From Start Up To Profit Blow-By-Blow

An Online Business Guide That Will Take You From The Get-Go All The Way To Over $100K+ A Year

By David Taing
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Dear Reader,

this report is a collection of plans, strategies and techniques that I have accumulated throughout the years that both I and a lot of other successful Internet marketers have been doing for the past years in order to have a successful online business.

However, before we get into this, I would just like to clarify a few things with you. Although there is tons of money to be made and so much potential to grow a business online, the success you will have depends only on one person and its YOU!

There are tons of ways to make money online and there are tons of very good strategies and methods but the only thing that will determine whether or not you succeed in this business is if you actually work at it!

Also, as much as there are many different techniques to expand a business online, I have come to the conclusion that the base is mostly the same and although there are a few things that can differ from marketers to marketers, there isn't THE way of doing things but only A way and 'my' way of doing it has been proven to work for me as well as many successful marketers.

The Reality Of Things

Now another thing that I would like to mention is the whole ‘Get Right Overnight’ thing that you will find everywhere on the net. Truth is, most of them are just down right scams and anyone that will promise you auto-pilot 100K/monthly overnight income, just stay away from them (lol).

The reason why I’m telling you this is simply because I’ve been through it myself and spent A LOT of money, time and energy trying to find the ‘secret’ or the next best thing. Fact of the matter is, there isn’t.

The difference between an Internet Marketer making over 100K a year and a broke one is just like in any other trade really. You can’t expect to be as proficient at fixing cars and building motors like a mechanic that has been doing it for the past 20 years of his life if you just started. Same thing with Internet marketing.

Define Your Goals

Now before we start getting our hands dirty, I just want to put a few more things into perspective (yes, I know, its annoying but I just have so much to say! Bare with me please.) you have to ask yourself this:

Are you looking for something just to get by or are you trying to build something that you can pass on to your children?

I have seen tons of people trying all sort of things (including myself) and not having a clear image of what they SHOULD be doing. If you want fast cash to try and get by, there are tons of jobs you can do for others. If you want something that will provide long-term, stable, good income however, read on.

Building An Affiliate Marketing Business

Now this report is based around building a business around selling stuff online, specifically doing affiliate marketing. Now obviously you can also sell your own products, e-books or even physical products. However, for the sake of keeping things simple, I will stick to to affiliate marketing.

Another thing to mention is that before I start making my own products, I tend to do a bit of affiliate marketing and promote other people's product just to get a feel of the niche I'm into right now. From there on, I would decide whether or not I would want to make my own product.

The Plan

Now before we start rolling and work to bring that money in, we have to lay down everything on the table. Here's the plan that we will be going through step-by-step.

Part 1: Market Research

Now the first thing that you would want to do is search for a market that you would want to get into. There is a lot to be said about what you should promote but I personally try to go into something that is more need-based rather than want-based.

By that I mean, you should try and look into something that people NEED. People need cars, fridges, tires, medications, clean up their debts etc. People don't need but want cosmetics, nice clothes, jewelry, video games etc.

You can surely have very good results with want-based markets as well. In fact, you can make money in ANY niche! If there is something that people buy, then there is money to be made. The only reason I try to go into more need-based markets is simply because I as well as others have had good results and some want-based markets haven't been as generous to me at least.

Researching

Now there are a few things that you should look for when researching. You have to really and I mean REALLY understand who your prospect is and what they want. If you don't have a clear understanding of who they are and what they are looking for, you're not going to be very relevant and you're going to have a hard time.

That being said the best place to get a feel of them is to go in forums! You'll find everything or most of what you need to know about your crowd. Another thing that you should keep in mind is that once you find the product to promote, try to search for it in the forums to see if there's already a thread on it. It happened to me at my early stage that I was promoting some e-book on Clickbank and started doing some forum marketing(I'll

cover this section later). Since I didn't do my research well, it ended that I wasn't the only one doing this and there were TONS of other affiliates doing the same and that forum was fed up!

So be sure that if you're promoting something that it hasn't been spammed all over the forums and got a bad name.

Uncovering Niches

Now once you start to understand a bit about what market you're getting yourself into, that is when you should start look for specific niches.

Here's an example of a targeted niche:

back pain
back pain==>(coccyx) tailbone pain
back pain==>(coccyx) tailbone pain==>after pregnancy

So basically, our niche would be how to heal/stop tailbone pain after pregnancy. This is much more relevant to a person than let's say, just back pain alone.

Now you can sell them a e-book about back pain but make a landing page specifically targeting women who have tailbone pain after pregnancy.

So just looking at back pain alone we can find:

-tailbone pain after pregnancy
-tailbone pain because of gym
-lower back pain because of gas
-back pain because of mattress (selling mattress while your at it!)
-back pain because of stress

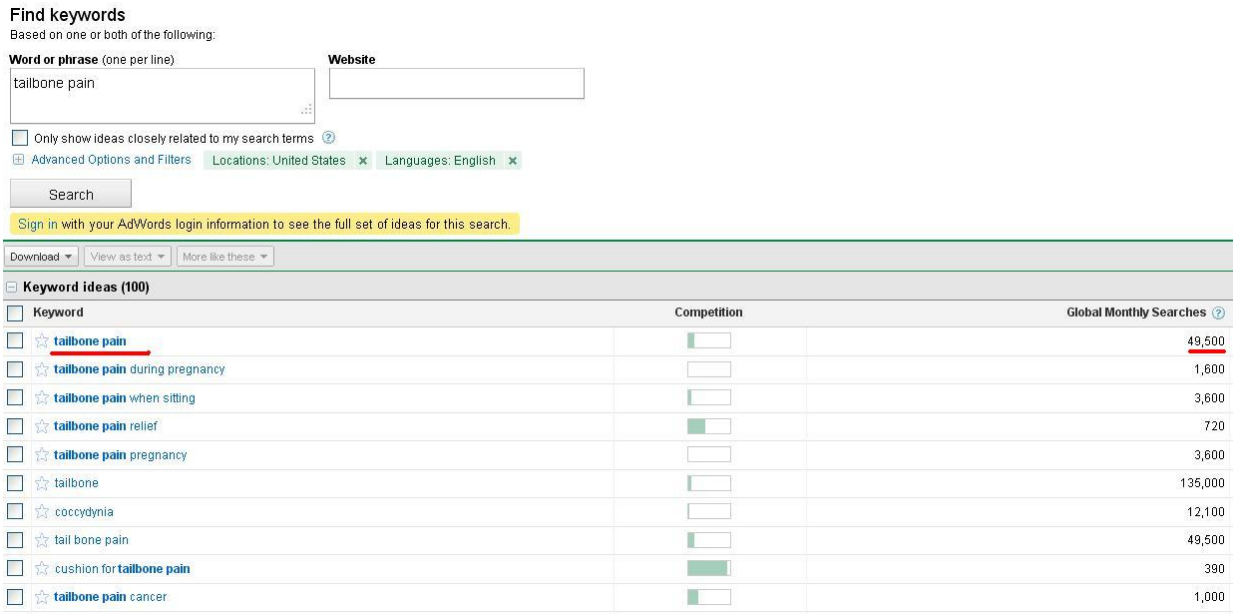
There are so many variations of things that you can come up with proper research. This is what I came up with not even 5 minutes of searching.

That being said, you should find a market that you would like to promote in and then start looking deep. Uncovering niches is important in order to understand your prospect and be relevant as well as for keyword research which we are going into right now.

Part 2: Keyword Research

Now some people would start immediately building a website right after the market research. However, it is better practice to do some keyword research before. Why? Because you can look at what keyword gets traffic and which ones are easy to rank upon.

Now let's say we are promoting the tailbone pain e-book. Were going to have a look at it in the Google Keyword Research Tool.



