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Chapter-1

Affiliate Marketing Through Clickbank

How to Use Clickbank for Success?

The concept of using Clickbank network for affiliate marketing has become increasingly popular among online marketers due to its positive and sure results. Every marketer is taking interest and making use of options of advertising digital products offered by Clickbank to ensure positive results and these results are, of course, making money. The reason is that Clickbank takes care of all major and minor details of your marketing campaigns.

The screenshot shows the Clickbank interface. At the top, there is a navigation bar with links for Customer Service, Marketplace, Logout, and a search box. Below this is a secondary navigation bar with Account Home, Account Settings, Reporting, and Resources. The main content area is titled "Transaction Search" and contains a search form. The form has fields for Receipt, Start, End, Last Name, Email, Item, Publisher, and Affiliate. The Start and End dates are set to 2007-11-15 and 2007-11-17, respectively, and are circled in red. There are also checkboxes for various transaction types like Sale, Bonus, Refund, Chargeback, Bounced, and Charges. Below the form, it says "Found 164 items, displaying 1 - 100. Total (all results): \$6,695.29". A table of transactions follows, with columns for Actions, Date, Time, Receipt, TID, Pmt, Txn Type, Item, Amount, Publisher, Affiliate, CC#, St, Last Name, and First Name. The first row of the table is circled in red.

Actions	Date	Time	Receipt	TID	Pmt	Txn Type	Item	Amount	Publisher	Affiliate	CC#	St	Last Name	First Name
	2007-11-17	12:20	8HBxxxxxx	SURVEYS	PYPL	Sale	2	\$23.50	SURVEYSC		US	NY		
	2007-11-17	10:49	8VGxxxxxx	SURVEYS	PYPL	Sale	2	\$22.84	PAIDETC		US	CA		
	2007-11-17	09:49	YN9xxxxxx	SURVEYS	MSTR	Sale	2	\$23.50	SURVEYSC		US	CA		
	2007-11-17	11:58	FLJxxxxxx		VISA	Sale	2	\$22.84	PAIDETC		US	NY		
	2007-11-17	06:57	YQ5xxxxxx		MSTR	Sale	2	\$22.50	PAIDETC		GB			
	2007-11-17	10:12	M1Vxxxxxx		PYPL	Sale	2	\$22.50	PAIDETC		GB			
	2007-11-17	11:48	M1Vxxxxxx		PYPL	Sale	2	\$22.50	PAIDETC		GB			
	2007-11-17	03:33	4NZxxxxxx	BLOGGER	VISA	Sale	1	\$33.41	IMARICHKID		GB			

Clickbank's best selling point is that you can easily sell and promote your products without any hassle. It is definitely one of the biggest networks of digital products in the world in online marketing. One major distinguishing factor that separates it from other networks of digital products is its commission program through which you are able to earn money.

The percentage can go as high as 75 percent if an actual sale occurs through anyone's referral or word of mouth. And this is what you need here that is earning as much as possible through affiliate marketing.

Being a marketer, you need to follow the right path to achieve positive results by taking the following steps into account. These steps are very simple, yet highly effective in terms of making money through affiliate marketing.

1. Identify Your Target Market

You should know the specifications and details of your target market so that it is easier for you to segment and select that right target customers on the basis of their needs and wants. You should be able to identify the needs and cater them accordingly.

If you do not know the needs, you may end up selling them wrong products, which will result in loss of time and money. Once you know customer's requirements and demands, it becomes easier to satisfy them by providing right type of product at right time so that they actually make a purchase as they are in desperate need of the product.

2. Understanding the Mechanism of Clickbank Affiliate Marketing

Every marketer should know the steps of getting connected to Clickbank for its effective use and marketing techniques. You can easily make an ID and then select the product that tends to satisfy the needs and demands of your target market. Look at the Clickbank page where you are to register yourself before using it. It is easy to register on Clickbank.

Home | Sign Up | Marketplace | Order Help | Blog | Log In Search

CLICKBANK Sell Products Promote Products Buy Products About Us Help Center

ClickBank Signup Form [Aide / Hilfe / Ayuda](#)
English

Use your mouse, or *tab* and *shift* tab to move from blank to blank.

*** Required**

Where shall we send your checks?
 Country: * UNITED STATES
 Payee Name: *
 Street / PO Box: *
 Suite or Apt #: *
 City: *
 State / Province: ALABAMA
 Zip / Post Code: *

How can we contact you?
 Your first name: *
 Your last name: *
 Your email address (example: joe@aol.com): *
 Email address confirmation: *
 Your preferred language: * English
 Your phone number (required!): * ext:
 Address of your Web site (if any):

Select an account nickname for your new account
 Account Nickname * (5-10 letters & digits): *
 Check here to receive targeted, account specific promotions from ClickBank via email:

* the account nickname you choose will be the "ClickBank ID" for your account. It will be visible to the customer every time we sell one of your products, and will appear on the memo line when we send you a check. Keep in mind that the account nickname cannot be changed once your account has been opened.

Client Contract - Please read the client contract below and accept the terms and conditions.

After selection the most important and technical step is to provide a link or connection in your discussion forum, blog or promotion on your website that would connect the customer directly to respective company's website for further action.

Once the customer makes a purchase Clickbank will pay you the commission accordingly so it is a win-win situation for both the sides.

3. Increase Traffic to Your Website

This step can play an important role in success or failure of your marketing program. Bringing relevant traffic to your website is as important as knowing them. Once you know what your target market is, you can easily attract the customers by offering the relevant products and data.

You have to identify the target market having requirements to be fulfilled so that you target it with right product offers. Increased relevant traffic to your website definitely means successful deals and purchases by customers.

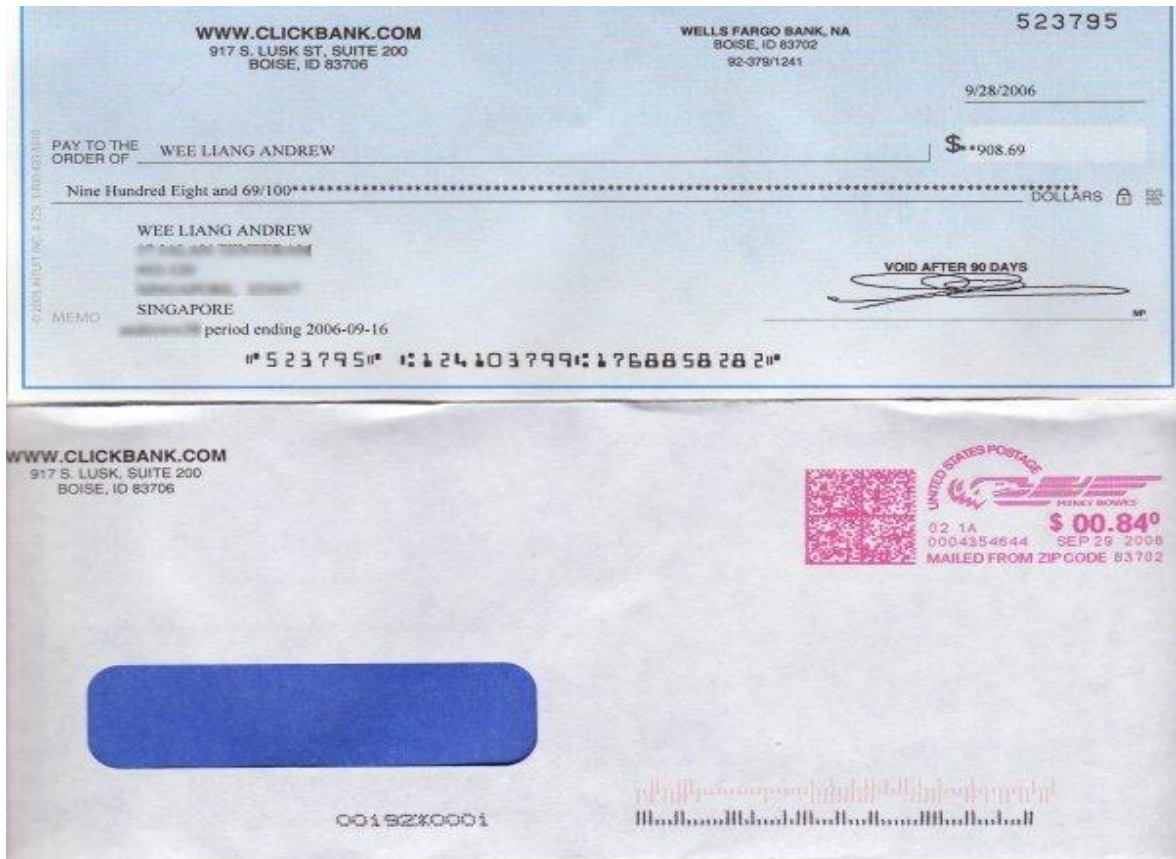
The screenshot shows the ClickBank website interface. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, Log In, and a search box. Below this are buttons for Sell Products, Promote Products, Buy Products, About Us, and Help Center. A language dropdown menu is set to English. The main content area features a section titled 'Vendors: Here's How It Works' with a sub-section 'Step 1: Create a Digital Product'. This section includes a text block about a vendor named Veronica who creates an e-book and a website, accompanied by an illustration of a woman at a computer. To the right of this section is a 'Sign Up' button with a play icon and the text 'Click here to get started!'. Below the sign-up button is a 'Vendor Checklist' section with links for Log In, Vendor Help, Selling Basics, and Vendor Checklist. A 'Why ClickBank?' section is also visible, listing benefits such as 'Easy E-commerce', 'Massive Affiliate Network', 'Reliable Reporting & Payouts', 'Automated Payments to Affiliates', 'Global Reach', 'Secure, reliable payment processing', 'Low start-up costs (one-time \$49.95 product activation fee)', 'Industry-leading fraud prevention', 'No merchant account required', 'Accept credit cards and PayPal', and 'ClickBank provides customer support'. At the bottom of the page, there is a footer with copyright information and a disclaimer: 'ClickBank is not a chartered bank or trust company, or depository institution. ClickBank is not authorized to accept deposits or trust accounts and is not licensed or regulated by any state or federal banking authority.'

