

# Online Business Startup Guide

A Powerful System to Minimize your Startup Costs and Maximize your Profit Margins of your Online Business

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By Peter Dobler

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## Foreword

No matter if you just started your home-based Internet business or you are a seasoned online warrior, the information in this e-Book will provide useful information for all levels of expertise. Seasoned online warrior will get the most from the bonus sections.

This book doesn't claim to have all the answers to achieve unlimited success with your Internet business. It is just an honest reflection of how to get started and how to avoid pit falls. It's entirely up to you on how far you want to take this.

Most online marketing systems categorize their information based on the reader's skill levels. This system is different. The topics are categorized on how much effort, time and money you are able or willing to invest into your own business. You will gain the necessary skills while you're practicing these marketing systems.

Print this e-Book, grab your favorite beverage and make yourself comfortable to read it from start to finish. It's very important that you get the big picture before you dig into the details. After reading this e-Book in its entirety, connect to the Internet and open it again. This way you will get the most benefit of it. You won't find a more complete collection on what's available and valuable in the world of affiliate programs without being overwhelmingly detailed.

As mentioned before the e-Book comes with full master resale rights. Sell it from your website and keep 100% of the profits. Give it away as special bonus or incentive for signing up for your newsletter. The only restriction is that you cannot change the content of this e-Book.

Yes, there are many affiliate links in this e-Book. This is just a small contribution to me for taking the time writing this e-Book. If you ever wrote an e-Book you know how time consuming this is. It will not cost you anything using my affiliate links to explore the programs or signing up for them. They are all free to join anyway. My incentive is to give you a guide to become a successful Internet business owner. If you're successful I get a little kick back. In this case I'm more happy about you being successful than getting a little commission.

Having said this there's only one thing left to tell you...

**Go get 'em, Tiger!**

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If legal advice or other professional assistance is required, the services of a competent professional should be sought.

The reader is advised to consult with an appropriately qualified business professional before making any business decision. Peter Dobler, Online-Business-Idea.com or any party involved in this book does not accept any responsibility for any liabilities resulting from the business decisions made by the readers of this e-Book.

**Read more** about Peter Dobler and his company Dobler Consulting Inc.

## Introduction

Before I start let me spend a few minutes to address the single most important factor in this business; **motivation**. Just ask yourself what is your motivation? You are reading this book for a reason. Maybe you want to learn how this business works, maybe you need some new ideas for your own business or you simply want to get started, but you don't know where to begin.

I don't know your motivation, but I want to take a few moments to share what my motivation was and still is to start my very own home-based Internet business. After years of devoting my time and talent to work for small and big corporations around the world I made a very important discovery.

No matter how hard I worked or how much effort I put into my career, I never got ahead. There was always somebody else making the decision on how successful I could be. I also realized that I'm depending 100% on the employer I'm working for at the time. We take the weekly or bi-weekly paycheck for granted until it stops.

### ***What's the Problem?***

Having said this, you might ask, "***What else can we do***"? The short answer is; **a lot**. My whole attitude changed when I came across an article of Robert G. Allen. The title of this article was "**Multiple Streams of Income**". Robert named the stock market, real estate and the Internet as the only reliable source of income. To make one thing clear, I'm not a big fan of Robert's real estate investment strategies, but he got a point.

You need multiple streams of income to protect yourself and your family from a disaster if one stream suddenly stops. This is the case if you solely depend on your paycheck and you lose your job. Not too far fetched if you follow the news and hear about all these layoffs all over the place.

Another phrase I like to share; "***Trading hours for money will never bring you wealth***". I don't remember where I heard this the first time, but it certainly made a big impression on me.

No matter what your personal motivation is, the fact that you're reading this book shows that you have the urge to take control of your own future. You have the spirit of a true entrepreneur ready to take on the world.

## Overview

After all these introductions here's a list of things you can expect from this book;

- **What is an Internet business?** Learn the basic mechanics of the business and list the different options for your business.
- **What's my first step?** You decide on how much time, effort and money you're able or willing to invest. An easy matrix will guide you through this process.
- Based on your **level of involvement** you will learn the tools and techniques that get you started right.
- A **quick reference** guide in case you're in a hurry and don't want to read the whole book or for future reference.
- As a **bonus** section I will walk you through some very impressive strategies that will open the traffic floodgates to your.

Best of all; you get all this and even more for **FREE!** Yes that's right Free.

You're also allowed to give this book away for Free.

- Give it away on your website as a free bonus.
- Share it with your friends.
- The only requirement is that you don't change the content of this e-Book.

You probably ask yourself, why in the world would I publicly share the inside secrets of starting a successful Internet business? There's not a single answer to this question.

- In the world of Internet business you can't survive on your own. It is absolutely crucial to build a network of win-win situations. If your partners are successful chances are that you will be successful.
- I don't believe in these 'get rich quick' schemes selling the ultimate tool to make \$1000 a day from the start with little or no knowledge and without putting in any effort what so ever. These systems work in theory and in theory only. Too many things must be in the right order to make this happen. I personally never saw results like this and quite frankly I've never seen any proof that this actually happens. To me this sounds like playing the lottery. You have the chance to hit the jackpot with your first attempt. Too much gambling for my taste. There's a better way to make money with your own home-based Internet business.

- In my bonus section “Viral Marketing” you will learn how you can spread the word lightning fast and with the least amount of work for you. It’s all about how you can multiply yourself.
- Running an Internet Business is a numbers game. You will realize this as soon as you need to calculate your profitability. It’s all about conversion rates and exposure. Don’t worry if you don’t understand a word I’m saying you will learn all about this later on in this book.

Take the gambling out of your business and get serious on what you want to achieve. To be honest, this is serious business and if you treat your new Endeavour as serious business you have the best chance of being successful.

The biggest **enemy** of your success is the **lack of commitment**.

## ***Getting Started***

Here is some personal advice for getting started with you home based Internet business:

- **Don't buy into the hype.**
  - The Internet can be a confusing place. If you're getting serious with your business you will come across a lot of empty promises. 99% percent turn out to be exactly that, empty promises.
  - Stick with what works and choose your suppliers based on service and on how long they are in business. The Internet is a fast place and being in business for a couple of years means that you can expect world-class service and quality.
- **Don't spend too much time online.**
  - Don't forget your family and your friends. You will get drawn into this vicious cycle of wanting to do more and more. Remember success doesn't come overnight and time away from the computer benefits you and your family. Stay healthy while doing this or you won't be able to enjoy your success.
- **Take your time.**
  - Success with a home based Internet business doesn't come overnight, despite the promises from all these emails and websites you come across while pitching your own business.
  - The latest announcement, that Google is aging its index lists puts a new spin on quick success. Apparently Google now weights the age a website to determine its relevance and therefore its ranking. This means no matter how hard you try and how many tweaks you make to your website, it doesn't matter to Google.
  - So, take your time and be patient.
  - From my experience it takes at least 90 days before you see some sort of returns. With Google's latest announcements maybe a little bit longer. This means that you must keep track on your costs or you will go broke before actual profits are coming in.
- **Lock up your credit cards.**
  - Back to the cost control factor. Here's a very important tip. You are highly endangered to go broke if you make hasty buying decisions after late night online session. Before you enter your credit card number, bookmark the site, wait 24 hours, go back to this site and if you still think that you need this product buy it. You will save a lot of money by avoiding unnecessary or worthless purchases.

- **Be persistent.**
  - Simply don't quit. I know it can get frustrating having no sales or no hits for weeks. That's the nature of the business. I had months where the sales happened almost hourly and there's times when I didn't see any movement at all.
  - Just keep pounding the rock. All successful people in the world have one thing in common. They are persistent in what their doing.
- **Be Unique.**
  - Nothing will kill you online success quicker that being a pure copycat.
  - Keep this in mind. You will probably sell the same stuff as hundreds or thousand of other businesses try to do as well. So why should somebody buy from you and from you only? Be yourself! Put your personal touch on it. Sometimes it's a good thing to point out the negative of a certain product as well. Your potential customers will appreciate your honest opinion and trust you in future product announcements.
  - Remember it's your reputation and your ability to move emotions of your customers that sells.

One last comment, this e-Book's intent is to be a reference guide and a review of the products used in various combinations. I'm giving you honest feedback on what is worth a try and what you should avoid. Have fun reading.

## The Insides of an Internet Business

The best description would be; you're doing business with your computer from anywhere in the world. Well, that's a little broad. You can turn it around and say; you can do business with the rest of the world from the comfort of your home with your computer.

Anyway you slice it; it's you, your computer and the rest of the world. Oh, I forgot something very important. The basic element of a business is to **sell** something, right? Well, what are you selling?

### ***Affiliate Programs***

Here's where the single most important ingredient of successful Internet business comes in play; the affiliate program. Of course you could design, develop and sell your own product. You might be years away from having something solid to bring to market. You also have the option in purchasing the master resell rights to an existing product. In this case you will earn 100% of the sales price. Please read more about this strategy in my bonus section "Make Even More Money".

I'm a firm believer in the success potential an affiliate program will bring to your Internet business. This is the classic win-win situation I mentioned earlier. If you sell the product you make commission and the manufacturer of the product makes money from the sale. The more you sell the more commission you make and the more money the manufacturer of this product makes.

In this book I will introduce you to many affiliate programs and share with you my experience and my thoughts about them.

If you have any doubts about selling somebody else's product with your good name, please read this fantastic e-Book **Affiliate Masters**. Please [click here](#) to download a free copy. It will show you how to be successful with promoting someone else's product and protect your business integrity as its own entity. Did I mention it's free? Of course it's free. Most of the programs mentioned in this e-Book are free.

## ***Multi Level Marketing***

Before I start let me add a few words about multi level marketing or MLM. In my opinion it is a great concept to let the “little guys” participate in the company’s profits. I’m absolutely against pyramid schemes and “get rich quick” schemes. Pyramid schemes are illegal anyway.

In my researches on MLM companies I found one company that practices an ethical approach on the whole MLM concept. This company is **SFI** (Strong Future International). They practice a fair compensation plan and provide real value to their customers with over 600 products ranging from nutrition supplements to telecommunication services like cell phone services and long distance services. **SFI** is listed with the Better Business Bureau of Nebraska USA and voted Best MLM Company 3 years in a row.