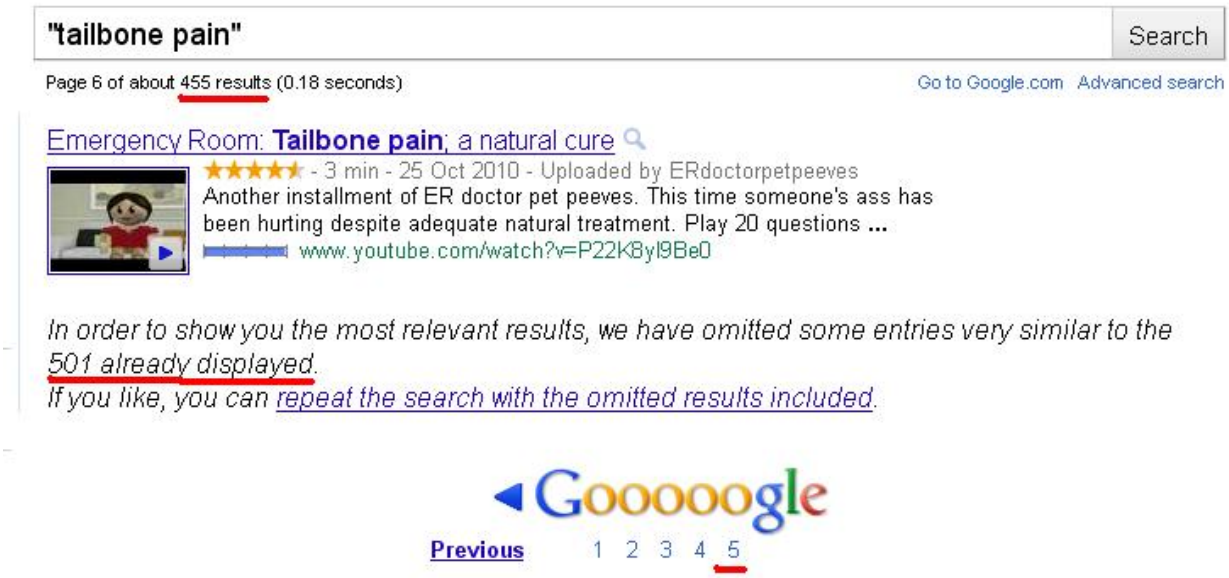
Now as you can see, the keyword tailbone pain gets around 49 500 searches every month! That being said, we know it gets traffic and now let's take a look to see how much competition are we up against.

Now a few years ago, we would simply go to Google and search that keyword in "". So basically, we would write down "tailbone pain" and it would give us the exact result of how many websites that actually have this keyword.

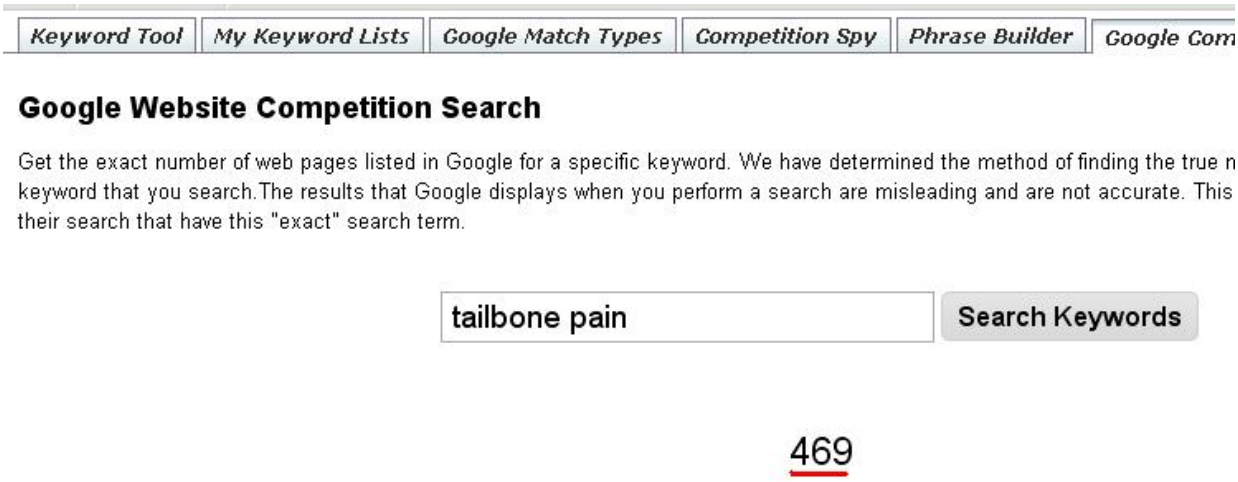
Unfortunately since Google found out about it, it no longer works.

So if you look below, you can see that they are showing well over 175 000 results.

But however, if you go into advanced search and set the results per page at 100 (don't forget to remove the Google Instant) when you try to go over page 5, this is what it gives you:



As you can see, there isn't 175 000 results since you can't even make it past page 6. That being said, there is probably around 500 results for and if you look in my Keyword Competition Tool, it tells us the same:



469 results is in fact the real amount of competition you'd be going against. Therefore, any thing under 5000 results is ideal since you won't have as much competition to go against therefore you will rank much easier and faster in the search engine. 469 results isn't bad for 49 500 searches a

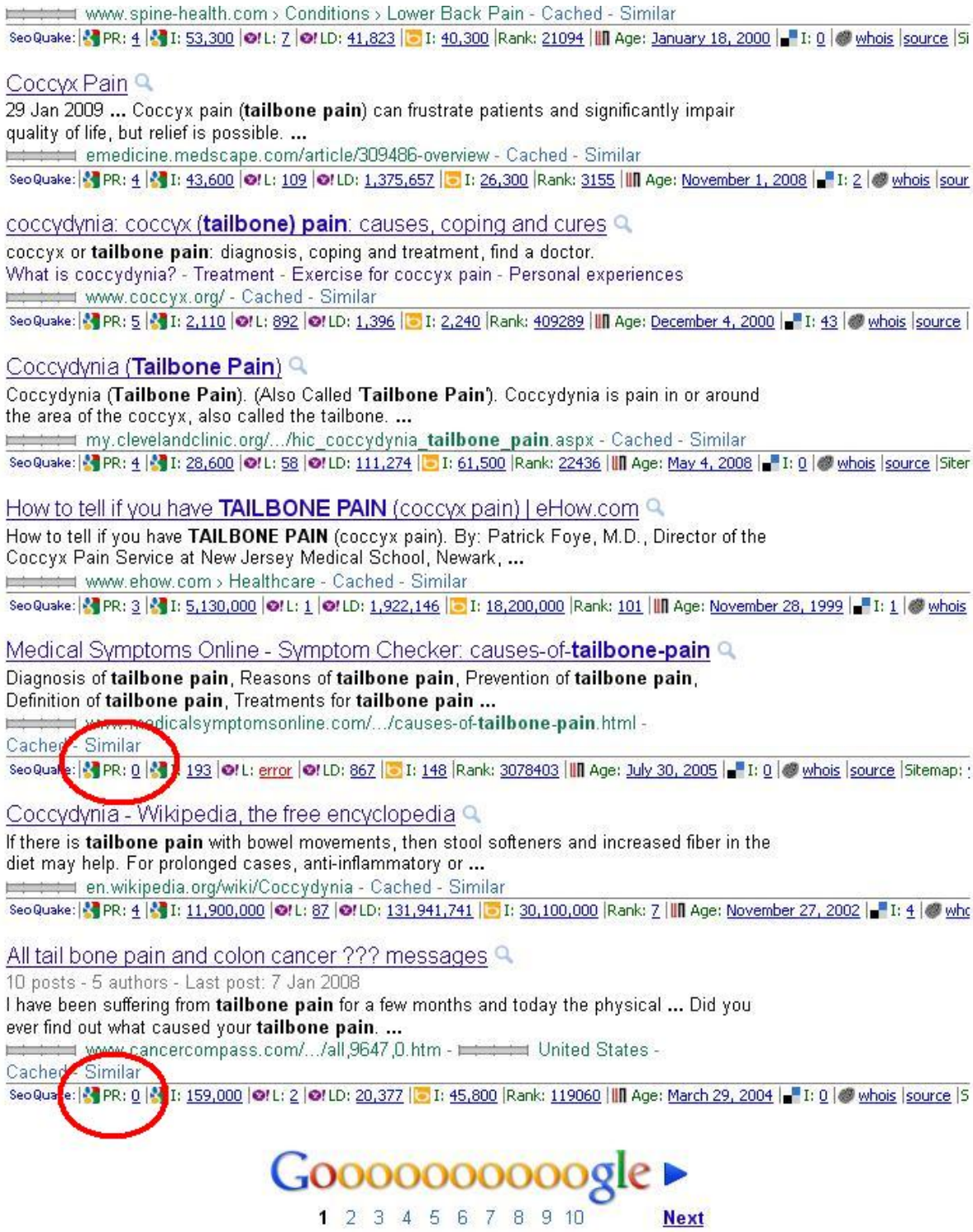
month. ;)

Now there is one last thing that I would like to point out which is seeing your competition's PR (Page Rank). to keep it short, this is Google's way of ranking their pages in the search engine and a newbie site will get 0 while something such as Facebook which is the biggest dude on the block will have 10.

The reason I'm pointing this out is because I want you to take a look in the first page of your keyword and see what are you going up against. A page with a higher PR might be harder to go up against but if you notice that in the first page, there are other pages with a PR of 0, then that's a good sign!

You can download SEOquake so you can see all of the competitor's PR.

So as you can see, the ones on the top have higher PR rankings. However, if you look lower down the page....



