*

*I am in the market for some covers and am looking for recommendations.*

*Please share any positive recommendations, or email me with cautions.*

*Thanks a bunch, everyone, all of a sudden I am on warped speed here in Bakersfield.....*

*With Purpose and Passion,*

*JULIE JORDAN SCOTT*

(That was taken from <http://www.ablake.net> message board, which is highly recommended.)

I must admit, I don't use the following advertising method as much as I should because it can really boost traffic over time.

Signature files are little blurps of text either after a post in a message board or at the bottom of your email. The most notable use of a signature file would have to be [Hotmail.com](http://Hotmail.com) Hotmail originally relied on it's own customers to promote their service as each email message they sent contained a direct link to Hotmail's sign-up website.

This viral marketing strategy generated hundreds of thousands, very possibly millions of new users for their free service.

The idea of signature files is to make them as short and as compelling as possible. Let's say I just finished writing a post to a message board and I was just talking about affiliate programs.

This is what I write after my message board post to advertise my website.

**"Discover How To Generate Thousands Without A Web Site Or A Product Of Your Own"**

And I would link that to my sales page. A good idea is to also use a separate tracking system to track how many hits your message board postings are receiving. I talk about this more in "Tracking Your Way To Success"

If you were answering a question on creating a well written sales letter, you could use your signature file to promote an affiliate program like [InstantSalesLetters.com](http://InstantSalesLetters.com). It's that simple.

## **How To Write Articles For On-Going Viral Income**

Here's the idea.

We've all been taught to create free viral ebooks to either promote our products or affiliate products and submit them to free ebook directories. This was sound advice, but I've found an even better way to make this work.

Create your own free ebook directory full of your own free viral ebooks!

Think Clickbank.com but with free ebooks on all subjects that you own, promoting affiliate programs 24/7.

People go to this site, download the free book they want, they pass it around, and there ya go, automated affiliate income.

But how do you go about creating these free ebooks so they produce the best sales possible? I've found by creating an FAQ list (frequently asked question) on a certain subject and then converting it into PDF, my affiliate sales have soared.

I'm not trying to heavily sell them in the book, they are getting very useful free information and I then point them to a paid resource to get more information if they want to.

I also ask them to pass the book around as much as they like.

Want an example of an FAQ list? Go here

<http://www.faqs.org/faqs/body-building/hardgainer-faq/>

This FAQ list is quite big and detailed. Your free books only need to be 5 or so pages long.

Here is an article I wrote on creating a viral ebook. It really doesn't have much to do with the business idea in general, but will give you an idea of what I'm talking about at least.

\* \* \* \*

This is just a very quick overview, but if you want more information on creating Ebooks, I suggest you visit 2 sites.

My favorite site is Terry Dean's exclusive membersite at <http://www.netbreakthroughs.com>. It's full of the best information on marketing and it's only \$19.95 a month.

The next product solely focuses on creating your own Ebook in less than 7 days and that is written by Jim Edwards. You can find it at <http://www.7dayebook.com>. It's a one off fee for \$27 and it comes in Ebook format ironically enough.

Now, back to my explanation.

Whether you like it or not, having your own product gives you more flexibility in your online advertising AND believe it or not, compiling an Ebook is no more than a weeks work part time if done correctly and IF you do it this way the profits will come in for life.

I have checks coming in still from work I did 2 years ago, thanks to the power of residual income affiliate programs and viral marketing Ebooks.

Ok, lets get down to the nitty gritty. What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet quickly, by any means possible. It's not meant to make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book is full of affiliate links to other peoples products and every time someone gives away your book or sells it, (depending on how you want to do it) more people will be seeing your affiliate links, and this is



costing you what? NOTHING? Exactly!

The best examples I could give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like wildfire. He gave everyone who purchased the book for \$19 or \$17 (depending on the book) the rights to sell it or give it away to their customers.

Needless to say, thousands of people started selling it and promoting it all over the Internet. To this day, he is still earning good money from that book, plus he became one of the most well known Internet Marketers to date.

So how do you go about creating your own viral marketing Ebook?

