

# WEBSITE CASH IDEAS



**CALVIN CLARKE**

[www.iBookWholesaler.com](http://www.iBookWholesaler.com)

# WEBSITE CASH IDEAS

---

CALVIN CLARKE



**Website Cash Ideas**

by **CALVIN CLARKE**

**Editors:**

**JENNIFER DAWSON**

**LORI CHAMBERS**

**JIMMY WILSON**

**JOCELYN DEL ROSARIO**

**MICHELLE SALAS**

**Cover Design: JAKE RADAZA**

**Web Developer: ERUEL REMULTA**

**Published & Distributed by**

**iBOOK WHOLESALER**

**<http://iBookWholesaler.com>**

**Copyright © 2020 by Calvin Clarke & iBook Wholesaler**

All rights reserved.

No part of this book may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without written permission from the author, except for the use of brief quotations in a book review.

**ALL RIGHTS RESERVED.**

No part of this book may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author .

**DISCLAIMER AND/OR LEGAL NOTICES:**

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions.

This book is for informational purposes only. While every attempt has been made to verify the information provided here, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

This book is not intended for use as a source of legal or accounting advice. You should be aware of any laws that govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.



## INTRODUCTION

More and more people across the world are turning to the internet for a solution to their financial problems in the face of the job cuts resulting from the recent economic crisis.

Many people, who have previously enjoyed successful corporate careers and who have never had to worry about money before, are now finding themselves in a situation where their pension funds have been dwindled precipitously and the college education plans they had for their children have gone up in smoke.

The situation is out of control and lots of people are now beginning to question whether relying on someone else for a pay-check was ever really such a good idea in the first place.

Turnkey Internet Businesses are becoming more and more popular as a second, as well as a primary, income source simply because they require hardly any up front investment and also have great earning potential.

There are lots of possibilities out there that could suit your unique interests or skills. In this Ebook, we will look to examine some of these options so that you can make an informed decision about which strategy will be best for you.



## WHAT IS A TURNKEY ONLINE BUSINESS?

**A** Turnkey Business is one which you can operate, part time if desired, online from the comfort of your own home. After researching hundreds of different opportunities, companies and Franchises, we can say with certainty that a successful Turnkey Online Business will contain the following six ingredients:

1. You have to have a product that everybody wants and needs. This doesn't have to be fancy or particularly fashionable, just something that is in demand that everybody can benefit from in the short and long term.
2. You have to have a compensation plan that will guarantee you a good immediate income with the potential for residual income down the road. The idea of building a turnkey online business is that, as the business grows, you'll have more time to spend with your friends and family and let the business run on auto-pilot.
3. You need a comprehensive system that can be easily duplicated that does the telling and selling for you. Many people have product ideas but don't want to pick up the phone to talk to people and are scared of the marketing



side of their venture. Your system, therefore, needs to do all of this.

4. You need a system that provides the necessary training, via webinars and conference calls, so that you can feel confident about doing what you are doing.
5. You need to be able to mentor with people, who are already successful, doing what you want to do, who are already making the kind of money that you want to make and who already have the kind of lifestyle that you want to have. That is important because they are going to share with you how they did it and the mistakes they made along the way so you can avoid doing the same.
6. Finally, you need yourself. You are the most important piece of the process. You have to understand that, in order to be successful, you are going to have to learn new skills and put in some work initially to get your business up and running. Do not believe the nonsense that often gets peddled online about instant riches. Making a success of business on the internet is possible, but it will not happen overnight. Condition yourself to be flexible and dynamic and adopt a long term view with your strategy. Getting your expectations in check from the outset is half the battle for most newcomers.

You are reading this Ebook because you are looking for ways to generate an income from home either on a part time or a full time basis. If you are fed up worrying about whether you are going to have a job in six months or whether you are going to get that pay rise (which probably won't happen). Or, if you are just fed up working 80 hours per week for a measly wage, then keep on reading because, with the right knowledge, the internet can literally transform your life.



## GOOGLE ADSENSE SITES - HOW THEY WORK

**G**oogle AdSense was the very first major contextual advertising program. Most of Google's earnings originate from its share of the contextual ads served on the incredible number of web-pages that run the AdSense program. Site owners can subscribe to AdSense to make it possible for text, image as well as video ads to be shown on their websites.

Revenue is generated on either a per click or a per impression basis. Per click is where the advertiser pays the Search Engine (SE) along with other Internet publishers for just one click of its' advertisement that brings one visitor to its' web site. And an on line advertisement impression is just a single appearance of an advertisement on a web site.

AdSense has turned into a popular approach to placing advertising online since the adverts aren't as intrusive as banners and the content of the adverts is usually highly relevant to the web site. The primary reason Webmasters have for using AdSense would be to help their website's content generate revenue because they usually don't have the ability to develop advertising sales programs or employ sales agents.

AdSense works by providing webmasters with a Java-Script code

which, once entered in to web-pages, displays relevant adverts from Google's inventory of advertisers. Since the ads tend to be more focussed, they will often be clicked, and this generates profit for the person who owns the web site, as well as the server of the ad itself.

For contextual adverts, Google's servers make use of a cache (i.e. a sizeable storage of relevant data) of the page to find out some high-value key words. If key words have already been cached, adverts can be found for all those key words predicated on the AdWords bidding system.

For site-targeted adverts, the advertiser selects the webpage(s) to exhibit the adverts on, and then pays predicated on a Cost Per Mile, or CPM (the publisher only needs to load the advertising on his web site and show it to his visitors to be able to receive the commission), or the cost the advertisers decide to cover for each thousand adverts shown.

