

Easy Profit Strategies Step-By-Step Plan

The Step-By-Step Path For You To Follow To Develop
Your Own Internet Business And Build Your Mailing List

One thing I will tell you right up front is you will have to spend a little money. When I say “Little Money,” I mean “Little Money!” As in an investment of as little as \$30!

With that \$30 you can get your own domain, your own hosting, and your own mailing list with Autoresponder.

(If anything above is new and confusing to you, don't worry! Everything is broken down into individual steps and there is plenty, and I mean plenty, of video to really SHOW YOU EXACTLY what you need to do!)

That is all you really need to spend get your Internet business properly and professionally started

Your own domain with your own website looks so much more impressive to people searching the web for valid, valuable information on your topic.

They are much more likely to take you seriously and to trust you and download your Free Sample Report. (This will all be covered in later steps in the plan)

You also will look much more legitimate and rank better in search results when it comes to how the search engines will view you.

Believe it or not, we understand that \$30 can be a lot of money to someone. We were once there. And you won't spend the money for the mailing list and autoresponder until you are well into the steps.

So ask yourself...

Do You Want A Hobby Or Do You Want A Profitable Business?

How To Use This Guide

To obtain the best results when using this step-by-step guide...

FOLLOW IT STEP-BY-STEP!

Don't jump ahead or skip around. You will find yourself becoming disorganized and the steps do have a logical progression.

If something seems to be missing or something is mentioned but not explained, it usually will be covered in an upcoming step.

If you do have a problem or any confusion or any comments, we welcome your feedback. You can contact our support staff by going to our help desk here: [Click Here For The Help Desk](#) And submitting a support ticket to our support staff.

Our customer service staff is highly trained and very responsive.

IMPORTANT: Remember that once you have download this PDF “Step-By-Step Free Plan” that you **have** to **be connected to the Internet** to view the videos and for all the links to work. The PDF file will link to the Internet to access the videos.

Here is a link to a web page that has all of the links to other sites and pages that are referred to in the following steps:

[Click Here To Visit The Resource Links Page](#)

It Is Important To Realize You Don't Have To Be Perfect.

Something you should keep in mind for most of the efforts relating to your business:

You Want Good Volume, Not Perfection

You want to do it the way you are shown in the guide, but don't take a long time do to everything and seek perfection.

The more you do the better off you will be. You need to get it done

A simple wooden staircase will let you climb to great heights. Save all the ornate carvings for later.

Don't throw garbage up on your web pages, but don't waste time and energy making it better than it has to be.

Seeking perfection will kill you. Perfection takes too much time. You want to move quickly, efficiently through the steps and not get hung up anywhere on any one particular thing.

You don't need to know everything right now! Just take it each step, learn each step, one at a time.

YOU WILL LEARN AS YOU GO!

YOU WILL GET BETTER AT EVERYTHING AS YOU PROGRESS THROUGH THE STEPS

You don't want to push it too fast, but pick a good pace, relax and try to enjoy what you are learning and what you are accomplishing and creating.

Step by step you can continue to change your life for the better

And now, on to your first step...

Chapter titles are hyperlinked to go to that page!

Just click on the chapter link to go to that chapter

Contents

| | |
|--|----|
| 1. Your Target Market: A Brief Understanding..... | 7 |
| 2. Choosing Your Domain Name For Your Website..... | 12 |
| 3. Purchasing Your Domain Name | 14 |
| 4. Getting Your Own Hosting Account | 15 |
| 5. The Mysterious “DNS” Number..... | 17 |
| 6. Installing A Wordpress Blog On Your Website | 18 |
| 7. Properly Configuring Your Wordpress Blog Website..... | 20 |
| 8. Finding A Theme For Your Wordpress Blog | 23 |
| 9. Unzipping Your New Wordpress Theme | 25 |
| 10. FileZilla! Getting a FREE “FTP” Program This sounds waaaaaaaay more complicated than it is!..... | 26 |
| 11. Installing Your Theme On Your Wordpress Blog..... | 27 |
| 12. Your 1st Simple Post Plus Uploading Images On Your Wordpress Blog..... | 29 |
| 13. Creating A Blogger Blog | 32 |
| 14. Pinging Your Blogger.com Blog | 33 |
| 15. Your Article Directory of ‘Private Label Rights’ Articles | 34 |
| 16. Using Part Of A Private Label Rights Article As The Basis For A Blog Post..... | 35 |
| 17. Your 2nd Post On Your Wordpress Blog Using The Original Post You Created In The Previous Step..... | 38 |
| 18. Setting Up Your PayPal Account | 39 |
| 19. Setting Up Your Free PayDotCom Account..... | 40 |
| 20. Finding Your Product And Getting Your Affiliate Link | 41 |
| 21. Checking To See If Google Has Indexed Your Wordpress Blog | 43 |
| 22. Editing Part Of A Private Label Rights Article As The Basis For A Blog Post..... | 44 |
| 23. Your Second Blog Post To Your Blogger.com Blog..... | 45 |
| 24. Creating Your Free Sample Report From Private label Rights Articles..... | 46 |
| 25. Turning Your Free Sample Report Into A “PDF” File..... | 47 |
| 26. Uploading Your Free Sample Report On To Your Website..... | 48 |
| 27. Setting Up The Offer Of Your Free Report On Your Wordpress Blog Sidebar..... | 50 |
| 28. Find 5 Top Blogs Related To Your Topic | 52 |

| | |
|--|-----|
| 29. Blog Commenting On The 5 Blogs From The Previous Step | 53 |
| 30. You 3rd Post To Your Main Wordpress Blog About Your Free Report | 55 |
| 31. Setting Up Your Squidoo “Lens” | 56 |
| 32. Improving the Quality of Your Squidoo Lens Part One: Using Part of a Private Label Rights Article as The Basis For A Post On Your Squidoo Lens | 57 |
| 33. Improving the Quality of Your Squidoo Lens Part Two: Modules And Your Bio | 59 |
| 34. Pinging Your Squidoo Lens Using The RSS Feed | 60 |
| 35. Submitting Your Blog RSS Feed To Blog Directories | 62 |
| 36. Finding Keywords For Your Topic..... | 63 |
| 37. Using Keywords In Your 4th Post To Your Main Wordpress Blog..... | 64 |
| The Next Series Of Steps Will Show You How To Set Up Your Own Professional List Building System! | 66 |
| 38. Signing Up For The Email Service iContact | 71 |
| 39. Confirming Your Account And Entering Your Settings For The Email Service iContact..... | 73 |
| 40. Setting Up A Mailing List In Your iContact Account..... | 74 |
| 41. Setting Up An Autoresponder In Your iContact Account..... | 76 |
| 42. Creating A “Sign Up Form” For Your Mailing List To Place On Your Squeeze Page | 78 |
| 43. Using The Page Builder To Build Your Squeeze Page, Thank You Page And Download Page | 79 |
| “You’re About To Learn ‘Secrets’ That Most {People/Marketers/Women?men etc} Will Never Know About How To <i>Really</i> {What They Will Learn}...” | 80 |
| 44. Downloading, Unzipping And Upload Your Pages On To Your Website You are now going to download the zip file containing your squeeze page, thank you page, and your download page..... | 91 |
| 45. Setting The Link To The Offer Of Your Free Report On Your Blog To Go To Your Squeeze Page | 94 |
| 46. Creating A Professional Looking Redirect Link | 95 |
| 47. Creating Your Email Autoresponder Message Series | 97 |
| 48. Loading Your Email Messages Into Your Autoresponder | 102 |
| 49. Your 5th Post To Your Main Wordpress Blog | 103 |
| 50. Your 3rd Post To Blogger.com Blog | 104 |
| 51. Your 2nd Post, Or Update, To Your Squidoo Lens | 105 |
| 52. Find 5 Top Forums Related To Your Topic | 106 |
| 53. Find Latest Relevant Posts On The Top 5 Forums And Make A Comment | 107 |

| | |
|---|-----|
| 54. Article Marketing Part One: Understanding How It Works, Getting Unique And Original Content, And Learning About “Long Tailed Keywords”..... | 108 |
| 55. Article Marketing Part Two: Your Headline And Your “Resource Box” | 112 |
| 56. Let’s Submit An Article To The Article Directory Ezinearticles.com | 115 |
| 57. Your 6th Post To Your Wordpress Blog..... | 117 |
| 58. Using Craig's List..... | 118 |
| 58. Using Craig's List..... | 118 |
| 59. More Blog Commenting | 119 |
| 60. Your 7th Post To Your Wordpress Blog..... | 120 |
| 61. Article Marketing Continued | 121 |
| 62. Your 4th Post To Blogger.com Blog | 123 |
| 63. Your 3rd Post, Or Update, To Your Squidoo Lens..... | 124 |
| 64. Your 8th Post To Your Wordpress Blog..... | 125 |
| 65. Continuing On..... | 126 |

1. Your Target Market: A Brief Understanding

PLEASE UNDERSTAND YOU DON'T HAVE TO USE INTERNET MARKETING AS YOUR TARGET MARKET OR TOPIC FOR YOUR BUSINESS!

This video will explain what you need to understand about your target market

[Click Here For The Video On Choosing Your Target Market Part One](#)

[Click Here For The Video On Choosing Your Target Market Part Two](#)

We have the **word for word transcript of the two part video available for you** to read or refer back to in the future:

[Click Here Transcript Of The Two Part Choosing Your Target Market Video](#)

If you have just joined the Easy Profits Strategies Club and have not had a chance to look around at all take a few minutes, and I mean only a few! As I want you to progress through these steps.

But take a few minutes and look at a couple of the products. You'll see you have the right to resell the product and keep ALL of the money. 100% of the profit is yours! You'll also see you have the professionally written sales pages with graphics as well as a download page.

So if you have decided that your topic will be Internet Marketing what you will want to do soon is get your sales pages up on your website by using the videos in the special [You! Yes, You! Get Your Sales Page Up](#) additional PDF file.

EVEN IF YOU ARE NOT USING THE PRODUCTS IN YOUR EASY PROFIT STRATEGIES MEMBERSHIP THIS SET OF EIGHT 8! PLUS VIDEOS WILL SHOW YOU A GREAT DEAL ON INFORMATION ON HOW TO EDIT WEB PAGES, UPLOAD THEM ON YOUR SITE AND SET UP A PAYPLA LINK TO COLLECT PAYMENT.

ALL THINGS YOU WILL THEN BE ABLE TO DO WITH ANY PRODUCT YOU HAVE!

You Get To SEE How To

- Download A FREE HTML Editor. It Is Called "KompoZer" And It Is Awesome

- Download A FREE FTP Program. This Is What Allows You To Upload Web Pages And Other Files Onto Your Own Website. FTP Is Simple Once You Understand The Software Does All The Work For You!
- SEE How To Find, Download And “Un-Zip” The Products In Your Easy Profits Strategies Club Membership! Get An Explanation Of What’s Inside And The Beginnings Of Understanding How It All Fits Together.
- You’re Going To Edit Your Sales Page, By Learning How To Use The Komposer Free HTML editor. (It really is rather easy!) In The Video YOU WILL SEE EXACTLY WHAT YOU NEED TO EDIT AND HOW TO EDIT IT!
- How Set Up A Payment Link Through Paypal So You Are Able To Sell Your Product And Collect Money! That’s Why We Are Here, Right?!?
- Setting Up Your Thank You Or Download Page So Your Customers Can Easily Download You Product. (While You Are Sleeping!)
- A Walk Through Of The Whole Process

[Click Here For The Section On You! Yes, You! Get Your Sales Page Up VideosAND Text Information](#)

BUT FIRST! I would start developing my web presence by choosing my domain name and starting my blog. I would dive into the first 10 to 20 steps of this guide

Keep in mind you will have your sales pages as other pages on your site or on a subdomain. YOU WANT YOUR BLOG AS THE MAIN PAGE OF YOUR SITE

Get your blog going and your blogger.com blog up as well. This will get you traffic! Once you have your blog started you will link it to a sales page on your site

NOTE: The Information In This Guide Is Designed To Be For More Than Just One Topic. For Those Of You That Have A Different Niche Market Other Than What Is Used As An Example, Just Make The Proper Adjustments

NOTE: This Guide Also Shows How To Start Out By Just Being An Affiliate But If You Have Your Own Products You Can Just Skip The Parts On Getting An Affiliate Product And An Affiliate Link

If You Have A Sales Page For Your Own Product Or You Are Using A Product From The Easy Profit Strategies That You have The Right To Resale Then You Will Link To Your Sales Page On Your Website Whenever You See An Affiliate Link Being Used In A Video!

Choosing Your Topic Or Target Market

The important thing to consider when choosing your topic is that you should keep in mind that you will be working with the subject matter a lot!

You should be posting to your blog every other day, if not every day. So having a topic you actually have some passion for can be a big plus!

NOTE: Ideally you should be posting to your blog every day but it may take you a little bit to get comfortable with posting and to be able to do quickly and easily.

We have spaced out the steps to posting on your blog with other steps that are the best way to grow your business

A topic that you do have an interest in will keep the whole sample processing far more enjoyable and not turn it into something that becomes unpleasant, grinding labor.

Also you will want to choose something that will be fairly popular with other people. You do not want to choose something that is of interest to only a few people.

You would want to have a topic of pet birds or parrots which would be of interest to a fairly large number of people rather than a topic of South African barn owls which would only appeal to a very small number of people.

So consider a topic that you have a passion for and interest for and that will be fairly popular. Again having a topic that you are interested in and already have some knowledge about will make it more gratifying and less mind numbing when you are posting to your blog and other web pages and when you are searching for articles

It will also help to have a little background on your topic when you are editing the Private Label Rights articles for blog posts. (You'll learn all about this in the upcoming steps and videos.)

And having some knowledge and passion for your topic will also help when commenting on other people's blogs and for posting in any forums

We have a list of topics based on the available articles in the article directory but you do not have to let the limit you on your topic. (You'll learn about the article directory in an upcoming video in a later step) There are other ways to quickly research on the internet and quickly and easily write a blog post

The list also displays products that are in paydotcom to match those articles

I RECOMMEND THAT YOU DO YOUR OWN RESEARCH ON FINDING A GOOD PRODUCT. THE METHOD SHOWN IN THE VIDEO IS A GOOD METHOD BUT YOU CAN ALSO SEE WHAT IS POPULAR AT CLICKBANK AND PAYDOTCOM

[Click Here To Visit ClickBank](#)

[Click Here To Visit PayDotCom](#)

Target Market:

- **Your Topic Or Subject**
- **The Market First, Then The Product**

Hungry Passionate Market And A Large Market:

- **Does Your Market Have Enough Money To Buy Your Product Or Service, If Your Market Is Large Enough, Affording Your Product Should Not Be A Problem**

The Human Aspect: You!

- **You Want A Topic That Interests You, That You Have A Little Knowledge Of A Little Background In Your Market**
- **We Provide Articles For You To Use With The Rights To Use Them In The Article Directory**
- **There Are Other Ways To Write Posts And Articles By Quickly Researching The Web And Then Writing Based On What You Just Learned**
- **Can Go Cold As With The Market Of "Internet Marketing"**
- **You Can Learn As You Go And Use The Products In Your Easy Profits Strategy Club.**
- **Or You Might Find Another Topic That Has Always Interested You And Even If You Don't Know Anything About It, You Do Have An Honest Interest In It And You Would Enjoy Learning About It As You Developed Your Inter Net Business**

The Product:

- **Your Own**
- **Products You Have Resale Rights To**
- **Affiliate Products: Clickbank, PayDotCom, Look For A Good Product For Your Target Market Buy Searching The Internet To Find A Good One And See It If Has An Affiliate Program**
- **Can Develop Your Own Product**

[Click Here For The Video On Choosing Your Target Market Part One](#)

[Click Here For The Video On Choosing Your Target Market Part Two](#)

[Click Here To Visit The Simple Free Keyword Tool](#)

[Click Here For The List Of Topics](#)

[Click Here For Your Article Directory](#)

**YES! I Know This Is A Lot To Take In, But
Just Follow The Steps In This Guide, Go
Step-By-Step To Get The Best Results**

It may seem a little confusing as you are reading about details and steps that have yet to be explained, but if you follow this guide the pieces will come together and it will all make sense. More importantly, you will make progress in growing your business

2. Choosing Your Domain Name For Your Website

In this step, we're going to choose a domain to use for your web site. This is a very important step, because once you choose a domain, you are going to put your website on this domain, and it would be very difficult to make any changes to this at a later time.

Of course, this program is going to teach you how to set up multiple web sites eventually, so you will be able to duplicate this process over and over. However, you do want to choose a domain name that will work for your project.

The process of choosing a domain name is going to be doing some "Word Smithing" around the keyword phrases that you have identified from your topic.

In the example I show in the video for my headache market, I chose keywords like headache, migraine, pain, and additionally, because my product is a home remedy product, (The headache home remedy product that I'm going to be promoting as an affiliate) I chose other terms like the words remedy, natural, and things like that.

Taking those words, what you want to do is wordsmith them into something like headacheandmigrainetip.com, headacheandmigraineinfo.com, or something of that nature.

A few tips to consider, is always go for the ".com" domain name, we want to avoid the ".nets," because those can cause confusion for your site. It's better to use a .com. And it also helps with your search engine optimization by using a .com as well.

Once you mix and match the words to come up with anywhere between five and ten domain names, - I recommend using ten, because sometimes you'll find that the domain names that you may want may not be available.

Like, for example, headaches.com would be lovely, but it's not available. So you want to put together a list of about ten domain names so that once we go to check the domains to see if they are available, you have multiple options to choose from.

Be sure to click on the link that we provide in the resource section in order to see if your domain is available. One of the reasons why we recommend this site is because if your domain name is not available they offer some additional suggestions for domain names.

For example they will add the word "site" at the end, or "online," so if headachesandmigraines.com is not available, they will suggest like headqachesandmigrainessite.com or headachesandmigrainesonline.com, or headachesandmigranesinfo.com.

So that's one of the reasons why we recommend that site, and additionally, their prices are really cheap. It's a great place to go to find a domain.

[Click Here To Watch The Video On Choosing A Domain Name](#)

[Click Here To Visit An Online Thesaurus](#)

[Click Here To Visit The Domain Registration Site](#)

3. Purchasing Your Domain Name

In this step, we're going to go through purchasing a domain. Once you have identified the domain that you like the best, we're just going to go through the simple process of purchasing it. It's a very simple process. You just go right back to the site that we sent you to initially for searching to see if your domain was available. From that site, you'll just click on the button to purchase the domain. Now, if you don't already have an account at the web site we sent you to, you will need to sign up for a new account. That's just going to be as simple as entering in your name, and address and other contact information.

One thing we do recommend is to take into consideration two things. One, avoid all the additional services that they want to sell you. The company's really good at trying to up sell, and sell you services, but we really don't recommend you buying anything other than the domain name itself. Once you get to the screen that asks you "Do you want to customize your order," choose the option that says "No thanks" and then go to the checkout.