Increased traffic means increase in relevant traffic because if it is just a traffic then it is not going to be useful to you since they do not need what you are offering them. The traffic has to meet your specifications with respect to the products that you are providing.

4. Money Making from Clickbank

Affiliate marketing through Clickbank may seem difficult and complex to many marketers in the beginning, but as you learn the steps there is nothing more easier than this form of marketing and promotion of products over the internet. With easy to follow guidelines, marketers can implement their affiliate marketing program without much hassles.

Affiliate marketing is based on very simple concept in which there is a middleman, buyer and actual seller of the product. The best part is that each party can derive benefits and money if the campaign is successful. Most importantly, the intermediary or agent, in-between are responsible for carrying out promotions of the products through blogs and posts, and can earn commission if any of the recommended product gets sold. You could also play the same role of earning commission as an affiliate marketer.



You must be wondering about how it works and why is it easy to derive benefits from it. It is easy to understand and make money through affiliate marketing. Marketers can easily access and increase its reach to potential customers and buyers through their affiliates who do the marketing of products.

In return, your products get sold and affiliates get paid in the form of commission. Marketers are getting new customers through this channel while affiliates are getting paid for their marketing effort for someone else's product without taking the risk of investing their own capital or funds.

There is lot of room to play and market from various options of products mentioned in the list of Clickbank. Anyone can learn to be an affiliate marketer since there are no prerequisites or need of qualification and education. You just need to know the basic concept and mechanism of affiliate marketing.

In the initial phases of implementation, any affiliate may find it difficult especially if you fail to understand the very basics and importance of following rules which you need to learn.

1. Select Your Target Audience

You should do extensive research on what is in these days or what is the hottest selling product in the current situation to take full advantage of the situation. Once you know who the buyers are, it becomes easier to find the respective product. Instead of switching from one market to another, it is always recommended to stay with one for a considerable period if you really want to derive benefits from any campaign.

If you keep on switching from one to another, that would only be a waste of time, money and energy. Research, consistency and patience are the keys to successful affiliate marketing. For instance, these days there is lot of hype about weight loss programs, pills and products in the market since people have become more aware and self-conscious about their personality and disadvantages of being overweight.

2. Select Respective And Suitable Product For Your Niche

This step also needs well-organized research regarding what type of products or brands are preferable by your target market, and which are popular and most widely used. Try searching through the database and affiliate network of your choice for the suitable product, which can be easily promoted and sold. You can choose from various options of affiliate networks, Clickbank and Commission Junction are among the good ones with variety of digital products and options to select from.

Once you get registered with any such affiliate network, you will be provided with a link and hidden ID. You can later on use that link to direct your website traffic to the relevant product website. It is always better to have more links meaning getting registered with more than one affiliate marketing network for the relevant product. More variety in products means more customer traffic. Customer's needs and requirement can be met by different variety of products so you should always keep it more and relevant to the needs and wants of your target market.

3. Promotion Of Your Product

After selection of your target market and relevant product, last stage is to promote and market your product effectively so that it gets maximum exposure and access to your target market. One of the most basics to promote is by starting your own blog or discussion forum where you can talk about the relevant topic or issue and include your link in it. Relevancy of link to the topic is very important and plays an important role in bringing right type of customer traffic to the website. If there is no relevancy between your product and content of blog or website, you might get blocked by many search engines or thrown out for spamming.

Article marketing is another very effective medium as you can write articles related to your niche and provide your readers with relevant link to the website. Many online magazines and articles website support and encourage such form of affiliate marketing, as it not only increases their popularity, but also the number of potential readers.

Websites that provide definitions or answers to your questions can also serve the purpose effectively. Since there are millions of customers who use these websites for find answer s to their question. Marketers can easily provide their link in relevant answers to the questions and get access to their potential customers who are already searching for the answers and trying to decide whether to buy the product or not.

This last option is one of most popular mediums for getting traffic since you do not have to spend any money on the making of your website. You can use these websites to promote your product without worrying about the traffic. These websites are daily bombarded with requests and queries so there is no limit.

Chapter-2

How to Develop Sniper Sites?

What Do You Mean By Sniper Site?

Sniper as the word suggests means to target or kill with precision and accuracy in a single shot. They are basically trained to shoot at the specific target without any room for mistake or confusion in less time. They are efficient and effective. The whole process of targeting and then shooting takes place by hiding somewhere safe so that no one feels their presence.



It is funny but this concept and idea of sniper site is somewhat similar to sniper expert shooters.

This idea was generated by Google where sniper site tends to target one important keyword only and not few. The main purpose is to get less, but good and relevant customer traffic to the site so that they easily convert into your buyers. Many websites today do not believe in using back links for the purpose as they do not prove to be that effective. Google especially keeps on changing its rules and regulations regarding Search Engine Optimization [SEO] techniques if you want to rank high in the search results. Marketers should make sure to align their website well optimized and stay up-to-date.

Developing Small Sniper Sites

Though there are many software programs to help in building small sniper sites, Google is one of the best that serves the purpose with efficiency.

1. Other Options

You have other options of bringing relevant customer traffic such as having multiple blogs and a website, but the opportunity provided by Google sniper is definitely one of a kind and helps in bringing quick results without wasting your time and effort. It not only results in positive outcome, but also increases your revenue and profit in the long run.

Google's strategy of affiliate marketing is based on having more than one small site which targets an important and single keyword. Each of these sites will have a single keyword that is different from the others. Your website can be as long as 5 to 6 pages with relevant contents in it.

If you are really interested in starting off with your own sniper site, the very first step is to get registered to some affiliate network with variety of digital products such as Clickbank or Commission Junction where you can easily become a member for free as there is no registration or joining fee if you want to take an advantage and access their marketplace full of attractive products. You have already gone through the first chapter regarding Clickbank affiliate marketing.

It is recommended as a beginner you should start with Clickbank affiliate network of products. They sell products based on information that are digital and well supported and complemented by Google's sniper program.

2. Selection of Relevant Product

Selection of relevant product is the next most important step. You have to keep two things in mind while making the selection.

- I. It should be something that has suddenly become popular in the market and almost everyone is talking about it.
- II. The hype of the product will make it easier for selling.

The first requirement of the selection is the price that should be at least \$20 and the second thing is gravity that should be 20 which means at least 20 people or

affiliates of the network should have sold the product at least once. That sale must be in the last 2 months and not before that.

It is always better to select products that fascinate or attract you personally. Or it could be something that you yourself would want to take up. For instance, if you like gardening you can research information related products available in affiliate network.

3. Relevant Keywords

The next most important step is research of relevant keywords so that you can bring relevant customer traffic to your website. There is more chance of targeting the right niche or market if you select your keywords that are closer to customer's buying process so that any action on the part of customer results in purchase of that product.

Try to include the name of product or any other terminology which is one step away from the purchase process so that you hit on the right spot without directing or redirecting customers to the respective website and prolonging it further.

4. What To Do With Competition

Worrying about competition will not do you any good. Since affiliate websites are easily accessible by everyone, competition will always be there. The thing that really matters is how well optimized your website is with respect to search engines or what Search Engine Optimization techniques you followed while creation of your web pages.

It is better to concentrate on one sniper site at a time instead of getting distracted by more than one site. Once you have created a well-optimized site that ranks high in Google, all you have to do is maintain it by posting relevant and informative content every now and then. Maintenance of website will only require few minutes every day to check for its ranking and relevancy of content.

If you want to use Google sniper for your website, the very first thing that has to be done is finding a web host for the keyword that you have selected and then get a domain name that is easy to remember. Though you can use any domain like .org, .net etc., .com is the best as it is easily remembered by customers.



Last and most important is to follow the SEO techniques with respect to Google's latest rules for attaining high page rank. One of the best ways to do this could be through small blogs about a niche topic with AdSense or Clickbank Ads that generates money. This also involves putting keywords in all the important places of your content such as headings, sub headings and title etc. so that it is easier for Google crawlers to read and detect the keywords.

Chapter-3

Develop Offline Marketing Strategies for Your Website

It has been seen that marketers are always busy building online marketing strategies to attract customers and to increase traffic to their websites. However, when we talk about marketing as a whole, the importance of offline marketing techniques cannot be ignored.

You can draw and reach your offline customers through a number of offline techniques that are easier to implement at less cost and expense. You can spread word about your organization through some cost-effective offline marketing techniques.

Following are some of the most commonly used tactics and ideas that are good, but rarely used by marketers in promotion of their products and services. Before using these ideas, you might ask why would I want to spend time and energy in targeting such audience when I can deal with them offline? The answer is short and simple. Most of the people log on to internet or check out products after their working hours in the evening.

