

\$1,000 Online Blueprint



A Step By Step System to Make
Your First or Next \$1,000

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Introduction

Alright, so in the spirit of having as little fluff and filler as possible, I'm going to go through this part as quickly as possible, but there are a few things you need to know before starting.

First this guide is step by step, I have tried to be as detailed as possible and walk anyone through exactly how to set up a campaign to make them money. The premise of the guide is to set up a guide through the system that I found most effective for making my first \$1,000 online. I will be creating a new campaign along with you as this guide progresses, meaning you can see exactly what I'm doing to start up one of my own campaigns. Pretty neat, huh?

The system I'm going to use is a version of article marketing that I have found effective in my early days of IM. I'm not just going to tell you to write, so don't worry. I'll tell you how to write them, how to get great click-through rates, where to submit them (even what order to submit them in)... Everything you'll need, I've got you covered. Not to mention all the before and afters explained in great detail (keyword/product research, building your website etc).

Also, I've minimized costs, and I mean that sincerely, the ONLY thing you'll need to pay for to follow my guide is your website domain (these are just a few dollars and I'll show you how to set it up).

One last thing to take into account as you go through the guide is that I am 56 years old. I have a full time, a mortgage and a family. Why am I telling you this?

Two reasons actually:

- 1) Because I know we all have time constraints, and I have taken that into account in my guide. If I did it, you can do it.
- 2) Because I want you to know that it took me just over a month to start seeing money, but if you have more time than the couple of hours per day that I did to dedicate to this, you might complete all of this work in just a few weeks to a month (quicker money for you!).

Finally, you have to WANT it. I guarantee if you go through this guide, following each step in its entirety... You'll make sales, you'll make money, and oh baby will you be happy! But, but, but... You've got to DO IT!

Ready? Let's get started!

Phase 1 – Beating Ezine Articles

(If you already have a platinum level EZA account you can skip this step, otherwise, I recommend this before ANY other step)

<http://EzineArticles.com> is the largest article directory around, and if you use them correctly, you've got a gold mine on your hands (if you don't know what I'm talking about Don't worry, basically the articles you submit will be used to drive traffic to your site). This isn't going to be the only directory we submit articles to (more on this later), but it is the most important. What keeps them a high quality directory, however, is how meticulously they watch their authors to ensure quality.

So... let's get you signed up. If you don't already have an account head to the following link to get one, after you're signed up, come back here before you do anything!: <https://ezinearticles.com/submit/>

Now, here's how their site works: When you sign up, you are given the opportunity to submit ten articles, after the first ten, your account is not allowed to submit any more. In about a week's time, their editor's will look over your account and choose if you will be upgraded... At this point, one of two things will likely happen:

You'll be upgraded to 'Basic Plus' status: This allows for 25 more submissions.

Or

You'll be upgraded to 'Platinum Author' status: This is what you're aiming for. Why? Because for one, your articles will be approved in 1 or 2 days, not 3-7 days. Also, the platinum level allows you to submit unlimited articles and, although they won't tell you this, they are WAY easier on their platinum level authors. What I mean by this, is that they won't reject your articles as often on minor technicalities like they would with a Basic or Basic Plus author (this allows you to be slightly more promotional and encourage readers to click your links). You've still got to submit high quality stuff, mind you, but you won't have to worry as much.

“So how do I get Platinum?”: Before you do anything else in your online endeavors, before you even choose a product, you're going to submit ten articles. These articles will have nothing at all to do with selling things, their sole purpose is to get you an upgraded account. Each article should be 400-600 words.

Write about anything. Whatever you enjoy, some things that I wrote about were taking portrait photography shots, black and white photography ideas, time management, the benefits of playing a musical instrument etc. You don't want it just to be “your story” however, make sure you teach the reader something. Ten articles that provide genuine content and usefulness are a good way to say “Hey Ezine, I'm ready to submit good stuff!” and get your Platinum account.

If you're not sure how to format such an article, here is a free report you can read, courtesy of EzineArticles: <http://workfromhometutor.net/pdf/introtoarticlewriting.zip>

Basically, just offer some knowledge that you have, and make it as sincere as possible. To have the best chances of getting Platinum: READ THEIR EDITORIAL GUIDELINES and make sure that your article conforms. It's a little tedious, but it's important, trust me.

You should write ALL 10 articles before continuing with the guide.

The reason for this is that EzineArticles will take a week or more to review your submissions, and then decide on how to upgrade your account. After submitting your ten articles you will use this one week to start (at whatever pace you choose) the next part of the guide.

I should also add that writing the ten articles can be done at whatever pace you can achieve as well, I wrote mine in 2-3 days, but you might write them all in one long day, or maybe a week, or maybe you're busy and it takes a couple of weeks, the choice is yours... Just do it, because the quicker you do this the quicker you start seeing the money!

Once you're ready, proceed to the next step!

Phase 2a – Product Research

The business model we're going to focus on is called 'Article Marketing'. Most of you likely already know what this is, but if not, don't worry, I've got all of the details for you. In case you don't know how it works your goal is going to be to get customers through the following simple “funnel”:

Your articles > Your Site > Vendor Site > Make A Sale

But before we get into all of that, you need to pick a product you want to sell. Contrary to some teachings, I've found it really doesn't matter what you're selling, but rather that that product has good keywords you can target to support it.

Step 1: Head on over to www.Clickbank.com

Create an account on their site and confirm it, making sure to check your information (you don't want those juicy paychecks to end up in the wrong place, do ya?). Save your account info somewhere safe.

After that's done, click the link at the top that says “Marketplace”.

Search the ClickBank Marketplace

Category: Home & Family Subcat: All Sub-Categories

Keywords: Sort by: High Gravity

Product Type: All Products Language: High Gravity

Show: 10 results per page Go

Popularity
High Gravity
Low Gravity
\$ Earned/Sale
% Earned/Sale

This will allow you to search Clickbank for products that you might want to sell. First of all, change your filter to “High Gravity” and choose one of the broad categories to search within.