AdSense has received a fair amount of criticism in the past. The primary section of complaint involves its vulnerability to click fraud. Google claims that, to prevent invalid clicks, they remove publishers from their partner network on a daily basis.

AdSense publishers can select from a number of click-tracking programs available that display step by step details about the visitors who click the AdSense adverts. Publishers may use this to find out whether they've been a victim of click fraud.

Google will withhold payment until a merchant account reaches US \$100.00. However, Google can pay all earned revenue of more than US \$10.00 when an AdSense account is closed.



## CLICKBANK PRODUCTS - HOW THEY WORK

Clickbank is the world's largest internet provider of digital products. Every day, many products are put into Clickbank's marketplace for Online marketers to judge whether they would like to promote that product or not.

Those who are newcomer's to affiliate marketing visit Clickbank, examine all of the products and then put up campaigns and internet sites to advertise them. Expectations are usually huge and all of the hype that the 'pitch pages' of these products create often leads Online Marketers down a path of self destruction.

Only a small number of individuals promoting products on Clickbank ever make the 'big bucks'. Those who do not belong to the 'in-crowd' have no idea what they've done wrong and normally, after expending much effort, they quit.

To help those just getting started, there are some things that will help in determining whether an item on Clickbank may be worth promoting and whether it has the potential to create money. The points covered in this chapter can help you evaluate a great quality pitch page versus one which will not convert.

Does the headline stick out? Does it capture your attention? Does it produce a desire for you yourself to wish to read more? If it does

not, it is time to search for yet another product to advertise. In the event that you are not thinking about reading the entire pitch page, neither are your visitors going to be.

Again, put your self in your customer's shoes. Take into account the benefits and options that come with what the merchandise is promoting. Does it complement your key words well for relevance and does it produce a desire for more information? Try to understand exactly how it benefits your customer.

Products that are distinctive will sell a lot better than other things. What's unique relating to this product that other products aren't offering? How could you capitalize with this to achieve a distinct market share that other people will lose out on?

Are testimonials featured? They are vital in showing the credibility of the merchandise for sale. Featuring a few of these is good but too many can be overwhelming and they may not be read.

Clickbank requires all products sold to have a fifty six day refund policy. So, if the guarantee is for longer than fifty six days, it should catch your attention.

It's amazing just how many pitch pages there are which do not implement a proactive approach. It is hard to create a sale if you do not instruct a person on how to proceed to help make the purchase.

Telephone numbers, email addresses, text links to other web pages and opt-in boxes for newsletters, free offers and trials are classed as 'exits' from the pitch page that benefit the vendor as opposed to the internet marketer. Always search through all 'exits', therefore, to ensure that they benefit both the product owner and the affiliate.



## AFFILIATE SITES - HOW THEY WORK

**A**mong the easiest & most successful methods to generate income would be to begin your personal affiliate web sites. One Web page can cause you to earn a little money, however the key is to start making multiple websites. Below you will find all of the steps required to ensure that you can construct your own affiliate websites:

Something you'll be happy to learn is that you don't need any experience to get going. Actually, all you have to do, quite simply, is to produce a weblog. This may sound tough but, in fact, it is really easy. The very first thing you'll have to do is obtain a domain name and a website hosting account.

Once you have these things, you just need to visit your c panel and you'll be in a position to auto install your Wordpress weblog with a computer software referred to as 'Fantasico'. After you've set-up Wordpress, you will be ready to start and you must find products that you can promote to earn a commission from.

In this chapter, we will choose the weight loss marketplace to use as an example. Following the advice given in the previous chapter, you can find diet programs on Clickbank which will offer you banners that you can put on your site.

Each day you must visit Clickbank and locate another weight reduction product. Go through its' web page and write a brief summary of the merchandise predicated on this information. You now just post this short article upon your site. Be sure to include an affiliate link in the article so individuals will find the merchandise easily and, hopefully, buy it.

You also need your affiliate link there to ensure that when anyone buys the merchandise you can get credited for that sale and make a commission. It could take you a few hours to do all of this when you initially begin however, in time, this will only take you approximately an hour or so each day.

The next thing is to construct links for all of your posts. The very best and easiest way to do this is by using social network sites. You simply subscribe to these networks and place a hyperlink pointing back again to your main website page.

Doing this assists you in two ways: 1st the major SE's love pages which have other sites linking back to them so you'll get more visitors from higher rankings in the internet search engines, but you'll also be receiving traffic via the social websites themselves.

That's it! You have easily developed your very first affiliate web site. And, when you begin generating revenue with this particular site, you could begin constructing more websites in various niches.



## ARTICLE MARKETING - HOW IT WORKS

Using article promotion is extremely important if you wish to market your site efficiently. Actually, using various different ways of marketing your site all adds up to an incredibly effective marketing campaign. As you already know, more visitors to your site means more clicks in your adverts, more potential prospects and much more click through to your affiliate programs.

To be able to get a large quantity of visitors to your site, you want to rank highly in the internet search engine listings. To do this, you want to get plenty of links returning to your site from elsewhere on the web. This really is something which does take time to develop, but article promotion is among the best and free methods for getting started.

To start with article promotion, you want to get right into a regular routine of writing and submitting articles. These articles must be submitted to a few popular on line article directory sites.

Do not bother to submit these articles by hand to article directory sites which few folks have even heard about. To be able to submit them automatically to countless different directories, you should use a paid service that will do this for you.

The articles that you write shouldn't be a lot more than 500 words



long under most circumstances. Neither, though, should they be significantly less than 300 words, since it is unlikely that you can fit lots of worthwhile information in an article as small as this.

