

# **How to make \$1000 a month online from scratch**

*By Jay Stockwell  
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### **Give a copy to a friend**

This eBook is free. If you paid for it, you've been robbed. Impress your friends, colleagues and customers by giving them a copy. This eBook must NOT be sold.

I've carefully checked this eBook for accuracy. However, I'm human. I may have made mistakes. If you spot any, please let me know so that I can fix them in future editions.

### **My lawyer made me say it**

The strategies and techniques in this eBook can be used to create a profitable and rewarding online business.

However, what you do with these techniques is up to you. Because I don't know you, don't know your skills and – most important of all - don't know how persistent you'll be, I can't make any guarantees.

Jay Stockwell

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CHAPTER 1

## **HOW I STOPPED MY FRIENDS FROM PESTERING ME!**

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As I get older and my friends start having kids, I've been getting more and more questions about how to make a little money online to help out with a tight household budget. Things aren't as simple as most people think. Thankfully there are a few fairly easy ways to do it. In this guide I break down the key components to make it happen.

I'm at the age where it seems as though everyone I hang out with day to day is either about to have kids, or has just had them. It's an interesting life change.

No longer do I instantly assume my bleary eyed friend has been partying all night. I now just know that his 3-month-old daughter doesn't have the whole "sleep through the night" thing wired yet.

Having kids has changed more than just our social lives. Most of my friends and their partners have worked corporate jobs and have had good sized disposable incomes. Going down to one income changes things. Things get tighter.

For many, a few hundred bucks extra a week makes the difference between having to go back to work, or being able to have one partner stay at home to look after the new hatchling full time.

This new life change is at the forefront of many of their minds, and the conversation often turns to this topic. It's at about this point you'll hear me say, "Why don't you think about setting up a little online business?" with a sheepish grin.

Almost immediately after this I wish I'd kept my mouth shut.

Most people either fall into one of two camps. The first camp are the ones who don't believe they could make money online because they have no skills. The second camp have bought into the idea that the Internet can turn almost anyone into an overnight millionaire.

I know we'd all like to believe the sales letters that tell us we can be millionaires online with very little work. Unfortunately, it's just not that easy.

I reckon I've met more than 100 people whose online business generates over 500K a year. I had dinner with a guy who was doing 50 million. All of those businesses took an enormous amount of time, money and skills to get to that level. All of those business owners worked their butts off, many of them risking their health, marriages, and sanity as well.

That's where the problem lies. Most people only have:

- Maybe 5-10 hours a week of spare time.
- Very little start-up capital.
- Basic computer skills.

Hardly the makings of the next big thing. Suddenly the opportunities don't look so good.

Thankfully, there's some good news. While you may not be able to become an overnight millionaire, it's not that hard to make an extra few hundred bucks a week online.

For most people a few hundred bucks a week may be enough to pay for a nice holiday, allow a parent to stay at home to look after the kids, or perhaps start your kids' college fund.

Certainly enough to get a bit excited about!

When I explain all this to my friends, the stock response is, "So how do I do it?"

### **A fairly simple process**

I usually outline a fairly simple process to make this happen that takes into account their lack of time, skills and money. As I unpack the details, I see the cogs turning in their mind and their eyes start to light up as I explain the perpetual and automated nature of the whole business. Who doesn't get excited by the idea of getting paid while you are sleep?

This is the point where I come unstuck and is the source of my reluctance in saying anything.

They want to know EXACTLY how we've managed to do it, and how they can do the same. I end up explaining things to them, but it all floats off into the air. What they need is a concrete nitty gritty blueprint that is going to cater for their lack of skills, time and resources.

Unfortunately I never had one to give them. Not until now.

This guide that I basically wrote to give my friends explains step-by-step how to make \$1000 a month online. Something that will allow me to say, "Just shoot me an email and I'll send you a step-by-step guide." I'm hoping it's going to save me the time it takes to explain things so we can get back to talking about politics and religion. :)

It makes the following assumptions:

- My friends have 5-10 hours a week to work on the business.
- They have very few, if any, technical skills.
- \$400 to invest.
- A willingness to work hard, stick to a plan and resist distractions.



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CHAPTER 2

## **THE REQUIRED MINDSET FOR ONLINE SUCCESS**

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Put simply, for most of you, the biggest hurdle you'll have to earning \$1000 a month online is your own mind. This guide provides a blueprint of practical steps to direct you towards success. However, it's one thing to say and quite another thing to do.

Most of the time, motivation is not the problem. No, it's the sneaky mental enemies that you have to watch out for. There are two in particular I'm thinking about.

The first enemy of the mind is self doubt. If we have self doubt, it will erode everything we do. There is a saying I live by that says, "You will go where you look." This means simply, if you expect to fail, you probably will.

You need to have the right attitude if you want to succeed. I'm very aware that I'm sounding like a Tony Robbins infomercial, but the raw fact of the matter is that your attitude will determine whether or not you succeed.

It will dictate how hard you work, how enthusiastic you are, how willing you are to learn, how persistent you are and how committed you are to succeeding.

The second enemy of the mind that you **MUST** get a handle on is overcoming distractions. Once you start your little online venture and you start looking around the Internet for information on this stuff, you'll be presented with thousands of conflicting opinions and promises of easy riches.

Trust me on this, you're best to ignore the noise and focus on the tasks I outline. Don't worry, I've seen it all. I've been doing this since 1999 and have been a

driving force behind millions of dollars of online sales. I've learned over the years what to focus on and what to ignore.

This guide filters out what you don't need to know. I would be confident in saying that there's hardly a single online marketing tool or process that I haven't seen. If it's not mentioned in this guide, it's for a good reason.

If it's not included it's either too expensive, too time consuming, too risky, too shortsighted or too difficult for someone starting out. The trick is to focus on doing the things I've outlined in a methodical way. Most of it isn't flashy, or tricky and much of it is boring. That's OK, it's a tried and tested process that gives you the best opportunity for success.

### **Action Steps**

If you want to develop and refine the right mindset for success in this task, here are a few practical action steps you need to take before you do anything else. Take this seriously. It's easy to skim over and much harder to make it part of your own mindset. However, it's fundamentally important.

Here goes. Read slowly and carefully.

### **Have a Positive Attitude**

Ask yourself, "Do I believe I can do this?"

This is perhaps the most important question you need to ask yourself. Most specifically, you need to ask, "If I have all the tools and resources at hand, do I believe that I can make \$1000 a month online?"

Be specific. It's OK to have some apprehension about it, but if you truly believe that you cannot do it, then you won't. Not because it's impossible, or too hard. It's because you don't have the attitude it takes.

You need to take a deep breath and purposefully state, "I can and will make \$1000 a month or more online." It certainly won't be overnight. It may take 6 months or more to get there, but if you follow this guide, you have everything you need to achieve this goal.

Now, I can't guarantee that you'll do it. It's not up to me. You need to guarantee yourself that you will do it!

## **Have a Willingness to Learn**

Ask yourself, “Am I willing to learning new things?”

There will be points along the way where you’ll feel a little out of your depth. That’s OK. Just be prepared for the challenge and enjoy it!

Some of you will still be looking for the “Click here and get rich” solution. It doesn’t exist I’m afraid.

Many of you haven’t learned anything new and challenging for years. Get mentally ready for it.

Most importantly, don’t think you have to become an expert on everything. Just become good at the things I mention in the guide and that will be all it takes. I know online millionaires who have no idea how to make a web page. It doesn’t matter. They’ve just followed what they know works and stuck at it.

## **Be Committed to This**

Ask yourself, “Am I committed to completing all the tasks outlined in this guide?”

This means that you will need to trust what I say. The simple fact is, if you’re not willing to complete most of what I’ve outlined in this guide, you will have dramatically lower results. Much of the instruction outlined is designed to have a snowballing and exponential effect.

## **Be Consistent**

Ask yourself, “Am I willing to plug away at this on a regular and consistent basis?”

I can tell you now that one of the most common characteristics of people who have succeeded online is consistency. They are the ones who have consistently worked on the same thing over a long period of time. They didn’t jump from project to project. They just kept working on the same project with the faith that it would work for them.

This is one of the biggest tips I can give you. Write it on your brain like a tattoo.

## **Focus and Resist Distractions**

In line with this, ask yourself, “Am I willing to focus on the tasks in the guide and resist distractions?”

When you start spending more time online, you’ll begin to experience the way the Internet is conducive to stealing your time and attention. One minute you’re researching content, the next thing you know you’ve lost an hour of your time on some unrelated blog. Your time is your most precious resource. Make sure you are working in your work time and relaxing in your recreation time. Don’t let the two merge together to make neither of them profitable.

This rule always trumps the “Have a willingness to learn” rule. Learn as much as you need to and then focus on the application.

Beside your “BE CONSISTENT” tattoo from above, also put “FOCUS!”

## **Follow the 80/20 Rule**

Ask yourself, “Am I willing to focus on the things that will give me the greatest benefit, even if it means that some things are not perfect?”

This is a rule I’m constantly striving to follow. You may know the old 80/20 rule. In this case, it means that typically 80% of your profits will be generated by 20% of your work. Your job is to constantly monitor what you are doing and determine if it is the activities that are going to generate the bulk of your profits.

This guide goes part of the way in helping you achieve this. I’ve deliberately left out lots of things that might be good to do, but when you are time poor, you need to focus on the things that give you the best “bang for buck.”

## **Focus on Content, Not Technology**

Ask yourself, “Am I willing to focus on the content, not the technology?”

This is one of the most important practical things that you need to drive into your thinking every day. I see so many people messing around with their sites, changing their color schemes or trying to make their site look so “perfect” that they don’t end up going anywhere.

Remember, it’s the content that drives the income, not the technology. Think about this. Two people have 100 hours each. The first spent 80 hours making his site look just right and 20 hours on his content. The other spent 20 hours on his site to

get it close to right and then 80 hours on his content. At the end of the day, who do you think made more money?

Give me an average looking site with 100 pages of good content over a good looking site with 20 any day.

I'm sure the search engines will agree!

### **Change Your Mindset**

Take this part of my blueprint for success seriously. The more you can master this stuff, the more likely you will be to not only hit the \$1000 mark, but go well and truly beyond it.

Look out in the next chapter as I uncover, "The Idea", the practical and step-by-step starting point to help you map out your new online business. The next chapter is fun and less serious, so look out!



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CHAPTER 3

## **CHOOSING A NICHE FOR YOUR ONLINE BUSINESS**

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By now, your mind should be primed and ready for success after you've read "**The Mindset**." In this installment I explain the business model that I recommend you use, as well as the specific strategies and instructions on how to successfully choose a niche you can profit within.

By now, your mind should be primed and ready for success after you've read "The Mindset." It's time to take action and get started on building your new online business.

First, a little warning. This chapter, "**The Idea**", is going to be fairly long and relatively detailed, so it's time to turn off all distractions and set aside some time to go over this completely. I would recommend that you read it through from start to finish, then find some time to take the action outlined.

Some of you might be tempted to skim read and think you know it all already. This is a mistake. Something I've learned over the years is that the devil is in the details. This outline is a carefully crafted blueprint to create exponential effects. If you miss a step, you're destined to have dramatically less success. So read through this part carefully.

The chapter covers two aspects. First, it introduces you to the business model I'm recommending for people who want to make their first \$1000 a month online. It may be similar to what you've read elsewhere, but it's more deliberate and calculated. So follow along carefully.

Second, this chapter will guide you on the selection of the right niche to apply this business model to. If you follow the steps outlined for this, it might take you a few hours. It's fun stuff though.

I'm going to cover the business model part on a fairly high level without getting into lots of details. It's more to put your niche selection in context.

We'll be digging deep with the niche selection part.

Let's jump right into it.

## The Business Model

The business model I'm outlining is designed to take into account most people's lack of resources. Specifically I'm talking about time, money and extensive expertise. It's not really glamorous, but it works.