The other thing to mention is you might want to consider making your domain name private. What that does is that it prevents anyone from having access to your name, and your phone number, and your address. Once you register a domain, by law, your information goes into what's called the "Whois" directory. This is a directory that lists who owns what domain.

Now, the good thing about this is that you do have the ability to make your information private. The company charges an additional \$9 per year in order to make your domain name private and you can choose this option if you don't want people to have your name and your postal address – now, they will have access to your email address, but that's it. But if you do use your home address as the registration address, and you have a public registration, then that home address will show up in the "whois" directory. So if you don't want that to show up, I do recommend choosing the privacy option.

The process should take you only about five minutes. You're really just going to fill out a few fields. One other option that you do have is to choose how long you want to register your domain for. For right now, we recommend just registering it for one year. You can come back and add on years later if you like, but for right now, we recommend just choosing one year. After you complete the registration process, you will own the domain, and the next step will be to get your hosting set up, which we'll do in the next step.

[Click Here To Watch The Video On Purchasing A Domain Name](#)

[Click Here To Visit The Domain Registration Site](#)

4. Getting Your Own Hosting Account

Let's go through getting your own hosting account and take all the mystery out of it.

Your hosting account is important, because that is where your web site will be located. The hosting company that we recommend in the resource area, we've been using for quite some time. Almost six years now. They have absolutely superb customer service, which is 24 hours a day.

The other reason why we do recommend this host is because the scripts and the programs that we're going to have you using have been tested on their servers, and they are able to work properly. So we highly recommend you using the host that we recommend.

Now, if you do choose to use another host, we're not going to stop you. However, what you are going to do is put yourself in a situation where you may or may not get support. Because if we tell you to do a certain thing that we know is in a hosting account that we recommend you to use, and it's not in yours, and you don't know how to do that same thing, that's going to cause a problem for you, because our support team is not going to be able to help you go through your individual account.

So we do recommend you use the hosting account that we provide. They have some of the best prices on the internet, and I would say they're about the most reliable as well.

Once you go to the site, the option you're going to select is going to be the "Hatchling" option. There are several other options you can choose. One is "Baby," and the other is "Swamp." But for what we're doing the best thing for you to choose right now is Hatchling.

You'll find that the hatchling service is \$8.95 per month, if you pay on a month-to-month basis. It is \$6.95 if you pay on an annual basis. And it goes down from there. It goes all the way down to \$4.95 per month if you pay three years in advance.

What we recommend you doing is just starting out with the month-to month option. You can always come back and upgrade later. But what this does is helps keep your cost down for now, and then you can always come back and add on other months or years as you begin to see a profit from your business and you decide to re-invest some of that profit back into your business.

One thing to look out for in the hosting setup is to make sure that when you get to the option that asks you "Are you registering a new domain, or are you going to

sign up an existing domain?” Make sure you choose **existing domain**, because you should already have gotten your domain in the previous step, so you won’t need to register your domain again. So make sure that you choose “existing domain.”

Last thing to look out for on the site is setting up a user name for your site. It’s not a big deal to set up the user name, but make sure that you do follow the criteria that they do ask for as far as your user name. One is that you have to have a combination of lower case and upper case, and only numbers and letters, and also your username has to begin with a lowercase letter. Because I do know a few people that have gotten themselves stuck on that step (it can be easily overlooked) I wanted to make sure you watch out for that as well.

But the hosting process should be very simple, a very easy process. Make sure, on the main page, that you do utilize the coupon that they may have listed, or the discount code that they have listed that will help you save a couple of extra bucks as well. And that is it for purchasing your hosting account

[Click Here To Watch The Video On Getting A Hosting Account](#)

[Click Here To Visit The Hosting Company Host Gator](#)

5. The Mysterious “DNS” Number

DNS Stands for "Domain Name Server." Basically this is the address or location of the server which holds your website.

(FYI: Your website URL, Uniform Resource Locator, is the exact address of your website on that server, and on the entire web)

In this step, we’re going to be updating the domain name servers, and that may sound very complicated and technical and scary at first, but it’s really not. In the video, you’ll see that the video is very short. It’s only a three minute and 30 second video, and the reason why it’s that short is because this is a very easy process.

All you’re going to do is log into your account where you set up your domain. Once you log into the account, you’re going to select the domain name that you have purchased, and once you select that domain name you’re just going to click on the button that says “Manage domain.” And there’s a link in the “manage domain” section that says “Update your domain services.” It’s just that simple.

You should have received an email from the hosting service when they set you up, and in that email, you will have your own domain name servers. Once you get the two domain name servers from your email, you’re just going to copy them into the fields that are listed in the domain management area. It’s going to ask you for domain name server one, and domain name server two. You’re just going to copy those domain name servers into the areas that they’re asked for in the domain name management account.

Once you do that, you’re just going to click on “Okay.” Make sure you click on “okay” twice, because one asks you to enter the domain servers. Then you click “okay”. Then it takes you to a second screen that asks you to click “okay” again, and that is where you make sure that you do hit the “Okay” for the second time in order to make sure that the change goes through. And that’s it for changing your domain names servers, your "DNS."

[Click Here To Watch The Video On Setting Your DNS](#)

6. Installing A Wordpress Blog On Your Website

In this step we're going to install Wordpress on our domain. This is actually one of the easier steps, because the program we're going to use will actually do the installation for us.

The first thing you'll need to do is to log into your Cpanel account by going to www.yourdomain.com/cpanel. Enter your username and password, and click "log in." Once you're logged into your Cpanel, you're going to scroll to the bottom of the page and look for a blue smile face named "Fantastico". Also note that some hosting accounts may use the term "Fantastico Deluxe". This is the same thing. Click on this icon.

Once you enter the Fantastico control panel, look for an option on the left column named "Wordpress", and click on that link.

After clicking the Wordpress link, on the right you should see a brief description of what Wordpress is, and a couple of options to one, indicate if you already have a Wordpress installation on your site, or secondly to install a new Wordpress installation. You're going to click the link that says "New installation". This is going to start the install process for your Wordpress blog.

On the next screen, there are going to be several fields of information you're going to need to fill out. The first is going to ask you where you want your blog to be installed. For our example, you're just going to leave this blank, so that your blog will be installed in your root directory.

The next option is to select an admin username. You can choose your username to be whatever you like, anywhere between six and eight characters. It doesn't really matter; it's entirely up to you. Next you will need to choose your password for your admin account. I recommend making an at least eight character password, and nothing easy to remember like password or something like that.

In the next field, you're going to enter your admin nickname. This could be your name; this could be anything you want it to be. So if you want to associate the blog with your name, you would put this here. Every time you write a new entry for your blog post, it will list your name there so anyone visiting your blog will see your name. This is up to you, whether you want to use your name or use a pseudo name, or pen name. It's entirely up to you.

The next few fields, you have your admin email. You can enter your personal email address here, which is a good idea. Anything that goes on with the blog will be emailed to this address.

You also want to enter in the next field the site name. For the site name, you can just put whatever the name of your site is. In my case, it would be something like “headachehomeremedies”, and that would be something I would use for my site name. I highly recommend you using a word or a keyword phrase that is related to your subject matter.

In the last field, you’re going to enter the description, which is roughly a 20-30 word description of your site. It does not have to be elaborate. You can easily put something to the nature of “This site is about blank.”, or whatever your subject matter is.

I say 20-30 words, because it’s good to have a description that is keyword rich, meaning it has a lot of keywords in it that are related to your topic. But make sure it is not ‘forced’ but looks and reads more ‘natural.’ And you’ll hear me refer to this over and over. Don’t ever try to force keywords. Don’t say “This headache site is about headaches, and people who get headaches.” Always make sure that it’s natural. “This web site discusses natural headache remedies for people suffering from chronic headaches and migraines.” Or something like that.

Once you have filled out all those fields, you’re going to click the button that says “Install Wordpress” you have one more piece of information to enter. It’s going to provide you with some information about your blog, telling you that a database was created, and it’s going to show you what your username and password is, and all that type of stuff. Instead of writing all that down somewhere, on the second screen, you should see a field that says “Email Wordpress installation to”, or “Email installation details to”. And what you want to do is enter your email address here, so that once the Wordpress blog is fully installed, it will email you the details.

It’ll email you the database and all the information you need to know about your blog. Admin username and all that, which is pretty cool, because you want to have all that information in one place. Once you get that email, you’ll take that information from the email, copy it and save it somewhere that you can remember to find it. And that’s it for installing a Wordpress blog.

[Click Here To Watch The Video On Installing A Wordpress Blog](#)

7. Properly Configuring Your Wordpress Blog Website

In this step, we're going to set up the Wordpress blog by changing a few of the configuration settings. We're going to do this to ensure that your blog is working properly.

This reads longer and looks more complicated than it is. This really is a bunch of little steps that take more time explaining than it actually takes to do them!

The first thing we're going to do is we're going to activate the Akismet plug-in. The Akismet Plugin is an anti-spam plugin. It will check comments left on your blog against the Akismet web service to see if they look like spam or not. This is a very effective and popular piece of software for keeping spam comments off of your blog

There's two steps to activating the Akismet plug-in. First thing you're going to do is in the upper right corner of your blog, you should see a link that says "Plug-ins".

You want to click on "Plug-ins". Once you click on "Plug-ins", you will see the Akismet plug-in listed there as "deactivated", or "inactive plug-in". All you've gotta do is just click on the button that says "activate this plug-in." Very simple.

Once you've clicked that, you'll get a note that says "Akismet is almost ready. You must enter your Wordpress API key for it to work". The words "Enter your Wordpress API key" should be clickable. There should be a link that you can click on. What you're going to do is click on that link, and it's going to allow you to enter your Wordpress API key.

Now, if you do not have a Wordpress API, key, you'll need to get an API key. And you can do that by clicking on the link that says "Get your key". Very simple.

And getting a Wordpress API key is free. All you're going to do is once you've clicked on the link that says "Get key", you're going to go to the Wordpress.com site, and set up a Wordpress.com account. Once you've set up the Wordpress.com account, you will have the ability of getting your API key by going into the account and clicking on the link that says "edit profile". In your profile you will see listed your API key.

You'll just get this key and copy it into your blog, and then click on the button that says "Update options". Your key should be activated.

The next step we're going to do in setting up your Wordpress blog is to clear the blogroll.

You're going to do that by clicking on the tab for "Manage", and then under manage a sub tab that says "Links". Click on that, and that should list a bunch of other web sites that are related to Wordpress. The easiest thing to do is just to select all of those links and just click on "delete". That's pretty much it, and then you're done with clearing your blogroll.

Now we will move onto setting up your profile. In the far right corner, you're going to click on the link "users." You're going to find your username, whatever your username is for your admin. Once you click on your username, there are several options here. You can change the color scheme for your admin control panel; you can do a lot of other things in here.

But the main things that we're going to be working on here are putting your first name, your last name, and also making sure that your nickname is either your first name and last name, or you can even use something like a keyword and the word blog as a nickname. For example this blog that I'm working in is about headaches. So I could say "Headache blog" as my nickname. But again, it's up to you what you want to choose your nickname to be.

For the contact information, you want to put your website domain or url in here, which is the website that you have just set up. If you want to put in your other contact information, that's fine. But in the "about yourself", you do want to write two or three lines either about why you're an expert in that particular market, or why you're so excited or interested in it, because people are going to want to know a little about you when they click on your name, in your blog.

The last thing you'll do is actually clicking on where it says "Update profile". It should say the changes to your profile have been saved, and you will be done.

The next step in setting up your Wordpress is going to be setting up your permalinks.

In order to set up your permalinks, in the far right corner, you're going to click on the "settings" tab. In the "settings" tab you're going to have several sub-tabs. The tab that we are interested in is "permalinks". Once you click on "permalinks", you have five common settings for your permalinks.

You're going to choose the very last option that says "custom structure". So you'll just click the little button there, next to "custom structure". In the field next to "customer structure", you're going to type this character string exactly as it appears.

```
/%postname%.html
```

Once you enter your custom structure, you will just click on "save changes", and that will update your permalink structure, which is very easy.

You'll notice that I'm not really getting into a lot of explanation of why you're doing these things. One of the main reasons why is because trying to explain a lot of this stuff gets really convoluted and confusing. But the majority of the things we're doing now is just for search engine optimization purposes, to help your blog get highly ranked in Google.

You just need to know what to do and to keep moving on through the steps to build your business. Understanding everything can come about later. Do you really know how your computer works? For most of you the answer is no, you just use it as a tool.

The final step in setting up and configuring your Wordpress blog is going to be updating the ping services. To get to your ping services, you're just going to click on the "writing" sub tab. You should already be in Settings from doing your permalinks. You're just going to click on the sub tab for writing. Scroll to the bottom where it says "Update services".

In that field, you should already see one ping service listed. With that ping service already listed, all you've gotta do is copy the list that we provide you in the resources area of the ping services, and paste it into this section here. Once it's pasted in, you're just going to click on "save changes", and you are done with this step for configuring and setting up your Wordpress blog.

[Click Here To Watch The Video On Properly Configuring Your Wordpress Blog](#)

[Click Here For Your "Ping List"](#)

8. Finding A Theme For Your Wordpress Blog

In this step we're going to find a theme for your Wordpress blog. A theme is just going to allow your blog to look different than the default theme that comes with the blog, that's typically very boring. But we're going to find a theme for your blog.

Also it is good to change the them from the default one as the default theme is considered to be more likely a spam blog or "Splog."

You're going to do that by going to <http://themes.wordpress.net>.

Once you get to the theme catalog for Wordpress, you have an option to select the type of themes that you want to search for. So on the left column; you'll see a selection that says "sorting options". You have several different options there. One column, two column, three columns, red, green, blue, ... you have a lot of different options that you can choose there.

There are three things that you will most definitely choose. The first thing is you want to choose two columns, because we are only going to be using two column themes.

You can choose whatever color you want. It doesn't matter. I personally recommend staying away from black color blogs; that is blogs that have a black background and white text. It's just a little bit difficult to see for some people. So I definitely recommend you staying away from that.

Another suggestion is to choose a blog that has a fixed width. Again, it's not critically important, but it is highly recommended. So, definitely, you want to choose two columns, and you can choose whatever color you want. And I recommend you choosing fixed width as well.

So, once you select those options, you're going to click on show, and it's going to show you a list of themes that fit the criteria that you searched for. Here, you can just look through each one of these themes to find whichever one suits your needs, whatever you like.

The good thing about these themes is that if you decide you don't like it one day, you can always come back and change your theme at a later time.

For right now, just pick a theme that you typically like, something that may either go with your subject matter or whatever. It doesn't matter.

Just choose a theme, download the theme to your local hard drive, and in the next step we're going to show you how to install the theme.

[Click Here To Visit Wordpress Themes](#)

[Click Here To Watch The Video On Finding A Theme For Your Wordpress Blog](#)

PLEASE NOTE: The theme will be in what is known as a “Zip File.” It will have the extension “.zip”

You will learn how to “Unzip” it in the next step

A zip file is a file that has been compressed so it takes up less space and can be uploaded and downloaded a lot faster than if it was left unzipped.

9. Unzipping Your New Wordpress Theme

You will need the software to unzip the theme, because when you download the theme, it should be downloaded in a compressed file that ended in “.zip”

So, you’re going to use the “Zip” tool to unzip all the files in the theme. And, when you do that, it should create a new folder on your computer.

Typically, the folder will be something similar to the name of the theme. That folder should have a lot of files inside of it.

You can access the unzipping tool by using the link below.

Be sure to watch the video as it will explain everything in more detail

[Click Here To Watch The Video On How To “Unzip” A Zip File](#)

[Click Here To Download The Zip Software to “Unzip” Zip Files](#)

You will use this zip tool to unzip other zip files in future steps. You can always come back to this video to review it.

10. FileZilla! Getting a FREE “FTP” Program

This sounds waaaaaaaay more complicated than it is!

FTP stands for "File Transfer Protocol." An FTP program allows a person to transfer files, html web pages, pdf ebooks, zip files, all sorts of files, from their computer up to their website, or server, on the Internet.

That's all you need to know about the nuts 'n bolts. The program does all the work for you.

You use your cell phone all the time but do you know how all of its different parts really work? And how it takes sound, turns it into an electrical signal and then turns it back into sound for the other person to hear do you? No! You just use it! Same with an FTP software program!

FYI: I am sorry that along the way I am giving you these free tools and showing you how to use them. Just think, as you expand your business this knowledge and these tools are all yours to keep and use. And this is a great FTP program!

You will download, and it is a safe download, an FTP program known as “FileZilla”.

The video will show you how to download it, install it, and then how to set it up so it will allow you access to your website. You will see how to use it further in upcoming steps.

Just watch the video and it will all make sense.

[Click Here To Watch The Video On How To Download And Install FileZilla](#)

[Click Here To Watch The Video On How To Connect FileZilla To Your Website](#)

[Click Here To Visit The Download Page For FileZilla](#)

PLEASE NOTE: In the video FileZilla is mistakenly attributed to Mozilla. This is incorrect.

From a Wikipedia page: *“FileZilla was started as a computer science class project in the second week of January 2001 by Tim Kosse and two classmates. Before they started to write the code, they discussed on which licence they should release the code. They decided to make FileZilla an open-source project, because there were already many FTP clients available and they didn't think that they would sell even one copy if they made FileZilla commercial.”*

11. Installing Your Theme On Your Wordpress Blog

In this step, we're going to install the theme that you have downloaded from the Wordpress theme catalog, or theme viewer as Wordpress likes to call it.

MAKE SURE THAT YOU HAVE UNZIPPED THE FOLDER!

You have to upload the unzipped folder containing the theme

The next step for installing your theme is FTP-ing all of the files that you have unzipped to your server.

So, what you're going to do is you're going to FTP that entire folder that was created to your server. You're going to upload that to the themes folder in your Wordpress blog.

So, once you connect to the FTP server of your web site, you will find that there's a folder that says "Wpcontent". You're going to open that folder, the "Wpcontent" folder, and you'll see a folder in there that says "Themes". And in that themes folder, there should already be two themes. One says "classic", and one says "Default".

You're just going to upload that entire folder that you **unzipped** to this directory.

YOU HAVE TO UNZIP THE FILE BEFORE YOU UPLOAD IT ONTO YOUR SERVER!!

Make sure that you don't upload just the files to this directory, but the entire folder, the folder including the files and it's important that the folder is within the "themes" directory as well.

Once you finish uploading the folder and all the files to the theme directory on your server, you should be able to go back over to your blog, and when you go to your blog, you're going to log in, click on the "design" tab, and in the "Design" tab, you should automatically come to the "themes" sub tab.

What you'll do is scroll down just a little, and you'll see a section that says "available themes". And in the "Available themes" area, you should see the new theme that you uploaded. If for whatever reason the theme does not show up in that area, it means that you probably uploaded all the files to the theme directory, and not the folder and the files. Make sure that you do that.

Now, the next step here is very simple. You're just going to select the theme that you want, and just choose to activate that theme. You are done. What you do now

is go back to your blog's main page and HIT REFRESH OR RELOAD, and you should actually see your new blog set up with the theme that you've just installed.