Your article should clearly be of interest to the reader and highly relevant to the topic of the web site which you are marketing. It ought to also supply some valuable information that will inspire the reader to click the link to your site.

However, the most crucial element of your article may be the resource box. You just write the resource box one time for every web site that you're marketing. You are able to attach the resource box to each article you write automatically and it will outline some basic details about the writer &, more importantly, a hyper-link connecting the reader to your website.

Hence, when you have a content reader, who desires more information on the topic of your article, they can follow the link in your resource box to your website. After you have many articles and a sizeable portfolio on the primary article directory sites, you'll have many more clicks and a much greater quantity of visitors to your website.



## SOCIAL MEDIA MARKETING - HOW IT WORKS

**S**ocial Media Marketing has been used widely to advertise services and products. More over, many companies are utilizing such community websites to help keep better customer relationships and cross-sell their services or products among their existing clients and find new clients.

HERE ARE a few simple recommendations to achieve success in Social Media Marketing:

- Change your attitude: In social networking, people want to talk about problems and solve other members' issues. You aren't there to plug your services or products. Follow the AIDA principle: Attention, Interest, Desire and Action.
- Target the best audience: Do not go senselessly in to social networking. Take a moment to think about your self as a client and identify the areas or groups you'd participate in. Hence, you will be more aware of where your audience is within the social networking sphere and you can begin

there. You will save yourself a large amount of effort and time in this way and, additionally, it is simple to interact with people like this.

- Set-up some personal success metrics: Exactly like you have for organic search, PPC campaigns or email promotions, success metrics make sure you're heading in the correct direction. Define the metrics like: the number of comments for your post, the number of views for your videos, the number of stars your post or video has as a rating from readers, what quantity of people have DIGGED your write-ups and so forth.
- Let people know about you: Social networking is about building relationships and sharing knowledge. So, let people know what you're about. Relationships are founded on trust. Provide your name and contact information and the connection you have together with your company. Your prospects will feel at ease with communicating with you and, when there is an unsatisfied customer, that individual can vent anger more easily towards you. Thus, this will give you a chance to resolve the problem instantly before it spreads across the network.
- What you ought to be cautious about: Marketers should note that there's an extremely thin line between you & your prospects in social networking. One can't just spam any community. You'll need to be extra vigilant to ensure that you don't get ignored or considered as a spammer by any potential prospects. Have patience, go slowly and gradually get involved with conversations to build solid relationships with others.
- Quality of content: Last but certainly not least, success in social networking is dependant on the standard and

creativity of the content you post on these networking websites. Content is definitely King here also.

Social networking is an efficient, economical and successful marketing tool but it's also a time consuming one. It therefore requires a more focused effort, alongside patience and commitment, to enjoy the full benefits.



## AUTOBLOGGING - HOW IT WORKS

**A**utoblogging is a really simple, yet profitable, method to earn money should you utilize it in the proper way. This chapter is a step-by-step guide you should use to generate money from autoblogging:

1. Select a niche. This is actually the first thing you should consider and it is better to try and choose a distinct topic that you're passionate about or, at the very least, have a reasonable level of knowledge about.
2. Purchase a domain for your weblog. If at all possible, attempt to choose a domain that includes your primary key words. Frequently, you can register a domain for just \$10 annually.
3. Set up your site. It does not matter which blogging platform you utilize, but a Wordpress weblog is extremely simple to manage and use. There's also lots of complimentary plug ins for Word-press which may make your work easier.
4. Pick an Affiliate product. The primary way you'll earn

money from your auto-blogs is through trying to sell affiliate products. So, you'll need to choose an affiliate product to advertise. Clearly, it's better to choose a product that relates to your niche.

5. Install the WP-O Matic Plug in. This can be a fantastic plug in & an absolute essential for auto-blogging. You should utilize this extremely helpful plug-in for automatically turning RSS feeds in to posts. What characterises the WP-O-Matic is a unique feature that is vital if you wish to earn money utilizing your auto-blogs. It enables you to transform your key words in to links, linking to anything you want which, in our case, is affiliate products.
6. Install GoCodes Plug-in. You should use this plug-in to cloak your affiliate links which increases your affiliate sales.
7. Load GoCodes with affiliate links. Get relevant keyword-founded R.S.S. feeds for the WP-O Matic. Install the Go-codes plug in along with all your key words as well as your affiliate URL's. The plug-in will then transform these key words in to affiliate links to your chosen products.
8. Build backlinks to greatly help your SE ranking and increase traffic. Search Google for a summary of RSS feeds and submit your site to them all. Also, make use of a complimentary pinging provider, such as [pingler.com](http://pingler.com), for pinging your posts. This will get your content indexed by the SE's very fast.
9. You're all finished! You are now able to simply move ahead and begin yet another autoblog, repeating this method however many times you prefer. As your site builds up key-word focussed back-links to your Go-Code URL's and draws very targeted visitors to your chosen affiliate products, your site will experience increased traffic and, possibly, more affiliate sales as well.

You won't make much money for some time, particularly if you select an extremely competitive niche. But, should you implement this strategy the proper way, you will begin to see some profit that will increase steadily as time passes.



## MAKING MONEY ON YOUTUBE - HOW IT WORKS

**T**here are lots of ways you are able to make some money on YouTube, however, the method that we will be sharing with you in this chapter is among the easiest.

You should know that, recently, YouTube is becoming more of a website where people find information, in addition to being entertained. This gives an ideal chance for Entrepreneurs like us to make money from this huge video site's success.

