

Make Money Online

Create a Second Income on the Internet

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[Free Viral Advertising](#)

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by
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Chapter 1 - Introduction

There has been a revolution online. Every day, ordinary people are making piles of money on the Internet in their spare time with nothing more than a dialup connection and a few web pages.

They don't need office space or thousands of employees or a warehouse full of products.

Why not?

Because they sell other peoples products!

By selling other peoples products they don't have to worry about:

- Stock control
- Processing the orders
- Handling the Credit Card payments
- Office overheads...lighting, heating, employees, office space, furniture etc
- Traveling to their store. traffic jams are non-existent!
- Theft by shoplifters
- Returns and customer complaints

In fact, all they need to worry about is what to spend the extra money on!

Over the next few pages we will discover just how to make money online, covering:

- Selling other peoples products
- Creating your own products
- Accepting payment online
- Search Engine secrets
- Putting it all on Autopilot

So lets start off with The Basics.

Chapter 2 - The Basics

You actually need very little to get started. but i would like to stress here that cutting corners to save a few dollars can cost you a fortune in the long term. Read on.

A Domain Name

A domain name is your address on the web. It's the www.yourname.com bit. By typing your domain name into a web browser such as Firefox or Internet Explorer, you get access to the web page.

Registering a domain name currently costs just **\$8.95** with [Godaddy](#).

The cost of NOT registering a domain name?

Priceless!

So why do you need your own domain name?

Firstly it gives you a more professional and businesslike appearance. Lets face it, you are hoping that people will trust you with their money. If you are not willing to spend \$8.95 on your own name, your potential customers will seriously doubt your credibility.

But there is an even more important reason, one that I discovered to my cost...portability.

Let me explain...

A website I created on free webspace simply outgrew its home. I needed to move it to a better server with more space and better facilities.

With my own domain name I would simply point the name servers to my new web host - a 10 minute task.

Instead, I was forced to redirect my 25,000 visitors per month plus all the incoming links to the new web address.

I lost valuable Search Engine rankings and the redirect made everything look amateurish.

I could have avoided all that heartache with my own domain name for less than \$10!

Quick Tip

If you are stuck for domain name ideas or you don't know if the name you require is already taken, download [Whois Ultra](#) by AnalogX. It will create combinations of suitable words for you and then check if the resulting domain name is available. The price? It's FREE!

Web Space

Web space has been dropping in price quite dramatically since I first started online in the mid 90's. To a point where price alone is not the most important deciding factor.

Whichever host you finally choose to host your site(s), there are a few features that I think are essential for marketing online:

Log Files

Log files help you to understand how your visitors are finding you. They show where they come from, what keywords they searched for and much more.

CGI-BIN

Sooner or later you will want to add interactivity to your website using CGI or PERL scripts.

24/7 FTP Access

This is so important that virtually every host offers this as standard now. After all, you will want to update your site when you want to!

Customer Support

Things will go wrong. The best web hosts offer unrivalled customer support to keep your business up and running.

Sidebar:

Over the years, I have tried many web hosts, cheap, expensive and everything inbetween. But they all had the same problem - Downtime. And LOTS of it! And each time your website goes down it means that customers can't reach you. So you make no money. I finally settled for a company called Servage. Their package gives me 600 Gigabytes of bandwidth and 75,000 Megabytes of webspace! They also let me host up to 25 of my websites on the one account. But the biggest benefit of moving to them? I haven't had ANY downtime with them. At all! Compared to my previous hosts average of 12 days downtime a year, you can see why I'm impressed. As a bonus, Servage are cheaper, but that really wasn't the deciding factor. I don't know about their Customer Service department yet, I've never had reason to need them! Before you choose a web host, [check out Servage](#)

Web Design

So we're all expert website designers, reciting HTML code in our sleep...but what if you are not?

Simple - Use a website template! There are many high quality, low cost templates at [Templatemonster](#) that will make your web presence look professional. All you need to do is drop your text into the desired template and away you go.

For many people, web design is the part that they spend most time on.

Wrong!

The most important part of any website is the words on the page...

Writing for the Web

Almost everyone completely misses the point!

Tight, persuasive web copy takes time and skill to develop well.