You have to refresh or reload so your browser will access the updated blog, ot show what WAS there but what is there NOW!

[Click Here To Watch The Video On Installing Your Theme On Your Wordpress Blog](#)

12. Your 1st Simple Post Plus Uploading Images On Your Wordpress Blog

Now we're going to go through writing your first blog post!

You're going to do that by logging into your blog, and clicking on the "Write" tab. In the "Write" tab, you'll see several sub tabs: Post, Page, Links. To start, you're going to click on the "Post" sub-tab.

Here you'll find that writing a post in Wordpress is very similar to writing an email, so it's a very easy process. Just like in an email, you've got a "subject line" which is labeled the "Title". You also have the section where you would type the email itself, otherwise known as the "body" of the post. It's very simple. If you can write an Email, you can write a Wordpress post.

For the title of your post, we're just going to write something very simple here. Because this exercise is just about getting you familiar with actually writing a post, you're just going to type something simple, like "Hello, this is my first post." That's really it.

Keep in mind that for the purposes of your title you don't have to type more than a one-line sentence. You can choose to say something like "Welcome to my blog about ...", or "Welcome to the ... Blog", inserting whatever your topic is. An example of a good title would be something like, "Welcome to the Headache Home remedies Blog". Don't make this more difficult than it needs to be. Just enter in one or two sentences so you can learn how to post your Wordpress blog.

In the body of your first post, we're going to do the exact same thing, something very simple. "Hello, thanks for visiting my ..." inserting whatever your blog is about. For example, if it's headache site than say something like, "Thanks for visiting my Headache site." or "Thanks for visiting my Auto parts site." Or even "Thanks for visiting my (subject of your blog) site. I intend on providing valuable posts and resources about (subject of your blog)."

Whatever your topic is, go easy on your reader by keeping it simple and being direct. That doesn't mean you have to use the same words as in our examples. Feel free to use something slightly different as long as it is simple and to the point. You can even say something like, "Thanks for visiting my site. I will be posting more information about _____." It doesn't matter, as long as it's something simple so you can get comfortable with writing new posts.

The important thing is you will see in the video is how to post, not so much what your post is right now as you'll learn how to use tags and other functions of Wordpress when you post.

Now, the other half of the step I'm going to show you how to upload a photo for future use. You can choose to do this for this post or not, but if you notice just

above the body of your post, right underneath the title, there's an option there that says "Add media'."

Put your mouse over the icons just to the right of that and you'll see that one says "Add an image". Others say "Add a video" and "Add Audio". What we're going to do right now is add an image. You'll just click on the button that says "Add an image" to begin. It's going to pop-up a screen that allows you to upload an image from your computer.

This can be a picture of you, this can be a picture of something that is related to your topic, like if you're topic is about headaches, you can easily upload something that has a person with a headache, or something that looks like a person with a headache, or medicine or something like that.

If your blog is about auto parts, you can have a picture of a car, or whatever the case is. If your blog post is about magic, you can have someone performing magic, or some type of magic imagery. Whatever you think fits best.

If you don't have anything right now, there is a site that we list in the resources section of where you can download free images called istockphoto.com. Make sure to visit the resource section to find that information. Make sure you also use the royalty free images. You can easily download images to your computer if you like from there.

This is entirely optional. You don't have to upload a photo for every post. It's just that typically people like to see images, because when they're reading news articles or magazine articles, typically there are images in those articles as well. So we're just going to be duplicating the same thing by having images in our posts.

If you don't have anything right now, don't worry about it. But if you happen to have a photo of yourself, or if you happen to have a photo of something related to your topic, feel free to upload that now. You do that just by clicking in the browse button to browse your computer to upload. Once you find the image, just click on "save it" and it will upload that image for you.

After that, the next step is just going to be saving your post. You'll see to the right of your post there are a couple of options to save. You can save your post, or you can publish your post. There are a couple of things you can do. What you can go ahead and do is click "save" now, and it saves the post for you. In the event that you have a computer crash, or something happens or you lose your Internet connection.

But also, If you save the post, it allows you to preview your post before you make it live to the rest of the world. Usually when you are uploading an image, I do recommend that you preview your post first to ensure that it does look nice before you publish it.

If after looking at your post, it looks nice, and you're satisfied with the way it looks, you can click on the "publish post link" and that will make your post live and ready for the rest of the world to see.

IMPORTANT NOTE: In the videos you will see that most of the time a "Notepad" file is used. You can find a Notepad file by clicking on your start menu. Then go to "All Programs" and click on that. Next, look for "Accessories" and Click on that. Scroll down until you see "Notepad." click on that and a blank Notepad file will open.

If you are not familiar with using a notepad file here is a video you can watch to quickly familiarize yourself with it:

[Click Here To Watch The Video On A Notepad File](#)

Your Video:

[Click Here To Watch The Video On Your 1st Simple Post Plus Uploading Images](#)

[Click Here To Visit istockphoto.com](#)

13. Creating A Blogger Blog

To get you started on your money making journey, one of the first things you're going to do is set up your very own website! (Don't worry! It's easy!) One of the fastest and simplest ways of getting a website online is by creating a blog.

Now a blog is short for 'web log', which is a type of Content Management Solution. But simply put, a blog can be compared to an online journal. There is no need to worry about the technical jargon right now. As you become more acquainted with this system, you will start understanding more and more of the terms we use.

Now there are multiple ways to set up a blog. However, we prefer to use blogger.com because you can actually set up a blog in 3 easy steps. And it's FREE!

All you'll need is a website title, (meaning what you want to title your website as. And you'll also need to choose a unique website address for your blog. On blogger.com the website addresses for the individual blogs usually end in '.blogspot.com'. For example, if you chose your website address to be 'headachehomeremedies', your blog URL will be:
<http://headachehomeremedies.blogspot.com>.

NOTE: BlogSpot and Blogger.com are the same entity. Blogger.com is where you will sign up your account and BlogSpot.com is where your blog will be located.

All you need to do to create a new blogger account is enter the information listed above, plus your email address and then choose a password for your account.

Once you have created an account you will be creating your first blog post, and this post is going to be relatively simple. We're going to choose a very simple title for your blog post, something similar to 'Hello this is my blog on [whatever your topic is]' .

Additionally, the content of the blog post will be just as simple, something like "Hi, welcome to my blog about [whatever your topic is]" .

Once you're done with these few steps, you'll click the button that says 'Publish', and your blog will be live on the internet!

[Click Here To Visit Blogger.com](#)

[Click Here To Watch The Video On Creating a Blogger Blog](#)

[Click Here For The PDF Study Guide On Creating a Blogger Blog](#)

14. Pinging Your Blogger.com Blog

In this step, we're going to ping your Blogger.com blog. Now don't be intimidated by that, because I'm sure that can sound very technical and scary. However, pinging your blog is just as simple as just telling the rest of the world about your blog, and we will be using a pinging service called "Ping-O-Matic" to do that.

The purpose of a pinging service is that they will notify other directories and search engines that your blog exists. So it is imperative that once you have set up your blog that you go over to Ping-O-Matic and ping it.

Remember that your Wordpress blog has a ping list and has been set up so it will ping automatically when you post. But Blogger.com blogs and Squidoo lenses will need to be pinged using this method with Ping-O-Matic.

You will need your blog URL, which you should have gotten from the blog step and have copied and saved it, so that once you get to ping-o-matic.com you will be able to quickly and easily ping your blog.

You'll enter the basic information on the Ping-O-Matic home page, select the services you want to ping and click the "ping" button...and you're done.

[Click Here To Visit Ping-O-Matic: http://pingomatic.com](http://pingomatic.com)

[Click Here To Watch The Video On Pinging Your Blog](#)

15. Your Article Directory of 'Private Label Rights' Articles

We have an article directory loaded with thousands of articles for you to use. We have purchased "Private Label Rights" for the articles in this article directory

"Private Label Rights" (also known as "PLR") usually mean, and should mean, that once you purchase the product or writing you can do anything you want with it. Say you wrote it, re-write it, give it away, break it up into smaller articles, use it for blog posts, etc...

IMPORTANT: For blog posts and articles you need to edit the text somewhat as it is very important that you have unique content for the search engines!

This concept will be covered in detail several times in the upcoming steps and videos

HOWEVER! For your free sample reports YOU DO NOT have to re-write any part of the articles you use for your free sample report! The free sample reports have no connection with the search engines.

The bottom line here is you may use these articles any way you want as long as you do not engage in any misleading, immoral, illegal or unethical promotions.

You can use these articles for the basis of free sample blog posts, free sample articles you will submit as your own, and of course for your free sample reports where you do not have to re-write anything at all.

Again, the details of using the Private Label Rights articles for free sample blog posts and free sample articles will be covered in other sections.

Below is a video to give you a little tour of your article directory

[Click Here For Your Article Directory](#)

[Click Here To Watch The Video On The Article Directory](#)

16. Using Part Of A Private Label Rights Article As The Basis For A Blog Post

You will take a few paragraphs from a Private Label Rights article and use it to create a 250 word 'post' for your Wordpress blog.

Pay Attention:

“Unique, Original Content versus Duplicate Content”

This is a very important concept for you to understand and a principle that you must adhere to.

Just copying and pasting content (text) onto any website you have that is **already indexed by Google will have your site dismissed or banned by Google**

All you are doing is putting 'Duplicate Content' somewhere else on the web. Google already has that content indexed and available to return as a search result. It does not want to have it again and will not index any pages with 'Duplicate Content.'

When Google, for example, returns a page of 10 search results, 10 websites based upon the word or phrased a person searched for, Google does not want to present 10 pages with the exactly or nearly exactly, the same content. This is a useless search results returned for the user.

You do not want to ask to see a selection of hub caps and have someone show you the same hub cap 10 times with the only difference being the name of the hub cap. It is still the same hub cap. You just wasted your time

So Google does not want to return the same content 10 times for a search result with the only difference being that the same content is on a different page on the web!

So when Google searches the web and finds the same, or 'Duplicate,' content, it will NOT index that page! It doesn't need to. Google already has that exact content to present to a user so it does not need a second web page with the same content

You WANT to be indexed by Google and the other search engines so you need to take any of the text from the Private Label Rights articles and edit it sufficiently so it will be considered 'Unique Original Content' whenever you use it anywhere on the Internet.

This idea of ‘Unique or Original Content’ Versus ‘Duplicate Content’ will be addressed again and again in detail in several of the videos you will see.

**This Idea of ‘Unique or Original Content’ Versus ‘Duplicate Content’
Is An Important Concept You Need To Remember**

So when using the Private Label Rights articles **as the basis** for blog posts, text content on other social web 2.0, and articles you will submit to the article directories, you will re-write somewhat the paragraphs or parts of the article you are going to use. (Or the whole Private Label Rights article when using the entire article to submit to an article directory. This is covered in a later step)

Once you have your text, or ‘post,’ of approximately 250 words that is ‘Unique, Original Content’ you will move onto part two of this step

[Click Here For An Online Thesaurus](#)

[Click Here To Visit Dupecop.com Duplicate Content Checker 40% Check](#)

[Click Here To Visit Articlechecker.com To Check For Duplicate Phrases](#)

[Click Here To Watch The Video On Using Private Label Rights Article As The Basis For A Post Part One](#)

[Click Here To Watch The Video On Using Private Label Rights Article As The Basis For A Post Part Two](#)

PAY ATTENTION! To the idea of ‘Unique Original Content’ Versus ‘Duplicate Content.’ If you ignore this concept your business will suffer. This is why you will read and hear about it several times in these steps.

NOTE: You will see in the video the paragraphs of the Private Label Rights article that were edited to be considered original, unique content were saved as a note pad file: “Squidoo text 01”

That two part video is designed to show you the re-writing process for taking content from a Private Label Rights Article and going through the process of re-writing it a bit and using Dupecop and ArticleChecker to be assured that you have sufficiently edited the paragraphs so they will be considered original, unique content.

So don't let the fact that you saw the re-written paragraphs saved for a "Squidoo lens" confuse you. The point of the two part video is to learn the re-writing process.

In the next video I take those re-written paragraphs as just an example to use and use them as a 2nd post on a paid Wordpress blog, where you have installed Wordpress on your own website

You can use that content anywhere, **BUT ONLY ONCE**, of course. Because to use it twice would mean you would have duplicate content.

You will see the videos for learning about a Squidoo lens in later steps in this section

17. Your 2nd Post On Your Wordpress Blog Using The Original Post You Created In The Previous Step

You will now use your 250 word Unique Original Content' to make your 2nd post on your Wordpress blog

You will see how to post and you will see how to link a line of text to your affiliate link. (This will probably be a tinyurl.)

You will then add a few tags and select and add a category or two

Then you will publish your post!

[Click Here To Watch The Video On Making Your 2nd Post To Your Wordpress Blog](#)

Remember! For your own Wordpress, blog on your site, once you have set up your ping list it will ping automatically every time you post. **BUT!** Keep in mind that you will still need to ping your blogger.com blog and in the future your Squidoo page with Ping-O-Matic whenever you make a post on them. So don't have a mental lapse as you get into the habit of not having to ping your own Wordpress blog and then forget to ping your other web pages.

18. Setting Up Your PayPal Account

In this step we're going to be setting up a PayPal account. Setting up a PayPal account allows you to be able to receive payments online. It's a free service that has a nominal charge only when someone purchases, so we highly recommend using PayPal as your payment processor. Because of course without a way for people to pay you, you don't have a way to make money. Paypal is very safe and well known as a way to pay when buying something online.

Some of you may already have a PayPal account. If you do, just skip ahead to the next step

To set up your PayPal Account we'll just go to the PayPal sign up page at:
<http://www.easyprofitstrategies.com/paypal>

Where you will enter in your personal information: Your name, phone number, address, and all the fields that they require. And you'll also enter your bank account information.

This is important to do because without entering your bank account information, PayPal is unable to verify your account for one, and secondly, PayPal is unable to pay you immediately. Without a bank account, the only way you will be able to receive money is by PayPal sending you a check in the mail, and that can take several weeks and we don't want to that long for our money, do we?

IMPORTANT! One of the things that PayPal will ask that you do is to verify your bank account. They do this to protect against fraud.

YOU MUST VERIFY YOUR BANK ACCOUNT! Or PayPal will not release to you any funds that have been paid to you in your PayPal account.

You can do that verify your bank account a couple of ways. You can do that by having PayPal deposit a small amount of money into your account and you will have to come back to the PayPal site and tell them how much that deposit was. That's one way you'll be able to verify your account

PayPal also has a new process where they can verify your account immediately, particularly if you have access to online banking. You just enter in the appropriate information that PayPal asks you for, they will verify your account, and you will be able to start receiving massive amounts of money through the methods we show you in this program.

[Click Here To Visit The PayPal Sign Up Page](#)

[Click Here To Watch The Video On Setting Up Your PayPal Account](#)

19. Setting Up Your Free PayDotCom Account

PayDotCom is where you will find thousands of products to promote. They bring thousands of 'Vendors' together with you, the 'Sample Processor.' It is free to join and very well established.

PayDotCom will track your clicks, sales, and conversions and monitors the 'Vendors,' whose products you will be promoting by giving away the free samples.

The set of videos below will take you through the sign up process as well as a brief tour of what you need to know. Then you will learn how to find a good product to promote with your free samples.

[Click Here To Sign Up For PayDotCom](#)

Your PayDotCom Videos:

[Click Here To Watch Video 1 On Setting Up Your Free PayDotCom Account](#)

[Click Here To Watch Video 2 Explaining The Special Offer and Other Details](#)

[Click Here To Watch Video 3 Showing You A Brief Tour Inside Your Account](#)

20. Finding Your Product And Getting Your Affiliate Link

Instead of you having to spend your time and energy searching through PayDotCom to find a good product, I have done the work for you.

You will see in the video how the titles of the best products are listed below the list of article titles. The maybe only one or two or as many as 10, and some topics might not have any good products.

So all you have to do is go into your article directory and find the topic you want and then look at the products recommended for that particular set of articles

Here is a short checklist that is covered in the video but that I want to repeat:

1. Make sure you check out the sales page
2. Make sure you understand the payout, especially if it is a monthly membership type site
3. If you are not sure about something, then contact the vendor
4. Sometimes the same products are offered with different pay scales and/or different sales pages. Take a few minutes to look them over and decide which one you feel will be best for you

You will at times use the sales page to ‘steal’ portions of the sales pitch so you do not have to write any on your own. You don’t have to, but it makes it a lot faster and easier!

You will use the sales page for the short sales pitch at the end of your free sample report, on your blog in several places if you want to, on other web pages you will create following the step by step plan, and the sales page plays a major role if you decide to create your own mailing

And you should decide to create your own mailing list. That is covered in another section.

Below is an average outline of the basic format of a good sales page. BUT! A sales page DOES NOT HAVE to have ALL of these components to be a winner:

1. Headline
2. Sub Headings
3. Impact Statements
4. Bulleted List
5. Testimonials
6. Bonuses
7. Guarantee

8. P.S.

You do not need audio or video on the sales page. That particular sales page used in the example just happen to have video.

The MOST IMPORTANT thing regarding the sales page is for **you to just ask yourself:**

“Does This Sales Page Make Me Want To Buy This Product?”

Here is an outline of the steps to get your affiliate link to the product that you’ve found in the list of recommended products below the article titles for your particular topic. These steps are shown to you in the video

To find the products in PayDotCom:

1. Simply log in to your PayDotCom Account
2. Click on the "Promote Products" Tab
3. White links on the blue bar, click on "View Marketplace"
4. Copy the title and then paste it into the box to the right of "Keywords"
5. Then click on the "Search" button
6. The search results will then show you that product

Below the Product Title and short description you will see the links:

See More Info | Promote | Visit Salespage | View Vendor's Profile | Contact Vendor |

"Promote" is where you will click to find your affiliate link

"Visit Salespage" is where you will click to view the salespage.

"Contact Vendor " is where you will click if you wish to contact the vendor

"See More Info" is where you will click to find out more information on the product

"View Vendor's Profile" is where you will click to find out a little more about that particular vendor

And lastly let me repeat from the video that you do not want get caught up and confused by the “Tools” offered by some of the vendors in the “Promote” section in PayDotCom.

[Click Here To Watch The Video On Getting The Product’s Affiliate Link](#)

21. Checking To See If Google Has Indexed Your Wordpress Blog

You want to see that Google has indexed your Blogger.com blog. This lets you know that Google has found your blog and that they also approved of your blog. That is, they found it to have original and unique content so it is now in their database ready to be displayed in a search result

The process is really simple.

Just go to Google and in the search field enter your blog's domain name. For a Blogger.com blog such as: <http://headachehomeremedies.blogspot.com/>

You will enter: "headachehomeremedies.blogspot.com"

By entering only: "headachehomeremedies.blogspot.com" you will also be able to see any other pages that have been indexed by Google such as those that will show in the blog directories you have been pinging and submitting your blog to

You can do the same for Yahoo

The video gives a very good explanation of this

[Click Here To Watch The Video On Checking To See If Google Has Indexed Your Blogger.com Blog](#)

22. Editing Part Of A Private Label Rights Article As The Basis For A Blog Post

In this step we're going to write another blog post and once again we're going to do that by editing a PLR article.

