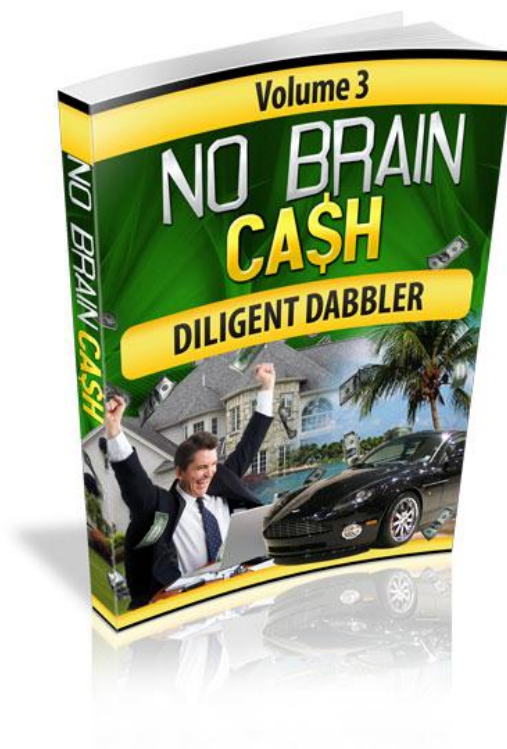


10 Easy, ZERO-Cost Ways To Make Money Online!
Volume 3 "Diligent Dabbler"

10 ZERO-Cost "No-Brain" Ways To Make Money Online Revealed!



Top 10 ZERO-Cost Methods To
Make Money Online From Scratch!

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Volume 3 "Diligent Dabbler"

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No Brain Cash – Volume 3 "Diligent Dabbler"

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The next and final 3 methods I'm going to explore with you are based around affiliate marketing!

With affiliate marketing, **you don't need your own product, or your own website.** You don't need to worry about product fulfillment or customer service.

You simply refer sales and get a cut of the sale for your work. It's the best way to start online for the part-timer who really wants to see some decent bucks roll in!



Overview of Affiliate Marketing

Affiliate marketing is the technical term for **"selling someone else's product or service"** which you get paid a commission (% of sales) for customers you refer.

Commission payouts can be anywhere from 10% to 100% so it can be very lucrative to be an affiliate marketer.

If you sell a \$47 product at 50% commission, you will earn \$23.50 for each sale. Just one sale a day and that's \$164.50 a week!

Almost all websites that sell something online have an affiliate program associated with it that you can sign up to and create an affiliate account (usually free).

This allows other marketers, besides the original product owner, to promote the website and earn money.

If you ever see a website you think you would like to promote as an affiliate, look around the site for any links that say "affiliates", "referral program" or "make money" etc.

I even have an affiliate program for this "No Brain Cash" ebook course. See the "Make Money With This Report" report for details.

(a list of popular affiliate programs/marketing marketplaces which you can sign up for are listed at the end of this chapter)

When you sign up to an affiliate program, you are given a unique url or affiliate link which contains a code of numbers or a name you choose.

The Most Important Tool: Your Affiliate Link!

Example of an affiliate link: <http://somecoolsite.com/?affid=code8453>

Your affiliate link is the key to you getting paid. Use your affiliate link as it is. Don't ever remove the code or change the url (*cloaking is the only exception*).

That code is there so YOU get credited for your work. When someone clicks on your link, they will be tagged with your ID code so if they make a purchase, the website knows where the sale comes from.

Your affiliate link is your weapon which will allow you to earn money just by referring others to someone else's website. **But you only get paid when your referral buys.**

Don't think that any hit on your link from anywhere will result in a sale. **You need targeted traffic!**

You can read more about the difference in traffic and how to get targeted traffic [on my blog](#).

7 Super Affiliate Marketing Tips

1. Cloak your affiliate link

There is a problem online called "affiliate theft". If you use your raw affiliate link with all the code exposed, people can sabotage it, remove the code and take away your commission in the process.

You can cloak or **disguise your affiliate link** by using a url shortening program such as <http://www.tinyurl.com> . It's free and you don't need a website of your own.