I was dumbstruck when a page that I thought was doing well suddenly trebled its earnings simply because I changed a headline. No extra effort, no extra visitors, no fancy graphics.

Just powerful web copy.

If you intend to make money on the Internet, save your valuable time by learning from the experts.

I personally create my pages using Marlon Sanders [Amazing Formula that Sells Products Like Crazy](#). It produces no-hype information that is so packed with benefits that it almost grabs the visitor and forces them to buy!

Dr Ken Evoy, creator of the highly respected [Make Your Site Sell](#) series, produces a web copywriting course called [Make Your Words Sell](#). The results will be worth the time invested.

Chapter 3 - Sell Other Peoples Products via Affiliate Schemes

Many online merchants now run affiliate schemes (also known as associate programs) to boost their sales.

An affiliate scheme is a process where a store or business pays a commission for sales instead of paying for advertising...and they can be a very profitable venture for the savvy webmaster!

Here's how they work. By placing special links on your web pages that take your visitors to their online store, you get paid a percentage of any sale if they buy.

Your website visitors are happy because they found what they wanted. The online store is happy because they made a sale and you are happy because you made a profit. Everybody wins!

And it keeps making money.

See, unlike most jobs where you are paid by the hour, websites keep paying you, time after time after time.

A single web page that only took say, one hour to produce, can make an unlimited amount of sales.

Can you see the potential?

Amazon, the Internet bookstore, claim to have invented the affiliate scheme. More than that, they built their entire business model on it.

They enlisted an army of 'Salespeople' to promote books on their websites and paid a commission on each sale.

Amazon realized the potential of having a book store on each of their affiliates websites. And with around a million affiliates promoting them, that amounts to a lot of exposure!

Their enormous success has enabled them to grow at a phenomenal rate. From humble beginnings selling just books and music CDs, they have grown into a giant empire selling everything from computers to household goods.

Right from the start, amazon saw the benefit of placing a product in context on someone else's website.

It stands to reason, if you have a website dedicated to fishing, people are more likely to buy a fishing book than a golf book!

So they encouraged their affiliates to link directly to specific books rather than simply linking to the Amazon homepage.

By linking to the homepage or a search result, Amazon paid a 5% commission. However, if you linked directly to a specific book, amazon paid you three times as much...15%

Signing up to [become an Amazon affiliate](#) is both free and simple.

Another well known affiliate manager is [Commission junction](#). They provide tracking and payment for around

1400 different online merchants.

Whatever your websites theme, you are sure to find many complimentary merchants and products.

Commission Junction make it very easy for affiliates to make money. They collect all the money (your commission) from the different merchants that you make sales for and deposit it directly into your bank account. And they offer payment in many different currencies (by check), making it very easy for International affiliates to earn cash.

Other Affiliate agents include [Linkshare](#) and my favorite, [Shareasale](#).

Chapter 4 - Sell Information Products

There is no easier way for the 'little guy' to make money online than creating your own information products.

An information product is a report or ebook that is delivered digitally. In other words you can download it. This satisfies many potential buyers craving to have it NOW!

But the real benefit of selling ebooks is the fact that the whole process can be set up to run itself - automatically!

Imagine writing a report and putting up a single page website to promote it, then simply waiting for the money to arrive.

What is an Ebook?

In a nutshell, an ebook is a book that has been written or converted into an electronic format. This can be a format that copies a traditional book style such as Adobes Acrobat PDF format (like this ebook!) or it can be compiled as a 'website on disk' using the latest ebook software.

How do I Create an Ebook?

Once you have actually written the ebook using a Word Processor application such as Word or Open Office you can print it out as a PDF file.

To do this you will need a dedicated program such as Adobe Acrobat which will cost you a few hundred dollars. A free option is a program called [PDF995](#).

Sidebar:

Marlon Sanders has created a killer tutorial on the subject called [Gimme My Money Now!](#). If you plan to make money via ebooks, i suggest that you beg, steal or borrow a copy. It will have you knocking out money making ebooks in just hours!

Create a Cover for your Ebook

If you want to sell more copies of your ebook then you will need an ebook cover. This is simply a graphic image of a book cover that makes the ebook look real.

This has the effect of making your ebook look more tangible or solid in the mind of your customer and it really does boost sales.