To learn more about **SFI** please [click here](#) and watch the overview video.

## ***Your Motivation***

I’d like to address the motivational aspect one more time. If you’re seeking a system that promises you to get rich quick please do me a favor. Put this book down and delete it from your hard drive. This e-Book is dedicated to everybody who’s willing to put some effort into a real home-based Internet business.

Like any other brick and mortar business it also takes time to build customer trust and name recognition. You will experience the same emotions and set backs traditional business owners experienced during their startup phase. Your weapons are persistence and dedication. After all it is your business and you have to show your pride. Potential customers like dedicated business owners who are showing their pride.

I think of this e-Book more like a cookbook filled with recipes. You don’t have to follow the recipe word by word. However we all know what happens if you alter a recipe and you’re not sure what you’re doing. The chances are pretty big that you ruin the meal. Nothing live threatening it just tastes terrible you have to throw it out. I probably won’t be over for dinner. Of course there are experienced chefs who can easily alter the recipe and even enhance the taste. For now these recipes are working and I urge you to not alter them. Over time if you reach chef status you’re more than welcome to enhance your experience. Having this said; let’s begin with the fun.

## First Steps

Before I start bombarding you with terms and techniques about your Internet business you need to decide on what level of involvement you're able or willing to commit yourself. Keep in mind, there's a direct correlation between the level of involvement and the results you can expect. As an example: don't expect huge profits while absolutely doing nothing and vice versa. You should expect some profits if you put forth a lot of efforts. Is it enough to call it successful or to break even at least? Well, time will tell.

### *Make a Decision*

#### **Stop!**

I personally prefer the **very aggressive** strategy. I'm aware that I put a lot of hours and money into this venture, but I achieved positive results after a short period of time. This strategy doesn't work for everybody. If you can't spare some cash and you don't have the time to devote to your business, don't do it. If you're not careful it could cost you a lot!

My advice: ***learn to walk before you run.***

## How It Works

To simplify the process you only need to remember 5 levels of involvements; **relaxed, easy, moderate, aggressive** and **very aggressive**. Each level has its pros and cons, which I try to illustrate in the matrix below:

Level	Description	Weekly Work Hours	Investment	Income potential
relaxed	No website, only one affiliate program, limited time available for the business, no money available.	1 - 2	\$	\$
easy	No website, participates in two affiliate programs and one mlm program, puts in limited effort to increase traffic to the affiliate websites, and does some offline advertising.	5 - 10	\$-\$\$	\$\$
moderate	Website online and actively working to get better rankings in search engines. Participates in multiple mlm and affiliate programs, actively building an opt-in mail list, and does some offline advertising.	10 - 15	\$\$	\$\$-\$\$\$
aggressive	Professional website online, actively works with multiple mlm and affiliate programs, maintains a newsletter, builds opt-in mail-list with advertising the newsletter, and writes articles for publications.	20 - 25	\$\$-\$\$\$	\$\$\$-\$\$\$\$
very aggressive	Professional website online, actively works with multiple mlm and affiliate programs, maintains a newsletter, builds opt-in mail-list with advertising the newsletter, advertising through pay-per-click sites (Google AdWords, Overture), optimizes websites for increased rankings, maximizes the marketing for all the participating affiliate programs, and writes articles for publications.	30 - 50	\$\$\$-\$\$\$\$	\$\$\$\$-\$\$\$\$\$

It is very easy to come to the conclusion that the very aggressive approach will yield the best results. **Wrong!** The very aggressive approach is the sure way to financial disaster if you don't know what you're doing and if you simply ignore the basic business rules.

Take my advice and learn the basics before you even consider spending any substantial amount of money in advertising. I hate to be the one that will tell you "I've told you so".

## ***Business Objective***

Starting an Internet Business is a long-term investment. The best way to put my system into action is to start bottom-up and run each level for a while until you reached the very aggressive level. In my case I gave myself 6 months to reach this level. But everybody is different and you might increase or lower the pace of your efforts.

I added several bonus sections that will show you alternative strategies to reach your goal quicker. I just recently learned about this myself and I'm eager to share my newly gained knowledge with you.

I don't want to bore you with all the technical terms about a business, but at least you need to have a basic understanding about what you're doing. This e-Book is not meant to be a business guide. Please consult with your legal representation and your tax advisor for your business decisions.

My advice to you is that you treat your online business like every other business. Keep records, track your finances and operate in your legal parameters. Always consult a legal professional or a tax advisor **before** you make a business decision.

## The 5 Levels of Involvement

The 5 levels of involvement system are actually stackable. This means that each level builds on the work and achievements of the previous level. Except for the relaxed level, this is the entry level.

As an example: If you choose to implement a moderate involvement you would start with the relaxed level, then move to the easy level and at last you would focus on the moderate level tasks. This is pretty straightforward and easy to understand. Take your time to really understand what you're doing. However this is not rocket science and the key to success is that everybody can easily follow the instructions.

No matter what level you choose for your business, you should give yourself at least 90 days before you will see substantial results. If you don't achieve the desired results, tweak your system to better fit your personal preferences or maybe a home based business doesn't work for you at all. That's why it is critical that you set your goals and your level of involvement at the very beginning. Including how much money you are able or willing to invest. Chances are that you won't make any profits at all, that's the nature of owning a business. However, you will have a great chance to actually succeed and achieve the financial freedom you desire.

Remember, I give you the tools and techniques to get started. It's your personality and your willpower to succeed which will make the difference between success and failure.

Good luck to you all and please do me a favor, send me feedback with your very own experience implementing these strategies to my personal email address <mailto:pdobler@fl-home-biz.com>.

## The Relaxed Approach

If you can't or don't want to devote a lot of time or money to your own business, here's a possible solution. I call it the relaxed business involvement. Your business will be up and running in a matter of hours.

This business strategy is geared towards people who don't want to spend a lot of time on the computer, but still want to have a little bit supplemental income. The income expectations are not great, but it can produce a nice surprise.

### Tip!

If you choose this strategy because you have absolutely no money to spend, here's a way to earn your start up money for your business.

How about to get paid for your opinion? Not bad! Big companies are very interested in your opinion to better understand their customers. Survey Scout did a great job collecting all these information and presents it to you for a very low one-time fee. You actually will recoup this one time fee with the very first survey you take. After this it's net income to you. [Read more](#) about this amazing system or [join today](#).

### Your First Product

The next step is to join the Dish Satellite Network affiliate program through VMC Satellite Systems. Because they have an offline, phone based order system and it's free. This is a great program. It absolutely costs you nothing and you get the opportunity to receive up to \$50 per sale. [Learn more](#) about this superb program or [join now](#).

### Stop!

If you don't live in the United States this program will not work for you. Instead go online and search for affiliate programs in your area that offers an offline marketing campaign. This means, that you can advertise for your affiliate program through flyers or other printed material and still get the commission for any sale.

If you don't have a program like this available proceed with the **easy approach**.

They offer marketing material with your personal promotion code and if somebody orders the system you get the commission. Just print their flyers using your own printer or a copy shop. Invite your friends to join you in your new business and you will create a nice sales force that will produce some nice profits for you and your friends.

Then you go around your neighborhood and/or your community and hand out these flyers. If you don't want to hand out the flyers yourself, the [US Postal Service](#) offers a great service. For a small fee they actually print and deliver the flyers to targeted addresses directly into prospect customer's mailbox. [Learn more](#) about this great service.

## ***Pros and Cons***

- **Pros:**

- No or very little money needed to start.
- Very little time needed.
- Use your existing computer and printer.
- Use your car to distribute the marketing flyers.

- **Cons:**

- Very basic income opportunity. Don't get fooled with the advertising on the Dish website that you can make thousands of dollars a month with selling their product. It is theoretical possible if you have a high traffic website with thousands of hits a day. In your case if you make a couple of sales a month, you can consider yourself successful. So it is absolutely necessary that you keep your cost as low as possible.
- No residual income possibility. That means if you stop promoting the product your income stops as well.

## Stop!

If you don't make any money within 90 days a home-based business might not be your forte. Or you need to tweak your sales skills and marketing approach. Either way, do not I repeat, do not continue to next level of involvement. You will be thankful later on that I saved you a lot of money. I don't want you to end up as another victim of the e-commerce hype.

### *The Right Mind Set*

Why is it so important that you successfully complete this step? You need to be able to sell a product to complete strangers. It will build your advertising skills and it will help you to overcome the first obstacle; dealing with rejection. Yes, you will experience rejection. Just keep in mind that statistically 19 out 20 people will say No to an offer you will make. It doesn't matter how good your offer is or how strong you believe in the quality and benefits of your products.

When I started my business I never expected any rejection, because I firmly believed that the product I'm promoting is the best thing since sliced bread. Wow, I was so wrong. Not only did I get a lot of rejections I also had to deal with a lot of angry and frustrated people. Don't take it personal. Accept the fact that this is part of the business and move on. Always keep in mind why you're doing this. You want to achieve **financial freedom**. Right?

Don't quit on me now. You will be thankful later on that I kept you on track and helped you to overcome these obstacles.

This method is the perfect entry-level approach for your own business. If you're ready to move your business to the next level, so please keep on reading.

## The Easy Approach

You are a little bit more serious about your own business, but you're still skeptical if it actually will work. The easy approach offers exactly what you're looking for. After a couple of days you should be all set and ready to go.

### Attention!

If you haven't already implemented **the relaxed approach** please take a few minutes to review it. Remember the 5 levels of involvement are stackable and the easy approach is based on activities of **the relaxed approach**.

With this method you still don't need a website to get your business off the ground. However some basic computer skills and basic knowledge of how the Internet works will make this task a little bit easier, but it's not necessary.

Now you're ready to kick it up a notch. Join the world's largest multi level marketing company **SFI**. Over 8 million affiliates in 200 countries speak for themselves. They are even listed with the Nebraska Better Business Bureau. **SFI** was ranked #1 Network Marketing program for 3 years in a row. [Read more](#) about the system and make sure you watch the video overview. You will get very valuable information from this little presentation.