Here are the steps.

**1) Come up with a product idea based on your affiliate program you've already chosen and are already promoting.**

Coming up with ideas isn't hard. For example, and I know I use this example a lot, BUT, If you are going to be promoting a sports betting affiliate program, why not create a book on becoming a successful punter. Then throughout the book, you can recommend your favorite sports betting affiliate program.

101 insider secrets to sports betting  
How to bet with other people's money

A good way to come up with ideas is to look at what others

are already selling and mimic that. You don't need to recreate the wheel here, so PLEASE don't make things harder than they have to be.

## **2) Get the tools you need to succeed**

You are going to need a few tools here.

### **A) A domain name**

I register all my domain names with <http://www.namecheap.com> for under \$9 a domain name, which to me is pretty darn cheap. You want a fairly short domain name that describes the content of your book fairly well.

Here's an example for you people promoting sport betting affiliate programs.

<http://www.sportsbettingaffiliates.com>  
<http://www.sportsoddbetting.com>  
<http://www.101waystobeattheodds.com>  
<http://www.betforfree.com>

etc....

### **B) Webhosting**

Let me say first, you get what you pay for. This has never been more true than with webhosting. YOU NEED a good reliable webhosting company with 24/7 technical support. If your site goes down and you can't contact anyone to help you get it back up, you will lose sales and a lot of them.

I recommed you use <http://www.thirdspherehosting.com> for the simple fact they offer all you need, plus a lot more for a reasonable price.

#### C) Autoresponder

You will need this so you can contact your prospects that don't purchase straight away. This is where you will give away your free course or someway to entice them to give you their email address so you can contact them periodically.

#### D) Credit card processor

Just use <http://www.clickbank.com>. This step is too easy. They will let you accept all major credit cards and start an affiliate program for a one time setup fee of under \$50. They do take a percentage of every sale, but this is so much cheaper then getting your own merchant account.

Just about everyone selling Ebooks online is using Clickbank.

#### E) Ebook Software

You will more then likely want to create your book in PDF format so everyone can read it. Some Ebooks come in EXE format, but mac users can't read that format, so I find it best to use PDF. You can create your book with <http://www.createpdf.com> for a fairly cheap price.

#### F) Graphic Design Software

If you are anything like me, your artistic abilities peaked at age 7. So instead of busting my hump to create my Ebook covers and website graphics I use

<http://www.ecovergenerator.com> and  
<http://www.headergenerator.com> for all my graphics.

They are great pieces of software that you can use instead of hiring graphic designers.

I do however recommend one graphic designer by the name of Brian Terry. You can view his work at <http://www.ebookwow.com>.

### **3) Outline your book chapters into articles**

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible. My first book I ever wrote took me over 6 months but now most of my books take me less then a week to finish and that is with a sales letter and website up.

All you have to do is think up 12 to 15 article topics in sequence and write about them. Each page should be around 700 to 1000 words, full of useful information, not information people could get for free.

### **4) Write your content**

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free and this lowers the value of your book, which means less people will pass it around and even less will read it.

If you are really stuck with your writing, I suggest that you do the following.

Actually, Terry Dean from <http://www.netbreakthroughs.com> taught me this trick.

The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find some local experts who you could grill in person, over the phone or even via the Internet and you can then put all that information in the book. It's also a good selling point.

Also remember when your writing what the point of this book is. The point of the book is to earn you an on going commission with affiliate programs, so don't feel like you can't throw some affiliate links in, because you can, but make sure it's tactful and in place.

Another good idea would be to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but also generate leads without doing any extra work.

Make sure you clearly state in the front of the book, that the buyer can sell this book as his own. State that he has Resell Rights to the product and can sell it or give it away if he chooses.

## **5) Create your sales letter**

This is where you will be selling your book from and is critically crucial to your success.

Creating a sales letter takes a lot of work, especially if your new to the whole thing. The best way and the way I use, is to mimic successful sales letters.

I recommend you have a look at the following sales letters selling Ebooks.