Chapter 5 - Accepting Credit Cards Online

So you have created your ebook and wish to sell it. But how do you accept the money? And how do you deliver the goods?

Answer - Very easily!

If you are selling something that can be digitally delivered (i.e. downloaded) such as an ebook, a software program or digital images then I recommend [Clickbank](#).

They charge a very reasonable \$49 for setting up the facility and they enable you to put the whole process on autopilot. Then their fee is just a small percentage of each sale.

Clickbank even have a built-in affiliate scheme, so you can pay people a percentage of the sale for promoting YOUR product.

It doesn't get any easier than this!

So lets now imagine that you have written your ebook 'Teaching Cats Tricks' and you wish to sell it.

You [sign up with Clickbank](#) and set up your Sales page. You decide that your ebook will sell for \$30.

In order to increase sales, and ultimately your bottom line profits, you decide to give a 40% commission to any affiliate who sells a copy for you.

This is what happens:

A visitor to your affiliates site sees a review of your ebook and decides that it is exactly what they need to take their cat relationship to the next level. So they click on the specially coded link and arrive at your websites sales page.

After reading your amazing web copy that describes exactly how wonderful their life would be if they could only teach their stubborn cat to perform, they are really convinced.

So she clicks on the 'Buy Now!' link and goes to the Clickbank payment screen to fill in her Credit Card details.

Clickbank processes her Credit Card and sends her to your websites download area where your customer downloads the ebook.

Clickbank automatically puts your affiliates commission into his account and sends him a check every two weeks.

They also put your portion of the payment into your account and send you a check every two weeks.

Meanwhile, you put another prawn on the barbecue and open another beer! It sure beats working for a living!

Shopping Cart

But supposing that you have an online store where you sell a number of different products. A bit like your own mini Amazon.

Then you need to install a shopping cart program. Relax! Take a breath. They are actually very simple to install, look very professional and work like a charm. And they don't cost the earth.

Actually, one of the best ones is called [OsCommerce](#) and it's free. Simply download the PHP scripts and install it onto your webspace (assuming you have a php facility). The only downside to [OsCommerce](#) is that every store looks the same.

That may not bother you, but if you want one of the latest designs, again I suggest a template from [Templatemonster](#). They have developed a stunning collection of [OsCommerce templates](#) that will set your store apart from the crowd.

To accept credit card payments with a shopping cart you can use the free [Paypal](#) service. An alternative (and possibly more professional looking) is [2Checkout](#). Both processors offer secure transactions and are very easy to set up.

Chapter 6 - Search Engine Secrets

The first Search Engine Secret is that there are NO search engine secrets! Build a website that is focussed on a particular theme, add your affiliate scheme offers and your ebook and you will get visitors. Lots of them.

Pick a single topic for your website. For example, Fishing. Buy a domain name with a fishing theme from Godaddy and it will cost you less than \$10. Point it to your webspace and build a website about fishing.

Don't go offtrack and discuss golf, football or your grannies cat...keep it about fishing. Create a seperate page for each product you are selling and give it a killer description using the Amazing Formula.

Make your title a headline for the page and use it to draw your visitors in.

Add links to related websites and ask them for links to you. The aim is to build a collection of incoming and outgoing links. This tells the Search Engines that your website is relevant to the subject.

If you can persuade the other website to link to you using your chosen keywords then you've hit gold!

Now submit your website to the [DMOZ Open Source Directory](#) under the category most suitable to your website theme.

Google will pick you up from links to your site or your DMOZ link so you don't really need to submit to them.

Unfortunately, the days of the free lunch are over. To get your site listed with many of the Search Engines, you are expected to pay.

Then you wait...and wait...and wait!

If you don't want to wait then you can use Googles Adwords service which allows you to bid on keywords for the top position, in effect, an auction for the number one spot.

Beware! Make sure that the returns are worth the investment. It is very easy to get carried away...and it could cost you a small fortune.

Remember, with Adwords you are paying for visitors, not buyers. If you can convert a high percentage of visitors into buyers then it may be the way to go. Just remember to do the math first and don't bid more than you can afford.

Sidebar:

Chris Carpenter has released an ebook called [Googlecash](#) that blows the lid on Googles Adwords. It shows you how to make money without even having a website using just Adwords bids. Definitely a must-see.