Reaching Offline Customers

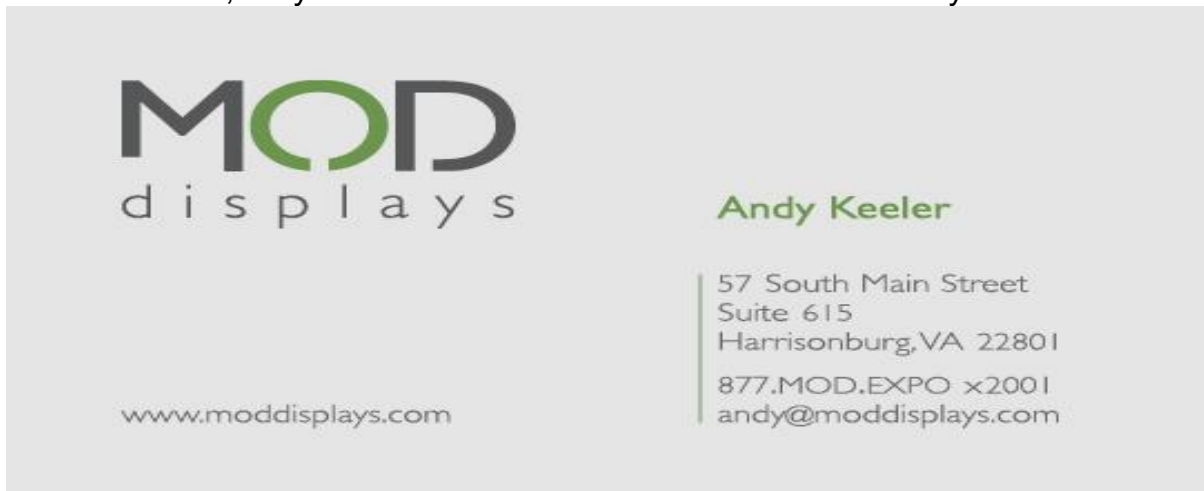
Many businessmen find time in the evening for all their online activities. Many important decision of buying or purchasing something valuable are also made when customers are at peace in their homes, later in the evening.

You will not only reach your offline audience, but will also access those customers who you have never dealt with in the past or they are completely new to you. If you try following the guidelines and techniques in the right manner, the customer already familiar to you have the option to select your product.

Use of Business Card

Always mention your website address on your business card so that customers know that you can be contacted even after working hours. This accessibility option through your website should be made public and common to all through some offline mediums of marketing.

Once your customers know that there are no restrictions of time and they can easily get the required information even after their working hours at their own convenient time, they are more attracted and motivated to visit your website.



Using Odd Methods to Spread Word

Another more exciting and easy way of reaching out to your audience is through putting up advertisements or decals of your company on your company's transport, trucks or vehicles etc. it is a very convenient method of getting access to your target audience just by driving in their respective blocks or area.

It can be inexpensive and expensive depending upon your requirement and budget, the choice is yours. You can opt for an inexpensive billboard and keep it simple like text without any pictures. Any type of artwork, drawing or designing will increase the cost accordingly.

Offline Advertising

A very effective offline marketing tool is to contact advertisement suppliers to provide you with a sample advertisement as a first step so that you being the advertiser can judge its success or failure through an in depth study and research.

Advertisement suppliers provide you samples in exchange for the results that any advertiser might get. They would want to know everything about your campaign and results.

Live Interaction [Real Meeting]

You can always attract and engage customers through live interaction with them. This can be easily done by offering them with an option of speaking to you through live calls or video conferencing. You can direct them towards the required web page or product information so that they can read the details themselves.

Additionally, live calls will keep them connected to you in case if they have any questions or queries regarding that product or service. Therefore, after guiding them to a certain page, you should always be prepared to answer customer's questions.

Press Releases

You can also promote your latest products or upcoming services through press releases by creating a separate section in your website and providing your offline audience with it's link so that they land on the required page directly.

Shirt Printing

Another interesting way of offline marketing is done through printing or your promotional material on staff's T-shirts so that everywhere they go, they take the message with them and make it public.



Microsoft for instance, provides T-shirts with their hyperlinks on it to those who pass their online test or exams as a gift or souvenir. Sponsoring of events can also do a very good job in making your company more visible.

Odd Ways

	17
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Other minor tools include promotional items like pens, mugs, caps with company's logo or hyperlinks on them.

Using Billboards

Billboards are also an important way of marketing your company and providing all the required information like website address, email, telephone numbers etc., to all those who are passing by or on the move. Even if they do not visit your facility, they will definitely visit your website when they get time if they are interested in any of your products or facilities.

Always check and comply with your area's rules and regulations relating to putting up banners or signboards.

Above mentioned details and offline marketing tools are enough to make you understand the pros and cons if you want to undertake any of the techniques for your company. Importance of offline marketing tools cannot be overlooked since they provide you with an economical and inexpensive option of marketing your products. You can easily witness the success or get quick feedback in less time and cost. You can see the results and outcomes of your investment in terms of money, time and energy in a small span of time and prepare for future marketing investment accordingly.

Chapter-4

CPA-Based Advertising Techniques

Using CPA

CPA advertising such as affiliate marketing provides you with guaranteed opportunity to earn money by promoting and advertising someone else's product. All you have to do is gather required information and data regarding your target market such as location, email address and customer's names. The right time for promotion of product is when the company is ready to sell it off in the market.

In order to join the CPA network or become affiliated with it, you need to get registered to the site. One of the main requirements or pre-requisite for becoming member of CPA network is to either have a website, or your own blog through which you would be promoting the products. Do not forget to align your website or blog according to rules set by CPA network optimization techniques, if you really want things to work out in your favor.

Selection of Suitable CPA Network

This is the most crucial decision which can make or break your long term plans of making money online. Opting for the right CPA network is of utmost importance since there are so many companies involved in scams and trying to fool you with their fake online presence. The best way to select a genuine CPA network could be through review sites where you will find numerous reviews and comments on CPA network.

Through opinions and reviews of others, it gets much easier to make a decision since they have already been through the experience and know more than you do. You need to do proper planning and look at marketing strategies to help you out in finding the right CPA network to do the job. And only an in depth research and detailed analysis of CPA networks can make it possible without wasting any time and energy on fake websites.

In order to take full advantage of CPA marketing techniques, you must know the basics and other important details that might support your decision of earning money on the side.

Following are some important steps and guidelines that will help you in undertaking the CPA advertising techniques.

1. Selecting a CPA network

It gets confusing and difficult to make a choice while selecting the right CPA network and getting affiliated with it, since there are so many CPA networks operating in the world of online marketing. Do not forget to check out the market reputation of respective CPA network before becoming affiliated with it. The names of some of the best CPA networks, present online are Azoogle Ads, Maxbounty, CPA empire, NeverBlueAds and Hydra media etc.

The screenshot shows the Epic Direct website. At the top left is the Epic Direct logo. To the right is a Member Login form with fields for Username and Password, and a Login button. Below the logo is a navigation menu with links: Home, Contact Us, About Epic Direct, Clients, Epic Advisors, Publisher Tools, Legal, Contests, and More Links. The main content area features a large banner with the text "ONLY BIGGER" in large, blue, 3D-style letters. Below the banner are two sections: "Advertisers" and "Publishers". The "Advertisers" section has the text "Targeted, worldwide traffic on virtually any platform. We believe that we are only as good as the company we keep. Therefore, we pride ourselves in working with online advertisers of all shapes and sizes, many of whom are the leaders in their respective industries or channels." and a "Learn More" button. The "Publishers" section has the text "Largest selection of exclusive campaigns. With the Epic Direct Network you can maximize your online revenue by promoting the best converting campaigns on the web from our vast network of quality advertisers." and a "Learn More" button. Below these sections are logos for "Our Clients" including mindspark, Jenny Craig, and GAMEVANCE. At the bottom, there are three boxes: "Better Business Bureau. ACCREDITED BUSINESS BBB Rating: A+ as of 3/24/2011", "Learn More About Epic Direct. To learn more about why you should work with the Epic Direct Network select your traffic type in the drop down box below:", and "Check Application Status. Click below to check the status of your Publisher application." with a red "Application Status" button.

2. How To Select From Variety Of CPA Offers

After selection of relevant CPA network, choosing from a variety of options and offers presented by different CPA advertising networks is another important task. At the end of the day your purpose behind all this hard work is to earn maximum amount of money and that is possible if you make the selection with utmost care. Firstly you should select that CPA offer which is bringing you up to \$10 maximum and \$5 on the minimum side, and secondly, you should become affiliated with products that do not require detailed subscriptions or registration. The overall process should be convenient and easy to follow.

3. Test the Waters

It is really important to test your website's performance through driving customer traffic by free techniques initially. You will get an idea if it is worth investing in other paid methods of bringing relevant customer traffic to your website or not.

The easiest method for driving free customer traffic to your website is by making it viral through youtube. You can post a video and it should be strange or funny enough to catch customer's attention. Once you get a good response you can try out other video sharing websites as well to get increased exposure and attention.