Your search box should look something like the box above.

What Is Gravity?

Gravity is a score that Clickbank uses to tell you how many sales a product is making. The exact formula isn't something I have ever found in its entirety but it comes down to this: The gravity total of a product rises when an affiliate makes a sale of that product.

This can tell you two things and so you have to be a little careful when it comes to these scores. It tells you whether the product is selling and what the competition is for the product.

For example: If a product has a super high gravity score it makes a lot of money, but this can also mean that SO MANY affiliates are promoting the product that it would be hard for you to get a “piece of that pie” so-to-speak. Once we start looking at more products, I'll give you an idea of ideal gravity scores for products you can promote easily.

Once you have a category chosen to start browsing, click “Go”.

You will see listings of various products available. The top ones are going to have gravity scores in the hundreds, ignore these for now.

Search for items with a gravity score of between 20 and 70. Scores in this area usually indicate that a product is sellable, and there's an audience that wants it, but at the same time that it is not too competitive.

I made the mistake of choosing a high gravity product at first. After making a few sales, I spun my wheels for months because I was competing with marketers with deep pockets. Markets to avoid at first may include; diet, weight loss, or that sort of thing. Basically products that you see ads for all over, because those niches are saturated with marketers.

Don't be concerned about finding the perfect product, just choose one that interests you and one that you think you can write about. When you see a product you want to know more about, click on the product name and it will open the sales page.

Take time to review different products in different categories before settling on one in particular. Make sure you choose the right product up front so your efforts aren't wasted.

Since I'm building a campaign alongside you, I'm going after a betta fish care guide product. If you search for this on Clickbank you'll see it has a very low product, sometimes such products are alright because a low gravity doesn't ALWAYS mean a product isn't wanted, it could just mean not many marketers thought to try and sell it. IF you think about it, not many marketers probably looked for a betta fish care guide to sell when browsing products. Don't worry, there are TONS of products that can make you plenty of money and you can surely find a few that interest you (aka don't just copy me and start trying to sell betta fish guides LOL)!

Phase 2b – Keyword Research

Most Internet marketers, myself included, this is considered to be the most important phase of the entire process. Your ultimate goal is to have your own articles and/or website on top of the Google search results for search terms relevant to the product you are selling. To be profitable, your keywords need to both be searched for by a fair number of people each month and also to not have extremely difficult/established competing websites taking up the spots you want.

“So how do I find good keywords?”

For this step, open a new tab or window in your browser and go to:
<https://adwords.google.com/select/KeywordToolExternal>

If you don't have a gmail account, I recommend you get one. The keyword research tool is much more useful when you are using your gmail account. Login to at the top right of the screen.

Navigate back to the page of one of the products you were interested in. Copy the URL address for the product and then go back to your keyword research tool tab. Click the bubble that says “Website Content”, and then paste the URL of the product site into the field given. Now Google's keyword tool will suggest keywords for you based on the site's content.

Now, press “Get keyword ideas”.

BEFORE YOU BROWSE RESULTS: Go to the drop down menu on the top right of your results and select “Exact” rather than “Broad”. You are doing this because we only want to see how many people are searching for the exact keyword phrase shown.

With a broad match, we are shown the searches for similar keywords which might give us deceptive search counts for a keyword (for example a keyword might look like it has a ton of people searching in when in fact people are searching another similar phrase and targeting the one shown would result in very little traffic). You can see how this looks below:

betta fish KW's - Notepad				
File	Edit	Format	View	Help
betta fish diseases	1,300			
? betta fish facts	1,900			
? betta fish food	1,600			
? feeding betta fish	600			
betta diseases	1,600			
how to take care of betta fish	600			
sick betta fish	900			
breeding betta fish	1,900			
how to take care of a betta fish	900			
caring for betta fish	900			
how to breed betta fish	900			
how to care for betta fish	700			

Now, here's the tough part: How do you choose which are good phrases to go after?

First, take a look at your product. Think, "what would someone looking for my product search for?"

Taking my campaign as an example, look above at some of the results I got. I am going to be selling a guide on how to take care of Betta fish. A phrase like "betta fish tanks" gets over 4,000 searchers per month, but someone searching for this is probably not interested in a care guide. It might be a great keyword for selling physical products, but it's not extremely relevant to what I'm working on.

On the other hand, a phrase like "caring for betta fish" is pretty relevant to my product, other phrases I'd want to look for are ones like "betta fish care guide" or "how to take care of betta fish". If your product is a guide for getting rid of acne, a phrase like "home remedy for acne" or "how to get rid of acne" would be good to target.

Go through the list and copy every phrase that you like into a notepad window (or something similar if you prefer).

Next to the phrase, write down how many Global Monthly searches it gets.

I like to look for phrases that get at least 700-800 searches per month, but more is better. Ideally, you want to find phrases that are getting around 3000-6000 searches per month. This means that on average, there are 100 to 200 searches per day on that phrase.

When you're done going through the phrases Google suggests for you, don't be afraid to try your own phrases if you think of some that are relevant but weren't suggested for you. Any phrase you think would be one a person looking to buy what you're putting front of them, put into your notepad.

Be careful, some phrases like "How to take care of a betta fish" might attract people who are looking for free information and may not be looking to buy. With a good pre-sell page, you may be able to turn the information seeker into a buyer.

I don't really consider this product to have a lot of "strong" keywords. Hopefully you'll find some with greater search volume that are more relevant to your specific product.

You'll notice I put question marks next to a few to indicate that I'm not sure if they'll be relevant enough to use, but want to look into.

Alright, once you've got a good little list together (as many keywords as you can find!), head on over to [Traffic Travis](#). This is a 100% free keyword research tool we're going to use to evaluate if the keywords you've chosen are ones you can get onto the top of Google for.

Basically, we're evaluating how much competition a phrase has and how strong it is.

