

Making Money on the Internet is Easy!

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in any form, so don't even think about it.
My lawyers are killers.

Congratulations, apparently you do have a brain!

You now have access to some of the most successful and unorthodox internet marketing strategies in the world. Those that you can begin using for immediate results, with minimal effort. First, let's get one thing straight. You may think that a few of my strategies may be morally/ethically questionable. But you know what? My bank account hasn't frowned on any of them, and none of them are illegal either. When I say that some of these tactics are hardcore, I mean it. But they WORK. And I still sleep great at night. But don't start whining yet. I'm only talking about a few of my strategies. So read the entire book and see for yourself.

Another thing you may notice is that the size of this guide is relatively short. That's because like I said before, I'm not going to waste your time with hundreds of pages of fluff and filler. That's the stuff the other guys sell, which you can find on the internet for free. After all, do you want to fall asleep reading pages of useless junk, or do you want to make money? I only show you what you need to know....not a history of the internet. This book is based on 6 consecutive multi-million dollar years for me. If you took away everything I own, then gave me this eBook, I could get it all back within 12 months... that's how valuable this information is - Shall we begin?

I'm better than you because I am rich.



Table of Contents

Chapter 1: Creating an Affiliate Website that Sells like Crazy.

- A. [Affiliate Networks](#)
- B. [Sales Letters](#)
- C. [Offering Rebates](#)
- D. [Getting Paid Per Lead](#)

Chapter 2: Unique Search Engine PPC Strategies – that Kill your Competition.

- A. [Pay Per Click](#)
- B. [Google Adsense](#)
- C. [Google Adwords](#)

Chapter 3: Search Engine Optimization Strategies

- A. [Incoming Links](#)
- B. [Page Content](#)
- C. [Miscellaneous SEO Strategies](#)
- D. [Cloaking](#)

Chapter 4: Selling Your Own Informational Product

- A. [Creating your Product](#)
- B. [Building Your Site](#)
- C. [Getting Affiliates to Promote Your Product](#)
- D. [Emails](#)
- E. [Legitimacy](#)
- F. [Miscellaneous](#)

Chapter 5: Buying Wholesale and Selling on Ebay

- A. [Wholesale Buying Rules](#)
- B. [Wholesale Supplier List](#)
- C. [Buyer & Seller Communities](#)
- D. [Useful Wholesale Resources](#)



Chapter 6: Websites you can Make Profitable Right Now

- A. [Clickbank Websites](#)
- B. [Example of Websites that Made me Over \\$1 Million Dollars](#)

Chapter 7: Other Online Ventures to Consider

- A. [E-Currencies](#)
- B. [HYIP](#)

Chapter 8: Supplemental Info for Beginners

- A. [Creating your own website](#)
- B. [Placing Affiliate Tracking Codes and Ads on your Website](#)
- C. [Affiliate Networks & Affiliate Programs: What are they, How do they Work](#)
- D. [Google Adwords](#)
- E. [Google Adsense](#)
- F. [Pay Per Click \(PPC\) Search Engines](#)
- G. [Search Engine Optimization](#)
- H. [Clickbank: How to Create and Sell a Product on Clickbank](#)
- I. [Ebay: How to Set up Your Own Ebay Store and Sell Goods](#)
- J. [Website Cloaking for Beginners; What it is, How to do it](#)

Chapter 9: Quality Products/Services I Highly Recommend

- A. [Affiliate Programs and Tools](#)

IMPORTANT

After you have finished reading my ebook, I highly recommend you become a Rich Jerk affiliate and use the same tactics described here to promote my website. I pay 50% commission (\$48.50) to you for each referred sale. I believe in my strategies so much, I want you to use them to promote my site! Hell, you bought it didn't you, so what are you waiting for?

[Join the Rich Jerk Affiliate Program](#)



Chapter 1: Creating an Affiliate Website that Sells like Crazy

A. Affiliate Networks

OK. I'm not going to "baby" you here, but I will cover a few basics first. So many "gurus" tell you to simply join affiliate programs, and you will be on your way to making a bundle of money. That couldn't be further from the truth. If you have joined any before, you already know this. You will always be faced with the following questions:

**What affiliate programs should you join?
How do you promote the programs?
How do you get quality traffic to your affiliate website?**

Do you have an affiliate website that makes people want to buy anything? Well, finding the top affiliate programs is the easy part. While some companies have their own in-house affiliate program, others have theirs run by a major affiliate network. The top affiliate networks in my opinion are:

MUST JOIN

- 1) [Click Bank](#) - Dedicated to digital products, i.e. products that are available by download.
- 2) [Commission Junction](#) - The top affiliate network for companies that sell physical products like computers, credit cards, clothing, etc. Some of the biggest internet properties in the world have programs here.
- 3) [BeFree](#) - Also owned by Commission Junction.
- 4) [Linkshare](#) - Some of the top companies on the web have their programs available here.

MAYBE JOIN

- 5) [Performics](#) - Some decent, large brick & mortar companies here.
- 6) [Web Sponsors](#) - Another "boutique" network with a few decent programs such as "free giveaway" programs.
- 7) [Shareasale](#) - Worth a look. Not bad, not great.
- 8) [ClickxChange](#) - A few hundred small advertisers. Only network I know of that accepts programs like foreign pharmacies.

JOIN IF BORED

- 9) [Clix Galore](#) - Multi-tier affiliate network offering a decent variety.
- 10) [Fine Clicks](#) - A division of Shareasale.com
- 11) [Fast Click](#) - Small network that thoroughly screens merchants and affiliates for quality control.
- 12) [Affiliate Fuel](#) - Medium sized network. Sites must be a top level domain and have a minimum of 2,000 unique visitors per day.
- 13) [Dark Blue](#) - Reasonably sized network of programs. Unique in that it doesn't charge any fees.



Finding the top paying affiliate programs at Clickbank, CJ, etc. is easy. You can check their EPC (earnings per click) and join those that convert the best. Clickbank calls this “gravity”. I will say it MANY times....I believe selling INFORMATION on the internet is the easiest way to get rich. Although many of my strategies can be applied to physical products, I always make a killing on informational products. That is why I think Clickbank is the best network to join.

Once you have been to the affiliate networks mentioned above and decided which products you’d like to try selling as an affiliate, its time to write/create a sales letter that you will later plug into your website (creating your own website is discussed later if you don’t have one).

B. Sales Letters

The following five strategies (as well as an optional 6th) for writing sales letters, have been instrumental in all of my online success, whether I’m selling my own product or someone else’s as an affiliate.

**You are now about to learn the 5 aspects
of every successful website I’ve ever created.**

1. Create Hope

Thousands of people search every day for “hope”. That’s right, people buy money-making ebooks, diet ebooks, how-to-gamble ebooks, and many more based purely on hope. 99% of these people will not put these ebooks into action whatsoever. But they have it in their head that if they buy a certain ebook, they will learn a secret that will change their life. And once they finish the book (if they even read it), they don’t put it into action because they ultimately find out it takes too much work. Then a month later, they’re searching on the internet for the same thing – a magic formula for success in a particular facet of life such as money, looks, health, etc. And they gobble up these ebooks like there is no tomorrow.....at least the ones that have good ad copy. And the sellers of most of these ebooks rarely reveal anything you don’t already know. And they know it. But they offer their money back guarantees because they know that more than 75% of people will put the ebook on the back burner and forget to request a refund.

So, invoking HOPE is the first of 5 aspects I ALWAYS utilize to make a killer website that sells. And you can give people hope in many ways, with many different products, but I find it most effective with informational products, because somehow you can get away with practically promising the world, and then under-delivering. You are basically telling people what they want to hear. However, hope can also apply to physical products, such as a credit card for example. “Get your xyz credit card today and re-build your credit quicker”. Or how about “Order the Pentium 4 xyz computer today and do things on a computer you’ve never dreamed of.” Of course, those sentences aren’t really convincing enough to make you get the credit card or computer, but hope itself doesn’t sell things. There are 3 more things to add to the puzzle.



2. Cause a Sense of Urgency

The second aspect of a killer site that sells is giving people a sense of **URGENCY**. I'm sure you've seen products for sale that say something like "order by midnight tonight and you will receive a \$20 discount". But I guarantee if you go back to that page the next day, it says the same thing. Buyers may even consider that, but do they really want to risk the \$20 discount not being there the next day? Chances are, if it's an impulse buy, they won't want to risk waiting and possibly missing out on the deal.

My advice is, instead of doing a "by midnight" html script that is easily spotted as a fake by most net savvy people, try making a real deadline of say the last day of the month or 2 weeks from now, and hardcode it into the site. After it passes, you can always make a new deadline. Another trick is to say only the next 100 members are being accepted, or something to that effect, and then have an image of 100 crossed out, and a number such as 82 next to it.

3. Appear as an Authority

The third aspect of a killer site that sells is to appear as an **AUTHORITY**. No matter what you are selling, you must appear to be an expert on the subject. As they say, appearances are everything. Why would I want to buy a gambling ebook from a guy that shows evidence that he won \$200 at a card game one time? Big deal. You want the ebook from the guy that won \$8 million at gambling. An advanced technique is to appear as an unbiased authority. If you can come across as someone who is trying to help, and doesn't really benefit from a sale of the products listed on your site, you are another step ahead of the game. People love to follow the advice of independent reviewers who are just giving their "honest" opinion of a product. They don't need to know you get a commission for the sale.

4. Appear Unbiased

The fourth aspect of a killer site that sells is to appear as an unbiased 3rd party. You can review products as if you are trying to help people make informed decisions without looking like you are affiliated with them. See my sales letter below for a unique example.

5. Encourage Fear

The fifth aspect of a killer site that sells is causing **FEAR**. You can actually instill fear into your visitors, by making them believe that they will face problems ahead if they buy a similar product elsewhere, or if they don't buy yours....**NOW**. How do you do this? How about this: "Get Rich Quick Scams Revealed.....". Then write an article about many occurrences of get rich quick fraud. But, don't name names. Be general in what you call a scam, because you don't want any legal trouble. Then, after your article, you could say that throughout your comprehensive research for the exposé article, you did come across a couple of money making programs that people were repeatedly happy with. You even spoke to the owners of the programs you recommend, etc. and found them to be very honest and straightforward, didn't you?

Well, you just set the hook, now time to push them to the sites you get the highest commission for.



Lets face it, when most people think of what the internet is best known for, they think of porn and scams. Since NOBODY wants to be scammed, you play on that fear.

6. Be VERY Unusual (optional – used mainly for selling your own product)

If you are selling your own product, you may not be able to use the scam or fear aspects. But the authority and urgency aspects will still work. In addition you need to use the UNUSUAL aspect. This means telling people NOT to buy your product. That's right, encourage them NOT to buy your product until they have tried your competitors' products and are unsatisfied with them, as you know they will be. Go back and look at my homepage. Not to boast, but I told you several times NOT to buy this eBook unless you were sick of all the other lame programs out there. It's the same thing when selling your product. Even if your product is not as good as your competitors', it costs more, etc., just using the unusual approach of telling people not to buy your product will work. By convincing them that you want them to go ahead and buy other products that you KNOW will fail them, you automatically earn a sort of loyalty, because you appear that you are not just interested in a sale.

FINAL PRODUCT:

Now let's put all 5 aspects (remember, the 6th is optional) into a small sample sales letter, which according to aspect 4 shouldn't really even look like a sales letter. Let's use the get rich quick subject again, as it's a hugely popular subject on the internet. **(see next page)**



“Get Rich Quick Scams Revealed”

Read this special article before you consider joining or paying for a “Get Rich Quick” program.