There are 3 levels to this business model. This model works within the context of a particular niche area. I'll be using an example throughout for the niche of "Golf Putting." We'll be looking at ways to discover your own niche later in this chapter.

If you're a visual person, this flow chart should help you as I explain it below.



The whole business model can be explained simply like this. It's worth reading slowly.

*We aim to attract website visitors who need help with a subject that involves a financial transaction (for example buying a product or paying for information to solve a problem). We provide solutions for these people in the form of useful information that pre-sells them into the right products for their needs. The products can either be other people's products (via affiliate links) and/or your own products.*

Many of you may think you're doing that already. But you probably aren't.

Remember how I discussed the 80/20 rule in "The Mindset" chapter? It applies here as well. Niche selection is critical. **We want to focus on subjects that involve a financial transaction.** We don't want to focus on topics that lots of people search for information on, but rarely will engage in a transaction. I'll expand on this later in the chapter.

Let's take a look at the how each of the 3 levels in the business model work.

### **Content Level**

The content level is the foundation for this business model. We'll be setting up a website that has lots of good quality content that serves two purposes. The first purpose is to generate targeted traffic via search engines. The second purpose is to position you as an expert and to get people to trust you. If they trust you, they'll trust your recommendations for other products and will be happier to buy the products you've created.

Both these purposes will be covered in more detail in following chapters, including exact instructions on the best ways to leverage these principles.

### **Traffic Level**

Traffic is the lifeblood of your site. It's important to remember that the word "traffic" is a poor way to describe what's really going on. You need to remember that you're referring to REAL people interacting with you. Always keep that in mind. It will help you connect more with your audience.

It's everyone's quest, no matter how big you get, to attract lots of targeted traffic. As I mentioned above, creating great search engine friendly content is a great way of doing this. Easily the best FREE method.

There are many other ways to attract free traffic other than via SEO (search engine optimization). I'll cover what to ignore and what to focus on in a following chapter dedicated entirely to traffic.

## Monetization Level

Once you've got targeted visitors to your site, you need a way to turn that into dollars. It's often the trickiest part for people.

This business model has a 3 prong monetization strategy. The three prongs include:

*Contextual Advertising.* This simply means using Google AdSense to generate some pay per click income. This is likely to be your smallest monetization source. If your other two prongs are working well, you may be wise to ignore this prong all together.

*Affiliate Sales.* This is simply writing about good products in a fresh and enthusiastic way that pre-sells people towards purchasing. For example, you might review a particular putter model and provide honest and helpful advice. You'll then want to find the cheapest online store for that particular model (that has an affiliate program) and direct people there for the best price.

They'll trust you because you've given an objective review of the product, so they'll be more likely to buy from you. If your review is high quality, you'll also find other sites linking to you as well. Of course I'll expand on this in the monetization chapter and give you the nitty gritty on making this work. I'll also explain how you can do objective reviews without having to buy the product in the first place.

Oh... I'll also be drumming into you information about what content to focus on following the 80/20 rule in that chapter as well.

*Your Own Product.* Now don't freak out. Creating your own product is much easier than it sounds and it possibly could be the income stream that blitzes your \$1000 goal. The way I recommend that you create this again fits into that 80/20 rule.

What I'll be getting you to do is to find experts on your chosen niche. Write a really powerful set of questions that grills them on the subject they are an expert about, then interview them using those questions.

You'll record the interview and then outsource the transcribing of these interviews. Write an intro paragraph and then again outsource the formatting and PDF'ing of the word document. Hey presto, you've just developed your first (of hopefully many) info products.

I'll go into these processes in detail in a following chapter. For example, I'll tell you how to get the interviews, what questions to ask, how to make your product high value and where to outsource the time consuming work for very low cost. I'll also

explain how you can easily handle the payment and delivery logistics as well. Yes... it's going to be a pretty big chapter!

Now you understand the business model, you'll have a more educated approach on selecting your niche. Let's get into that.

## **Niche Selection**

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This is an absolutely critical part to your success and should be given plenty of attention. Not so much that you get paralyzed, but enough so that you don't paint yourself into a corner by picking a loser.

If you follow my selection process here, with a little luck you'll pick a winner.

### **Brainstorming**

The first thing you'll want to do is brainstorm as many potential ideas for niches that would fit into the business model described.

Don't worry about anything at this stage except for generating ideas. Even if you have no knowledge at all about the subject, write it down.

Give yourself a week on this. I find that a week is long enough to get your subconscious involved, but short enough not to get bored or worse, paralyzed. I don't mean a week of solid work. I just mean work at it here and there over the course of a week.

Here are some brainstorming strategies I use. I focus first on ideas that come to the top of my head.

You can do the same by asking yourself the following questions:

- What do I enjoy doing in my spare time?
- What conversations do I have with other people that interest me?
- What industries have I worked in before?
- What did I learn in each of those?
- What is something I'm interested in knowing more about?
- What do I know more about than most people around the world?
- Which experts do I have access to in my circle (family, friends etc.)?
- What problems have I solved for people before?
- What problems would I like to solve for people in the future?

You probably have a decent number of ideas for subjects by now. Nonetheless, we need to keep digging. Now remember that some subjects may be too big, or too small for our final niche selection. Don't worry about that now. It will probably help if you group your smaller niches into sub niches to help clarify things.

You can keep expanding your list by getting active. Here are a few things I like to do once I've exhausted what I can think of off the top of my head.

- Go to your bookshelf and write down all the subjects you own books on.
- Go to your local library or book store with a pen and paper and write down book subjects that interest you that might fit into this business model. If someone has published a book on it, there's a good chance that people are interested in the subject.
- Read the newspaper.
- Go to a news stand and flick through magazines.
- Go to [www.boardreader.com](http://www.boardreader.com) and browse the popular topics.
- Go to [Yahoo! Answers](http://Yahoo! Answers) and browse the categories that interest you.
- Go to [Google Answers](http://Google Answers) and browse the categories that interest you. It doesn't matter if it's retired!
- Be constantly aware of people's common questions and frustrations in conversations.
- Another idea for brainstorming is to leverage [amazon.com](http://amazon.com). It's full of niches that may help you find yours. Simply sort categories by 'best selling' and look for patterns. This is a great way to discover where the money is in any particular niche.
- Like Amazon, [clickbank.com](http://clickbank.com) is another good place to explore. Every product there has been assigned a Clickbank 'gravity'. If you come across a number of products within a niche that have a gravity of 5 or higher, chances are that you're looking at a lucrative niche.

By combining all of these ideas you should have a pretty big list by now. It's time to sift out the gold.

## **Drilling Down**

In this step of the process, we'll want to drill down to pull out the subjects that will lend themselves to having the best level of success. At this stage we want to cut our list down to just 5 or fewer subjects.

We want to make sure that the subject we choose fits the business model we're going to follow. This is an important step in the process and you need to be as impartial as possible. You might have your pet subjects that will be easier for you,

but if they don't meet these criteria, you need to be willing to either cut them, or adjust them.

Here are the criteria that your niche must meet. If you're already working on a niche website, see how your chosen niche stacks up.

1) *Not too small*. How do you assess that? As a rule, what I do is use the Google Keyword Research tool here:

<https://adwords.google.com/select/KeywordToolExternal>

The screenshot shows the Google AdWords Keyword Tool interface. At the top left is the Google AdWords logo with the tagline "It's All About Results™". On the top right are links for "Help" and "Contact Us". The main heading is "Keyword Tool". Below this, there are two columns. The left column is titled "How would you like to generate keyword ideas?" and has two radio button options: "Descriptive words or phrases (e.g. green tea)" which is selected, and "Website content (e.g. www.example.com/product?id=74893)". The right column is titled "Enter one keyword or phrase per line:" and contains a text input field with "your niche idea". Below the input field is a checked checkbox for "Use synonyms" and a CAPTCHA image with the characters "xmfjdbhl". Below the CAPTCHA is a note "Letters are not case-sensitive" and a "Filter my results" link. At the bottom of this column is a "Get keyword ideas" button. On the far right, there is a section titled "Selected Keywords:" which is currently empty. It contains the text "Click 'Sign up with these keywords' when you are finished building your keyword list." and "No keywords added yet". Below this is a "+ Add your own keywords" link and a "Sign up with these keywords" button.

Type in your major terms and press submit. To be big enough the results should show a search volume of around 500 or more.

2) *Have commercial interest*. So it must have people spending money within that niche. More specifically people must be spending \$50 or more on average. Small transactions are not normally conducted online and people normally don't have much motivation to research, or look for the best deals. Stick to subjects that have decent transactional value. Sure, knitting might be an OK niche, but the transaction costs are too low, and you'll never make much money from it.

Microsoft have a largely unknown tool that detects commercial intention of particular keywords or phrases. Now this isn't to be treated as gospel, but it's certainly a really useful guide. Don't despair if a few of your major keywords come up non-commercial.

However, take that as a warning and dig deeper.

See: <http://adlab.msn.com/Online-Commercial-Intention/oci.aspx>



The term "golf putting" came up with a commercial intention with a score of 0.755, which is pretty good. As always, common sense should prevail over such tools.

3) *Has plenty of available, largely evergreen content.* You want to make sure your chosen niche has lots you can write about. Then you want to make sure that what you can write about doesn't quickly go out of date. For example, you don't want to create a website around something that rapidly changes. While new putters will come out, it's not as dynamic as developing a site around say, iPods, for example. Whatever content you can write should make money for you for years.

4) *Isn't risky.* I personally wouldn't recommend developing a site that could have legal implications for you. Think carefully about the implications of covering a subject where you're giving advice that could have serious negative effects on someone's life if you are not an expert (and insured) on that subject. The health and finance industries come to mind.

5) *Has a learning curve.* If the subject you're looking at has a learning curve, then people will be researching online and they'll have problems you can solve or educate them on.

6) *Has affiliate programs.* This is important because if the subject has no affiliate programs on the topic, we can't monetize one of our prongs. Plus, it's an indication that the market is not commercial enough. You can search our directory at [AssociatePrograms.com](http://AssociatePrograms.com) for affiliate programs in your niche.

7) *No biz op.* It may be obvious for some, but under no circumstances should you create a site around the subject of home businesses or how to make money online. For some reason, this is the first thing people jump into. It's the most crowded, cut throat, unforgiving market you can choose. Remove it from your list immediately.

As you've run all your niches through this filter, hopefully you'll still have a couple left. Now we make our final decision on which one we're going to pursue. Think of it like the grand final of "Niche Idol."

## Detailed Analysis

It's now time to do some final, more detailed analysis on our top 5 (or fewer). We're going to look at 3 factors in particular. These are competition, monetization potential and difficulty. This can take a little time to complete, but it's worth the analysis.

### Competition

First, let's look at the competition levels. For each of your top 5 finalists, do the following:

Go to the Google Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>

Type in your major keyword again, but ensure you have the "Use synonyms" check box checked.



### Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

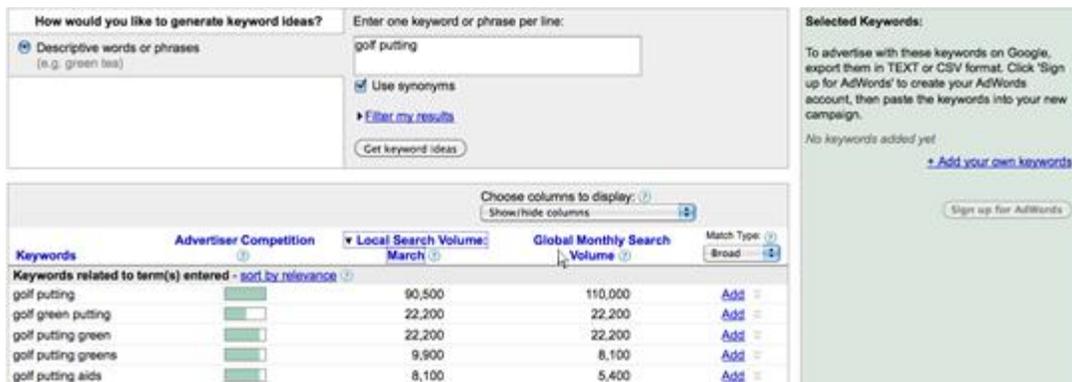
**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better: [Provide Feedback](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	golf putting  <input checked="" type="checkbox"/> Use synonyms <a href="#">Filter my results</a>  <input type="button" value="Get keyword ideas"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	

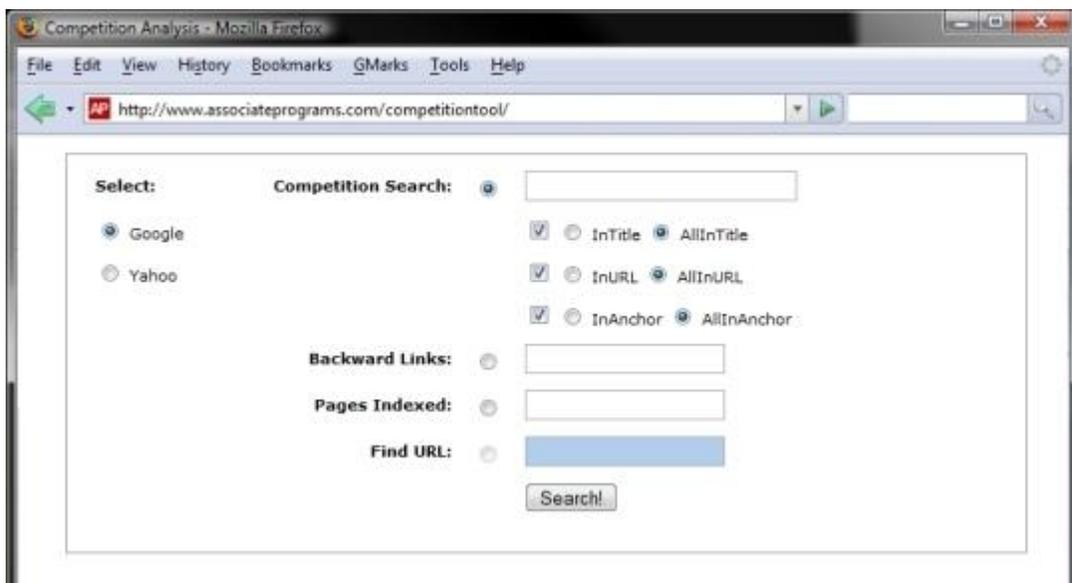
Sort by Local or Global Monthly Search Volume (so click on the blue link that says, "Local Search Volume" or "Global Monthly Search Volume").



Grab the top 10 keywords by clicking the “Add” link to the right of each keyword. Then download a CSV or text version of this.

Go to this little tool I created here:

<http://www.AssociatePrograms.com/competitiontool>



Type in each of those 10 words using the default settings. This will launch a window showing a Google search result. What this does is show how many pages are highly optimized for those terms. In other words, the number of people you'll need to topple to get in front of people searching on those keywords.

Look at the section that says: Results 1 - 10 of about X

Google  Search [Advanced Search](#)  
Search:  the web  pages from Australia

Web [Show options...](#) Results 1 - 10 of about 1,130,000 for intitle:golf putting inurl:golf putting inanchor:golf putting. (0.13 seconds)

**Golf Tips - Putting - Golf Putting Tips**  
Need help with your putting? Check out this collection of free golf tips that focus on putting.  
[golf.about.com/od/golftips/a/tips\\_putting.htm](#) - [Cached](#) - [Similar](#)  
# [Domain Knowledge](#) | [BBC Knowledge](#) | [Competitors](#) | [Domain Overview](#)  
81 | Page Rank: 3 | Alexa Rank: 84 | Domain Age: 12-1998 | Y! Links: 5,620,000 | Y! Page Links: 21 | dmoz.org Entries: 2

**Ingenious New Golf Putting Aid Helps Golfers Read the Break on the ...**  
12 Apr 2010 ... Designed to build putting confidence and shave strokes off every golfer's ... It is the EZ-READ golf putting training aid, the brainchild of ...  
[www.doostoc.com/...ingenious-new-golf-putting-aid-helps-golfers-read-the-break-on-the-greens-like-the-pros-and-sink-more-putts](#) - [Cached](#)  
# [Domain Knowledge](#) | [BBC Knowledge](#) | [Competitors](#) | [Domain Overview](#)  
82 | Page Rank: - | Alexa Rank: 537 | Domain Age: 03-2004 | Y! Links: 261,000 | Y! Page Links: 0 | dmoz.org Entries: 2

**Golf-Choi and Yang put South Korea on Masters leaderboard - Golf ...**  
KJ Choi and Yang Yong-eun kept South Korea high up on the leaderboard of the US Masters on Friday after trading shot for shot with American golfing titans ...  
[sports.yahoo.com/golf/pga/news?slug=neu-masterskoreans\\_pox](#) - [Cached](#)  
# [Domain Knowledge](#) | [BBC Knowledge](#) | [Competitors](#) | [Domain Overview](#)  
83 | Page Rank: - | Alexa Rank: 4 | Domain Age: - | Y! Links: 411,000,000 | Y! Page Links: 1 | dmoz.org Entries: 2

**Tiger Shark Golf Finishes 1st in Putting at The Masters**  
He worked with the new putter at the beginning of the week and officially put it in his bag for The Masters, leading him to only 109 total putts, ...  
[www.pr-inside.com/tiger-shark-golf-finishes-1st-in-1827057.htm](#) - [Cached](#)  
# [Domain Knowledge](#) | [BBC Knowledge](#) | [Competitors](#) | [Domain Overview](#)  
84 | Page Rank: - | Alexa Rank: 8,092 | Domain Age: 10-2005 | Y! Links: 213,000 | Y! Page Links: 0 | dmoz.org Entries: 2

**Golf - Putting - MonkeySee**  
Golf expert Cary Ferrell shows you how to improve your short game in golf.  
[www.monkeysee.com/play/624-golf-putting](#) - [Cached](#)  
# [Domain Knowledge](#) | [BBC Knowledge](#) | [Competitors](#) | [Domain Overview](#)  
85 | Page Rank: 4 | Alexa Rank: 40,034 | Domain Age: 04-1999 | Y! Links: 38,800 | Y! Page Links: 3 | dmoz.org Entries: 2

**Golf - Wikipedia, the free encyclopedia**  
Playing a hole on a golf course is initiated by putting a ball into play by striking it with a club ...  
[en.wikipedia.org/wiki/Golf](#) - [Cached](#) - [Similar](#)  
# [Domain Knowledge](#) | [BBC Knowledge](#) | [Competitors](#) | [Domain Overview](#)  
86 | Page Rank: 6 | Alexa Rank: 9 | Domain Age: 07-2001 | Y! Links: 98,200,000 | Y! Page Links: 9,400 | dmoz.org Entries: 2

Sponsored Links  
[Online Golf Store - Aust.](#)  
Buy genuine product online.  
All the Top Brands to choose from.  
[www.golffarm.com.au](#)  
[Australian Golf Online](#)  
The biggest names in golf at the cheapest prices available online!  
[www.golffonline.com.au](#)  
[See your ad here >](#)

Record that X value. If the screen looks blank, then there are no results, which is a great sign.

So do that for the top 10 keywords of each of your final niche top 5. Then add up the total of number of search results shown for each niche.

The lower the number, the less the competition. Obviously less is better.

### *Monetization Potential*

To analyze the top niches further, we want to look at the monetization potential. In particular, we want to look at two factors. The first factor is the raw demand. In this case, it's search volume.

To get this, return to the Google Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>

Type in your major keyword again and ensure you have the "Use synonyms" check box checked.

The screenshot shows the Google AdWords Keyword Planner interface. At the top, there's a section for generating keyword ideas based on the input 'golf putting'. Below this is a table of related keywords with columns for Advertiser Competition, Local Search Volume (March), and Global Monthly Search Volume. The table lists keywords like 'golf putting', 'golf green putting', 'golf putting green', 'golf putting greens', and 'golf putting aids' with their respective search volumes. To the right, there's a 'Selected Keywords' section with instructions on how to use the keywords for advertising.

Keywords	Advertiser Competition	Local Search Volume: March	Global Monthly Search Volume	Match Type
golf putting	High	90,500	110,000	Broad
golf green putting	Medium	22,200	22,200	Broad
golf putting green	Medium	22,200	22,200	Broad
golf putting greens	Medium	9,900	8,100	Broad
golf putting aids	Medium	8,100	5,400	Broad

Sort by Local or Global Search Volume (so click on the blue link that says, “Local or Global Search Volume”).

This screenshot is identical to the one above, showing the same table of keywords and search volumes. The 'Choose columns to display' dropdown is set to 'Broad', and the 'Match Type' is also set to 'Broad'. The table lists the same keywords as the previous screenshot, with their respective search volumes.

Keywords	Advertiser Competition	Local Search Volume: March	Global Monthly Search Volume	Match Type
golf putting	High	90,500	110,000	Broad
golf green putting	Medium	22,200	22,200	Broad
golf putting green	Medium	22,200	22,200	Broad
golf putting greens	Medium	9,900	8,100	Broad
golf putting aids	Medium	8,100	5,400	Broad
golf putting mat	Medium	8,100	12,100	Broad

Grab the top 10 keywords by clicking the “Add” link to the right of each keyword. Then download a CSV or text version of this.

Now tally up the search volume of each of these 10 keywords. This will give you a score for raw demand for each niche. Now we’re going to look at the commercial value of the niche.

We do that by looking at each of the keywords and how much people are paying per click to advertise on Google AdWords against this keyword. We can see this by using the dropdown box labeled, “Choose columns to display.” Show the Estimated Avg. CPC.

The screenshot shows the Google AdWords Keyword Planner interface. The search term 'golf putting' is entered. The 'How would you like to generate keyword ideas?' section is set to 'Descriptive words or phrases'. The 'Enter one keyword or phrase per line:' field contains 'golf putting'. The 'Use synonyms' checkbox is checked. The 'Get keyword ideas' button is visible. The 'Selected Keywords' section on the right contains instructions on how to use the keywords for advertising and a link to 'Add your own keywords'. The main table shows the following data:

Keywords	Advertiser Competition	Local Search Volume	Global Monthly Search Volume	Match Type
Keywords related to term(s) entered - sort by relevance		March		
golf putting		90,500		Add
golf green putting		22,200		Add
golf putting green		22,200		Add
golf putting greens		9,900		Add
golf putting aids		8,100		Add
golf putting mat		8,100		Add
golf putting practice		6,800	4,400	Add
golf putting training		6,800	5,400	Add

It should now show the average cost per click that people are paying to rank number 1-3 on that keyword in the AdWords advertising system. This gives us an idea of the commercial value of those keywords. The higher those costs are, the more valuable they are to people and potentially, the more money you can make.

The screenshot shows the Google AdWords Keyword Planner interface with the 'Calculate estimates using a different maximum CPC bid' section expanded. The 'Estimated Avg. CPC' column is now visible. The 'Re-calculate' button is visible. The 'Selected Keywords' section on the right contains instructions on how to use the keywords for advertising and a link to 'Add your own keywords'. The main table shows the following data:

Keywords	Estimated Avg. CPC	Advertiser Competition	Local Search Volume	Global Monthly Search Volume	Match Type
Keywords related to term(s) entered - sort by relevance			Volume: March	Search Volume	
golf putting contest	\$6.93		170	210	Add
golf putting pictures	\$5.10		58	91	Add
golf putting turf	\$4.70		590	390	Add
golf putting machines	\$3.51		46	140	Add
golf putting mats	\$3.18		1,300	1,600	Add
golf putting training aids	\$2.65		5,400	3,600	Add
golf putting aid	\$2.63		2,400	2,900	Add

Now, we don't have to pay that money, but someone is, which demonstrates how valuable the market is. If you want to give yourself a fright, try it out for the keyword "insurance". :)

So again, total the CPC for each keyword to give a total for each niche. You can now compare each niche against one another for commercial value.