Click the "Download Free" button and go through the steps to get your registration code and download the program.

Don't worry, you can ignore any attempts to sell you the Pro Version. I still use the free one.

Once downloaded and installed, you should see a window like the one below, you're going to click "SEO Analysis" (SEO stands for Search Engine Optimization).

Type your first keyword into the "Phrase To Analyze" field and press "Analyze".

Give the program time to analyze your phrase, after that, you'll be looking at a couple of different things to give you an idea of how good of a keyword you've entered.

First, is the overall difficulty ranking Traffic Travis gives you. For the first phrase I plugged in it told me "Relatively Easy". It is good to start with phrases that are rate easy or relatively easy.

This doesn't always tell you the whole story. The program is analyzing the top 20 results, but realistically we only care about keywords that rank in the top 2 or 3 results (preferably at #1).

To evaluate this, move down to your results and look at the websites currently ranking in spots 1-3.

While each of the columns has its significance, you're going to want to look at the one labeled "BL", this stands for "backlinks".

A Note On Backlinks

A backlink is a link that points back to a site from another. For example, if I wrote an article and at the end I added "Everything you need to know can be found at: <http://www.my-site.com>", when the article was published, I would then have a backlink from the article site to my website.

Backlinks are VERY important for getting your sites shown on Google because a lot of links pointing to a website generally indicates that that website is important.

In this way, Google may rank you above others because you have more sites pointing back towards yours.

There are many things that factor into how much a backlink will help you. One is the importance of the site it is coming from and how relevant it is to your site.

We'll talk more about backlinks and how to use them later.

Now, sites with 50-70 backlinks probably won't be a problem at all with the linking methods I taught you earlier. Also, because of the overall "relatively easy" difficulty rating, this is a phrase I would check off as "doable".

Go through each keyword you put in your notepad window and evaluate its competition in Traffic Travis the same way we just did above.

Remember, as general guidelines: Stick to Easy or Relatively Easy terms and shoot for less than 100 backlinks on at least one of those top 3 spots. Backlinks aren't everything, however, and so if a site has a little bit more don't worry about it and still add the term if you think it's one you don't want to let go and will still be doable.

Once you're done it's time to evaluate the notepad file you've created. How many keywords have you got that are "doable"? You want a lot, dig deep into the keyword research tool and do your best to find as many keywords as possible.

I like to find tons so that I have lots of ideas when writing articles. My Betta fish campaign doesn't have as many as I'd like, but as a small campaign it'll do. For your research finding 20-30 low competition keywords is phenomenal but sometimes not possible for your product.

"What do I do if I can't find many usable keywords?!"

Simple, go to another one of your products that you added to favorites and repeat this keyword research phase for the new product. You don't want to skimp on keyword research so don't be afraid to spend some time looking for a product with good keywords. Just be sure to save everything in your notepad file in a place you can easily open it. I like to create a folder on my desktop and save everything there. This way it is easy to find, so you've got that little goldmine handy at all times.

MARKET RESEARCH: Depending on how much you know about whatever product you find to sell, you're going to want to do some amount of Google searching and reading up on the product. Find out what problems people have that are relevant to your product etc. Spending even just a few hours doing this goes a long way towards making your writing convincing and impactful to your readers.

Market Research Tip: If you find a product with good keywords, go to their sales page and scroll all of the way to the bottom. You should be able to find a link that says “Contact”. Send the vendor an e-mail and say that you are an affiliate and would like a review copy in order to more accurately write about the product. They may be willing to send you a copy.

My recommendation is: purchase a copy of the product, spend time reviewing the information and then start to promote it. It will make your job of promoting the product much easier. Besides, if you find the product to be junk, you won't waste your time promoting something that has no value.

When you're ready to move on, we're going to buy a domain and begin building your website. Don't worry, the domain will be dirt cheap and the web editor I use is super easy and free!

Phase 3a – Getting A Proper Domain

First of all, you need to buy a domain name. **This is the only place in the entire guide I'll tell you you need to spend any money, and it's only 99 cents.**

To decide what domain we want, look at your keyword list. Pick a keyword that is relevant to someone looking to buy that product and also a keyword that is low competition.

The reason for this is because you want your domain name to match the keyword you're trying to rank for. When Google sees “<http://www.how-to-cure-anxiety.com>” it will register that that website is likely related to the phrase “how to cure anxiety”. In this way we want to relate our web address to the phrase we're targeting.

For example, I've purchased a domain called “<http://www.How-To-Take-Care-Of-A-Betta-Fish.info>”.

Obviously I want this website to rank on Google for the phrase “how to take care of a betta fish”.

A Note On Domain Prices

Domain names ending in .com, .net, and .org are usually the most expensive, ranging from 8-14 dollars on initial purchase. You will need to renew the domain each year, but if you are making money, then it won't be an issue.

There are many other domain extensions that you can purchase for less, but I recommend that you stick with one of the extensions above. The best is a .com domain, but these 3 are the most recognized.

Where Should We Get Our Domain Name?!

There are lots of places you can purchase domain names, but in my experience <http://www.GoDaddy.com> is top notch in ease of use, customer support, range of features etc. I've buy all my domains there and have had no problems.

Click the link above to go their website. Click the “Create Account” link and fill in the details.

Make sure you save your username and password in a safe place. After creating and confirming your account, go back to their homepage and use the field in the middle of your screen to begin the domain purchasing process.

When choosing a domain name some feel it helps to separate words with a dash – or underscore, in order to make them more readable when potential customers look to see where they're clicking to. Personally, I think this is a mistake. However, in order to get the domain name that fits your keyword research, it may be necessary.

As you make your way through the buying process, be sure to decline or select “No Thanks” for ALL of the things they try and offer you, you don't need them I promise.

Also, when presented with a small drop down menu make sure you have only selected to buy the domain for one year. Your total costs should be right around a 12 dollars for a .com domain after taxes that may apply. If something doesn't look right, go back and make sure you haven't accepted any of the special offers.