As you can see, there are some that have a PR 0. That being said, if they ranked in the first page with something that should be relatively new, you can to! You can surely beat them and maybe even the ones on the top spots (although first page alone is already amazing!)

Now that I covered the way to do your keyword research, there is still more to cover up but we will get there eventually. Just keep all of this in mind. Now that you have a market you want to promote and the keywords necessary, let's build a website!! =)

Part 3: Building A Website

Building a website is pretty much a must in the world of Internet marketing.

But what if I don't know how to build one?

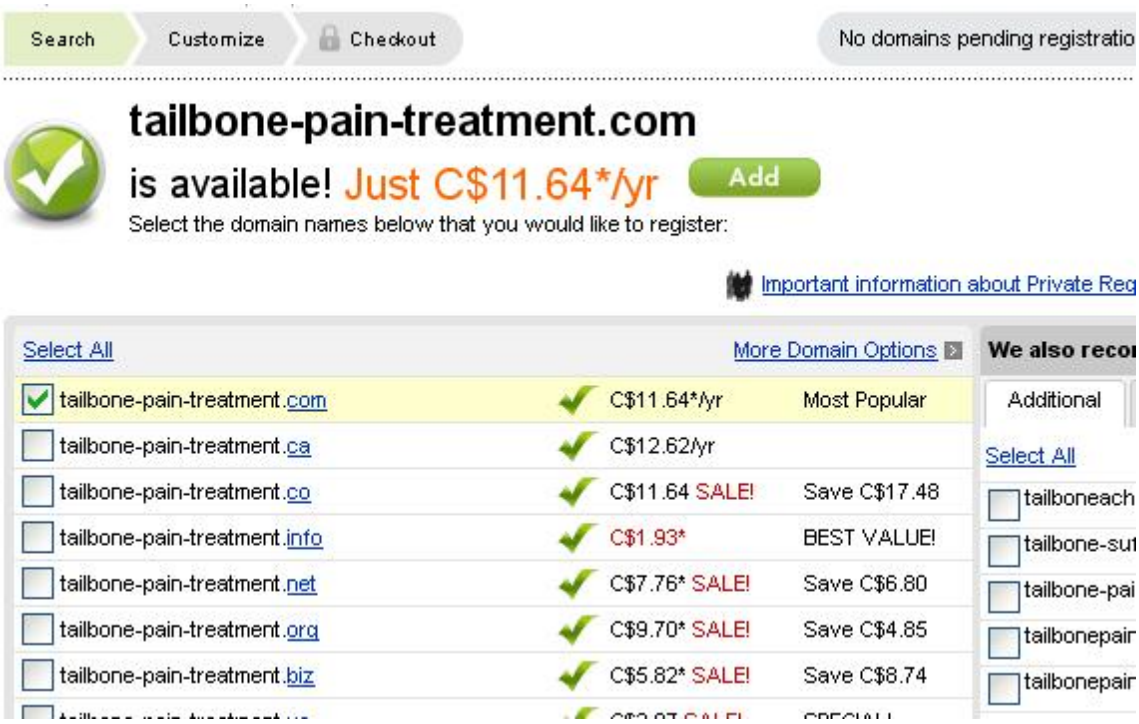
Simple. There are so many programs you can use today to build a website that it shouldn't be a hassle to anyone. That being said, we're going to be using Wordpress to build our website.

Now before we get into this, you have to purchase a domain name. You can get one at Godaddy.com for around ~$12 or so.

The reason why we did the keyword research first was so that you can buy a domain name that is your keyword or something similar.

Now after looking for a few domains, tailbonepain.com is already taken, tailbone-pain.com is taken as well.

That being said, I decided to check out to see if the domain name tailbone-pain-treatment.com was available and indeed it is!



*This domain is still available as of 06/02/11 just in case any of you are interest in it.

Now the reason I decided to go with this one is because firstly, the keyword phrase ‘tailbone pain treatment’ gets roughly 1300 searches every month. It may not be as much as ‘tailbone pain’ but keep in mind that it can still rank well in that keyword because it still has ‘tailbone pain’ in it.

Secondly, since it has the word ‘treatment’ in it, that means the person searching for ‘tailbone pain treatment’ is in fact searching for a solution for his problem.

By adding this word to it, you are getting traffic that is much more relevant

since you want someone that is willing to buy something. Don't forget this rule;

People Buy Things Because Either They Want To Increase Pleasure Or Decrease Pain.

That is the truth about anything really. If you take your time to think about it, that is the reality of buying and selling.

In this case, they are looking for a tailbone pain treatment or something that can help them stop this pain. You can still go for something such as;

tailbone pain help
tailbone pain exercise guide
tailbone pain e-book
tailbone pain recovery

Notice how I didn't go for something such as 'how to stop tailbone pain'. Now it can also be a very good keyword to work with. However, someone who is looking for a e-book, guide, treatment is usually already one step up in the purchasing cycle so chances are, it should convert better.

Domain And Hosting Setup

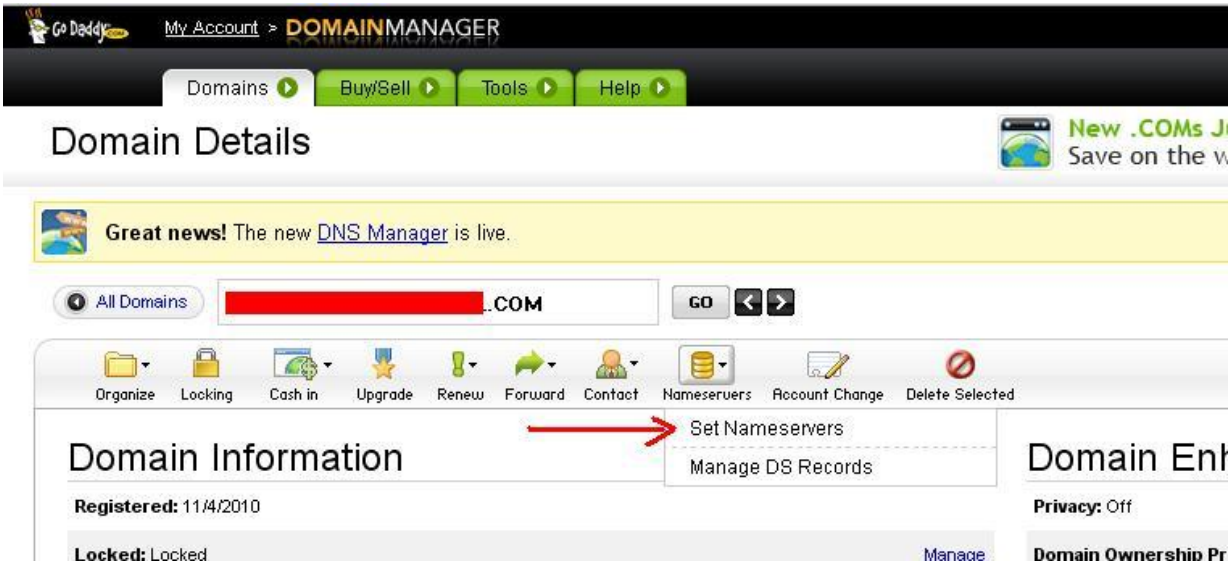
Now back to our domain name and website!

Now that we have the domain name tailbone-pain-treatment.com, we want to setup a Wordpress site so we'll need a hosting account.

