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Good luck!

Nico De Baere, Publisher
CEO – Niccom Web Solutions

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About the author:

I've been online for more than 6 years and have tried many things to make money. Many, many things! Some resulted with semi-success while others failed. Anything you can think of, I've “been there, done that.”

Some of the different money making schemes I've tried included multi-level marketing (mlm) and downline clubs. You name it, I've tried it.

When I first started trying to make money on the Internet I became discouraged. It seemed that nothing I tried to do was working out for me. After being tired of the Internet I didn't turn on my computer for over six months.

Then one day I decided to give it another try and started watching the gurus and the tools they used. Instead of just jumping in wildly, I took my time and studied how other SUCCESSFUL Internet masters made their money. From then on I saw the BIG picture and started to have much more success with my own projects.

The biggest part of the success I have today is because I never gave up, even when things got tough and nothing seemed to work out. Even after lots of failures and problems, I didn't stop (although I did

take that little break to help redirect myself).

Today I try to help as many people as possible with their Internet business. I know what it's like to start from scratch with no Html or programming knowledge. Trust me; English is not my primary language, so that was a constant barrier that I've personally had to overcome.

Why am I sharing my information with you? I didn't believe it at first but I've discovered that when you help as many people as possible, you will get it returned a hundred times.

Regards,

Nico De Baere
Niccom Web Solutions - Internet Company

P.S. Here are my current Internet business websites:

- www.AutoMateYourWebBiz.com
- www.NetProfitForum.com
- www.LeadProfitSystem.com
- www.BestResponders.com
- www.How-To-Profit.com
- www.ProfitPullingNiches.com
- www.ProLeadClub.com
- www.1TimeDeal.com
- www.EasyLeadManager.com
- www.123WebProfits.com

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NOTE: Don't let the 17 steps scare you off. Most steps take only 10 – 15 minutes or less and the whole process can be done in less than a few hours the first time you do this. After the first time, you'll be able to setup a new profit pulling niche in 1 hour or less.

Introduction

Thank you for taking the time to read this ebook. It's actually a very important first step on your path to success. Too many people download ebooks and reports and then never read them. Even if they paid for it; can you imagine that?

Anyway, you're about to discover something so simple, yet so powerful! The methods you'll be learning in this ebook will simply **blow you away** when you see the income potential it presents and above all, how easy it is to repeat the process over and over again.

Not only do I want you to realize how **easy** it actually is to make money on the internet, but I also want to make it clear that you **don't** need all the expensive software or any other hyped up product that you've been bombarded with lately.

Do they work? Sure they do, and if you want to fork out several hundred dollars just to get started, then by all means don't let me stop you from doing so. You are your own boss.

BUT, if you want to start out small with very little investment, then continue reading and follow every single step in this manual.

That's right, I call it a manual because that's exactly what it is. My manual will take you by the hand and show you exactly how to earn online.

Don't get me wrong, you will need to invest some money before you're able to start (well I actually show a way to do it completely free as well, but at some point you need to take it to the next level).

In fact you can start for less than \$30 per month and build multiple streams of income without spending more. Now tell me, what kind of business can you start for less than \$30 per month? NONE!

Listen, if even such a small cost per month is too much for you then you better close this book and walk away from the entire "make money online" scheme. It may not be for you. This may sound arrogant to you, but I

rather tell you upfront so you won't waste your time here.

Really, unlike how many gurus' claim, making money online isn't for everyone. There are a few basics you really **need** in order to achieve what you want:

- The willingness to spend money
- The desire to educate yourself
- The ability to apply what you learn and take ACTION
- The discipline to be consistent
- The patience to be persistent

If you can't do this for yourself, then no one will.

Ok, enough lecturing!

One last thing I want to mention to you here is the value of this manual (ebook). The price is set at \$10 and you get free reprint rights along with it. Now don't make the mistake of thinking because you got it so cheap or even for free as part of a membership or any other way you got your hands on it, that the information you will get here is not worth much.

In fact, what you will learn here is now being sold for at least \$97 elsewhere.

There're a couple of reasons I'm practically giving away this information:

- Depending on the time you read this, but recently to my publication, the pioneer of internet marketing, Corey Rudl, died in a tragic car-racing accident at the age of 34. With his courses like [insider secrets](#) he has touched more lives than anyone else.

As a repeat customer and a member of their Advanced Mentoring Program I was really shocked when I heard the news and even more when I saw the entire internet marketing field talk about it.

It was clear that a legend had left us. If he could only see what he left behind, I'm sure he'd be proud of the legacy he left behind.

Why am I telling you this? Because of his death, I thought of my own legacy. Now I may not become so well known as he was but I can do my share and try to teach and help as many people as possible. This is honestly a very big reason for me.

- Secondly, I have done a lot of reading on internet marketing and remember this very well: **"Write an ebook stuffed with nothing but the best and give it away"**.

Well that's what I've done (ok it's not completely free but that's because free stuff mostly doesn't get read as much as when you paid for it)! The reason is simple. I need to work to gain your trust and hope you see the value that I'm giving you here. Then when I offer you another product or service, you will know that I don't offer anything that isn't the best.

Actually the system you will learn here can be automated for a big part with a service I'm offering. So here you go, no hidden agenda!

Oh, one last thing, it's better to print this 'manual' and read it at least one time before you start creating your new site. Also when you have it printed you can easily refer to it next to you when you actually start and need it for references.

Ok, let's get to business...

Short overview of the system

Before we get to the actual steps, you first need to know a bit more about what I'll be covering here and how you'll be making money. This way it will be easier for you to "connect the dots".

The system is really simple: You will set up a brand new site in a specific niche and keep adding content to it on a regular basis. You will earn money by placing Google Adsense on your site. Each time someone clicks on a Google Adsense ad you will earn money.

If you don't know what Google Adsense is, then let me quickly explain:

As you know, Google is the biggest search engine on the net. The sites listed on Google are added by spiders (googlebot) that crawl the net and index them into their database.

Besides this Google also provides Pay Per Click search results. You can see them at the right side when you do a search on Google. If for example you do a search on "internet marketing course" you will see ads displayed like this on the right side:



The ads displayed there are from advertisers who have bid on the keyword phrase “internet marketing course”. Suppose they bid \$2 to get on the number 1 position and you click on that ad, then Google will charge the advertiser \$2.

Pretty simple, right? Well, those ads are called Adwords.

Now Google AdSense is where website owners place a code on their site and display Adwords this way that are relevant to their site. This is a way for Google to give Google Adword advertisers even more exposure than just being on the Google site.