Once you have purchased your web domain you can just close out GoDaddy.

While you're domain purchase goes through (you'll be e-mailed a receipt), we're going to begin working on your actual website and I'm going to show you how to host your website and all that (meaning we're going to make it so that a user who goes to the domain address that you just bought will be taken to your spiffy site we're gonna make).

Phase 3b – Hosting/Creating A Killer Website

You're about to discover one of my favorite tools in Internet marketing so far, and it's totally free!

When choosing a web host, and also a web editor to create your site, there are a whole lot of options. Many people use Wordpress, and own a hosting account with a company like [HostGator](#). In trying to find a more cost effective way to begin with a minimum of money, I suggest: <http://www.weebly.com>.

This tool is great for getting started. They are making improvements all the time. Weebly allows you not only to easily create good looking websites, but to also host them for free.

Now, if you can afford it, I suggest you get a hosting account at [HostGator](#). You can start with a basic account for about \$4 a month.

If you'd rather use your own resources for hosting and creation go right ahead and meet me in the Article Writing / Traffic section of the guide. Otherwise, let's get started!

Go to www.weebly.com to create an account on Weebly. After creating your account click the "Create a Site" button.

With brand new accounts, you may simply be taken right to the site creation process, not needing to click the button circled above. Use the steps that come up to title your site.

When Titling Your Site: Your title serves two purposes, the first is to help you rank for the keyword that is in your domain name. For this reason, you want to use that keyword in your site's title. The second function of the title, is to get people to visit your site. When it comes up in the Google search results, you want the title to be something interesting that a person would want to click on and is also relevant to their search. For example my title, 'How to Take Care of a Betta Fish - Betta Care Guide Reviews' has my main keyword phrase in it, and then after the hyphen provides a little description of the site that might interest a searcher.

Follow instructions until you are in the editor. The editor has a toolbar like the one below, once you are in it, you can proceed.

We are going to actually host our domain on Weebly. You might be wondering why I'm having you host your domain before you have an actual site built but the solution is very practical: Some proportions (such as spacing, placement of pictures/text etc.) look slightly different in the editor than they do on the published version of your site.

Because you want your potential customer to be intrigued by your site, we host the domain so that as you build the site, you can actually GO to it on the world wide web and check to make sure things look just how you want them. A prime example of this is what's above "the fold" in a page. The fold is the point where your browser cuts off and you have to scroll down to see more of the webpage. This is important because you want to make the above the fold part of your site interesting and relevant so that readers will actually scroll down and see what you have to say.

To host your site, click the "Publish" button. You will be given a few options for hosting, choose "I Already Have A Domain", and type in your full domain name you just bought (for example www.my-site.info). This will be the only part I'm a little vague on because Weebly has actually already done what I would be writing out here. Once you type in the address, you will be taken to a page in regards to publishing your site. The full instructions can be found on [This Page](#).

On this page Weebly will walk you through (with pictures) how to make your domain point to your site. When you've gone through the instructions, continue on, it's time to make your site beautiful!

Get back into the editor for your new site, let's get to designing! I know when I started out, the hardest part of making a website wasn't doing the work, but knowing how to make an EFFECTIVE site that would draw buyers in.

Here are two basic formulas that I've found work quite well:

- 1) A site that tells your story with just one product, and then communicates it as a solution to the problem(s) of your potential customer.

Or...

- 2) A site that reviews multiple products in the same niche. With this type of site you can offers reviews and comparisons to the different products that you are promoting. This way you are positioning yourself as an authority in a particular Niche.

Creating A Converting Site – The Intro

It is important to be able to grab your reader and draw them in. I have developed a three step into plan that seems to work very well for keeping people on your site.

Before writing your intro, use the “Designs” tab to choose a layout, this can be changed at any time, so no worries!

Have a relevant image for your site. One way to do this is to ask the vendor if you can use one of the photos from their page.

Another method is to find a royalty free photo to use. <http://www.everystockphoto.com/> is one of many site you can visit to get great images. There is a good chance you will be able to find one related to your product. Just make sure that you only use images you have permission to use, we don't want any copyright infringement.

Next is to have a **BOLDED** introductory sentence that makes a reader think, “Oh crap, now I have to find out what this is all about!” This is also the beginning of your story, it's your chance to have a bit of fun. This serves to make a reader curious, and to draw them into your story.

A story your customer can relate to. This is where your skills as a writer first come into play. My story places myself as a dad whose son had a dying fish, long story short, the guide saved my son's fish. I even go a little further as to describe how I enjoy the fish's company while I write. I state that I owe my success to the guides I'm selling and give a soft “call to action” by inviting them to read about the resources I found so useful.

“Wait A Minute... Are You LYING To People?”

Because opinions and practices vary so widely, I want to address this so you don't get the wrong idea. No matter what you hear, every affiliate out there promoting a woodworking guide, a dog training guide, and a vertical jump guide, is not simply playing on their own interests.

I'll almost guarantee they aren't an aspiring NBA player / Dog Trainer / Woodworking Hobbyist / Internet Marketer all rolled into one. And it would be ridiculous to expect this.

Think about it, when you go into Toys R Us, do you think the 20-40 year old employees you talk to have personally played with every single toy in the store?

And just because they haven't, does that mean the toy you buy from them is going to be unsatisfactory to whoever is about get it as a gift? Most likely not, in fact, a Lego set is likely to be just as fun to someone regardless of how much the Toys R Us employee plays with Legos.

Here's the rule I follow: You don't have to be a Betta fish owner to sell a Betta fish guide, but you'd better know what you're talking about

_____. For example, I really do have a Betta fish, but I had one a while before delving into online marketing or finding these care guides. I have gotten and read review copies of the guides, but I don't have a son (I'm 17 so thank goodness!). As you can see, you aren't going to have a perfect real life story for every product. But if you want to sound convincing, you need to be sincere, don't lie about what the product will do for someone, don't make promises the guide will never deliver on, don't write without first finding out some things about your niche (market research). Don't do anything you don't feel ethical doing; as long as you accurately portray the product, you're probably in the clear.