<http://www.turnwordsintotraffic.com>

<http://www.masterinternetmarketing.com>

<http://www.linkingstrategies.com>

<http://www.the-whole-truth.com>

<http://www.instantinternetprofits.com>

If for some reason you think you can't do this by yourself, you have 2 options.

1) Use software that helps put together your sales letter

and

2) Hire a copywriter

Software is great and there a 2 options out there. The first one is <http://www.instantsalesletters.com> by Yanik Silver and <http://www.saleslettergenerator.com> by Armand Morin. They are just as good as each other.

However, if you want to hire a professional copywriter, your looking at thousands of dollars, plus royalties from your book sales.

Remember that your selling this book with reprint rights, which means when they buy the book they can sell it as well. This is a huge selling point for you. You will also be giving them your Ebook cover, website graphics and sales letter to use to sell your product.

## **6) Plug in your free 5 day autoresponder series**

The best way to write your free 5 day course that your prospect get via your pop up window is to take chapters out of your book and put them in as a free teaser.

Remember to emphasize an urgency. You want to make these prospects who don't buy straight away, feel like they are missing out on an opportunity of a life time and considering the low price of the book, if they don't buy, more then likely they weren't really interested or were freebie seekers from the start.

## **7) Advertise!**

Depending on your topic, you will want to target different people. However, no matter what topic your selling on, there is one market who will want your book for the sole purpose of selling it, and that's the Internet Marketing group.

Your book could be on Hippo's but all they care about is the fact they can sell it as their own. This is why this type of book always does well.

The key is to target people in your market and then the

Internet Marketing crowd. I really am begging you to check out Terry Deans <http://www.netbreakthroughs.com> as it will give you all the knowledge you need and if you want you can stay for 1 month and still get more then you will ever need, information and personal help wise.

## **Other Ways To Profit From Articles**

Being an affiliate is a hard enough job at the best of times, but have you ever tried to get your article published in a large ezine publication? It can be a nightmare sometimes. It's even harder if you try and work your affiliate link into the article.

Articles are a great way to get free exposure for your web site and your affiliate program. Hopefully your web sites goal will be to get Opt-In email addresses and you have some sort of free report system working.

However, I have been testing an idea for quite awhile now that I think really works and I guarantee you that you will get your article published 100% more then you do now. This works especially well if you're running an Opt-In mailing list which I recommend you do.

Ezine publishers receive hundreds of articles for publishing a week, so why should they publish yours? You might think you have the best article ever written, and you might, but ezine publishers have to make money too you know. My idea not only will increase your chances of getting published



but you will also be helping ezine publishers make more money, which in the long run they will remember and will be more receptive to your articles in the future.

Here's the idea.

When you write your article, try and work an affiliate link into it. Make sure it's in context and not just a blatant advertisement as that's why most ezine publishers refuse to publish affiliate members articles.

As I was saying, write your article and in that article put a link to an affiliate program you're promoting in context in your article. It helps when doing this that you can say that you honestly use that product or service. I guarantee you a personal endorsement in your article will double the sales you would get with out an endorsement.

The twist here is that the affiliate link you put in will be changed by the ezine publisher. You will be letting the ezine publisher change your affiliate link in your article so they can earn commissions from your article and therefore increasing the chances of getting your article published. This has never failed for me and I'm sure it won't fail for you.

So how do you make money from this? Well if you have your own autoresponder free report series set up, you can use that in your article by line. You would make more sales from this then from commissions from the article. Your goal in any affiliate exercise is to get as many Opt-In email addresses as possible and as cheaply and quickly as possible.

Make sure your article by line is something that catches the readers attention. Heres a by line I used when promoting an article on Mini Sites. You can see I use a tracker to show how many people click on my link.

*Shane Pearce has been helping people succeed online for over six years and has dedicated his life to Internet Marketing. Visit his web site to find out how you can create mini sites that sell like crazy. Go to his website at <http://www.websitehere.com>*

However, if you wanted to promote your free autoresponder report series I would use something like this,

*Shane Pearce has been helping people succeed online for over six years and has dedicated his life to Internet Marketing. Find out how to earn a full time automated income with affiliate programs on a budget by sending a blank email to [your@autoresponderhere.com](mailto:your@autoresponderhere.com)*

(I have many variations of this by line)

This is the most effective way to use your article. Going for the one off sale is ridiculous and risky to your online business.