From a previous step you should remember how to edit a PLR article. If you remember, it is **critically important** to edit a PLR article and NOT use it as-is because of the potential penalties that you could face by being put into the duplicate content filters in Google.

I want to re-emphasize the importance of editing the article

- PLEASE DON'T SKIP THIS!!

You will see in the video another example of editing a Private Label Rights Article.

MAKE SURE you use Articlechecker.com! It is not shown in this video as you have seen how it works from the previous step

Note: For this post, you'll only need to edit about 250 words or so of the PLR article.

[Click Here To Watch The Video On Your Second Blog Post On Your Blogger.com Blog Part One: Editing A Private Label Rights Article](#)

[Click Here For An Online Thesaurus](#)

[Click Here To Visit Dupecop.com Duplicate Content Checker 40% Check](#)

[Click Here To Visit Articlechecker.com To Check For Duplicate Phrases](#)

23. Your Second Blog Post To Your Blogger.com Blog

Next you're going to make a post to your Blogger blog and link it to the main page of your Wordpress blog.

First you're going to log into blogger as usual and in your dashboard you will be clicking the link that says 'New Post' and you'll create a post just as you did in the previous step.

However, this time instead of writing "Hi. My blog is about [blank]", you'll be pasting in the edited PLR article that you have selected.

In addition to that, you will be setting up a text link that will link to, or “point to,” the main page of your Wordpress blog

NOTE: Some of you may have your blog as the main index page of your site. In this case, your blog URL would be: <http://www.YOUR-DOMAIN-NAME.com/>

If you placed your blog in a directory named “blog,” Then the URL for your blog would be: <http://www.YOUR-DOMAIN-NAME.com/blog>

So the link you will set the text to at the end of the post will be one of the above links

[Click Here To Watch The Video On Your Second Blog Post On Your Blogger.com Blog Part Two: Posting To Your Blog](#)

PLEASE NOTE: In the video you will see the post is set with the affiliate link, (As a tinyurl.com) not with a link to a Wordpress blog.

But You Are Going To Link It To Your Wordpress Blog

** [Click Here To See The Video On linking A Post To Your Wordpress Blog](#)

[Click Here To Visit Blogger.com](#)

IMPORTANT NOTE! Once you have completed with your post, **always make sure that you PING! A post on a Blogger.com blog with Ping-O-Matic!**

Having other sites link to, or “Point to” your main site increases its importance and ranking in Google. The idea is that if other sites are linking to your site, that you must have something of value, and therefore your site will be considered more important as more sites and more sites with ranking themselves begin to link to your main site.

24. Creating Your Free Sample Report From Private label Rights Articles

In this step you are going to create a free sample report using 3 PLR articles from the article directory. When using PLR articles, that is Private Label Rights, for a free report you DO NOT have to re-write them!

You can just copy and paste! The free report has nothing to do with the search engines.

In the video Word Pad is used to set up the free report, Word Pad is used because it is basically free for everyone as it is part of the basic package in almost all operating systems for all computers sold.

PLEASE NOTE: Microsoft Word can be used and gives you the ability to do it a little quicker as you can easily see the page breaks and set up the footer.

But you do not need Microsoft Word Doc. You will see in the video that Word Pad gives you a great looking report. You can do plenty with Word Pad

Steal from the sales page of your product to create the short sales pitch you will have at the end of the report. Use the tiny url you have for your affiliate link and don't forget to make your hyper link **bright blue** so they will definitely know it is a link.

Here is the link for "Spell Check" where you can easily take a line of text or a whole paragraph and instantly make it all lower case, all proper case, (that is with the first letter of each word capitalized) or all CAPITAL LETTERS if you want.

<http://www.spellcheck.net/>

Use the "Print Preview" function of Word Pad to check the formatting of the pages and make sure that at least a few lines of text lead to the last page showing your short sales pitch with your affiliate link. This will help ensure they will read down and see it. Try not to have the short sales pitch on a last page all by itself

[Click Here To Watch The Video On Creating Your Free Sample Report Part One](#)

[Click Here To Watch The Video On Creating Your Free Sample Report Part Two](#)

[Click Here To 20 Visit Spell Check: http://www.spellcheck.net](http://www.spellcheck.net)

25. Turning Your Free Sample Report Into A “PDF” File

In the second part of this step you will be creating a PDF document of your free report. A PDF document is a universal document created by Adobe that allows both PCs and Mac computers to read a file without losing the format. Also, a PDF prevents people from changing or manipulating your document.

PDF merely stands for “Portable document Format” and you will see the file extension, or that the file ends in “.pdf”

Most PDF’s are read-only where people can only open them, and read them, and not edit them. So what we’ll be doing is using Adobe’s free PDF creation software on their website located at: <http://createpdf.adobe.com/>

What you’ll do once you get to this site is create a username and password to create a user account on their site.

Once you’ve created your user account you will browse to find the Word document, or WordPad document, or Notepad document that you used to create your free report. You’ll upload it to the Adobe site and usually within a few minutes the site will convert your file to a PDF and you can have it either emailed to you or you can download it from the website.

As a side note, sometimes the Adobe site can get a little overwhelmed because it is a free tool and a lot of people are using it. So sometimes it can take up to as long as a day to convert your file into a PDF. This is normal so don’t worry if this happens to you, but for the majority of you it will only take a few minutes to convert your file.

[Click Here To Visit Adobe's Free PDF Creation Software](#)

[Click Here To Watch The Video On Creating a “PDF” Document Of Your Free Sample Report](#)

NOTE: If you have alternate software you want to use that works well to change your document to a PDF document and your links will work properly in it, you may use that. We give you this particular adobe option as it is free.

**And You Now Have Your Free Sample Report With
Your Affiliate Link In It To Give Away To The World!**

26. Uploading Your Free Sample Report On To Your Website

This short video will take you through the simple process of getting your free sample report up on to your website so people can come to your blog and are able to download your free sample report.

You are going to access your control panel.

Your control panel URL is this:

<http://www.YOUR-DOMAIN.com/cpanel>

So for our headache example it would be:

<http://www.headachehomeremedies.com/cpanel>

You will be asked for the username and password you got or set up when you created the website on your server. Your download link will be

<http://www.YOUR-DOMAIN.com> then the FOLDER (or directory) then the PDF file itself ending in “.pdf”

So our domain in this example is <http://headachehomeremedies.com>. The folder that was created was named “download”.

The PDF file, ending in “.pdf” was Headaches Causes and Cures, HOWEVER! We renamed it “Headaches-Causes-And-Cures” to remove any spaces between the words, so the PDF file became: Headaches-Causes-And-Cures.pdf

Putting it all together our URL to download the actual report itself is:

<http://www.headachehomeremedies.com/download/Headaches-Causes-And-Cures.pdf>

So yours would be:

<http://www.YOUR-DOMAIN.com/DIRECTORY/YOUR-REPORT-TITLE-WITH-NO-SPACES.pdf>

Your Video:

[Click Here To Watch The Video On Uploading Your Free Sample Report On To Your Website](#)

IMPORTANT NOTE: Anytime you see a BigFileSwapper.com download link, please understand you would use your own download link on your own website. The BigFileSwapper.com is used in the free path as it is a free service so you may

see it in some of the videos. So please don't let it confuse you, you have your own download link for your own website.

27. Setting Up The Offer Of Your Free Report On Your Wordpress Blog Sidebar

You are going to put a little sales pitch on your Wordpress blog that will offer your free sample report to your website visitors.

You will see how to use a Wordpress “Widget” that will let you quickly and easily set up your offer with your download link.

IMPORTANT NOTE! After you make any changes you **MUST REFRESH OR RELOAD YOUR BROWSER** in order to see the updated blog!

You have text below that you will adapt to your particular topic to entice people to download your free sample report.

"Time Tested Actual Market Proven Headlines."

These headlines, which are really just a short sales pitch, are market tested, time proven headlines that are being used right now and are considered to be extremely effective!

All you will need to do is quickly adapt them to your particular subject. An example is within the video series. Another example is shown below.

TIME TESTED ACTUAL MARKET PROVEN HEADLINES:

“You’re About To Learn 'Secrets' That Most {People/Marketers/Women/men etc} Will Never Know About How To Really {What They Will Learn In Your Free Report}...”

“What If **SUDDENLY** you Realized Everything You Thought You Knew About {TOPIC} Was A Lie?”

“Who Else Wants To Learn 'Secrets' That Most {People/Marketers/Women/Men etc} Will Never Know About How To Really {What They Will Learn In Your Free Report}...”

Here is an example: "Water Filter"

“You’re About To Learn 'Secrets' That Most People Will Never Know About How To Really Get The Best Water Filter At The Best Price”

“What If SUDDENLY You Realized Everything You Thought You Knew About Your So-Called 'Safe Drinking Water' Was A Lie?”

“Who Else Wants To Learn 'Secrets' That Most People Will Never Know About How To Really Improve The Quality Of Their Drinking water WITHOUT Spending A Fortune?”

Here is the html coding to set text to your link:

```
<a href="http://www.YOUR-DOWNLOAD-LINK.com">YOUR-TEXT</a>
```

This coding will hyperlink the “YOUR-TEXT” with your download link

In the video you will see it as:

```
<strong><a href="http://www.LINKLINKLINK.com">Get This FREE Report Today</a></strong>
```

 and are codes that make the text **Bold**

ALSO NOTE: In the video you will see a BigFileSwapper.com link used for the free report. That is for the free path. YOU WILL USE YOUR DOWN LOAD LINK YOU CREATED IN THE PREVIOUS STEP!

[Click Here To Watch The Video On Setting Up The Offer Of Your Free Report On Your Wordpress Blog Sidebar](#)

To get the HTML coding templates that are mentioned and shown in the video:

[Click Here For The HTML Coding Templates](#)

28. Find 5 Top Blogs Related To Your Topic

In this step we're going to find the top 5 blogs in your market.

This information is going to be valuable for a few reasons. One is that you have a good idea of who your potential competitors (or joint venture partners) are. Secondly, it gives you an idea of what other people are talking about in your topic. But most importantly, we will be using this information in the next step to do what's called 'blog commenting'.

So to find the top 5 blogs in your market, what you'll do is go to Google.com and you're going to type in your market, preferably in quotation marks, and then the word 'blog', and this will do a search for the blogs in your market. ["Your topic" blog]

Google also has a blog search feature that you can use in order to search for blogs. However, I recommend using Google's regular search because Google is a little bias towards blogger.com because they own them and when you do a blog search you typically get a lot of blogger.com blogs versus the wide spectrum of blogs that are actually on the Internet.

Once you search for your blogs in Google, you'll get a long list of websites in the search results. It is important that you click on the links starting at the top and actually look at the blog. You will find that some results will be invalid. They may not be on-topic for your market, or those websites may no longer be up.

Another important thing to look for as relates to the blogs that you want to use is the ability to make a comment on that person's blog. And you'll know that by looking for the phrase 'Add a comment' or 'Add a reply', something to that nature. This will indicate that you do have the ability to make a comment on that person's blog.

So once you find a blog that is on-topic and also allows you to make a comment, you'll take that URL and paste it into your worksheet for later reference.

You will want to start off with finding five of these blogs, and once you have identified five blogs that meet the criteria I mentioned, then you will paste each one of the blog addresses into your worksheet and then proceed to the next step to use them.

[Click Here To Visit Google](#)

[Click Here To Watch The Video On Finding 5 Top Blogs Related To Your Topic](#)

29. Blog Commenting On The 5 Blogs From The Previous Step

In this step we're going to be doing a process called 'blog commenting', and blog commenting is exactly as it sounds, it's commenting on someone else's blog.

We're going to be using the list that you have gotten from a previous step, so make sure you have completed that step by compiling a list of the top 5 blogs in your market.

What we're going to be doing is going to each blog and reading the last, or latest, or most recent post that the author has written, and as long as that post is relevant to your topic you will be making a comment about their last post.

Now we will be providing you with a few generic comments in order to help trigger your brain on how to respond or how to comment on a blog post, but as with any other generic information like PLR articles, you will want to make sure you edit them at least some, in order to avoid being looked upon as spamming.

So what you'll do is quickly read through the latest post, you don't have to read it word for word, just skim over it to get a general idea of what the post is about, and you will make a comment on that post.

Now, one of the reasons why we recommend choosing a topic you have some interest in is that for this step of blog commenting you'll have the ability to make a comment about something whether you agree with it or disagree with it.

Having a passion or interest in the topic will help you in this process. So you can use the generic comments as we provide you as a template to start by, but you will want to make some types of edits to those comments so to make it more relevant to the post itself. As far as the comments are concerned, you don't necessarily have to agree or disagree with the blog post or the author.

However, I will mention here that the more controversial the post or the comment, the more potential of you getting traffic to your website.

Now don't go picking fights with people just for the sake of disagreeing and being controversial. But if you do feel that there is potential for a controversial topic that you can discuss, feel free to do that because that does help with getting traffic to your site.

And as you are making your comments, you will be using the keyword terms that we talk about in the comment section as your name, and always, always, always, make sure that when you are doing blog commenting that you include your website in the 'URL' or 'Website' field.

This is critically important, because that is the purpose of us doing the commenting. We are working on two things here: We want to get a quality link back to our site and this is also a way to get people to come visit our website.

You might not plainly see your website URL when your comment is posted. Most of the time you'll find your name will be hyperlinked to your website

The URL we are using in the blog commenting in the video is just the main index page of a Blogger.com blog. You want to know learn about "Deep linking" and use the URL of your second blog post that we have created and you should have followed the video on how to obtain the second blog post URL.

When you link to pages on your site other than the main index page, or home page of your site, this is known as "**Deep Linking.**"

When the search engines see that you have links going to different pages in your site, so that all of your incoming links are NOT all going to the main index page of you site, this looks very good, very natural to the search engines and indicates to them that your site has valid, valuable content through out the entire site. This will increase the importance and the page ranking of your site in the search engines.

If other sites are pointed to a variety of pages on your website, not just the home page, it appears to the search engines that you have valuable content that pother people are linking to and naturally this valuable content would be spread out through the site, thus links would be coming into different pages deeper in the site.

Your entire site has great content and people are linking to the different pages.

If all your incoming links point to your main index page, it looks unnatural to the search engines and they will consider your site as important because it looks like someone just bought and set up links to their home page to artificially increase their page rank and importance

So keep the concept of "Deep Linking" in mind as you continue to develop your online presence

[Click Here To Watch The Video On Blog Commenting](#)

NOTE: The video shows the linked used for the comments as the URL to the home page of a Blogger.com blog. Watch the short video below to see how to grab other links on your Wordpress blog to use when posting comments so you start to develop deep linking.

[Click Here To Watch The Video On Getting Other URL's For Your Wordpress Blog For Deep Linking](#)

30. You 3rd Post To Your Main Wordpress Blog About Your Free Report

You are going to make your third post on your Wordpress blog

You are going to link it directly to your free report

You will take the first two or three paragraphs and re-write them as you know how to do using Dupecop.com and Articlechecker.com Remember the free sample report does not need to be re-written at all but anytime you post anything on any of your web pages you need to re-write it so it will be considered ‘Original, Unique Content.’”

Do get too lazy! Make sure you do the re-write.

You already know how to do this from previous steps so it is not covered in this short video.

Now you are going to link this post to your free sample report and you have the link form the earlier step when you uploaded your report on to your own website

Your link will have this format:

<http://www.YOUR-DOMAIN.com/DIRECTORY/YOUR-REPORT-TITLE-WITH-NO-SPACES.pdf>

For our example that link is:

<http://www.headachehomeremedies.com/download/Headaches-Causes-And-Cures.pdf>

[Click Here To Watch The Video On 3rd Post To Your Main Wordpress Blog About Your Free Report](#)

31. Setting Up Your Squidoo “Lens”

The next step is to set up a Squidoo account and create a Squidoo lens. Squidoo.com is a social networking site that allows you to create what they call a 'lens'. A 'lens' is nothing more than a "page" on the Squidoo website. (They could have easily called it a Squidoo page but that wouldn't be fun now would it?)

The purpose of you setting up a Squidoo lens is to create what we like to call a network of supporting websites. In the Squidoo lens, we will be referencing your blogger.com blog URL...and by doing this, it will help your blogger.com blog get ranked higher in Google and also get additional traffic.

Though the Squidoo lens has a few more steps than blogger, it's just as easy.

The only additional things you'll need for to creating your Squidoo lens is a short description of what your lens is going to be about, and you'll also need to include a couple of keyword terms that will help to identify your Squidoo lens.

Additionally, you will be setting up a few extra modules inside your Squidoo lens in order to give your lens a little bit more value.

You can also upload photos; either your own photo or a generic photo that you may find on the internet regarding your topic; and you'll also be sure to include a link to your blogger blog.

Once you're done setting up your Squidoo lens, be sure to take the URL, copy it, and paste it into your worksheet.

[Click Here To Visit Squidoo.com](#)

[Click Here To Watch The Video On Setting Up Your Squidoo Lens](#)

32. Improving the Quality of Your Squidoo Lens Part One: Using Part of a Private Label Rights Article as The Basis For A Post On Your Squidoo Lens

You will take a few paragraphs from a Private Label Rights article and use it to create a 250 word 'post' for your Squidoo lens. (Remember a Squidoo 'Lens' is just a Squidoo 'Page'.)

It is a **very important** that you make sure your post is **Unique, Original Content!**

You already know how to do this as it was covered in two of the previous steps. Use the 40% Dupecop with Articlechecker.com method when using a Private Label Rights article. Don't cheat and skip that, you'll end up hurting your business.

Once you have your text, or 'post,' of approximately 250 words you will see how to use a simple line of HTML coding to create text that is hyperlinked to the web page of your choice.

As you will see in the video, you can link to your affiliate to the sales page of the product, you can link to your main blog page, or you can link to a page 'deeper' in your site, which is known as "Deep Linking."

This was covered in a previous step but let's review it.

"Deep Linking" Just means that you are linking to pages other than the main index, or home page of your site.

THIS LOOKS VERY GOOD TO THE SEARCH ENGINES!

By having incoming links going to different pages on your website, it looks to the search engine that your site has valid content through out all it's pages and people are looking to these different pages

It looks very **Natural**, as you would not expect people to only link to a site's main page, but you would expect to find links to other various pages as well.

Also Important! Make sure you put the latest new, unique, fresh content at the top of the page! When the search engine spiders (robots) come to your page you want them to see the new content right away! To have them see the update you have made. If you have your new content buried way down your page, the spider might not see that you have new content and move on and not update your page in it's index.

Having New Content, Dynamic, That Is, Changing Content, On Your Website Is Something Search Engines Love! They Want To Get The Latest Content Returned In Their Search Results.

That's why we recommend posting to your blog every other day or every day once you get yourself going

Keep in mind that people like to see new content as well and will start to visit your site to see what you have content added and what you have to say.