Why do I promote SFI or a multi level marketing company in general? The answer is easy. SFI is very good to me and it's free to join. Even if you are not successful with SFI, you get a ton of valuable marketing information for free that you can apply to your business. So, you really don't have anything to lose.

Your next step is to join the leading traffic exchange network **Traffic Swarm** and **InstantBuzz**. You will promote your **Dish affiliate program** (*remember; the affiliate program you join during the relaxed approach strategy*) and your **SFI** gateways. Of course it's **free** as well.

With **TrafficSwarm** you actively need to maintain your exchange ratio. If you don't want to spend at least a half an hour a day to maintain the system, upgrade to a paid membership and the system is set on autopilot. It's definitely worth to upgrade. You can cancel the paid membership any time and go back to a free membership.

Simply follow the instructions of the **TrafficSwarm** site and copy and paste the affiliate link provided by Dish Network into the **TrafficSwarm** system. Repeat the same with your SFI gateway links. Start collecting credits and your affiliate web site will be displayed to potential customers. The more credits you accumulate the more often your Dish Network page and the SFI gateway will be displayed. You get the idea.

**InstantBuzz** maintains itself. It is a toolbar directly installed on your Internet Explorer menu. Every time you open your browser to do your work or you send out an email you will get credit and over time you will have a lot of helpers accumulating even more traffic. **InstantBuzz** also hooks into your email system. This is the most powerful way to place ads. Imagine that your ad will be displayed in emails send between friends and family. No SPAM blocker will flag the email and the email will get read, because it is just an email amongst friends. Remember how hotmail got big. Exactly a simple advertising line displayed at the end of each email.

Like **TrafficSwarm**, **InstantBuzz** offers a paid membership as well. Both systems are building downlines. This means that you will accumulate credits from your downlines as well. This will accelerate your credits and display your pages more often without you having to do more. That's the power of leverage.

### Tip!

Now here's a very important advice! You've reached a point to make a very important decision. In order to secure your position within the **SFI** network you need to either sell some of their products or buy one product for yourself. If you don't like to sell things starting a home business might **not** be the best choice for you anyway. This sounds a little bit harsh but it is the truth and you will be thankful for my advice before you lose a lot of money. Let's face it; selling and talking to a lot of people is the heart and soul of every home business.

## ***Put SFI to Work***

Back to business, securing your position with **SFI** is your first priority. This will determine your future success with **SFI**. If you don't do this, the system will place you at the end of the network. So, no matter how hard you work to sponsor new affiliates, if you fail to secure your position, you will lose your sales team and you have to start all over again. The best method to avoid this situation is to join **IAHBE**. This will secure your position and you will receive free gifts valued over \$1,000.

While you're working your community delivering flyers for your **Dish Network affiliate program**, your **SFI** network is slowly growing and will generate residual income for years to come.

I can honestly say, that joining **SFI** and **IAHBE** was one of the best decisions I made for my home-based Internet business. Compare your home business and your membership with **SFI** and **IAHBE** to pushing a freight train. It's very hard to get it going, no matter how hard you try. Don't give up too soon, then after while you realize it's moving! And over time it is gaining speed and when it is up to speed it's hard to stop it. At this point it's better to take your hands off the controls and let it run.

How long is a while? You might ask. Again this is my very personal answer. Using a **very aggressive approach** I saw results in a few days and within the first 30 days I completely filled my **4-tier network in SFI**. As a member of **SFI** you know what I'm talking about. I received bronze team leader status in my very first month. I never had any formal marketing training or sales skills. I just applied the system I'm about to share with you.

So far you got your feet wet with this system. Now it's time to talk business, serious business. Everything you've learned so far prepared you to face your next challenge. With **the moderate approach** you will launch your very own website. Don't worry no web design skills are needed to achieve this task. Also, you're currently spending less than \$30 a month to have a business up and running giving you the opportunity of receiving some nice profits. Including residual income and this is the type of income we want for the rest of our lives.

Make yourself very familiar with all the products and information **SFI** offers on their website as well as the content on **IAHBE's** website. The more you know the easier it is to answer questions of prospects who want to join **SFI** and have some questions.

## ***Pros and Cons***

- **Pros:**
  - Very **low cost** business investment.
  - Some **residual income** possible. Don't get too excited, your marketing efforts are too small to achieve substantial results. Over time, maybe 12-18 months, you might see better results, but only if your persistent in your efforts.
  - Still not a lot of time of yours needed. Ideal **part time** engagement without disrupting your current life.
- **Cons:**
  - Because you don't have your own website, your marketing options are limited.
  - It takes a very long time to achieve substantial results. Although with utilizing **SFI's** extensive library of offline marketing material you could achieve some nice profits.

## The Moderate Approach

Congratulations, you're still reading and you're showing sincere interest in getting serious with your own home business. Taking this important step will change your life forever. Remember why we're doing this. We all want to achieve financial independence while learning as much as possible about Internet marketing strategies and sales skills. That's what this book is trying to do, a crash course in Internet marketing strategies and a how to guide for you to achieve financial freedom to live your personal dream.

### Attention!

The moderate approach is a little bit more complex and requires the completion of the **relaxed** and **easy approach**. This step builds on the achievements you made so far. Give yourself at least a week to set this all up and to test that it is working correctly. You will be glad you did because once it is in full swing it's hard to make corrections without losing a few of your customers. Trust me it happened to me and I don't want you to experience the same trouble.

Next you need your very own web site; during many late night research sessions I came across a very unique website. It was the website of **Stone Evans**. Quiet frankly I didn't understand half the stuff Stone was talking about, but somehow it fascinated me. I printed his website and read it over and over again. Until I finally got it, this is genius. After you read what Stone has to say and to offer you will agree it's almost too simple to be successful. Trust me it works. Stone has the right thing for you. Do what I did, print it and read it several times. Stone's service is free. However you need a web hosting service and a domain name. This will cost you a small monthly fee, but it is worth every penny. Well, the best part is that it will eventually pay for itself over time.

Here's a brief overview what Stone will build for you. You get a 75+ page text based website, search engines love this! He will set up your personal domain name and email system, and to top it off you will receive your very own newsletter that runs for an entire year with your very own autoresponder. "**What is an autoresponder?**" you will ask. Good question. Your website has a sign up popup window where you enter your first name and email address to subscribe to your very own newsletter. An autoresponder captures these email addresses and sends out the messages in a predefined sequence.

Make sure you sign up for your own newsletter, so you will read exactly what your subscribers will read.

The autoresponder serves two purposes, first you stay in touch with your subscribers by sending out messages on a regular base, and second you build a very valuable mail list with email addresses of people who actually want to get more emails from you. This is priceless in the age of spam and spamming complains. I can't stress this topic enough, do not spam. If you get complains about spamming and you ignore these complains you are at risk to be forced out of business. So, do me a favor and do not spam!

### ***Promote your Newsletter***

Ok, you got your very own website and your very own newsletter. Existing isn't it. Well, not quiet. You need to advertise your newsletter. Or else nobody knows that you're in business. Literally there are thousands of website devoted to promote newsletters to worldwide readers. You need to submit your newsletter to these ezine directories. They call them ezines, electronic magazines.

You could go to Google or Yahoo and search for ezines or ezine and receive enough results to keep you busy for years or you could use this little tool called **Ezine Announcer**. This tool will shave weeks of your advertising efforts. It simply knows the best directories and it will submit your newsletter to them automatically. Hint: read the manual very carefully or you will waste valuable time and efforts. The tool itself is not very intuitive, so read the manual.

I'm proud of you. You are on your way to success. If you keep persistently working on your business nothing will stop you. So far you have an online business up and running for under \$80 a month. Not bad for starters.

Just sponsor one **SFI** Executive Affiliate and teach him/her how to use **Stone's Plugin Profit** website. Imagine that this **SFI** Executive Affiliate does the same thing. You do the math!

## The Penny Story

Did you ever hear the story of the penny that doubles its value every day? You start with a penny and you double the amount every day. What is the amount after **30 days**? The answer is **\$5,368,709.12**. This is unbelievable, but true.

Here's how:

Day	Amount	Day	Amount	Day	Amount
1	\$0.01	11	\$10.24	21	\$10,485.76
2	\$0.02	12	\$20.48	22	\$20,971.52
3	\$0.04	13	\$40.96	23	\$41,943.04
4	\$0.08	14	\$81.92	24	\$83,886.08
5	\$0.16	15	\$163.84	25	\$167,772.16
6	\$0.32	16	\$327.68	26	\$335,544.32
7	\$0.64	17	\$655.36	27	\$671,088.64
8	\$1.28	18	\$1,310.72	28	\$1,342,177.28
9	\$2.56	19	\$2,621.44	29	\$2,684,354.56
10	\$5.12	20	\$5,242.88	30	\$5,368,709.12

Why do I show you this? Quite simple, I want to show you, that with patience and persistence you can achieve unbelievable success. Sometimes you don't realize, that you are just 3 feet away from your first big success when you quit. Well, nobody will ever be able to tell you that you missed your first success by just a few inches.

I arranged this statistic purposely into 3 columns to illustrate that most people drop out while still working within the first column. A few make it to the second, but then they give up too. Only a few have the vision and the persistence to reach column 3. Ask yourself in which column you want to be and what sacrifice you're willing to make. There is no free lunch and just by reading my book you will **never reach** column 3 **unless** you put some **hard work** into it.

Now imagine instead of days, your efforts will take weeks or even months to produce the same results. It doesn't matter if your time scale is 30 days, 30 weeks or 30 months. The principal concept stays the same.

Did I scare you with the word work? If so you should probably stop reading. You're in the wrong place if you're looking for getting rich quick while doing nothing. If this is what you're looking for you should play the lottery. What I'm offering is a fair chance to make some money with an Internet business combined with some hard work on your site. It would be foolish on my part to guarantee you that you will be successful. There are way too many factors involved to make any predictions for your future. The only thing I'm telling you is that you will significantly increase your chances to success by following my system.