4. Employ Economical And Inexpensive Methods For Driving Traffic

Another easy way to bring traffic to your website is by availing services from various online programs like Using Adbrite, Adbugs and Buyrefits to name a few. Always remember that selection of relevant customer traffic should be based on your criteria other wise your website will receive traffic but not relevant traffic.

5. Repetition

After managing and planning for a successful Cost Per Action Advertising Campaign and getting positive outcomes, it is time to move on to the next one. The next campaign should include a different CPA offer but similar steps and procedure so that you carry on this business with stability.

Make Money For Real

It is about time that you come off all those fake offers and promotional programs that promise to make you a millionaire or suggest that you can make thousands of dollars in a month just by filling in some forms. You must be tired of hearing those get rich quick techniques advertisements or e-books that claim to make you wealthy in a day. The ideas that have been laid out in this article are far more real and practical then those scams. And you can actually earn and have a career on the side by following the above mentioned steps and guidelines. Unlike other methods that ask you to pay certain registration or joining fee, all the information that have been laid out here is for free and you do not have to pay a single penny to start your very own online career.

Earn Money through Gateway Content

This is yet another way of earning some extra bucks on the side, especially if you have a website that contains informational or entertaining videos that people want

to view. You can put up a requirement of filling up this survey form by the viewer before the video actually starts playing. The survey forms are basically provided by affiliate marketing websites and they pay you commission every time your customer completes the form before watching the video. This is done by the CPA lead program and you can put Gateway or protection in front of any video or content that you want.

Mechanism of Gateway Content

You can add gateway to your website or blogs very easily. It is presented in the shape of a frame that customer needs to interact with or do some action if he wants to view the content of your website. A normal survey lasts for about 4 to 5 minutes so that the customer does not get frustrated and leave your website. Every time that frame appears and a customer fills up a survey form, you will get a dollar or so from the affiliate website for whom you are getting those survey forms filled. Basically, you are earning without any investment into the program. CPA lead is one of the best services for the purpose and does not require you to pay a single penny.

You only have to make a blog or post with a few links and code in it that will automatically convert your visitors and make them fill up the form in order to unlock certain content of your website. Now it is your decision whether you want them to view a certain page or section or an entire website after they are done with filling up the survey form. It is a customized and flexible program that you can merge and incorporate in your website easily while it takes care of the rest of the process by itself.

Chapter-5

Developing Information Product for Selling

Planning and making your own product is possible in the world of digital marketing since online customers are always on the lookout for easy way out and do not want to go through hassles of checking offline stores and markets when they are getting similar information and stuff online.

You can easily create digital or information products of your personal interest. As it is much easier to gather data and create when it is related to your hobby or something that you always wanted to do in your free time, it is easier to sell it. Some of the popular examples of such information products are e-Books, videos, webinars, audio etc. If you know the subject and are expert in it, it is very easy for you to develop one of the above mentioned digital products.

How to Create Information Products

Following are some easy steps and guidelines for undertaking the creation and development of information products.

1. The very first thing that you should do is jot down all the ideas and information that you have and something that interests you. If you are qualified, experienced or knowledgeable about some field or subject then it is better to opt for that topic.
2. Get a credit card processor and shopping cart software to make the buying and selling process smooth and easy for yourself and the customer.
3. Now you can do as much advertising and promotions as you want through SEO techniques or paid advertising services.
4. The second step involves implementation of your ideas that is converting them into a video or audio so that they are accessible by customers.
5. This step is a little more technical since it involves making of website so that you can sell and promote your product.
6. You can do the promotion and selling on your own but you also have the option of availing services of affiliate marketing network if you want support.

Meaning of Information Products

Information products are basically digital products that are based upon knowledge and information and can be delivered in the form of e-books, videos, audios or reports.

Such products are also popular by the name of digital products since it is not something tangible. On the other hand it tends to pass on information from one person to another and increases the knowledge of the person who receives it. Therefore, it can also be called a knowledge-based product.

For instance, a very good example of such a product could be an email or tutorials sent to your customer or user. Since that email contains valuable information or guidelines, it is definitely an information product. Documents or files that contains information falls under this category and qualify for an information product.

Viability and Functionality of Information Product on Internet

1. Such products are easy to promote and market online since they require almost no financial investment. Only your personal knowledge and resources will come in handy and prove useful in this case.
2. The only thing that you will have to do is get an easy domain name for your website through a web host company and convert your information into PDF format through Acrobat so that they are easily accessible by your users or customers.
3. You can easily make as many duplicates and copies of the files as you want since making online copies is not an issue and does not require you to pay, it can be done free just by copy pasting the material.
4. Information or digital products are just pieces of information that exist in your hard drive. They are not tangible or do not occupy space. Therefore, there is no cost of maintaining inventory or space that you normally require in case of physical goods.
5. Since they are electronically transferred to the customer, there is no shipping cost involved.
6. There cannot be any delay in delivery and purchase of the information product. Everything can be done online, smoothly without any hassle of shipping or delivery issues.

There are unlimited benefits of creating and promoting such products since they require less time, energy and finances. And you can have your very own business that is easy to maintain and control.

Physical goods are difficult to manufacture and maintain since they need proper raw materials and involve huge cost and investment. You will need to hire a good manufacturer which also involves finances. Once the product gets manufactured you will have to arrange for a space and hire someone to maintain and keep a check on your inventory. Each step requires lot of resources in terms of labor and money. Shipping is going to be yet another issue which has to be handled professionally so that the process is not delayed and customers gets the delivery in time. All this has to be done with proper and organized manner and for that you will have to spend money and effort at each stage.

In contrast to the above mentioned issues and problems related to tangible goods, information or digital goods are far more easy and inexpensive to create, maintain and sell. And the best part is that all can be done by you alone, no need to hire or invest into anything else.

Few Setbacks with Information Products

Information products though more easy to create and sell do have some setbacks especially when you analyze it from the customer's point of view.

When customers are about to purchase an e-book the very first thing that comes to their mind is whether it is going to be full of writing and spelling errors or not, or if it has all the required information in detail or not. Normal books that we buy from a store are checked for such mistakes professionally before they come in the market and it's also much easier to carry them around in your purse or bag when traveling.

Another reason for disliking information products could be that some customers want to have something physical in their hands. Many people would like to own something that they can hold and show around to other people in much presentable form. They like going out and searching for books in stores before making a purchase.

Increase their Perceived Value

Since they are not something physical, you can remove the effects of the above mentioned disadvantages by offering customers value for their money or purchase.

This can easily be done by providing them with the first few pages of the book for free so that they have an idea of what it is all about and what the style of writing is like. Reviews by other customers can also play an important role in showing off

the value and importance of your content and book. You can offer part one of the book for free and put the rest on sale. Providing them with an option of money back guarantee if they do not like the book will also add to the perceived value of your information product.

Last but not the least, is the setting of the price. Always sell your information product at a reasonable price, which is neither too high nor too low, that people might start thinking what use could it be of if it is so cheap.

If you want to take a shortcut when creating an info product you can also get Private Label Rights products. You can instantly claim authorship of a PLR product making it much easier to have your very own product.

To learn more about making real money with PLR products check out [IM PLR Elite Club](#).

Chapter-6

How to Make Money through PLR [Private Label Rights] Content

Are you one of those people who are trying to earn extra money with the help of PLR articles, but unable to do so due to restrictions and limitations? Have you tried buying a lot of PLR content to make reports and e-books, but found nothing useful and relevant in it as claimed by the website? By now you must be tired of all the hype about PLR data available online and you've spent hundreds of dollars on nothing but junk which is of no use to you. You must think that there is no genuine useful PLR content available and it is just a marketing gimmick or scam to confuse people and make them spend money. Do not fret as now you are about to find out about some real ways to utilize real PLR content for your business.

Meaning of PLR content

PLR basically stands for Private Label Rights content that can be used in any way you want. There are no restrictions on using the content or rewriting it the way you want. You can own the data by putting in your name and links for marketing purpose. In any case, if you do not want to rewrite the data completely, it can also be used just the way it is by changing just few lines, by adding or taking things away. There are no limitations to what you can do to make it your own. PLR data can exist in any form from articles, reports and e-books to audio and video.

How Does It Work?

Apparently, PLR data seems to be one of the easiest ways of making money online as you hardly do anything in content creation. It is just about how you manage someone else's data. Others put in hard work and effort to write useful articles and content for your benefit and use in the long run.

They use their expertise and research to gather relevant content and write informative and creative articles. You just have to search the topic that you want to use, make a few changes and publish it as your own. An important thing that needs to be taken into account over here is that PLR content cannot be used until we make some required changes in it. Those changes can be made by either adding to or eliminating something in the original data.

Making Required Changes

Making changes in any type of PLR content is a must, and you cannot claim it as your own without doing so as we all know that it has been written by someone else. Simply because everyone knows that PLR content is easily accessible and can be used by anyone who wants to take advantage for their online business or marketing. The main reason behind this requirement to tweak it a little bit is that it is someone else's creation and not yours.

If you try submitting the articles as it is or without making changes in it, then you might end up being penalized by the article directory or online magazines. For instance, Ezine not only rejects your article in the beginning, but also close or block your account for submitting such articles repetitively. Another thing, which is not permitted by many online article directories, is trying to submit PLR articles with hyperlinks pointing towards any PLR website and acting as an affiliate marketer. PLR content already provides you with a shortcut to make easy money, but there are some simple rules that you must follow in order to make good use of the data.