Creating A Converting Website – Tips

As for design specifics, exactly what you write is up to you. Whether you have one page, or multiple pages, is up to you as well. Both types of sites work well and you'll have to evaluate what will work for you. **BUT I HATED** it when other guides promising to be super detailed would leave it “up to you”.

For this reason, I have below given you a list of every tip I can think of for creating a converting website, and then after that provided screen shots of my Betta site so that you can see some live examples to model after.

1) Include lots of pictures: Keeping a site colorful is interesting to a reader, they may be

deterred if the only substance of your site is walls of text.

2) Think about your color scheme/READ-ABILITY: Slightly enlarged, black text on a white background is usually the easiest on the eyes. When it comes to colors, try and not make your site too crazy. You can use templates that include colors relevant to your niche, but it's best if the center of the page retains the black on white text scheme.

3) KEYWORD(S)!: You remember that keyword that's in your domain name? Make sure it is not only in your title, but also in your headings. You can see in a screen shot below that I have used the keyword phrase in my introduction's heading. After the headings, also use the phrase in your writing as often as you can. Don't make it excessive or cram the keyword phrase in in places where it wouldn't make sense in normal conversation, just do your best to keep it in at least a few places on the page.

4) Sell The Click: When writing a review/my story type landing page, your tone should not be overly “salesy” in the traditional sense.

You want to build a relationship with your reader, convince them that you're just like they are (or at least you were before buying the product). All you're really selling is the clicking of the link to the vendor, so think of it like this: Your job is to let them know how much something helped you and gain the reader's trust, all you want to do is convince them to just go look at the product page.

From that point, it's the vendor's job to do the “hard sell” / YOU'VE GOTTA BUY THIS type stuff. It's all about a subtlety that moves a potential buyer towards a sale without making them feel pressured.

5) Links: To create an affiliate link (a link that will take the visitor to the product page and pay you a commission if they buy), go to www.clickbank.com and find your product in the marketplace search engine like before.

Make sure your links stand out on your site. Testing has shown me that big obvious links get more clicks than ones that blend in to the content.

To actually place these links on your site you will want to copy the link it generates for you, and head over to Weebly. Type the text you want to make into a link, highlight it.

You should see, on the floating toolbar, a button that looks like a chain link, click this. Now click the 'Website' side tab and paste in your affiliate link.

6) Anchor Text: Anchor text is the actual words of your link, so the link might go to www.my-site.info but the text says “Check Out My Site”. When Getting People to click to your vendor, you want to make the link itself enticing, size is just one aspect of this.

A great way is to make a link that says =>Betta Care Made Easy Official Site<= (obviously with your product name instead of “betta care made easy”). Other things that work are “Try Betta Care Made Easy”... I also like to, as shown in the first example, place arrows around my links to guide the reader into clicking them.

7) SEO: As an extra search engine optimization step, press the “Settings” tab. From here, press “Search Engine Optimization”. Now you can fill in a description and your site's main keywords. Be sure everything has the main keyword and it's great to slip a few secondary ones in as well :).

Photo Gallery of Using Weebly

It is important to use pictures on your site. This will help to make your site more appealing and attractive.

Below is an example of using pictures to spruce up a plain black and white text page. It's now a bit more interesting, but still easy to read and not cluttered.

Price: \$27.00

Advantages over Betta Care Made Easy: More in depth in some places, some fun tricks to do with your pet included, and complete bonus guide on breeding Betta fish (including how to raise and sell young Bettas, should you wish to pay for your pet hobby to pay for itself).

Cons: Higher price tag (though well worth it in my experience).

Price: \$14.77

Advantages over "The Betta Lovers Guide": Better suited as an affordable model for beginners, some great bonuses including easy to follow "shopping check-list" type items for your Betta. Also has great support for curing an ill Betta fish. Has been a round for a little longer meaning more time since launch for updates.

Cons: Not as detailed in some particulars (such as breeding and selling).

Overall 1-10 rating based on detail, length, usefulness of free bonuses and overall quality =>



[See Full Review](#)

[Betta Lovers' Guide Website](#)

Overall 1-10 rating based on detail, length, usefulness of free bonuses and overall quality =>



[See Full Review](#)

[Betta Care Made Easy Website](#)

One Last Thing On Websites – Tracking

In order to get the most money out of your site, you need to know things like where your traffic is coming from, how long they are spending on your site, what pages they are viewing, etc.

To track your website activity, I prefer to use Google Analytics. To sign up, head to <http://www.google.com/analytics/> and click 'Sign Up Now'.

After creating your account, log in. If not prompted, you will want to press the link that says "Add Website Profile". After inputting your web address you will be given a long tracking code.

Copy the entire thing and head on over to www.Weebly.com. Enter the editor and press the Settings' tab. In this tab press SEO and paste your tracking code in the "Footer Code" field.

Once you're finished you can close everything out, Google should start to receive information from you in about a day. Stats like visitor count and time spent on site are most important.

WAIT! Ignore Those Stats For Now.

One of the biggest things that deters people from making money online is the fact that they get caught up in worrying and stop DOING. Your Analytics stats should only be used to track visitors for a while, you can't really know how much time people spend on/how effective your site is until you are getting CONSISTENT traffic from the search terms you're going to rank for. Sample size is very important and changing your site because 5 out of your 10 first visitors left right away is a terrible waste of time. So, bottom line: Don't worry about these stats until you are getting a consistent 50+ visitors per day (this can vary depending on your niche/keywords).

Phase 4a - Writing Articles – Where It Really Begins

Hopefully by now, your EzineArticles account is upgraded and you will be able to submit articles on the account once again.

If your account has not been reviewed yet but you have finished the previous steps of this guide, just start writing articles in Microsoft Word or something similar and saving them. This will ensure you have an arsenal of content to submit when EzineArticles finished your review.