### Difficulty

This part is simple. I want you to do a personal assessment of how difficult you think it will be to tackle that niche. For example, you might be intimately familiar with one of the niches in contrast to another one that you have no idea about. Obviously the one you're familiar with is going to be less difficult to tackle.

Also take into account how difficult you think it will be to create a product (How available are experts on that subject?) and develop content for that subject too. These are all important factors.

Now you need to give each of your finalist niches a score for its difficulty factor. A high score means an easier niche. A low score means it's more difficult.

### **Final Selection**

Hopefully by now you'll have scores against each of your niche finalists in competition, demand, commercial value and difficulty. Now I'm not going to say you can simply add up the results and you'll have a winner. Some factors are more important than others here.

For example, a niche might be a winner on the analysis, but simply impossible to cover. I challenge you to get out of your comfort zone, but if you're simply scared out of your mind, then there's no point pursuing the topic because you're probably not going to work hard on it.

You need to take a good look at the scores and decide for yourself what looks the most attractive. It's your decision. Embrace what the data is telling you, but also use your gut feel. Give it a few days to work through your subconscious and go with the one that your mind gravitates to. It's probably telling you the right answer.

Once you've decided, don't look back. Congratulations, you have the topic for your new online business. It's time to begin work!

In the next chapter, we're going to look at "The Plan". This section will outline the specific tools and procedures you'll need to move forward on your new project. It's exciting stuff as we'll be putting together the infrastructure to make the \$1000 a month a reality, but be prepared to spend a little money to set this up.

Oh... and make sure you've done your homework as outlined above so you're ready to go. :)

A graphic for Chapter 4, featuring the word "CHAPTER" in a sans-serif font to the left of a large, bold, black number "4". The entire graphic is enclosed in a dashed rectangular border.

CHAPTER 4

## **HOW TO PLAN YOUR ONLINE BUSINESS**

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Before you start your online business, you'd be wise to take the advice of a friend of mine who's managed massive multi-million-dollar projects. Measure twice, cut once.

One of my friends is a consulting project manager here in Australia. I hadn't seen him for a while so asked him what he'd been up to.

He told me how he was contracted as the head project manager for a large train building project. When I asked him how it was going he responded, "Well, it's a little stressful."

"Why is that?" I asked.

"Well, for every day the project runs late, it costs the company over \$100,000. It's a 12 month, multi-million dollar project and I'm the one responsible for making it come in on time," he casually responded.

I was shocked. I was intrigued to find out how he managed to control a massive project like this to make it come in on time. It seemed overwhelming to me, but didn't seem to faze him much.

I was especially interested in understanding how he managed to run a project like this without feeling out of control and risking running weeks or months over time costing the company millions of dollars. So I asked him.

He went on to explain two nuggets of truth that I've held close to me ever since. The first insight he shared with me was this.

“Every huge project will always contain sub-projects. All sub-projects will always contain tasks. So to tackle any huge project just keep breaking it down until you have actionable tasks. Figure out how long each task takes, organize them, then do them.”

In other words, for any project you face, no matter how big it is, just break it down into bite sized manageable tasks. Then do them!

This is powerful stuff that can cure any overwhelming feelings you have for anything you face. Keep that in mind as we move forward in this series. If you've never done anything like this before it can be a daunting position to be in. We'll be breaking everything down piece by piece, so you can relax.

The other gold nugget he shared was a simple proverb that he lives by, and I now try to as well.

It is “Measure twice, cut once.”

Chapter 4 in is all about the measuring twice. We're going to be planning the sub-projects we need to work on to get our goal of \$1000 a month off the ground.

This can be a tricky stage for some people. Some folks simply jump in boots and all and get overwhelmed and confused.

Others get stuck here. They keep looking and researching but never actually do anything to move forward.

### **Series of Action Steps**

I've purposefully put together a set of action steps to take to propel you forward in this project. Hopefully, it will help you not get overwhelmed, or stuck in the research rut.

It's worth noting that before writing this, I spent two days exploring all the options. I had researched them a few years ago, but wanted to make sure that there wasn't anything new that I was missing out on. So you can trust that this is up to date advice.

True to my friend's insight, I've broken this down into 5 sub-projects. They are:

- 1) Finalize your site idea.

- 2) Choose a business name (and domain name).
- 3) Plan your basic site content.
- 4) Plan your digital product.
- 5) Set up your website.

I strongly suggest that you do each of these steps in that order. So don't do step 3 without doing step 1 and 2 first.

There are two reasons for this.

First, it's going to be easier to do these steps with a clear mind without technology getting in the way. When you throw a technology learning curve into the middle of this, it can easily become a muddle and more complex than it needs to be.

The second reason is that you should be ready to go when you sign up for your publishing platform. This saves you money because once you sign up, you've got a path to follow immediately.

It also helps make the learning curve easier. When you read through the publishing platform instructions you've got a working set of ideas in your head rather than simply hypotheticals. In other words, you've got a clear direction to follow once the rubber meets the road.

Let's look at each of these sub-projects individually.

### **Finalize Your Site Idea**

By now you should have already gone through the detailed instructions I outlined for choosing your niche. If you haven't done that, you must complete this. You should be able to feel confident in your decision if you use the methodology I outlined.

Once you've decided, don't look back.

### **Choose a Domain Name**

Choosing a domain name is a really fun part of this planning process. No matter how many names get registered online, I'm still constantly surprised at how many good ones are still left.

There are a few guidelines I try to use when selecting a domain name. I think it's important to try to strike a balance between professional, memorable and easy to share via word of mouth.

Keeping this in mind, here are a few rules I would recommend trying to keep when selecting your domain name. Remember that your domain name is usually the name of your site as well.

**Domain Name Should NOT contain:**

*Hyphens* - Domain names containing hyphens are difficult to share via word of mouth and don't look as professional. They used to be popular for SEO reasons, but are no longer necessary.

*Numbers* - This rule can be broken for some domains but as a general rule it's best not to have numbers in your domain name. They make the domain name difficult to share via word of mouth. People ask, "Is it numeric or alphabetic?"

*Anything other than a .com* - The dot com domain names are seen as the most professional and are often the default in people's minds. Unless you have a very good reason to have another domain name (like country specific information, or a bona fide organization) I would try to keep to a dot com.

*More than 25 characters (before the dot com)* - Anything longer than 25 characters becomes problematic for a number of reasons. One in particular is if you ever want to advertise via PPC search engines.

*Clever misspellings* - Again, they create problems if anyone wants to spread the word about your site to others. They can also detract from your ranking power in the search engines. They may look clever, but will negatively impact your traffic. If someone can't be told the domain name and write it phonetically, then you have a problem.

**Domain Name SHOULD contain:**

*You main keyword phrase* - Having your main keyword phrase in your domain name will help with your search rankings. For me, it's ideal if someone can read your domain name and at a glance "get" what your site is all about.

*Positional statement* - In the same way, a positional adjective can help people understand what they are getting before they visit your site. For example words like help, advice, tips, etc.

In line with this, imagine your site is ranking well in the search engines. How appealing is it going to be to the web surfer when he sees your listing in the results?

If one site is called WhiteBallGuy.com and another is called GolfPuttingGuru.com, which one do you think will be more attractive to the web surfer who's looking for golf putting tips?

Here's a free and useful site to expand your mind on possible domain alternatives.

<http://www.nametumbler.com>

In a matter of minutes I found several great, available (at the time of writing) domain names.

GolfingPuttingTips.com  
GolfPuttingSite.com  
MyGolfPutting.com  
GolfPuttingNow.com  
BestGolfPutting.com  
GolfPuttingBlog.com  
GolfPuttingToday.com

Also consider using [Google's keyword research tool](#) to find out specific keywords that people are using to find the sorts of information you are providing.

Just remember to keep the domain name general enough so you can be flexible with the content you are providing. For example, GolfPuttingGuru.com is better than GolfPuttingAdvice.com because some day you may wish to sell physical golf putters from the site itself. At that point, the domain name would be less relevant to the theme of the site if you called it GolfPuttingAdvice.com.

## **Plan Your Site Content**

It's worth while at this point planning the framework of your site. If you plan your site structure now, you'll be less likely to fall into the trap of creating a site around the articles you've already written, rather than writing articles that fit within the ideal site structure.

This is a pretty simple process. Just write down all the topics you wish to cover in your site and then move them around so they make the most sense. Sometimes, it might be a case of having some sub-categories within larger, more general topics.

For example you might have sections on putting tips, putter reviews, putting practice machine etc.

If you're a visual person, it's sometimes useful to draw a flowchart. You could even use a free flow charting service like the one at [gliffy.com](http://gliffy.com)

## Plan Your Digital Product

While you're in planning mode, you should consider starting to plan your digital product. It's useful to start this planning now because it will also help shape the content for the articles on the site.

You can save yourself a lot of work by reusing some of the material that will be going into your digital product within your articles. Then the articles become a useful teaser for people to buy the full product itself. You give them a bit, but if they want it all then they need to buy your product.

This will be all explained in a later chapter, so don't stress about it now.

For now, do some research on the kinds of questions that people are commonly asking on your particular subject. Begin to collate these and frame them into interview questions.

Again, revisit [boardreader.com](http://boardreader.com), [Google Answers](http://Google Answers) and [Yahoo! Answers](http://Yahoo! Answers) to see the kinds of questions that people are asking. Also, it doesn't hurt to try to think back to the sorts of questions you have had in the past about your chosen subject matter.

At the end of this exercise, you should have lots of common questions that will provide the basis for both your digital product and your site content.

## Set Up Your Site

Once you've completed the first four steps, it's time for the more difficult task of setting up your website. As I said last week, up until now everything I've given you has been using free tools. Eventually, you have to get serious and put your money where your mouth is.

As I mentioned earlier, I researched again to see who the market leaders were. I even signed up to several different paid services to check them out for you as well.

The main criteria I was looking for was a **unified solution** that provided all the tools you needed in one place - one that would allow you to get your site up and running easily without technical distractions.

A solution that does **a lot of hand holding**, taking people through the step by step best processes that represent the best practice. But also one that has a **strong supportive community** of peers who know what you're going through and can assist and motivate you towards success.

My two days of research ended up taking me back to my starting point in recommending [Niche Profit Classroom](#) (NPC) for your publishing platform.

It really wasn't a hard decision to make but I did want to give the competitors a fair go before I made it. To be honest though, for some time I've been really impressed with the Niche Marketing 2.0 formula created by NPC.

The problem is, when you've been doing something for a long time, it's hard to put yourself into the position of someone who doesn't have your knowledge and experience.

So as a test, I hired a new staff member who doesn't have much web experience at all, but can write OK.

I then asked them to watch this [free webinar](#) that explains the whole methodology that NPC teaches. I then gave them my account login and asked them to follow the NPC training.

I really wanted them to replicate what most people have to deal with when they are trying to make their first \$1000 a month.

A week later I hadn't heard too much. So I asked them how they were progressing.

To my surprise he quickly identified the right niches and went to work on building the 3 new sites.

What really excited me was that I didn't have to tell him what to do or send him around to a bunch of different sites so he could discover the "right tools" or the "right way" of doing things. With no html or coding experience he simply followed their system, used their tools and NPC did the hand holding.

Within weeks the sites were live and are already making money. I'm documenting their progress in more detail and I'll be making updates on [AssociatePrograms.com](#) as we gain more traction.