Use this date script in this box so the article looks recent ([click here](#) to copy the code)

From the desk of Jane Doe, senior reviewer:

.....Wouldn't it be nice to make a bundle of money quickly, with minimal effort, working at home in your pajamas? Of course it would. I for one would love to have money flowing into my bank account, working only a few hours a week from home, so I'd have more time to spend with my kids & my husband, without any boss looking over my shoulder.

Whether it's real estate investing, selling by classified ads, stock market investing, internet affiliate marketing, or something else, we've all seen the fantastic claims people make about making tons of money, AND how they can show you how to do the same thing. I can tell you right now that 99% of these people are total frauds. You may have even fallen prey to one of these scam artists, selling you their latest “get rich quick” program. Me too. I've bought so many of these programs that I can't even recall how many. I don't know why, but I tend to find the “good” in people, and I was “sold” by these marketing schemes time and time again, even after being scammed by another. Finally, after so many disappointments, I got FED UP. I decided to get to the bottom of this fascination we all have with get rich quick programs, and find out if there really were any LEGITIMATE programs for making money.

I literally contacted the administrator of every get rich quick website I could find. Posing as an investor, I managed to convince the owners that I was seriously interested in purchasing their entire website and business. That way, once the dollar signs flashed in their heads, they would give me free access to their member's areas to review what I would be “buying”. Well, I was disgusted with 99% of what I found. Many of the owners actually boasted about how many people bought their useless programs. I repeatedly found:

- outdated information
- non-working links
- links leading to other sites that asked for more money
- no help section
- no real email support
- no refunds

I quickly realized that these so-called Get Rich Quick programs were totally useless. And the owners knew it, yet they were laughing all the way to the bank! Needless to say, I didn't respond when they asked if I was still interested in buying their websites. Surprisingly, while sifting through all of the scam artist's websites, I was able to locate a couple of individuals that actually ran legitimate programs.



The owners were every day people like you and me that found a way to make extra money working from home on their computers. Their membership areas were impressive, with a good amount of quality information on how to make \$100-\$200 per day on your computer doing very little work. I even chatted with a few of their customers in several online forums, and they verified that they were making extra money through the sites. It was like I found a few diamonds in the rough. But don't take my word for it, you can visit the 2 sites I found below. See what you think.

They do charge a minimal fee for access to their program, which is to be expected for any legitimate company that actually has people on staff who are dedicated to helping you get started. What a friendly group of people! Anyway, if you do decide you are interested in either of the two programs below, I advise you to join quickly, as the owners have informed me that they are getting so many new members by word of mouth referrals, that they will be closing off membership completely in the next 2 days. (By the way, you didn't hear this from me!) They don't have a large enough staff to accommodate many more people, and they are dedicated to providing excellent service to each person. Well, my search for legitimate Get Rich Quick programs has come to an end. I have to say I was thoroughly disappointed with most of what I found, and I strongly advise that you do not take chances joining any programs other than the two listed below! Whatever you do, I wish you a healthy, prosperous year for you & yours.

All the best.

Signed,
Jane Doe

Here are the links to the 2 programs we do recommend:

www.xyz.com
www.zyx.com
(both with your embedded affiliate code of course)

Now the ad above is an ad that would sell. I know for a fact because I used one just like it to make \$50k/month on just ONE of my sites. And it uses all 5 of my aspects for a killer site that sells.

Hope – real everyday people like you and me are making good money from home.

Urgency – membership will be closed in 2 days.

Authority – I've been scammed before, and reviewed hundreds of these sites.

Unbiased – I'm just trying to help people make informed decisions.

Fear – Don't risk joining any other programs, as 99% are scams.



Now MUST you use all 5 aspects all of the time? Of course not. Do I recommend it? Absolutely. If you want to get started making money quickly, **reviewing** informational products on Clickbank is the way to go. Using the 5 methods above, you can create a killer review site in a couple of hours. It doesn't even have to look good. Not only do they work, but with a review website, if anything goes wrong between the customer and the product seller, you aren't at risk. You only made a recommendation. You don't deal with unruly customers, refunds, or any headaches.

Bonus Tip: Apply for seals of approval from respected companies such as the Better Business Bureau, and watch your sales skyrocket. I did this on a former site, and the result was astounding. When people see that not only do you appear as an authority, but you also have well-respected companies basically "vouching" for you, you instantly gain credibility.

Some companies to consider are www.Truste.com, www.BBBonline.com, www.Better-Internet-Bureau.org, and also those that offer online trophies to top sites, which you can display on your site. Even if you have to pay someone to give you a good recommendation or trophy, it's well worth it if they appear to be a legitimate or reputable source.

Now start adding the rest of my strategies (found in the following chapters) to promoting your review site, and it will become a Cash Cow.

C. Offering Rebates

Many popular informational/money-making products are searched for by name. For example "Traffic Secrets" by John Reese is a popular search on Google. So are some Clickbank products such as "Google Profits".

Now let's use Google Profits as an example. Currently you earn 67% commission as an affiliate of "Google Profits". So if you offered this program to people for a 30% discount off the regular price, don't you think people would buy from you? The way you can easily offer this program to people for a 30% discount (\$15 off) is by offering an **affiliate rebate**. The program is \$49.95 and you make 67% commission, which is \$33.50. Out of your \$33.50 you are giving \$15 back to the consumer and you are left with \$18.50. You simply let people know that if they order the program through your website link, after 45 days you will either send them a check for \$15 or pay them by Paypal. Require them to send you their receipt. That way you can search your Clickbank admin for their order after 45 days to make sure they didn't already get a refund. You are effectively offering people a rebate for purchasing through your affiliate link. While everyone else has ads saying how great the "Google Profits" program is (or whatever program you are promoting), you will have an ad that says \$15 discount off of the popular Google Profits program.

Another thing to remember is that most people will forget to ask you for their rebate after 45 days. That is why you could easily offer an even higher discount to people and still come away with a nice profit every time. Or how about a larger scale? Imagine if you offered "ANY CLICKBANK PRODUCT - FREE". That would get some serious attention. In which case you'd have to pay people a 100%



rebate on ANY Clickbank product they purchased through your link, even if you only made a 40% commission on the sale. You would lose money if everyone remembered the rebate. But in my experience I typically see only 15-20% of these rebates ever being honored, because 80-85% of the people simply forget after 45 days.

You may be thinking that people could just buy any Clickbank program through their own affiliate link and instantly save 25%-75% on their own. That's true, but believe me, most of the people buying these products would never even think of that. Most are everyday people looking to learn how to make money on the internet, not web savvy webmasters like you and me.....well me at least. And again, if you offered more than a 75% discount NO ONE could beat that, not even buying through their own link.

D. Getting Paid Per Lead

Not only can you generate sales as an affiliate, you can also generate leads. One way to generate leads, such as mortgage leads, debt consolidation leads, sales leads, etc. is to create a website that gives away free, useful information, and tell visitors that in order to access your free information, all they need to do is fill out a no obligation form for refinancing info, debt consolidation, buying a car, etc. This is called a forced lead, or incentivized lead. Most companies don't want to pay for incentivized leads, but if you are giving away free information that is somehow related, you can negotiate with them and get approval to do so.

For example, say you have a website that gives away free info on how to repair your credit on your own without hiring a service. Many sites charge money for information like this. You could give this information away freely, but require visitors to first fill out a short debt consolidation questionnaire. You are happy because you get paid \$10 or so for the lead, the customer is happy because they got free credit repair info, and the debt consolidation company is happy because they can call your lead and try to get them to sign up for their debt consolidation program, which the person most likely needs because they are seeking info on credit repair. It's a win-win-win situation. And that is how you approach the company that you want to generate leads for. There are many companies that pay-per-lead on networks like Commission Junction (www.cj.com) and the others I named in section A of this chapter.



Chapter 2: Unique Search Engine PPC

Strategies – that kill your competition.

A. Pay Per Click

As you may know, there are about a dozen or so decent PPC search engines. These are websites where you go on and bid whatever price you are willing to pay for a visitor to be sent to your website for a particular keyword. If you sell books, you may bid a maximum of 25 cents to have your ad display on these websites when someone searches for a book that you sell.

The Biggies are:

- 1) [Google Adwords](#) - Adwords.Google.com
- 2) [Yahoo](#) (formerly Overture) - Overture.com
- 3) [Miva](#) (formerly Findwhat & Espotting) - Miva.com

The Rest of the Best:

- 4) [Search123](#)
- 5) [enHance](#)
- 6) [SearchFeed](#)
- 7) [GoClick](#)
- 8) [7Search](#)
- 9) [Findit-Quick](#)
- 10) [Looksmart](#)
- 11) [Kanoodle](#)

Now, it's important to note that Google has two advertising services – Adwords and Adsense. Adwords is for advertisers who want to have their ad display on Google and it's partner sites when a particular keyword is searched for. Adsense is for people who have a website that they want to let Google put relevant ads on, in which Google will pay the site owner a commission for each click an ad on their site receives. Google doesn't disclose the exact percentage, but most experts estimate it's around 50%. If I have a website about video games, Google will display ads on my website related to video games. If the top 3 or 4 Google Adwords advertisers have bid \$1.00 per click on keyword "video games", if someone on my website clicks their ad, I will receive approx. 50 cents from Google for that click.

If you are a complete Adsense novice, you can read Google's own free guide [here](#).

B. Google Adsense

Now that you understand how Google Adwords and Adsense work, I'm going to show you a strategy for making big money with Google Adsense. I thought it was obvious, but when I mentioned it to a few people and they couldn't believe they hadn't thought of it. Anyone can put ad-sense ads on their site, and make them look nice. But where do you get the traffic from? Blogging, SEO? The chances of getting traffic to your site quickly through a blog or SEO is very slim.



Be a traffic middleman. Get quick, cheap, quality traffic to your website by buying keyword ads on the small PPC search engines, and when people click on your ad and are taken to your website, immediately show them relevant Google Adsense ads, and optimize your site to get them to click on these ads.

You are paying just pennies for the visitor, yet you can earn a few dollars if that same visitor clicks on the Google ad on your page. That's because Google advertisers pay a lot more money to be seen, and because below I will show you how to be armed with a list of the keywords that Google advertisers currently pay the most money for, per click.

If you bid 5 cents for a keyword on Miva and get paid 50 cents by Google Adsense for that same keyword, it's a no-brainer. There are literally hundreds of thousands of keywords you can buy ads for cheaply on the # 3-12 PPC sites listed above. Yet, many of the same keywords are VERY expensive on Google. Here is a real world example:

I look on Miva.com for a popular keyphrase I may want to market, "**domain registration**", and see that it currently costs \$0.21 per click to appear in the # 1 position. Now I look on Overture's max bid tool [here](#) and do a search for whatever keyword I have in mind, such as "domain registration", Then I see that advertisers are bidding up to \$7.00 per click for the SAME keyphrase I can pay \$.21 for on Miva.com. The Overture bids indicate to me that advertisers on Google are bidding similarly. **Only Overture tells you the exact amounts that advertisers are bidding, but Google Adwords advertisers tend to bid similar maximums. Or, you can also use [this file](#) to review a list of keywords that Google advertisers pay the most for. Some advertisers bid up to \$520 per click!!**

So, now I create a page on my website specifically about "**domain registration**". It's important to note that I shouldn't JUST have a page with Google adsense ads on it, or Google will ban me, possibly for life. Other reasons that Google will ban you are if you tell your visitors straight out that you want them to click on your links, either by text, arrows, etc. So don't do it! (And don't click on your own ads either. Google will know.) Instead, I must have a page with at least 2 or 3 paragraphs of relevant information on it about domain registration. Then I put the Google adsense ads between paragraphs, because Adsense allows you to select a **borderless** ad (make the border the same color as your background), which will work very well when placed between paragraphs, as it will look less like an ad, and more like part of your content. It will blend in. See the example below:

20 GB iPod only \$199

4 GB iPod only \$129 Free Shipping Pay by Check

Free Apple iPod 60GB

We'll Ship You A 60GB iPod Free. Simply Fill Out Our Survey!