Now, let's get started with those articles. Just so you know what to shoot for, you want to write articles that have a body of around 400-450 words, followed by a short resource box (usually 50-100 words).

A Note On Resource Boxes

A resource box is a paragraph attached to the end of an article that contains links pointing to your website. A good way to think of it is that the article body is your “give” and the resource box is your “take”. In other words, you provide useful information in the article, and then your resource box entices the reader to click through to your offer.

Getting to this word count might seem difficult at first, but honestly the main thing you need is ideas. You'll want plenty of them, because you are going to be writing A LOT of articles. It is usually suggested that you write around 50 articles to thoroughly test out a product/market. These go faster than you think, and before you know it you'll be able to put out 5+ articles in a day with no problems whatsoever. When you are faced with a task like this, it is OK to sort of rehash ideas or lessons from article to article if writing for similar keywords. The key is that each article stands alone as a quality submission and is 100% unique.

You might be asking, “Why do the articles have to be so long?” The answer is actually two-fold. First of all, an article of this length will offer more information to the reader and tells the directory that you're going to provide them with something worth publishing, rather than slapping out minimum length (250 words for EZA) articles day after day that offer little to the site's readers. The other reason is because of a site called Free Traffic System. We're going to use this system later on to help get visitors to your site, and they require any submission to be at least 450 words. Don't worry, it's OK if your submission to Ezine only has an article body length of 400 words, because your resource box counts towards the word count on Free Traffic System.

As for getting ideas for your articles, I would search for your keywords on Google and read up on sites already ranking for that term. This can help you get ideas for article content. Below I have listed a few article formats that I have found effective both in being fairly easy to write and that they draw in readers.

“3 Tips” type articles. While the number can be 5, 6, 7, or whatever you want, these types of articles are simple to write, give you a structure/plan to follow, and usually interest readers.

“Top strategies” articles. You may need to word this differently for the market/niche you're in, but sharing a “secret” or strategy you've discovered but leaving just a little bit out so your resource box is enticing is great.

“My experience” articles. These work great because you can get plenty of your word count relating your own experience (just be sure to keep it interesting). Tell a story that would help the reader relate to you.

KEYWORDS In Articles

We want Google to know what search terms to rank your article for and so when writing your articles you want to include the keyword phrase you're writing for once in your title. In the article body, try to integrate your keyword phrase another 3-5 times, one of which should be in the first couple sentences (this is because the first sentence or two are used as the description under your listing in search engines).

When using your keywords phrase within the article, try to integrate them naturally. If it looks like you're just trying to cram in a keyword, people will notice. For example, a sentence in one of my articles might be, "When learning how to take care of Betta fish it is important to get a hold of the right information..." In this example I have underlined the key phrase.

Article writing is an exercise in perseverance, some people love it, some hate it. I'm fortunate enough to enjoy writing and so usually find it easy to stay motivated. There are slumps though, and during these times it is important to remind yourself that thinking and worrying only delay your success, taking action and getting content out there is the only way to move forward. Think about it... If you get 100 articles out there (and use the methods I'm going to teach you for getting them seen) there is no way you aren't going to reach some people willing to buy what you have to sell.

When writing articles, set a schedule, write a certain amount per day, and don't deviate from it (unless to increase your quota). If article writing really kills you, you can outsource them by paying for articles on websites like www.99centarticles.com. For articles of the length you need, it will cost you about \$5 each. I wouldn't suggest doing this until you've got the hang of the article marketing process, however.

Next up, you'll learn about resource boxes. Before you begin writing your articles you need to know how to properly write and format a converting resource box. The next page addresses this for you.

Phase 4b - Resource Boxes

When it comes to article marketing, knowing how to write a good resource box will make or break you. Your job in writing a good resource box is making it a continuation of your story, while making a “call to action” that makes the reader want to click your links. You are allowed TWO links per article in the resource box, and as such we will link your article in two different ways. Also, if you're at all confused, I've included pictures of some of my best converting resource boxes below. The first link you use should be integrated into a paragraph and be an anchor text link, with your keyword phrase as the anchor text. The second will be a simple written out URL to your website. The reason for this is that the anchor text will count as a credible backlink to your website and tell Google what keyword to rank you for. At the same time, you use one non-anchor text link so that if your article is republished the link remains intact (if they copy your article and it says [www.my-site.com](#) it will still be a link in the new version, but if they copy the link 'Check Out My Site' it will most likely be pasted simply as “Check Out My Site” with no link).

Anchor Text And How To Do It

When creating your links you may be confused about how to make a link that is your keyword phrase rather than the plain URL. You will be using a bit of simple html. Where you want your link type the following (but don't type the OUTERMOST set of quotes) “WHAT YOU WANT THE LINK TO SAY”

To give you an example, below is what it would look like if I wanted a link back to my site for my keyword phrase “how to take care of a betta fish”

how to take care of a betta fish. the result would be a link in my article that read how to take care of a betta fish.

Here is one of my better converting resource boxes, the exact approach varies from niche to niche, but you can see I use a similar approach for an article on Betta fish care:

CTR: 40%

Final Thoughts On Article Writing

Because this is the bread and butter of your marketing efforts, you'll need to get comfortable with writing a lot of content.

As long as you're dedicated, this is an amazing way of getting buyers to your site, you just stick with it and never stop putting new information out there. I've had a surprising number of sales from viewers who were on EzineArticles.com and just happened to see my article.

I've found it's always best to try and write new articles even while working on other phases of marketing (the next sections cover this). You may dedicate less time to the actual writing phase, but still putting out a couple of articles per day never hurt anyone.

The amount of time you'll spend writing an article of proper length varies based on typing speed, if you have trouble with writer's block etc.

However, once you've made some money you can either outsource the articles, as explained before, or if you're like me, you can buy a program to make things easier.

For me, this meant buying a program that allowed me to talk into my microphone while the program typed my words.