FOLLOW these easy steps and you will easily start making some serious cash very quickly:

Look for a Hot Niche - Popular niches include 'weight loss', 'make money', 'dog training' and 'relationships' to name several. The wonderful thing about YouTube is the large quantity of videos available related to practically any niche.

Next, do some simple searching on the site for videos which are related to your selected niche. Ensure that your niche has a respectable amount of videos (at the very least 50) and that all the videos have view counts in the thousands.

Look for a Product To advertise - This is actually simple to do



because you will find large numbers of products available that you can promote being an affiliate. Visit places like Clickbank (as already discussed) and Commission Junction to locate a product related to your niche.

Contact The Owners Of The Most Popular Videos Of Your Niche - Return to all videos you have found which are attracting a consistent stream of viewers and email the owners of those videos. Avoid videos which are promoting things with a website in the video or description.

All you do is send the owner a brief email explaining to them that you've got a business proposal that could make them some supplemental income. Explain to them that they should email you back if they're interested.

When they respond, you'll then send another email offering your affiliate link to be placed on their videos. Offer them \$20-\$30 per month to keep your affiliate URL to the merchandise that you're promoting. You could set-up any type of arrangement - just ensure that it is fair. Your affiliate link will, in all probability, look long and unappealing. You can get your affiliate URL shortened when you go to TinyURL.com.

If the video owner accepts, you're all set. All you must do is send them your link and, when you see that they have placed your link in their video (utilizing annotations in the description), you go and pay him or her in the manner decided.

Do not just do that once. You'll find countless video owners on YouTube who can really make you some nice money.



## DROP SHIPPING - HOW IT WORKS

Going on-line for shopping is becoming, probably, one of the most popular trends within the last decade. Based on the survey which was carried out by Verdict Research through eMarketer, in September of 2008, the internet retail sales in the United Kingdom were almost 19.5 billion and are due to increase to 44.9 billion by 2012.

Internet business has gained so much popularity since it is definitely an expanding avenue where you are able to grow every minute. Internet business involves the utilization of various marketing tools. If you are considering an internet business, therefore, you should be familiar with these tools. Probably one of the most effective tools that you should make the most of is Drop Shipping.

All that you'll have to do is own an online store and you can sell many different products to clients on-line. This is among the easiest methods for generating revenue as you do not need a lot of resources. Neither is it necessary to invest a large amount of capital.

After you have your personal online shop, you need to contact a Wholesaler and obtain some information concerning the products available. Check through these available products and produce a catalogue giving out those details combined with some pictures. Now,

advertise the products by displaying them on your web site. Another good choice would be to advertise these items on the popular e-commerce websites like E-bay and Amazon.

Opting for Amazon integration will help you to display the products available on Amazon. If these products are advertised on this website they are certain to garner more attention as many folks visit Amazon an endless quantity of times each day. Exactly the same holds true for E-bay. E-bay integration promises increased visibility which will end up in more sales.

If these products on display are well-liked by the clients, they'll contact you to place an order. So what's your role? Your task would be to just get in touch with the Wholesaler who's got the products in storage. Then, provide all of the order information to him or her. After that, your responsibility has ended because the Wholesaler is going to do the packaging of these products and ship them out to the clients.

Obviously, the clients pay a whole lot more compared to the actual wholesale price of these goods. The difference between your wholesale price and what clients pay is what your company earns. Isn't it a good way to earn profit?

Drop shipping involves minimal risk as you don't invest a large amount of money. More-over, you don't even need to store any of the goods you intend to sell.

If you are searching for a good way to make money therefore, Drop Shipping could possibly be the ultimate solution for you.



## MULTI-LEVEL MARKETING - HOW IT WORKS

**M**ulti-level marketing (MLM) is a shrewd business design where the business not just compensates the individual marketing their product but, additionally, compensates that person also for the sales generated by the folks they've introduced to the organization.

Anyone that you, the marketer, have introduced to the organization enters at a level below you and you then make commissions from your own sales along with the sales of the folks below you. Seems like quite a powerful structure to earning money and achieving success right?

The concept behind these businesses is to try and increase customer activity by developing a vast sales team. As a promoter, your goal would be to recruit other promoters like you who'll sell the merchandise. After this, you receive a commission for the effort you've put in. You are getting commissions in the event that you sell the merchandise and / or in the event that you recruit a new promoter.

Multi-level marketing offers Manufacturers the chance to improve product visibility via a network of very motivated distributors in an extremely inexpensive way. Assuming that the merchandise

being marketed is a great product and has a large market, the maker of the merchandise makes a substantial profit.

The question is, however, can the sole promoter earn money from Multi-level marketing? The quick answer is yes they are able to. However, the Direct Selling Association (DSA) states that the typical yearly profit for promoters engaged with MLM is only \$2,400, and that just ten percent of the folks involved with MLM make any earnings at all.

The key reason behind this is that ninety percent of the folks will not have the ability to recruit sufficient quantities of promoters beneath them to create substantial commissions. Multi-level marketing relies heavily on person-to-person engagement. Once a promoter has talked to all their relatives and buddies concerning the business, they then try hotel conferences and meetings to gain more visibility for the merchandise. But odds are that this won't work because it's not overly effective.

The Manufacturers are making lots of money because their sales team is vast. And the 10% of promoters who do earn money, well these people were in at the start so they are close to the top level of the business, or they possess skills that most of the promoters in the multi-level marketing structure don't possess.

You will find countless work at home opportunities that make use of the multi-level marketing business design though. Nearly all these MLM opportunities do offer great merchandise that serves a purpose and a definitive customer base to market to.