If you already have a website of your own and want a **professional** and nice looking affiliate link like <http://yourname.com/likes/nobraincash> then you should invest in a website script such as [Power Link Generator](#).

2. Choose High Converting Products to Promote

You want to get the most out of your traffic (i.e. the most dollar per visitor ratio).

A high converting product will get around 10% conversions (i.e. 1 sale for every 10 targeted visitors) but most products will be around the 2-3% range, even with targeted traffic.

Look at the sales page...

- Does it look nice? Professional? Graphics, font, easy to read?
- Would *you* buy it? Is the copy persuasive?
- Are there any traffic leakages? Can visitors be distracted, dropping conversions?
- Does the page load quickly?
- Is there a contact email or phone number on the website? Does it work?

3. Compare Products

When looking through programs to promote, don't just choose the first one you come across, look at others similar and compare. Find the one that will sell the best and be easiest to market.

You should also **compare the affiliate programs**. Do they offer tools and free advice? Are they reliable to pay on time?

4. Competition is a good thing

If a product is already known to be a hot seller, then you can make sales too. Often, if there are others promoting it, it is converting so you should get in there and claim your piece of the action.

5. If you're really serious – Build a list

Even if the product converts at 10%, there are still 90% who leave the page and probably will never come back. If you can capture your visitors first, then you can follow-up with them later again and again. This is where list building is important.

List building is a part of pre-selling. By following up with them by email, you keep them interested and bring them closer to the sale.

6. Pre-sell Your Prospects

But as I mentioned, 90% and more will NOT buy the product when they see it. But by applying some pre-selling techniques, you can increase conversion on your traffic.

Pre-selling techniques can include sending visitors to a "review page" first, where they read a review and get an inside glimpse before they see the hard pitch on the sales page.

If you have a list already, you can email them a notification about a new product you want to recommend. You can also give away a bonus to

anyone who buys the product through your affiliate link.

7. Write a Report (free or paid)

Create an ebook/report on a topic that potential buyers will be interested in. You can sell it or give it away. Include your affiliate links within the content and you can make affiliate sales almost effortlessly.

Download the free document and PDF creating software [Open Office](#) to create your reports. They don't have to be a 100 page guide. Just a few pages to get your readers interested in the product(s) you're promoting.

You can even make your ebook go viral by making it re-brandable! This can be done with software like [Instant Pdf Profits](#). Now that's some clever affiliate marketing!

Affiliate Marketing Resources

<http://clickbank.com> Biggest digital product marketplace for affiliates and publishers

<http://shareasale.com> Huge affiliate program with thousands of niche digital and physical products

<http://www.tinyurl.com> Cloak and make affiliate links short (free web based website)

[Power Link Generator Link Cloaking](#) Script is easy to use to make professional cloaked links on your own domain name

<http://download.openoffice.org/index.html> Free word document and PDF making software

[Instant Pdf Profits](#) PDF report re-branding desktop software – To make your free reports go viral!

<http://www.clickbooth.com> Cost Per Action (CPA) offers marketplace.

Method 8 – Blogging for Bucks

Overview

The first affiliate marketing model I want to cover is blogging. Blogging has taken off as a highly effective and easy way for newbie internet users and marketers to build and run their own website.

To have a blog basically means to have an online diary. The word "blog" comes from the two words "web log". Blogging became so popular because of the simplicity of use. "Posting" to your blog can be done in minutes and is as easy as typing in your entry and clicking save.

Blogs also became popular with the search engines. Search engines love fresh new content and because users update their blogs more frequently than static web pages, blogs get favored over them.

Blog software developers saw the potential in blogs for being search engine dominators so many advancements have been made to improve blog's SEO and also other tools have been made specifically for blogging. RSS, tag and ping, even blog search engines and the list goes on.

Blogging can also be applied to affiliate marketing. A blog can become your "showroom", so to speak, where you can gain credibility by putting your name and face to your marketing efforts (no-one likes a nameless marketer) and sharing your ideas to help others.

You can also "**pre-sell**" on your blog by sharing informative content such as reviews, "how-to tips" and uploading free "re-brandable" reports etc. like we talked about earlier.