By now you should know what I'm up to. The single most important factor to success is – **YOU**.

### ***Pros and Cons***

- **Pros:**
  - Your **very own website** with all the bells and whistles.
  - Some **residual income** possible. Don't get too excited, your marketing efforts are still too small to achieve substantial results. Over time, maybe 12-18 months, you might see better results, but only if your persistent in your efforts.
  - Still not a lot of time of yours needed. Ideal **part time** engagement without disrupting your current life.
- **Cons:**
  - Now you have to spend some money. Although it's minimal, get into the habit of carefully tracking your expenses.
  - It still takes a long time to achieve substantial results. Although with utilizing **SFI's** extensive library of offline marketing material you could achieve some nice profits, but still too little to quit your daytime job.

Now you're pump up and you ready for more, aren't you? Well let the games begin; move on to the next level, **the aggressive approach**.

## The Aggressive Approach

Welcome back. This whole Internet stuff is exiting, isn't it? Well, don't get too excited, you need a cool head to move on to the next level of your 5 levels of involvement strategy.

### Attention!

Don't skip the previous levels and start directly with the aggressive approach unless you're a seasoned Internet warrior and have implemented similar systems and want to increase your web presence.

Ok, let's recap what you've achieved so far. You have your pre-made website up and running, you're an active team member of **SFI** and you're promoting your ezine all over the place. Great job! You've accomplished more than most people in this business.

Now let's focus on your website some more. As you can imagine, if a lot of people doing the same thing all of them will have the same website, aren't they? There are actually two things you could do:

- Totally redesign the whole website to match you personality. This requires web design skills and web design software as well.
- Or use Stone Evans' **Mega** package to completely redesign your website and adding dozens of new affiliate programs as well.

I prefer Stone Evans' **Mega** package. Not only will this totally change your website, it also adds literally dozens of new affiliate programs to your portfolio. This will dramatically increase your chances of success while still at no cost to you. That's right, diversifying your affiliate program portfolio doesn't cost you a dime.

**Tip!**

If you don't have Stone's original **PIPS** website, you can still install his **Mega** package. However you will miss one important component which is the prewritten newsletter ready to use with your website. So I recommend that you start with Stone's original **Plugin Profit Site** and the upgrade to the **Mega** Site. It's still free, but it will optimize your efforts and ultimately lead into a more successful business.

Now you're saying that this new website is generated from software as well. Where do I differ from my competition? Well, there's no easy answer to this.

- First, your future customers have to find your website. Just because you have an open for business sign in front of your online store doesn't mean that people are lining up in front of your store. Therefore **search engine optimization**; **online advertising** and **offline promotions** are extremely crucial to your online **success**.
- Second, there are millions of websites and even more customers online each and every day. Of course there are some identical or almost identical websites all over the place. Again, the key is to be found by the search engines or through your advertising. In the bonus section I will into detail how you can increase the odds to be found be search engines even with identical web content.

In the **very aggressive approach** chapter I will go more into detail about how to personalize your website. For now the website is fine as it is.

Ok, search engine optimization is the topic. There are millions of articles, ezines and e-Books covering this topic. I don't want to go into heavy details with this. But I will mention one special tool that will increase your search engine rankings.

This helpful tool I couldn't do without is **IBP** (Internet Business Promoter). This tool is the Swiss army knife for search engine optimization. It analyzes your webpage for any violations that could prevent your site from being ranked high ever. It compares your site to the top ten sites based on a given keyword or phrase and makes recommendations what to change to beat these 10 top sites. It also includes a search engine auto submitter to hundreds of search engines. I especially like the ranking checker module, which allows me to check the search engine ranking of my website for any given keyword. **Download** your free trial copy.

One important aspect of search engine optimization is the number of links pointing back to your website. This is called relevance in search engine terms. You can have the most optimized website, but no links back from other websites. You will never rank high enough to reach the first or second page of a search result. Creating and maintaining an effective link back (reciprocal) link exchange can be a difficult and time-consuming task.

### Attention!

Stay away from FFA (Free For All) and SafeList sites. Search engines hate link farms and you will be penalized if you associate yourself with these sites. How do you know if it is a FFA or SafeList site? If you can't make out a clear meaning about the intention of the website that likes to link back to you, it probably is one of these sites.

If you're in doubt contact the webmaster of this site to check if it is a new site. If so you could probably link to this site. Chances are that this site will improve in rankings over time. This happens to me all the time whenever I launch a new site.

My tool of choice to manage reciprocal links (that's how link backs are called) is **Linkmachine**. Creating a reciprocal link directory is one thing, maintaining and checking for the existence of your link on the partner site is another story. **Linkmachine** takes care of all aspects of maintaining and growing your reciprocal link directory. [Click here](#) to download the free version and test it yourself. The free version is already packed with features, but if you want to move to a fully automated link exchange, upgrade to the paid version. It's definitely worth it if you have hundreds of links to maintain.

One important step is, to attract subscribers to your newsletter. Remember you have your own autoresponder loaded with one-year worth of content. Now you need subscribers. Your website can do the work for you, but you have to wait to get exposure on the search engines and not every visitor will subscribe.

Your way out is to subscribe to an email leads provider. Before I continue here's a strong reminder on spamming.

**Stop!**

Under any circumstances do not **SPAM**. I mean it. SPAM complains are your biggest enemy on your road to success. Most ISP's make it very easy to complain about SPAM. If you are opting to pay for email leads make sure you know where these leads are coming from and also make sure that they are always double opt-in leads. Triple opt-in leads are even better. This means that the person requesting a subscription to your newsletter acknowledged his/her intention by at least responding to an initial email requesting their confirmation of subscription. Anything else than double opt-in email leads will get you into trouble.

Did you know that if you're convicted of spamming you could be fined up to \$500 per email you send and your domain will be shut down? Don't let this happen to you, listen to me, double check your source of email leads and always go with double opt-in leads.

Here's a word of wisdom. Even with double opt-in email leads you will receive a few nasty emails in return. That's the nature of the business. People forget that they subscribed to your newsletter. In this case do yourself a favor and manually unsubscribe this email address and respond to the complain email that the request was executed. Although all the emails your autoresponder will send out have an unsubscribe link built in, that's the law, people get angry and just fire back a nasty email.

That's it on SPAM, just do yourself a favor and don't SPAM. It could mean the end for your business.

**I hope I didn't scare you too much, but you have to take SPAM seriously. I certainly do!**

## ***Email Leads Providers***

- **ListBuilder**

- Works perfect with the autoresponder of [Getresponse](#).
- The only provider with triple opt-in leads.
- Use the domain blocker option to filter the chunk before you pay for it.
- You pay per lead on a fixed monthly fee.
- Very high traffic rate that generates a lot of leads depending on your newsletter ad text.
- [Click here](#) to receive your email leads.
- This is my favorite email leads provider.

- **ListOpt**

- Works perfect with the autoresponder of [Getresponse](#).
- Choose their double opt-in leads.
- Use the domain blocker option to filter the chunk before you pay for it.
- You pay per lead on a fixed monthly fee.
- This will generate a decent number of leads depending on your newsletter ad text.
- [Click here](#) to receive your email leads.
- I use this one a lot as well.

- **LeadFactory**

- Works perfect with the autoresponder of [Getresponse](#).
- Their only option is double opt-in leads.
- No domain blocker available.
- You pay for a fixed number of leads. No monthly fee.
- [Click here](#) to receive your email leads.
- I keep this provider because of their outstanding support.

## ***Pros and Cons***

- **Pros:**

- Your very own search engine optimized website with all the bells and whistles.
- Due to intensified marketing more residual income is possible. You still need to be patient. It takes time to get indexed by the search engines. Over time, maybe in a few months, you might see better results, but only if your persistent in your efforts. Your chances to achieve substantial residual income increase day by day. The more your name and website are out there then greater the chances of being successful.

- **Cons:**

- Now you have to spend even more money. You need to carefully track your expenses, so you will be able to tell if you are making any profit or not. It's easy to get lost in all these little fees and scattered commission checks. Especially if you signed up for a few affiliate programs.
- Now your involvement with your own home business is at a critical stage. You need to actively plan your hours. I urge you not to quit your daytime job yet. Sacrifice 2-3 hours watching TV every night and devote this time to your home business.

### **Stop!**

You've reached the top end of effectively promoting your Internet business. Your spending is limited to small monthly fees, which shouldn't exceed more than \$150. If you spend more, double-check your subscriptions. Drop the unproductive ones and closely monitor the other subscriptions for the effectiveness. You also bought some tools, which by the way can be used to offer services to other webmasters, who don't have these tools, but like to have the information for their own website (Just a little business idea).

If you **cannot** break even with your business within 6-12 months, that means that your commission checks **don't** exceed your monthly subscription fees, you probably should consider closing your business and prevent further damage to your wallet. At least you've learned a lot and the newly gained computer; webmaster and marketing skills will look great on any resume.

## ***My View On Empowerism***

Why do I warn you about keeping track on your expenses? First it is good business practice to know your financial situation at any given time. Second you don't want to end up as one of the many angry and frustrated individuals out there who failed before.

Failure in business situation is never a lack of opportunities or markets. It is always a lack of planning and discipline. Even if you don't believe a word I'm saying, one thing is fact. The opportunities are out there. It is your job to discover them and to take advantage of an opportunity. Sometimes we are so obsessed with the idea of making big money that we forget the bottom line of this business.

You are making progress if your income is greater than your expenses. It is up to you to decide if it is worth your time. I give you an example. I'm part of a unique marketing concept called **Empowerism**. Their lead slogan is "Turn \$25 into \$2000". Sounds great, right? Well not so fast. At first the system looks very complicated and even I had a hard time to fully understand how it works.

You need to spend some time with the documentation of **Empowerism** to see the full picture. Basically **Empowerism** offers a payback for things you need as an active Internet marketer anyway. Email leads and ad space to a huge opt-in email list. Buying email leads and ad space in ezines is nothing new. Getting money back is very unique and if you do the math your advertising cost is absolutely minimal with this approach.