You can read about such products in the last section of the guide but always remember that I had little at all to invest when starting out and didn't use these programs until I had begun making money, so you are certainly NOT obligated to buy them.

Phase 5a - Beating Out Your Competition – Backlinks

How To Get The Most Out Of Your Articles

When it comes to spreading your articles out and making the most of them, you need to become industrial, efficient, and dedicated. We are going to put your content out ALL OVER the Internet, and as such reach a lot of people. Ready?

We will be getting our links through 3 main sources:

- Submitting to other article directories
- Submitting to Free Traffic System
- Social book marking your EZA's

First up, let's submit to multiple directories. You are going to be submitting pretty much the exact same article, and this isn't a problem for the directories we're going to use, that's why we submitted to EZA first. Also, your sites are Not going to be penalized for duplicate content or anything like that.

You will need to make an account on each of the following article directories. I picked each of them because they have a high Page Rank. This means the backlinks from them are more powerful. Each of these sites are decently popular directories (meaning you can get some traffic from within them...

You can be done in like 15 minutes so don't worry, it's quick. The only exception is Article Factory, because they require you upload a picture for your author profile and it be approved before you publish articles. No worries, you can just skip submitting to this directory for a couple days while you wait to be approved.

Below is a list to get you started.

ArticlesBase
Article Alley
GoArticles
Easy Articles
Amazine Articles
Article Snatch
Article Compilation
Article Dashboard
Article Factory

Be sure to save your login information for each site.

Submitting

After creating accounts on each of these directories, you need to prepare the article for submission.

Go to EzineArticles and view your articles from the author area.

Click on the “Edit” link for the article. Open a notepad window and copy the title, summary, article body, resource box and keywords.

There are the two things we are going to change before submitting the article to another directory.

Create a new title for your article. I recommend you change it for each directory you submit to, but you can use the same one for the others. Just be sure not to use the same title you used from the article you submitted with EzineArticles.

Next, in your resource box instead of a second link to your site, write something like: “Another one of my articles at Keyword For Ezine Article.

This link will help your original article rank. Don't put things like “originally published at...” because the directories don't want to have 2nd hand content, but won't check it if you don't alert them to it.

Now you'll want to go to each of the article sites you made an account on and follow their individual process of submission.

Simply click their “Add/Submit New Article” link and paste the information from your notepad into the appropriate field in the submission form.

Then move to the next site and do the same, there are tools to make this process quicker but in all honesty the copy/paste note pad method is fairly efficient and is certainly worth any time it takes.

Once you get the hang of it, you can submit an article to all of these directories in less than 15 minutes using the copy and paste method, and trust me, the backlinks and exposure you get from this are a worthy investment of your time.

Phase 5b - Free Traffic System

Free traffic system allows you to take an article and place it within their web form, which will submit a unique version of that article with two links to wherever you choose in them. They will post the articles to 30 blogs in their network, meaning you can have links from 30 places to two different articles or sites with one article (60 total).

BEFORE YOU USE FREE TRAFFIC SYSTEM

The system gives you plenty of time to submit an article (I think half an hour to an hour) but eventually your login will time out. So that you don't lose your work, you may want to do the "Spinning" section of article submission before you ever open FTS's web form, this way you will have the most time consuming step out of the way before the clock even starts.

Spinning Articles

FTS requires that each posting they make of your article to their blogs is unique, and they have you accomplish this through a system known as "spinning". Spinning uses the following format to randomly choose a word that makes sense in the place you tell it too. See the example below

"...having a Betta fish in [spin]wonderful|great|spectacular[/spin] health isn't difficult when you find the proper guidance."

I have underlined the spin tags to make them easier to pick out. This code would tell FTS to either choose "wonderful", "great", or "spectacular" to fill in that blank. By placing these tags all over your document you can have enough code to create thousands of different versions of your article. I prefer to enter spin tags AT LEAST 2-3 times per paragraph. Make sure that each word or phrase within your spin tags will make sense with the rest of the article. To give you an idea of how this works, below is the first paragraph of an article I have started to spin for free traffic system, the spin tags have been bolded for visibility:

Once you've done this, you're ready to proceed (and don't worry, the entire process becomes MUCH quicker once you've done it a few times).

Paste your spun article body text into the "Article Body" section. In the top right box that says "%LINK1%" put the URL of another article you want to link to. In the %LINK2% field put the URL of another article.

Wait... How Do I Know Which Articles To Build Links To?

When choosing where to point your links, I usually like to publish several articles for the same keyword, and then pick the article that is getting the best click through rate. Build links to this article until it is ranking in the top spots for its keyword phrase.

When it comes to your own website, which is a brand new domain, you want to make things look natural. Wait for a couple of weeks before using FTS (Free Traffic System) to point to your website. FTS actually “drips” the links to their sites at a rate of 2 per day for 15 days to look more natural, but even this rate might seem odd for a brand new domain.

In the fields to the left of the Link1 and Link2 fields, input a couple of different keyword phrases for that article. You want MOST of your backlinks to have the keyword your trying to rank the article for as your keyword, but it also doesn't look natural if ALL of your links have exactly the same text.

For example, if my %LINK1% article was an article about the keyword "How to Take Care of a Betta Fish", I would make one of my %Keywrod1% phrases exactly "How to Take Care of a Betta Fish", but I would make another phrase something like "how to take care of Betta fish" or "take care of Betta fish".

Do this for each article so that all 4 of the top fields are filled out. Now go to your article body and instead of your normal html code for anchor text, put %LINK1% again making sure that all of the anchor text options FTS could choose make sense in context. This will mean that in your article how to take care of a betta fish will all be replaced by %LINK1%

As a final preparation of your article paste your Title in the field on the FTS form and insert spin tags (just like you did in the article body) so that you have several unique versions of your title, for example:

Now let's scroll down the page, you're almost ready to submit this sucker! Enter one keyword tag that is relevant to your article in the “Tags” section.