Ads by Goooooogle



Now, In order to trigger a Google ad for my example keyphrase, **domain registration**, I must make sure I have the keyphrase **domain registration** in my page title, in the meta tags, in the description tag, and within the text of my paragraphs several times, making sure I bold it at least once. I should also have an H1 and H2 heading tag on the page with **domain registration** as well. I would also make sure I have a link somewhere on the site, linking back to my homepage, with an anchor text of “domain registration”.

If you don't know enough about a subject to write a few paragraphs about it, or if you are too lazy like me, but you still want to target the subject because the keywords are high paying, you can always put articles on your site written by other people. There are a few sites that provide thousands of free articles on just about any subject, and you are free to use them on your site. You can find these articles at [Article City](#) and [Ezine Articles](#). Or, you can use an automated tool that generates relevant page content for you based on the keywords you input. There are two available. One is [Article Bot](#) and the other is [Traffic Equalizer](#).

By optimizing my page for this keyphrase, and sending people who click on my Miva ad to this same page, my website will automatically display the top 3-4 Google Adwords ads for keyphrase “domain registration” on my website. Now if the top 3-4 Google Adwords advertisers are paying \$7 per click for that keyphrase, I can expect to earn close to \$3.50 for every person that clicks on the Google AdSense ads on my site. Because like I said earlier, most experts believe Google pays around 50% to adsense publishers. Think about it, I'm paying \$.21 for the visitor to my site from Miva, then I get them to click on a Google AdSense ad on my website and I get paid around \$3.50 for one click. I just made \$3.29 for doing nothing but sending someone from Miva to a Google Advertiser's website. **I'm like a traffic middleman.** They were only on my website for a few seconds. Now imagine if you could repeat this over and over every day for thousands of keywords. Of course not EVERY person is going to click on the adsense ad on your site, but even if every 5th or 10th person did, you still make nice profit. And if you do it for thousands of keywords, you can easily make big money. That's what I do.

Not only can you buy cheap traffic from Miva through keyword ads, but you can buy from the other PPC search engines I mentioned above. In some cases you can even buy keyword ads on Overture and Google Adwords, and STILL make money with AdSense. The way to do this is to find the obscure or little used keywords, which don't cost a lot and when they get to your page that is optimized for the expensive keywords, you still make out good. The traffic will be minimal, but the profit is still well. Another AdSense strategy for increasing your clickthrough rate is to place small pictures next to each adsense ad. Pictures draw more attention to the ad and increase clickthroughs by up to 400%. You have to be careful that you do it in a way that doesn't violate Google TOS. To the right is an example of how you can do it. Notice I have borders around the images, as Google requires them to appear separate from the ads.

It's also important to create a “channel” in your AdSense account for each of your domains. You can also create sub-channels for different pages within each URL. This will enable you to track exactly which pages are earning you the most money.



20 GB iPod only \$199

4 GB iPod only \$129 Free Shipping Pay by Check



Free Apple iPod 60GB

We'll Ship You A 60GB iPod Free. Simply Fill Out Our Survey!

Ads by Goooooogle



Advanced Traffic Middleman Trick:

Create a simple search engine website with pre-populated search strings that match the keywords you are targeting on the smaller pay per click search engines, and make the first few results SPONSORED results from Google and/or Searchfeed.

Here is an example of how popular search engine UncovertheNet.com does it:

<http://www.uncoverthenet.com/search/?q=pay+per+click>

Now if UncovertheNet were to purchase the keyphrase “pay per click” on Miva or another small PPC search engine for say 10 cents, they would make sure their paid ad led people to the URL above. Now when visitors reach that page, they will see results for the same keyword they originally typed in, so they won’t likely understand what happened when they were shipped to UncovertheNet’s results. Now if the click on the sponsored ads at the top of UncovertheNet’s pre-populated page (which are from searchfeed), or the sponsored ads on the right (which are from Google), UncovertheNet will make 20 cents, 40 cents, or whatever the current rate is on Searchfeed and Google.

Basically you will be paying Miva or another PPC search engine to send people to your search engine that shows relevant results. And hopefully the visitors will click on your sponsored ads because:

- 1) They are relevant to what they’re looking for.
- 2) They are at the top and right, the best placement for clickthroughs.
- 3) They look more like real results, and less like ads.

If creating a simple search engine sounds daunting, put up a work order on <http://www.Elance.com> and dozens of people will bid for the job. Choose someone who has a history of creating search engines, and they’ll handle everything and get it done in less than a week for a couple hundred bucks.



C. Google Adwords

Now that you know how to make money with Google AdSense without selling any products, let's talk about using Google Adwords to sell your own products, or the products of a company you are affiliated with. I have a very simple strategy for this. Google Adwords only allows you a limited amount of text on your Adwords ads, so you have to make it count. The only way to stand out from the rest is to be different. And I have discovered that the best way to do this is to instill some sort of fear, or to cause someone to be almost disturbed by the oddity or humor of your ad. Just as I mentioned in Chapter One, fear is a huge motivator for buying your product. If you can lead people to believe that buying your competitor's product will cause them some sort of disappointment or financial loss, you will stand out. And you don't have to name any names. Using humor or unusual statements also draws attention.

Ads like those below should increase your CTR (click through rate), and if you have a higher CTR than your competitors you could actually be paying less per click, and appearing higher in the sponsored ad results. This is because Google favors ads that consistently have high a CTR.

While other ads look like this

Get Rich Quick Program
Make \$\$\$ quickly and easily
The best program on the net.

Your ad will look like this

Get Rich Quick Scams
All the latest scams revealed
Don't pay until you read this.

While other ads look like this

Make Money Online
I make a 6 figure income
Find out how by clicking here.

Your ad will look like this

You are Extremely Ugly
So am I. But I am also Extremely
Rich. Don't be Ugly and Poor.

While other ads look like this

Cheap Domain Names
Affordable domain registration
Only \$15 per domain. Buy now.

Your ad will look like this

Seinfeld Mastered His
Be the Master of Your Domain.
Register it with us or we'll tell.

While other ads look like this

Domain Registration
Register your domains here.
We are having a domain sale.

Your ad will look like this

Your Domain Sucks
But if you register it with us
then it won't suck. Cuz we're cool.



Now when 7 people are displaying ads like those in the left column, and you are the only one displaying an ad like those in the right column, who do you think is going to get all of the visitors? You are. If you can create ads that cause fear, like the scam ad, or those that cause people to laugh at their oddity, such as the Seinfeld ad, you will be very successful at getting visitors.

And since you will have a review site like the one I told you to make in Chapter One, or an Adsense-tailored site like I mentioned above, you will rake in the dough – no question about it.

Even if you have your own product, like your own ebook, or even a physical product like rust remover, using a strange, out-of-the-box ad will get you visitors.

While other ads look like this

The Best Rust Remover

Removes all kinds of rust instantly.
Get yours on sale now for \$14.95

Your ad will look like this

Don't Buy Our Rust Remover

Buy all other rust removers first.
Once they fail you, use ours.

While other ads look like this

Remove Rust Instantly

Removes, and repels future rust.
Buy online now. On sale.

Your ad will look like this

Rust Sucks

We wish rust was a real person
so we could do him bodily harm.

Now I for one would be drawn to your ad. I hate to be cliché, but it's about thinking outside the box. When an advertiser tells you NOT to buy their product, it's unusual and effective. Now, you would create your webpage about your product accordingly, using the strategies I mentioned in Chapter One.

I remember seeing an advertisement for jeans one time that said "Steal These Jeans", or "Steal Our Jeans". I was drawn to it, and I still remember it. That's the same idea. And that is effective advertising.

One more thing. Since we are on the subject of PPC ads, you should be aware that Google and Overture, and most other PPC search engines DO NOT allow pop-ups on any page you link to from your PPC ad. And whether you like it or not, pop-ups are effective. Well, what if I were to tell you how to create a pop-up you can use that will NEVER get your ad banned by any PPC search engine? And, 90% of the pop-up blockers in the world will not block it. I also guarantee it will be much less annoying to your visitors as well. It's called a floating DHTML menu. Try it. No banning or blocking, EVER. Here is where to get the code: InstantAttention.com



Chapter 3: Search Engine Optimization Strategies

So you don't want to pay for PPC (pay-per-click) ads, and instead you want to be listed in the top 10 Google results for your top keywords? That's exactly what I did for my former website www.creditprovide.com. Take a look on Google today for the following keywords: "bad credit", "bad credit loans", "bad credit credit cards", and so many more. 3 straight years at # 1 for these terms, and over 100 million competitor websites. I sold it to someone in 2004 and its still # 1 today because the guy kept using my strategies.

A. Incoming Links

What I learned from my success is not only am I a freakin genius, but that buying incoming links is a must. It's very difficult and time consuming to create content that many high PR sites would just link to freely, so I always buy links. (PR is the page rank from 1 to 10 that Google assigns to web pages through their toolbar that you can download [here](#)). For Creditprovide.com I had high PR sites linking to me, and one of the keys was that many of them had incoming links to them from government pages and authority pages. Some of the sites I paid for links from were MakeaChildSmile.org, FoxNews.com, etc.

I believe links from government pages and authority pages make a HUGE impact in your rankings. If you can get some to directly link to you, great. If not, find a site that has government or authority links going to it, and get them to link to you. They should be PR4 or higher. Don't bother with any less. What you can do is locate non-profit charity sites (501c websites), and negotiate with them for a link. Make a donation to their charity or whatever it takes. Charity sites are commonly linked to by government sites. You can check to see where other sites get their incoming links from by going to Google and typing in "link:www.nameofwebsite.com".

It's also important to get incoming links from high PR sites that are in industries related to yours. If you have a site about finance, it wouldn't be good if you only had incoming links from porn sites. Get it?

As far as anchor text, you used to be able to get away with using the same anchor text for each incoming link to your site. But now it's important to switch it up. Anchor text is the actual text in the link to your website, such as `anchor text here`. It's easy for Google's robots to spot a site that is buying links if all of your incoming links use the same text. If your main keyphrase is "bad breath", you would want to have links pointing to you with varying anchor text like "bad breath odor", "halitosis and bad breath", etc. This is especially important if you are buying links from a site with several hundred or thousand pages. Google used to count several many high PR links from the same domain as important, but now it appears to be much less important. But if a site does link to you from multiple pages on their site, make sure the anchor text is varied.

A few good services that can help you seamlessly get a lot of quality incoming links are www.textlink-brokers.com and www.text-link-ads.com. They find links for you, negotiate the price, make sure the anchor text is varied, and make sure the pages that link to you aren't flooded with links to other sites. If a page linking to you has more than 10-15 outgoing links, you won't get much benefit from the link, as the PR will be spread out over many links. It's also important to note that if a site has more than 100 outgoing links, you may even get punished by Google for associating with link "farms".



Directories - It's important & easy to get your links added to quality online directories, so that your link popularity is increased and your PR increases. As of August 2005, the following directories all offer interior links of PR 4 or higher, depending on the category.