## EMAIL MARKETING - HOW IT WORKS

**R**ight from the beginning of the internet, email marketing has been a favourite among Online Marketers and it is still going strong today. Online Marketers utilize it repeatedly to get targeted visitors for their web-sites. It's about relationships and conversions and we will share, in this chapter, some solid pointers that you will be able to copy instantly and use.

When emailing anything other than Newsletters, it is better that you keep your message short so that your prospects do not get bored. The more information you put in your message, the shorter the odds are that your readers will just delete it.

During your email you want to get the reader to desire to take action. Your email should begin by having, in the headline and first paragraph, the most crucial benefits.

There are instances when you will need to include a few tit-bits of information in the e-mail when you are sending out a Newsletter/Ezine. Here's when it is advisable to include some mixed info in a single place as your main objective isn't to talk about only one subject.

Deciding how forcefully to deliver your message is determined by why you're writing to your readers to begin with. So it is important to

choose the precise goal you wish to achieve with your campaign, i.e. is it simply to deliver some knowledge or is it to persuade the reader to take a particular action?

Every email you send in your campaign should have a powerful proactive approach. Often, you see Marketers ignoring this and getting bad results. What needs to be done by the potential customer should be indicated clearly by you. Do not just hope that the prospect will comprehend this. You have to make certain that you are being clear in your approach. Deliver your message to take action towards the top of your email as well as at the end if at all possible.

Personalizing emails is yet another effective tactic, so try to use your prospect's first name in most of your emails. This can be a method to have readers feel you're speaking with them as individuals and it'll provide you with more click throughs. Everybody wants to feel unique as opposed to an anonymous 'friend'. Additionally, it can help you produce a strong relationship together with your prospects and provide you higher returns over time.

Ultimately, your e-mail marketing campaign's success depends upon a variety of facets and it is totally your decision how exactly to leverage it for your personal benefit.



## **DO YOU NEED A WEBSITE TO MAKE MONEY ONLINE?**

**C**ommentators are predicting that, within the next 10 years, over 500 million web-sites are going to be set-up. Any one industry sector that enjoys that degree of growth ought to make you take notice. With a website, you are able to reach astounding amounts of people, and it may be any-time of day or night.

As far as Customers are concerned, you may as well not exist if you cannot be found with the search engines. Lacking an internet site is much like not bothering to get listed in the telephone book. Clients are expecting you to be on-line and are not likely to find you in the event that you are not.

Once, it was expensive to operate an internet site - but those times are gone. You will find 'pay as you go' services available now charging less than \$1 per gigabyte of bandwidth. If you are sensible about how big you make your web-pages, that one dollar could potentially last you an entire month or more! If you do not want to purchase web design, it has never been easier to do-it-yourself, or locate computer software to complete website design for you personally.

Whatever you're advertising, an internet site is a terrific way to get it done. Almost every other type of advertising costs a great deal,



particularly if you wish to target a particular type of person, and there is no guarantee that they are even watching. Websites are like brochures which are very cheap to produce and fast to distribute to folks who are already searching for them. No other advertising medium even comes near to matching the potency of this.

On the internet, it does not matter whether somebody is nearby or on the far side of the world - they are able to see your site as all other people can, at no extra cost for you or even to them. Phone and post advertising both cost large amounts when done over long-distances, but an internet site enables you to send information anywhere with no extra effort or expense. You may make friends and contacts in places you've never been and can never go - suddenly, working globally isn't any more effort than working locally.

There's lots of money on the internet and, the longer you're on-line for, the larger the share that you could possibly get. In the event that you have something to market, you are able to sell it globally, because of charge cards. Conducting business on-line eliminates nearly every overhead in existence: all you need are the products.

Supplying information does take time, be it on the telephone or in brochures and Websites are constructed to help you save time. Clients can easily see all of your product catalogue without ever having to communicate with you or visit you.

This is actually the power of the net: things placed onto it are written only one time, but are able to be downloaded endlessly - a great web site runs it-self, and keeps being helpful to people for considerably longer than you had expected.



## CAN YOU MAKE A LIVING FROM A WORDPRESS BLOG?

**W**ordPress is the greatest computer software to easily develop a site, or a weblog, without much technical knowledge. As greater amounts of people take part in the virtual world of the web, the more opportunities arise to utilize the very popular CMS-wordpress-to build an internet business platform and generate great wealth.

A few bloggers, notably 'PotPieGirl' (aka Jennifer Ledbetter), have been able to create very successful affiliate marketing businesses with this particular platform alone and, in this chapter, we shall seek to discover a few of the tips for carrying this out.

Besides being a handy communication tool, blogging can also be a terrific way to earn money. If you're a new-comer to blogging, but wish to start quickly, there are many business models you can test for optimum results fast:

- I. Create AdSense Word-Press blogs - This method requires a bit more technical expertise. You'll need to construct a WordPress weblog on a particular niche topic and begin writing good quality content onto it. At exactly the same time, attempt to get links from other blogs by joining

discussions on the blogs or by carrying out a link exchange with other bloggers. The aim is to obtain more traffic which will click your AdSense adverts and cause you to make money.

2. Receive money to blog - To do this, you create your site and put a few good articles into it. Then, you sign-up with professional blogging networks (such as Review Me or Pay Per Post) and look at what opportunities are being advertised. These sites are full of advertisers searching for bloggers who are able to help them convey their message, plus they are prepared to pay. Accept any offers you get, add the appropriate content to your weblog and you will earn money.
3. Set-up affiliate marketing on Word-Press blogs - Once more, you construct a great WordPress weblog but, with this particular model, the quantity of articles you post isn't as essential compared to the 'selling quality' of this content. Each article you write has to pre-sell the site visitor and persuade him or her to click your affiliate URL's. Once the visitor decides to buy something on-line, you receive credit for the purchase and earn commission.