How To Blog

No matter what you are promoting, you can promote it from a blog. **But the best part of blogging is that you can do it for free.** All you

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need is an account with a free blog host, time and direction and you can make decent money being an affiliate blog marketer.

There are hundreds of free blog websites out there. Anyone can simply sign up for a free account and start building blogs. The most popular free blog host websites are...



www.blogger.com (owned by Google – can incorporate AdSense)



www.wordpress.com (can NOT incorporate AdSense)



<http://wblogin.com> (powered by wordpress – can incorporate AdSense)

These 3 are the top choices for marketers.

Other popular ones include...



www.livejournal.com



www.weebly.com

Steps to a Profitable Blog

Step 1.

Decide what you are going to write about.

Choose a niche topic and stick to it!

Too many times I get asked by people to look at their blogs and I see a mix of all types of articles ranging from chocolate recipes to make money online and then they post about the day at the beach.

If you want to write about chocolate recipes, great! Write about chocolate recipes. Make your blog ALL about chocolate recipes. People who will visit your blog don't care about your weekend or if your dog ran away. They want to learn about chocolate recipes.

There is a very valuable quote I read from Seth Godin which goes along the lines of ***"If you aim for everyone, you'll end up hitting no-one."***

Basically it means, your blog (or ad or product) needs to be targeted to a very specific group who is interested in one common thing. Force something onto them that they have no interest in and you're wasting everyone's time.

So now you can move onto the next step of setting up your blog.

Step 2.

Set Up Your Free Blog.

Choose a name.

When you set up your free blog, whether it be a blogger or wordpress blog, you will have to choose a name for it.

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The name of your blog will end up looking like this...
e.g. <http://chocolaterecipes.blogspot.com>

(the "chocolaterecipes" is the part you can choose)



When choosing the name, keep your topic in mind. The more targeted to the better.

Also, it helps with **search engine rank** if you can add keywords to your blog address. For example you might want to go for a long-tail keyword phrase in your blog address:

eg. <http://lowfatcookierecipes.blogspot.com>

Choose a design.

For most free blogs, you have to choose one of the pre-made templates. (blogger lets you customize the template)

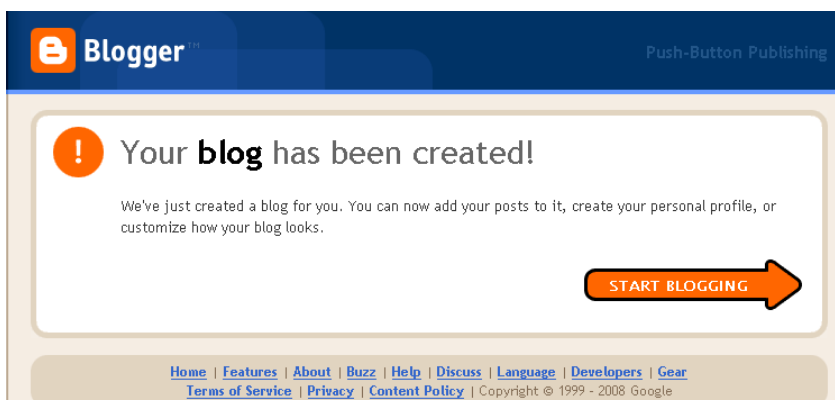
The safest bet is to choose a simple design. If you have it too colorful and "busy", visitors will get distracted too easily and leave. You will be spicing it up later anyway with pics, video, widgets, Adsense etc.

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Step 3.

Start Blogging!



When your blog is created, you can start writing content, posting articles, images, videos from Youtube and inserting affiliate links to your recommended products to your hearts content!

Step 4.

Start Blogging!

What should you blog about?

Like I said before, you need to stick with your blog's theme. If it's a chocolate recipe blog, then you're going to need **content** about chocolate recipes.

There are a few different types of content such as text, pictures, video, etc, but the one that will make your blog valuable in the eyes of readers AND in the search engines is **textual content**.

Step 5.

Getting Content

Content is KING! Search engines and real people love good content.

You have a few choices when it comes to attaining content.