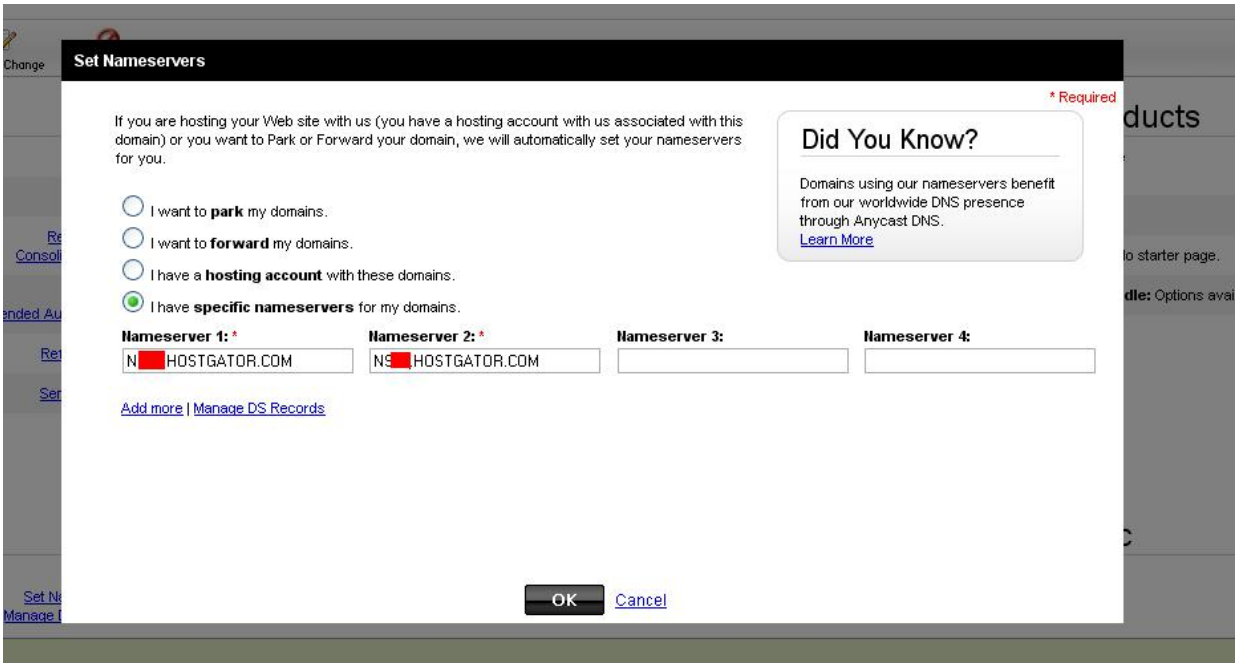
Now you can get a hosting account at GoDaddy or Hostgator as well. HostGator offers 24/7 support and prices are pretty cheap. They also offer domain names but we already have one and they are twice the price of what you can get at GoDaddy.

So once you get an hosting account with HostGator, you should be receiving an email that looks like this:

Once this is done, go to your GoDaddy account and click on your domain name. From there you should see this:



Go on the Nameservers and click on Set Nameservers.



You simply have to click on the 'I have specific nameservers for my domains' and then add the nameservers you got from your email from HostGator and put them in then click ok. It should take a few minutes to

change.

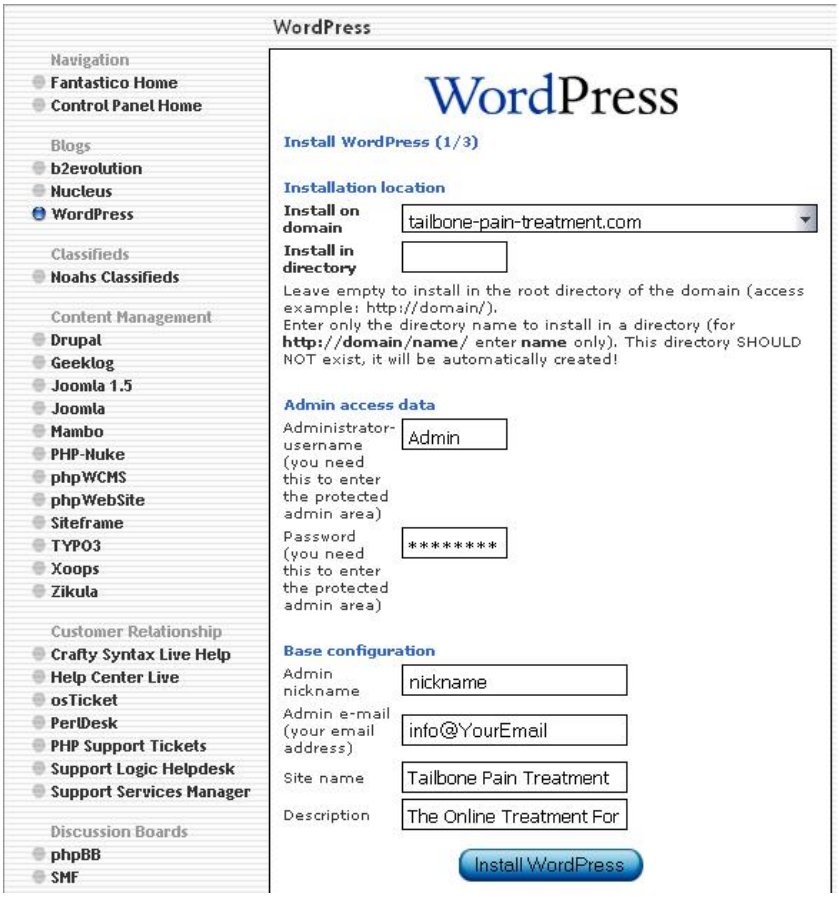
Installing WordPress

I used to waste a lot of time installing WordPress manually. Sometimes things would go wrong and after installing things for an hour, I would have to delete everything and start from scratch… this was until I found out that HostGator offers very fast and easy WP set-up! In your cPanel, look for Fantastico button:

Click on that happy Fantastico De Luxe face and it will open another page that might look confusing at first. On the left site, click on WordPress, then in the next window click on New Install and fill out the details.

1. You need to choose the domain where you'd install the WP
2. Leave the "Install in directory" field empty
3. Choose your login name
4. Choose a password
5. Choose a nickname (could use the same one as admin) this name will show on your site when you make a post
6. Type in an e-mail address you would use for the site (it can be a gmail or any address you want)
7. Enter the name of your site. Usually your keyword. (ex: Tailbone Pain Treatment)
8. Enter description of your site (such as: The Online Treatment For Tailbone Pain)

p.s. Notice that all of this info can be modified later on within WordPress.



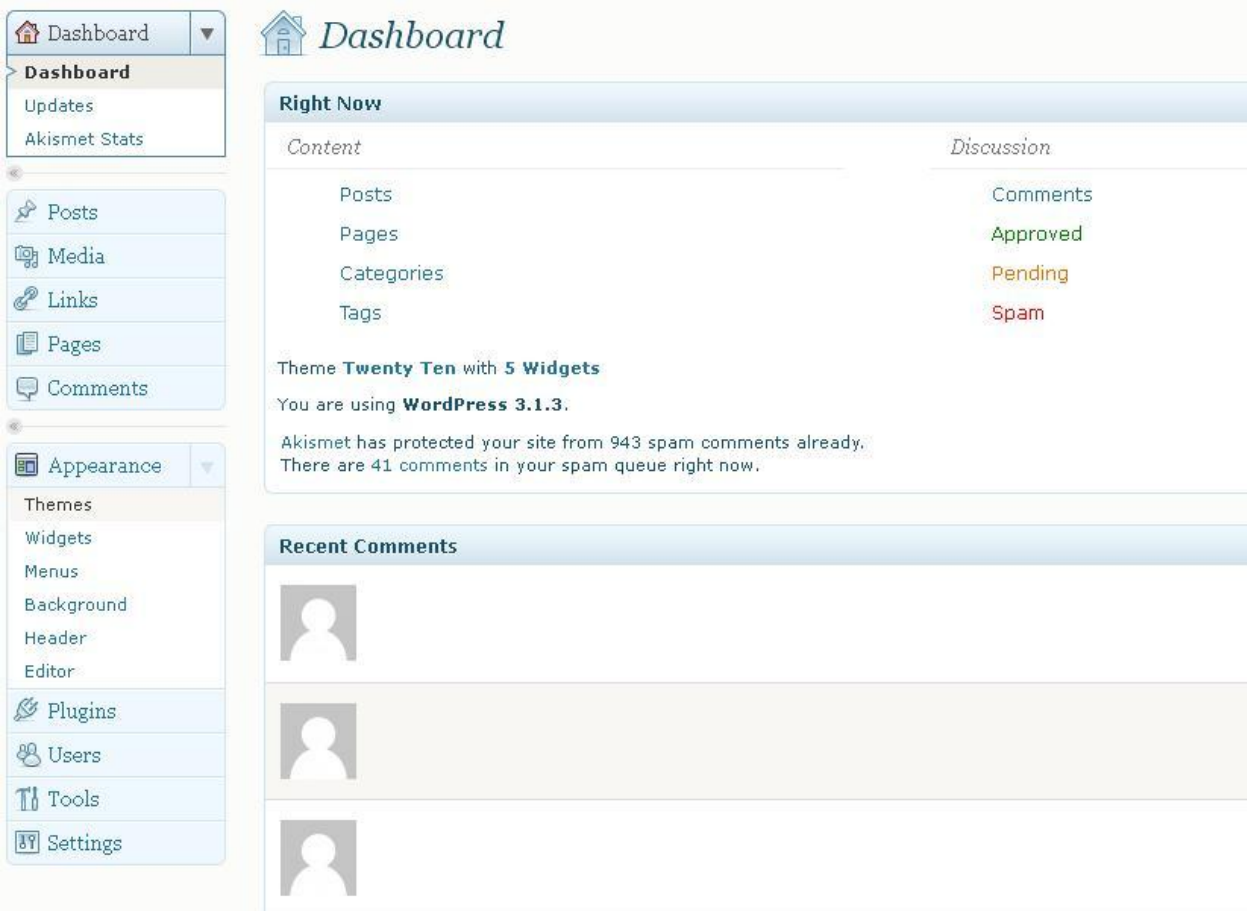
Click on Install WordPress and let it run for a minute or so. Once it's done, you will see a message telling you the database was created, then just click on Finalize and you are done! Your website is SET and ready to go!