Overall, which strategy you select depends upon just how much resources and time you are able to dedicate to managing and creating your blogs. The best idea would be to select a small-investment option in the beginning.

Once you get a feel for it, you will be able to expand into different blogging models also. Just find something you are passionate about and begin writing. Sprinkle in certain AdSense adverts and start making posts on your blog about related affiliate products.

WordPress is the greatest platform to construct your empire on and, on top of that, it's free.



## CAN YOU MAKE A LIVING COMPLETELY PASSIVELY ONLINE?

**P**assive income, that is also known as residual or recurring on-line income, is income that is generated numerous times from, mostly, a one-time effort.

An automated marketing platform, when constructed precisely and effectively, can certainly make your web business generate profits predicated on memberships, advertising on your sites, product referrals and so on.

If you want to create a passive income, then this is the type of automated system to use which works efficiently. The fastest method to earn a passive income from your web site would be to locate memberships, services or products which pay you recurring commissions.

But how can you find these 'passive' products which can grow your earnings through the years without stopping? The easiest way is to contact the right mentor who has successfully earned passive income themselves on a regular basis. In this manner, you certainly do not need to re-invent the wheel.

Besides choosing the best products and services for your web site, you should know if the businesses paying you are compensating you

a one-time commission fee for referrals, or if they're paying you continual income, i.e. income that's recurring.

Attracting the best targeted prospects, who'll take you seriously and anticipate buying your affiliate products or joining your membership, can also be essential.

Among the best methods to find targeted prospects would be to brand your-self as a online marketing expert in your desired field. Individuals are, broadly speaking, interested in experienced online marketers who're knowledgeable and honest; and also have already succeeded in making money on the web.

Writing articles to submit to well known article directory sites like EzineArticles is among the best ways of getting these targeted leads to your site. Always write unique, good quality and useful articles before submitting them.

The best thing about passive income is that the job is simply done once with a little time and effort. The passive profits earned from your web site are great if it's set-up by having an automated system, such as an opt-in landing page, on every page.

Additionally, you need a lot of patience and persistence. It is possible to generate income and cause your online dream to become a reality by choosing the proper marketing system which works 24hours, 7days per week. With the best mentor, you ought to be on the way to satisfy your online dream without much struggle.



## PRODUCT RESEARCH - HOW TO GO ABOUT IT & WHERE TO LOOK

**W**hether you've got a product in your mind to advertise that you like because you've used it, or simply because you can appreciate its' potential, you need to always research your product.

If you do not have an item in your mind, do not worry. Visit a few of the forums of your opted for niche to see the kind of products and services people in this niche are referring to. Search for the post on the forums most abundant in views and replies.

If you're considering promoting physical products, go to the Ali Baba site to see the kind of items which show up whenever you click the relevant category on the homepage. The larger, more trusted suppliers often appear towards the top of the listings here and these folks, broadly speaking, know their market well.

Next, you need to examine the products listed on the different affiliate networks like:

- Clickbank: Already discussed.
- Commission Junction: Harder to set-up, but worthwhile.
- Linkshare: More service oriented.

- Regnow: Featuring many things from e-books to virus computer software.
- Shareasale: Has over 2000 products to advertise from make-up to clothing.
- Performics: Geared towards most of the large retailers such as Target and Adidas.

Along with all of the products provided by these networks, National chains like Wal-Mart, Sears, and Amazon also offer affiliate programs.

Now, assess the way the product is rated:

- In Clickbank you can examine the gravity rating of an item. Larger is better.
- With Commission Junction, always check the Publisher's network earnings. Once more, larger is best.
- LinkShare has got the Link-Share Premier Partner Merchant scheme. Individuals with stars have met certain criteria established by LinkShare, but this process isn't run as efficiently as it could be. There are still several quality merchants there though.
- With RegNow, there is the 'Earn Per Click Power Rank'. The larger the better.
- Performics, has got the Payout Rank. Again, the larger the better.

Along with these ranking systems, you also need to go to the sales pages of these products. Make certain you find no sales leaks, such as Paypal links, on the websites which do not spread affiliate id's, or AdSense (or other widgets) which might siphon off a few of the buyers you've worked hard to attract.

Also, always check the web page URL in Alexa. If the Alexa ranking is 100000 or more, the website probably does not get enough traffic to be all that strong a merchant.

If your product passes each one of these tests, you will, most likely, be successful.





## KEYWORD RESEARCH AROUND YOUR PRODUCT

**K**ey-word research is among the most significant jobs necessary to optimize your site or your PPC campaign. It is vital to discover what key words your target group is using. These key words, or phrases, are the ones that people use to obtain your products and services by utilizing SE's, such as Google.

Brainstorming for some ideas could be difficult, particularly if you write on a specific topic often. Finding new, innovative ideas however, is essential for maintaining your reader's interest. By doing some research to locate key words associated with your niche, you simply could get the inspiration you require to write that new content. It will help to delve deep in to the research or use various tools for the research.

Beyond finding some new ideas, you might find a brand new and better method to express the thoughts you currently have. It's not uncommon for one keyword to possess more searches than another keyword that's pretty much the same as it. It is sometimes as simple as utilizing the plural type of a word instead of the singular, whereas other times it's a synonym that you may not have considered using.

By substituting the brand new keyword for the old one, you are

able to give your articles a better possibility of getting internet search engine attention.