Hey! Remember to 'Ping' your Squidoo page after you have added your post!

[Click Here To Login To Your Squidoo Account](#)

[Click Here To Watch The Video On Improving Your Squidoo Lens Part One](#)

NOTE: Don't get caught up trying to make your Squidoo page all cute and fancy, just go with the basics and get it done and keep moving, keep building your business! You can get cute and fancy later. Right now being efficient and competent will get you much better results!

33. Improving the Quality of Your Squidoo Lens Part Two: Modules And Your Bio

You want to improve the quality of your Squidoo lens so it is not considered spam, that is that it is not someone throwing up useless pages of no real information or value and just really only having their affiliate link on the page.

If Squidoo feels your lens is just spam it will be removed!

You want to make sure your page meets Squidoo's criteria of a valid lens so it is not removed by Squidoo and also, and just as important, so it will be indexed as a valid page by Google. This will all be covered in the video.

You have just added a new post to your lens in the previous step to add valuable, valid content to your Squidoo lens.

Now you will learn how to edit two of the modules to increase the value of your lens and an easy way to edit your bio. These steps help to really ensure that your Squidoo lens will be consider a valid resource by both Squidoo andGoogle.

[Click Here To Login To Your Squidoo Account](#)

[Click Here To Watch The Video On Improving Your Squidoo Lens Part Two](#)

34. Pinging Your Squidoo Lens Using The RSS Feed

Once you've got some original content on your Squidoo lens, you are going to ping it just as you did with the blogger.com blog. **HOWEVER!** You will be using the RSS feed for your Squidoo lens to ping and not the URL of your Squidoo lens.

We're going to locate your RSS feed on your blogger.com and squidoo.com websites. RSS stands for 'Really Simple Syndication', and what this does is that it allows your information to be easily accessible to other websites and other people interested in your topic.

Don't worry about the technical part of RSS feeds right now...we'll get into that later.

You'll notice on your blog (an you may have seen on other blogs) a link that says 'RSS, RSS Feed, Syndicate, Atom, Atom Feed, subscribe, just to name a few. In the past you may have ignored these links, but these are the links we're interested in for this step.

On most blogs, the RSS feed link is in the sidebar under a section that says "Meta" On Blogger blogs they're located at the very bottom of the blog. You'll see some text that says, "Subscribe to: Posts (Atom)." This is the link you're going to need.

To get the link you'll right-click on the link and select, "Copy Shortcut" if you're using Internet Explorer and "Copy Link Location" if you're using Firefox. This will copy the link to your clipboard. Go back to your note pad or worksheet and paste this link in you "My Blog RSS Feed Link" section.

To get your RSS feed for Squidoo, you won't see a link that says Subscribe to: Posts (Atom). What you'll see is a section on the right sidebar that says "subscribe." Beneath that, you'll see a little orange icon that has some white stripes on it.

This is the standard RSS icon. You'll start seeing this more and more as we progress through this program. To get the Squidoo link, just right click on the orange icon and select the appropriate copy link function then paste it onto your notepad or worksheet you have set up.

Sp once you have the RSS feed for your Squidoo lens, you ping it using the same procedure just using the RSS feed URL and NOT the Squidoo lens URL. You'll go to Ping-O-Matic as shown in a previous step.

In the future when you ping your blog you can now use the RSS feed URL Instead of your blog URL.

YOU WILL SEE in this video how to get the RSS feed for a Blogger.com blog and THEN how to also get the RSS feed for a Squidoo lens!

IMPORTANT NOTE: You will see the ping service Pingoat.com in the video. Ignore it. **USE Ping-O-Matic!** Pingoat has been having a lot of technical issues and problems.

➔ USE [PING-O-MATIC!](#)

[Click Here To Visit Ping-O-Matic: http://pingomatic.com](http://pingomatic.com)

[Click Here To Watch The Video On Using The RSS feed](#)

35. Submitting Your Blog RSS Feed To Blog Directories

the previous step, you saw a video on how to obtain your RSS feed for your Wordpress blog.

Now in this step we're going to submit your blog's RSS feed to the top 10 RSS directories. Again, this may sound complicated but it's actually very simple, it's just as easy as copying and pasting.

Similar to pinging, this again is an additional avenue for notifying the rest of the world that your blog exists. RSS stands for 'Really Simple Syndication', and what this does is that it allows your information to be easily accessible to other websites and other people interested in your topic.

So what you'll do is once you get your RSS feed from your blog, and you should already have this information saved on a worksheet or notepad file, you will copy the RSS feed of your blog and paste it into the appropriate fields in the RSS directories.

Now some of these directories will require that you create a user account, but that's just as simple as entering a username, email address and password. Some of them do not require user accounts and will allow you to simply post in your RSS feed and your blog title and submit it.

[Click Here To Watch The Video On Your Submitting Your Blog RSS Feed To Blog Directories](#)

PLEASE NOTE: In the video you will see an RSS feed for a BLogger.com blog being used. You will use your Wordpress blog RSS feed. Everything else is the same, just substitute your Wordpress blog RSS feed for the Blogger.com blog RSS feed.

WATCH THIS VIDEO HERE TO SEE HOW TO GET THE RSS FEED FOR YOUR WORDPRESS BLOG:

[Click Here To Watch The Video On Getting The RSS Feed For Your Wordpress Blog](#)

36. Finding Keywords For Your Topic

In this step we will be finding additional keyword phrases for your topic. This is important to do because you'd need to know what people are searching for in your topic. More specifically, you need to know what keyword phrases they are using in Google to search for your topic or product. We will be using a tool, a free tool at seobook.com to find related keyword phrases to your topic.

This process is very simple; all you have to do is go to the site and type in your topic and click 'Submit'. It will display a list of related keywords to your topic and as we state in the video you want to look for keyword phrases no less than three words, and also you'll want to consider only using keyword phrases that range from five to ten percent of the main keyword volume.

For example, if your main keyword volume is 1,000 searches per day, you want to find a keyword that has between 50 and 100 searches per day. Now this formula is not written in stone, however, we strongly recommend using this as a guide when determining which keywords to use.

Once you select the five keywords based on the criteria we've outlined, you will copy and paste those into your worksheet or notepad.

[Click Here For Your Free Keyword Research Tool](#)

[Click Here To Watch The Video On Finding Keywords For Your Topic](#)

37. Using Keywords In Your 4th Post To Your Main Wordpress Blog

In this step we're going to be writing our 4th blog post to our Wordpress blog.

The only difference between this post and the others is that we will be utilizing the keywords that we've found in a previous step in the title, in the body, and in the tags of the post.

Additionally, we will be hyper linking one of these keyword phrases to the product we've found.

These are **important methods** that make your blog post more attractive to the Search engines

So without overdoing it, you want to use the keyword phrases in the title of your post, preferably the first few words and you'll also want to use the keywords in the body of the post itself.

Again, be careful not to overdo it, you don't want to have a keyword density of more than 3-5%, and what keyword density means is how many times your keyword phrase is used for every 100 words in your post.

FYI - you don't have to count each individual word to determine that, you can get a feel for the keyword density by just reading your post. It should sound natural, and it should not sound forced. For example, you avoid something like,

"Do you get headaches? I get headaches. A lot of other people get headaches. I really don't like it when I get headaches because headaches are very painful".

So you want to avoid something like that because that sounds unnatural and forced. You would just use the keyword phrases normally and naturally as you would in having a conversation with someone.

REMEMBER! You will have edited a PLR article so it is unique content or have written your own unique content for this blog post! Make sure it is original, unique content

NOTE: In the video you will see that a Blogger.com is used as an example. You will be posting to your main Wordpress blog.

The principles are the same except you are going to post to your Wordpress blog.

Instead of “Labels” for a Blogger.com blog, Wordpress has “Tags,” which is the more commonly used term for keywords and key phrases that identify what a blog post or article is about.

You want to be sure to enter your keywords and key phrases related to your post as tags in the tag field in your Wordpress blog post.

These keyword tags will help to identify what your blog post is about for people searching for information on that particular topic and these are also used by the blog services you ping to categorize your post into the proper section on their site

Your Wordpress blog is automatically set to ping as you publish a post so you do not need to ping your Wordpress blog at Ping-O-Matic.

[Click Here To Watch The Video On Your 4th Blog Post](#)

It's important to keep your main blog updated with fresh content as often as you reasonably can. Continue posting to your blog as frequently as possible (every day is recommended).

The Next Series Of Steps Will Show You How To Set Up Your Own Professional List Building System!

There will be a fair amount to learn in this section, but the benefit, the financial reward, of properly building an email list cannot be overstated.

This Is The Automated And Inexpensive Power Of The Internet At It's Best!

Let me explain a few things here to make this whole idea and process easier to understand:

In terms of the Internet, a "Mailing List" is a list of names and email addresses used by a person or company to send information to.

An "Autoresponder" is a software program that can not only automatically reply to an e-mail sent to it, it can hold in a queue a series of emails that it will send out in a timed fashion to each individual's email address with the starting date of the sequence based on when that person subscribed to your mailing list.

Another aspect of how to work a mailing list is understanding the "Double Opt-In Procedure."

Do to the huge outcry against spam, today most mailing lists use a double opt-in procedure. The person signs up for the mailing list by entering their first name and email address then the very first email they receive is an email asking them to confirm that they want to join your mailing list. This is done automatically by the mailing list program which sets a link in the very first email, the "Confirmation Email," for the person to click on to confirm their subscription.

This is a very quick and painless procedure. It is very common on the web and it does not put off people as they expect it and understand why it is necessary to take that extra step and click that confirmation link

So someone joins your mailing list and immediately they get the "Confirmation Email" mentioned above with a link they click to confirm that they did indeed sign up for and want to receive email from you.

Next you normally have the autoresponder set to send them the first actual message from you. Then at staged intervals, say every 3 days for example, they will receive an email from you that has already been set up as a series of email messages you have loaded into that particular autoresponder list.

Why You Should Build Your Mailing List

One of the most important things you can do for your Sample Process Business is to start building your mailing list. Once someone is on your list, you can basically email them for free. You will only have your fixed costs which will start out to be rather minimal. (Really.) You can email 10,000 people every 3 days for the fixed cost price.

Emailing people on the Internet is a direct marketers dream compared to the cost of direct postal mail marketing to a person's physical address!

Imagine the cost of stamps to postal mail 10,000 people just once!

A rule of thumb tossed around is that it takes 7 contacts for the average sale to be made. That's "7!"

So you want to keep in contact with people and keep putting your offers in front of them until that impulse hits them! Some might bite at the 2nd email, some might go until the 14th before they get off the fence and buy

Most experts will tell you email them until they unsubscribe, you never know when they might turn into a buyer. (Pssst... Why do you think the same companies are always advertising with the same or similar advertisements? Because they need their message to be right in front of the prospect when the impulse or need really hits them and they become a buyer of their product.)

Here's The Best part!

Once you set up your Autoresponder with your series of messages, the work is out of the way unless you decide to periodically change the messages.

This is the beauty of how Internet marketing has so many different ways to automate things and have you 'working' 24 hours a day 7 days a week while you can be off doing other things.

These messages are there for each person who joins your list to receive at the designated intervals.

BEFORE YOU PANIC! Let me tell you that I have **a secret piece of software that is going to make creating and writing your autoresponder message series a simple cake walk!**

So in one sense this is a "Set it and forget it" as once the work is done to set up these messages, they are there for the 1st person or the 10,000th person, for as long as you want

You can also send an email to your entire list at the same time. You may have an event you want to promote or hot product to present to them. So you can still mail your list even though they will also be receiving the timed interval messages. But don't worry about this for now.

Your Main Goal Is To Quickly Get An Email List With An Autoresponder Set Up And Pop In 10 To 14 Messages.

Bottom Line: You want to start to collect the email address of people who visit your website and add them to your "Mailing List." These people will then have given you permission to email them information and links to other products and services you are selling.

They might not buy the first time they visit the sales page but you can keep after them with your auto responder messages and vastly increase the odds of converting them into a buyer and thus earning yourself a commission

Let Me Add One More Thing: What A "Squeeze Page" Is

When you ask people to join your mailing list, you have to give them a reason, a good incentive. People don't want to just give out their email address. You want to give them something that will make them take action NOW!

One of the best things you can give them is a free short report with some real information. Thus the basis for the sample processing business is tailor made to use a squeeze page to build your mailing list

Part of the process of getting your Website's visitor's email address BEFORE you give them the free report is to use what is known as a "Squeeze Page."

A **Squeeze Page** is a webpage that a person lands on and is then given two options, take a specific action, such as join your mailing list, or to close the page and leave. If they decide to just leave, then they are not able to proceed further

and grab your free report.

The "'Technical' reason a squeeze page is so effective is that there is no other way for the visitor to get your free report without first opting in to your mailing list.

When they get to this squeeze page they only have two choices, either enter their first name and email address and then get the free report, or just close the page and leave in which case they won't be able to access and download the free report. Hence the term "Squeeze."

What will your squeeze page look like? Well, I have a few templates for you! And not just any templates, but the same squeeze page templates that are used to craft the squeeze pages for some major Internet marketers!

You see even though a person has clicked on the link to get the free report, you still have to get them to give you their email address. With out a very good squeeze page some people will stop at this point and you will lose prospective customers.

The headline for your squeeze page is a time honored and very effective headline designed to increase your opt-in rate, that is to keep them excited so they will give you their email address.

This is the 'Marketing' reason that YOUR squeeze pages will be effective! YOUR squeeze page templates have been tested in the real world and adjusted and fine tuned to be extremely effective!

An Overview

Here Is The Path A Person Will Follow In Your Professional List Building System.:

- 1) Person visits your site or blog
- 2) Person sees they can download a free pdf report
- 3) Person thinks: "Cool" and clicks on link to get the free report and that link goes to your squeeze page
- 4) Person gives you their first name and email address because they want to get your free report and then goes to your thank you page
- 5) Your thank you page tells the person to check their email account for the confirmation email and once they have clicked on the link to confirm, they will immediately receive a second email with the download link for the free PDF report. (This second email they receive is the first in your autoresponder message

series. The first email they get is the confirmation email sent for your mailing list.)

6) Person receives email containing download link and goes to your download page to get the your free report

7) Person will now begin to receive the messages you have loaded in to your autoresponder at the pre-set intervals

For your squeeze page, your thank you page and for your download page you will have access to expensive, very well tested and actual market proven templates. You will just edit them a little for your situation and one more time...

DON'T PANIC!! Once again a **very cool little piece of software is going to allow you to quickly and easily edit the three pages for your topic.** No html editing to slow you down.

Remember most people don't want to just give you their email address, so you are using your free report as an incentive, a free gift, to get them to sign up for your mailing list.

The above path, or method, is very effective and used by most major Internet marketers.

If You Are Using Another Autoreponder System Then You Just Need To Make The Necessary Adjustments To Your Particular Auotresponder But The Principles Will Be The Same

So Let's Get Started!

Carefully watch the videos. By watching these videos you are going to learn very quickly and easily how to set up your own professional list building system.

Don't feel overwhelmed. Take each video one at a time.

You can watch the videos more than once and use your mouse with the left click on the control button (shaped like a little 'home plate' used in baseball) to go backwards or forwards to a particular section

38. Signing Up For The Email Service iContact

You need to sign up for a mailing list service, also known as an autoresponder service. This service will automate sending emails to people who subscribe to your list.

We recommend iContact and use iContact in the videos. We recommend iContact as it is inexpensive to get started with, has 15 day free trial, in which you may send 250 messages to up to 250 subscribers and also has all the features of the software available for you to try out

But the main reason that we recommend icontact is it has shown through personal use to have the best “Deliverability Rate.” And rest assured we have used many different mailing list services to send email to large lists over a period of several years to test and track and find the service that we feel has best deliverability rate.

What is “Deliverability Rate?”

Deliverability Rate: The deliverability rate of your mailing list is VERY CRUCIAL! If you send 10,000 emails out and only 500 actually get into your subscriber’s email account, that means your list of 10,000 is really a list of 500.

You have a deliverability of 5%

The other 9,500 subscribers are just wasted. AND SO IS ALL THE WORK YOU PUT INTO GETTING THEM!

The company you use for your mailing list and autoresponders will play a HUGE part in how well your email is delivered. If the major ISP’s (Internet Services Providers) feel that a lot of emails coming from a certain mailing list company are causing too many spam complaints, they will just flat out block all these emails and none of them will be delivered. Having a problem with just 2 or 3 of the big names, like AOL or Yahoo for example, can really damage the effectiveness of your email campaigns.

This is covered in more detail in the first video on signing up for you email account at iContact.

iContact is the mailing list that is used to send email to you regarding your membership here

NOTE: You can use any mailing service / autoresponder service you want, but keep in mind that if your deliverability rate is poor, a lot of the work you put into getting people to sign up for your list is just wasted. They will never see your emails.

The information in the videos show how to work with iContact but most of the principles will be similar to what other mailing services will have

Deliverability rate is discussed in more detail in the video.

[Click Here To Visit iContact](#)

[Click Here To Watch The Video On Deliverability Rate And Signing Up For iContact](#)

39. Confirming Your Account And Entering Your Settings For The Email Service iContact

This second video will show you how to confirm your iContact account. This will increase the total number of subscribers you can have in your mailing list from 10 to 250 for the trial period.

You will also get a look at the settings and how you will set up a physical postal mailing address.

This is required by law! Yes, The CAN-SPAM Act: "... must include your valid physical postal address." You can start out with your home address, but once you start to get things going you really should set up a P.O. box and just check it once a week. You really won't get much mail, but this is an important requirement.

You can go into your settings at anytime and change / update the physical postal address.

At the end of the video you will see an example of how the address looks at the bottom of each email and how easily it is for someone to be able to unsubscribe from your mailing list. The CAN-SPAM Act also requires: "... or another Internet-based response mechanism that allows a recipient to ask you not to send future email messages to that email address, and you must honor the requests."

So you will see they have an unsubscribe link they can click on that takes them to a web page where they easily unsubscribe from your mailing list with another click of their mouse.

[Click Here To Watch The Video On Confirming Your Account And Entering Your Settings For The Email Service iContact](#)

40. Setting Up A Mailing List In Your iContact Account

You are going to set up a mailing list in your iContact account.

You will see it really is easy and you can change the information at any time or set up more than one mailing list if you want.

Remember that they, your subscribers, will see the “List Name” in the confirmation email they will get. You will also use this “List Name” when you set up your squeeze, thank you, and download pages in an upcoming step.

Now your subscriber has just signed up on your squeeze page and has now gone to your thank you page.

So your subscriber is going to look for the confirmation email as he or she is told by reading your thank you page

So you need to make sure you set up your confirmation email properly to again tell them that all they have to do now is confirm their subscription and they will get an email containing your download link to your free report.

For your confirmation email, just edit the confirmation email template below to fit your list and topic and just paste it in your mailing just as you are shown in the video.

Confirmation Email Template: (Replace the fields in red)

^^^

YOUR LIST NAME

Before we add you to our mailing list, "**YOUR LIST NAME**," we would like you to confirm your subscription.