Free Directories - Some free directories require you to become a volunteer editor in order to submit sites for free.

- 1) 01webdirectory.com - Can take several months for a free listing. \$49 for immediate listing.
- 2) AbiLogic
- 3) Big All
- 4) eZilion
- 5) Joe Ant - Free for volunteers. \$40 for everyone else.
- 6) Linketeria - Instant additions. You must have an email address from the domain you submit.
- 7) Mavicanet
- 8) Most Popular Sites
- 9) Net Insert
- 10) Open Directory - #1 directory on the web. A must join. You may need to become an editor in order to get your site listed.
- 11) Re-Quest - You must submit via email.
- 12) Search Sight - Sites usually listed within hours.
- 13) Skaffe - Free for editors. \$40 for everyone else.
- 14) Site Inclusion
- 15) Site Ranking
- 16) Spheri - Can take several months.
- 17) Stormer
- 18) Tsection - Offers upgraded position for \$20.
- 19) Turnpike
- 20) uQuick - Quick listings.
- 21) VXbox
- 22) Web World Index - Free listing for one month, or pay \$25 for one year.



Paid Directories - There are many directories you can pay for inclusion. However, most simply aren't worth it because they don't offer any substantial page rank. An advantage of quality paid directories is that your site will be added within a few business days.

- 1) [Able Seek](#) - \$40 one time fee.
- 2) [All Top Sites](#) - \$40/year
- 3) [Arielis](#) - \$25 one time fee.
- 4) [Best of the Web](#) - \$39.95/year
- 5) [Business.com](#) - \$199/year - A must join
- 6) [Gimpsy](#) - \$40 one time fee.
- 7) [Go Guides](#) - \$19.95/mo. allows you to submit up to 5 web sites a month.
- 8) [inCrawler](#) - \$15 one time
- 9) [Linkopedia](#) - \$10 one time fee.
- 10) [Microsoft bCentral](#) - \$49/year - a must join
- 11) [Seoma](#) - 2 inclusions for \$15
- 12) [Sight Quest](#) - \$25 one time fee.
- 13) [Site Sift](#) - \$24.95 one time fee.
- 14) [Site Snoop](#) - \$10 one time fee.
- 15) [Sun Steam](#) - \$45 one time fee.
- 16) [Tygo](#) - \$20 one time fee.
- 17) [Uncover the Net](#) - \$39 one time fee.
- 18) [Yahoo](#) - \$299/year - a must join. Non-commercial sites are free.

Other Options

Another strong suggestion to get quality incoming links and PR is to run press releases about your site once per month. You can do so on sites like www.prweb.com for \$40-\$80. Even if you don't have anything newsworthy to say, the important thing is that search engines will pick up the press releases and they will generate good PR incoming links for your website. Just create a simple press release on how wonderful your website is. Spending \$80 guarantees your release will be picked up by Google News and Yahoo News.

A few more incoming link strategies:

- 1) On forums that allow you to post with a signature with a URL, such as www.WarriorForum.com, you should always have a keyword rich link to your website in your signature. Search engines spider these pages daily and any quality link back to your site is good.
- 2) Copy and paste a few paragraphs from your website in order to create articles on GoArticles.com and EzineArticles.com. Be sure to link back to your site in the articles. Once these articles get indexed you've got instant high quality backlinks to your site.
- 3) Create a blog at Blogger.com. Regularly make posts to it using text from your website, and include a link back to your site. Once you post your entries, go to Pingomatic.com and ping it so that it will hopefully get picked up somewhere, giving you backlinks to your blog, which will help because your blog links to your website.



B. Page Content

Of course, incoming links aren't the only thing that is important to SEO. Proper use of page title, H1-H3 tags, meta tags, description, keyword density, and content are all key to your success as well. I recommend only using one H1 tag per page, and including your main keyword or phrase in it. I also like to use a style sheet to manipulate the size and color of an H1 tag, so it fits in better with the site theme. H1 is the main heading for a page's text. H2 is for sub-categories, and H3 is even smaller. I don't even bother with H4-H6. If you aren't familiar with style sheets, here is a simple example:

```
<STYLE type='text/css'>
H1
{
FONT-SIZE: 13pt;
COLOR: Black;
FONT-FAMILY: Verdana;
TEXT-DECORATION: underline
}
</STYLE>
```

The above code would be placed within the <head> section of your web page. Don't repeat your keyword in the H1 tag, and don't make it longer than a simple sentence.

In the "keyword" Meta tag section of your page, you should put your page's main keywords/phrases separated by a comma. Don't go crazy here. Just list the top ones. For the "description" meta tag, just make a simple sentence or two that summarizes the page, including your main keyword/phrase. Like this:

```
<META NAME="Description" CONTENT="Bad breath is something that lesser webmasters usually deal with. If you are a lesser webmaster with bad breath, you've come to the right place."> <META NAME="Keywords" CONTENT="bad breath, halitosis, halitosis breath, get rid of bad breath, bad breath help">
```

It's important that you keep your content updated and make a few changes every couple of weeks. That way Google knows to come back to your site every few weeks to spider your site again. You are basically training Google's robots to think your site is important because you change and update your content often. If you don't know enough about a subject to write a few new paragraphs about it every couple of weeks, or if you are too lazy like me, but you still want to target the subject because the keywords are high paying, you can always put articles on your site written by other people. There are a few sites that provide thousands of free articles on just about any subject, and you are free to use them on your site. You can find these articles at [Article City](#) and [Ezine Articles](#).

Or, you can use an automated tool that generates relevant page content for you based on the keywords you input. There are two available: One is [Traffic Equalizer](#) and the other is [Article Bot](#). You can also hire someone to write content for you. You can find a college student, or foreign programmer looking to make a few bucks to do it for you. Go to sites like www.elance.com or even ask around at www.webmasterworld.com.



C. Miscellaneous SEO Strategies:

One thing I highly recommend is becoming a member of www.webmasterworld.com and frequently reading posts in their Google forum.

The latest Google results indicate that:

- 1) It's important to optimize your pages so that they have "normal" addresses, without id's and/or strings attached. You'd want www.yoursite.com/product.html rather than www.yoursite.com/product123.php?117765
- 2) It's important to be consistent with your site's interior links. In other words, if you link to your pages like this ``, then don't link in other spots like this ``. Pick one and stick with it.
- 3) Use a simple sitemap page that links to all of your pages.
- 4) Use 301 Redirects. Make index.html and index.htm do a 301 redirect to <http://www.yoursite.com/>. Make yoursite.com redirect to www.yoursite.com. To do this, you can insert the following code in your site's .htaccess file:

```
Options +FollowSymLinks
RewriteEngine on
RewriteBase /
RewriteCond %{HTTP_HOST} ^yoursite\.com [NC]
RewriteRule ^(\.*)$ http://www.yoursite.com/$1 [L,R=301]
RewriteCond %{THE_REQUEST} ^[A-Z]{3,9}\ /index\.shtml\ HTTP/
RewriteRule ^index\.html$ http://www.yoursite.com/ [R=301,L]
```

You should also sign up with an external tracking program to find out exactly where your visitors are coming from. I use [Site Tracker](#) to keep track of where my site visitors come from, and it also tells me what keywords they used to get to my site.

D. Cloaking:

As you can see, proper SEO strategies, commonly referred to as "white hat" strategies, are time consuming. I quickly found that keeping up with it would require more work than I was willing to do. Like I said, I'm extremely lazy, and I don't want to spend my time tweaking everything to see what the results are. So, that is why I sold creditprovide.com. That is also why I don't really bother with white hat strategies anymore. I've moved on to "black hat" strategies such as "cloaking".

Cloaking is frowned upon by most webmasters, except for the ones who do it and make a lot of money like me. I can't list my cloaked websites here, because someone could report me and get my sites banned. But, I will tell you the easiest way for a lazy person to get good rankings is by cloaking. Cloaking involves showing a keyword rich, highly optimized webpage to search engines, but a nor-



mal page to human visitors. It's important to note that highly technical webmasters can and will report cloaked websites and get them banned. That is why 1) you should always cloak on a throwaway domain that you don't care about, and have it redirect people to your true website. And 2) You shouldn't cloak for highly competitive keywords because your cloaked site will be reported quickly. If you cloak on a throwaway domain and use good keywords that get a medium amount of searches, you should be able to fly below the radar. Search engines like Google will only ban cloaked domains, but not the sites they redirect to, EVER. This is because Google knows your competitors would be able to easily get you banned if they punished the site that was redirected to. If this all sounds confusing, that's okay, because there is software out there that handles cloaking for you.

I prefer a pretty expensive one (\$1,700), called [Fantomaster](#). I have used it very successfully. The creator Dirk Brockhausen is extremely helpful and provides free support for life. If you have no idea how to cloak or use his indepth program, you can pay him a small fee to set up a cloaked domain for you. The only cheaper software I've found that I like is [Search Engine Cloaker](#). I've tried many of the other cheap ones and found that they are practically useless. There is also a cloaking forum on www.webmasterworld.com where you can ask people which software works best for them.



Chapter 4: Selling Your Own Informational Product

A. Creating Your Product

Remember when most products used to be made in the USA? Now it seems most are made in Asia. Why? Because they copied USA products, made them cheaper and better. And that is exactly what you can do to create your own informational product. Notice the top 10 selling products in each Clickbank category. These things sell. So don't re-invent the wheel. Make a similar site, make it look better, sound better, and price it lower. Writing better text than your competitor may sound daunting, but if you use the same strategies I presented in Chapter 1, it's really a cinch. Basically, badmouth the rest in general, talk about how most are scams, then present your product. It's the no sale.....sale. Ho hum, I'm just a good guy trying to help people avoid scams, and oh by the way here is the only program I recommend...MINE! Just like I mentioned in Chapter One.

For the hook, you offer a 45 day money back guarantee, which is Clickbank's standard refund policy. Most people are essentially good, and won't ask for a refund if they like your product, unless they are one of those few bastards who buy things, benefit from them, and STILL demand a refund. And regardless, these kind of people are being filtered out by Clickbank because they keep record of people who have requested refunds from multiple Clickbank products in the past, and are now BANNING them from ever purchasing Clickbank products again.

An additional hook is to offer a few free gifts with purchase... gifts that don't cost you a dime.

You can find many free gifts listed with www.websponsors.com – Free DVD's, Free Gift Cards, etc. See what your competitors offer, and do better. For giving away these free items, companies will pay you a commission. That is because you gave them a valid email address of someone they can market to in the future, and because they don't actually give your customer a free gift card, dvd, etc. until they sign up for a free trial of another product. But that's not your problem. Just make sure you explain that in your website's disclaimer. You'll get a few angry people, but the fact is, once someone has bought your product, very few will even bother trying to get a refund just because your free gift isn't exactly "free".

If you're not comfortable giving away a "free" gift that requires someone to try a product or service, you can also opt to give away free travel coupons, also called travel incentives. Go to Google and type in "travel certificates", and you will find a plethora of companies that offer these certificates for just a few dollars each. Most are 100% REAL, and are offered through services that represent hotels that hope the free visit will encourage travelers to return in the future at full price.

Bonus Tip: You can also offer people a 200% refund on the sale digital product, but make it conditional. Meaning, if they can show you that when used properly, your product does not work, you will give them a 200% refund. 99% of people won't even take you up on this offer because it is far too complicated, and if your product is worth a shit, they won't be able to prove it doesn't work.