Obviously, because you are creating content for a specialised niche, it may be assumed that you speak utilizing the words which are familiar to those people who are involved in that area.

However, the vocabulary utilized by any group has a tendency to change with time and, when you are not continuously researching and watching, you'll probably (ultimately) begin to sound out of touch. Researching key words can enable you to keep an eye on any changes to what is popular within the niche, making certain your articles always sounds new and fresh.

You will find a lot more reasons as to why it's important to do key word research. That said, finding new some ideas for content and ensuring you're maximizing your chances for internet search engine traffic are truly two of the very most compelling ones.

Also, staying connected with your prospect's interests and mirroring their speech is greatly facilitated in this manner.

So, make sure to spend a sufficient amount of time doing all of your key word research, and you're all but certain to see positive results.



## BUYING A DOMAIN NAME

**I**n basic terms, a domain name is comparable to an identification tag for the internet. A domain name offers the same function to your site that a home address would offer to your home. It allows those searching for you on the web to locate you with greater ease.

If you're seeking to make your company appear prestigious, the very best route would be to choose .com domains which give the impression that your business has been around for a long time, is reputable and appeals to a global audience. .net and .org are also top choices for internet domains.

There are lots of virtual businesses that provide internet domains. While previously this may have been a costly outlay, today's competitive market has resulted in acutely competitive prices. Domain names can range between \$5 up to the thousands, contingent, of course, on the particular domain name you're looking for.

Most businesses that sell domain names provide a free domain availability search. Just place the name you are looking at into the search box, verify the availability and register it.

Lots of people only explore names of domains once they are planning to open a brand new internet based business. As the rationale

behind purchasing online domains frequently pertains to this factor, many shrewd thinkers are beginning to purchase domains as both a long and short term investment. .com domains are getting more and more difficult to buy as the majority of the most popular names have been snatched up already.

With the huge decline in offline investment in bricks and mortar, could it be that investing in internet real estate is actually a trend for the future? With the small initial outlay and possible big rewards, it may pay keep monitoring this as it might be hot area of business quite soon.

A great domain name must connect with your subject material, be catchy, short, simple to remember as well as easy to spell! Think of your main web site as though it's your individual home address. The longer it is, the more likely it is that people will get lost.

Buying numerous domains that correlate to your company may be advisable. These would all link back to your primary web site and offer increased opportunities to gain traffic.

Finally, you should always be prepared to purchase the domain name you want if it's available. Domain names have a tendency of disappearing over-night and this can become very frustrating.



## BUILDING A SITE / BLOG

**A**mong the factors that scare people off from creating a website themselves is the potential cost. The price of an internet site depends upon what type of web site you desire, if you are going to hire a Web Design Service and what type of features you would like.

HERE ARE some tips about how to cut costs when building your web site:

Research your facts. The fundamental aspects of an internet site are your domain name, website hosting and website design. As you are going to sell from your web site, you'll also want to look at a shopping cart software, merchant accounts and, perhaps, a secure server.

When you are taking a look at these components, make sure to research your options thoroughly. The deals that you will get from your own domain registrar (or hosting company) may not actually be the most competitive ones available.

Request guidelines from individuals who currently have an internet site. If you are hiring a Web Design Service, question them for tips about hosting along with other services. Often, they are

acquainted with the various services and may provide you with a concept of what things should cost.

Stay with basic and simple sites. The majority of small company web sites do not need lots of flash, animated effects and complex programming. Flash animation costs more to construct and maintain because you may need to hire a Web Design Company to carry this out.

Build part of the site your-self. Learn some basic html and buy a Web-Building Program. After that, you can buy a pre-made web-site template or hire a Web Design Service to construct a template and utilize it to construct the web-site your-self.

Service the website your-self. Rather than hiring a Web Design Company to up-date your web-site, buy Web-Building software like Dreamweaver or Expression Web and get them to teach you how to best keep your web-site updated. You will be able to learn enough to ensure that it's not necessary to hire a Web Design Service to implement only minor changes to your site.

Contemplate using Wordpress as your site platform. The blogging computer software Wordpress is flexible enough to be utilized as both a weblog and an internet site. Once it's put up, it is simple to change the look, add new features and create new pages without ever having to learn how to design a site.

You could, literally, have a Wordpress site constructed in under a half hour and, should you choose to do the job your self, you are able to do it free of charge!



## MARKETING YOUR WEBSITE

**M**arketing websites can be extremely tough due to the insufficient quantity of accurate information available. Lots of people are sadly misinformed about how exactly to promote their web-sites and, therefore, are using marketing methods which are highly ineffective and could wind up costing them a small fortune.

Lots of people are duplicating failure by utilizing classified adverts, FFA's, along with other methods which don't work. In this chapter, we shall review some processes to efficiently start marketing your site.

Writing and submitting articles can be quite effective, however, you must write regularly. Just writing a couple of articles per month won't provide you with the kind of traffic you are searching for. To become effective with articles, you have to, at the very least, write a couple of them per week.

Yet another method to efficiently market your site on line would be to post helpful comments on forums and blogs while making sure to add the link back to your website in your signature. This can build backlinks to your site which search engine's love.

Social Network sites (e.g. Facebook and Twitter) are an incredibly

simple way of marketing your site effectively, if you have the right knowledge.

Attempt to engage users rather than trying to sell to them on Social Media sites. Aim to show them that there is great value in your web-site and offer to share knowledge with them rather than only trying to sell.

Obviously, you ought to be balanced regarding what you give and the way you give it. Remember, your primary goal is the promotion of your company so this approach of giving to people can help you immensely in the long-run.