Let me explain further. As you remember **Empowerism's** slogan is "Turn \$25 into \$2000". Very catchy, but without further explanation it is absolute worthless. What it means is that you pay \$25 for 50 opt-in email leads. These leads are also part of your ezine subscribers to whom you then send your ads. It is kind of a share to a gigantic pool of subscribers.

Are you with me so far? Every time the orders (email leads orders) cycle (a unique algorithm that determines the payout ratio) your initial payment of \$25 will be doubled and credited to your account. You now have 2 choices. One, cash out and run or Two reinvest the \$50 and get even more email leads. You just get double the leads without taking any money out of your pocket.

The original cycle period when **Empowerism** started was around 30 days. This would mean that you would walk away from it after 180 days (6 cycles) with \$2000. Well, because everybody is more interested in cashing out than to see the big picture the cycle period went up to over 200 days. Hmm, this means that I will get my \$2000 in 8(!) years. This drove away all the gamblers and 'get rich quick' seekers.

Well, now we are back to the original target audience, Internet marketers who are looking for quality email leads and affordable ad space. Here's my point, try to double your money with any bank, won't happen, and doubling your money at the stock market isn't as easy as it was. Of course there's no guaranty and no insurance against complete loss if **Empowerism** goes out of business. The stock market doesn't offer this either.

This is just an example of how we can lose sight of the essential business rule to make money. There is no such rule that states you have to make big money. The 'get rich quick' seekers are coming and going so are the 'get rich quick; schemes. I like the long-term investments and the slowly but steady approach. A flush in the pan won't pay me any dividends when I need them the most.

This is just my view and you can make your own decisions. I got a little bit off track. Let's continue with my system and move on to the very aggressive approach. Again in my book aggressive doesn't mean short-term.

## The Very Aggressive Approach

I applaud you. You are still with me and if you want to take your business to the top this is the way to go. Of course there are many factors influencing the success of every business. You could do everything right and still your business isn't producing the necessary profits to call it a success, nevertheless to quit your daytime job.

### **Attention!**

You probably already know the drill. Please do yourself a favor and complete the 4 previous steps of this system before attempting the very aggressive approach.

You already have your own website and promote products? No problem. This will show you a few more ideas how to further promote your website.

### ***Keep Track***

That's why it is so important that you track everything you do to promote your business and the products you're selling. It's so easy to lose focus and sooner than you think your business is heading to a financial disaster.

Here's a list of things you have to do in order to keep your business on track or to realize when to quit before it ruins your finances.

- Have a plan.
- Know how much you can afford to spend on advertising costs every month.
- Don't spend more than you can afford.
- Reinvest 75% of your commissions back into your advertising efforts, at least for the first 6 months.

- Set a deadline by when your business needs to be profitable. Typically 6-12 months. This means, that you need to have the financial background to sustain advertising expenses for this period of time without counting on heavy commission checks coming in on a regular base.
- If you reach your deadline and your business isn't profitable, be honest to yourself and quit. There's nothing to be ashamed of. You gave your best, but the circumstances weren't right. Everything you've learned during the course of your online business experience will pay off when you apply for your next job. Just remember, you taught yourself computer skills, webmastering skills, marketing skills, sales skills and much more. This will look great on any resume.

The very aggressive approach focuses on search engine optimization and pay per click engines. As mentioned earlier, there are hundreds of books written about search engine optimization. Fact is, the major engines change their rules often and radical change the criteria of what's relevant and what's not.

There are two important ways how to create a website search engines love. Both are content driven and provide exactly what the search engines want to see. Websites with relevant content, search robot friendly code, as well as human friendly text.

### ***Targeted Traffic***

First up is cool software that cranks out as many doorway pages as your web host can handle.

The creator of this software gives you a 90-day money back guarantee if it doesn't produce the expected results. It is quite genius and I use it very successfully with my own websites. The tool is called **Traffic Equalizer**. How does it work? **Traffic Equalizer** generates hundreds of keyword optimized doorway pages. The real challenge is, to get the visitor to your front door and turn them into paying customers. The tool requires some fine-tuning and you have to check your success frequently. [Click here](#) to get your copy of this amazing tool. Remember it comes with a 90-day money back guarantee.

## ***Pay Per Click Search Engines***

The second strategy to generate an army of targeted traffic to your website is, to tap into the power of pay-per-click search engines. As the name implies, you pay for immediate top position listings on these search engine's first results page. It would take you weeks or months to reach the #1 position for a relevant key word. Pay-per-click gives you instant listings on the major search engines.

**Google** and **Overture** are the leaders, but there are many smaller engines who try to be the next Google or Yahoo. Most of them will actually give you free traffic bonuses just for signing up.

My favorite e-Book on pay-per-click engines is **GoogleCash**. Chris Carpenter put together a sure fire way to make a profit with Google's pay-per-click traffic and selling affiliate products. The key for success with pay-per-click is, to stay away from bidding wars on popular keywords. If you bid more than \$0.50 on a single click there's no mathematical way to achieve profits with a commission of \$10 per sale and a standard conversion rate of 3%.

Conversion rates are the number of actual buyers compared to visitors. Let's say you get 3 buyers out of every 100 visitors that's a 3% conversion rate. This is pretty good these days. Ok, these means that with the \$0.50 example above you would pay \$50 for these 100 visitors to arrive at your website and you would make \$30 of commission for the 3 sales you make. This means that you just made a \$20 loss. Now multiply this with 100, which is possible with the 200 million people visiting Google every day. You just made a \$2000 loss in a single day! Bottom line you must control your bids and monitor your sales every day.

[Click here](#) to secure your copy of Chris Carpenter's bestseller **GoogleCash**.

## ***The Right Keywords***

How do you determine which keywords are not overpriced and you have a good chance to be listed in the top 3 positions? I use a cool little tool called **AdWords Analyzer**. It simply combines the power of Overture's keyword tool and counts the number of paid ads on Google and Overture. The trick is to find the right combination between the number of searches and the number of paid ads for this keyword. It doesn't do you any good if there is no significant number of searches on a keyword where there is no other paid ad listed. Well, you will be listed as number 1, but still nobody will find you, because nobody is using this keyword. You get the point.

[Click here](#) to download this cool tool and start writing ads for the pay-per-click engines. Did I mention that **AdWords Analyzer** works for all pay-per-click search engines and not just for Google?

I recommend reading Ken Evoy's **Affiliate Masters** e-Book. It is the most complete guide on how to create a content rich website that sells affiliate products like crazy. [Click here](#) to download this amazing e-Book for Free.

## Pros and Cons

- **Pros:**
  - Your **very own search engine optimized website** with all the bells and whistles.
  - Due to your heavy marketing efforts **more residual income** is possible. You still need to be patient. It takes time to get results. Don't be discouraged if your first commission checks are not this great. Over time, maybe in 2-3 months, you might see better results, but only if you're persistent in your efforts.
  - You definitely set the stage for an online business success. Did you know that only 5% of all online businesses actually succeed in their efforts of achieving financial freedom. It doesn't seem like a great success rate. However if you put the activities, outlined in this e-Book, into actions you will have the best chance to be one of the 5%. It's all up to you.
  
- **Cons:**
  - Now you're definitely heavily involved into your own home-based Internet business. You need to actively plan your hours. I still urge you not to quit your daytime job yet. This is the hardest part of your own Internet business. If you want your business to succeed and you want to do this full time, you need to invest a lot of time.
  - If your goal is to supplement your current income with your Internet business for a little while, you should probably not pursue the very aggressive approach. However if you're serious and determined to achieve your personal financial freedom, this is the only way to success. Hard work and persistence.
  - Now you have to spend even more money. You need to carefully track your expenses, so you will be able to tell if you are making any profit or not. It's easy to get lost in all these little fees and scattered commission checks. Especially if you signed up for a few affiliate programs. I track my online business with Quicken, but any spreadsheet will do the trick as long as you track your finances for your business.
  - Your chances to achieve substantial residual income increase day by day. The more your name and website are out there the greater the chances of being successful.

There you have it, the 5 levels of involvement to become a successful home-based Internet business owner. The more time you invest into this topic the more information you will gather. My little collection just scratches the surface on what's possible and as soon as I publish this book new programs will be launched and new books will reveal yet another secret how to make millions on the Internet. I always keep it simple and as soon as I see a promising new program emerging I will share this knowledge immediately through my newsletter. To subscribe simply send a blank email to <mailto:pdobler@getresponse.com?subject=REF888>.

### Tip!

If you already have a website and referring visitors to another website for more information or to a product you like, don't waste your money. You're sending free traffic their way and get nothing in return. Chances are, that the website you referring carries an affiliate program. Sign up immediately, modify your link to add your affiliate id and make some money off it. This holds true for every external referral you have on your website. You're passing on some extra cash if you send free traffic to another website. Remember, there are endless ways to make money on the Internet.

## Quick Reference

This is a quick reference on how to put all the information you've read about in this e-Book to work. It's a fast and easy 1-2-3 guide for every program mentioned.

The step-by-step instructions are grouped by the program name in order of their appearance.

### ***Dish Network Affiliate***

- Affiliate Sponsor VMC Satellite Systems
- [Click here](#) to sign up for their program.
- [Click here](#) to login to your account.
- Choose the menu option "Advertising flyers".
- Print the free flyers.
- If you wish you can order their preprinted door hangers and business cards. However in my opinion a little bit pricy.
- You're all set to start your first affiliate program.

### ***SFI***

- First take a quick tour of the program. [Click here](#) to get to the overview page and then click on "Video Overview"
- Next, click on register and fill in the blanks. You will receive several emails to confirm your registration and to welcome you to the team.
- Your first action after login to the **SFI** main website is, to take the **SmartStart** tour. This is a great introduction to the **SFI** program.
- Your next order of business is to sign up for **IAHBE**. Your subscription fee is fully refundable if you decide to cancel the membership within the first 30 days. This equals to a 30-day free trial. [Click here](#) to sign up for **IAHBE**. You just accomplished two things at once. First you secured your Executive Affiliate (**EA**) status as long as you're a member of **IAHBE** and second you will receive a welcome booklet in your regular mail with your free bonuses worth over \$1,000.