Once you confirm your subscription to this mailing list, you will receive an email with your download link to the report: "**YOUR REPORT TITLE**"

This email with the download link should be received within 3 to 5 minutes. Please wait and then if you do not receive your download link, email me here at: **YOUR EMAIL ADDRESS**

Thank you, **YOUR NAME**

DO **NOT** USE THE WORD FREE! NO NO NO <==!!!!

The word “Free’ is the biggest spam word there is and will definitely score badly when seen by a spam filter.

They have a spam checker button you can use to check to see if your email message is liable to be blocked spam filters. This is a pop up so you might have to turn off your pop up blocker to use it or adjust your pop up blocker settings to allow pop ups from the iContact site.

Be sure to hit “Save!”

[Click Here To Watch The Video On Setting Up A Mailing List In Your iContact Account](#)

41. Setting Up An Autoresponder In Your iContact Account

iContact has you set up a mailing list for subscribers and then set up one or more autoresponders and set them to that list as a "Source List." This might seem like an un-necessary extra step but it allows you to add more than one autoresponder to a mailing list and will give you more options for the future as you grow your business.

It is best to have a fresh, empty list that has not had any contacts added to it yet.

The "Autoresponder's From Name"

Messages from the autoresponder can have a different from name than that of the mailing list itself. You can use the same from name as the mailing list.

We tell you to use a few words that describe the topic or the free report subject for the From Name as they will get these messages a few days after they get the confirmation email. It seems they will remember the topic or title more than your name and will not just automatically delete the email as spam should they forget your name.

Just use plain text, not html, for your messages and remember to set the number of days to "0" when you set up the message containing your download link so that it will get sent immediately after they hit the confirmation link to confirm their subscription.

Below Is The Download Link Email Template: (Replace the fields in red)

NOTE: If you are using another mailing service and not iContact make sure you use the correct field variable instead of "[fname]" to personalize the message.

^^^

Subj: Download Your Report: "**Your Report Title**"

Body:
Hi [fname]!

Here is your download link to the special report: "**YOUR REPORT TITLE.**"
<http://www.YOUR-DOWNLOAD-LINK.com>

Click on that link to go to the download page and grab your copy of "**YOUR REPORT TITLE**" before they're all gone!

If you have any problems downloading this special report you can email me here:
YOUR MONITORED EMAIL ADDRESS HERE

Again, thank you for signing up for my list "**YOUR LIST NAME.**"

"YOUR NAME"

(Do not just hit "Reply" to contact me. Please use the email address given above. The return address of this email is not monitored for new messages.)
```

AGAIN DO **NOT** USE THE WORD "FREE" NO NO NO <==!!!!

And you do have the Spam Check button available as well.

[Click Here To Watch The Video On Setting Up An Autoresponder In Your iContact Account](#)

## **➔ After Creating Your Autoresponder You Have To "Enable" It!**

This is in case you have more than one auto responder set up for a single list

The video is very short as it is a very simple procedure

Remember to click on the "Send" tab to get to the link: "Enable My Autoresponder"

[Click Here To Watch The Video On How To "Enable" Your Autoresponder](#)

NOTE: Do NOT disable an Autoresponder and then re-enable it at a later date! If you do this the Autoresponder will blast all the emails that should have been sent while it was disabled. This will most certainly generate a LOT of spam complaints for you. Don't do this!

## **42. Creating A “Sign Up Form” For Your Mailing List To Place On Your Squeeze Page**

You are going set up a basic sign up form that people will use to sign up for your mailing list. We will only be asking for a first name and email address.

It will be in HTML coding but don't worry about that, with the page builder you will use to create your squeeze page, thank you page, and download page, all you have to do is copy and paste!

You can place this sign up form on any page on the web as will be mentioned in the video. But don't worry about that now, you will learn more about that later on.

Right now we will be placing it on the squeeze page as this is the best way to really get them to sign up for your list, "Squeeze" them into giving you their email address in order for them to get your free report.

The **IMPORTANT** part in this step is making sure you set the thank you page URL, the “Success URL,” properly so when you upload your thank you page in an upcoming step the sign up form will correctly go to that page after a successful sign up.

This will all be explained in the video.

Make sure you use the longer "Manual Sign Up Form".

NOTE: We will test this later on to make sure the whole set up is working properly.

[Click Here To Watch The Video On Creating A “Sign Up Form” For Your Mailing List](#)

## **43. Using The Page Builder To Build Your Squeeze Page, Thank You Page And Download Page**

Once again let's make clear the path you want a visitor to your site to take:

1. Person comes to your website and clicks the link to get the free report.
2. They end up on the squeeze page so they have to give you their email address to get the free report
3. They enter their email address and go to the thank you page which explains about confirming their subscription and that after they do that they will get an email containing the download link
4. They get the email with the download link and click on that link to go to your download page and download the free report with your affiliate link in it.
5. They are now subscribed to your mailing list and will begin to receive the messages in your Autoresponder at the designated intervals

We have software that will allow you to easily build your squeeze page, thank you page and download page all at the same time

Once you have created your three pages, you will download them in a zip file and then upload them onto your server, onto your website

The Page Builder might seem to take a little bit of time and effort, but keep in mind it actually **SAVES YOU A LOT OF TIME AND EFFORT!**

You really just feel in the blanks, most of which will not require any real thinking, and all three pages will be created at once!

The Video Will Show You Step By Step, But Please Read Through This Section Here So You Have An Understanding Before You Watch The Video. Or You Can Follow Along And Pause The Video To Check Back Here And Make Everything That Much Clearer

You have three templates, one for your squeeze page, one for your thank you page and one for your download page

These templates are time tested and market proven! **REALLY!**

Take a look at the templates:

[Click Here To See The Squeeze Page Template](#)

[Click Here To See The Thank You Page Template](#)

[Click Here To See The Download Page Template](#)

[Click Here For The Actual Page Builder Software](#)

Let's start with the squeeze page as it has the first few fields, or places where you will enter information, in the page builder

The first two fields are:

1. People Who your Topic Is Related To (Maximum 100 Characters)
2. What They Will Learn When They Read Your Free Report (Maximum 100 Characters)

THESE ARE THE MOST IMPORTANT!

The headline used for the squeeze page is a time tested, market proven headline that is still being used today and will continued to be used well into the future because it is that effective

Look at the squeeze page template

[Click Here To See The Squeeze Page Template](#)

The basic template, or format, of the **All Important Headline** is:

**“You're About To Learn 'Secrets' That Most  
{People/Marketers/Women?men etc} Will Never Know About How  
To Really {What They Will Learn}...”**

And, you guessed it, you will replace the text in purple!

Now look at the page builder fields:

[Click Here To Visit The Page Builder](#)

These are the first two fields on the page builder:

1. **People Who Your Topic Is Related To:**
2. **What They Will Learn When They Read Your Free Report:**

You can see how they fit into the squeeze page template.

So let's look at a few examples to make this much, much easier to understand:

Here are some examples:

### **Monkey Training**

{People/Marketers/Women?men etc} becomes "Monkey Owners"

{What They Will Learn} becomes "Train Your Monkey To Behave Once And For All"

So you get:

"You're About To Learn 'Secrets' That Most Monkey Owners Will Never Know About How To Really Train Your Monkey To Behave Once And For All..."

### **Water Filter**

{People/Marketers/Women?men etc} becomes "People"

{What They Will Learn} becomes "Get The Best Water Filter At The Best Price"

So you get:

"You're About To Learn 'Secrets' That Most People Will Never Know About How To Really Get The Best Water Filter At The Best Price..."

OR:

{What They Will Learn} becomes "Improve The Quality Of Their Drinking water WITHOUT Spending A Fortune"

So you get:

"You're About To Learn 'Secrets' That Most People Will Never Know About How To Really Improve The Quality Of Their Drinking water WITHOUT Spending A Fortune..."

### **Dog Owners (Barking Dogs Is The Focus)**

{People/Marketers/Women?men etc} becomes "Dog Owners"

{What They Will Learn} becomes "Get Your Dog To Finally Stop That Annoying Barking That Upsets You And Pisses Off Your Neighbors..."

So you get:

"You're About To Learn 'Secrets' That Most Dog Owners Will Never Know About How To Really Get Your Dog To Finally Stop That Annoying Barking that Upsets You And Pisses Off Your Neighbors..."

### **Bingo Strategy**

{People/Marketers/Women?men etc} becomes "Bingo Players"

{What They Will Learn} becomes "Win Consistently At Bingo"

So you get:

"You're About To Learn 'Secrets' That Most Bingo Players Will Never Know About How To Really Win Consistently At Bingo..."

So that should give you a good idea about how to adapt the headline formula to your particular topic or subject of your free report and product

NOTE: Maximum 100 characters for these two fields

Next is the line:

**"Give me 10 or 12 or 14 minutes it will take to read the free report} and I'll *{LIST THE MAIN BENEFIT OF YOUR FREE REPORT}***

Which are fields 3 and 4:

**3. The Amount Of Time (Approximately) It Will Take To Read Your Report:**

**4. The Main Benefit Of Your Report:**

The "Amount Of Time" is easy! Just pick some where between 9 and 15 minutes and give an exact time with seconds:

11 minutes and 32 seconds

or

9 minutes and 47 seconds

For the “Main Benefit” this is a chance to restate the “{What They Will Learn}” the most important thing they will learn

Notice in these statements I am not using any real detail I just want to really entice and excite them to make sure they sign up for my mailing list.

I am really trying to elicit an emotion. I want to create an emotional response in them that makes them go: “YES! I WANT THIS NOW!”

I use the ‘Without’ to tell them about a problem they probably have in dealing with the subject. I want to deal with the most common ‘Objection’ they might already have in their minds.

See the strong appeal to emotion in the ‘Dog’ example

See the ego and pride in “Bingo” and “Monkey Training”

See “Water Filter” dealing with the idea of too much information leads them to more confusion

Here are the examples: (This field allows a maximum of 200 characters)

### **Monkey Training**

And I’ll...

teach you how to think like a monkey and then out think your monkey so he (or she) becomes the ultra cool pet that you want your monkey to be!

### **Water Filter**

And I’ll...

give you basic, solid information on how you can pick the BEST water filter for your needs WITHOUT having to read 100 pages of technical jargon or listen to a high pressure sales man

## **Dog Owners (Barking Dogs Is The Focus)**

And I'll...

reveal to you the insider 'Dog Whisperer' secret strategies to train you dog when it's proper to bark WITHOUT having to beat your dog down and harm his or her personality! Your dog will still love you!

## **Bingo Strategy**

And I'll...

give you secret, consistent strategies that will have your friends disowning you and other players wilting whenever you enter a bingo hall!

The next fields are easy, you can set up a notepad or document ahead of time and just quickly cut 'n paste these in.

**5. Your Name:**

**6. Your Mailing List Name**

**7. Your Free Report Title:**

Glancing at the squeeze page template you can see fields 5 through 7 fit in.

Also take a look at the thank you page template and the download page template and you'll see other places with your name and the free report title are also used.

The next 5 fields are the bulleted statements. Fear not! As you will see in the video, *YOU JUST STEAL THEM FROM THE SALES PAGE!*

That's right! A few simple cut 'n pastes and you have these filled in!

**8. Five Bulleted Statements:  
(Maximum 150 Characters)**

**Bullet 1:**

**Bullet 2:**

**Bullet 3:**

**Bullet 4:**

**Bullet 5:**

Have less than 5 bulleted statements? Just use 3. In case you do not have any bulleted statements or you should be able to find 3 **impact** statements that jump out of you on the sales page that you can just copy

If you have more than 5 you just quickly pick the 5 you want

Again this **is shown very clearly in the video**

Now for number 9:

### **9. The Full Subscribe Form Autoresponder Code For Your Autoresponder:**

You will copy 'n paste in the FULL MANUAL sign up form from your iContact account. You created a sign up form in an earlier step. You'll see this in the video

You just get that sign up form, the code for it, the Full Manual Longer Code, and paste it in properly. Make sure you get it all in cleanly.

If you are using a different mailing list autoresponder you will just paste in your sign up code and the squeeze page will be created with that sing up code in it.

Your Autoresponder code will create the box asking for "Email Address" and "First Name" and will have the "Submit" button as well. You saw this when you created the sign up form and looked at the preview.

Let's look at 10 through 11

### **10. Your 'List Description' For This Email List**

### **11. Your 'From Name' For This Email List**

### **12. Your 'Email Address' For This Email List:**

These fields are for this part of the thank you page template:

Look for an email with the Subject Line:  
RESPONSE REQUIRED: Confirm your request for information from [your iContact or other email list description here]

The from line in the email will read: [your from name here for this email list]

The from email address will be: [your email address here for this email list]

[Click Here To See The Thank You Page Template](#)

List Description: You can just enter your mailing list name. This is just a description of your mailing list for them to see. For the example in the video it is just “Headache Home Remedies.”

From Name: IMPORTANT! This is the from name for the mailing list itself, NOT the autoresponder. This is for the thank you page where it tells them about the confirmation email. The confirmation email comes from the mailing list initial set up itself, not the Autoresponder.

In the example for setting up everything in iContact you saw how the mailing list had a from name of “Angela Christianson” but the autoresponder was set up to have a from name of “Headache Home Remedies.”

Email Address: This is the FROM email address for this particular list! When you set up your mailing list you entered an email address that would show as the “From Address” for the confirmation email. This is the email address you will enter here.

It is the email address in that mailing list in iContact. You can just go to that mailing list in your iContact account and see the exact email address you entered and copy that.

This way they know what email address to look for when they go to their email box to look for the confirmation email.

**13. Your Website URL:**

**14. Your Email Address For This Topic:**

For your website use your main blog URL

Now the email address. Why another email address?

This email address is the one they will use if they have a problem getting the confirmation email or downloading the report from the download page

Look at the thank you page template

[Click Here To See The Thank You Page Template](#)

This part here:

Sincerely,

[Your name here]

[Your website here]

P.S. If you don't receive the email containing the download link after 10 minutes, please contact me at: [YOUR EMAIL ADDRESS HERE]

You can easily understand “Your Name” and “Your Website” but again, why another email address?

FOR NOW you can just enter the same email address as that is what you will see in the video.

But in the future when your business grows, you might have a mailing address that is monitored daily for people who want to contact you if they do not receive a confirmation email or they have a problem on a download page getting the report as you will have eventually have more than 1 free report and more than one mailing list and more than one product you are working with

So the option is there to use an email address that you will monitor daily or every other day to check for any problems in these areas

You will also see at the bottom of the download page

Thanks again, if you have any trouble downloading the report feel free to contact me at:

Your Contact Info / Email Address Here

[Click Here To See The Download Page Template](#)

That is another place this second email address will go in case for some reason they have a problem downloading the free report

I want you to understand that very, very few people should have any problem!

It is explained very well with the images so even someone very new to the Internet should be able to download your free report with out any problem

### **15. Your Download Link:**

**IMPORANT:** Here you will enter the LINK TO THE PDF FILE ITSELF!

Don't let this confuse you

For example, to actually get the PDF file that is your free report **the link will end in “.pdf”**

In the video example:

<http://www.headachehomeremedies.com/download/Headaches-Causes-And-Cures.pdf>

**NOT** a link to your download page itself:

<http://www.headachehomeremedies.com/pages/download.htm>

**Use the actual link to the PDF report** itself which **ends in “.pdf”** and it will be placed on the download page.

When they go to the download page, which they will after they hit the confirmation link in the confirmation email, they will then right click on the .pdf link and do a “Save As” to download your free report onto their computer

### **16. Your Unique Builder URL:**

This is used to create and identify your page which will have your zip file on it containing your three pages.

You can just use your first name and a combination of letters and numbers after it

Examples:  
Angela-12qw  
Fred-54-btg  
Jenzxcv

Choose something outlandish so you don't have to worry about it being already taken

If you happen to enter something that is already been used you will get a warning sign that you need to enter different text

### **17. Select Builder Page Photo:**

You can click on the link below the photo shown: "[view all images](#)"

This will allow you to easily see all of the images and quickly pick one

**BUT** to choose the photo itself you will use the drop down menu on the page builder itself above the current photo

Just click on the menu and you will see the expanded menu. Then just click on the photo number of the one you want and you will see the photo will change to the one you have selected

Once you have the fields filled in just hit the "Submit" button at the bottom of the page

You will then go to a new page that will have links to your pages for a quick view if you want but more importantly you will see the bottom link is the zip file containing your three pages so you can download them and put them on your computer

The downloading and unzipping is covered in the next step. Also covered in the videos is upload the pages to your site and running through a quick test.

[Click Here For The Actual Page Builder Software](#)

The video goes through each step so just follow along and it will all make sense

[Click Here To Watch The Video On Creating Your Squeeze page, Thank You Page, And Download Page Part One](#)

[Click Here To Watch The Video On Creating Your Squeeze page, Thank You Page, And Download Page Part Two](#)

NOTE: If you lose the page that shows you your pages and your zip file URL's, your link to get the zip file containing pages would be in this format:

<http://www.sampleresources.com/webbuilder/YOUR-UNIQUE-TEXT/download.zip>

In the video the unique text was 'angela-012' so the link to download the zip file containing the pages is:

<http://www.sampleresources.com/webbuilder/angela-012/download.zip>

## **44. Downloading, Unzipping And Upload Your Pages On To Your Website**

**You are now going to download the zip file containing your squeeze page, thank you page, and your download page**

In the video you will see each of these steps as it has been a little bit since you used the zip software or the FileZilla FTP program.

You will see the zip file unzipped using the zip software and see FileZilla used to upload your pages with the “images” folder

You will unzip the “.zip” file, or just the zip file as it is usually called, using the zip software that you got in **step 9** when you unzipped your word press theme.

Here’s the link for the software again:

[Click Here To Download The Zip Software to “Unzip” Zip Files](#)

After the file has been unzipped you are going to upload the pages WITH THE “IMAGES” FOLDER into a directory on your website

You will use the FTP program FileZilla that you downloaded and used in **steps 10 and 11**

**IMPORTANT!** Remember how we set up the links for our thank you page for the iContact sign up form and the download page for the first email in the Autoresponder message series?

We decided in advance what we would name the folder/directory where we would put the pages on our website

Your Thank You Page URL will have this format:

`http://www.YOUR-DOMIAN.com/DIRECTORY/ thank_you.htm`

and you decided in advance what the name of the “DIRECTORY” would be. In the videos I used “pages” as the name for the directory

Let’s take a minute to look at how a URL relates to a web page on the Internet

For the example in the video it is:

[http://www.headachehomeremedies.com/pages/thank\\_you.htm](http://www.headachehomeremedies.com/pages/thank_you.htm)

This tells the browser to go to the domain “headachehomeremedies.com” and look in the directory “pages” for a page named “thank\_you.htm”

So in the video a new directory is created inside the public\_html main directory on the domain “headachehomeremedies.com” and that new directory is named “pages.”

This is to keep the link the same as the ones we entered in the sign up form and the first autoresponder message which has the link to the download page

**You Have To Give The New Directory You Create The Same Name You Used When You Set Up The Links In Advance!**

I used the name “pages” so I named my new directory that.

You will load all three pages PLUS THE “IMAGES” FOLDER into this directory you will create.

The pages will “Look” for the images in the ‘images’ folder in the same directory that they themselves are.

If the images folder with the images is not in the same directory as the pages, the pages will not be able to “Find” the images and your images won’t show.

So now I have the page “thank\_you.htm” uploaded into the directory “pages” on the domain “headachehomeremedies.com”

So I have set up the thank you page correctly so the URL will work:

[http://www.headachehomeremedies.com/pages/thank\\_you.htm](http://www.headachehomeremedies.com/pages/thank_you.htm)

For you it will be:

[http://www.YOUR-DOMIAN.com/DIRECTORY/thank\\_you.htm](http://www.YOUR-DOMIAN.com/DIRECTORY/thank_you.htm)

Again the name of the “DIRECTORY” would be whatever you decided it would be when you set up your thank you page URL and your download page URL

Your download page link will have these same format except it will end with “download.htm”

<http://www.YOUR-DOMIAN.com/DIRECTORY/download.htm>

In the video example it is:

<http://www.headachehomeremedies.com/pages/download.htm>

### **For Your Squeeze Page**

Your squeeze page is named “index.htm”

So following along with the earlier examples you will see that your squeeze page URL will be:

<http://www.YOUR-DOMIAN.com/DIRECTORY/index.htm>

and in the video example it is:

<http://www.headachehomeremedies.com/pages/index.htm>

NOTE! The name of a directory is CaSe SeNsItIvE!

”**pages**” is a different directory than “**Pages**” so be sure to be consistent and for now always use all lowercase letters.

The video takes you through all of this step by step and you can see exactly how to do it

At the end of the “Upload” video I run a test of the squeeze page path to make sure everything is working. You will be able to test your set up in the same fashion.

Just use a fresh email address or have a friend do it using their email address.

In the next step you will put the squeeze page link as the link for the offer of your free report on your blog. This way you can start to collect email addresses for your mailing list and this people will get your follow up messages!

[Click Here To Watch The Video On Downloading and Unzipping Your Pages From The Zip File](#)

[Click Here To Watch The Video On Uploading Your Pages To Your Website](#)

NOTE: Once you have a “Test” email address in there, you can check it every now and then to make sure the follow up messages are being delivered properly at their respective intervals

## **45. Setting The Link To The Offer Of Your Free Report On Your Blog To Go To Your Squeeze Page**

Let's get the link to your squeeze page set up in the offer of your free report that is on the sidebar of you blog

All you have to do is just change the link by going into your blog admin panel

Go to: Design Then: Widgets Then Click the little white "Edit" link on the Free Report widget to go in and edit the link

The video will clearly show you how to use it.

Also in the video you will see how to jazz up the text a little to make sure the offer of your free report really catches their eye

The line break code is: `<br>`

Bold is `<strong>` adding a slash in front of the word 'closes' the command: `</strong>`

The text size is governed by `<h4>` and `<h5>` the "headline" code and you can close them by simply adding the slash as in : `</h4>` and `</h5>`

[Click Here To Watch The Video On Setting The Link To The Offer Of Your Free Report On Your Blog To Go To Your Squeeze Page](#)

## 46. Creating A Professional Looking Redirect Link

You started out using a tinyurl.com link to hide your affiliate link and make it easier to work with.

Now you are going to create a "Redirect Link" on your own website.

This redirect link will not only look 100% better, but a tinyurl.com is a major spam trigger!

And in the next step you are going to create your email follow up message series using some really cool software so you want a good looking spam free link in those messages so they will not be stopped by any spam filters.

**IMPORTANT NOTE:** You have to use a "Notepad" file! You can find a Notepad file by clicking on your start menu. Then go to "All Programs" and click on that. Next look for "Accessories" and Click on that. Scroll down until you see "Notepad." click on that and a blank Notepad file will open.

If you are not familiar with using a notepad file here is a video.

[Click Here To Watch The Video On A Notepad File](#)

Here is the format of setting up a redirect link