You can write it yourself.

Costs nothing but time. Great if you love to write.

You can use articles from article directories.

www.ezinearticles.com and www.goarticles.com will let you copy and paste articles but be sure to comply with their terms. i.e. you must link to the sources and include the links in the BIO box at the end of the articles.

You can use PLR (private label rights) articles.

These are pre-written articles and "private label rights" means you have the right to claim the work as your own. You can edit them any way you like.

PLR articles are usually sold in bundles. To find PLR articles, do a search for e.g. "*chocolate recipes PLR articles*" in google and you can pick up some cheap. (use *your* real topic when searching) Also, PLR ebooks can be chopped up and used as articles.

You can pay a writer to write articles.

Places like www.elance.com and www.guru.com are filled with writers. Remember I told you about becoming a writer in a previous chapter? You can get articles written for around \$3 - \$5 each.

You can use content from Wikipedia.

You can use as much content from www.wikipedia.org as you like for free!

Read this first (copied directly from [this page](#))

"The license [Wikipedia](#) uses grants free access to our content in the same sense that [free software](#) is licensed freely. This principle is known as [copyleft](#). Wikipedia content can be copied, modified, and redistributed *so long as* the new version grants the same freedoms to others and acknowledges the authors of the Wikipedia article used (a direct link back to the article is generally thought to satisfy the attribution requirement). Wikipedia articles therefore will remain free under the GFDL and can be used by anybody subject to certain restrictions, most of which aim to ensure that freedom."

You can use "Public Domain" content.

The public domain has original material, such as art, literature, photographs, or music, that is available for use by anyone, without cost, because the material has not been copyrighted or because the copyright has expired.

This can be old books, poetry, lyrics, sheet music etc. Thousands of new works become public domain every year and it's free to use as content of your blog. [Here is a whole list](#) of public domain material resources.

A word about using "non-original" content...

There is debate among online marketers that search engines penalize websites with duplicate content. In my opinion, by far the best content is original content. If you have **PLR articles** or want to use articles from an online directory etc, **re-write them.**

There are some studies that duplicate content on a site can still rank well in the search engines but if your site is ALL duplicate content with ZERO original content, I'll have to say you'll suffer. In small portions, duplicate content will not hurt.

Spam Blog?

No one likes spam. Whether it's email spam or a spam blog. You want your visitors (and the search engines) to like your site, so keep the content top quality and fresh.

Step 6.

Monetize!

Ok, we have a cool looking blog and now we got content. Next we need to **monetize your blog!**

To make money we have to sell something. You can sell ad space for a few cents per click with AdSense or sell an info-product such as an ebook or audio course for up to \$500 per sale.

You can sell anything you like. It could be a real physical product or a website membership. It's up to you what you choose to sell. Just make sure you choose a product that is related to your blog theme!

It seems like common sense but I still see people trying to sell their program to the wrong crowd. The product might be excellent but in front of the wrong crowd it's not going to sell.

If your blog is on chocolate recipes, then sell a chocolate recipes ebook. Why not even sell real chocolate? Or a related product like cooking utensils?

And you sell things by advertising them.

Advertising! Your money comes from advertising!

Ways to advertise from your blog.

- AdSense

Copy and paste the code from your [AdSense](#) account. Get paid per click on the ads. Also incorporate Google Search on your blog (details in your AdSense account)

- Banner Ads

Often an affiliate program you join will provide you a banner with some simple code to paste in to your blog. You make a commission for any sale you refer. For best response to ads like AdSense and banner ads, you will want to place them above the fold. This is the top part of the website that your reader will see right away when they land on your page. The sidebar is another good place to put your ads.



- Product Reviews

A great pre-selling method. Write a positive review and include images of the product. Link to the sales page throughout the text. You make a commission for any sale you refer.

- Free Downloads

Instead of writing a blog post, put that content in a free report along

with your affiliate links. Upload it to your blog and have a direct download link to it. People love to download a free report and won't even know they are being sold too.

Step 6.

Getting Traffic to Your Blog

So now you have a cool blog on a cool topic, good content and ads running to monetize your blog. **The last ingredient is traffic**, to get readers to your blog and clicking on the (affiliate) links and making you money!