## **Traffic Swarm**

- [Click here](#) to read about the concept and the benefits of this program.
- To join **Traffic Swarm**, simply [click here](#).
- Follow the instructions to maximize your results.
- Create a referral page for **SFI**.
  - Enter the URL of your SFI gateway ( [Click here](#) to get a list of your personalized URLs). Choose the FREE gateway. This one seems to work the best.
  - Enter a catchy title ( [Click here](#) to get some ideas, remember to be unique to separate yourself from the pack).
  - Enter a brief description. Again, be unique!
- Create a referral page for **Dish Network**.
  - Enter your affiliate URL. If you forgot your URL, [click here](#) and login to your affiliate account and click on “view stats”. You will see your personal link. Simply copy and paste the entire string.
  - Enter a catchy title ( [Click here](#) to get some ideas, remember to be unique to separate yourself from the pack).
  - Enter a brief description. Again, be unique!

## **InstantBuzz**

- [Click here](#) to read about the concept and the benefits of this program.
- To join **InstantBuzz**, simply [click here](#).
- Follow the instructions to maximize your results.
- Create a Bar ad for **SFI**.
  - Enter the URL of your SFI gateway ( [Click here](#) to get a list of your personalized URLs). Choose the FREE gateway. This one seems to work the best.
  - Enter a catchy title ( [Click here](#) to get some ideas, remember to be unique to separate yourself from the pack).
- Create another Bar ad for a different **SFI** gateway.
  - Enter the URL of your SFI gateway ( [Click here](#) to get a list of your personalized URLs). Choose the FREE gateway. This one seems to work the best.
  - Enter a catchy title ( [Click here](#) to get some ideas, remember to be unique to separate yourself from the pack).
- Create an email ad for **Dish Network**.
  - Enter your affiliate URL. If you forgot your URL, [click here](#) and login to your affiliate account and click on “view stats”. You will see your personal link. Simply copy and paste the entire string.
  - Enter a catchy title ( [Click here](#) to get some ideas, remember to be unique to separate yourself from the pack).
  - Enter a brief description. Again, be unique!

### ***PIPS (Stone Evan's Plugin Profit Site)***

- First you need to fully understand Stone's concept. [Click here](#) to go to Stone's website. Print the content of website and read it several times.
- Once you're ready, [click here](#) and scroll to the bottom to sign up for your very own website loaded with a newsletter running for a full year. This means, that if somebody signs up for your newsletter he/she will receive a total of 216 emails spread over a full year.
- Stone needs about 24 hours to setup your website and load the newsletter to your very own **autoresponder**.
- When you get the email from Stone that your website is ready, do me favor. Make yourself familiar with your website and read the content carefully. After all it is **your** website and if somebody has a question about your website, you should be able to answer it.
- One very important thing is to read Stone's welcome letter. [Click here](#) to login to Stone's support website with your affiliate id. Print out his welcome letter and read it several times. I don't want to repeat Stones message, but I followed Stones concept word by word. I can honestly attest **it really works**.
- The one single most important thing I did to get my business off the ground. I read Stone's "**30 Days to Success**" book several times. [Click here](#) to download your **free** copy. It's actually part of your package. I followed Stone's script almost word by word.

## ***Ezine Announcer***

- Before you start using this software please visit Jason Potash's website to learn as much as possible about **Ezine Announcer**. [Click here](#) to read what Jason has to say.
- [Click here](#) to download the free trial version.
- Print out the manual and follow the setup instructions.
- Please be advised to not **SPAM** the editors of the numerous ezine directories. There are complains from editors that they receive hundreds of unrelated articles and ezine advertising. Select your target audience and stick with them. It doesn't do you any good if you send an article about online marketing to the ezines directory of the gardeners.

## ***MEGA PIPS (Stone Evan's advanced Plugin Profit Site)***

- You don't need Stone's **Plugin Profit Site** to install his **MEGA package**, but if you don't you will miss out on your own newsletter. This is a very vital component in your advertising efforts. Read the step-by-step instructions to get your **PIPS** on the previous page.
- [Click here](#) to download a copy of the **MEGA PIPS** software.
- Run the application to create your new website. The software is completely self-contained and explains every step in detail.
- Here's a tip to maximize your profits. Join every program available from the **MEGA PIPS** software. If you don't you will advertise a program on your very own website for somebody else. Don't worry all the programs are **FREE** to join.
- Now you have to populate your new website onto your web hosting server. If you have your web hosting service with **Host4Profit**, comes with Stone's **Plugin Profit Site**, please **click here** to read the instructions. Otherwise please contact your web-hosting provider and ask about uploading new web site pages.
- You have the permission to give away this software for free on your website. To take advantage of the power of **MEGA PIPS** get your own branded version by [clicking here](#).

### ***IBP (Internet Business Promoter)***

- [Click here](#) to download the **FREE** trial version of **IBP**.
- Install the application and make yourself familiar with the tool. Print the manual and read it before using the software. Otherwise you will miss important facts to optimize your website.
- Here's a little business idea. This tool is so powerful, that you can use it to offer your own search engine optimization business. You don't need to know the inside tricks to get higher rankings, **IBP** does the work for you.

### ***Linkmachine***

- [Click here](#) to download your 10-day free trial of this software.
- Follow the instructions to install it on your website. This requires some basic knowledge of HTML. Because you need to add a link from your homepage to the **Linkmachine** page.
- After installing log into your **Linkmachine** system. Follow the user manual to set up your system.
- For optimal results trim your category list to the topic of home businesses and Internet marketing. This will make sure that your link strategy will contain relevant links and results in a higher search engine ranking.

## List Builder

- [Click here](#) to order your email leads now.
- You need to write a brief ad to advertise your newsletter. If you're using Stone's **Plugin Profit Site**, read his welcome letter and there will be a few ideas on how to write this ad. Also download Stone's "**30 Days to Success**" book by [clicking here](#). Stone has some nice ideas on how to write an effective ad for your newsletter.
- Choose to block emails from certain domains. E.g. Yahoo has a very strong SPAM filter and your newsletter will end up in Yahoo's bulk email folder. This way nobody even reads your newsletter. Make sure to pay only for quality emails and double opt-in leads. It's more effective to have fewer emails in your list that actually receive and read your emails than a huge list with mostly chunk emails that never pass a SPAM filter.
- Follow the instructions on how to load the leads automatically into your **autoresponder**.
- To further enhance the quality of your leads choose categories that are closely related to your business like home business opportunities and Internet marketing. **List Builder** will review your category selection and remove any selections not related to the content in your newsletter.
- Only order **double opt-in** email leads. Better opt for triple opt-in leads to be on the save site.

## ListOpt

- [Click here](#) to order you email leads today.
- You need to write a brief ad to advertise your newsletter. If you're using Stone's **Plugin Profit Site**, read his welcome letter and there will be a few ideas on how to write this ad. Also download Stone's "**30 Days to Success**" book by [clicking here](#). Stone has some nice ideas on how to write an effective ad for your newsletter.
- Choose to block emails from certain domains. E.g. Yahoo has a very strong SPAM filter and your newsletter will end up in Yahoo's bulk email folder. This way nobody even reads your newsletter. Make sure to pay only for quality emails and double opt-in leads. It's more effective to have fewer emails in your list that actually receive and read your emails than a huge list with mostly chunk emails that never pass a SPAM filter.
- Follow the instructions on how to load the leads automatically into your **autoresponder**.
- Select the option to autoselect and highlight your ad, this is very effective.
- Only order **double opt-in** email leads.

## Leadfactory

- [Click here](#) to order you email leads today.
- You need to write a brief ad to advertise your newsletter. If you're using Stone's **Plugin Profit Site**, read his welcome letter and there will be a few ideas on how to write this ad. Also download Stone's "**30 Days to Success**" book by [clicking here](#). Stone has some nice ideas on how to write an effective ad for your newsletter.
- Follow the instructions on how to load the leads automatically into your **autoresponder**.
- No options to block certain domains.

## ***Traffic Equalizer***

I personally use this software very effectively.

[Click here](#) to download your copy today. It comes with a 90-day money back guarantee.

After installing I urge you to read the user manual. The tool is not very intuitive and without documentation you will have a hard time to use it.

Some basic HTML skills are required, because you need to add a link from your homepage to the sitemap page generated by this tool.

Give to search engines time to spider your web site.

## ***GoogleCash***

- If you're planning on using **Google's AdWords** service you must read this book first.
- There are many other books available about **Google AdWords**, but this is the bible. Chris Carpenter keeps up with Google's ever changing rules and updates his e-Book.
- [Click here](#) to get your copy today.

## ***AdWords Analyzer***

- Without this tool your pay-per-click ads will be not as effective as they could be and you most likely pay too much per click.
- [Click here](#) to download this tool today.
- Follow the instructions for installation and read the user manual. By now you should know the drill. Read the manuals very carefully to put the tools to optimal use.

## Glossary

### ***Autoresponder***

- An autoresponder is a fully automated email follow-up system.
- Just by sending a blank email to your autoresponder email address you activate the sequence. Based on your predefined sequence you will start receiving emails.
- A while back I wrote a little article about effective email marketing and the use of autoresponders. [Click here](#) to read this article.

### ***Opt-in***

- Before you send any emails to a new contact you ask for permission to do so. This is usually practiced by autoresponders. They will send a confirmation email to seek permission to send follow-up emails.
- The term double opt-in simply means that there will be two confirmation emails send to seek permission. Triple opt-in is the extreme. Anyone who wants to receive your newsletter has to give his/her permission three times. If somebody goes through all these stages, they really want to read you newsletter.
- These days you have to be very careful how you contact your customers. Even if they opted-in to receive emails from, don't just send an unsolicited email to all of your customers to advertise something new. Always add a small disclaimer at the end of the email and remind your customers that they gave you permission to send you emails from time to time and add an opt-out link at the bottom. This is not optional – it is the law.