```
<? header('Location: YOUR-AFFILIATE-LINK'); ?>
```

<http://www.YOUR-DOMIAN.com/DIRECTORY>

Now for the example:

YOUR-AFFILIATE-LINK: Example affiliate link:

<https://paydotcom.com/r/17925/angela1234x/18244542/>

YOUR-DOMIAN.com: Example domain

<http://www.headachehomeremedies.com>

DIRECTORY: Example directory or folder

headache

So by making the proper substitutions I get this for my redirect script:

```
<? header('Location:
https://paydotcom.com/r/17925/angela1234x/18244542/'); ?>
```

which I put in a NOTEPAD file and YOU MUST SAVE IT AS A ".PHP" FILE!

so you save it as "index.php" delete the ".txt" and replace it with ".php"

I load this "index.php" file up into the directory or folder I created and named:  
"headache"

So my redirect link for my headache product:

```
http://www.headachehomeremedies.com/headache
```

This URL: "http://www.headachehomeremedies.com/headache" goes to the directory "headache" on the website "headachehomeremedies.com" and it looks for the index page which it finds as the page "index.php" and it read the redirect script code which tells it to immediately go to this URL:  
"https://paydotcom.com/r/17925/angela1234x/18244542/"

So this:

```
<? header('Location: YOUR-AFFILIATE-LINK'); ?>
```

```
http://www.YOUR-DOMIAN.com/DIRECTORY
```

Became this: (The script looks broken as it will not all fit on one line)

```
<? header('Location:
https://paydotcom.com/r/17925/angela1234x/18244542/'); ?>
```