Video is a terrific way to engage an audience. Content you have written over 6 pages of A4, you will be able to get across in under one minute in a video with minimal browser involvement. This is able to be hosted by your web-site and will have a variety of calls to action. It's also very helpful for demonstrating the benefits of your products.

Once you have produced your video, you can submit it to a site like YouTube and put it in front of a global audience very quickly. YouTube is also be owned by Google so having a popular video on this site will ensure it shows up highly in any search engine results listing for related terms. All of this will improve the exposure your website gets.

The key to marketing your web-site efficiently is to be consistent in your marketing methods. Any marketer worth their weight knows you have to market every day to become fully effective.





## THE TOP 10 ONLINE TURNKEY MONEY MAKING SYSTEMS

**W**e have talked quite a lot about Clickbank, so far in this Ebook, from the perspective of using it to find products to promote. It can also, however, be a useful source of information for us in general.

IN THIS CHAPTER, we will give an overview of the top 10 Turnkey Systems featured on the Clickbank site:

1. 'How To Buy An Established Turnkey Business For Immediate Success' - This beginner's guide takes the guesswork out of buying a turnkey business to save you time and money. It is a step by step plan to find, research, pay for and negotiate the purchase of an existing business which is a much quicker path to success than trying to start a business from scratch.
2. 'Turnkey Ebook Store' – This is an instantly downloadable Ebook store which you can fully customize to your own preferences. It comes pre-installed with best selling digital products and a completely automated checkout system.

3. 'The Complete Niche Market System For Newcomers' – A 20 week multi-media training course taking you through all the things you need to know to succeed at niche marketing without the information overload.  
Recommended for beginners particularly.
4. 'The Full Biz Ebook Package, 40 Turnkey Sites' – A comprehensive line of products with a proven track record of marketability complete with websites to sell them and the Master Re-sale rights.
5. 'Autopilot Profit System' – An innovative turnkey system, by respected Marketer Ewen Chia, detailing how a very simple website, when combined with a unique traffic source, can produce an avalanche of affiliate commissions in double quick time all with the minimum of effort.
6. 'Small Site Seller' – The definitive guide on creating, then selling, sites on Ebay. All the insider secrets revealed that will enable you to cash in easily on this lucrative and growing trend in e-commerce.
7. 'Turnkey Twitter “live stream” website' – Teaches you how to set up an automated, customizable website in just quarter of an hour with three Twitter live streams on one page which will draw in traffic to your affiliate banners, ads and links.
8. 'Adsense Prosperity System' – An eye opening video tutorial on how to set up simple, small Google Adsense websites in an unlimited number of niches and then sell them on for thousands of dollars on various site flipping platforms.
9. 'Rachel Ryan's Stay At Home System' – A Stay-at-home's mum's guide to setting up and running your own websites selling digital affiliate products. Comes with a free website and access to top selling products.
10. 'Cpa Affiliate Marketing System' – A set and forget strategy for developing passive income online by utilizing the

unique power of Cpa. This strategy enables you to make money even if your prospects don't buy anything!

These products, as you can see, are directly relevant to the type of Turnkey strategies that we have been describing in this book. They are well worth getting hold of as they will be a helpful aid to you while you are learning the ropes.



## **THE BENEFITS TO HEALTH, WEALTH AND LIFESTYLE ON RUNNING A TURNKEY ONLINE BUSINESS - ON AUTOPILOT**

**I**t's the objective of all Entrepreneurs to achieve success within their industry. Finding success in advertising products, making sales and maintaining a strong customer base meets the overall definition of a profitable business.

As we have demonstrated in this Ebook, the easiest way for an average person to promote their business would be to create a turnkey web site. The web represents your commercial portal right into a worldwide economy where most individuals on the planet can get access to your products and services. Whenever your clientele increases, the chance for sales also increases exponentially.

Companies live or die predicated on their capability to generate sales. If a company can't generate the sales to exceed its' expenses, then failure is eminent. The introduction of a turnkey web site puts the odds in favour of a company having the ability to increase their total sales with hardly any extra expense required.

Another definition of success, though, lies in the achievement a great work / life balance. A turnkey business, once up and running, will allow you the freedom to live your life truly on your own terms.

No longer will you have to get up when your alarm clock tells you

to, or spend the best part of your day in a job having to deal with people that you don't really like.

No longer will you have a boss to answer to, or obnoxious work colleagues to put up with. A turnkey business makes money for you while you are asleep or while you are spending more time with your friends and family. It even makes money for you while you are on vacation.

Unlike a traditional job, a turnkey business is scalable and does not have any limit on how much you can earn. Where a regular job leaves you stressed, tired and depressed, a turnkey business has the opposite effect.

You will feel content and relaxed from being able to work to your own schedule. You will feel happy and motivated from doing something that you are genuinely interested in and benefiting from. But, most of all, you will feel thankful and vindicated that you had the guts and foresight to take the brave step from wage slave to business owner.

One thing you quickly realise, when working for someone else, is that you are basically just trading your time in to make them wealthy. A turnkey business turns this scenario on its head and allows you to regain control of your time so that it benefits you.

Life is short and life is for living. Think how many hours per week the average person spends working in a regular job and think, over time, about what percentage of their life that takes up.

If this Ebook has demonstrated one thing to you, then I would hope that it is how an online turnkey business can allow the average person to break free from the shackles of the rat race, and live the kind of lifestyle that, only twenty years ago, would have been inconceivable.



## **OTHER BOOKS BY CALVIN CLARKE**

To view more books by Calvin Clarke, go to:

**<http://iBookWholesaler.com>**