This is the service I've personally recommended to my closest friends as being the best training to get them to that \$1000 a month level. In saying that, it's one thing for me to recommend you to sign up for it (especially as we're using an affiliate link), but it's important that you feel confident in the system yourself. After all, this is the biggest investment you'll make for the \$1000 a month project.

I suggest that you look through the site and make up your own mind. If you've made the decision, you're going to have more faith and confidence in the system and will be more willing to work with it instead of wasting time looking around for greener grass.

Once you're satisfied, sign up and spend some time going over the training materials. It's worth while just spending some time getting familiar with the system. You don't have to actually build any of the site yet, just get familiar with the system.

In the next chapter we'll be covering "The Action" where we'll be moving forward setting up the foundations for your site and your new digital product. It's time for some major forward progress!

## **SPECIAL UPDATE**

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Here's a back door link to the NPC program for just \$1.00.

It's a good way to try out the product properly to make sure that you're confident that this will help you reach your goals.

Access the backdoor link [here](#).

A graphic for Chapter 5. It features a large, bold black number '5' on the right side. To its left, the word 'CHAPTER' is written in a smaller, black, sans-serif font. The entire graphic is enclosed in a thin, dotted rectangular border.

CHAPTER 5

## **HOW TO START YOUR ONLINE BUSINESS**

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Actually starting and making some significant progress on your online business is often the hardest part of the process. Most people are happy pushing around ideas instead of taking action. This guide will take you step-by-step through these initial stages.

I read a classic quote from Les Brown the other day. He said, "You don't have to be great to get started, but you have to get started to be great."

I really love that quote. I see so many people fluffing around pushing around ideas and looking for an easy road to riches online and it gets frustrating when you know the truth. I can assure you right now, it's really tough to get rich online. However, it's not very difficult to replace part or all of your day job income with some persistent and calculated work.

As they say, a journey of 1000 miles begins with a single step. From my experience, it seems that first step is the hardest for people to take. Most people are so busy constantly changing direction looking for the easier road that they end up not going anywhere.

When they reflect on their failure, most will blame the tools, the advice or the processes they selected. But in the end, most of the time they should blame only themselves.

I don't say that in a judgmental way, because I've been one of the worst offenders in the past - jumping from one thing to another without making any real headway in anything. I say it to encourage you to avoid the same mistakes.

If you're going to constantly jump from one idea to the next looking for those easy dollars, I would suggest that you shut down your computer now, and go and spend some time with your friends and family. It will be time better spent because the chances of succeeding by doing that are slim.

In whatever you choose to do, have a determination to make it succeed, and give it enough time to run its course. You need to be satisfied that this will probably be a slow and steady process that given time will get you to where you want to be. It just needs time to grow.

Are you ready to put your blinkers on and take action? Are you going to take control of your situation? Or are you just going to be like most people and keep looking for that elusive easy money? If it's the latter, it's time to rethink what you're doing!

Let's have a look where we are up to in this journey of earning \$1000 a month from scratch. By now you should have:

- 1) **Finalized your niche topic.**
- 2) **Selected a site name and domain.**
- 3) **Planned your site structure.**
- 4) **Planned your digital product.**
- 5) **Set up your publishing platform.**

Have you done all those? If so, let's begin.

## **Create Your Site Framework**

Whatever site building approach you use, at this stage you should be setting up your site structure based on what you planned last week. So you need to look at this as the framework for the whole site. Once this stage is complete, I want you to promise me that you won't go back and make changes unless absolutely necessary. There is a good reason for this which I will explain shortly.

The content structure should have been planned carefully last week. I asked you to plan it now so that you put together what the site structure should ideally be, not what the site structure evolves into because you decided to write a whole bunch of articles on an easy subject.

In your site structure, it's important to ensure that you keep it within themes. Without going into a technical explanation, understand that this is important to attract good search rankings.

Once you've got your site structure set up (including your site navigation), you should then work on your design. This is where people can blow a whole lot of time getting their design just right. I would set a limit on the amount of time you are going to devote to this - no more than 3 to 5 hours.

An idea that I often employ to chop heaps of time out of designing a pro looking site is using a prebuilt website template. If you're using WordPress, which is my personal favourite amongst the content management systems out there, take a look at [this theme](#). It's optimized for plenty of search engine traffic and offers easy customization without coding which is great when you don't have massive time to burn.

Once you are generally happy with how it looks, promise yourself that you won't make any changes for 6 months. If you are having issues getting the site to look how you want it to, don't waste too much time trying to figure it out. Just ask a community member for help (for NPC users) or search the web for help on your particular site building platform.

As far as design goes, I say don't re-invent the wheel. Mimic other sites you like using that have a site structure similar to yours. Forget about aspirations for your site being heralded on thebestdesigns.com. Treat this thing like a utility vehicle, not a showpiece. Focus on it being clean, simple, and very usable. They are the sites that tend to make the money.

You may find it difficult to avoid spending endless hours getting your site perfect. I encourage you to stay focused on producing good content and a good product. That's the priority for now.

### **Write your About Us and Contact page**

Now you've got your site looking OK and the site structure in place, it's time to fill out the basic site requirements. You'll want to fill these framework pages with good, keyword-rich content.

I recommend quickly completing an "About" page and a "Contact" page. These should be fairly easy to write. Doing so gives you some practice for filling out the rest of the content. They are also fairly important because they give you credibility and make people trust you. Lots of people neglect these pages, making their sites look spammy.

On these two pages you can be yourself and make them as personalized as you wish. Having a nice photo of yourself there is useful for credibility. You'll just need to figure out how much information you want to make publicly visible. Remember, your boss may be reading it!

### **Write your home page content**

The first tricky page that you'll want to tackle is your home page. It can be a difficult page to write because it's so general. It's also very important because it's the first page that people read, and you want to compel them to keep reading!

I normally would recommend this page to be a teaser page. Here's how I would structure it.

#### *INTRODUCTION*

This welcomes people to the site and should aim to personally engage with them. Don't try to make it like some corporate big business. Look at this as a dialog between yourself and a visitor, in the same way that you would welcome someone to a bricks and mortar store. It should be written as though you are looking them in the eye.

(By the way, DON'T put a boring "Introduction" heading on it!)

#### *SUMMARY OF EACH SECTION OF THE SITE*

Once you've done your introduction, write a teaser for each section of the site. This should create interest and intrigue and get people clicking deeper into the site. This is where you want them to go because this is where the money is (so to speak).

So for example, you may have a section on the site that talks about how to care for your putters correctly. You may write something along the following lines (remembering to be engaging and memorable):

### **Putter Care**

*It's amazing how good you can become at making a putter look like new when you've had to retrieve it from a water hazard. (It forcefully slipped from my hands as I missed the winning 2 foot putt in the final captains trophy competition.) In my putter care section, I give you the top 5 ways of cleaning your putter to look like new after every game.*

You'll want to do something similar that will lead interested parties into the rest of your content.

This will also help your site become thematically consistent, which helps your search rankings. You'll want to link up the matching keywords into the appropriate site section. For example, "putter care" and "cleaning your putter".

It's a good idea to try to use as many relevant keywords in as natural a way as possible. I don't believe in stuffing keywords, but careful selection of words can help draw more traffic to your site.

Your home page title should include 8 of the main words that define your site. Use the keyword research tools to ascertain which keywords are most suitable. You'll want to target the ones that match your niche. If you followed my advice earlier, your high volume matching keywords should be realistic enough to rank for.

For example, you're not trying to rank well for the word "golf", but "golf putter". Use the [free competition tool](#) I made you to double check.

Picture how those words will appear in the search engine results. They need to tempt people to visit your page. Try a few searches in Google. Some titles instantly attract you and some don't.

### **Write your site section content**

So now you've got your Home, About and Contact pages written. It's time to write the content for each of your site sections.

These content sections should follow the site sections you developed earlier. For example, for the putter site you'd probably have a site structure something like this.

*Putter Reviews*

*Putter Selection*

*Best Putters*

*Putter Covers*

*Putter Advice*

*Travel Putters*

*Left Handed Putters*

*Putter Brands*

*Putter Grips*

*Putter Care*

*Putter FAQs*

You will then want to develop an overall summary of each section. You should attack this in a similar way to your home page, but reference some of the article pages you'll be writing, instead of the category pages as you did with the home page.

At this point, you'll want to do some careful keyword research for each section. So for example for the keyword "putter reviews" you'll want to first use your keyword research tool of choice to find out the different ways that people describe this sub-theme.

If you're new to keyword research, take a look at my introductory guide at [Keyword Workshop](#) here.

Once you've got these different ways to describe this sub-theme, create a list of keywords that people use to find information about it. For example:

bettinardi putter review, golf putter review, golf putter reviews, golf putters reviews, heavy putter review, heavy putter reviews, mizuno putter review, never compromise putter review, ping putter review, ping putter reviews, putter grip review, putter review, putter reviews, putter reviews 2007, putters review, putters reviews etc.

This serves two purposes. First it helps you develop theme relevant, keyword rich content for your category page. Second, it gives you ideas for articles that will be thematically similar sub-pages within this section.

Do this for each section of your site.

### **Write 5-10 Useful Articles**

It's time to spend some time writing some good quality content. I suggest that you start by focusing on writing 5-10 articles that are not promoting anything, but just provide good solid content. These articles serve two purposes.

The first purpose is to create some good content that will position your site as a quality site, not some half-baked spammy promotional site that a directory will never list.

The second purpose is for you to have some practice honing your writing skills without throwing into the mix the complexities of selling and pre-selling. This is an art form in itself, and you should focus on the foundation of writing compelling copy first, and then build on that to sell.

These first 10 articles may take you a little while to write. When you are happy with each one, post it on your site. The worst thing you can do when writing these articles is to be boring. It's important that when people are reading your articles, they hear your voice in their head.

You can choose what voice you want to portray. Whatever style you choose, make it appropriate for your niche and make it enthusiastic and friendly. It's going to help when you recommend products later.

Some sites get away with having an edgier style (e.g. Rich Jerk style), but you need to be a very good copywriter to make this work. A simpler approach is probably the path of least resistance for most folks.

While writing these 10 articles, really focus on being engaging. Use clever, keyword rich titles like:

Top 5 ways...

Why you should never...

My Favorite...

It's going to serve you well to become a student of good copywriting. A good place to learn is [Copy Blogger](#). As an example of my title advice, have a look at the titles of Copy Blogger's most popular posts:

How to Create Ebooks That Sell

Ten Timeless Persuasive Writing Techniques

Do You Recognize These 10 Mental Blocks to Creative Thinking?

How to Get 6,312 Subscribers to Your Business Blog in One Day

10 Steps to Becoming a Better Writer

Becoming a good copywriter is an art form that takes a lifetime to master. There isn't a perfect copywriter. It's just all degrees of imperfection.

Use your 10 articles to hone your skills of engagement through words. Don't try to sell anything yet. Just focus on finding your voice. Listen to Copy Blogger's advice on the 10 steps to becoming a better writer.

1. Write.
2. Write more.

3. Write even more.
4. Write even more than that.
5. Write when you don't want to.
6. Write when you do.
7. Write when you have something to say.
8. Write when you don't.
9. Write every day.
10. Keep writing.

## **Get 2 Critical Links**

By now you should have a good site that has quite a bit of useful content. It's about now that you become disappointed at how little traffic you're attracting.

That's OK. The site needs to be up and running with a decent amount of content before we can seriously focus on getting traffic. At this stage we're going to focus squarely on getting two of the most important links you're likely to get for your site. One is from the Open Directory, and the other is from Yahoo!

Both are difficult to get into (unless you're willing to pay the \$295 Yahoo! review fee) but are fundamentally important if you want to get a head start on ranking well.

Both of these sites are website directories that list only high quality sites. That's why we focused on getting the site up and running to an acceptable standard before we approached these two sites for a link. By now your site should be filled with useful content so we're ready to go!