Setting Up Your Website

Now that your website is up and running, lets start working on it and make to your liking. =)

You can go to yourwebsite.com/wp-admin and from there, start tweaking and customizing things the way you want it.

You land on a dashboard that looks just like this one:



You can start by going on themes and select the template you want for your website. There are literally thousands of templates to choose from. There are some free ones as well as paid ones which you can find around

the net.

once you've selected the template you want, we're gonna start activating plug-ins.

Adding And Activating Plug-ins

Now there are a few Plug-ins you will have to download. You will need the following:

- Askimet
- All in One SEO
- Google Analytics for WordPress
- Exclude Pages From Navigation
- Privacy Policy Page
- Contact Us Page
- CBNet ping Optimizer

This is enough for now. There are probably a few others that you should get later on but for now, you can settle with these ones.

You can get them simply by going into Plug-ins->Add new->Search Plugins.

Now there are reasons why you should get all of these and we'll go over it real quick since I don't feel like wasting too much time (we have a lot to cover!).

Askimet: spam blocker

All in One SEO: You will be able to customize the way your website is listed in the search engine. By doing so, instead of having your title as a heading in the search engine, you can put something more catchy and search engine friendly.

Google Analytics for WordPress: This will let you use Google Analytics to see all the stats about your WordPress website. If you don't have a Google Analytics account, you should go make one.

Exclude Pages From Navigation: This enables you to remove pages from the menu area in your website. By doing so, you can have plenty of different landing pages so you can target different concepts.

Privacy Policy And Contact Us Pages: These as well as an About Us page is essential in any website. The reason is simply because by having these on your website, Google will find it as a higher value, making your site better in the search engine. This is simply for SEO purposes.

CBNet Ping Optimizer: By getting this, you are allowing your newly created page to ping only once to other websites. You have to understand that WordPress automatically pings (kinda like knocking on someone's door to say hey!) other websites every time you publish something.

However, let's say you go back to edit something because you forgot something, and do it again, and again etc. This can black list your website and we definitely don't want this!

So let's sum all of this up in building a website:

- you bought a domain
- you got a hosting account
- you got a WordPress Website
- You tweaked it to your liking (template, title, menus on the side etc.)
- You got and activated all the Plug-ins

Now I guess you should take some time and just familiarize yourself with your new WordPress dashboard. Keep in mind that this will start bringing in the bread soon =).

Part 3: Adding/Writing Content

Now this is the most important part. I hope you did your research on your niche carefully because now its time to write!

Before we get into this (again!), I want you to search for 10 new concepts.

By that I mean:

1. tailbone pain after pregnancy
2. tailbone pain because of lifting weights
3. lower back pain before period
4. tailbone pain when sitting
5. etc

Get it?

I want you to find 10 concepts which you are going to write about. The reason for this is because writing only about tailbone pain alone is not targeted enough.

Tailbone pain can come from various different reason and therefore, you want to really but REALLY be targeting a specific crowd.

Think about it this way; if you were looking for something, in our case, you are a woman who has tailbone pain and you are looking for some sort of treatment/guide/course on how to stop the pain.

If you come across a page where it tells you:

“Get Rid Of Tailbone Pain By Getting This E-book!”

It might not be as convincing. Why?

Because tailbone pain from a weightlifter isn’t the same as me! So how can I be sure that this will solve my problem?

Exactly.

Now imagine if you come across a page with this:

“Are You Experiencing Tailbone Pain Because Of Your Recent Pregnancy? Tailbone Pain After Pregnancy Is A Lot Easier To Treat Than You Think! Find Out How Tons Of Women Managed To Get Rid Of It Once And For All!”

See? This makes all the difference between someone who isn’t sure if it’ll work for them and someone thinking: “This is exactly what I’m looking for..”

That being said, your first task will be to get 10 new concepts and once this is done, do your keyword research.

Back To Keyword Research

Now that you have all of your concepts, you will have to start doing keyword research.

Again, referring to what I covered earlier in this guide, you want to look at something that has traffic and low competition, preferably under 5000.

Now you won't be able to check out to see how many competition you have anymore since Google stopped displaying them. For that, you will have to have some sort of keyword competition tool.

I'm a member of Wealthy Affiliate University so I already have all the keyword tools I need along with all the other things.

Now for those of you who are wondering what Wealthy Affiliate University is, it is an online school that teaches you anything and everything you need to know about Internet Marketing. Since its has membership fees, there are no spams, get rich quick overnight scams or anything of this nature.

Inside, its all business. In fact, everything I'm teaching you here is just a fraction of what they have to offer over there.

I've been a member of Wealthy Affiliate University since 08 and so far, I gotta say that it has been one of the greatest driving force that helped me in this business so far. It cleared all the confusion and laid down everything on the table.

And I'm not the only one also. There are tons of people finding success over there and here's what people have to say on the first page of the Success Forum Section:

Honestly, if you are seriously considering taking your Internet Marketing business to the next level, I would definitely recommend you join Wealthy Affiliate University.

Now back where we were; keyword research.

As I mentioned, you will need some sort of keyword competition tool so you know how much competition you're up against.

As for traffic, you don't have to look for something that will bring you 10K+ searches a month. Even just a few hundreds is really fine.

Keep in mind that its not the amount of traffic you will get that will bring you money, its the targeted traffic that will.

Now that you have these keywords, make a landing page for each of the concepts you found!

Here's a quick example of what I got:

tailbone pain during pregnancy has 1600 searches monthly and only has 172 results. This is EXCELLENT!

So with this, I'll write a landing page about tailbone pain during pregnancy. =)

Writing An Effective Landing Page

Now there's a few things that you should keep in mind when writing a landing page. You want to keep the keyword density at around 1.5% to 2%. That will help getting it ranked in the search engine for that particular keyword.

Now that you are satisfying Google, you need to satisfy the other audience which is your prospect.

That being said, you need to have a good headline. Headline's are the killer in every sales copy or pre-sell page. =)

I use the power of CURIOSITY to get people to click. You should to.

If you are promoting an affiliate product, don't try to SELL. That's the merchants job to do that. Your job is to PRE-SELL.

You want to warm up the potential buyer so that when he goes onto the merchant's sales page, he's expecting it.

So in short, here's what it should look like (using the power of curiosity to make a good headline) =)

"The Tailbone Pain During Pregnancy Was Killing Me! I Just Didn't Know What To Do!"

This was me a few months ago when I was going through it. The pain was so bad I couldn't sleep, I couldn't sit and I could barely do anything without thinking about it...

So as you can see, I used a catchy headline to get people to read. Notice how the keyword is also in the headline so it pleases the reader and Google.

Obviously as you go into the story, you will get to the point where you offer a solution; your product or an affiliate product.

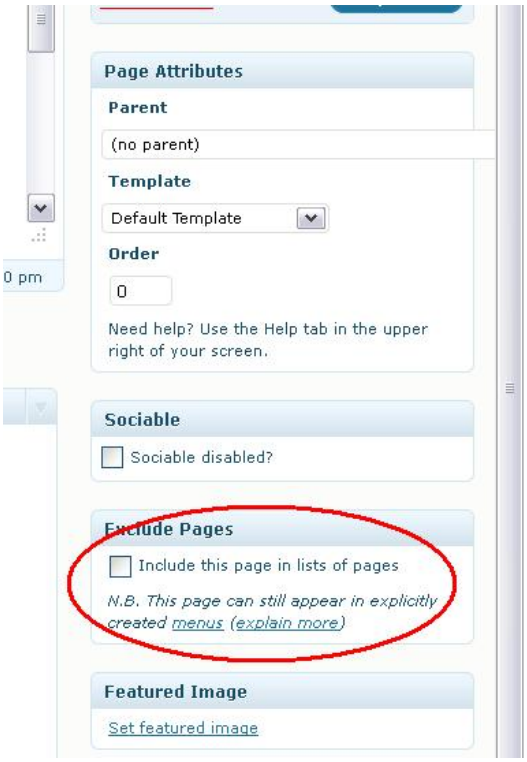
This isn't only one way of writing a pre-sell page. There are a lot of other variations so don't be too shy to try a different approach.

Just don't forget about keyword density (1.5% to 2%), no duplicate content, over 400 words and catchy headlines.

Another thing that could help is to lead it to a review page of the product. this helps to increase the buyer's confidence.