### ***Affiliate Program***

- By signing up to any affiliate program you receive the rights to sell the products of this manufacturer. You now have the status of a reseller.
- In compensation of selling products of this manufacturer you receive a commission. This could be a percentage of the sales price or a fixed figure.
- Keep in mind that the manufacturer can terminate affiliations at any time. Make sure you're an active affiliate. Manufacturers typically have no patience with inactive affiliates and cancel their contract after a certain time of inactivity.
- To learn more about effectively advertise your affiliate programs download this free e-Book. [Click here](#) to get your copy now.

### ***Multi Level Marketing / Network Marketing***

- This is a very sticky topic. There's a lot of resistance and hesitation towards multi level marketing (MLM) companies. I have to admit I had my own doubts. Remember the pioneers of MLM Amway and Avon? Due to the fact that you had to come up with a substantial amount of money to gain access to these programs, they always had a bad reputation. Especially from former members who weren't successful.
- Over time the concept evolved. These days there are no initial fees or products to buy. MLM memberships are generally free of cost.
- The biggest advantage of a MLM organization is that they encourage team work. Keep this in mind. A day has only 24 hours and there's only so much you can do. By spreading your knowledge onto more shoulders you can maximize your efforts. By simply teaching your team how you're working to be successful and how they can be equally successful you achieve leverage.
- To better understand the concept and really open your mind you should read this book. [Click here](#) to download your copy today.

## **SEO / Search Engine Optimization**

- I think there are more books written about search engine optimization than about anything else.
- It is one of the most important factors for your success on the Internet. 80% of the people using the Internet are looking for something and using search engines to find it.
- There are hundreds of tools available to optimize your website for search engines seeking ranking improvements. I listed a couple of them in this e-Book. These are the ones I use, but this is more a personal preference than a science.
- Search engines are known to change their rules over night and often. This is the challenge these SEO tools have to deal with.
- One free advice is that you manually optimize your website and make it theme based. Write about one thing and one thing only. Don't mix multiple topics and have a clear message.
- Based on Google's latest publication this is the direction they are going. Theme based search results.
- Read more about this topic on my website at [http://www.fl-home-biz.com/aff\\_master.html](http://www.fl-home-biz.com/aff_master.html).

## **FFA / SafeList**

- The only thing I have to tell you about FFA (Free for All) and SafeList websites stay away from them. If a search engine suspects that your URL is associated with these sites, you could be heavily penalized or even worst your website could be banned from the search engines.
- So, the message is clear. Don't even get near them.

## ***Pay-Per-Click***

- This means that you pay a fee for every visitor who clicks on your link in one of your ads. This doesn't mean that you only pay if you make a sale. The pay-per-click provider doesn't know if this visitor actually buys something from you.
- This method is widely used to generate targeted traffic to your website. It is very important that your website delivers what your ad is promising. Never advertise jelly beans when your website is selling auto parts. This is a total waste of time and money.
- This strategy is also known as pre-selling. Ken Evoy wrote an excellent book about effectively pre-selling. [Click here](#) to download this e-Book.

## ***Conversion Rate***

- Conversion rates are the results of counting all the visitors to your site compared to all the sales you made. E.g. if you have 100 visitors and 3 of them are buying one of your products this translates into a 3% conversion rate.
- This number is especially important in combination with pay-per-click search engine listings. That's when you pay for traffic directed your way by paid ads or paid search engine listings.
- You need to know your conversion rate in order to effectively bid on the price per single click. Taking the same 3% conversion rate and combining it with a \$10 commission per sale this means that you make \$30 per 100 visitors. On the contrary you have to spend less than \$30 per 100 clicks to make a profit. Pretty simple, isn't it? This means your maximal bid per click will be \$0.29 in order to make a profit. Anything more and you're losing money.
- Conversion rates are widely used as gauge for your advertising success. The higher the conversion rate the more effective is your advertising.
- Targeted traffic achieves typically the highest conversion rates. On the contrary banner ads are at the tail end of the success scale. With banner ads 0.5% conversion rate is considered successful while targeted traffic enjoys up to 10% conversion rates. Anything above 10% is world-class.

## **Google AdWords / AdSense**

- To stay a little bit within the topic of conversion rates, let's take a closer look at **Google's AdWords** and **AdSense** program.
- AdWords is Google's pay-per-click program. You simply sign up and deposit \$5 into your account. That's it; you're ready to start your first campaign. [Click here](#) to open a **Google AdWords** account. Read Google's rules very carefully or your ad is very short lived.
- Chris Carpenter put together a wealth of information about Google's AdWords program. [Click here](#) to read more about it.
- **AdSense** is the opposite component of Google's advertising system. Ever wondered where these little boxes with the "Ads by Goooooogle" came from? It's **AdSense**. Google provides webmasters a nice little side income. All the ads from **AdWords** are display in this little box based on topic, relevance and bidding on the price per click. If somebody clicks on a Google link on your website you will receive a commission on the price **AdWords** charges to their customers.
- Don't expect a boatload of commissions coming your way, but it's a nice side income.

## **Overture**

- This is Yahoo's version of pay-per-click advertising. It is the oldest system around and offers many features to optimize your ad placements.
- \$50 will get you started. [Click here](#) to open an Overture account and start advertising on Yahoo's network.

## **Doorway Pages**

- Doorway pages are exactly what the name implies; they are doors to your main website.
- To effectively place your website on the search engines. You need keyword-optimized pages that are rich in content and relevant for the search engines.
- I personally use **Traffic Equalizer** to help me do this job. [Click here](#) to get your copy now.

## ***Webmastering***

- This is a common term to describe the skills necessary to manage a website.
- There are many providers out there who made it possible for everyone to manage their own website without these webmastering skills.
- This is related to the webmasters who are actively maintained and design their websites with a variety of tools.

## ***SPAM***

- If you are sending unsolicited emails to somebody who didn't give you explicit permission to do so, you could be subject to SPAM. If this individual files a complaint and you are subject to a SPAM investigation, you're in trouble.
- The bottom-line spamming is punishable by law. The fines are pretty steep and a conviction can put you out of business.
- The message is clear, **DO NOT SPAM**.

## ***PIPS***

- This is the acronym for **Plugin Profit Site**. Stone Evans' genius website that puts your Internet business on autopilot.
- [Click here](#) to read more about this system. From personal experience, this really works.

## ***Ezine***

- E-Magazine or short ezine is the new Internet revolution.
- If you have a newsletter or plan to have a newsletter you are part of the ezine world. Simply submit your ezine to the ezine directories and explain what the newsletter provides and how to subscribe, and you are in business.
- It is a time consuming task to submit your ezine to these directories. I use a cool tool called **EzineAnnouncer** to make my life easier. Simply [click here](#) to learn how it works.

## Conclusion

I can't really say that I'm a seasoned Internet marketer who has an answer to everything. However if you spend some time online and you focus your research on a specific topic, you will realize that after a while things are starting to repeat themselves. After a while you will get familiar with the names of the acknowledged experts in the field. I'm not suggesting your goal should be to be one of these experts some day. This might happen in the distant future, but at this point it's an unrealistic goal.

I encourage you to go out there and get started. I put together a little cookbook by which you should be able to put your footprint on the Internet topology. You will get exposure and your name will start circulating. Yes, that's right. If you didn't sell a single piece with this program, at least you started a massive promotion of your good name and name recognition is priceless. At this point you should consider registering a domain name with your name like [www.yourname.com](http://www.yourname.com). I got mine <http://www.peterdobler.com>.

Over time people will come across your name through search engines, referrals and other references. But they can't remember your cryptic URL for your website. At this point most people will try to reach your website through typing in your name or your company's name. If this happens it's time to open the champagne. You achieved total name recognition. This is the most targeted traffic you can ask for. These people are ready to buy from you before they actually enter your website.

Of course, being active in the wide-open world of the Internet has its drawbacks as well. You will come across many strange individuals during your advertising campaigns. My advice; get used to it and plain simple ignore them. If they request to be removed from your mail list, do it. No matter how strong their foul language is. Some people have a short memory, some have a short temper, and others just have issues. Ignore it, remove them from your list and move on.

I appreciate your valued time reading this e-Book. Please don't hesitate to send me feedback, positive or negative, to my personal email <mailto:pdobler@fl-home-biz.com>. I appreciate any comments and suggestions.

Sincerely,

Peter Dobler

## Bonus 1: Create a Stampede of Free Traffic to Your SFI Gateway

The simplicity of the strategy will blow you away. I have to give credit for the underlying idea to Dirk Wagner ( <http://www.InternetMarketingOasis.com>) who wrote the initial idea. I just adapted it a little bit and I trimmed the content to the basics.

Here's the basic concept:

- Create an account with a free traffic exchange service that allows you to point their URLs to an URL rotator and gives you credit for showing their traffic link. HitPulse is one of them, but there are others as well..
- Create an account with a free traffic exchange service to create a URL rotator landing page. Add your SFI gateways to this rotator. ProfitRally is great example for this.
- Create an account with an auto surf service. These services work like the free traffic exchange servers, but you don't have to click to surf for credits.
- Point your auto surf server to HitPuls and point HitPulse to ProfitRally.

Start your auto surf service and let it run as long as possible. I run it all night long. This gives me enough hits on HitPulse that I can convert the hits into powerpoints every day. This fuels HitPulse and it will display your ProfitRally URL rotator an ultimately displays your SFI gateways to prospects.

Bingo! Your SFI gateways are now being displayed to the world. Don't get the false impression that this is old news. Yes, you won't attract veteran surfers to your SFI gateways, but there are thousands of new surfers joining these free exchange servers every day and for them your SFI gateways are brand new.

With this strategy I receive anywhere between 500 and 1500 hits per week. And this without doing anything, not even surfing for credits.

Please follow these 11 steps exactly and traffic will flow your way:

1. Create an account with **ProfitRally**.
2. Setup the URL rotator for your SFI Gateways.
3. Create an account with **HitPulse**.
4. Add your ProfitRally rotator URL to the HitPulse system (add url).
5. Create an account with **AutoHits**.
6. Add the HitPulse URL to the AutoHits system.
7. Start surfing with AutoHits and let it run for a while. You want to accumulate as many hits as possible before you create a campaign.
8. Login to HitPulse and convert your hits to PowerPoints (You need at least 100 hits to convert).
9. Create a campaign in HitPulse and point your campaign to the ProfitRally URL rotator. Make sure that the campaign is auto renewed.
10. Run your AutoHits as long and as often as possible.
11. Every 2-3 days you login to HitPulse and convert the hits to PowerPoints.