B. Building Your Site

If you have no idea how to build or maintain a website, I suggest going to:

- 1) Homestead.com - Here you can create a website in minutes with a simple WYSIWYG (What You See is What You Get) website creator tool. This is perfect for complete beginners or people who are just lazy like me.
- 2) Elance.com - Here you can post a job for designers to bid on. Some will do it for as little as \$100, and make any future changes for you.

I myself know very little HTML. I couldn't create a website from scratch to save my life. But I hire people off of Elance to do them for me. They have no idea they are creating million dollar websites for me for just a few hundred bucks.

C. Getting Affiliates to Promote Your Product

The next thing to do is get your affiliate program announced to the world with [Affiliate-Announce](#).

Price your item a few dollars less than your competitors, and offer a 75% commission. That's the maximum commission allowed by Clickbank, and you will attract more affiliates that way. Some companies entice me to join their affiliate program by offering me an additional \$2 or \$3 per sale, on top of the 75% commission through Clickbank. They pay these bonuses to me through Paypal at the end of the month. You can offer this type of bonus to your super affiliates as well. If they are capable of driving hundreds or even thousands of sales to your site every month, then offering them a paypal bonus per sale is a smart move to get/keep them promoting your site above all others. You may only end up making a few dollars per sale yourself, but if the volume is high, it's well worth it. At the end of the month, simply tally the number of sales minus refunds from your super affiliates, and send them the paypal bonus.

You should have some banners created for your site, and put them on your affiliate page so your affiliates can use them to send people your way. I always use a cheap, simple service called www.bannerite.com – Ask for Goncalo. He does quality banners for \$30-\$50 each, and won't charge you until you're happy with them.

Another way to find super affiliates to promote your website is to go to Google and type in the name of the product you "emulated" and see what websites come up that promote that product. Contact the webmasters and ask them to give your site a try. Be persistent, friendly and confident when you tell them they will earn more with your program. Just copy and paste the same email to each webmaster. Tell them your refund percentage is much lower, etc. You can even pay someone you know a few dollars to email people for you. That's what I do. I'm too lazy to send emails!



D. Emails

Make sure you add a section to your site that collects visitor email addresses. I prefer to use an email address collector from [Aweber](#). Their service also allows for scheduled follow-ups, announcements, etc. In my experience, their service is able to easily avoid spam filters. Many lesser programs can't even get a message to people who DID opt in to receive your messages, because they can't get past the spam filters.

A good idea would be to use that Google friendly pop-up I told you about in Chapter 2. Put your email collector form in the pop-up/floating box. Just tell people to enter their email address for info on new scams that should be avoided at all costs. It doesn't really matter what you say, just get people to join. Most people will join your list, because everyone wants to avoid scams. Two days later they won't even remember why they joined your mailing list. Then once a month you can send an email to your list members with offers you recommend, so you can earn some commissions. Emailing to your own in-house list is a very profitable business in itself.

E. Legitimacy

Now, do another Google search for "website reviews", to find websites that are currently reviewing other websites. They don't advertise it, but you can pay some of them to write a favorable review article about your website & product. Don't ask the big, reputable review companies. Talk to the ones that most people have never heard of. Then reference these good reviews on your homepage, as another validation that you are better than the rest. Just for having a privacy policy, you can get a TrustE logo on your site. www.truste.com. It's just another way to show your visitors you are legit. There are many services like this, and I recommend getting as many seals, reviews, and awards as possible. Even if you have to pay for them.

F. Miscellaneous

One additional way to generate income for your product is to sell your ebook on Ebay. Using one of the widely available ebay templates, and utilizing one of the Ebay seller tools such as Turbo Lister, you can re-list your ebook over and over automatically. Set up an autoresponder email address, so that when people order, they will instantly receive an email from you with a download for the ebook. Or, you can create a page on your website that has a download link, and tell Paypal to redirect people to it once they have paid. If you have a compelling sales letter on your homepage, using the strategies in Chapter One, you can duplicate that text into your Ebay listings.



Chapter 5: Buying Wholesale and Selling on Ebay

If you want to make money on Ebay selling physical products, I've got a few great tips for you. But first you should know that you need to be prepared to do manual labor, packaging and shipping goods, exactly the type of thing I despise. But if you are willing to, you can easily make a minimum of \$15k-\$30k/month in profit by buying the hottest consumer products from wholesalers, and reselling to other wholesalers, or selling them individually on Ebay. So many people claim to offer wholesale lists, the best suppliers, etc., but don't even bother. Their sources suck, and 99% will STEAL from you. My suppliers and tips below are the real deal.

A. Wholesale Buying Rules

First, a few ground rules to abide by, which will save you plenty of time and money. Unfortunately, many people violate these rules every day, and lose thousands of dollars to scammers.

Wholesale Rule # 1:

NEVER buy products from anyone who wants to be paid by Western Union. And I mean never. If someone asks for payment by Western Union, do not respond to them, and block their email. I know their low priced merchandise is tempting, but it is a scam EVERY TIME. Western Union advises the following on their website:

"Make sure you know to whom you are sending money. If you are purchasing goods or services and paying through the Western Union network, it is your responsibility to verify the reputation and legitimacy of the seller. Western Union is not responsible for the non-receipt or quality of any goods or services."

Common Western Union scams include, but are not limited to the following:

Scam # 1: Seller asks you to pay by Western Union and tells you it will be safe because you can make out the payment to the name of one of your friend or relative's names, but put the seller's address on the payment. You will then tell the seller the control number (identification #) of the payment so he can go to Western Union and verify you have made the payment. Once you receive the shipment, you will go to Western Union and change the name to the seller's real name so that he can pick up the money.

Why it's a scam: Once the seller knows the address or control number of the payment, he can go and get the payment and send you nothing. Many international Western Union agents never ask for identification.



Scam # 2: Seller asks you to pay by Western Union and tells you to make the payment using Western Union's "secret question" feature. This feature is designed so that the Western Union agent will ask a secret question to whoever is picking up the money, and he must get the answer right in order to collect the money.

Why it's a scam: Again, many times Western Union agents do not ask the question, and only care if the person knows the address or control number, especially outside of the United States. Western Union even advises on their website to not rely on the secret question feature.

Wholesale Rule # 2:

NEVER use an escrow service other than [Escrow.com](https://www.escrow.com). Escrow.com is verified & recommended by eBay, and I have used it successfully many times myself. Note that Escrow.com will handle transactions in ANY country in the world, except Romania and Indonesia. Fraud is so rampant in those countries that Escrow.com cannot safely help you transact with sellers in those countries.

What escrow.com does is ask both the buyer and seller to agree on terms. The buyer must then send the required funds to escrow.com. Once escrow.com receives the funds, they notify the seller to ship the goods. Once the buyer receives the goods, if everything is correct, the buyer notifies escrow.com to release the funds to the seller.

Escrow.com is safe for both buyers and sellers because the buyer does not have to release their funds to the seller until they receive shipment and verify everything is correct. It is safe for the seller as well, because even if a buyer claimed non-receipt of the shipment, the seller could provide escrow.com with the tracking number for the shipment and a shipping manifest showing what was sent and received. In which case, escrow.com would release the funds to the seller.

Escrow Scam # 1: Seller tells buyer that they prefer an escrow company different than escrow.com. The seller tells the buyer the website address of the escrow company they prefer, and says that this is the only escrow company they trust. The buyer goes to the website and it looks legitimate, well designed, and promises safety and security.

Why it's a scam: The website is actually owned and operated by the seller or the seller's associate! Once the buyer sends their money to the so-called "escrow" company, they have actually sent their money straight into the pocket of the scammer.

Escrow Scam # 2: Seller tells buyer that they will do the deal securely through Squaretrade.com.

Why it's a scam: Squaretrade does not act as an escrow service. They do not approve deals or hold funds for anyone. All Squaretrade does is allow eBay sellers to place a Squaretrade seal on their auctions, which shows that the eBay seller is willing to allow Squaretrade to help resolve any disputes. Anyone who says they will use Squaretrade like an escrow service is a fraud. The seller may even send the buyer a "spoof" email, one that looks like it came directly from Squaretrade. However, it is a fake.



Escrow Scam # 3: Seller tells buyer they will use a shipping service called “TNT”, and that the buyer should send their payment to TNT, in which case TNT will hold the payment until they inspect and ship the seller’s merchandise to the buyer.

Why it’s a scam: TNT is not an escrow service. They do not hold funds or inspect shipments on anyone’s behalf. The seller may even send the buyer a “spoof” email, one that looks as if it came directly from TNT with a tracking number for the shipment. However, it is a fake.

Wholesale Rule # 3:

Always request that you pay a seller by one of the following methods:

- 1) **Credit Card** – Safe because most credit card companies will refund your money if you file a fraud complaint.
- 2) [Escrow.com](#) – Safe because it protects both buyer and seller, as mentioned in Rule # 2
- 3) [PayPal.com](#) – Safe because the seller must let PayPal verify their address, banking information, and identity (do not send money to someone through PayPal if they are listed as “unverified”).
- 4) **Letter of Credit** – Basically this is like using your bank as an escrow service. For example, you will go to your bank and apply for a letter of credit for the dollar amount you need to pay the seller. Your bank will freeze these funds in your account, and issue a letter to you and the seller’s bank verifying that they are holding the money and will transfer it to the seller’s bank account as soon as delivery of the goods to you is confirmed. Make sure you use a “Standby” L/C.
- 5) **COD** – (Cash on Delivery) This is when you pay the shipping company directly when the goods are delivered. The shipping company then gives the funds to the seller. The shipping company will not leave the goods with you unless you pay them.

Be very careful with any seller that requests payment in advance by T/T (telegraphic transfer), also known as bank wire. This is a tricky one because some legitimate international sellers do require money by T/T in advance. Sometimes it is a deposit, and sometimes they want the full amount. Before sending money by T/T, make sure you ask for the following:

- Seller’s full name
- Seller’s address
- Seller’s telephone number
- Seller’s company name
- Seller’s business license number
- Seller’s bank’s name & telephone number
- A scan or faxed copy of seller’s identification card or driver’s license
- References from companies the seller has worked with before, preferably in your country

Tell the seller you need this information to run a thorough background check. You can then use a service such as [Intellius.com](#) to run a background check on them. You can also hire a buying agent in the seller’s country to go to the seller’s physical location and buy the items for you in person, and then ship them to you. Do a Google search for “international buying agents” to locate buying agents that you could possibly work with. Most charge a reasonable fee to securely buy for you.



Rule # 4:

Get verified. To encourage sellers that you are an honest and legitimate buyer, you can do one or more of the following:

- 1) [Get a DnB](#) (Dun & Bradstreet) number. You can do this by applying for a “credit builder” account at dnb.com. Dun & Bradstreet will verify your company information including company name, address, owners, and ongoing debts (credit cards) or lines of credit.
- 2) [Get PayPal Verified](#) – Open a PayPal.com account. Once you have one, apply to become a verified premier member. PayPal will verify your address and identification by depositing 2 small amounts of money to your credit card or bank account. You must then tell them what the amounts were, to prove that you are the owner of the card or bank account.
- 3) Get an Alibaba Trustpass Membership - see the list of wholesale sources below for more info
- 4) If you are in the USA, become a member of the [Better Business Bureau Online](#). For more information, go to BBBOnline.com

All of these things will make you look more legitimate than the average buyer.