So all in all, let's sum this up:
- 10 different concepts
- find good keywords to work with
- create a landing page for each concept
- create a review page for the product

One last thing; don't forget to remove the check mark this square when writing your landing page:



If you are writing many landing pages, you simply don't want all of them to be displayed on your menu bar. Its gonna make your website look spammy for visitors.

Part 4: Driving Traffic

Now this is the fun part. =)

There are many different ways of driving traffic to your website. However, one of my favorite is with article marketing.

Article Marketing

Article marketing has to be one of my favorite method of driving traffic as well as for many other marketers. You can drive very good targeted traffic, 'warm up' your traffic before coming onto your landing page, get ranked high on the search engine which is something you probably won't be able to do with a new website and best of all, its free!

It does require more work on your side but its very well worth it. If you just started, which in the case of our tailbone pain treatment we are, this is the route I would strongly suggest you take.

Now the first thing that you will need is to sign up for an account at EzineArticles and another one from a different article directory such as StreetArticles.

I personally use both of them because even though the Google Farmer slapped a lot of article directories, EzineArticles still remains on the top. As for StreetArticles, they're the new kid on the block but it has been specifically designed for Internet Marketers. The result is that I've had some articles rank VERY well with StreetArticles, sometimes even better than EzineArticles. Not to mention, it is quite easy to get an article accepted by them and its fast.
So now that you just created an account with both of these article directories, we will start writing! Remember all those 10 landing pages you did targeting different concepts? Well start writing articles using the same

keyword (or another that is also relevant) and target those pages.

So basically, with our landing page about **Tailbone Pain During Pregnancy,** we will write articles that are relevant to that niche.

Use keywords such as:

	monthly search	keyword comp.
tailbone pain during pregnancy	1600	172
coccyx pain pregnancy	3600	20
pregnancy tailbone pain	3600	68
tailbone pain and pregnancy	3600	13
tailbone pain in pregnancy	3600	45
coccyx pain during pregnancy	1600	82
pain in tailbone during pregnancy	1600	42
lower back pain pregnancy	27100	350

As you can see in the above, all of those keywords get very good traffic yet, they have so little competition! That being said, if you write articles around all those keywords, you can definitely make it to the first page of Google without even trying! Heck, the keyword 'tailbone pain and pregnancy' only has 13 results! That's not even 2 full pages!

That being said, all of those keywords target the specific niche with is tailbone pain during pregnancy and they are all keywords with very good traffic. Keep in mind also that you shouldn't only write 1 article per keyword. You can write at least 5 articles per keywords.

Now I know some of you might be thinking; “Aww crap! I never wrote an article before!”

Well, there’s a start for everything right? After all, I never said this was going to be easy. Just think about it this way, by doing things most people WON’T do, this will make you achieve things most people CAN’T!

Either way, writing articles isn’t all that bad. Once you get the hang of it, it actually gets fun and easy. Just don’t write as if you are writing an essay for school but rather as if you are talking to a friend. You’ll see that it just comes naturally and you can really connect with the reader.

In case you don’t have a clue about what to write, here’s what I do:

1st Paragraph: Tell them what you are going to talk about.

2nd Paragraph: Tell them.

3rd Paragraph: Tell to them about what you just told them.

Simple enough right?

Now here's another thing that I would like to mention. Its about keywords. See, a lot of people tend to keep writing articles keyword after keyword and once they make a sale, they'll just keep on writing their whole keyword list.

Well think about it this way; imagine if you are on the beach and you have a metal detector. You're scanning around the whole beach until you get that BEEEPP!!

Are you gonna STOP and start digging or are you going to keep on scanning? Obviously you're going to STOP and dig for your dear life!

Well its the same with article marketing. Once you get that keyword that brings in the gold, start DIGGING!

Because you have to understand, this is a match making business.

Again, a MATCH MAKING BUSINESS!

We're not here to write articles, we're here to match people to products they are looking for.

Once you manage to connect the dots, you just gotta keep on working on it.

So to sum this up, here's what you have to keep in mind:

- build a good keyword list that gets good traffic and low competition (you should try and build a good list every week)
- sign up at EzineArticles and StreetArticles
- write articles with the list of keywords you have with a 1.5 to 2% keyword density per article.
- target all of them to the specific landing page you made earlier

Now there is one thing that I would like to add before we finish this and get on to something new. I just wanted to mention that I see a lot of newbies write only 1 or 2 articles and then complain why they aren't making anything.

Well here's the thing; don't write only ONE article and expect to start making money. You have to write A LOT! Results are going to vary and some people will find the gold earlier than others.

Just give yourself a benchmark that you'll be making a sale each month for every article that you write. Obviously this might not reflect reality but understand that some won't bring anything while others will be your money tree. =)

So if you want to have good results, write and write a lot. Don't procrastinate, let your emotions get to you or lose focus, just write!

You'll get there.

Social Bookmarking

Social bookmarking is a very good way of getting your site to rank well and your articles. Whenever I see one of my articles that is not necessarily on the position I want, I'll use social bookmarking as well as forum marketing (we'll get there) to get it to rank better.

Its something that you should always do just after any article has been accepted or if you just wrote a new page/blog post on your website.

So if you don't already have a Facebook or Twitter account, its time to make one. =)

Also, you can use socialmarker.com to bookmark fast.
Beware however! Don't bookmark too much because its going to show that you're LEAKING!

You are trying too hard and it might actually be counter-productive. That being said, I usually only use the ones on EzineArticles only and as for the

rest, I would use a Facebook, Twitter and maybe 2 others or so.

Here's one of my articles from Ezine That I bookmarked and it happens to be on the number 2 spot on the search engine for a keyword that gets around 8100 searches a month and only has 445 competition. Not bad for 15-20 minutes of work right? ;)

So just to finish all of this up:

- Create a Facebook account (who doesn't have one already anyways?) as well as a Twitter and 2 or 3 other social bookmarking websites (look for high PR websites!).
- Always social bookmark ALL articles and pages/blog post on your website.
- Use Socialmarker.com if you have to.
- Make tons of friends in all of your social bookmarking accounts.

Forum Marketing

Forum marketing is a very effective way of getting backlinks as well as more traffic. If article marketing wasn't my favorite, this one would be it!

Forums are a very good way of finding both your prospects, their needs, what are they looking for and its all targeted traffic. Not to mention that you can build a lot of backlinks in a relatively short period of time if you're an active poster.

Now here's the things you need to look out for in forum marketing. First of all, don't start spamming!! I see so many newbies creating an account and then "Hey buy this!" type of thing.

This will automatically get you banned (and flamed) so don't even start.

What you would want to do is post a link of your website in your sign (read the guidelines before to be sure you can) and always leave good quality, helpful comments on other people's thread.

When people see that you are knowledgeable and helpful, they'll immediately want to know more.

A good way I do it is with the story I wrote, I'll simply leave a link on my signature and than write 'Read My Story:' just like this:

Read My Personal Story Here:
tailbone-pain-treatment.com

This not only has a call to action to it but for most forum moderators, they don't really see it as some sort of advertisement but rather a personal blog because of the **'Read my Personal Story'**. I've even posted on forums that do not allow any advertisement (most of them don't anyways) and I never had any issues so far. At the same time, you can also add a link to

an article you wrote.