```
http://www.headachehomeremedies.com/headache
```

Watch the video, and then come back and read this and it will all make sense

[Click Here To Watch The Video On Creating A Professional Looking Redirect Link](#)

**➔ DO NOT USE A TINYURL.COM OR AN AFFILIATE LINK IN ANY EMAIL MESSAGES AS THEY WILL BE BLOCKED BY THE SPAM FILTERS!!**

## **47. Creating Your Email Autoresponder Message Series**

Let's take a few minutes to understand something about having a website on the Internet that you are now running as a business.

You now have your own Internet business.

You might not have actually had a chance to understand that.

You have accomplished more than most people ever will, you have your own business.

Do you realize that you have a store front that is available to the whole world and it cost you less than \$30 to set up? (The mailing service / autoresponder service will cost you another \$10 or so.)

Do you realize that your store is open 24 hours a day, 7 days a week, 365 days a year?

No inventory to store / No hard to work with employees / Very little fixed overhead costs.

Not too bad eh?

Would you like to take it one step further?

Would you like to have a sales person working for you?

That will pitch and re-pitch and re-emphasis all the benefits and features of the product you are promoting?

A sales person to keep working at convincing people interested in the product your are promoting to switch from just being interested to becoming an actual buyer, spending the money and making that purchase so YOU can earn your commission?

And would you like that sales person too work for free?

**That is what your Autoresponder email message series is all about!**

You do see the beauty in this, don't you?

Once your autoresponder is set up you will be sending out an email every 3 days (That is our recommendation) to follow up with the people who have been interested enough to download your free report.

And it is all done automatically for you once you have set it up.

Let me repeat an earlier statement:

**This Is The Automated And Inexpensive Power Of The Internet At It's Best!**

Again I DO want to make this as easy as possible for you.

You have your page builder software that created your squeeze page, thank you page, and your download page for you, remember how I told you I have a another great piece of software to make it easy for you to create your message series? Well here it is:

**The Secret Email Follow Up Creator Software**

You will be able to create a series of 7 to 14 (Sometimes a few more) email follow up messages in minutes without coming up with any NEW content of your own!

That's right! You don't have to come up with great ad copy all on your own; it's been done for you in the sales letter of the product! You will just copy and paste from the sales letter or use the sales letter information to answer a few questions.

If you can copy information from a sales letter and paste that information into a template then you stand to make substantial auto-pilot cash with the software that is about to be explained to you.

After the first time through, you'll be amazed at how easily you just flow through the process the next time.

You'll see how quickly you can edit the emails and have them ready to go!

Don't try to make them perfect! Follow the example in the video. I did it some what cold and you'll see even with all my mistakes, (and there are quite a few) without having all three testimonials, without having all three bonuses, without having all 10 bulleted statements, I still came up with 14 GREAT messages very easily!

**IMPORTANT NOTE: You Will Use The Redirect Link On Your Own Website That You Created In The Previous Step!**

**DO NOT USE A TINYURL.COM OR AN AFFILIATE LINK IN ANY EMAIL MESSAGES AS THEY WILL BE BLOCKED! BY THE SPAM FILTERS**

**Even though you see a tinyurl.com used in the video, use your own redirect link!**

Here's How It Works...

**Step 1:** You read the questions and fill in the blanks with your answers. In some cases all you are doing is copying and pasting from your product's sales letter

**Step 2:** You push the Create button

**Step 3:** You view your newly created 10 follow up sales messages

**Step 4:** You copy and paste your follow up sales messages to an html editor or wordpad or word doc so you can see the red colored text and make simple quick edits. **Just do quick simple edits! Do not re-write everything!** They are very good as they are!

Any blank spaces you will just delete! And **KEEP THIS IN MIND:** If the email is almost empty because of blank spaces or just looks too messed up just delete it and go on to the next one.

The blank spaces will be there if you did not enter all three, testimonials or all three bonus products or all 10 bullets. **HOWEVER!** You could still get 10 emails with out any bonuses, without any testimonials, and with only 5 bulleted statements.

**LET ME SHOUT THIS AT YOU AGAIN:** The emails do **NOT** have to be perfected by you! They are **VERY** good after you just go through for a quick edit.

**YOU ONLY QUICKLY EDIT THEM, YOU DO NOT RE-WRITE THEM!**

I don't want you to get hung up on this part and have the whole process bog down and get mired and stuck by trying to re-write the emails until you feel they are perfect. I want you to get your mailing list happening as soon as possible!

This is one single step, not your life's work.

Even your 1st time through you should be able to do this in less than 40 minutes.

You want the process to get streamlined and be quick and very, very, efficient.

**Step 5:** You load the messages into your autoresponder system. (This will be covered in the next step.) Guess what? You're done!

**10 Is Plenty!** If you get more, great! Spaced 3 days apart your message will be in front of them for 30 days! A full month! That's what this is about, keeping your message in front of them.

NOT one great email, but 10 to 14 very good ones to be there when the impulse hits them! Repetitive advertising works! Don't you hear the same commercials on the radio all the time?

Now you might be thinking: "Will every follow up message look alike?"

Let me put it this way, no one will ever know that you are using a software program because each follow up message is unique to your product!

Your product's existing sales letter is what makes each follow up message unique starting with the subject of each email.

Each follow up email starting with the subject line is unique to your product. The software uses proven words and phrases from proven email campaigns to blend with your product's content for each follow up email.

Bottom Line: You will be able to promote an unlimited number of affiliate products using free reports, follow up messages and autoresponders. All you do is drive traffic to your free reports, that is, your website or blog where the free report offer is tantalizingly displayed. People get your free report and get on your mailing list.

Then let your autoresponders and follow up email messages do the work of harvesting new sales...All on auto-pilot! In the past this was extremely time-consuming to do. Now you can have it set up in minutes!

And then you build and you build and you build...

**IMPORTANT NOTE: You Will Use The Redirect Link On Your Own Website That You Created In The Previous Step!**

In the video you will see a tinyurl used, but it is **Very Important You Use The Redirect Link On Your Own Website That You Created In The Previous Step As A Tinyurl.com Link Is A Major Spam Trigger!**

[Click Here To Download The Secret Email Follow Up Writing Software](#)

The 6 part video series is below

[Click Here To Watch Creating Your Email Autoresponder Message Series Part 1](#)

[Click Here To Watch Creating Your Email Autoresponder Message Series Part 2](#)

[Click Here To Watch Creating Your Email Autoresponder Message Series Part 3](#)

[Click Here To Watch Creating Your Email Autoresponder Message Series Part 4](#)

[Click Here To Watch Creating Your Email Autoresponder Message Series Part 5](#)

[Click Here To Watch Creating Your Email Autoresponder Message Series Part 6](#)

**If it seems** like it is taking you a long time to fill in the fields at the beginning, think how long it would take and how hard it would be to write **just 7 compelling** messages on your own!

And remember that once you're done, you're done! They are ready for the first person and the 10,000<sup>th</sup> person, the same amount of work.

**PLEASE NOTE:** On the subject of putting your email address in the messages and having people email you questions and then you answer them...

I say right now DO NOT do this. Most of the people who will email you questions are still window shopping and can really waste your time and energy and most will never actually make a purchase.

Remember this is not your product. The owner of the product is supposed to and is much better able to respond to any questions and provide customer service.

They can email the person of the product once they get to the sales page. Let the owner of the product take care of the customer service. That is one of the benefits of being an affiliate, you don't do any customer service, you let them take care of it as it is their responsibility.

**There are better places and methods where your time and effort will be much more productive.** You want to increase your presence on the web and get more and more visitors to your website.

The purpose of the automated Autoresponder is just that: it is automated. Right now you want to basically just "Set it and forget it!"

## **48. Loading Your Email Messages Into Your Autoresponder**

Now you are going to load the messages you created with the email follow up message creator software into your autoresponder in iContact.

Once you have done this your list will be ready to go.

This is a simple procedure of basically just some cut 'n paste 'n repeat.

Don't forget to use the "Spam Check" button for a quick spam check of your messages!

You want a spam score of 1.0 or less.

And remember it is a pop-up so turn off your pop-up blocker.

Again make sure you have used your own redirect link through your own website!

Do not use a tinyurl.com or an affiliate link in any email messages as they will be blocked by the spam filters!!

[Click Here To Visit iContact](#)

[Click Here To Watch The Video On Loading Your Email Messages Into Your Autoresponder](#)

## **49. Your 5th Post To Your Main Wordpress Blog**

Again, it's important to keep your blog updated with fresh content. Continue posting to your blog as frequently as possible (every day is recommended)

You can write your own posts for original, unique content or use EDITED and RE-WRITTEN PLR articles in your resource section. You need about 250 words.

You know the drill for re-writing somewhat any content from a PLR article that you use for any web page.

**Make Sure You Re-Write It So It Is Original Content!**

(There is no video as this has all been covered in previous steps)

## **50. Your 3rd Post To Blogger.com Blog**

You want to post to a site that is pointing to your main site about once a week.

These blogs or other social web 2.0 sites, like your Squidoo lens, that link to, or point to, your main website blog are sometimes referred to as remote sites.

Updating their content with a new post about every week should keep them growing and changing at a sufficient rate. You could post a little more often if you wanted to, but you have a lot of other new things to do and other sites to maintain and post on.

So look at once a week **AND DON'T OVER DO IT AND GET BURNED OUT!!**

**You want to push yourself at a steady pace but do not make this a miserable chore or you will end up quitting!**

So with that in mind, make your 3rd post to your Blogger.com.

A Blogger.com blog is not set to automatically ping like a Wordpress blog.

You can write your own posts or use EDITED, RE-WRITTEN PLR articles in your resource section. You need about 250 words.

You know the drill for re-writing somewhat any content from a PLR article that you use for any web page.

Make Sure You Re-Write It So It Is Original Content!

[Click Here To Visit Blogger.com](#)

**REMEMBER TO PING YOUR POST USING PING-O-MATIC.COM!**

[Click Here To Visit Ping-O-Matic: http://pingomatic.com](http://pingomatic.com)

(There is no video as this has all been covered in previous steps)

## **51. Your 2nd Post, Or Update, To Your Squidoo Lens**

You also want to post to, or update, your Squidoo lens about once a week

Everything stated in the previous step for your 3<sup>rd</sup> post for your Blogger.com blog applies here as well. I will repeat it below.

**REMEMBER TO PING YOUR SQUIDOO LENS AFTER YOU UPDATE IT USING PING-O-MATIC.COM!**

You can write your own posts or use EDITED, RE-WRITTEN PLR articles in your resource section. You need about 250 words.

You know the drill for re-writing somewhat any content from a PLR article that you use for any web page.

Make Sure You Re-Write It So It Is Original Content!

[Click Here To Visit Squidoo](#)

[Click Here To Visit Ping-O-Matic: http://pingomatic.com](http://pingomatic.com)

(There is no video as this has all been covered in previous steps)

You want to post to a site that is pointing to your main site about once a week.

These blogs or other social web 2.0 sites, like your Squidoo lens, that link to, or point to, your main website blog are sometimes referred to as remote sites.

Updating their content with a new post about every week should keep them growing and changing at a sufficient rate. You could post a little more often if you wanted to, but you have a lot of other new things to do and other sites to maintain and post on

So look at once a week **AND DON'T OVER DO IT AND GET BURNED OUT!!**

**You want to push yourself at a steady pace but do not make this a miserable chore or you will end up quitting!**

## **52. Find 5 Top Forums Related To Your Topic**

In this step we're going to find 5 forums about your topic. This is VERY similar to how we found the blogs on your topic.

1. Go to Google.com
2. In the search field, type in "[your topic] forum" (without the brackets [ ]) This should list hundreds (if not thousands) of forums on your topic
3. Visit each of the forums and skim through the postings to ensure they are relevant to your topic
4. Additionally, look for a link or button that says "REPLY" or "POST REPLY" - this lets you know if you can make a reply on the forum
5. Once you find 5 forums that are relevant to your topic AND that you can make replies on, copy the URLs and save them for use in the next step

[Click Here To Watch The Video On Finding 5 Top Forums Related To Your Topic](#)

### **53. Find Latest Relevant Posts On The Top 5 Forums And Make A Comment**

From the list of the top 5 forums on your topic that you made from the previous step, copy and paste the first forum URL into your browser. On the forum page you'll click the "REPLY" button to make a reply on that forum.

You may have to create a user account to post on most forums, but this is a simple process.

Once you create your account, look for any link that allows you to edit your profile. It may say something like "PROFILE" or "EDIT PROFILE" or "USER ACCOUNT" or "USER CONTROL PANEL" etc...

Edit your profile by uploading a photo if you have one and BE SURE to add your free report or affiliate product URL to your signature line so that you can get traffic to your website.

[Click Here To Watch The Video On Making A Comment On A Forum](#)

## **54. Article Marketing Part One: Understanding How It Works, Getting Unique And Original Content, And Learning About “Long Tailed Keywords”**

One way of promoting your website and product can be achieved for FREE. As an additional bonus, this “free” method can boost your sites and sales, doubling and even tripling your income.

**Article Marketing** is one of the easiest ways to promote your website in order to generate traffic and increase your earnings.

How does this work?

Write articles relating to your website and submit them to for free to article directory sites. Easy to do with the private label Rights articles, takes little time and can increase your website traffic, sales and of course, your income.

How can article writing boost traffic and income?

The article on the free content site contains a link to your own website in your “Resource Box.”. Readers, after reading your articles, may choose to click on the link and pay you an unexpected visit.

Having them on the free content sites is also making these articles available to other webmasters who may wish to publish that article on their site.

If they do publish your article on their site, they will include your resource box with the link back to your site. You will get an incoming link to your site which will help with your page rank in regards to being returned in a search result

And anyone who reads the article on that site can also click on the link to visit your site.

As the list of your published articles grow larger, and more and more of them are appearing on different websites, the total number of links to your site increases also. Major search engines are placing a lot of significance on incoming links to websites so they can determine the importance of a certain site.

The more incoming links the website has, the more importance search engines attaches to it. This will then increase your website’s placement in the search results.

If you site is into promoting a product or service, the links that your articles have achieved will mean more potential customers for you. Even if visitors only browse

through, you never know if they might be in need of what you are offering in the future.

There are also those who already have specific things they need on their mind but cannot decide yet between the many choices online. Chances are, they may stumble upon one of your articles, gets interested by the contents you wrote, go to your site and became enticed by your promotions.

See how easy that is?

Search engines do not just index the websites, they also index published articles. They also index any article that is written about your own website's topic. So once someone searches for that same topic, the list of results will have your site or may even show the articles that you have written.

And to think, no effort on your part was used to bring them to your site. Just your published articles and the search engine

### **Things To Be Aware Of When Submitting Articles**

Articles have to be Unique, Original Content. You cannot just copy and paste and submit a private label rights article or copy and paste a private label rights article or portion of it that you have already used somewhere on the web.

. You can only use re-written content once. To use it again you would have to re-write it again

The exception is the free reports. You can repeat anything you want in the reports as often as you want. They are not indexed by the search engines.

You want a Unique, Original Content article for each individual article directory you submit to. You can not submit the same article to different directories. Google will only index one of them.

Let's look at a few other aspects you should keep in mind when using articles:

#### **1. KEYWORD PHRASES**

Now you know you have to re-write any Private Label Rights article or portion of it that you use before you put it up on any of your web pages.

But after you do that initial re-write. You want to tweak it a bit. And you will do that with a keyword phrase. You have some knowledge of keywords from a previous step.

An article should be centered on your keywords and keyword phrases. As each website visitor goes to a site, there are those who are just merely browsing but

actually looking for a specific something. When this happens, a searcher usually goes to a search engine and types in the keywords they are looking for (e.g. Toyota Camry, Meningitis, Tax Lawyer and Etcetera). It could be anything they want.

The Important thing is that you have an article that has the keywords that are related to your site. For example, if you maintain an auto parts site, you must be able to have articles about cars and their parts.

### **BUT YOU WANT TO BE THINKING "LONG TAILED KEYWORDS!"**

Long Tail Keywords are those 3 and 4 keyword phrases and for some topics 5 and 6 word phrases which are *very, very specific to whatever you are selling!*

Someone who is ready to buy is not searching a generic term like "car parts." They are searching for "used Toyota Camry parts 1990." some one searching for a specific phrase consisting of 4, 5, 6 words or more, is looking for exactly what they are actually going to buy. They have done their research and **They Are Ready To Buy** and therefore are far more likely to convert to sales than general generic searches that people tend to do when they are just looking, just "Window Shopping".

**A BIG PLUS!** When using long tailed keywords is the competition is a lot less. You can't take on the established online auto parts industry, but you can focus on a niche market, and using different long tailed keyword phrases, get enough qualified "Ready To Buy" visitors to start making a substantial amount of money

Remember you have you free keyword research tool to use from the earlier steps: <http://tools.seobook.com/keyword-tools/seobook/index.php>

## 2. KEYWORD DENSITY

“Keyword Density” is the number of times a keyword phrase is used on an article.

The number varies depending on the number of words used in an article. An effective article must have a keyword density that is not too high or too low.

With a very high density, the essence of the article is lost and may turn off a reader as well as the search engines will categorize it as spam. But before that it will probably NOT be accepted by the article directories, so write with that in mind.

Try to use your keyword phrase at least once every 100 words which is 1%. (In the video example I use a long tail keyword phrase 6 times for 400 words so that's about 1.5 % which is very good.)

You should find that naturally writing the article will also have shorter phrases and related words automatically spread throughout the article

Try to have the keyword phrase near the very beginning of the article body.

For long tailed keyword phrases consisting of 4, 5, 6 words or more and can be difficult to quickly place them in a readable fashion at a density of 1%. The longer the phrase the more difficult it can be to work with, but still try for 1%

The video below will show you how to grab some long tailed keywords and easily slip them into your article.

[Click Here To Watch The Video On Inserting Long Tailed Keywords Into An Article Or Blog Post](#)

(In the video I am using a previously re-written post for a Squidoo page to show you an example of inserting long tail keywords phrases. I would not put that article up on the web with out first re-writing and using the Dupcope ArticleChecker method)

NOTE! Keep The Concept Of Using Long Tailed Keywords In Mind For Most Of Your Promotional Efforts.

## **55. Article Marketing Part Two: Your Headline And Your “Resource Box”**

Let me point out something about the content of your article.

Have a decent article. Don't put up an article you feel is a terrible article.

### **HOWEVER!**

#### **Article Marketing Is More Quantity Than Quality!**

(I know this goes against everything your mother told you, but it is just the way it is.) You don't want to spend too much time on any one article.

Think of this as more of a shotgun blast rather than a surgical strike. It is better to get 5 or 10 adequately good articles out there quickly rather than spend a lot of time and energy just getting only one great article out there.

You want volume over perfection. That is a good concept to keep in mind for all your efforts. Don't get sloppy! But you need to get it done and get it out there!

### **YOUR ARTICLE TITLE**

#### **CHANGE YOUR ARTICLE TITLE!**

You need to change the article title as that title will have been already used a lot.

Before submitting your article you can check it in [ArticleChecker.com](http://ArticleChecker.com) to see if it is already being used.

There are two ways to look at your title “Headline” for your article.

You might have your long tailed keyword phrase in the title, as close to the front as possible or you can also...

Think Screaming Headline! As in “National Inquirer Tabloid” type headlines.

IF possible, that's "IF," have your keywords in the first 3 to 5 words of your article title or at least have them somewhere in the article title if possible. This is good for the search engines so your article has a better chance of showing when those keywords are searched for. Most of the time your articles will be found by someone using a search engine and having your article appear in the search results. You can use the free keyword research tool.

Also someone searching an article directory will be able to tell by a keyword phrase article title what the article is about.

And again don't be afraid to use 4 or 5 or 6 long-tail keyword phrases in the article title, there is a lot less competition there and there are still a lot of searches done for long phrases. Then try to have your title appeal to a human being.

NOTE: Sometimes your article title will not have the whole keyword phrase in it as you will be going more for people appeal, more outrageous appeal, more "National Inquirer Headlines" type. You will learn to balance out the two approaches. And sometimes you will be able to combine the two quite easily: Creative and teasing with some or all of your keyword phrase!

- You can use SCREAMING HEADLINES! They GRAB Your Attention!
- Yes! The National Inquirer is a GREAT example! They have OUTRAGEOUS headlines that get people to look for the story inside!
- You want people to see your article title and just feel like they HAVE to read it.
- Make your headline one of those that makes you go: "I just have to see this!"
- Tease, tease, TEASE!
- Tie into a hot trend.
- Pose it as a question: "Why is it that..." "How come..." "Do you..."
- Give a solution: "How to ..." (If the article provides a solution).
- Hype it, but don't over do it. Use words like Easiest, Fastest, Best, etc.
- Keep it simple
- You can give some idea of what the post is about. This is important as people scanning article titles looking for a certain topic will click on something they think has what they want. BUT leave them hanging if you can,
- Use Statements starting with "Why" "How" "When"
- The list: "5 Good ways to..." "3 best ways to"
- So you can see there is a lot of leeway on what you can do with your article title. You can start with the long tail keyword phrase ones and then play around with the screaming headlines.

## **YOUR RESOURCE BOX**

Go to the article directory ezinearticles.com and search for articles on your topic. Look at the resource boxes. Copy a few and then use them as templates and just change them slightly.

The video will show and explain this a lot better. Once you have your resource box, save it as you will be using it in the next part and will see it set up properly in the video showing you how to submit an article to the article directory ezinearticles.com

By setting it up properly I mean how to hyperlink the URL of your website and then hyperlink a keyword phrase to another URL that is a different page in your website, a procedure known as “Deep Linking.”

**NOTE!** Hyperlinking your URL and a keyword phrase in you resource box will be covered in the next video. The easiest way to do it was to use the HTML editor made available inside an account on ezinearticles.com. You can always pop into your ezinearticles.com account and grab that html coding and change the links if you want for another article on another site if you need to.

Click Here To [Visit Ezinearticles.com](http://ezinearticles.com)

[Click Here To Watch The Video On Getting A Template For Your Resource Box](#)

## **56. Let's Submit An Article To The Article Directory Ezinearticles.com**

We are going to step-by-step through the process of submitting an article to ezinearticles.com. From setting up an account through a category, title, keywords, summary, setting up a hyperlinked resource box, and then pasting in or re-written Unique, Original Content article. (The bullet function is explained as well)

[Click Here To Visit Ezinearticles.com](#)

[Click Here To Watch The Video On Properly Submitting An Article And Hyperlinking Your Resource Box Part One](#)

[Click Here To Watch The Video On Properly Submitting An Article And Hyperlinking Your Resource Box Part Two](#)

(I apologize for the rough edit, but the shorter videos will play easier with less chance of any glitches developing)

**NOTE!** The other article directories will basically follow the same format as ezinearticles.com. Once you walk through the video example for ezinearticles.com, you will be comfortable and confident when going to different directories, signing up for accounts, and then properly submitting your Unique, Original Content articles.

### **Right Now Your Goal Is To Get One Article Submitted To Ezinearticles.com**

We will come back to article marketing in a future, upcoming step.

**Remember!** You have to submit a different Unique, Original Content article to each different article directory.

Here is a list of the top article directory sites:

- <http://www.ezinearticles.com>
- <http://www.articledashboard.com>
- <http://www.articlealley.com>
- <http://www.articlecity.com>
- <http://www.buzzle.com>
- <http://www.articlebiz.com>
- <http://www.easyarticles.com>
- <http://www.searchguild.com/articles>
- <http://www.goarticles.com>

- <http://www.articlefeeder.com>
- <http://www.searchwarp.com>
- <http://www.articlewarehouse.com>

## **57. Your 6th Post To Your Wordpress Blog**

Continue to post to your blog on a daily basis or every other day.

The search engines and people like the 'dynamic' fresh content. You should be comfortable with posting that it is becoming more second nature and you are starting to post with a little more 'Flair.'

You can write your own posts or use EDITED PLR articles in your resource section. You know the drill for re-writing somewhat any content from a PLR article that you use for any web page.

(There is no video as this has all been covered in previous steps)

Again, it's important to keep your blog updated with fresh content. Continue posting to your blog as frequently as possible (every day is recommended).

You can write your own posts for original, unique content or use EDITED, RE-WRITTEN PLR articles in your resource section. You need about 250 words.

You know the drill for re-writing somewhat any content from a PLR article that you use for any web page.

**Make Sure You Re-Write It So It Is Original Content!**

(There is no video as this has all been covered in previous steps)

## 58. Using Craig's List

Craig's list is one of the most powerful sites to post your links/ads on because of the massive amount of traffic they get. The strategy we're going to use here is long-term. We're going to post in the most relevant areas on the site and post in multiple cities.

You will link to your main Wordpress blog from your Craig's List post.

1. Locate your city on the city list (or the closest major city to you)
2. Look for the community or 'for sale' section and click there to open it
3. In the upper right corner, click on the link to add your post
4. Use a portion of one of an EDITED PLR article to create the body of your post
5. **NOTE: You Will Link To Your Main Wordpress Blog! NOT to the blogger.com blog.**

The Blogger.com Blog Was Only Used For The Example In The Video

The video will take you step by step and you will be able to see everything.

[Click Here To Visit Craig's List](#)

[Click Here To Watch The Video On Using Craig's List](#)

## **59. More Blog Commenting**

Remember in two previous steps you searched for the top 5 blogs for your topic and you found a post on their blog to comment on?

Well, you want to do that again.

You can use the same 5 blogs and comment on a different post. Your comment with the link to your site will be on a different page on the blog website than your previous comment. So you will get more exposure to other people reading the blog and that all important link back to your site.

Now let's take this a step further!

Go find two or three more high ranking blogs for your topic and comment on a post on these two or three additional blogs as well.

This way you will have 7 or 8 more comments out there linking back to your site as you are probably getting a lot better at doing all these steps and find things easier and proceeding faster for you.

## **60. Your 7th Post To Your Wordpress Blog**

Continue to post to your blog on a daily basis or every other day.

The search engines and people like the 'dynamic' fresh content. You should be comfortable with posting that it is becoming more second nature and you are starting to post with a little more 'Flair.'

You can write your own posts or use EDITED PLR articles in your resource section. You know the drill for re-writing somewhat any content from a PLR article that you use for any web page.

(There is no video as this has all been covered in previous steps)

Again, it's important to keep your blog updated with fresh content. Continue posting to your blog as frequently as possible (every day is recommended).

You can write your own posts for original, unique content or use EDITED, RE-WRITTEN PLR articles in your resource section. You need about 250 words.

You know the drill for re-writing somewhat any content from a PLR article that you use for any web page.

**Make Sure You Re-Write It So It Is Original Content!**

(There is no video as this has all been covered in previous steps)

## 61. Article Marketing Continued

You want to make it a habit of getting original content articles out to a few different Article Directory Sites. You want to think about once every 10 days, or once a week you submit an article of original, unique content, your own writing or a Private Label Rights article that has been edited to be original content.

You don't want to submit to the same directory more than once a week. Most will not publish from the same author that quickly and it is good to start to spread out yourself over at least 2 or 3 of the top article directory sites. If you can do more, Great!

If you can only do one than start with ezinearticles.com and do that for 5 to 10 weeks and then switch to another for a month and then back to ezinearticles.com for a month.

Here's a pattern you could do with 5 Article Directory Sites over a 10 day period. Every other day you submit an original article to one of the Article Directory Sites.

So...

**Day 1:** Submit an original article to Article Directory Site #1 (This one should be ezinearticles.com)

**Day 2:** Off

**Day 3:** Submit an original article to Article Directory Site #2 (A different one than ezinearticles.com)

**Day 4:** Off

**Day 5:** Submit an original article to Article Directory Site #3 (A different one than the previous two)

**Day 6:** Off

**Day 7:** Submit an original article to Article Directory Site #4 (A different one than the previous ones)

**Day 8:** Off

**Day 9:** Submit an original article to Article Directory Site #5 (A different one than the previous ones)

**Day 10:** Off

**Day 1:** Repeat going through the 5 Article Directory Sites always with unique, original content articles over another 10 day cycle

You can make up any cycle you want, depending on how much time and energy you have.

You might be able to only submit to two different Article Directory Sites once a week or over a period of 10 days, so you are submitting the original content articles to those two Article Directory Sites 3 or 4 times a month.

So it is up to you to find a pattern that fits the amount of time and energy you have. Remember, the more you do, the better your business will grow.

The 10 Day example is fairly aggressive if you are posting to your blog every day, and working with your Blogger.com blog and your squidoo lens once a week, and once a week or so you are blog commenting and you are forum commenting.

So it is up to you to find a pattern that fits the amount of time and energy you have. Remember, the more you do, the better your business will grow.

**Your Resource Box:** KEEP in mind you can DEEP LINK! from your resource box to different pages on your site when using the link text. You can use two link text instead of always having the URL of your main blog index page. This way you can deep link to two pages on your site.

You can also occasionally link to your Blogger.com blog and your Squidoo lens.

## **62. Your 4th Post To Blogger.com Blog**

This is all basically the same HOWEVER you can use DEEP LINKING and link this blog post to a page deeper in your site OR even occasionally link to your Squidoo page.

Otherwise this is all the same: You know you want to post to a site that is pointing to your main site about once a week.

These blogs or other social web 2.0 sites, like your Squidoo lens, that link to, or point to, your main website blog are sometimes referred to as remote sites.

Updating their content with a new post about every week should keep them growing and changing at a sufficient rate. You could post a little more often if you wanted to, but you have a lot of other new things to do and other sites to maintain and post on.

So you want to make your 4th to your Blogger.com blog.

Ping your Blogger.com Blog! A Blogger.com blog is not set to automatically ping like a Wordpress blog.

You can write your own posts or use EDITED, RE-WRITTEN PLR articles in your resource section. You need about 250 words.

You know the drill for re-writing somewhat any content from a PLR article that you use for any web page.

Make Sure You Re-Write It So It Is Original Content!

[Click Here To Visit Blogger.com](#)

**REMEMBER TO PING YOUR POST USING PING-O-MATIC.COM!**

[Click Here To Visit Ping-O-Matic: http://pingomatic.com](http://pingomatic.com)

(There is no video as this has all been covered in previous steps)

### **63. Your 3rd Post, Or Update, To Your Squidoo Lens**

Like the previous step, this is all basically the same; you can use DEEP LINKING and link this blog post to a page deeper in your site.

OR you can occasionally link to your BLogger.com Blog.

Otherwise; again, this is all the same: You also want to continue to post to, or update, your Squidoo lens about once a week.

**REMEMBER TO PING YOUR SQUIDOO LENS AFTER YOU UPDATE IT USING PING-O-MATIC.COM!**

You can write your own posts or use EDITED, RE-WRITTEN PLR articles in your resource section. You need about 250 words.

You know the drill for re-writing somewhat any content from a PLR article that you use for any web page.

Make Sure You Re-Write It So It Is Original Content!

[Click Here To Visit Squidoo](#)

[Click Here To Visit Ping-O-Matic: http://pingomatic.com](http://pingomatic.com)

(There is no video as this has all been covered in previous steps)

You want to post to a site that is pointing to your main site about once a week.

These blogs or other social web 2.0 sites, like your Squidoo lens, that link to, or point to, your main website blog are sometimes referred to as remote sites.

Updating their content with a new post about every week should keep them growing and changing at a sufficient rate. You could post a little more often if you wanted to, but you have a lot of other new things to do and other sites to maintain and post on.

## **64. Your 8th Post To Your Wordpress Blog**

By now posting should be a lot easier and a lot more fun.

You might find yourself composing a post in your head while going through your day doing other things. You might even find you actually write two or more posts in one sitting and just save them for later.

Anyway, I hate to keep harping about posting on your blog but it is important!

## 65. Continuing On

You should be seeing some serious results right now and have gotten even more ways to build your business from the additional webinars and other information that has been put into the member's area of Icancafe.net.

You should be feeling a sense of accomplishment at what you have done over the past several weeks because you have done a lot!

- Keep Going!
- Be Relentless!
- Keep Doing!
- Keep Learning
- Keep Doing!

If you need assistance, if you have a problem or any confusion or any comments, we welcome your feedback. You can contact our support staff by going to our help desk here: [Click Here For The Help Desk](#)  
And submitting a support ticket to our support staff

Our customer service staff is highly trained and very responsive.