When a website owner displays those ads and a visitor clicks on them, the website owner gets a share of the amount the advertiser bid for that keyword. In our “internet marketing course” example, if the advertiser bid \$2, then the owner of the website might earn \$1 or more when a visitor clicks on it.

Google doesn't say how much exactly what the percentage is that they are paying out to site owners, but the story goes that it's about 60%. Like I said, that's only what I heard and isn't something you should focus on.

So, do you start to see how you will earn? By building a content site and placing AdSense on it you will start making a nice monthly income. One site could earn you just a few dollars per month but it could also bring in thousands. It all depends on which niche you pick, how good your site is and how much traffic it's getting.

Let's assume you are earning just \$5 per day with your site. That's \$150 per month. Imagine having 10 such sites, that's \$1,500 per month! What if you had 100? I'll let you do the math on that.

Oh, and don't think it's not possible to have 50 or 100 sites online in a very short time. Once you get the hang of this system, you'll be able to create several sites EACH Day!

One last thing about the system you'll learn in this ebook: it doesn't require expensive software like Traffic Equalizer, RSS Equalizer, RSS2Blog, Blogpower, Directory Generator or any of those high priced products. What I'll be teaching you here only requires a minimum cost and is mostly even free.

This section explained briefly what this ebook is all about. Now let's get started on the getting you up and running and earning some money part, shall we?

Step 1 – Setup Your Action Plan

Not so long ago I read a report from Jimmy D. Brown in which he started with talking about an old saying that's been around for a long time:

“Those who fail to plan, plan to fail”

All I can say... **It's true!**

Sidenote: If you want to get that report “[How To Make Six-Figures Online](#)” for free then click the link to download it instantly.

See, if you are not making a plan and setting a goal for yourself, you will just mess around and not achieve anything. Trust me I've been there, done that.

So take some paper and a pen after you read this book and start writing your plan of action. Here's what you can plan:

- The time you will spend on setting up your profit pulling niche sites
How long will you work on your site each day?)

- The days you will work on it
Will you work each day on your site or just a few days per week? Write it down and stick to it.

- How much do you want to earn?
Don't just say “a lot of money”. Put a figure on it. Is it \$500 per month or \$5000?

- How fast do you want to achieve your goal?
Do you want to earn the figure you set as your goal within one month, six months, one year, etc...? Just be realistic with this. Don't set a goal to earn \$10,000 per month within a month from now. It just won't happen!

Sure some people can pull this off, but they are in the minority. So set a realistic goal so you won't be disappointed if you're not making \$10K in your first month.

As you probably realized already, I mentioned to set up your plan before you have read this book. I've done this with an intention!

Since you know upfront that you'll need to set up a plan after reading this ebook, your mind is much more open to it. I'm sure that while you are reading you will be planning at the same time.

That's just how our minds work.

So first read the entire ebook and then take that pen and paper and start writing your plan. Don't forget or you're planning to fail, remember! 😊

Step 2 – Choosing Your Niche

First, let me explain what a niche is. The buzz lately is all about niches and how to make money in it. Internet marketing is also a niche but the competition is one of the hardest you can wish for.

So for most people most money can be earned in “other niches”. For example:

- Pets
- Recipes
- Plumbing
- Diving
- Cars

And the list goes on and on...

You can even go deeper into a niche and target an even more specific group. Let's look at the example of pets. You could concentrate on dogs, cats, parrots, etc...

And it doesn't stop there because “dogs” is still very general. So you could target:

- retriever owners
- Dog training
- Dog food

I'm sure you get the picture.

Those are niches and there are MILLIONS of them. Unlike with the niche, Internet Marketing, you won't find much competition in your specific niche. That's exactly why there is so much money to be made in such niches.

Now choosing your niche isn't as difficult as many claim it to be. And for the sites you are going to build it isn't even necessary to be passionate about it or know something about it.

Those things are necessary when you are creating a product for a niche,

which isn't the case here.

So how do you find your own niche then?

Well it's not because you don't need to be passionate about it or need to know anything about a niche that those aren't places you should start looking at first.

So what is it that you are passionate about? What are your skills?

Maybe you like gardening
Cooking
Training your dog
Taking care of children
Painting
Jeeps
Quads

What are your hobbies?

Fitness
Running
Skiing
Snowboarding
Mountain biking
Backpacking
Football
Gymnastics

You know yourself best and I'm sure you can come up with a least a couple of ideas.

Just write them all down so you remember them for later.

Once you picked one of them, it's time to actually see if it's worth the time and energy that you will put into it. There's are 2 FREE tools to find this out:

1.) First go to
<http://inventory.overture.com/d/searchinventory/suggestion>
(they often move this tool, so if you don't find it at that page, contact me)

I'll show you how this works with an example.

The niche I'm targeting is Tanning beds. Now I know absolutely NOTHING about tanning beds so if you choose a niche that you know something about it's even easier for you.

So I go to the link above and type in tanning beds. Let's look at the results:

Get suggestions for: (may take up to 30 seconds)

tanning beds

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in May 2005

Count	Search Term
158414	tanning bed
9936	tanning bed lotion
4255	used tanning bed
3863	tanning bed bulb

As you can see, tanning beds was 158814 times searched for in the last 30 days. That's an average of 5280 searches per day.

Now that is a very good number we have here. Not all niches you will try will return so many searches, but if your keyword has a minimum of 150 searches per day you are on to something.

Watch the other search results in the list as well as they show exactly what other keywords people searched for. We will need them later on.

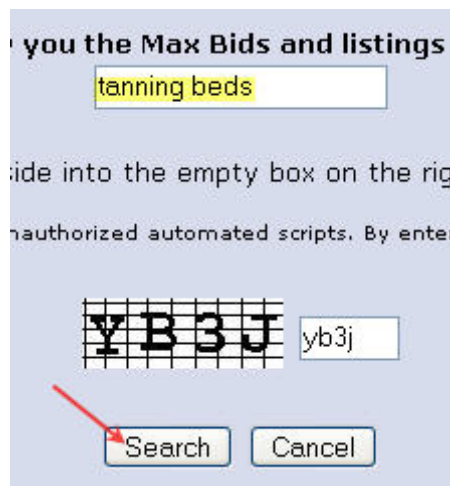
2.) Now that you have found a main keyword that has enough searches per day, it's time to look if there is actually activity in that market. With activity I mean, are there people/companies advertising in that niche?

Again overture has a FREE tool to find out and even provides you with the actual amount those advertisers are bidding on those keywords.