Next, enter several keywords in the “Input Keyword” field and click on “Get Blogs”. This will find blogs on the FTS network relevant to the words you put in.

You should get a list of blogs, check a number of the blogs (FTS will tell you when you get there).

Finally, press "Submit". The moderators will approve your submission and usually you will start to have posts the very next day, that article is now building you links on auto-pilot!

Do this with each of the articles you write and point it back to the articles you want to rank on Google and your landing page.

"It sounds like a lot of work, is it worth it?" To succeed in IM you need to be driven towards your goals, and self-motivated. You don't want to take shortcuts, and using FTS is certainly worth your time.

Let's say you wrote 50 articles for a certain niche:

Because EACH submission is spread across say 30 blogs and has two links in it, we multiply 50 Articles x 2 backlinks per article x 30 blogs per article = 3,000 backlinks from just 50 articles.

That is a TON of linking power and is definitely worth putting some time and effort into. Not to mention that submitting each of those articles to 10 directories with two links each is another $(50 \times 2 \times 10) = 1,000$ backlinks!

While it's going to take Google a while to find all of these links, it is certainly worth it because this amount of linking power puts you on the path to rankings that will stick, which means an automatic income thereafter.

Phase 5c - Social Bookmarking

While this method is less complicated than using say Free Traffic System, it IS a great way to get powerful backlinks to you sites/articles.

Using sites like www.digg.com, www.technorati.com, www.propeller.com, www.reddit.com, www.stumbleupon.com, www.mister-wong.com

These types of sites are very important in Google's eyes and not only get you some great backlinks but perhaps even some internal visitors from their site as well.

For a more updated list of social book marking websites you can visit: www.socialmarker.com.

Submitting to these services is generally fairly straightforward and you will use the following process:

1. Make an account
2. Choose an article to bookmark, copy it's URL
3. On the social book marking site, press "Submit New Bookmark" or a similar link. Paste the URL in.
4. Give it a title that contains your keyword phrase for that article (this will be its anchor text).
5. Give the post a description and keyword tags.
6. Submit.

The process is very quick and only needs to be done once per article per social book marking site.

Phase 6 - Putting It All Together - Moving Forward

Once you've got the hang of it, you should be able to whip out the phases of building a campaign fairly quickly. You'll want to keep going until you get everything ranking where you want it to be.

Provided, of course, that you don't run into any keywords that you just can't beat out... you don't want to waste time trying to fix what isn't working when you could just be repeating what did work in another niche.

"How long do I keep it up?" Try and go until you have consistent traffic and sales amounts. Depending on the traffic of your keywords, this could mean a sale every day, or maybe a sale every few days... but the key is to have articles solidly placed in Google and generating a steady stream of traffic willing to buy what you have to offer. Once you have one campaign going, start on a new one and repeat the process.

However, **do not begin a new campaign until you've got one working for you**, it's hard work, but if you don't put in the effort to get something making you money you'll always be scrambling for the next best thing. The key to my business plan is that you keep building upon it. If one campaign can make you \$500 per month, why not find 9 other products, repeat the process and make \$5,000 a month?

Actual numbers vary from campaign to campaign, one might make you \$300, while another might make you \$1,500 all by itself. Just make sure you finish what you start, always working towards a stable, consistent income stream.

Words Of Encouragement

If there's anything I've learned in my IM journey, it's that you get in what you put out. If you're lazy and neglect putting out and distributing content, your results will reflect this. Anyone can make a living online, but only some choose to dedicate themselves enough to reach their goals.

If you ever need encouragement, look back on what you've done so far. You got this guide didn't you? So you've got a business plan. Have you written any articles? Do you have a Platinum EZA account?

Do you have a website? Have you done killer keyword research? Are you getting a great CT rate on one of your articles? Are people spending time on your site? Have you made your first sale? Have you gotten ten articles distributed to free traffic system? That's 600 backlinks you know! Whatever stage you might be at, there is always something to be proud of.

Stay focused, you already have all of the information you need to begin making an online income... the only missing ingredient is YOU!

Don't waste time on the forum, don't worry about particulars until you have steady traffic, don't try a new business model every month, just get out there and TAKE ACTION using everything you've already learned.

This business blueprint will make money for anyone willing to follow it and reap the rewards, so I pose the question: **Are you ready?**

Future Investments

Throughout this guide I have upheld my promise that the money you paid for this guide is the only expense needed to make this plan work. This section is simply meant to provide you with services and programs that can help expedite some of the tasks I ask you to do with the guide.

Now, I would suggest first putting my plan into action and making some money before buying any of these, but once you are making money these items are a good way to save time so that you can work on starting more and more projects to grow and scale your income.

[Article Marketing for Newbies](#) - This video eCourse will help you get the most out of your Article Marketing efforts.

[Easy Resell Videos](#) - PLR (Private Label Rights) products is one of the best ways to get started building a list for your Niche. Discover how You can make money while building a list with PLR Products. Nothing is left out.

[Aweber](#) – This is an autoresponder software that allows you to place an opt-in (e-mail subscription) form on your website and create a series of e-mails to be automatically e-mailed to that person. Great to have on a site once steady traffic and sales are established, this can be important to capturing viewers who might not be quite ready to buy yet but could be with some coaxing.

[99CentArticles](#) – An excellent article writing service headed by a fellow Warrior Forum member. Prices, quality, and turnaround time have all been excellent in my experience.

[Dragon Naturally Speaking](#) – This program allows you to speak into your microphone and it will type for you. At first it's inaccurate, but quickly adjusts to your voice with a couple of sessions and once you've gotten used to dictating out-loud you can have great articles in literally only a few minutes.

[Magic Article Rewriter](#) – This program allows you to insert spin tags and create a unique article in record time. Furthermore, you can buy the Magic Article Submitter along with it at a discount which will submit a unique version of your article to each of the 600 article directories in its database. I have not yet tried the submitter but I can say that the rewriter software is amazing.