The two sites require a slightly different approach. It's worth while carefully doing the submission, following all guidelines if you're going to have a real shot at getting in there. Here's some advice for getting in both these important directories.

### *DMOZ*

Follow these [instructions carefully](#) and exactly.

Find a category that has PageRank over 1 (in the Google Toolbar).

Find a category that says it has an editor in it. If it doesn't have an editor in the sub-category, make sure it does in a category one or two levels up. You can move up levels by using the navigation at the top of the page. You can tell if it has an editor by checking in the footer of the page. If it says "Volunteer to edit this category" it doesn't have an editor.

Resubmit every 8 weeks until you're listed.

## Yahoo! Directory

The Yahoo! Directory has two types of directory submission: Paid for commercial sites and Free for non-commercial sites. The free option is pretty close to impossible to get in now due to huge backlogs. However, it's important enough to try anyway.

You may have noticed at the moment, your site will have no commercial elements to it yet. This is for several reasons, one of which is the directory submission to Yahoo! We want to find ourselves a non-commercial category to submit to. Simply find the category, and then press on the "Suggest a site" link at the top right and bottom right of the category pages.

You'll instantly be able to tell if the category you're trying to submit a site to is non-commercial because it will give you the option for a free listing. Otherwise, it will show only the paid option.

**YAHOO!** [Yahoo! - Help](#)

**Suggest a Site to the Yahoo! Directory**

There are two ways you can submit a site to the Yahoo! Directory. If you choose Yahoo! Directory Submit we guarantee that your site will be considered by our editors within 7 business days.

<p><b>Yahoo! Directory Submit</b></p> <p><b>7- Day Guarantee</b>                  US\$299.00 non-refundable, <a href="#">recurring annual fee</a></p> <ul style="list-style-type: none"> <li>• Required to submit commercial listings but available for any site.</li> <li>• Guaranteed and expedited consideration of your site for inclusion in the Yahoo! Directory within 7 business days.</li> </ul> <p><a href="#">Learn more...</a></p> <p><b>Suggest via</b>  <input type="button" value="Yahoo! Directory Submit"/></p>	<b>OR</b>	<p><b>Standard</b></p> <p><b>Free!</b>                  No time guarantee</p> <ul style="list-style-type: none"> <li>• Most non-commercial sites have been suggested to the Yahoo! Directory this way.</li> <li>• Due to the volume of suggestions, we cannot guarantee a timely consideration of your site.</li> </ul> <p><a href="#">Learn more...</a></p> <p><b>Suggest via</b>  <input type="button" value="Standard Consideration"/></p>
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[Back to the Yahoo! Directory](#)

Once you've found your non-commercial category, carefully follow the same instructions as your DMOZ listing and submit your site. Now say a prayer.

These are the first two sites that we're going to be attempting to get links from. We'll be doing a lot more traffic building activities next week in part 6, "The Traffic".

## Start Developing Your Product

If you remember back to part 3, "The Idea", I spoke about a 3 prong monetization strategy. One of those prongs was to develop your own digital product to sell. We need to keep pressing ahead with this.

It's time to now get serious about how your interview is going to press the expert to extract the type of valuable information that people want to buy.

In that way, you need to consider the potential purchaser of your future product. Try to put yourself in their shoes. Think about the information that they are crying out for. Frame it in questions. So for our golf example, we might be asking questions like:

"What brands of putters are the best?"

"What brands of putters are the best value?"

"Does putter length matter?"

"Do I need an expensive putter to play well?"

"If I'm not putting well, should I change putters?"

"What are the 5 most important aspects to get right to be a good putter?"

I'm sure there are many more. Use your imagination. You can discuss technique, materials, weights etc. In this case, I'd also ask other golf players what kind of questions they would ask to glean other potential questions.

Once you've got a big list of powerful questions, whittle them down to the top 20. This top 20 should cover the subject material well, be open ended enough so you generate lots of good content, but not too vague or annoying.

It's now time to find your experts to interview.

Finding experts doesn't need to be overly difficult. Of course it will depend upon your subject material, but finding the experts shouldn't be too hard. Getting them to agree to an interview is another matter entirely which I'll cover in a later chapter.

You can use all the usual methods of finding these experts. Search on the web, look in phone books (including those of other cities online), as well as university directories.

Collate a list of potential prospects. We'll be devising a strategy to get them to agree to an interview, without cost, in the chapter entitled "The Money".

We'll be interviewing these folks in two different ways. For some we'll be doing a simple email, written interview. This is usually the least attractive as you'll generate the least amount of content.

The most ideal is a recorded interview. The most simple way to do this is using a Skype audio recorder.

- Simply download and install [Skype](#).
- Create a new username.
- Buy some Skype credit.
- Choose a method of recording your Skype conversation.

Here's a [useful post](#) that outlines the different methods of recording your Skype conversation for both Windows and Mac.

Once you've installed and got it working, try calling a few friends and record the conversation. It's important that you're super comfortable with recording the conversation without errors. You don't want to think you're nailing it, only to lose it. No one's going to want to re-record an interview with you!

For the next week or so, use the Skype phone instead of your regular phone and record your conversations. It should become second nature before too long.

This week is all about taking action. Once you've managed to complete this you should feel really proud of yourself. You've done more than most people would have. In that way, you are exceptional! This is a real milestone and you should reward yourself.

If you're not working your way through this, what's stopping you? Don't think it will work? I want to hear your objections in the comments below. I want you to succeed.

In the next chapter I'll be covering a very important component towards success: Part 6, "The Traffic". I'll be following the 80/20 rule again to ensure that you focus on the stuff that's going to bring you the most traffic for the least amount of time spent. Look out!



A graphic for Chapter 6. It features a large, bold, black number '6' on the right side. To the left of the '6', the word 'CHAPTER' is written in a smaller, black, sans-serif font. The entire graphic is enclosed in a thin, black, dotted rectangular border.

CHAPTER 6

## **HOW TO GET TRAFFIC TO MY WEBSITE?**

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Traffic is the lifeblood of any website. Without it, your efforts are fruitless. "But how do I get more of it to my website?" you're probably asking. By following some basic methodologies you can kick off a snowball of traffic that keeps gaining momentum and growing in size. I outline this critical aspect in Part 6 of my "How to make \$1000 a month online from scratch".

When I was starting out, for a long time in fact, I felt that generating traffic was some kind of secret art form that only a few lucky people held the keys to.

Nowadays, I know that generating traffic isn't anything mystical at all. It's actually quite simple when you break it down. It boils down to a few critical and fundamental elements that given enough time and patience, anyone can achieve.

There are really two methodologies when generating traffic. One is generating it free, and the other is paying for it. These days, I'm happy to pay for traffic because I have a good handle on the numbers required to make it work. Of course having a decent budget behind you helps too.

However, we're not going to look at any paid traffic (except one special kind) for now. Because of the limited budgets of most people starting out, I'm going to look at how to generate lots of traffic on a shoestring.

## Free Traffic Fundamentals

There are really three major ways to generate traffic without any upfront costs. They are:

- Via Search Engines
- Via Direct Links
- Via Affiliate Traffic (which isn't free, but you don't have to pay for that upfront).

As usual, I like to follow the 80/20 rule when working at this stuff. I try to do things so they target at least two of these ways at once. So, for example, I like to target traffic that is going to help in my SEO efforts and generate direct traffic at once, rather than separately.

Now I am going to let you in on a traffic secret. Well, I guess it's not so much a secret, but more of a revelation that I had about getting lots of traffic. It's important to read this carefully because it's easy to miss the gold here.

Getting lots of free traffic is about creating a snowball that keeps getting bigger and bigger as it keeps rolling. It's about exponential effects when you have the right elements in place. Think about this carefully.

You can generate large, perpetual traffic like this:

- Create content that people value
- Get links to your content
- Rank well in search engines
- People find your valuable content and link to you
- Rank even better in search engines
- Create more valuable content
- People find your new valuable content and link to you
- Improve search engine and direct linking traffic
- Create more valuable content... etc

As you can see, this has a snowballing effect. This growth is started and fueled by the creation of valuable content.

Which is why I keep raving on about it not being about the technology. It's all about the content. You just need a framework that's going to support your content being found. Once the snowball starts rolling and you keep kicking it by adding more content your traffic will just continue to grow.

The sooner you can get this drummed into your head, the more free traffic you're going to get. Perhaps you understand the principle already. But are you doing it?

## Keyword Research

The starting point for this whole process is by finding out exactly what people are looking for. Without this, you're flying blind. You're simply guessing.

An educated guess is OK, but our time is too precious to not get it right the first time. Especially when the actual results are often counter intuitive.

For example, what do you think would have more volume: "golf putter" or "golf putting"?

Well, I really have no idea. I would have to guess and say they are about the same. Was I right? Not even close.

**How would you like to generate keyword ideas?**

Descriptive words or phrases  
(e.g. green tea)

Enter one keyword or phrase per line:

Use synonyms

[Filter my results](#)

Keywords	Advertiser Competition	Local Search Volume: March	Global Monthly Search Volume	Match Type: Broad
<b>Keywords related to term(s) entered - sorted by relevance</b>				
golf putting	<div style="width: 100%; height: 10px; background-color: green;"></div>	90,500	110,000	<a href="#">Add</a>
golf putter	<div style="width: 100%; height: 10px; background-color: green;"></div>	135,000	301,000	<a href="#">Add</a>
golf putting grip	<div style="width: 20%; height: 10px; background-color: green;"></div>	880	1,600	<a href="#">Add</a>
golf putting techniques	<div style="width: 20%; height: 10px; background-color: green;"></div>	320	590	<a href="#">Add</a>
best golf putter	<div style="width: 20%; height: 10px; background-color: green;"></div>	1,300	1,900	<a href="#">Add</a>
golf putters	<div style="width: 100%; height: 10px; background-color: green;"></div>	110,000	165,000	<a href="#">Add</a>

According to the new keyword volume figures in Google's keyword research tool, "golf putter" gets almost three times the traffic as "golf putting" on the global stage.

For other fundamentals on getting keyword research right, see [my introduction to keyword research article here](#), and my [keyword research concepts article here](#).

## How To Kick Off The Traffic Snowball

Once you've found the content to create that is valuable to people via your keyword research, we've got to look at using the right methodologies and best practices to leverage this content as much as possible.

Much of this is hinging on search engine traffic and is supplemented by direct traffic. So we want to focus our energies on doing the activities that will work both of these angles in synergy.

Many people will have you think this stuff is incredibly complex. It can be at times with large sites and when you start pushing the optimization envelope into shady territories. However, solid, reliable search engine optimization is pretty simple really.

Just use the following principles.

### On Page

Regardless of your site building platform, ensure for every page you create, the page contains the following based on your keyword research for the topic you're covering.

*Put your keywords in the title tag (e.g. <title>)*

This should be no longer than 8 words. You should focus on having a nice blend of enticement and targeted keywords. So when people see the page in the search results it looks like a page that they want to visit while at the same time still being optimized.

*Put your keywords in your meta tags*

The meta tags are not as important as they used to be, but still shouldn't be neglected. You should aim to have unique meta tags for every page. The most important is the description meta tag because this is often displayed in the search results.

So you want to have this as enticing as possible so when people see the top 10 results, they believe that your listing is going to be the best to answer their query.

Your site builder should allow you to specify these meta tags when creating a page.

*Put your keywords in your page heading tags (e.g. <h1>)*

In a similar way to your title tag, you should aim to have text based heading tags. This should be a natural and exciting heading, but still containing the keywords that you are targeting.

*Put your keywords naturally in your content*

Your content should also naturally contain your keywords. You should consider mixing up your keyword usage within your content to try to capture other keyword phrases.

A good guide is to use the same keyword variations as you've put in your meta tags. So take your central concept that the page is about, and then think of the keyword variations that people might use to find this kind of content.

Think about grabbing a thesaurus and seeing if there are any other synonyms that you could be using as well.