In case you are unable to do so, there is no point in wasting your time and energy finding more shortcuts.

The screenshot shows the Ezine@Articles website. At the top, it says "392,548 Expert Authors Sharing Their Best Articles". Below this, there's a call to action: "Submit your **high-quality, original** articles for more **exposure, credibility** and **traffic** back to your website." with a green button that says "Start Your FREE MEMBERSHIP".

The "Article Categories" section lists various topics in a grid:

- Arts and Entertainment
- Business
- Computers and Technology
- Gaming
- Home Based Business
- Internet and Businesses Online
- Legal
- Real Estate
- Relationships
- Travel and Leisure
- Automotive
- Cancer
- Finance
- Health and Fitness
- Home Improvement
- Investing
- News and Society
- Recreation and Sports
- Self Improvement
- Womens Interests
- Book Reviews
- Communications
- Food and Drink
- Home and Family
- Insurance
- Kids and Teens
- Pets
- Reference and Education
- Shopping and Product Reviews
- Writing and Speaking

The "New Expert Authors" section lists recent joins:

- Ashton from Pleasant Grove, United States joined us 1 minute ago
- Sebastian from Arizona City, United States joined us 1 minute ago
- Alex from Sydney, Australia joined us 3 minutes ago
- Antonio from Fleming Island, United States joined us 3 minutes ago
- Shruthi from Mysore, India joined us 5 minutes ago

The "Author Spotlight" section features **Belinda Nelson**, a Diamond Author with 253 Articles. A bio states: "Currently self employed in the customer service industry, Belinda enjoys writing on a variety of subjects. Each article submitted is carefully reviewed."

The "Recent Articles" section shows two titles:

- Your Pain In The Neck Could Be A Herniated Disc And Not Your Neighbor**: "The commonality of neck and back pain seems to be on the rise. Because of the delicate nature of the spine, much pain is generated from..."
- Negotiating With Credit Card Companies**: "It's so easy to get deep into debt, but that doesn't mean it's your fault. The credit card companies are only..."

Guidelines To Make It Work For Real

PLR content can be of real use to you if you forget about taking shortcuts and misusing the whole idea behind it that is selling it without edition in the real content.

- **Membership Site**

After changing and tweaking the original content you can publish it on your very own website as your article. Whenever someone signs up or gets registered at your website through paying a certain membership fee, you can make that data accessible to those members only. They can easily view and use that PLR content for an annual or quarterly membership fee. For that matter, it becomes really important that you make the content relevant and useful for your members by making important required changes in it to make it different from other PLR data available on various websites.

- **Publish Quality Content**

Another most important thing to keep in mind is that your PLR content should be of high quality when it comes to the relevancy to the topic and usefulness to the members of the site. It should be able to entice and attract visitors so that they avail your membership facility in order to get access to PLR data and reports. Another way of improving on the quality of content is by making regular changes, updating and new additions to the PLR content at least once a month to keep your members engaged.

- **Pricing Strategy**

Pricing of PLR content should be reasonable and affordable by the members once they become your members as they signed up for your site because of PLR content. Both membership fee and value of PLR content should complement each other.

- **Set Up a Blog**

You can also promote your PLR content through blogging or making up a website where you simply sell the content in the form of e-books, articles, audio and video files at a certain price. Visitors do not need to become a member and pay any subscription fee to access your data. They can directly buy and access the required content. An important thing over here to increase traffic and bring more visitors to your site is to improve on your blog and posts, writing about the latest trend or hype in the market.

Another attraction could be in the form of digital products or PLR content that people would want to read more. And that can be done through extensive research and analysis of what is hot in the market. You can also do research on Search Engine Optimization techniques to make your website easy to search by internet users or use paid advertising techniques to bring relevant and constant customer traffic to your site.

Relevancy and quality of your content is the major factor that will affect the customer traffic in the long-run. You can also get some useful information and data about your potential customers by providing your visitors with an option to complete a certain form before they make a purchase. In this way you will be able to have a list of customers who bought your product and analyze the type of product more famous among the buyers.

This opt-in list will be your asset in terms of increasing your sales and improving the future of your business. You can assess who is buying your content and gather detailed information on the target market. In this way, you will be able to design your blog accordingly by including information and content that is most popular and preferred by majority of customers. You can be more focused and concentrate on the niche by providing good quality PLR content through your website or blog.

- **Employing Social Networks**

Promotion and selling of products through social network websites is the latest trend and fashion in the world of online marketing and advertising. It is easy and inexpensive since all you have to do is make a profile page for your PLR content or website and start attracting visitors through your discussion forums and blogs. Just edit the original content according to your visitor's and friend's preferences and make it available on your profile page to your friends and others. Edition of PLR content will not only require tweaking for quality but also addition of links to your website for other related products so that you get increased customer traffic and sales in return.

- **Participation In Discussion Forums**

Another very effective means of selling your PLR content is placing the links on other blogs or discussion forums where you are a regular participant and know lot of people taking part in it. Even if you do not know any one and are new to some forum there is always a chance to have

contacts and visitors through any forum later on. The only thing that you have to make sure is that you write about useful and valuable topics while maintaining the quality of content and provide links to your website.



You will definitely find people visiting your website in order to access your PLR product if they find your discussion useful. Through this, you will not only be able to earn money, but also have a side business in the beginning which if you concentrate on professionally might benefit you a lot in the long run. You will be able to extract your own target market or niche through this, and you will be considered an expert in your field. This might provide you with an opportunity to have your own business website and customers.

- **Preparing E-Books and Reports**

An easy way of making your PLR content more attractive for customers is to compile related data or articles targeting single niche market in one e-book. By doing this, you are providing value for price to your customers since all the relevant information that they are interested in is available in a single e-book. To make it more enticing and easy to read, it is necessary to convert it into PDF format so that it takes the form of digital product. E-book is basically a combination of related topics and articles and that is what makes it valuable and useful for the reader. You should edit the book carefully, but make an attractive and informative table of contents so that the reader could have a proper idea of what it all entails. You should also

take care while making other required changes to maintain the quality of the content.

Another very good option is to give articles a shape of short report with an attractive topic that is enough to attract your niche or forum followers. You can sell that report through discussion forums or your members for minimal charges in order to promote your other PLR products and contents.

Additionally, an important marketing strategy is to give something valuable to your potential customers or customers in your list for free. This does not mean giving away the whole product, but only a part of it to show them that they are your valuable customers. The only thing that you will have to do is divide your e-book in small reports or sections and give away the first few sections for free. Once they find it useful, they will be forced to buy the product automatically in order to access the remaining e-book.

Make it Valuable

It is very important for you to become successful in the area that you provide your customers with valuable PLR content and that is possible if the source of your original PLR content is of high quality and genuine. Otherwise, you are in trouble, as there is no point in making one more addition to those hundreds of website already selling junk in the name of PLR content. Therefore, it is of utmost importance that you filter all such websites for trash and select your PLR content carefully.

You can take advantage of the free facility that many PLR content websites are offering to the visitors in the form of trial so that you are able to access limited data and have an idea of what more they have to offer. You can easily analyze and make a decision on the basis of parameters and standards set for quality. An important website worth mentioning over here is PLR niche club that offers you free trial for a week as their promotional offer.

If you want to get your hands on some quality PLR content for FREE check out – <http://bertusonline.com/freeplrproducts>

Alternatively you may also want to check out [IM PLR Elite Club](#) to discover how to turn these products into real money.

If you want more quality PLR products, that includes a full sales funnel, with bonus reports, source graphics, minisite, sales letter and more, check out some of these HOT converting PLR offers.

- [Social Network Marketing Extreme PLR](#)
- [Facebook Marketing Secrets with PLR](#)
- [Facebook Marketing Extreme \(with PLR\)](#)
- [Facebook Fanpage Blueprint \(with PLR\)](#)
- [Big Profit Article Marketing \(With PLR\)](#)
- [List Building Exposed \(with PLR\)](#)

Chapter-7

How to Earn Money through Fiverr.com

Fiverr.com is the latest and most widely searched freelancing website these days. Its popularity lies in the fact that almost any one of us can start earning money through Fiverr.com by sharing anything. It is not a regular freelancing website offering freelancing jobs and opportunities since no special qualifications or experience is required. You just have to become a member in order to start availing its facilities.



The Website

The distinguishing factor that separates it from a typical freelancing website is the ideology behind Fiverr.com. Through this website, you can sell almost anything that you think is worth sharing the customers for \$5. Making money through this site is much easier and affordable by everyone and you do not have to be well qualified in order to make money. No need to be a website designer or ghost writer that is promoted and encouraged by other freelancing websites.

Make It Big With \$5

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You must be wondering how it is possible to make money when the price is as low as \$5 and that is the whole point. Keeping it low will get you more buyers and if you share different things every time, you can easily make \$5 again and again which can sum up the large amount depending upon how many ideas and things you have to share on Fiverr.com. This website is more like a service provider than freelancing website, since you can share and provide customers with your product and they can buy it from you for \$5.

Those sharing things on this website will have to pay \$1 as fee on every \$5 sale. Buyers on the other hand can avail the facility free, and just have to pay the price. Now you must be asking yourself that there is nothing for free in this website since you will be spending some time in coming up with or creating an idea of the service that you would be providing to the customers. You should have realized by now that nothing comes for free in this world, but at least this website does not require you to be a specialist or go through complicated stages and phases of designing and researching like other freelancing websites that require you to invest your time, energy and skill.