Rule # 5:

Open an account with [ReadNotify.com](#). For just \$3.99 per month, or \$24.00 per year, Readnotify will tell you the actual origin of emails you receive from any seller. It works like this: if you were emailing me at info@therichjerk.com, you would instead send an email to info@therichjerk.com.readnotify.com. By adding .readnotify.com to any email you send, once the recipient opens the email, you will receive an email showing exactly when the person opened the email, and their location in the world. For example, mine would show California, USA. And, the recipient will not see the .readnotify.com extension on the email you send them. It will be invisible.

Readnotify.com is an extremely useful tool because many sellers claim to be in the USA or UK in order to appear more legitimate by acting as if they do not reside in a country well known for internet fraud, such as Romania or Indonesia. When I use this tool and see that someone has lied about their location, I will not do business with them. When using this tool you will likely come across many scammers from Romania and Indonesia, who claim to be in the UK or USA. They will also be suspicious because 99% of the time they will be demanding money by Western Union, using one of the common scams I spoke about previously.

Rule # 6:

If a seller tells you he has a website, run a “whois” check on the website, to see if the sellers name and address match the internet registrar’s record of the owner. You can do this easily by going to [GoDaddy.com](#). Scroll to the bottom of the page and select the “Whois Lookup” link. Enter in the website and GoDaddy will tell you who is registered to the domain. Beware of anyone who doesn’t have a name and address listed in the whois of their domain, or of anyone who just recently registered the domain.



B. Wholesale Supplier List

1) [Worldwide Brands](#)

I highly recommend Worldwide Brands as our top direct supplier, not only because they carry over 4,000 products, but because they also DROP SHIP for you. That means they ship to your customers, and you do not need to keep any inventory or do any shipping.

They are the ONLY wholesale source that is an eBay Certified Solution Provider, and they are also a member of the Better Business Bureau.

2) [NAWCA](#)

NAWCA (North American Wholesale Co-Op Association) is another fantastic source for over 100,000 products via their 2,000 distributors, many of which do drop-shipping for you. The NAWCA was founded by a collective of wholesalers and distributors in 2001. Highly recommended for eBay sellers.

3) [Ingram Micro](#)

Ingram Micro is the second largest electronics distributor in the world. They are a class act, and offer very good pricing.

4) [Tech Data](#) - A huge electronics distribution center in the USA.

5) [Avus](#) - A \$1.3 Billion Dollar distributor in the USA

6) [Allied Electronics](#) - Carries over 135,000 electronics parts.

"I found these next 5 independent suppliers through the trading communities listed in the next section. Sufficed to say I lost a ton of money with fake suppliers until I found these guys. This short list alone is worth several thousand dollars to anyone who knows how hard it is to find legitimate suppliers of "hot" products at great prices."

7) **Nuevo Mundo Co.**

Contact: Hector Chavez - nuevomundo1@direcway.com

Apple Ipods, Sony PSP's and Panasonic Plasma TV's. Sample pricing [here](#)

15015 Hilton Head Ct, Colorado Springs, Colorado, United States

www.NuevoMundoOnline.com

hchavez.trustpass.alibaba.com

Ph: (719) 488-0244

Fax: (719) 457-5959



8) **MKidder Enterprises**

Contact: Matthew Leeder - mleeder@mkidderenterprises.com

Sells a huge array of consumer electronics. Contact for price list and availability.

W1961 Tear Drop La., Kaukauna, Wisconsin, 54130, United States.

leederkidder89.trustpass.alibaba.com

Ph: (920) 202-2668

9) **DnM Imports**

Contact: Derek Clark - derek@dnmimports.com

Plasma Televisions, Ipods, PSP and Notebook Computers. Sample pricing [here](#).

261 Oakridge Drive, Cartersville, Georgia, 30121, United States

www.dnmimports.com

Ph: (770) 500-8828

Fax: (770) 386-0955

Mobile: (678) 471-5853

10) **Singapore Gadgets**

Contact: Ling - sggadgets@yahoo.com

Plasma Televisions, Ipods & PSPs. Plasmas start at just \$800.00. PSPs for \$130.00

171A East Coast Road, Singapore 428877 Republic of Singapore

11) **Seven Degrees Trade Company**

Contact: Chen Daves - nikeglobal@yahoo.com

386 Meiyuan Rd., Chenxian Area, Putian City, Fujian, China

Major Chinese Authentic Nike Shoes Seller. 50%-75% below retail. \$36-\$46 per pair. All Jordans and AF1 available. See their Nike certification [here](#).

C. Buyer & Seller Communities

*Tip: You can easily find suppliers on the following sites, then turn around and sell the same merchandise for a nice profit to another buyer you find on the same website. After you receive your merchandise from your seller, post a trade lead with a higher price than you paid. The seller's trade lead that you responded to will likely be pushed way down and out of sight after a few days. Many times you will find a good buyer willing to pay more than you paid, and they won't even know you just got the merchandise from another seller on the same website a few days ago! This is great because you never even have to unload the pallets of merchandise you receive.

Of course you could always unload the pallets and sell different quantities, or sell individual units on auction sites such as Ebay.com. Or you can sell them individually at your own retail shop and make a real killing.



- 1) [Alibaba.com](#) - Alibaba is the premier source for wholesale buyers and sellers to connect on the internet. They receive hundreds of thousands of visitors every day, and hundreds of new trade leads are posted there every day. You should check this site EVERY DAY and/or sign up for trade alerts for whatever you are buying & selling.

Your priority should be to deal with Alibaba companies that are Trustpass verified. You can also become an Alibaba Trustpass member yourself. For a fee, Alibaba will have a 3rd party credit agency contact you and verify your name, address and company info. Once you are an Alibaba Trustpass member, many people will take you more seriously.

- 2) [Exporters Singapore](#) - Similar to Alibaba, but requires all members to pay a fee after a 30 day trial, which helps to keep scammers out.
- 3) [Power Source Online](#) - Power Source Online is a Computer Parts Trading Exchange for Dealers, Brokers and Services Companies. You can find cheap computer parts and componenets for resale.

NOTE: The rest of the communities listed below are similar to Alibaba, with less traffic, but it is advised that you review and join as many as possible, so you can find any niche suppliers.

- 4) [EC 21](#)
- 5) [eTradeShow](#)
- 6) [Global Sources](#)
- 7) [eBiz Asia Link](#)
- 8) [EC Plaza](#)
- 9) [Rusbiz](#)
- 10) [Importers.com](#)
- 11) [Trade India](#)
- 12) [Fuzing](#)
- 13) [Offer 21](#)

D. Useful Wholesale Resources

- 1) [Export 911](#) - Common Importing/Exporting Terms
- 2) [Local Profit](#) – A wholesale search engine
- 3) [Uline](#) – Discount shipping supplies
- 4) [eBay Discussion Board](#) - Escrow and International trading forums with good advice on avoiding fraud



Chapter 6: Websites you can Make Profitable Right Now

A. Clickbank Websites

Like I said before, REVIEW websites are where the money is at with almost no work, and no headache. You don't really have to respond to emails, you're not responsible if a customer is unhappy, and you don't have to search for affiliates like you would if you were selling your own product. So what you need to do is go through the thousands of programs offered through Clickbank, and check out their productivity scores. Under each program their score is listed in 4 categories:

\$Earned/Sale: Average net dollar amount earned per affiliate, per referred sale. Note that this is the net earned per sale, and so it is impacted by refunds, chargebacks, and sales taxes. Therefore if you see that a program sells for \$50 and they pay a 50% commission, you know that affiliates should be earning \$25 per referred sale. Now if Clickbank shows an average of only \$10 net in this category, that means A LOT of refunds and chargebacks are happening, so you can bet that although this program may sell well, you would get killed on refunds because the product must not be very good.

%Earned/Sale: Average percentage commission earned per affiliate, per referred sale. This number should only vary if the publisher has changed their payout percentage over time. If the program offers a 50% commission, yet the average % listed in this category is 60%, it means the company used to offer a higher commission and must have lowered it for whatever reason. Maybe they are getting greedy?

%Referred: Fraction of publisher's total sales that are referred by affiliates. This is very important. If less than 50% of sales are referred by affiliates, that means the merchant earns most of it's sales by promoting the site on it's own. If they are ranked highly overall in the Clickbank Marketplace, but their % referred is low, it's mostly their own doing, and you shouldn't expect to earn much with their program. On the other hand, if they are a new program, just starting out, this number doesn't mean much.

Gravity: Number of distinct affiliates who earned a commission by referring a paying customer to the publisher's products. This is a weighted sum and not an actual total. For each affiliate paid in the last 8 weeks, Clickbank adds an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added. This means that if gravity is higher than the others listed above and below it, the program has been running strong for the last 2 months. If the company is ranked highly overall on Clickbank, but the gravity is lower than the companies around it, it means that the program is not doing very well as of late. So, you want to look for companies that have a higher gravity than those ranked above them, a high referral percentage, a high percentage earned per sale, and a net \$ amount that is near the current payout that the company offers it's affiliates.

And don't forget, promoting products in industries well known for fraud is always a good idea. That way, you can use my strategies in Chapter 1 to their fullest extent.



B. Example of websites that made me over \$1 Million Dollars.

A former website that made me over \$1 Million is www.Foreign-Pharmacies-Online.com. I sold it in 2004 when it looked like the future of foreign pharmacies was questionable. For the most part, it still looks the same. Google now has strict regulations for pharmacy ads, but free listings can still contain pharmacy related sites, so this site can still benefit greatly from 1) SEO, 2) Cloaking, 3) A strong affiliate program.

On this site I sold access to a list of foreign pharmacies that don't require a prescription, and had great prices. Thus, it was very easy to use the strategies I laid out in Chapter One, and create ads that scared people into buying: **"Don't risk your health buying meds from unknown foreign pharmacies. We've reviewed them all."**

While most affiliate networks don't allow pharmacy related sites, ClickxChange.com still does. So this website still has a strong affiliate program to this day because most sites like it went belly up when new search engine ad regulations went into effect. While making a site like this today may not lead you to a million dollars, using the same business model for another website could.

And don't forget about my former website Creditprovide.com, which I mentioned earlier. I made over \$20k profit per month from that site, and ALL of the traffic was free. Check out Chapter 3 to see how I did it.

Another website that is making me a killing RIGHT NOW and has for the past 2 years is Online-Gambling-Strategy.com. With just a few players per day, I earn \$15k-\$20k/month from these losers spending their cash at the online casinos I'm affiliated with. And, I'm raking in hundreds of newsletter subscribers daily.

Here's a tip: You CAN advertise gambling sites on Google as long as the landing page doesn't have any casino links on it. I can advertise my <http://www.online-gambling-strategy.com/warning.html> page on Google, have people sign up for my newsletter, then email them to tell them to visit my homepage, which has my affiliated casinos on it. Or, I can just email them direct links to the casinos. If you don't realize that online gambling can make you MILLIONS, there is something wrong with you.

Of course there are other sites out there that made me a few million as well. But when I sold them, the new owners made me sign NDA's so I can't say what they were. But I can tell you that they were always like the sites I told you to make in Chapter 1.

Buy it Now	price: US \$379,000.00
Best Offer:	US \$379,000.00
Ended:	Jun-22-05 18:26:43 PDT
Start time:	Jun-14-05 13:56:38 PDT
History:	Purchases
Buyer:	User ID kept private
Item location:	San Diego, California United States
Featured Plus! Listing	
Ships to:	Worldwide
Shipping costs:	Check item description and payment instructions or contact seller details
Shipping, payment details and return policy	

[Example of a site that I recently sold on ebay]



Chapter 7: Other Online Ventures to Consider

A. E-Currencies ([E-Gold](#), Digots, etc.)

When I ask people if they've heard of e-gold (www.e-gold.com), most say no. And those who have heard of it have no idea what it really is. That's probably because it's pretty hard to find any solid information on the internet about exactly what it is, let alone how to make money with it.