Go to:

http://uv.bidtool.overture.com/d/search/tools/bidtool/?_requestid=2442270

And type in tanning beds in the field again:



The screenshot shows a search interface. At the top, it says 'you the Max Bids and listings'. Below this is a text input field containing 'tanning beds'. To the right of the input field is a button labeled 'Search'. Below the input field, there is a grid of characters 'Y B 3 J' and a small text box containing 'yb3j'. At the bottom, there are two buttons: 'Search' and 'Cancel'. A red arrow points to the 'Search' button.

Immediately you'll see the results like you see below:

1. **Tanning Bed**
\$500.00 in free lotion with all
tanning beds and lamps.
www.tanningbed.tv
(Advertiser's Max Bid: \$2.29)
2. **Tanning Bed Super Store**
Over 20 models, including 12
the factory, we can't be unc
www.tanningbeds4less.com
(Advertiser's Max Bid: \$2.28)
3. **Discounted Tanning Beds**
We offer a great line of prod
tanning lamps and parts. We
www.mastertanning.com
(Advertiser's Max Bid: \$2.01)

Now do you see the part marked in yellow above? It shows the maximum cost an advertiser is prepared to bid for the keyword 'tanning beds'.

As you can see, they are paying \$2.29 each time someone clicks their ad. That's a lot of money just for a single click. But hey, if they turn enough visitors into buyers it may be well worth it for them.

Now look at the 3rd highest bid. They still bid a bit above \$2.

Now what I do is pick only keywords for which the maximum bid on the 3rd place is no less than \$1.5 and the maximum bid is not higher than \$5.

See if the bids are too low you won't be making much money from it. If the bids are really high then the competition in those markets will be very hard as well. Too many people will jump on the high paying keywords and we certainly want to avoid that, right!

So in our example it seems that tanning beds is a good keyword phrase to put up a site for. It has enough searches each month and the advertisers bid an average price on it.

Let's recap this steps you just took:

1. Go to <http://inventory.overture.com/d/searchinventory/suggestion> and type in any keyword or keyword phrase you want to investigate. Look at the search results and if they have at least 150 searches per day, then continue...

2. Go to http://uv.bidtool.overture.com/d/search/tools/bidtool/?_requestid=2442270 and type in your keyword again. Look at the maximum bid and the bid on the third place. If the first position is less than \$5 and the third above \$1.5 then you got yourself a winner.

Google offers a suggest tool as well but doesn't show much more than the total number of searches. Just go here and play with it a bit. It will provide some extra info:

<http://www.google.com/webhp?complete=1&hl=en>

3. Go to Google and type in your main keywords. Then look at the top 10 search results by visiting their site. If you don't find a site that is built specifically for Google AdSense then you got yourself a winner. If you do find one, then find another niche.

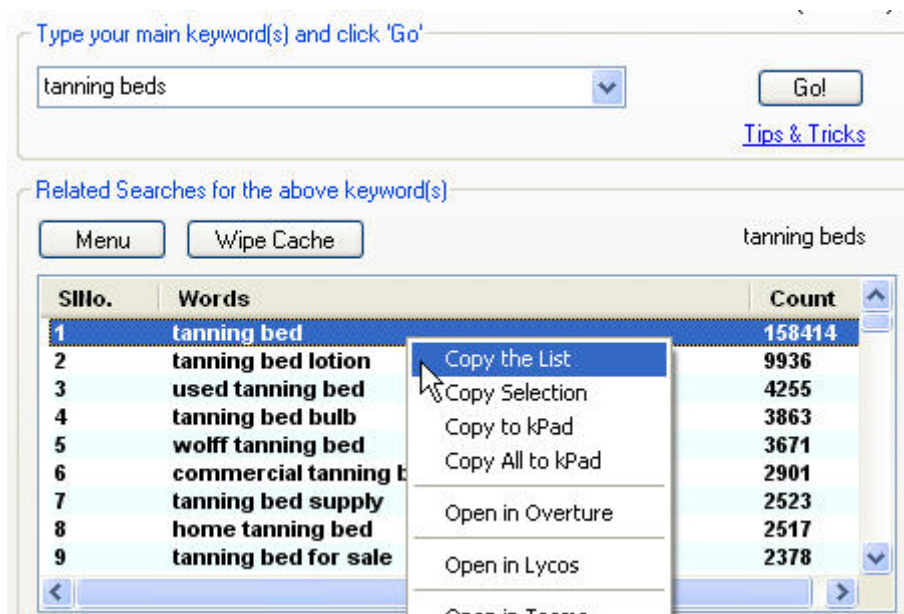
Let's proceed to step 3...

Step 3 – Finding good keywords

I already covered this a bit in step #2 but in this step we'll go deeper into finding good keywords for your site. Finding good keywords are essential to the success of your site. So don't rush to go to the next step before you do this one.

Earlier we use 'tanning beds' as main keyword, so let's dig a bit deeper in what other keywords people are searching for. You can use the tool overture link I gave you again. Or you can use free software you can find at <http://www.goodkeywords.com>

Just type in 'tanning beds' after you installed the software and look at the results.



Select one of the keywords and right click on it. You will see the window like shown above. Select “Copy the list”. Then open notepad or MS Word and paste it into a new file and then save the file for later references.

This software gives you about 100 keywords and the suggestion tool at overture is pretty much the same. So it’s really limiting your ability to find niche keywords .

There’s a solution for this and it’s called [wordtracker](#). Wordtracker allows you to research your keywords by showing how many people searched for it, and many more important things about your keywords. It also allows you to dig in deeper and deeper into keyword variations and have them all in a keyword basket with just one click.

After you’ve done your research and collected hundreds of keywords, you can download the keywords to your computer. I highly recommend it!

Word of caution: There are many software tools on the net available, like Traffic Equalizer or Directory Generator where all you do is add thousands of keywords and the software creates a new page for each keyword automatically.

Don’t go that route if you want to create sites that will stay in the search engines for a very long time. The pages that are created with those tools don’t hold any value and the search engines aren’t stupid either and are catching up very quickly. Already people are reporting sites created this way that have been dropped from the search engines.

It’s much better to slowly grow your site (organically) and add more and more pages to it on a regular basis. You can be sure that no search

engine will remove such a site. If you do want to get into the “short term” sites, then never create more than 300 to 400 pages at once. After all, who starts a site and instantly has 300 to 400 pages online? No one!