Earn Money for Almost Every Task

Anything over here means anything that you are able to do. It can be your hobby, expertise or any other interest that you have information about and think it is worth sharing with others. You can make a cartoon, take pictures and edit them, sing or write songs and poems. There is no limit to the number of things and simply no restrictions of specialization in any field or subject. If something comes naturally to you even that can become your means for earning money through Fiverr.com.

It is definitely the most used website since it presents you with the latest and easiest option to start earning money. All the advertisements by service providers are similar so that there is no difference in the quality; it is just the service provider and services that will make it different from other advertisements.

For instance, the line goes something like "I will _service_ for \$5". The blank will contain the service that you are planning to offer to the customers. Following are some important lines that many services providers are using in order to promote themselves.

- I will tell you the ways to earn quick money online for \$5.
- I will tell you how to stop smoking in one week for \$5.
- I will design a tattoo for you for \$5.

- I will create and mail greeting cards for you for \$5.
- I will provide you with free advice on traveling related to World Cup for \$5.
- I will remind you about birthdays for \$5.
- I will write lyrics for your song for \$5.
- I will do the submission to different article directories and magazines for \$5.

Once customers receive their required service or product that you create for them, they can leave their comments and feedback about your service. Their comments automatically become part of your profile on Fiverr.com which are visible to all the visitors while they choose and select among service providers. Therefore, make sure that you give your best and provide them with quality work the very first time. It is in your hands to make it or break it through this website which is easy and simple to use and does not need any pre requisites from you for becoming a part of it.

Like many other members of Fiverr.com, you can also take advantage and make money in matter of few hours and little hard work. You do not need to put in extra effort or take out special time for these little tasks. They can be easily done in your spare time or on weekends whenever you are free. Earning few extra bucks on the side and making most out of your spare time is not a bad idea as a beginner. In a few hours, you can make \$5 repetitively and earn a reasonable amount of money.



In case you are still searching for ways to earn money without paying anything or investing anything in terms of finances, Fiverr.com is definitely the website you are looking for. It is easy, simple and absolutely free to join. You can become a part of their service provider team by deciding what you want to do for others. Moreover, you will see your advertisement or service line up and running on the website in a matter of minutes. Besides being easy, it is quick and real. It is not a scam that claims to make you rich in no time at all.

Fiverr.com is truly a site that pays off for your services if you do it consistently with quality. There is nothing false or fake about their statements and claims when they say free, it really is for free. It is pretty transparent and easy to understand for anyone.

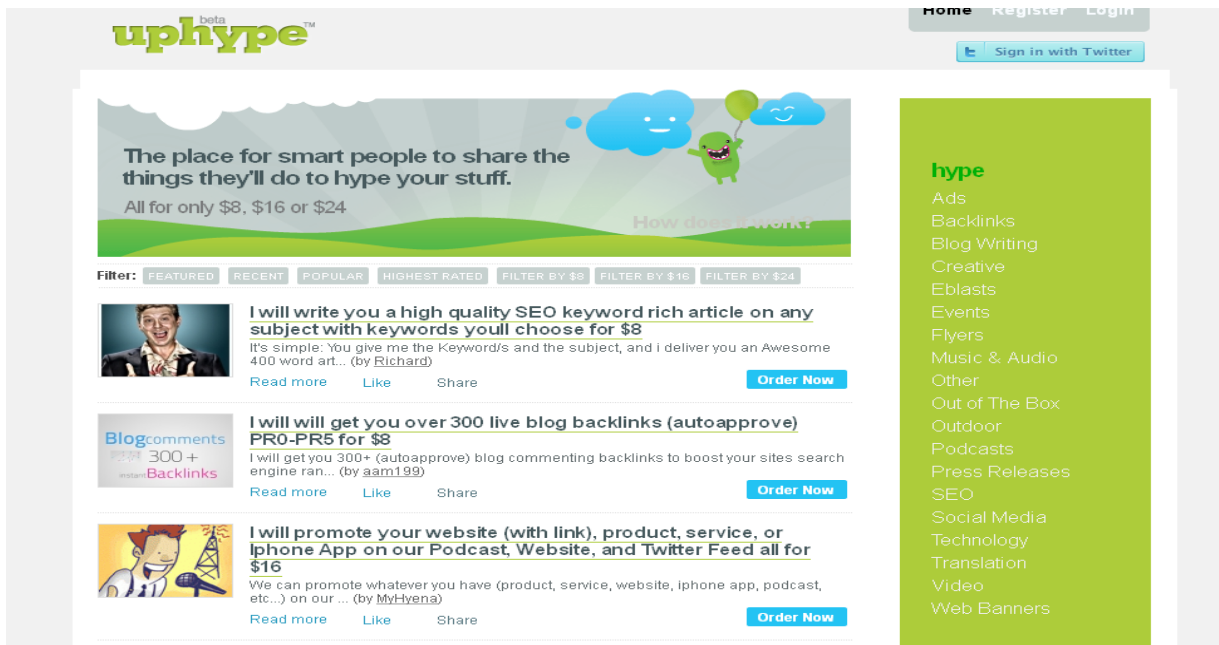
What Are the Other Options?

In case you are still confused about opting for Fiverr.com as your platform for earning money online due to low service charges and not sure whether \$5 is worth it then there are other alternative websites as well. These websites work on more or less the same ideology of Fiverr.com, but their service fee ranges from \$4 to \$50 depending upon the worth of your service. Following are some of these websites that will pay you according to the value of your service.

- GigBucks.com pays you in the range of \$5 to \$100 through PayPal. There is no minimum limit on withdrawing the amount.



- TaskArmy.com pays amounts like \$19, \$49 and \$99 for the job and is owned by some French businessmen with good reputation among other small task websites.
- FittyTown.com pays you \$50 for any type or kind of task through PayPal.
- Twentyville.com pays you \$20 for every type of work through PayPal.
- GigsWood.com pays you amounts like \$4, \$9 and \$19 for different types of work through PayPal. An attractive and enticing thing about this website is that you get the payment in your PayPal account as soon as a customer accepts your offer even before your submit your work to him.
- MagicGig.com pays you \$10 for your services.
- UpHype.com pays you the amount of \$8, \$16 and \$24 for the work and service lines are known as hype in their website.



- TenBux.com pays \$5 and \$10 for the task.
- GigHour.com pays you in the range of \$3 to \$10 through PayPal.
- GigMe5.com pays you \$5 through PayPal just like Fiverr.com.
- JustaFive.com pays you in amounts like \$5, \$10 and \$20. Another difference between this website and Fiverr.com is that as you show quality in your work and get good feedback score, your advertisement or service line gets better. For instance for beginners it is similar to that of Fiverr.com and later on with your reputation it improves as well and your service gig comes under the heading of "the job of the week".
- Dealerr.com pays in another currency than dollar which is Euro and their range is 5Euros-100Euros.

You can add to our data and information by letting us know of any other site that qualifies to be in the above-mentioned list.

Chapter-8

Earn Money by Becoming A Freelancer

Every member of the family wants to be useful and contribute during difficult times either by working full time or part time depending upon the ease and convenience. Ways of making money from home are becoming increasingly important these days since it is flexible and do not require you to leave the comfort of your house. There are many platforms through which you can start your career.

Initially people used to opt for affiliate marketing, but as it is quite complicated and requires considerable time and effort many people get disappointed with the idea. In order to be successful in the line of affiliate marketing, one has to have constant and relevant customer traffic to the website. If you post links and advertisements, but have no visitors, there is no use. And for customer traffic, you will further have to improve on your SEO and advertisement techniques since it is all related and play an important role in bringing relevant customer traffic to your website. In short, affiliate marketing is a long and complicated for freelancers at beginners' level.

Instead, if you have a flare for writing or it interests you even a little bit, it is best for you to try your luck as a freelance writer. Online industry and marketing is based upon data and content provided by you normal people who want to work from home or take up as a side business. Therefore, it is worth giving it a try as a beginner since you have nothing to lose. It does not require any type of financial investment or money to be a freelance writer. In addition, you do not have to market or advertise yourself for getting a job.

Following are some basic rules and guidelines for becoming a freelance writer. It may take sometime until you get the hang of it, but everything is possible and achievable in this line.

Techniques and Implementation of Search Engine Optimization

This is one of the most important talked about topics in the world of online marketing so you better be prepared to do a little research and data collection on Search Engine Optimization terminology. Most of the employers are interested in any topic relating to this field and would want you to write about it in different ways or under different headings. Therefore, the basic knowledge to SEO is very important if you are new to the field of freelance writing.

Meeting Deadlines

You would love to approve and work on all the projects and assignment that you get initially due to attractive pay rates, but one has to be realistic and practical. If you want to have a good reputation as a writer, it is very important that you only choose and approve those jobs that you think you would be able to finish within the required time period or number of days. Money will start coming in automatically once you start to learn and manage your time.

Make Your Online Profile

This is yet another important step for a freelance writer as it will expose you and increase your visibility among employers. You should be able to prove your worth and credibility by showing your qualifications and experience in terms of previous projects and assignments that you have completed so far. This will be helpful in showing your expertise and writing style.