It also pays to keep a watchful eye on your bids, just in case the person below you drops out. In a recent search I discovered that position two was paying more than a dollar more than the guy at position three. This means that they were paying over a dollar too much per visitor!

Don't get too caught up in the Search Engine Wars. There are other ways to get visitors...

Chapter 7 - Putting Everything on Autopilot

One way to dramatically improve your conversion rate from browsers into buyers is to contact them again and again.

No, I'm not suggesting for a minute that you spam them mercilessly! Through a carefully crafted series of messages you can reinforce the logical and emotional reasons why they should buy your product.

To do this you need to use [Sequential Autoresponders](#) to send out a timed series of emails that will build your customers confidence in your product, remove the emotional barriers to buy and reduce the after-sales regrets that many potential purchasers experience.

This can be setup to run with virtually no intervention by you, making it a truly hands-free money maker that you can effectively 'fit and forget' using simple to use software or services services that cost just a few dollars.

If you are looking to create a money making machine that truly runs on autopilot then [Sequential Autoresponders](#) should be at the top of your shopping list.

They will then free up your time so that you can pursue more enjoyable pastimes such as sport or travel or...building another Money Machine!

Chapter 8 - Conclusion

If making money online is so easy, why are so few people actually making any money from it?

Most of the time, the answer is simple. They try to cut corners.

Here is the Diary of a Failure

Because they are not sure if they are going to get anything back from their investment, they try to cut costs. So they don't bother to get their own domain name. And they have free space with their Internet account, so why spend money on webspace, right?

Then they wonder why nobody buys a two thousand dollar piece of equipment from a website at <http://www.freodialup.com/~user/JoeSmith/website/buymystuff.htm>

I mean, would you?

So they move on to step two. They decide that they can design a perfectly good website with their free copy of Frontpage. They slap a load of banners on the page and add a spinning globe and Javascript scrolling message.

The page never gets any visitors anyway because it has nothing of any value to say, so the Search Engines virtually ignore it. The page simply screams 'Buy My Stuff!!!!!!!'

Total investment = \$0. Total Profit = \$0.

Result = Total waste of time!

The moral of the story?

Put a little time and effort into this and treat it as a viable business. You really do get out what you put in.

Have fun and much success,

[Mark Heywood](#)

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Resources

I have spent a lot of time and money online, finding out what works and what doesn't. Here is my list of useful links that I have personally used to reduce my workload or boost my bottom line profits. I have no doubt that they will work for you too. Check them out:

- [Googlecash](#) As mentioned earlier, this is an essential if you are planning to use Google Adwords as part of your Marketing mix. .
- [Write your own ebook in 7 days](#) An alternative to Gimme my Money, 7 Day Ebook gets you up and running fast with practical advice and tips. .
- [SEO Elite](#) This is the Grand Daddy of all Seo Software! Shows you how to get a top 5 Google Ranking in under 30 days .
- [Ad Word Analyzer](#) Ad Word Analyzer helps you instantly uncover targeted keywords with high search volume and very little competition .
- [Affiliate Cash Vault](#) Offers a new fail-safe system that virtually runs 100% on autopilot. Just set it and forget it! Ideal for newbies. .
- [Ewen Chia's Secret Affiliate Weapon](#) If you have been online for any time, you will have heard of Ewen Chia. His affiliate marketing system is a consistent top performer. .
- [E-Book Compiler Software](#) One of the most popular ebook compilers. This software turns simple HTML pages into an exe ebook. .
- [Google Money Pro](#) If you can cut through the hype on his homepage, what you actually get is clear, down to earth advice on how to maximize your earnings using Google Adwords .
- [Ogilvy on Advertising](#) If you do ANY advertising and this book isn't on your bookshelf, dog-eared, stained and well-worn, you've been throwing money down the drain. An absolute Classic .
- [Tested Advertising Methods](#) John Caples masterpiece is one of those rare books that can change the way you conduct your business .
- [HTML For Dummies](#) Want your own website but don't even know what HTML stands for? You need this book. .
- [Macromedia Dreamweaver 8 Hands-On Training](#) Dreamweaver is probably the best HTML Editor and website building software out there. And the Hands On Training course will get you up to speed with all its features. .