Sidenote: Although I just said to stay away from such tools like TE, there are some tricks to use them effective and stay in the search engines a long time. Here’s a guy who will teach you all the tricks – [click here](#) -

OK, now that you have your keywords, it’s important to select the top keywords that have the most searches. You will use these to create categories on your site.

When doing my search for ‘tanning beds’ I came up with:

158414 [tanning bed](#)
9936 [tanning bed lotion](#)
4255 [used tanning bed](#)
3863 [tanning bed bulb](#)
3671 [wolff tanning bed](#)
2901 [commercial tanning bed](#)
2523 [tanning bed supply](#)
2517 [home tanning bed](#)

Those are the top 8 keywords phrases and I will use all of them. I wouldn’t create more categories because you’ll have to find content for all of them.

This concludes your keyword research. On to step #4

Step 4 - Pick the right domain name

Choosing the right domain name is very important in terms of search engine optimization. Plus if you have a good domain name, people will click on it faster.

Just think about it. If you are looking for ‘tanning beds’ in a search engine and in the results you see those 2 similar results:

[Tanning beds](#)

The indoor **tanning bed** seems to be the answer to every sun lover's prayers. Most people think that **tanning beds** can **tan** their skin safely without any of the ...

www.tamu.edu/tbed

Tanning beds

The indoor **tanning bed** seems to be the answer to every sun lover's prayers. Most people think that **tanning beds** can **tan** their skin safely without any of the ...

www.tanningbeds.com

Do you see the difference? In the second one it clearly shows the site is all about tanning beds. So which one would you click on?

So you definitely want to use a similar domain name that...

1. Has your main keyword (phrase) in it
2. Instantly shows what your site is all about

In previous step you selected your keywords, so now go to

www.godaddy.com or
www.namecheap.com

Or any other domain registrant you want and search for an available domain name with your keyword in it.

Personally I used godaddy.com for many years but I'm now using namecheap.com for quite some time. The price is about the same but at namecheap.com you get free whois privacy protection for 1 year. This keeps your information private. But it's up to you to decide.

When choosing a domain name, go for a .com name. It may be harder to find a good name but a .com name WILL get more clicks and it's quite possible that search engines rank them higher too. Again, this is just speculation, but it's better to be safe than sorry, right?

Should you use Hyphens? For example www.tanning-beds.com

Yes! You can use hyphens in your domain name as it reads easier. Hyphens are useful especially if you have longer domain names. My mentor (From the Marketingtips Advanced Mentor Program) also claims that such domain names are ranked higher in search engines.

In my example with 'tanning beds', I went over to namecheap.com and as you could imagine, tanningbeds.com is already taken. So I tried www.tanning-beds-center.com and... we got a winner!

As you can see in the domain name, it contains my main keyword phrase and clearly shows anyone who reads it what to expect on the site.

TIP: If you are short in cash then I suggest buying .info domain names at namecheap.com. They cost only 2.95 per year.

Another step done! You're on a roll... Let's go on to the next one.

Step 5 - Open a free account at blogger.com

Blogger.com, owned by Google, provides you a free way to set up your own blog on the web. If you already have your own site and it's indexed in Google then you can probably skip this part, but even then it might be a good idea to just go along and open an account.

We are doing this because you need a website on the net quickly which will be spidered by Google as well so you can link from it to your new site. What better option do you have than opening a site on a site that Google owns? Do you think they spider their own sites often? You bet they do.

So go to <http://www.blogger.com> and open a free account.

When opening your account, you'll be asked for a username. It's important to use your main keyword for this. In my example I would use tanningbeds.

You will then get a URL for you site like this:

<http://tanningbeds.blogspot.com>

The moment you are logged in, click the button "Create A Blog" and follow the instructions to set up your first blog. Check the help section at Blogger if you need assistance with setting up your first blog.

If you need more help with setting up your blog at Blogger.com and at the same time learn how to create your blog at Yahoo and use what is called the "Blog & Ping" method, then I highly recommend to get a copy of the ebook "The Blog & Ping Tutorial" [here](#) (or check the special offer further down this ebook)

It will be a really big help for you and it's very cheap.

So now that you have set up your blog, you need to start posting to it. It really doesn't matter much what you post there as long as you post something. Ok, two sentences won't do the trick, so try to post something that you can actually call a post.

Do this for at least once per day for the next seven to 10 days! This may seem like a lot of work, but hey, this isn't a free ride either and there IS some work involved. Nothing for Nothing!

Posting to your blog each day is very important because Google needs to see that it's worth visiting your site. If they (Googlebot) sees that new content is added on a regular base then their spider will visit your site more often. And that's exactly what we want to happen.

HOT TIP: If you are not comfortable with the idea of posting each day to your blog, then there is an easy way to get around this:

- Go to Blogger.com and login to your account
- Click on the Blog you created
- Click on "settings"
- Click on "Email" in the top link bar

On the next page you will see this:



As you can see, Blogger.com offers the option to post to your blog by EMAIL. Now this is a very cool feature and allows you to automate a lot of your posting.

Here's how: Create 7 to 10 messages that you want to post to your blog. Either write them yourself or hire someone at Elance at \$5 or so per article.

Then put them into an autoresponder and put 1 day between the messages. Then add the above email address as a subscriber to your autoresponder. The email address will look like yourblogusername.secretname@blogger.com

Your autoresponder will start posting your messages to your blog every day for the next seven to 10 days. Pretty easy, huh?

There is just one downside to this "automated" posting method. See, the spiders aren't stupid (well the people who made them, lol). So they'll quickly find out that the posts are being made automatically because they will be posted every day at the exact same time.

The solution is to use an autoresponder which allows you to not only set the days between your messages but also the hours between them.

So you can't just pick any autoresponder for this as 99% of them only allow you to set the number of days between your messages. Since I'm using this technique myself I needed a solution for this too. So I asked my programmers to add this feature to my autoresponder service.

Now, my autoresponder can send out messages at the exact number of days, hours, minutes and even seconds after the previous message. This way I can schedule my messages to go out exactly when “I” want. This means no post will be made to my blog at the exact same time as the day before. And there is no way the spiders will know about this.

If you want to use this automated method then you can have a look at my service at www.bestresponders.com. Oh, this is not all you can do with the autoresponders. In the next few steps I’ll show you another feature that NO OTHER autoresponder service has. It’s covered in Step #9. (Plus of course I’ll cover the basics you can do with an autoresponder).

In all cases, keep posting to your blog as often as possible. This is a VERY important step and without it you won’t be able to proceed.

Step 6 - Submit your blog to the directories

Once you have posted a few times to your blog, it’s time to let others know about your blog. It’s not enough to just wait for Google to come and spider your site. You want the word out about it.