One of the easiest ways to publish your work and make a portfolio can be done through an online profile on a website. You can also make your profile on social networks such as Facebook or Twitter and start a blog. Addition of your contact information will be an added plus in building trust between you and the employer who is interested in hiring you for long term projects.

As a beginner, your rates per project might not be that high, but once you start progressing and gaining experience your rates will also increase. People would be able to judge your worth and expertise from the quality and amount of work that you do for them, and it will be enough to build a good online portfolio and reputation for the future.

Prepare and Write E-books

Writing E-books is one of the ways of earning money with good profit margin since there is no cost involved in the making of e-books in comparison to designing and writing of normal books. Your passion for writing will definitely pay off once you start writing e-books as a writer. This is one of the easiest and quick routes for making money as a writer and you just have to invest in your expertise and skills without spending a single penny on its making.

Through an e-book you can provide variety of useful data and information to the reader which they will be enticed to read and buy ultimately. The content has to

be informative or should be able to provide you with resolution to issues and problems. It can also be about giving your ideas on how to make money online by providing practical guidelines and strategies.

You just have to look and search for the most talked about or recent hot topic, gather information and convert it into PDF format so that it is presentable and readable by the user. You can market or sell your e-book through your very own blog or website which is the easiest and direct way of coming in contact with your target market.

In case you are no technology driven or tech savvy, employing shopping cart software is also a good option. And last but not least, you can also employ websites that can place your products on their pages for selling. Additionally, they can also hire affiliate marketers to do the job and market your book through relevant platforms by pasting links in their websites or different discussion forums.

Clickbank and E-junkies are examples of such websites where people can easily sell and promote their products. Many people also write how to books and promote through e-how or other such websites. If you offer good commission rates to affiliate marketers, they can also be a good resource for promoting your digital product since it is a win-win situation for both in the long run.

Become an Affiliate Marketer



Affiliate marketing for an e-book is yet another very reasonable way of making money online as a freelance writer. All you have to do is insert an affiliate link relevant to the content of the e-book and if someone clicks on that link and buys a product from the website then you will end up earning a commission for that sale.

Another more interesting and attractive way of making more money in less time is by writing an e-book by yourself and also acting as an affiliate marketer at the same time by inserting someone else's relevant links in your content. In this way, you will be earning money twice.

Once when your book gets sold and second for being an affiliate marketer when someone clicks and makes a purchase through that link. However, you should try to avoid providing readers with useless links and do it with much care so that they do not feel frustrated or cheated.

Many e-book writers have been following this path by writing their own e-books and inserting the most required and relevant links in the right place. In this way, they have been making a lot of money and earning in six figures, which is not bad for a freelance writer. You can also do the same when you insert links that are required, will be helpful to the reader and without which he will not be able to make use of marketing techniques mentioned in the e-book, the reader might feel blessed instead of feeling frustrated.

Market Digital Products Through Ebook



You can also make use of your writing capabilities by offering your e-book as a promotional material for free and sell your other products through it. When readers get something free, they will definitely feel attracted and visit your site to check out other products. That is the time when you can market and sell your products to them. You can also tell your friends to spread the news through word of mouth [WOM], blogs and discussion forums by talking about your free informative e-book and providing links to your website. They can share the download link for free through their websites and blogs where customers will have to automatically visit your website.

If you use this idea carefully and sincerely with a motive to provide useful information to the reader that will actually help them in achieving some goal or solving a problem, readers will definitely feel grateful and enticed to check your other related products. Because you have given them something useful for free which they find quite helpful in setting up a business or online career, they will trust you and have high hopes with your other offers as well.

Chapter-9

How to Earn Through Video Uploads

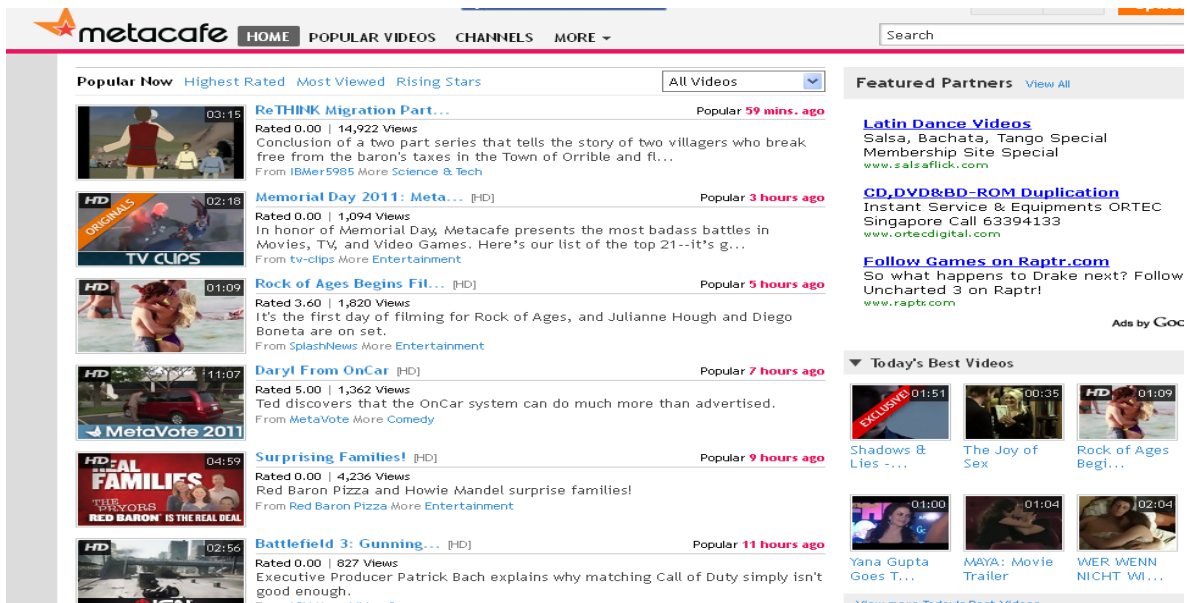
Easy Money by Uploading Videos

Another very quick and fast way of earning money is by sharing your videos that could be of some use to others. New generation today is very enthusiastic and active, when it comes to watching latest videos and sharing it with their friends. Social networking websites have also played an important role in giving boost to many such websites where you can watch and share videos easily. Following sites are worth mentioning if you are interested in earning money by uploading videos.

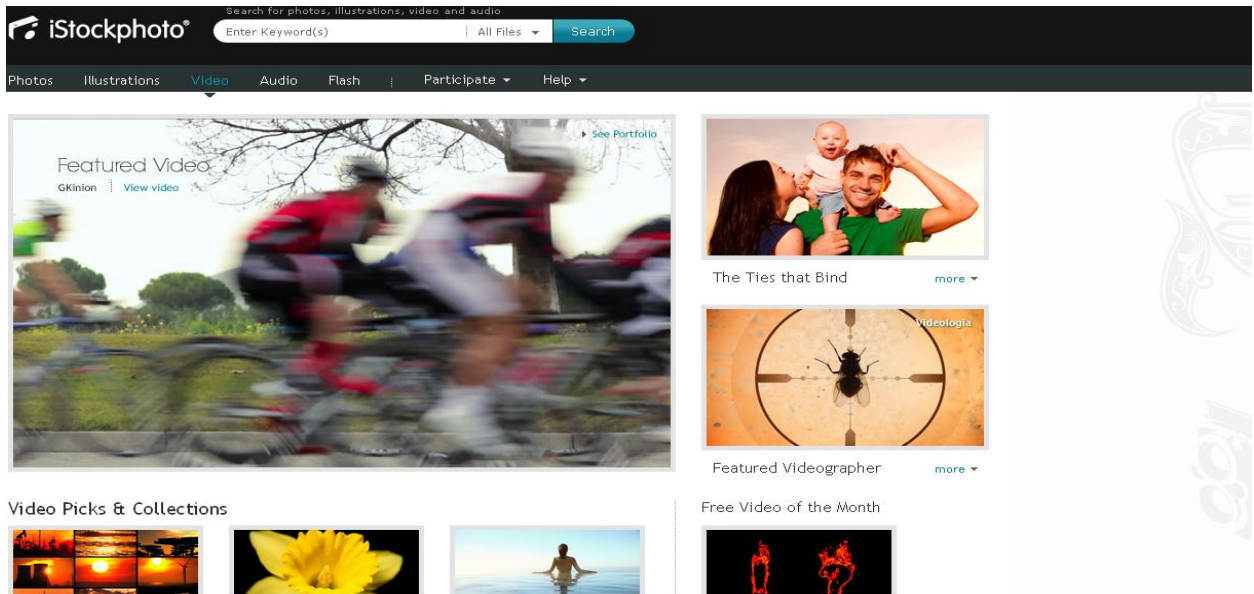
- **Rever** is one such amazing video website where you can easily make money. The only thing that you have to do is make a video. If you know how to make videos, you have a variety of options at your disposal. For instance, if you are good in some subject or field you can share your expertise through it. You know how to play guitar, you can give tutorials through your video and share it with a number of people. Every time a person clicks on your video, you will make money. This particular website also gives you an option of making money by putting up still advertisement towards the end of every video. And if someone clicks on that advertisement, it is a win-win situation for everyone. Every person involved like the ad creator, the website and you get paid for it.