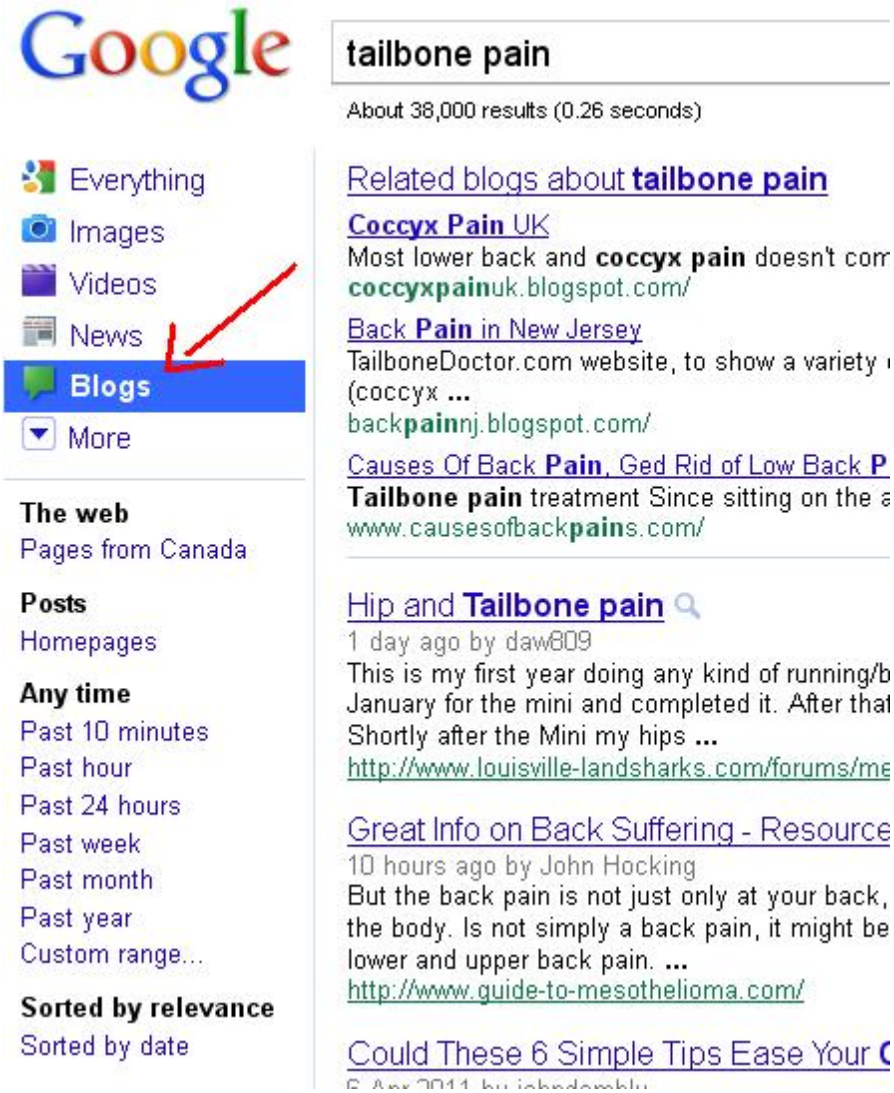
If you have an article that you really want to make it go up the search engine, add it in the signature as well. Articles aren't something most mods and admin will see as advertisement. If is a good article also, they probably won't say anything.

*Note: Try to search for your product in the forum first before you start adding anything. I did the mistake of working on it while I was promoting something that most people in the forum were fed up with. It so happened that there were tons of other marketers that were doing the same and at that point, it was only spamming.

Blog Commenting

Blog commenting is another very effective way of generating targeted traffic as well as building backlinks. Now the way I do is firstly by getting the Alexa Ranking Toolbar which can be downloaded at Alexa.com.

You simply have to go to Google and type down your keyword or main topic and then click on the Blog that is shown on the side.



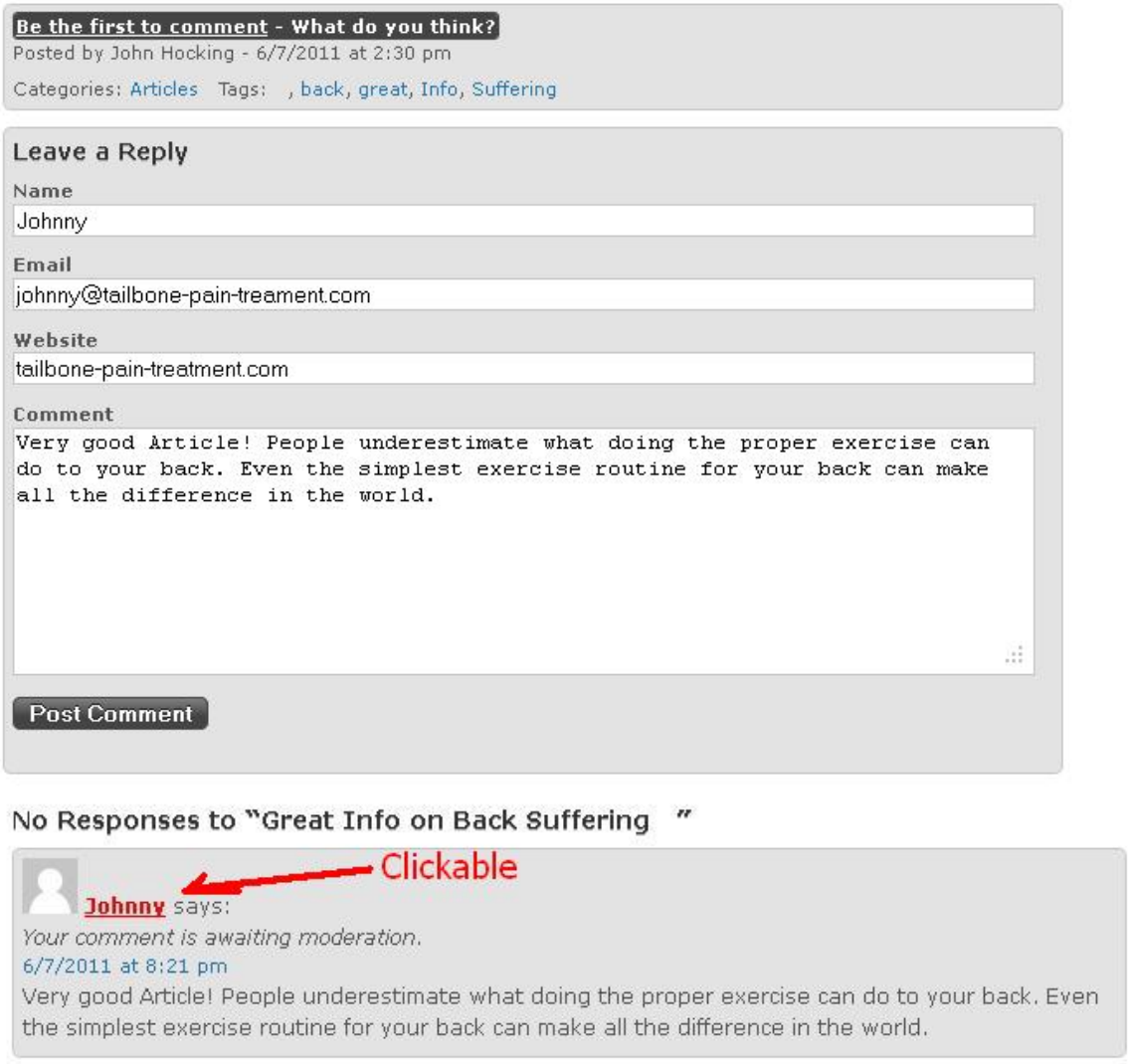
Once you did this, you'll find plenty of different blogs related to the topic you are searching for (your niche). You can start browsing most of them and while you are doing this, take a look at your Alexa Toolbar to see how much traffic are they getting. You can easily spot which one is actually getting tons of traffic and which one isn't.

As you can see below, this website is ranked rather well which means, its getting a decent amount of traffic.

Something such as the one lower however, does not get much traffic. That being said, don't expect to get much traffic if any. It can still be good to comment on it since there is no such thing as too many backlinks. =)

Just keep in mind that when you are commenting on a blog, try to write something smart and leave a good impression. Don't just write something like: "Nice Blog!" or "Cool story bro!!".

Chances are, they'll probably delete your comment. Just write at least a nice full phrase and don't add a link on your comment but rather, but it in your name. This will make your name click-able.



Once you find good websites that have a low Alexa ranking (as in high traffic), you can bookmark them and try to post over there daily or when there is new content. Also, don't forget to see the PR ranking as the higher they are, the better the backlink it is. =)

Other Effective Means Of Generating Traffic

Now there are other ways of generating traffic such as making Youtube videos and using Pay-Per-Click. Unfortunately, I rarely use these methods so I don't want to go over them too much. I'm sure you can generate tons of traffic and sales with them (some marketers only use these methods!).

Pay-Per-Click has been proven to be extremely effective and you can get very fast results. However, after the recent Google slap, its pretty hard to get a website accepted since they've become very strict with their guidelines. Most website that you build for affiliate marketing will be considered Bridge sites. A way you can go over this however is by having an Opt-in (we will get there also). By having an Opt-in on your website, Google can make it pass. I will leave it at that though when it comes to PPC.

As for using Youtube to generate traffic, you can either make your own videos by creating How-Tos and leaving a link in the description, or even look for viral videos.

By that I mean, you only have to look at viral videos and seen what is popular and getting hits and from there on, email the owners video and tell them that you would like to put a link in there description in return for money ($20 a month or more). You have to understand that most people post videos only as a hobby and as much as $20 a month isn't much, they'll be most happy getting money just by putting a link in their description.

Part 5: Scheduling And Managing Your Online Business

Now that we covered most of what you have to do, let's start seeing how you should schedule and manage your business. Now personally, there are a few things I used from within Wealthy Affiliate University to schedule and plan everything.

That being said, if you do not have anything, you can still use a calendar or even a white board to manage things. You should try and set goals and tasks for yourself in order to progress. What are you going to do if you don't have any goals to accomplish?

You should set goals in different aspect such as financial goals, goals with how much contents you have on your website, Alexa ranking etc.