Here are a couple of places to which you can add your blog:

<http://www.daypop.com>
<http://www.blogwise.com>
<http://www.popdex.com>
<http://www.blogarama.com>
<http://www.syndic8.com>
<http://www.blogdigger.com/add.jsp>
<http://www.webloglot.com>

You can find many more if you do a search on Google or any other search engine.

It’s important to not skip this part!

Step 7 – Apply for your Google AdSense account

It’s time to apply for your Google AdSense account. Google AdSense is where you will earn most of your money, so it’s important to start off good.

You only need to apply once for an account and then you can place their

code on as many sites as you want as long as the sites have some content on them.

Go to <http://www.google.com/adsense> and apply for your account. Give them your blog URL. Make sure you actually have posts on your blog like we discussed in previous steps. If not then they will just deny your request.

Once you get approved you will receive an email from Google and will be able to login to your adsense account. Inside your account you can modify the appearance of the ads that are placed on your site. Make them blend in with your site and make sure you turn the colour of the tables into the same colour of the background of your site.

The last thing you want is for those ads to stand out as actual advertising. People tend to avoid clicking on ads the moment they see it's an ad. So if you blend them in and make them look as a part of your site then the number of clicks will increase highly.

A few tips:

- Blend the ads into your site
- Don't use borders
- **NEVER click on your own ads.** Not Once! This is serious and Google is watching you.
- Don't ask visitors to click on your ads.

It's better to read Google's terms before you add their ads so you don't break any of their rules and get banned from using their service.

Step 8 – Open Your Hosting Account

Choosing the right host for your business is VERY important. Yet many people try to save a few bucks on what is one of the most important foundations of their business.

I admit I've been guilty on that too until one day all my sites were gone because my host's server broke down. This catastrophe was partly my fault, too, because I didn't make backups.

So making sure your sites are up almost 100% of the time is a must. Free sites like geocities and homestead or any other free web host is therefore out of the question. Don't go that road if you are serious about building your online business.

Keep in mind that when your site goes down because of your host, so will

your income.

I have tried many web hosts and I'm now using [Hostgator](#) and [LiveVoltage](#) for my adsense sites. I highly recommend them and at this moment you can host an unlimited number of domain names and get 5,000 MB of space for just \$9.97 per month at Hostgator.

Later when you start to make some money with adsense then it's wise to open another hosting account with different web hosts. The reason for spreading your sites over different hosts is to protect your income. Just imagine if you host ALL your sites on one server and it goes down? Your income stops immediately as well.

But if you have several hosts and one goes down, then not all is lost. Another reason is the fact that when you have several hosts, not all your sites will have the same IP address.

You can then link from one of your sites to another one with a different IP address. Doing this gives that site an incoming link and is exactly what the search engines like.

Now to continue about [Hostgator](#), not only do they provide cheap hosting for an unlimited number of domain names, they also include "Fantastico".

Fantastico let's you install pre-installed scripts with just a few clicks of a button. This becomes handy because in the next step you will need to set up a blog on your site and if you are not sure how to do this then Fantastico will do it for you.

So whether you choose [Hostgator](#) or not, make sure the web host offers Fantastico and has Wordpress pre-installed.

If you do use [Hostgator](#) then go to their site and click on "Web Hosting" in the top navigation bar. Then choose the "baby" plan and follow the signup instructions.

Sidenote: I have negotiated a deal with Barry the owner of [LiveVoltage](#) where you can try out his hosting for only \$1 the first month. I suggest you check out this deal before it's gone: [Click here](#)

Once your account is set up, then proceed to the next step.

Step 9 - Setup your site & blog

Now that you have your hosting account, it's time to get your own site up.

This is the part where most people freeze and quit. Don't make the same mistake because setting up your own site is much easier than you might think. You don't even have to know a single line of html or any programming language.

See, you are going to install a blog and your blog will be your entire site. That's right, there's no need to create any other pages; your blog will do that for you when you post to it. If you can type on your computer you can post to your blog. That's how simple it is.

To set up your blog we will use Wordpress which is FREE to use. You can find it at www.wordpress.org or if your host has it pre-installed like Hostgator does then just follow the steps below.

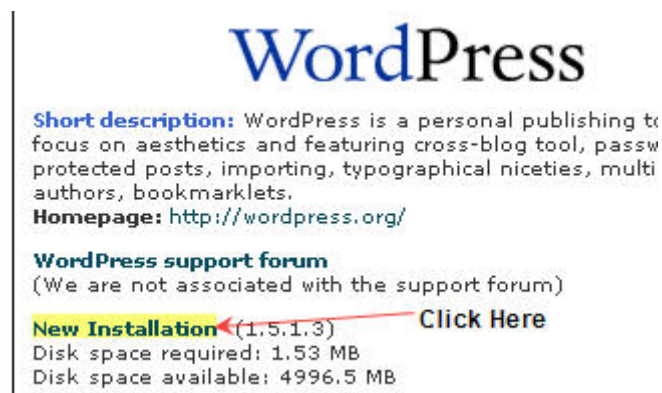
Here's what you need to do:

1.) Log in to your hosting control panel. If you use hostgator then you need to go to:
www.yourdomainname.com/cpanel (replace yourdomainname.com with your own domain name that you picked).

2.) Then choose "Fantastico" and you'll get to a page like this:



3.) After you clicked the "Wordpress" link you will see this:



4.) On the next page you'll need to choose where you want to install wordpress. Since you want to install it in the root directory you can just leave the field empty where it asks for the directory. (see below)

WordPress

WordPress

Install WordPress (1/3)

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: <http://domain/>). Enter only the directory name to install in a directory (for <http://domain/name/> enter **name** only). This directory SHOULD NOT exist, it will be automatically created!

Just fill in everything else and click “Install Wordpress”

5.) You’re DONE!

How easy was that right?

Now simply go to www.yourdomainname.com/wp-login.php and login with the username and password you chose.

Of course you can also put your blog in a directory like /blog or /news or whatever you want to call it.

Also, to set you apart from others it’s important to change the look of your blog to something YOU want. This is also important for what is called “fingerprinting”. Google knows when hundreds of sites use exactly the same things on it and penalize them for it. So the more you diversify from other sites in your design and content, the better.

You can change your look by searching for a ready made template at <http://wordpress.org/extend/themes> and upload it to your server. You can then select it from inside your blog admin area.