# **Where To Submit Your Articles** **For Maximum Exposure**

There are many pieces of software that will submit your article to directories for you, for instance.....

<http://www.articleannouncer.com/>

Which is all the rave now.

You can also hire services like Submityourarticle.com and Phantomwriters.com to submit your articles for you, but this gets very costly if you are writing lots and lots of articles at once.

Personally, I like to do it myself.

Here are list of article directories I submit my articles to.

<http://www.GoArticles.com>  
<http://www.EzineArticles.com>  
<http://www.ArticleCity.com>  
<http://www.Isnare.com>  
<http://www.Ideamarketers.com>  
<http://www.ArticleCentral.com>  
<http://www.ArticleHub.com>  
<http://www.ArticleWarehouse.com>  
<http://www.AuthorConnection.com>  
<http://www.Zongoo.com>  
<http://www.ContentDesk.com>

<http://www.Article-Emporium.com>

<http://www.ArticleHub.com>

<http://www.ReprintArticles.com>

## Yahoo Groups

[groups.yahoo.com/group/aabusiness/](http://groups.yahoo.com/group/aabusiness/)

[groups.yahoo.com/group/aageneral/](http://groups.yahoo.com/group/aageneral/)

[groups.yahoo.com/group/aainet/](http://groups.yahoo.com/group/aainet/)

[groups.yahoo.com/group/articles4you2use4promotion/](http://groups.yahoo.com/group/articles4you2use4promotion/)

[groups.yahoo.com/group/articlesubmission/](http://groups.yahoo.com/group/articlesubmission/)

[groups.yahoo.com/group/articles\\_archives/](http://groups.yahoo.com/group/articles_archives/)

[groups.yahoo.com/group/article\\_announce](http://groups.yahoo.com/group/article_announce)

[groups.yahoo.com/group/article\\_announce\\_list/](http://groups.yahoo.com/group/article_announce_list/)

[groups.yahoo.com/group/epub](http://groups.yahoo.com/group/epub)

[groups.yahoo.com/group/ezinezone](http://groups.yahoo.com/group/ezinezone)

[groups.yahoo.com/group/Free-Content/](http://groups.yahoo.com/group/Free-Content/)

[groups.yahoo.com/group/Free-Reprint-Articles](http://groups.yahoo.com/group/Free-Reprint-Articles)

[groups.yahoo.com/group/freeezinearticles](http://groups.yahoo.com/group/freeezinearticles)

[groups.yahoo.com/group/freelance\\_promotion/](http://groups.yahoo.com/group/freelance_promotion/)

[groups.yahoo.com/group/FreeWrites](http://groups.yahoo.com/group/FreeWrites)

[groups.yahoo.com/group/freezinecontent](http://groups.yahoo.com/group/freezinecontent)

[groups.yahoo.com/group/Free\\_eContent/](http://groups.yahoo.com/group/Free_eContent/)

[groups.yahoo.com/group/hersmallbusiness](http://groups.yahoo.com/group/hersmallbusiness)

[groups.yahoo.com/group/I\\_Need\\_Content/](http://groups.yahoo.com/group/I_Need_Content/)

[groups.yahoo.com/group/netwrite-publish-announce](http://groups.yahoo.com/group/netwrite-publish-announce)

[groups.yahoo.com/group/PromoteYourArticle/](http://groups.yahoo.com/group/PromoteYourArticle/)

[groups.yahoo.com/group/publisher\\_network](http://groups.yahoo.com/group/publisher_network)

[groups.yahoo.com/group/qc\\_reprint\\_articles](http://groups.yahoo.com/group/qc_reprint_articles)

[groups.yahoo.com/group/ReprintArticles-Paradise](http://groups.yahoo.com/group/ReprintArticles-Paradise)