However, many people are making a very good living at dealing currencies like e-gold, and ANYONE can do it. Again, it's one of those sounds to good to be true- opportunities. Yet, I consistently make 4%-8% COMPOUND interest with e-gold every WEEK. In addition, if you help others process their transactions, you earn even more. It's very common that you could make over \$15,000 per month in profit.

To describe the entire process would be an entire ebook in itself, so instead I'll summarize it, and then refer you to the program I use.

Basically, you can purchase e-gold or another e-currency, then transfer it to a DXGold account and use that currency to purchase Digots. A Digot is a single unit of digital value that is determined by the activity and fluctuation of a country or city. You can buy and sell them for profit. In the meantime, you can also operate a console and help process e-currency conversions for other individuals for a commission. In my years of experience with this, I've never even come close to losing money. Every week I'm a big winner.

This probably sounds like I'm speaking another language right now, so if you want complete info on a great startup program, the same one I used, go to [Learn Currency Exchange](#).

B. HYIP (High Yield Investment Program)

WARNING: Most HYIP's are usually some sort of Ponzi Scheme or other kind of fraud.

High Yield Investment Programs are those that allow a pool of small investors to contribute to a large investment, with promise of a high short term return.

There is one I recommend that is very profitable and has been successful long-term. The rest are too risky to me. But if you want to, you can see which HYIP programs real people are using at www.rankhyips.com, and you can also chat with other investors at www.talkgold.com/forum/ and www.hyipdiscussion.com.

The only HYIP program I recommend is called www.feederfund.com. If you want to check out Feeder Fund, they will require a referral ID. You can use "cpadvertising" to get in. The program that works best for me at Feeder Fund is called FXIG.



[Table of Contents](#)

Take a look below at their net trading profits history for the past few years. Average Net Monthly Profit for 2005 - 19.86%. The numbers you see are monthly interest gained, compounded.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2002					9.1	22.2	19.0	19.1	25.7	20.2	19.9	21.7	316.6
2003	12.3	14.2	25.4	11.9	15.6	33.7	30.1	21.6	10.6	13.1	8.6	21.0	623.2
2004	21.7	14.4	34.6	30.9	32.4	17.4	23.5	27.7	24.5	24.9	26.2	17.1	1281.9
2005	16.2	16.0	22.8	21.3	21.3	21.6							196.08

Because of the outstanding performance of this program it will attract significant investment amounts quite quickly, which could mean that it closes to new members and/or new money in a relatively short timeframe. And like any high return investment, there is risk involved. If you are faint of heart, you shouldn't get involved with HYIP's at all.



Chapter 8: Supplemental Info for Beginners

A. Creating Your Own Website (Related to Chapters 1-4)

If you know absolutely nothing about how to build a website, it doesn't really matter. You can be a total novice and still make websites and earn you tons of money.

An easy way to build your website is by using an online WYSIWYG ("what you see is what you get") editor tool. This way it's totally simple and cheap to build websites that come out looking great. These websites are effective in convincing your visitors that you actually know what you're doing. And the best part is that you don't have to know what you're doing. You don't need to know HTML! Just go to [homestead](#) and they'll take care of the technical aspects to this.

All you have to do is choose a template and then plug in your pictures, articles, website navigation and whatever else you want in there. In the end you get a completely customized website. After that you can keep updating it by adding more pages and changing how the website looks whenever you want.

Even if you want to get fancy and add forums, chat rooms or whatever, it's all still totally mindless with a WYSIWYG online editor. You just click on whatever you want and drop it right onto your new website. You can even start up an ecommerce site and have an online store. Again, you don't need any technical skills to do this and you can be cheap too. For \$10 a month you can get an online store that accepts payments and everything.

But if you're lazy like me, and you don't want to deal with putting a website together, you should just have someone else build it for you. This is the totally easy option. Just go to an online clearing house for outsourcing like [elance](#) or [rentacoder.com](#). All you have to do then is just put up a work order, and then you'll get loads of designers bidding for the job. Make sure you choose someone who's rated well and has built a lot of websites before. A lot of designers will bid pretty low, and so you can be pretty cheap. You can spend a couple hundred bucks and still get a really good website out of the deal.

B. Placing Affiliate Tracking Codes and Ads on your Website: if you don't know HTML (Related to Chapter 1)

Once you have a website set up, you're ready for the next big step: making money. It's common knowledge that linking to affiliate websites is a great way to watch revenue pour in. When visitors come to your website, click on your affiliate links and buy things from these affiliates, you then get a cut. That's because part of the code includes a tracking mechanism which lets your affiliates know that you sent them there.

Another way to earn cash is by putting up advertisements on your website. Google AdSense is the biggest program out there, and it generates money for you every time a visitor to your website and just clicks on one of your ads—your visitors don't even have to buy anything for you to make money.



But before making any money, you'll need to put the actual affiliate and advertising links onto your site. If you don't know anything about HTML or code or websites in general, you're probably thinking that this is totally impossible. Lucky for you, you're totally wrong.

In fact, it's really easy to get ads and affiliate links up on to your site, especially when you use an online WYSIWYG website building program. If you create your website with [homestead](#) or a similar online WYSIWYG editor, you'll be able to go back and make updates whenever you want.

This means you can include affiliate links and advertisements on your website, and with the help of the online editor, you won't have to know anything about programming.

To get an affiliate link and put it on your site using homestead.com, follow these simple steps:

1. Go to your favorite affiliate network like [ClickBank](#) or [Commission Junction](#) or directly to the site of your affiliate partner.
2. If you're choosing an affiliate banner from the site, then copy the banner image and save it to your computer. To do this, right click the image, choose "Save Picture As" and remember what you name the image and where you save it.
3. Also save the HTML code that comes with the banner. This will be used to direct visitors to your affiliate when they click on the link.
4. After adding the **Import An Image Element** to your page, choose "import new file" and browse for the banner image that you just saved. Once you find it, open it and bring it into your workspace.
5. Now you can bring in the link. First highlight it, but be sure to only include the part that looks like a URL (starting with http and ending with /last-file). Copy (Ctrl + C) and paste (Ctrl + V) this into the Link field.
6. Republish the site and test out the link in your browser to make sure you did it right.

C. Affiliate Networks & Affiliate Programs

What are they, how do they work, etc. (Related to Chapter 2)

Now I'm going to show you how you can make a lot of money through joining an affiliate program. If you do it right, you can start to get rich through these partnerships. Really, it's easy to make money this way. Here's how it works:

Say you have a website that's all about the hottest electronic items on the market, and because you really do have a brain, you also have affiliate links going out to businesses that sell these electronics. Now say one of your web pages is devoted to reviewing a certain device, and a visitor who comes to this web page reads the review. After reading the review, your visitor decides he wants to buy the product. What does he have to do in order to buy it?



Follow the affiliate link. That's because by placing an affiliate link on your site, you are able to refer your visitor to a business that sells the product. In exchange for the referral, or "lead," you get a cut—but only if the sale is made.

So how does your affiliate know that you provided the lead? Simple. Affiliate links use tracking so that when a lead converts into a sale, the customer can be traced back to your website where the affiliate link was clicked.

Now, since there's a huge number of businesses available to partner with, several online networks have sprung up. These are really clearing houses for affiliates, so that web publishers like you can pick, choose and compare the different affiliates and their payout rates all in one place. You're going to get less of a cut than if you go through the company directly, but that's just the price you pay for having it easy. And if you're lazy like me, it's totally worth it.

The best affiliate networks are [ClickBank](#), [Commission Junction](#), [BeFree](#) and [Linkshare](#). These have been instrumental in helping me become filthy rich.

D. Google Adwords (Related to Chapter 2)

You can't start making money until you get traffic to your website, and one of the best ways I've found to get traffic is by advertising your website through Google Adwords. This is the biggest PPC (pay per click) program on the web, and you have to be a total moron not to take advantage of this opportunity to drive up traffic.

You can create a Google Adwords account at adwords.google.com

There are a few things you have to know about Adwords, because using this program is nothing like putting up a banner.

First, there are no images. Only text. You get a small amount of space to write your advertisement. Typically it's the one headline followed by two more lines and then below that is your website's URL. That's it. You might be thinking that this is lame and ineffective. You're wrong.

Why? Well, the second important feature of Adwords is that your ads only show up when they're relevant to the content on the rest of the webpage that a visitor lands on. They also show up on search engine results pages, when people type in keywords that relate to your ad. (These are the "sponsored listings" that you can find listed on the right hand side of search engine results pages). This is why Adwords advertisers are so successful: you only get seen by people who are already looking for information on your product or service.

The third thing you need to know is this: as an Adwords advertiser, you get to choose which keywords you want your ad to show up for. You're going to have to pay more for the terms that get a lot of traffic, because they're much more competitive.



So, if someone goes to Google and searches for “video games,” and you’ve chosen “video games” as one of your trigger keyword phrases, then your ad will show up as a “sponsored link” on the right side of the Google’s search results page. If you’re running a totally killer campaign, you can even be listed in the blue shaded boxes above the page results.

Of course, “video games” is a pretty competitive term, which not only makes it cost more per click, but also makes it hard to get seen. A lot of sponsored links get shuffled off to a second page. As soon as people start clicking on it, though, you’ll move up closer to the top position, and traffic will start pouring in.

Until then, though, you want to try bidding on terms that are less competitive, so you show up as one of the first sponsored links when the occasional visitor searches for that term. These terms also cost less per click, and if you bid for a ton of them, you can get visitors from all over. That’s what I do, and it totally works.

Along with this, you can choose to have your site show up on Google partners’ sites, like America Online, Earthlink, Ask Jeeves and a ton of other ones. There’s also an option for your ads to show up on any web-sites that are relevant to what you’re advertising. You can even have your ads show up on Google’s web-mail service Gmail, when users send emails that include content relevant to what you’re bidding for.

Google claims that its Adwords program reaches out to 80% of Internet users—I don’t doubt it. These guys are all over the place. But that doesn’t mean you have to be. If you don’t want your ads to show up everywhere in the Google network, you can opt out of any partner sites, Gmail or whatever. If people keep coming to a certain site and clicking on your ads, but they’re not buying anything, then you don’t want to show your ads there. Why would you want to keep paying money if you’re not getting anything back for it? So keep an eye on your Adwords conversion rates. That’s what I do, AFTER I return from one of my many vacations.

E. Google Adsense (Related to Chapter 2)

Once you get people coming to your website, you’re going to want to have a quick way to turn this traffic into revenue. By far the most mindless way to make lots of money online is through Google Ad-sense. All you have to do is throw some Google Adsense code onto your website and let your visitors come and check out the ads. Every time they click on an ad, you make money!

Any company that places an ad with Google Adwords, has the option of letting their ads appear on your website or others as Google Adsense Ads. Basically, Google Adsense is the result of Google Adwords advertisers.

Getting the code is easy. You don’t even have to know HTML or anything. All you do go to www.google.com/adsense and apply for an Adsense account. Once you’re approved (usually in minute or so) you can get right to it. Start by choosing the color and layout you want (like I mention in Chapter 2) the ads to show up as on your website. Once you’re satisfied, they’ll give you a block of HTML code that you then just copy (Ctrl + C) and paste (Ctrl + V) onto your website. It’s even easier when you use a WYSIWYG editor online—or, even better, have someone else build your site for you, and put the Adsense on it!