Or hire someone at [elance](http://elance.com) or [scriptlance](http://scriptlance.com) to create a brand new template for you. Not many people do this yet; it won’t cost you much and sets you apart from the rest.

Step 10 - Find content for your site

Without quality content your site might as well not exist at all. Software like Traffic Equalizer and Directory Generator don't create content rich sites and this will kill your ranking in the long run.

So what you are trying to build are content rich sites that will stay in the search engines for a long, long time. Sure it will take more work than with the software I just mentioned, but I'm sure you rather make money for years to come than just for a few short months, right?

Ok, then quality content is what you need. There are several ways to add content to your site, so let's look at each one of them:

1.) Search for related articles

An easy way and one you can definitely use is to find keyword related articles through the search engines. Just type in "your main keywords" + articles and you will find hundreds of them in no time.

Make sure you include the author's signature or you are violating copyrights. I'm never going to advise anyone to violate copyrights, so you better not do such a thing.

When you find articles, copy and paste them in notepad or MS Word and save each article separately.

Tip: Find articles and rewrite them in your own words. This way you create unique content and aren't plagiarizing anyone.

2.) Write your own articles

Of course the best way to come up with unique content is to write it yourself. You can easily write 2 or 3 keyword rich articles at 500 – 600 words per week and post them on your site.

This is the cheapest way to add fresh content to your site but also the hardest one. In the beginning you might be able to come up with new topics to write about, but after a few months you might face writer's block and eventually stop writing.

3.) Hire someone to write your articles as a ghost writer

This is an option I like a lot and personally use, too. Hiring a professional writer to write articles for you and YOU put your name under it is easy and

an affordable way to get fresh and unique content for your site. Best of all, no one will know you didn't write the articles

Just go to [elance](#) or [scriptlance](#) and post your project. You should be able to find ghost writers who charge no more than \$5 - \$10 per article. Just make sure they agree that you will be the owner of the articles and provide you with unique articles. Also don't let them stuff the article too much with your keywords making article hard to read.

4.) Other sources:

Besides hiring a ghost writer there are also a few programs out there where you can get fresh content for your niche. One of them is [InfoGoRound](#), which I highly recommend.

Now a good way to keep your site updated is to combine several of the methods I explained above. Write articles yourself now and then, hire someone to write content for you and join one of the sources I just showed you. On top of that add a few articles now and then you find online.

Do you see how quickly you can build a content rich site like this? Do you think the search engines will like your site and index your pages when it's updated frequently? You bet they will, they simply LOVE such sites.

Oh, one other cool tool I'm personally using on my sites is called "[Killer SEO Site Builder System](#)". This tool allows you to setup a complete site with no html experience right on your server. [Click here](#) to find out more about this cool script.

TIP: Add the articles to your blog on a regular basis instead of all at once. At the same time that you are adding your article to your blog I suggest that you also submit your article (those you wrote yourself or are written by a ghost writer) to article directories.

When submitting to article directories make sure you include a signature with a link back to your site. This will create incoming links to your site and again increase your search engine ranking.

Step 11 - Open your bestresponders account

This is an optional step if you do not want to add the articles you found or created in the previous step manually each day. If not then you must read this step as I'm going to show you a way that is not available anywhere else on the net.

Here's what I'm talking about:

[Bestresponders](#) is an autoresponder service that goes beyond the normal service you expect from an autoresponder service by providing much more than average services.

I'm sure you know the importance about the use of an autoresponder in your business right? If not then visit [Bestresponders here](#) and you will find out.

When you join [Bestresponders](#), you're not only be able to create an unlimited number of autoresponders and actually learn how to make a profit with them even if you don't have your own site or opt-in list, but you also get access to "The Blog Poster".

"The Blog Poster" is a unique feature that was added and isn't available anywhere else.

So what is "The Blog Poster"?

The words speak for themselves, right? It's a simple system that lets you add messages (like articles or anything you want) and schedule it to post to your blog at a specific time. You can specify it by day, hour, and even minutes.

Most responders only allow you to send messages per day and each message is sent the exact same time as the previous one. The search engines aren't stupid and know this is an automated process and will probably penalize you for it.

That's why it's important to be able to send your messages at times different than the previous ones. So far you could only do this manually or with expensive software. Since Bestresponders allows you to send messages set by day, hour, and minutes that problem is solved.

All you have to do is create a new Blog Poster and add messages to the schedule. Then upload a few files that are provided with step-by-step instructions when you join and the messages will be posted to your blog on the times you have set.

To prevent the situation where messages aren't posted, like your host was down or any other reason, a post confirmation is included. So as long as your message isn't posted to your blog, the system will keep trying until it receives a confirmation.

So if you want to save a lot of time (especially when you start having more than one site) then you should open an account with [Bestresponders](#). Like I said already, you can search for another service

offering this but you won't find it ANYWHERE. (By the way, this feature works only with Wordpress).

Step 12 - Start adding content to your site

Now that you have your content it's time to add it to your site.

It's really important that you don't add all the articles you have all at once to your site. That would be a stupid thing to do. The first 10 days you should add one per day and after that you can slow it down to a new article each 2-3 days.

Just keep in mind that the more content you add to your site the better. The search engines love such sites and will index more and more of your pages. In return that means more visitors to your site, which means more adsense income.

[Bestresponders](#) comes in really handy with this, otherwise you need to manually post your messages each day or couple of days. But with the Blog Responder feature you can simply spend a few hours per month finding your articles (or writing them) and add them to the scheduler.

Then just forget about it and the scheduler will send them all out while you do other things. Can you see how easy it is to build a content rich site very quickly? And it just takes a few hours per month. (if it even takes you a few hours).

Step 13 - Add a sitemap to your site

Sitemaps are pretty new at the time of writing this. Google just added this to their system and it's not completely clear yet if it affects your ranking or the time you get indexed. But it can't harm doing so and pleasing Google right? Then here's what to do:

Instead of having to pay for a sitemap generator (like many trying to sell you it now for big bucks) you can get them free in many places. Here are a few:

- [phpSitemapNG](#) - works with php and needs to be installed on your site. I personally use this one and it is very easy to use.

- <http://www.sitemapspal.com>
- <http://www.xml-sitemaps.com>

I haven't tried the last two myself but they seem to do the job as well.

Once you created your sitemap and have the link to it (looks like www.domainname.com/sitemap.xml) it's time to go to Google and submit your sitemap so they can send Googlebot to it.

Go to <http://www.google.com/webmasters/sitemaps/login> and follow the instructions.

That's all there is to it!