*Put your keywords sparingly on your alt tags*

If you've got graphics on your page, considering writing a natural piece of unique, keyword rich text to apply to the alternative text (alt tag) on your image.

*Put your keywords in your page name*

One of the more important components is to include the keyword text within the page file name itself. So if you were targeting the keyword phrase "ping putter review" you'd want to have the file name on the page to look like this.

[www.golfputters.com/ping-putter-review.php](http://www.golfputters.com/ping-putter-review.php)

If your site building tool can't generate website addresses like this you should consider changing.

While there are other optimization strategies, if you can do all of these, you are well on your way to creating a traffic magnet page.

## **On Site**

Some people forget about the onsite optimization. It's an important aspect, and can get pretty advanced if you want it to. In reality, if you can get a few of the basics right, you're doing enough to not be concerned with the advanced stuff.

The two things I recommend that you always follow:

*Keep your site in themes*

This is all about how you structure your site. Ensure that you work from broad topic down into more specific sub-topics. This will help the search engines to understand the content themes on your site and may help with your ranking potential.

*Link to content within your own site with keyword rich anchor text*

Be sure to link to all of your content within your site with text links that contain the keywords that you want the page your linking into to rank well for. So for example, if you had a page on “ping putters” then you should have text links throughout the site with the words “ping putters” linking to that page. The search engines see this as an indication of what the page is about, and doing so will help it rank.

**Off Site**

So once you’ve got the traffic-producing mechanics right with respect to the site itself, it’s now time to pour your efforts into doing the right things off site that help produce that synergistic mix of direct traffic that improves your search rankings.

The strategies I’ve outlined below aren’t all you can do. However, they do (in my opinion) offer the best bang for buck. You could focus ONLY on these and you should do well. These are all “white hat” or safe strategies that shouldn’t get you into strife with the search engines and with any luck will work for you well into the future.

*Article Marketing*

Article marketing is a popular way of building links. It’s simply the process of writing a quick, unique article that includes a resource box at the bottom of the article that contains a link to your site. This can’t be a copy of any articles on your site. It has to be unique.

You then submit this article to sites that allow people to take the article and publish it on their site (with your link intact) free. This generates some direct traffic, as well as builds links to your site which in turn helps your site rank.

You can do this manually to the hundreds of article sites. Otherwise, I would recommend using an article submission service. These services do all the grunt work on your behalf and do the submission for you. All for about \$1-2 an article. Believe me, it’s well worth it. I recommend [iSnare](#) for this.

By the way, a useful tip for pumping these out is to do this: Have a look at an article you've already written on your site. Read it through quickly. Put it out of sight and then rewrite it from memory. Don't try to use the same words, just paraphrase the same content.

This provides unique content (which is essential to make this work), but means you can pump them out quickly.

### *Press Releases*

Press releases are a slight variation on the article submission process, but should have the same effects. For everything new that you add to your site, write a quick press release for it. Writing a press release is a different style which you'll need to adapt to. Here's a [good guide on writing a press release](#).

Just remember that the focus of this is to get a link. If your press release is announcing something newsworthy and it gets picked up by other media then fantastic! But don't bank on it.

Once written, submit your press release via your choice of press release announcement services. You can get them submitted free, or pay more to get greater exposure. Your options will be dictated by your budget. I've found that using the free ones most of the time are OK. When you've got something really newsworthy, think about using the paid version.

Here are some sites that provide press release announcement services:

[PRWeb.com](#)

[PR.com](#)

[PRBuzz.com](#)

[PRLog.org](#)

### *Guest Blogging*

One strategy that is a more powerful spin on article marketing is guest blogging. This provides you with higher quality links and positions yourself as an expert. Consider contacting bloggers and site owners in your niche and asking them if they would consider a trial as a guest blogger.

I would appeal to their ego first and give them some praise on how good their site is. Then tell them you'd love to write some high quality content for their site free if you can use a resource box at the bottom of the article. Here's an example of someone who has contacted us for a guest blogging spot [on one of our sites](#).

Bloggers often appreciate getting a break, which in turns gives you a break. Work hard on making it a good article, and you'll probably get more opportunities in the future. This is an important tip.

### *Forum Posting*

Find forums on your niche and see if they allow links in their signatures. If they do then sign up and set up your signature with an enticing statement that contains a link to your site. For the hypothetical golf putting site, I would do this at a site like [this one](#).

You'll then want to post there every couple of days with useful posts that contribute to the community. This opens up opportunities for highly targeted direct traffic, and positive SEO benefits if the site doesn't tell the search engines to "nofollow" outgoing links.

### *Blog Posting*

In the same way as the forum posting strategy, do the same for a selection of high quality blogs in your niche. Become an active and positive contributor to the blog.

This will give you direct traffic, may help with SEO as well as open up opportunities to become a guest blogger. In the same way as contributing to a community forum, you will hopefully start to establish yourself as an authority, which will help build links naturally from other people's sites.

### *Newsletter/Autoresponders*

A simple way to keep driving traffic back to your site is to regularly publish a newsletter. I would recommend publishing one once or twice a month. This can simply be a digest of what's been going on at the site with a personal introduction to connect with your audience.

Another idea that works well here is the implementation of mini email courses. Basically, you pre-sell a free email course on your site which your visitors sign up to. Using an autoresponder series (with software such as [AWeber](#)), a personalised email is sent to your visitor immediately. The next parts of the series are drip-feed to them at the rate of usually one a day for the next 3 – 10 days.

The reason this is so powerful is that through an auto responder series you begin to build a relationship with your visitors which strengthens trust.

Because this relationship been established over a few days and they are receiving good, useful information, conversions rates are generally much higher when you do present your offer compared to when you pitch from a standard sales page.

If you want to know more about this, take a look at [this video](#) at around about the 10 minute mark. He explains it really well.

### *RSS*

With any luck your site building platform should have RSS on new articles. You can leverage this by making sure it pings the RSS aggregators and encouraging people to sign up for your RSS feed.

You can use a service like [Feedburner](#) to track the number of subscribers you have, as well as making it easy. The way you set this up for each site building platform is different so you may need to ask for help on this.

### *Linkbaiting*

Linkbaiting is the process where you write content purely focused on getting links to your site. You can do this by writing articles that push people's buttons (but doesn't turn off your readers), running competitions, providing top 10 lists or making a simple and useful tool.

This can be a bit hit and miss, but when it hits, it can give you a tremendous boost in traffic.

ProBlogger gives an excellent 101 on [linking baiting here](#) including 20 [linkbaiting techniques](#).

### *Affiliates*

I'm going to expand on this later, but running an affiliate program is a great way of generating links to your site. Your affiliates link to your site, plus it gives you an opportunity to submit your sites to affiliate directories (which are mostly free).

## **Correct Linking**

When linking, ensure that you follow best practices when creating the links. Sometimes, only your URL will be allowed to be linked, but if you have control, you should do the following:

- *Create keyword rich text links.* So use your keywords in the links themselves.
- *Mix these linked keywords up a lot.* This makes it look more natural.

- *Don't just link to your home page.* Try to get at least 30% of links to internal pages on your site. This makes your link profile look more natural to the search engines.

## Timing

Another important point with respect to making your link profile look natural: Don't send all the links to your site at once. Steadily keep adding links pretty much forever. Don't just work like crazy for a month on getting links then get no more links for six months. Slowly and steadily grow your link profile.

## Other Low Hanging Fruit

If you've done all of this and you still want to find other free ways of getting traffic, sign up for our award winning affiliate newsletter to get the free bonus report "[77 Ways To Get Traffic nearly all FREE](#)".

This guide covers other ways you can get traffic to your site free. Apply these other techniques only once you've exhausted the ones above.

## Build Momentum

Once you've done this, keep the cycle going. After the first few months of building momentum, you can shift the main focus from building links, and focus more on the production of top quality content. Remember, this is a slow and steady process that requires dedication. Back in Chapter 2 I discussed the mindset required to pull this off. Review that when you find yourself getting slack.

Building lots of traffic requires persistence, but with enough dedication it pays dividends.

**Think of yourself as a traffic-generating diesel engine that over time creates a snowballing traffic stream that simply cannot be stopped.**

Now you've got all this traffic, I guess you want to know the best way to turn it into dollars!?

In the next chapter we'll be digging into this crucial step in Part 7 "The Money". It's going to be a big one, so set some time aside. It may just provide many of you the missing information in your quest for making money online.



## **HOW TO GET MY SITE TO MAKE MONEY**

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Over the last 6 chapters, we've covered a lot of material including niche selection, successful mindsets, planning and starting your online business. Now the fun really begins -it's time to get down and convert your work into cold hard cash.

So far we've covered a lot of material. Most of it directly relates to attracting free targeted traffic to your new website. At some point, we need to turn the traffic into dollars.

In Chapter 2, I outlined the strategy for making this happen. As part of this strategy, I discussed a 3 prong attack for monetization. Those three prongs were:

1. Contextual Advertising
2. Affiliate Promotions
3. Own Product Sales

If you've followed all the earlier steps, you should be perfectly positioned to roll this out. Let's look at how to do this for each prong.

### **Contextual Advertising**

Contextual advertising is simply showing ads that relate to the content on your site. Services like Google AdSense provide this functionality and pay you on a "cost per click" basis.

The amount they pay you depends on the ads they match to your content. They aim to match the most relevant ads to your pages, which in turn generates the highest click-through rate.

If this is a high paying keyword then it works out well for everyone. However, if this is a low paying keyword, AdSense may pay you just a few cents per click.

You need to work out if it's worth while or not for you. I'd rather not be paid at all than get paid a few measly cents to have a targeted person taken off my site to another site. I'd rather try to get that person to take another action that is more profitable for me.

If you're getting paid 40 plus cents per click, then it very may well be worth while. But if you're getting paid less, I'd reconsider your options.

One strategy is to include your contextual advertising in less obvious spots on your site. Put your preferred action in your high profile positions. Google provides a good example of [where your high profile website positions are](#).

By putting AdSense in the lower profile positions, the people you "lose" are probably people whose needs aren't being met on your site and are looking around for other alternatives anyway.

Either way, it's worth testing to see what works for you.

If you are getting good click payments, you might want to look at ways of increasing your earnings. Allan's written [a great article on how to boost your AdSense revenue](#).

You can [sign up for an AdSense account here](#) (if you don't already have one).

## **Affiliate Promotions**

As it's often stated, affiliate programs are a great way to make money online. They enable you to earn money by recommending products that you could not otherwise make money on.

For example, they might give you the ability to earn money recommending golf putters without ever having to buy stock, deal with customer service or pay warehousing costs.

Lots of people hastily throw up affiliate links on their site and just say a little prayer. I would recommend you be more strategic than that.

If you want to really nail it financially with the affiliate programs, you need to go for the jugular. So follow the 80/20 rule again.

You can do this by focusing on the two methods outlined below. If your article isn't hitting on either of these, I wouldn't bother including an affiliate link at all. If you add affiliate links to every article, doing so will dilute your power of recommendation for the articles you DO add an affiliate link to.

Before you write anything, figure out what the article is ultimately trying to achieve. If it's to sell a product via an affiliate link, do it with gusto. If it's to help people and build up goodwill, then also do it with gusto. Never be lukewarm.

When you do write an article for affiliate sales, here are the two approaches I've found work the best.

1) Solve a problem using a "How to" or case study article and recommend the product as THE solution.

In our ongoing golf putting example, there are lots of products available that tell you how to putt better by using mental strategies, laser pointers, putting mirrors and all kinds of putting aids.

You could do a real life case study and let people know if this stuff really works. It might take a bit of time, but if you do it correctly, it can have powerful outcomes.

Before you conduct any case studies it's best to do some keyword research. Figure out how people are searching for this information to ensure it attracts the kind of traffic that will make it worth while.