But what's to say that people will click on your ads? While a lot of your success depends on good placement of the ads, most of the work is done for you already. You see, Google AdSense makes sure every ad that your visitors see is relevant to what they're looking for. If your site is about flowers, then the ads that show up are going to be for florists, nurseries and whoever else is bidding to show up on your website. The amount of money you make per click depends on how much advertisers are bidding.

But the best part about AdSense is that you don't have to deal with the advertisers at all. It all goes through Google. And it doesn't even matter if the visitor buys ends up buying something on the advertiser's site. The visitor comes and clicks. End of story. If you're lazy like me and you like to earn lots of money, Google AdSense is perfect.

F. Pay Per Click (PPC) Search Engines (Related to Chapter 2)

If you want traffic right away, you're going to need advertisements that bring visitors to your website. The best way to get quick results is with a Pay Per Click (PPC) search engine like Google, Yahoo, Miva or a dozen or so smaller search engines that are worth signing up with.

If you haven't figured it out yet, PPC means you only pay when someone clicks on your ad. It's an advertising system that makes sure the only money you spend goes toward getting visitors on your site. PPC search engines are a great way to advertise because they let you commit a fixed amount of money to a campaign. It can be \$100 or \$100,000—it doesn't matter. Then, you choose how much you want to spend every time someone clicks on your ad when they are searching for a particular keyword.

If you're selling headphones, then the cost per click (CPC) might be about 2 bucks. If that turns into a 20 dollar sale, then it's obviously worth it. Many of the PPC search engines have interfaces that let you plug in your keyword terms and see an estimate of how much it will probably cost to run your advertisement for certain keywords. Say that other PPC ads bidding for "headphones" get 1000 clicks a day. At 2 bucks a click, that can add up fast.

And this is where PPC campaigns can get kind of pricy. You could end up spending thousands a day just on advertising. But, you can always set a daily limit on the amount you're willing to spend, that way you won't get burnt.

Now you need a killer strategy: go for terms that are less obvious. Some keywords are less expensive, or less searched—some of these can even have higher conversion rates than the bigger keywords.

The great part about PPC search engines is that you can totally turn around your campaign on a day to day basis. If certain terms aren't converting, or are costing too much, then the words can be thrown out and replaced with an entirely new set of words that work better. PPC is really useful for eCommerce sites, although affiliate and AdSense sites may also find PPC strategies to be profitable when the profits from your commissions bring in significantly more than CPC advertising.



G. Search Engine Optimization (Related to Chapter 3)

So what? I don't care if your site has a bunch of AdSense ads, affiliate links or even a storefront for ecommerce—if you don't have any traffic, you're not making any money.

Now, there are two main ways to get traffic coming to your website: Pay Per Click (PPC) search engines and Search Engine Optimization (SEO).

SEO can be a lot more cost effective than PPC, although it may take a little bit longer to show up in organic (non-sponsored) search results. Despite the extra time it takes, it's all the rage today and has been for a few years now. I've already made millions off of it, and a lot of other people are just starting to realize how rich it can make them.

But what is it? Just like its name suggests, SEO is a process of optimizing a website so that it ranks high in search engines. A well optimized site should show up in the first 10 results for popular keyword searches that are relevant to the content of your website. Good engines to rank in are Google, Yahoo, MSN or even smaller ones like Ask Jeeves.

Search engines want to provide their users with a valuable service—results that are relevant to the search. With billions of websites on the Internet, they automate the process by using highly sophisticated algorithms to determine which sites get placed above others after a user searches for a certain keyword term. These algorithms are kept secret and search engines like Google change them all the time so that website optimizers have a harder time manipulating the results, or “gaming” the search engine.

No matter what changes are made, however, the algorithms continue to rely following two components of a website: links and content.

It's common knowledge that the most important part of SEO is getting links. The search engine algorithms give major points to websites with a lot of inbound links as well as links from large, respected websites. The rationale behind this is that quality websites gain popularity naturally, and if other users believe the site is worth linking to, then the search engines should rank it high too. You'll see in Chapter 3, however, that it's easy to manipulate links so that they give your website a better ranking in search engines. I do this all the time, and I'm really rich because of it.

When it comes to content, keywords are crucial because they are what user searches are essentially looking for. If you know thousands of people are searching for “Motorola cell phones,” then you'd better make sure your cell phone website has an article that mentions “Motorola cell phones.” Look in Chapter 3 to find out the best way to put keywords and other content on your website. There are some really easy ways to make your site worth a lot more money.



H. Clickbank: How to create and sell a product on Clickbank, and how to become an affiliate of other Clickbank merchants (Related to Chapters 1, 2, 4, and 6)

I keep saying here that one of the best things to sell online is information. People always want to find out the top 10 secrets to improving their life, and are always willing to drop money on some ebook that will explain it all to them. That's why [Clickbank](#) is such a killer affiliate network. They're focused entirely on non-material products—that means anything you can deliver in an email or download as an ebook.

How do you “create” one of these information products? Easy—just write one for yourself. If you're lazy like me, you can just pay someone else to write it for you. What kind of ebook are you going to sell? Honestly, I suggest doing something that's already been way overdone. I'm not kidding. Weight loss, acne removal, quitting smoking—all these have sold since time immemorial, and there's no reason they're not going to keep selling. The best part is that you don't even have to sell your product. You just sit back and let Clickbank sell it for you, then watch the paychecks come rolling in twice a month.

Now, once you wake the hell up and realize your opportunity here, you'll find it totally easy to have Clickbank get you set up. All you have to do is sign up for free and keep up a website that promotes your product, explains it and offers support. That's it. In return, Clickbank sells your product over and over again by bringing in affiliates from throughout its huge network. Like I said before, you get a huge paycheck twice a month. That's why I love Clickbank. I'm extremely lazy, and this is one of the easiest ways to make money while doing almost nothing.

When it comes to online information products, Clickbank is hands down the top affiliate network. They have a huge network of affiliates who will send customers straight over to buy your product

You can also sign up as an affiliate of other products on Clickbank. Just have a website that reviews some of the informational products sold on Clickbank, and each time you send over a customer who pays, you can make a commission of up to 75%. It's really easy to choose who you want to link to. Next to each product in the Clickbank Marketplace (Click on “promote products” on Clickbank's homepage) they tell you the exact percentage commission that gets paid out for the product. This way it's easy to browse through the huge number of options, and find a plan that really makes you money.

I. Ebay: How to set up your own Ebay store and sell goods (Related to Chapter 6)

If you're not lazy like me and you like to take that hands-on approach to getting rich online, then go for it! Buy real stuff, package it, ship it out and wipe the sweat off your brow after a long day of hard work. Totally not my style, but it's still a great way to make tons of money.

What's the best way to sell things online? Simple: buy hot consumer products wholesale and sell them to other wholesalers or to retail customers through eBay. Wait! You don't know which wholesalers to buy from? Don't know the best way to sell on eBay? Calm down.



First, you can get your products from anyone on the list of our preferred wholesale vendors. There are tons of scammers out there, and people get nailed all the time. Luckily I've been able to put together a list of the ones that are most trusted and offer the best services as wholesalers. These guys are totally on the up and up (see Chapter 5).

Now, to sell on eBay, you're going to want to open up an eBay store. Again, calm down. It's easy. You'll get a user-friendly showcase for all the products you sell, and comes with lots of features that make selling things easy. Best part is that you get to auction items or just set up an eBay store by following these simple steps:

1. Go to <http://pages.ebay.com/sellmore/> and click on "Open Store Now"
2. You'll be prompted to enter your credit card and checking account info and tell them how you want to pay the sales fees and everything else.
3. Do it.

After you set up your account you can set up a store that fits your needs. No matter which feature level you choose, you'll get a powerful domain name like www.stores.ebay.com/yourstorename, a gallery to showcase your goods and a ton of other cool features that will help you sell more and make lots of money.

Then simply go to your "My Ebay" account and click on "Sell", and eBay will walk you through the simple process of selling your items.

J. Website Cloaking for Beginners. What it is, how to do it, etc. (Related to Chapter 3)

If you've heard about cloaking before, chances are you think it's more complicated than it actually is. Really, all you have to know about it is this: it's a way of showing the search engines one thing while your visitors see something else.

Okay, I'm going to spell it out for you. Search engines like keywords and links and all the things that tell them that your website is relevant. People, on the other hand, like to see websites with nice graphics and quality information about what they're searching for. Unfortunately, people and search engines don't always agree. What might get you ranked high would end up being useless to the visitor, and vice versa.

So, if you decide to do some cloaking and you're not a total moron, you're going to make sure that the search engine sees what a search engine would want to see, and the human website visitors see what they want to see. Actually, you can still be a moron—it doesn't matter. You don't have to know anything about cloaking to do it. You just have to get a software program serviced by someone who knows what they're doing, and you're set. My favorite software is [Fantomaster](#), which is definitely pricey at \$1700, but well worth every penny. You can also try [Search Engine Cloaker](#), which is only around \$50. Not as fancy, but it'll do. I prefer Fantomaster because Dirk the owner sets everything up for me.



I don't really care what's going on behind the scenes, as long as cloaking is helping me get my site ranked higher. Still, you should know that IP cloaking is the most common form of this around. When search engines come onto the web and crawl your website, they come from somewhere. Their point of origin is marked by an "IP address." So a cloaking program will serve up the pages made for search engines to every visitor that comes from a search engine IP address. Everyone else (humans) see the pretty webpage.

Now remember that cloaking is really controversial. If a major search engine like Google finds out that your website is doing this, your site will be banned, or "blacklisted" forever. Sometimes jealous webmasters will rat you out, or sometimes search engines will find you on their own. I talk about how to cloak safely and effectively more in Chapter 5.



Chapter 9: Quality Products/Services I Highly Recommend

Quality programs I highly recommend you promote and/or use yourself to earn more money

- [The Rich Jerk](#) (of course!) - Promote my ebook Using the following link, making sure you replace "YOU-RID" with your own unique clickbank id, and you will earn 50% commission, \$48.50/sale:

<http://YOURID.richjerk.hop.clickbank.net>

Affiliate Programs and Tools

- [12 Month Millionaire](#) - An amazing book written by Vincent James, who has made over \$100 Million in the past 10 years through Direct Marketing. Then he got stupid & greedy, and lost over \$50 Million and went to jail. If you don't know what direct marketing is, you NEED this book. If you already know a lot about direct marketing you NEED this book. Face it, you just need to get this book. I can't say enough good things about it.
- [CB Mall](#) - Create your own Clickbank product store.
- [Affiliate-Announce](#) - Used to announce your affiliate program to all of the quality affiliate program directories out there. Can lead to a lot of good affiliates joining your program.
- [Learn Currency Exchange](#) - Ten times better than the one by Mazu and a lot cheaper. This program shows you how to make money with e-gold investing. You WILL make money with it.
- [Traffic Equalizer](#) - An automated tool that generates relevant page content for you based on the keywords you input.
- [Search Engine Cloaker](#) - The cheapest quality cloaking software out there. If you can't afford \$1700 for Fantomaster, then this will get you by.
- [Instant Attention](#) - Killer, unblockable, Google friendly pop ups.

Last Word

Like I said before, selling or providing information online is where the easy money is at. Information has a never-ending supply, and nothing to ship or return. Customers also receive it instantly. Using the strategies I've laid out throughout this ebook, you should easily be able to create several VERY profitable websites, or increase the profitability of a site you already have. If not, read it again. C'mon, don't be a total loser, get with the program and start making some freakin money!

Here's to being a lazy millionaire,