Here's one example that I like to use as well as a lot of successful marketers have used; the financial goal.

I started with building goals such as:

- First Sale
- $100 a month
- $200 a month
- $400 monthly
- $1000 monthly
- $2000 monthly

You get the point. The fact that you keep putting yourself goals to achieve in front of you will give you that motivation to strive for it. $100 a month might seem like a little but its the start I've seen everyone go through, even myself.

Money Isn't The Only Goal

Now I'll tell you this just like I told many other people before; Money isn't the only success. A lot of people only see money as the only form of success and if you think that way, boy are you in for a disappointment.

You have to understand that there are many things that you achieve in a business that you should consider a success. For example, remember the first time you build a website? that is a success alone.

You should have different goals for your website such as having 1000+ hit a month as a first goal, having 100+ pages in your website etc. These are all little things that you should set out to work for.

The thing a lot of marketers do is look at their search engine ranking. If you find yourself in the 3rd page of Google and you are trying to make it to the 1st, there's a goal you should set yourself to accomplish.

Just understand that what I'm trying to show is that, by setting yourself goals, you set yourself for success. This slowly becomes a habit and as you progress, you'll keep on setting yourself goals to accomplish.

Scheduling

One of the most important thing to do in this business is scheduling especially if you're going full-time. A lot of people aren't used to working from home and start to slack off. That being said, you have to try and schedule yourself by making daily tasks.

Try to set up a schedule such as this one:

Monday: Keyword Research (find 30 keywords)
Tuesday: Create a landing page targeting one concept
Wednesday: Write 5 articles and submit them to Ezine
Thursday: Write 5 articles and submit them to StreetArticles
Friday: Finish your articles and then forum comments
Saturday: Blog comment
Sunday: Off

Now this is only one example that you can use. It will all depend on you and obviously if you have a day job, you might not be able to produce as much volume.

Part 6: Reinvesting In Your Online Business

So once you applied all of the above and started making a bit of money, don't start spending all of it!

Try to reinvest in your online business. There are a few things that you could invest in such as outsourcing your articles, your blog comments but one of the best investment should be getting an opt-in.

Email Marketing

Getting an opt-in form such as Aweber is one of the best investment you can do and every successful marketer will tell you that. The reason is simply because most people do not purchase at the first visit.

That being said, if that person just leaves your site, you just lost a potential sale. By having an opt-in on your website however, you can grab them and have a second, third, fourth chance with them. Think about it!

The thing that makes this method so valuable is because you can create a bond with them. You should try and give them something of value.

Here's a good example; Tell them that if they join your email listing, they'll receive a FREE exercise videos every week to help them with their tailbone pain.

As you give them valuable content every day/week, you build trust and one thing you should also do is give them one of the most valuable things you got to offer.
Now I know some might think this is crazy but its not. The reason why you should give them your 'secret' or one of your most valuable tip/advice etc is

because by doing so, they'll be thinking: "Wow, if this guy is giving me this, imagine if I get a copy of his e-book!"

That is something the best marketers out there do on a daily basis. By doing so, you are not only building trust, you are also building DESIRE. They see that it works, they see that you have the solution for there problem and now, they WANT it!

Keep in mind also that having an email list is not just good for building relationships but also, you can keep on selling to your list every now and then. There is another whole other part involved in selling to your email listing that unfortunately, I won't be covering in this guide.

Outsourcing Your Work

Outsourcing your work is one of the key elements that will make a difference later once you start making money. Why? Because there is only so much you can do in a day. You only have 24 hours in a day and obviously once you start writing too much, you also start to run out of ideas to write about.

Now you may only have 24 hours in a day, but by outsourcing and paying someone to get work done for you, you are LEVERAGING your time! If you have someone else writing for you, that like getting twice the amount of work done. Think about it.

Some people really underestimate the power of outsourcing. Another thing to mention is the fact of reinvesting into your business. If you are to the point where you are making an average of $100-$200 a month, sure its good pocket change to go eat out or gas money but still, its not much at all and instead of using it this way, you can outsource work every month to get more job done.

Let's say you write an average of 2 articles a day. That would mean you

write around 60 articles every month. Take that $200 and say you pay around $5 per articles to get outsourced. That would mean an extra 40 articles every month.

That means you'll be putting out over 100 articles a month. Sure $200 is still money but its only a matter of time before things switch over. If you keep on doing this, you won't be staying at $200 a month trust me ;).

Now outsourcing your work is one thing but finding the right person is another. That being said, you should look at individuals that offer their services in forums.

I've used some of these article outsourcing websites and although I've had some very good stuff come out, I've also got some HORRIBLE articles! I even had to rewrite them!

That being said, I've seen a few people in Wealthy Affiliate University and in the Warrior Forum give their service or you can even place an add on Craigslist. I've seen people find some very good article writers who have lost their job due to the recession and they're now writing articles for people online for a living.

There are tons of other things you can outsource. You can go to mturk.com which is owned by Amazon to find work and get workers. It's really practical and you can get tons of different things outsourced or even make money for small tasks.

There are a lot of different websites where you can get stuff outsourced such as freelancer.com, fiverr.com etc.

I personally like to find people in forums because I can read other people's review about them and its always better dealing with the same person. If you know someone keeps doing a great job, there isn't a reason to switch really.

So to sum all of this again, outsourcing is something that you should get comfortable with. A lot of people don't like it when others touch their stuff or write for them but you need to understand that it helps a lot especially once you start making decent amounts of money.

The more you'll make and the bigger your business is, the more you can invest to make things roll while you work on newer project etc. It simply a matter of leveraging your time/work.

Part 7: The Bigger Picture

I often see a lot of newbies asking how long will it take until they start making money or such and such amount of money.

Honestly, there is no way to tell when will you start making or how much since there is simply too much to put into consideration. You have to understand this isn't like a 9 to 5 job where you work 40 works and get your pay.

In fact, you can be working for weeks without making anything and later down the road, you'll be working barely 10 hours a week and make over $4000+ a month (sounds like fun doesn't it?) =).

That being said, here's a few examples of websites generating income;

Now I like to use Yahoo Site Explorer to spy on other people's things and see how much content/backlinks I have. Its pretty simple to use and will give you an idea about the site you want information from.

now here are examples of websites generating income. Again, there are tons of different things to put into consideration so you might not have the same results as them. Keep in mind that these examples are only there to give you and idea.

Here's a site that is generating very good income. Were talking around $4000+ monthly. As you can see below, it has over 960 pages and 1440 backlinks. That being said, its a lot of content! Obviously, you can't expect to do all of this in a week. In fact, it has taken quite a while to generate all that income.

Right now this site is ranked # 21xxx in Alexa which means its getting quite a lot of traffic.

Here's another site which is making around $100 per month.

Its ranked around # 701xxx. As you can see, there is quite a difference between both of these sites but then again, one is much newer than the other.

You just simply have to keep working at it and after a while, things will simply get better and better.

And although it takes a lot of patience, I've seen people including one of my friends get amazing results in such a short period of time.
He actually started IM just a few month before I did and managed to pull of around $3550 in his third month into it! It may not be the case for everyone

but its VERY possible!

So try to stay focused and be consistent in your work. As much as making $100K yearly sounds a bit much, its basically $273 a day, everyday. This in some cases can be less than 5 sales a day.

$273 everyday might seem like a lot but there are marketers out there making $1000 everyday so just imagine!

So that's it folks!

This guide pretty much sums up most of what you need to know on how to start your own online business all the way up to $100K a year. Obviously there is just too many things to put into consideration but just remember that everything that is taught in this guide works as a base that you can work on in order to start getting that income.

As I mentioned at the beginning, things are always a bit different from marketers to marketers but the fact remains that most of the basics are the same.

If there's anything I could add; try not to get too distracted because working at home, especially on the Internet, there are simply too many distractions around and it can kill a lot of your time.

Another thing to mention is, focus and try not to let your emotions get to ya. After a few days, weeks, months, if you are not many much or anything at all, don't quit.

I've been there myself and I'll tell you this right now that sometimes success can be right around the corner. If you stay focus on your goals, you'll achieve them.

Last but not least, if you are working on a niche that isn't bringing you anything even after tons of work (and I mean A LOT) and effort, sometimes moving onto something new isn't a bad idea.

Sometimes some niches just aren't as generous with some people. Happened to me a my early stages and once I moved onto something else, the money started pouring in with the new one. =)

So besides these few tips, I hope you enjoyed reading this guide. If you don't mind, I would greatly appreciate your feedback and tell me what you think about it. =)

If you have any question or need more explanation in some parts of this guide, feel free to contact me by sending me a private message at in the Warrior Forum or simply email me at:

davidtaingd@hotmail.com

Sincerely, David Taing

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