Now you'll have to keep posting regularly and wait until your site gets indexed. You can check to see if your site is indexed by going to google and type in site:www.yourdomainname.com.

You can go to www.yahoo.com and www.msn.com and do the same thing. If your site comes up with search results then your site is indexed.

Step 14 - Put Google Adsense on your site

When your site is indexed in Google and preferred in Yahoo and MSN as well then it's time to add your Google Adsense code to your site. It's important that you don't add Adsense to your site as long as your site isn't indexed.

Adding your Adsense code to your site is a science on its own and would simply take too much time to go into each detail here. That's why I highly recommend you get the ebook from Joel Comm by [going here](#). This guy makes over \$25,000 per month from Google Adsense and is even called Dr. Adsense. So he knows what he is talking about.

I can share a few tips though:

- Blend your adsense into your site. Meaning, don't let them stick out so visitors clearly see they are ads. The more they look like the other content on your site the better.
- Make the table around the ads the same colour as the background you are placing them on.

- Make the title blue. Blue text that's underlined is commonly known to be a link. So people will click on it faster than any other color you make that link.

- You are allowed to place 3 adsense blocks on your site. Make use of them but don't over do it.

There's much more to it than what I told you here, so if you want to double or even triple your adsense income, then you NEED the ebook I showed you above.

Ok, now you know when to add adsense and how to blend them in your site, but how do you actually add Google Adsense to your blog? This isn't an easy task as it would be in a html page but luckily there is a plugin for Wordpress that makes it a lot easier. You can read more and download it by clicking the link below. Or if you do a search for a plugin on the wordpress.org website I'm sure you can find a few more.

<http://www.acmetech.com/blog/2005/07/26/adsense-deluxe-wordpress-plugin>

Step 15 - Find affiliate programs that fit your niche

Besides adding Google Adsense to your site, it's also a good idea to add affiliate programs to your site. BUT, you can't just add affiliate programs anywhere you want.

Sidenote: If you don't want to use Google Adsense to earn money with such a site as I described so far, then you can also replace Google Adsense with affiliate programs about your sites topic and earn only from those programs. (I'll talk about this later in this ebook).

So whatever topic your site is about, you need to find related products you can sell to your visitors through an affiliate program. It's really important to have relevant products or you won't be selling much. So no matter how much you like them and think the whole world should have it, pick relevant products.

There are a few places to search for good programs, here are some of the best:

- [Clickbank](#): Clickbank is very well know and has over 10,000 products you can choose from. I highly recommend searching for a product in their

database because you are then sure to get paid as an affiliate. Clickbank is also the perfect solution if you want to sell your own products and run a 1-tier affiliate program. (By the way, they also accept Paypal now).

Or you can also check these sites:

- <http://www.affiliateguide.com>
- <http://www.associateprograms.com>
- <http://www.affiliate-programs-guide.com>

Or just do a search on Google for “Affiliate Programs”.

Once you found a couple of programs (don't pick too many. Two or three will do) you pick the main keywords for those products and create a category in your blog with those keywords for each product.

Then start writing about that product. Don't write an ad for the product, people will see through this and you won't be selling much this way. Instead write reviews, reports, and articles about the product and why your visitors need it.

If you really want to get the full potential of your site visitors then I suggest creating a new page where you send them to before they get to the affiliate site. On that page you ask for their name and email address and offer them a report or whatever you want in return.

After they filled in the form they are redirected to the affiliate site. Since you already have a [Bestresponders](#) account, you can setup a new form for each product you are promoting.

Adding this extra page gives you the ability to follow up with your site visitors as many times as you want. You can then cross promote other products you have found.

It may take some extra work to set up the page and create 5 or 7 follow up messages, but it's well worth the effort.

Step 16 - Exchange Dimes for dollars

Read this step VERY CAREFULLY because I'm about to reveal a PROVEN way to make money with your website even when your site isn't getting any visitors yet.

Here's are the steps:

- 1.) Open an account at <https://adwords.google.com>

2.) Create a new campaign for your site and add the keywords you found in Step #3 to your campaign. Start bidding \$0.05 on your keywords and watch the expected traffic you will be getting.

Make sure to set a maximum amount to spend each day so you don't spend more than you want. I suggest \$5 per day to begin with. If you're bidding \$0.05 per click you still can get 100 visitors per day to your site. (not much but a start)

3.) Start the campaign and you'll instantly get listed in Google's search results. When people click your ad and visit your site, your affiliate products will be shown and your Google AdSense ads.

When they click on your AdSense ads, YOU EARN!

4.) Try this for 3 to 4 days (until you received at least a couple of hundred visitors to your site) and then watch your stats at Google Adwords and compare it with Google AdSense. If your earnings at AdSense are higher than what you spend at Adwords then continue with what you are doing. Maybe even increase your daily spending.

If you have spend more on Adwords than you earned on AdSense, then you better stop right away. But don't give up quite yet. Like everything else you do online, you need to TEST.

So whether you earned more than you spent or vica versa, start tweaking your Adword ads and change/add your keywords. Then run another test for a few days and watch your stats closely. If after several tests you still don't make more than you spend you better stop this method.

If you want to learn more about Google Adwords then I recommend Perry Marshall's course a lot. He's probably 'The' Adword expert. Whatever you do, subscribe to his free Adword course [here](#).

In case you didn't make more than you spent, don't worry. This is only a technique to start earning right away. If you keep adding new content to your site then your site WILL get indexed and you WILL get visitors to it. Be consistent and you will reap the rewards.

Step 17 – It's a numbers game

By now you have developed a fully working site with some good content on it. Plan to keep adding fresh content to that site and more and more pages will get indexed.

Now you may be wondering what I mean with "It's a numbers game". Let

me clear that up for you.

See, although you may have a good content site with many pages indexed into the search engines, it's quite possible you will earn only a few dollars per day with it. (when you read the ebooks I recommend in this ebook you can increase your earnings dramatically).

Suppose you are earning just \$2 per day with your site. Not much to brag about, is it?

Well your \$2 per day adds up to \$60 per month. Not much yet but a good start.

Now suppose you have 10 such sites each earning you just \$2 per day. Suddenly that's \$20 per day or \$600 per month.

What if you have 50 sites only earning you \$2 per day? That's \$100 per day or \$3,000 per month. How about 100 sites?

Well, you get the picture, right? See why I call this a numbers game?

\$2 per day is easily achievable if you provide good content and with some work you can increase it to a lot more than just \$2.

So when you reach this step (#17) it means you should return to step #1 and start all over again while your first site is growing as you read this. Keep repeating the steps until you reached the number of sites you want to have online.