It can be useful to visit some forums and see what kinds of questions people are regularly asking. When you've finished the article, you can post in these forums in a non-promotional way with a link to your article.

2) The second (and simplest) way, is to write an article titled "X Product Review". Obviously you'll need to you replace "X Product" with the actual product name.

This has a powerful effect. The search phrase you're ranking well for may be low volume, but given that your visitors are looking for reviews indicates they're at the right end of the buying cycle. They're fairly serious about purchasing. Your article should aim to push them over the edge and make the purchase.

If you feel it's a bad product, say so. If it's a good product, enthusiastically and unashamedly say so. Enthusiasm sells.

Many of you are probably wondering how on earth you can write a good review without spending a fortune on buying all the products yourself.

There are a couple of ways you can get around this.

1. Lie and say you've used it. (NOT recommended!)
2. Create a list of products you want to review and if possible, go to a store and try out a demo. You'll probably want to take a notepad and pen to the store to make notes. Don't worry about looking silly doing this. You'll just look like a conscientious customer!
3. Go to Amazon, Epinions and ConsumerReview to check out what people are saying about the product. From there you can parrot back (in unique paraphrasing ways) real reviews. I personally wouldn't pretend that I'm the one who's tried the product, but focus on the features, and then on what others are saying about those features.

Which ever way you go with respect to generating affiliate sales, you need to get a good grip on the art of pre-selling.

Ken Evoy used to sell an excellent ebook on the principles involved with making good pre-sell work. He now gives it away free. It's worth your time to [download it](#), print it out and refer to it regularly (including before writing each affiliate article).

### **Your Own Product Sales**

The first two prongs in this strategy are relatively easy to complete. The third prong is a little more difficult, but potentially much more rewarding.

The fastest and easiest way to create valuable content is to get others to do it for you. I know it sounds crazy, but that's the approach I recommend.

Now this isn't as silly as it sounds. I had a coffee with a guy who took this concept and turned it into a multi-million-dollar business. He ran his business almost like a record label for therapists. I won't give away his secrets, but let's just say he's a smart guy who took a simple concept to the next level.

It's the same concept I'm recommending to you. Find experts in your niche, interview them and sell them as a product, or as multiple products.

Who knows. . . you might be able to find many experts and create a series with this stuff. Find one a month and create a monthly membership site. If you pick the right niche, there are many options to scale this concept and make you rich.

But for now, let's keep this simple and get our first product up and running.

Here are the steps you need to take.

### **Find Your Expert**

Back in Part 5 I outlined how to find your experts. Once you've lined up an expert, contact them to set up a time to talk. You have one of two options. You can call them and record them on Skype (as discussed), or you could get a digital recorder to do the job for you.

Try to use the digital recorder in conjunction with a microphone (if you have one). Also make sure you can transfer the files on to your computer after recording.

I would avoid email interviews because they are too much work for the person being interviewed. Use them only if you're VERY shy.

### **Get A Release Signed**

It's not always safe to assume that by giving an interview, the person has consented to the interview. So it's worth while getting them to sign a release form that allows you to use the interview for whatever purposes you choose.

Now I'm not a lawyer, so this isn't legal advice. But you should consider using something like [this Interview Release form](#) as a precaution. At the very least you should make a recording of you asking permission to use the interview. Make sure you also record their answer! Consider using the same sorts of language as in the Stanford release example.

### **Record The Interview**

The recording of the interview is obviously the most harrowing part. You'll get better over time, so don't worry if your first few don't completely go to plan. Just encourage your subject to do all the talking by asking them questions they will want to talk about.

Here's some [great advice on how to conduct an interview](#).

### **Edit The Interview**

You should consider doing some minor edits on your interview to increase your professionalism. A little effort goes a long way here. The more professional your interview, the more likely someone will buy interviews from you again.

I would encourage you do the following to your interview.

- Remove the awkward moments, long pauses and unnecessary chit chat
- Think about running bass boost filter on it to increase the sound quality
- Grab some royalty free music to add at the start and finish.

You don't need expensive and complicated sound editing software to do this either. You can [download Audacity for free](#), which does everything you need.

Once you've got it sounding slick, [export it as a MP3](#).

### **Transcribe the interview**

If you transcribe the interview, you're offering more value for little extra cost. The transcription can also form the basis of other articles on your site.

Obviously the cheapest method is to do it yourself. If you're a fast typist, then go for it. If not, you should be able to find someone cheap at [Rentacoder.com](#). Just make sure that they have a good grip on the language you want transcribed!

Once you get your transcription back, you should check it through and do some editing for visual improvement.

Then simply PDF it and you have the second part to your product. You can use something like [PrimoPDF](#) if you want to create a PDF free.

You're now ready to sell it.

### **Sign up for ClickBank**

Now you have a product ready to roll. So you need a payment system to take the orders.

My recommendation is to use ClickBank. I recommend them for several reasons (despite their slightly higher costs).

1. It's VERY easy
2. They have a high converting checkout process
3. They have a built in affiliate system
4. They pay the affiliates for you
5. They have a huge pool of talented affiliates to tap into immediately
6. They offer PayPal in the checkout process

7. They 301 their affiliate links so this can help your page rank/SEO

You can [sign up for Clickbank here](#).

You can also use PayPal as your payment system, but you'll only be meeting number 1 and 6 of the above list!

### **Sign up for e-Junkie**

So now you have a product and your payment method. But you also need a system to automatically deliver the product to the customer. You could do this free by redirecting them to a download page on your site. This is the simplest way. However, it leaves your product open for thieves if people discover this page.

You can cheaply and easily solve this problem by using a service like [e-Junkie](#). They provide a whole bunch of really useful sales features, and most importantly automated delivery of your product and protection from thieves.

### **Write a Sales Page**

Once you've got all the technical elements in place, it's time to write a convincing piece of copy. Make your prospect get all giddy and feel like their life isn't complete without being your customer.

As I've said many times over, copywriting is an art you should aim to perfect for the rest of your life if you want to make money online.

I'm not going to try to cover something as important as learning how to use your words to sell. You're better off reading a good book on the subject. Again, Ken Evoy has [a free product that will get you up to speed](#). Otherwise, have a look on Amazon for some other ones. I quite like "[The AdWeek Copywriting Handbook](#)" and "[Web Copy That Sells](#)".

If you follow these instructions, you've got all the ingredients in place to be successful.

If you took on [NPC](#), try out their sales letter writer. It allows you to create a sales page using proven techniques in a matter of minutes. Just input your basic information into the wizard and it will generate a custom sales page for you instantly which you can download and put on your website.

In the final chapter of this ebook I'll guide you through what is often the hardest step: Having everything in place, pushing forward and growing your business.



## **HOW TO GROW YOUR WEBSITE INCOME**

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Within the first 7 chapters I've been outlining the plan of attack for making your first \$1000 a month online. Completely from scratch. Chapter 8 of this series will help you push through the difficult times to see your site reach its potential.

Allow me to review a few of the assumptions that are the premise upon which I have written this ebook:

- You will have 5-10 hours a week to work on the business.
- You'll have very few, if any, technical skills.
- \$400 to invest.
- A willingness to work hard, stick to a plan and resist distractions.

If you've followed through and taken action on my instruction you should now have:

1. The right mental attitude to pull this off.
2. Selected a niche topic with the "right stuff".
3. A traffic pulling website with at least 10 articles on it (and growing).
4. A strategy and process for converting that content into dollars.
5. An info product you are selling that helps out the folks interested in your niche topic.

If you've got all of that together, you should be very happy with yourself. You've worked hard and you've achieved something that most people lack the discipline to do. Well done.

However, I warn you. This is the most dangerous time for your new business. If it's anything like 99% of other projects of a similar nature, there still isn't much happening on the income side of things. It's often very disheartening.

You may be feeling a mix of emotions including:

- Did I select the right niche?
- This isn't worth the time I'm putting in here.
- The economy must have caused this not to work.
- Maybe my design isn't right?
- I'm not cut out to make money online.
- This sucks.
- Jay sucks.

This is natural. It's the nature of traffic.

We know because we've seen it over and over again. As an example, we followed this same methodology for a site of our own. The first month saw just 11 people visit. The second month just 39. Pretty disheartening stuff. In over 8 weeks we'd seen just 50 people hit the site.

However, by just keeping at it we started to see growth. By the third month we'd had around 1300 people hit the site and by the eighth month we cracked 10,000 visitors.

Many people who witnessed the same kind of stats would have given up at the end of the second month. It's hard to make much money off 50 people in 8 weeks. Nonetheless we didn't give up. We just kept plugging away at it until we saw some solid growth.

Once you see your site growing fast, it's a strong motivator. When you see your site making money, it's an even stronger motivator.

### **Mental toughness**

But the hardest part is keeping the pressure on when no one's visiting your site and you're not making a cent. This is why I created this chapter. You need to keep pressing through and have some mental toughness to keep doing it.

It reminds me when I used to race mountain bike cross country. These were normally hellish 2.5 hour races that were comprised of 7 laps. The starts were absolutely furious as you were in the red zone just trying to establish your position. Your heart rate was through the roof and your legs were full of lactic acid.

However, this first lap wasn't the hardest part of the race. The second lap was.

In the first lap your mind was ready to fight and your body fueled with adrenaline. However, in the second lap your body was paying for the first lap's punishment. Your mind was saying, "I can't do this . . . I've still got 6 laps to ride and I'm feeling like I could die . . . maybe I should stop."

It was easy to dig yourself into a mental hole and feel like pulling out.

But then as you complete your second lap you begin to settle into a rhythm. Your body recovers and you get some momentum. As you begin to pass other people you get your confidence back and those mental doubts go away and you refocus on the task at hand.

If you've completed all the steps in parts 1-7, you're probably hitting lap 2 about now. Keep focused. It will only be a matter of time before you see some positive results.

### **Building momentum**

In the meantime, I recommend you keep following the formula of building momentum I outlined in Chapter 6, "The Traffic".

During this period I recommend setting yourself the following goals. It will help you get through this little rut.

- 1) Write 1-2 articles a week (following the principles in Chapter 7).
- 2) Get 2-4 new links a week (following the principles in Chapter 6).

Just consistently keep doing this. Do it without expectation for at least 6-8 weeks. If you're still not seeing growth then I would bet that you are doing something on your site that is actually inhibiting traffic.

Check the following:

- 1) You're not doing anything that violates the [Google Webmaster Guidelines](#).
- 2) See if your site is being indexed correctly by using some of the [webmaster tools](#) provided by Google.
- 3) Ensure that you have links pointing to your site.

Once you've started seeing some growth, you'll feel more motivated to keep driving forward.

The **basic formula for growth** is easy. Simply:

- 1) Develop more content on a more diverse keyword group that people love and want to link to.
- 2) Develop more content that can be monetized via affiliate links and your own product. For example via reviews and case studies.
- 3) Improve your sales letter for your product by writing more compelling content, adding testimonials and building trust. Remember, if you can take your conversion rate from 2% to 4% you can double your income.

If you methodically follow my advice there really should be no reason why you can't reach your \$1000 a month mark. Of course you can use this to have an amazing family vacation each year, start a college fund, support a new member of the family or really whatever you wish.

Perhaps you don't want to dream big, but it is very possible to earn much more than your \$1000 a month. The next major hurdle is to take your site from a part-time income, to a full-time, day job replacing income.

The simplest way is to focus on the 80/20 rule as much as possible and automate this process as much as possible by outsourcing the processes. Simple mathematics say that if you could replicate this 10 times or make 5 sites twice as profitable, you can earn \$10,000 a month.

This would be a dream for many folks and could be a good pathway for you.

### **Closing challenge**

In closing, allow me to remind you that there's a big difference between knowing what to do and doing what you know.

While I've shared a great deal of practical knowledge within these chapters, action alone produces results.

So now it's over to you. I encourage you to take massive action towards your online success.

All the best

Jay Stockwell.