The screenshot displays the REVER website interface. At the top, there are navigation tabs for 'Videos', 'Categories', and 'Creators', along with 'Tools' and 'Upload' buttons. Below the navigation is a login section with fields for 'Login:' and 'Password:', and buttons for 'Sign In' and 'Sign Up'. A search bar is also present with a dropdown menu set to 'All fields' and a search icon. The main content area is titled 'Featured Videos - Saturday, May 28th, 2011' and lists three featured videos: 'Band of Horses - No One's Gonna Love You' by stubprerecords, 'Knockers!' by GoodNeighbor, and '"Whomp That Nerd" Music Video' by studio8. To the right of the featured videos is a video player showing a 'Loading' screen. Below the player is a 'Grillz' video by elders. At the bottom left, there are promotional banners for 'LIVEVIDEO', 'VCAST Videos', and 'Video Categories' (Animals & Pets, Animation). At the bottom right, there is an 'Editor's Picks' section with a 'more »' link.

- **Metacafe** is yet another website that pays you every time your video is being watched by someone through their reward program. The only condition of this program is that the video should be good enough and of good quality. It should be useful to the viewers. In case, if your video gets selected, you are the lucky one. Therefore, if you think that your video is worth sharing, upload it to their Producer Rewards program and start earning money. The amount of money that you make totally varies and depends on your luck and quality of video.



- **iStockVideo** also pays you for creating videos and sharing it with others. They actually do it through selling your videos to those who are interested in buying it for displaying it on their websites after checking it for relevancy with their website content. This helps them in making their websites more interactive for the visitor and you and the website makes money in return.



They entertain all types of interesting, useful and funny videos, animations, footage that are worth catching attention and prove to be of good use to website owner. They pay \$5 for a thirty seconds video or clip. You can easily earn free credit to spend in iStock if you create and deliver the video within 90 days duration. You also make money through referrals and earn \$1 for each referral till 50. This website can pay you as high as \$50 for a video so it is really up to you that how you make the most of this opportunity. This website belongs to the same group that runs iStock photos and has good reputation among other companies.

Chapter-10

Earn Money Online Through Social Networking Websites

Social networking websites is the most widely discussed topic these days. In a matter of few years, these websites have become the center point for socializing and keeping in touch with family and friends. You indulge in social activities here in such a way that you find it pretty useful and entertaining. Many such websites also help you in having an online business or way to make money by utilizing their services. You can easily use these websites for either bringing increased and relevant customer traffic to convert them into actual buyers or make money by sharing useful content and ideas.

Upload Photos

- **SpyMedia** promotes and sells your videos to other website owners or marketing and media companies who find it useful for their campaign. You can also publish your photos and market them through social networks.
- **Scoopt, Scooplive** and **Cell Journalist** sell photos that tend to communicate some important event, happening news or information as these photos are easily selected and used by media companies.

Freelance Writing

- **ScooptWords** is an interesting website that provides you with the facility of a button through which media companies can contact you for buying useful reviews and posts in your blog and discussion forums.

Scoopt™ Words Blog

You blog... We sell



Partners



Categories

Blog bling

Blogger's viewpoint

Blogs

Two weeks of stealth

A brief update of where we are with ScooptWords - a little over two weeks since we slipped into stealthy betaland. Great to see such positive feedback about what we're about. The biggest sticking points thus far are the ScooptWords initial 50% cut on sales and the potential use of your material by a publication without your byline. These are both features we will review over time, but which at the moment we feel are necessary.

If a byline-less publication wants your words, we want to be able to sell them. We don't want to cut you out of those markets that never run bylines be it from staff journalists, freelance, editors or bloggers. We think it is **highly** unlikely we will ever need to push any editor to run a byline in a publication that ordinarily prints bylines.

In other movements, we're starting to approach bloggers who haven't already signed up for ScooptWords, but we would very much like to sign up. We're doing this for one reason only - we think we can sell their words. We already have publications and media buyers approaching us for niche content. Remember, we're still in beta and won't fully come out of it until we start aggregating, packaging and pushing to editors. So, please bear with us. We're also having some great conversations with potential partners. We'll let you know more on those when we know more :)

Posted by Graham Holliday on June 20, 2006 at 12:26 PM in ScooptWords website | Permalink | Comments (0) | TrackBack (0)

Beta glitch

My friend Kieran McCarthy tells me that's he's having difficulty using

Navigation

Contact

Subscribe (RSS)

Search

Recently on this blog

Recently on other blogs

Scoopt
chatter...

- **PayPerPost** pays for writing reviews and posts in blogs to promote and market the products of other companies. You cannot show in your blogs that it is a paid review or you are not an actual buyer or customer of the product that affects the credibility of advertisers or the company.
- **Syndicates** share your content and information with online news websites. Washington post is one such online website where they pay you in the range of \$50 to \$1500 quarterly.

Making Money through Web 2.0 Technology

- **Propeller** is one such website that pays you for embedding links in top current stories online.
- **MyNumo** makes use of valuable mobile content that is your personal creation and sell it by sharing 20 percent of the total value of content. It could be anything from a ring tone and wall paper to an audio or video which is compatible with mobile display format.
- **MyPickList** and **FavoriteThingz** pays you for adding other products and services in your blogs and promoting them and whenever someone clicks and buys through your blog or website, you will get paid. It is just like affiliate marketing where you get paid in the form of commission for recommending someone's product.

HypeStat
website analysis and statistics

mypicklist.com

mypicklist.com - mypicklist

- pagerank: 4/10
- yahoo: 3,736
- google: 3,736
- alexa: 478,344
- reach: N/A
- worth: \$1,030.81

Make custom Widget for your website
Get the code now!

Last update was 550 days ago
Update Now

Watch this video on www.youtube.com
Learn Numbers & Counting
See 100+ interactive flash cards.
Hear professionally recorded sound.
youtube.com/BrightTrail

mypicklist.com receives about **785** unique visitors and **2,355 (3.00 per visitor)** page views per day which should earn about **\$2.61** per day. Estimated value is **\$1,030.81**. According to Alexa Traffic Rank mypicklist.com is ranked number **478,344** in the world and **0%** of global Internet users visit it. This site has Google page rank of **4**. mypicklist.com is hosted in **Austin, TX, 78702, United States** and links to network IP address **216.139.232.139**.

About
WRITE something about your site.

Recently Analyzed Sites

desidorm.com	16 secs
w3schools.com	18 secs
xlbx.com	19 secs
top.ir	43 secs
polluxspace.com	1 min
dostanforum.com	5 mins
mm-rs.org	6 mins
michellebarnhardt.com	7 mins
indexgirls.com	8 mins
officialgrantmoney.com	10 mins
filmserial.com	10 mins
globaladptc.com	11 mins
freebusinessgrants.biz	11 mins
smallbusinessgrants.co	11 mins
caravanauto.com	12 mins
governmentgrant.me	13 mins
ass4all.com	13 mins
governmentgrants.me	13 mins
freegovernmentgrantsapplication.co	14 mins
freecreditcardsapplications.com	15 mins
atozcreditcard.com	16 mins
bocpt.com	19 mins
imi-nova.md	19 mins
digitalbookpublishers.net	19 mins
boysfood.com	20 mins
mediafires2.com	21 mins
monkey.com	22 mins

- **ChaCha** is a search engine facility operated and supported by others who provide you with their expert advice and information whenever you enter a search query. In return the human operators get paid in the range of \$5 to \$10 every hour.

Upload Videos

- **Guba** pays you in the form of affiliate commission that is whenever someone visits and gets registered with their website through your videos and links you get paid for that referral. They pay you around \$25 for first 100 subscribers.
- **Flixya** pays you for driving customer traffic to the video sites by posting their links in your content or blogs. They share 50 percent with you.
- **Eefoof** pays for video submission and driving customer to that video.

eefoof dev blog

Contributors

Alex
mdaddy
eefoof

Links

eefoof.com
eefoof forums
eefoof upload

Archives

July 2006
August 2006

Tuesday, August 01, 2006

First month tallies are in...

Preliminary July 2006 earnings and hits are calculated! Go to "My Account" -> "My Profits" to see your earnings for July.

We will shortly enable a new 'Request Payment' button for those who have met the \$25 threshold. For those of you no worries, your earnings will roll over month after month.

Please report bugs using our [contact form](#).

posted by mdaddy @ 9:32 PM 7 comments

Monday, July 31, 2006

\$\$\$\$\$\$\$\$\$\$\$\$

Two weeks since the last update and we are nearing the completion of our first month of operation. And we all know what that means..... \$\$\$\$\$\$

Here are some things to keep you updated as we get ready to start making payments:

- **Google Video** is good for great viral videos and you only get paid if they select your video.
- **Metacafe** is simple as you just upload your video and get paid for every view. You can easily make \$100 if your video crosses twenty thousand views, \$1000 for two hundred thousand views and \$10,000 for two million views so you can easily imagine the amount of money that you can make just by creating something useful.
- **Break** pays handsome amount to their video makers. You get paid \$200 for a video and if it is animated and creative then they pay you around \$2000 if it becomes popular and among the top ones.
- **Reverr** pays you for uploading a video when it crosses a certain number of views by visitors.

Conclusion:

We have come to the end of this e-book. I hope that you found it very useful and that you are ready to start implementing a few of these techniques right away.

Remember, you will only start making money if you take action.

It is really not that difficult to earn money online, but you have to stick with it.

Choose one money making method and keep at it until you make money.

You can always start with other techniques once you have mastered the one technique.