For example: If you want to have 20 sites each making you \$10 / per day or \$6,000 per month, then repeat the above steps 20 times until you reached your goal. Then keep adding content to each site on a regular basis so the search engines spiders keep coming back.

Before you get all freaked out and start emailing me on how on earth will you manage 20 or even 100 sites at once I suggest you read the next step which is "Advanced Techniques."

Advanced Techniques

In the last step I explained the importance of having multiple sites. The hard part is finding new content for your sites and the time to add it to your blog.

But the Internet wouldn't be the Internet if someone didn't find a solution to this. Don't get me wrong, if your goal is to have 10 or even 20 sites it

is quite possible to manage them manually.

Here's how I would manage 20 sites: (supposing the sites are all up already)

- Monday: I would search for 25 articles (or write them yourself or have them written) that are related to my first and second site. So that's 50 articles.

I'll then add them to my [Bestresponder](#) "Blog Poster" scheduler and set them to post every three or four days. When set at three days between them you won't have to look at those sites for almost 75 days or two and a half months.

If you do it this way, you will only need to find new content for your site four or five times per year.

This task may take you two to three hours to complete.

- Tuesday: Do the same as on Monday for site 3 and 4
- Wednesday: Same for site 5 and 6
- Thursday: Same for site 7 and 8
- Friday: Same for site 9 and 10
- Saturday: Same for site 11 and 12
- Sunday: Take the day off ☺
- Monday: Since you don't have to work on site 1 and 2 for 75 days you can work on site 13 and 14
- Tuesday: Same for site 15 and 16
- Wednesday: Same for site 17 and 18
- Thursday: Same for site 19 and 20

All together working 2-3 hours a day for 10 days will net you 20 sites earning you money. Are you prepared to work 30 hours every two and a half months to earn a few thousand dollars each month? Who wouldn't, right?

But, as I mentioned already, there are ways to automate some parts of the work. (although I do recommend posting to your blog manually or with the Blog Poster from bestresponders now and then).

Here are a few recommended tools:

- **Killer SEO Site Builder System:** Create dynamic search engine friendly websites in minutes directly on your server without the need of knowing html. If you can work with MS Word then you can build a nice looking site that gets visitors.

TIP: Setup your site and create a link from it to your blog

- **Dominate Search Engines:** This program will show you exactly how to make \$900/month from any website. Also learn how to build these websites in just 3 hours.

If you can afford this package then I highly recommend you get your own copy. (It comes with Traffic Equalizer and RSS Equalizer)

- **Ranking Power:** This is a very good piece of software but is only for short term in my (and many others) opinion. Many report their sites being dropped from the search engines. I estimate your site are up to 3-4 months in the SE and are then dropped (if they last that long).

Suggested method of use: Setup a few sites with RP to create short term income while you are building your **real content** sites for the long run.

- **MultilingualMarketer:** This software is actually approved by Google and allows you to translate your current site into 12 different languages.

So without having to setup a new site you can increase your traffic 12 times (minimum) just by using this tool.

- **AdsenseGold:** Tracking your clicks, visitors and a bunch of other stuff is very important if you want to increase the clickthrough on your ads. AdsenseGold offers you software to track ALL your stats and a lot of other info you definitely want to read.
- Incoming links to your site are important to your overall site ranking. You can find sites who want to link to you or you can buy them at <http://www.text-link-ads.com>

Another technique is to actually use the autoresponder you have and write a mini-course about the topic you build the site around.

Something like:

"5 Tips You Should Follow When Using A Tanning Bed Often"

Then put them into your autoresponder. Set 2 days between each tip and use a hover-ad to catch your visitors name and email address. Make sure you don't use an old pop up creator because it's against Google AdSense terms to have a pop up on your site where AdSense are shown.

There are, however, tools which are allowed because they are part of the html page. [Click here](#) to find one that can create such pop ups (hover-ads) for your site.

They also have a lot of other very good software to build content sites. So make sure you check ALL their products.

Anyhow, when you created your mini-course and have your hover-ad set up on your site you will start getting subscribers to your list which you can email as many times as you want.

Send them new offers with YOUR affiliate link. Imagine if you build a list of only 1,000 subscribers and only 10% of them (remember they are very interested in your topic) buy a \$50 product through your affiliate link during the year.

That's $100 \times \$50 = \$5,000$ from one single list. That's without your AdSense income and without the other sites you will build. What if you had just 10 such lists?

The possibilities are endless, so building your opt-in lists is definitely something I recommend you doing for ALL your sites.

Special Offer

For readers of ProfitPullingNiches I've put together a "Special Offer" that will help you build your online business to the next level.

I suggest you read the page at ProfitPullingNiches.com/SpecialOffer to see what I included in this offer.

Alternative Methods

In case the whole AdSense and setting up your own site kind of thing isn't for you, then you could just concentrate on earning with affiliate programs or your own products/services. Although I don't see any reason why you shouldn't want to add a few pieces of code on your site and earn from it.

So if you don't want to set up your own domain name, host, blog, etc... then I suggest you do this:

- 1.) Open a free account at www.blogger.com.
- 2.) Use your main keywords to name your first blog. The URL will be something like:
<http://spyware.blogspot.com> (this is just an example).
- 3.) Log in to your account and click on your blog name. Then go to "Template" in the top navigation bar. On this page you can change the look of your blog and add/edit links.
Go to <http://help.blogger.com/bin/answer.py?answer=110&topic=22> to find out how you should edit the links on your site.

Change your links and direct them to your affiliate sites.

- 4.) Start posting to your blog.
- 5.) Apply for a Google AdSense account.
- 6.) Add Google AdSense to your blog. Go here to learn how to do this:
<http://help.blogger.com/bin/answer.py?answer=964>
- 7.) Keep posting to your blog and submit it to the blog directories. Use the Blog and Ping method (see Special offer).

If you do it like this, you don't need to have your own site but you depend on Blogger.com for your hosting.

When you setup more sites like these, make sure to add a link from one blog to another. Maybe a visitor is interested in your other blogs as well. Create a whole network full of related sites and you'll get a bunch of

visitors for sure.

Final Word:

I hope you enjoyed reading the steps I just explained and became exited. The potential is really unlimited. But as with everything else, **if you don't take ACTION then NOTHING will happen!** It's that simple. So stop hopping from program to program looking for the holy grail and start building your first site.

I wish you the best of luck and lots of money. Don't hesitate to stop by at my [forum](#) and say hello.

To YOUR Online Success,

Nico De Baere

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