That's all. This is a system that is fully automated and with almost nothing to do for you. I love it. 500 – 1500 hits to my SFI gateways a week, that's absolutely great and targeted as well. Individuals who are participating in free link exchanges are opportunity seekers and you just cater to them.

Of course you can run as many auto surf servers, as you want. Just make sure that you ping an exchange server that gives you credit for displaying their start page. This is the fuel to keep it running. In general you can ping any exchange servers start page and earn credits.

## Bonus 2: Create a Feeding Frenzy for Search Engines

The one surefire way to get listed in the major search engines is through postings to blogs. Search engines love fresh content and blogs are delivering exactly what they want. **Fresh content 24/7.**

What are blogs? A blog is simply a log journal. It's like a forum but only the owner can post content. News wires are a perfect example for blogs. Take a look at CNN.com or MyYahoo.com and you see what I mean. Traditional websites are static, meaning that they only change if you upload a new version of the page.

Dynamic websites are nothing new. Database content driven websites are around for a very long time. The drawback was that search engines couldn't index dynamic websites. With blogs and RSS feeds every thing changed. Now you can have dynamic web content that looks to search engines like static websites.

Are you with me so far? No? Well, it really doesn't matter if you understood what I was talking about. You don't need to. I will show you a short cut to get your complete website indexed by Yahoo in matter of hours and days compared to weeks and months. If you ever tried to get indexed by Yahoo you know what I'm talking about.

If you're not familiar with how the search engines are working. Here's a quick overview. Search engines are constantly looking for new websites. That's a good thing. So sooner or later they will find your website. Wrong! They might find your website if somebody else has a link on their site that points to your site.

So far so good. Let's say Yahoo found your website. The next step is they quickly index the first page they found and move on. This is called quick indexing. Yahoo writes itself a memo that it will come back to analyze your page for other links and eventually follow these other links. This is called deep scan, but nobody knows when this follow-up visit will happen.

Don't get mistaken with the word deep scan. It doesn't mean that Yahoo will deep scan your entire website in one visit. Depending on how many pages you have it can take many follow-up visits. Especially if you have a lot of doorway pages. That's why it takes weeks and months to completely index your entire website. Too long for most of us and certainly too long if you want to test recent keyword optimizations to your website.

But there's hope, utilize the content hunger of the search engines in combination with the blog technology. Search engines love blogs and you will love blogs too after reading this.

Follow these steps to see yourself how fast your webpage will be indexed by Yahoo.

Create your on blog with Google's free blog [blogger.com](http://blogger.com)

Post a short text to the blog.

Make sure that you activate the "show link in text" option.

Besides the title of the post you also add your url.

Create an account with MyYahoo.com

Select add new content and add your blog as an rss feed. (Just follow the instructions on Yahoo).

That's it. This will take you anywhere between 10 and 15 minutes to do. After a couple of hours check for your web page on Yahoo. It will show up shortly. To verify if Yahoo visited your web page, click on the "cached" link. This is the stored version of your web page in Yahoo. If it matches your current page you know that you've been indexed.

Wow, that was easy. Now wait a minute. I have 200+ pages on my website. This will take me weeks to repeat the tasks from above for each and every one of them. Hmm, nice try, but not practicable in real life, isn't it?

Not so fast, there are a few genius programmers who thought about this problem and came up with a solution. Yes a cool little tool called [BloggingEqualizer](#) will do the work for you. It simply repeats the steps I mentioned before for all of your web pages. It's a 24/7 helper who never quits. You just feed the information into the tool and it runs till it completes the job.

I was able to index my entire website within 7 days. I simply told the tool to spider my website and note every url to every single page and then let the tool run day and night. Bingo! My entire website was indexed in no time.

I would say give [BloggingEqualizer](#) a try. It sure did the trick for me.

## Bonus 3: Make Even More Money

What I'm about to tell you might shock you or maybe not. Guess who's making the real big bucks in the affiliate marketing game? The guys who're running the affiliate program, duh! Although with persistence and knowledge you can get very successful with just affiliate marketing. That's the reason why I'm caution you about spending too much money for advertising.

Once again I'm referring to one of my favorite books. Affiliate Master by Ken Evoy. Do me a favor and read it today, in case you haven't already. You will be thankful later on. Because of the fierce competition in the affiliate market you have to be really creative to rise above your competitor.

To move to the next level of Internet marketing you need to have some experience and you certainly need to know how to setup a website, because you will setup a lot of them.

First you need a product to sell. You don't have one? Hmm, that's a problem. Luckily there's a way around this, it's called **master resell rights**. This gives you the right to sell the product and to keep **100%** of the money.

Why is selling products, for which you own the master resell rights, so much better than affiliate marketing?

The competition is much less for resell products. Why? Everybody can sign up for an affiliate program. It is typically free. For high quality and high demand products you have literally thousands of affiliates competing over customers. Products with master resell rights typically have to be bought in order to receive the rights. This eliminates the majority of the "wannabies".

Internet marketing is a numbers game. You can argue all day long about this, but electronic information products like e-Books or software are emotional sales. If you don't believe me read the book "**22 Secret Hot Buttons That Will Make Consumers Spend Money Like Crazy**". You have one shot and after that it's gone forever.

So, eliminate your competition by advertising a less promoted product and give away a ton of freebies. People love freebies. Sometimes they buy something just because they want the freebie this bad.

I'm a big believer in the master resell rights market. Please check back on my website <http://www.peterdobler.com/> where I will announce the launch of my very own membership program that will offer products with **master resell rights**. The membership fee will cover my cost and give you access to hundreds of products without having to buy them individually.

I'm much excited about this and I'm looking forward to serve your needs in the master resell rights market.

Of course I will keep promoting the affiliate programs as well. Again, it's a numbers game. You never know where your next sale is coming from.

Hope to see you on my website.

You probably don't want to wait for me to launch me affiliate program. As you know the term affiliate program implies the fact that you're selling a product for somebody else. Didn't I tell you that you need your own product to tap into the big money? I hesitated to tell you this, but there's a small company that provides software on a membership base and they just started.

Don't wait until they hit it big and everybody and his brother are advertising these products. You get a real head start here. The company is called and Software Gold Club and you can get more information at <http://www.online-business-idea.com/sgc> .

## Bonus 4: Make Money with Google AdSense

So far I taught you a lot of tricks and tips on how to actually make real money on the Internet. The more seasoned marketers also found a lot of valuable information to maximize their profits. Now I will show you a technique that will blow you away in its simplicity. Utilizing Yahoo's search engine to make money with Google's advertising system.

This might sound too good to be true. Fact is it is a money maker. How is this possible? The answer is; doorway pages with **Google AdSense** advertising.

Let's look at it step by step.

You need a lot of doorway pages targeting less attractive keywords. The topic doesn't really matter. It can be anything. You might want to keep it to a general topic, but it is not necessary. The key is volume. You want to be on the first results page of any of your keyword searches. That's why you want exotic keywords and phrases.

You need a **Google AdSense** account. In order to get approved for an account you need a website. Make sure that your website contains a lot of content. I showed you previously how to get a content rich website.

After being approved for a **Google AdSense** account you will put your Google code on every single doorway page and web page you have. Maximum exposure is your key to success. Use **TraffiEqualizer** to automatically create as many doorway pages as you like.

Next you put the technique I introduced in my Bonus Section 2 to work. Using the power of blogs in combination with the content hunger of Yahoo.

Within a few days your entire web will indexed by Yahoo and present an army of traffic to your doorway pages. Because you optimized your doorway pages to very strange keywords and if these keywords are used to search on Yahoo, your doorway page will be in the top 10 search results. And that's all we want.

You can imagine that creating a factory like this will take you the rest of your life, so what's the point? Well, you need help. And I have the right help for you. 5 products that will put your online business on autopilot and let you multiply your success over and over again.

Before I introduce you to the tools and technique I have a word of caution. Please do yourself and me a favor. Don't abuse this backdoor by getting too eager to get it going. This will backfire and ultimately closes this door forever. As of now it works and key to success is persistence, not speed. You will only submit and ping one single URL every 15 minutes to your blog. If you send too many pages and ping in too close of an interval you will be flagged as SPAM and the door closes. So be patient, 7 days to index a several hundred pages rich web site beats the hell out of several months of waiting for Yahoo to do it on its own. Sometimes you may wait forever.

Ok, after getting approved by Google into their **Google AdSense** program, here's what you have to do.

Use **TrafficEqualizer** to generate keyword optimized doorway pages. Jeff Alderson created special templates where you can copy and paste you **Google AdSense** code directly into the right page.

Search for keywords with the build in search tool and let the tool do the rest. It will create a doorway page for each keyword phrase you selected. Including **Google AdSense** advertising related to the keyword. Follow the instructions of **TrafficEqualizer** on how to connect your website with the doorway pages.

Upload all your pages to your pages to you web host. **Do not submit** your website **to any search engines**. The only entry point should be through your blog and then Yahoo. All the other search engines will pick up from Yahoo and your web site will get a much higher ranking, because you didn't submit your website to them. Trust me, this works like a charm.

Now, your web site is ready for action. Next put **BloggingEqualizer** to work. Simply let **BloggingEqualizer** spider your website to gather all the web pages and build the list. Follow the instructions on how to setup a blog on Google and how to ping Yahoo. Let **BloggingEqualizer** run as long as possible each day. I'm connected to the Internet through broadband cable and I never turn off my computer. So my blog and ping runs 24/7. You don't have to do this, but the longer you can stay connected the better.

After a couple of days you will see the first results. Check your web host log. You will see an increase in traffic and this trend will go on. Check your **Google AdSense** statistic, you will be pleasantly surprised.

You probably won't get rich with this, but it will build a nice steady income and that's exactly what we're looking for. Have fun with this little game and let me know how you're doing with it.