- **Search engine optimization (SEO)**

The biggest traffic source you want to attract traffic from is the search engines...especially if your blog is in a niche outside the "make money" online.

Search engine traffic is 100% FREE traffic and targeted so it makes sense to make your blog as SE friendly as possible. Seo is a big subject in itself but basically, you want to make sure you add **keywords in the title of your blog posts** and throughout the post content itself. Other good SEP practices are frequent blog posts. Daily if possible.

Blogger and wordpress and other popular blog platforms let you **add "tags"** to your blog posts. These tags should be relevant keywords that a reader would enter into a search to find your blog.

- **Ping**

After you post a new article or news to your blog, you should ping it. Pinging tells other websites that your blog has new content on it. It will then list your blog post on their website which give you a link and traffic and search engines will notice.

Good ping services I use is <http://pingomatic.com/> which is a multi-ping site. It includes big ones like *Google Blog Search* and *Technorati*. **You only need to ping once** for every update. Over-pinging is not good – it's considered ping spamming.

- **Feedburner**

Feedburner.com is a must for blog owners. It lets you add and channel your RSS feed through a central website so you can share your blog and manage RSS subscriptions to other peoples blogs with ease.

In simple terms, you can create a following of readers who can be directly notified when you update your blog. Creating a following to your blog is important to keep readers coming back to your blog.

All you need to do here is sign up to www.feedburner.com and submit your blog.

You'll need to know your blog's RSS feed url.

Blogger.com blogs have one like this:

<http://yourblog.blogspot.com/atom.xml>

Wordpress blogs have one like this:

<http://yourblog.wordpress.com/feed/>

- **Link Building**

Search engines love blogs and all websites which have a lot of links pointing to them. This makes your blog look popular to the SE's and SE's want the most popular blogs to recommend to its users.

So, it's these **backlinks** which you want to get. The best way to start getting backlinks to your blog is to ask other bloggers you know for a backlink. Ask for a link exchange with them.

When you arrange for a link swap, you want to make sure that you don't

just give your raw website url. You want to have a keyword as your anchor text.

Don't just put <http://yourblog.blogspot.com> for a link.

Instead, put a clickable word or phrase as your link. If you can alter your template, you can make a hyperlink with some simple html code.

Example:

```
<a href="http://chocorecipes.blogspot.com">Chocolate Recipes</a>
```

Your anchor tag is **Chocolate Recipes**. This will help your rankings for the search term **Chocolate Recipes**.

Wordpress users can simply add links and description to their blogroll...no html coding required!

Resources

Free Blogs

<http://wordpress.com>

<http://blogger.com>

<http://wblogin.com>

<http://livejournal.com>

<http://weebly.com>

Get Content

www.ezinearticles.com

www.goarticles.com

www.youtube.com (video)

www.dailymotion.com (video)

www.wikipedia.org

<http://banis-associates.com/pdlist/> (Public Domain)

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www.pingomatic.com

www.feedburner.com

www.mybloglog.com

www.onlywire.com (multi social bookmarking service)

Blog Marketing Training

There are dozens of blog marketing courses on the market. I have gone through many of them and by far **the best course I can recommend** is Andrew Hansen's Plug and Play Niche Cash product.

What's different about this course is that you not only get the "how-to" information, but you actually get most of the hard work done for you.



Plug and Play Niche Cash is the most complete package if you're looking for the quickest and easiest ways to get into blog marketing.

Most of the work is done for you. You simply plug it all in and profit! [Check out "Plug and Play Niche Cash" Today!](#)

In the next 2 chapters, I'll go over more traffic generation methods you can use for your blog or other web pages.

Method 9 – Viral Video Windfalls

Overview

Video Marketing

Websites like www.Youtube.com and www.DailyMotion.com are dominating the web by way of traffic and are showing no signs of slowing down! This means **huge potential to steer that traffic** in your direction!

You've probably that "video is hot", and there is a way to tap into the huge video watching crowd to score a piece of the commission pie as any type of internet marketer or affiliate marketer.

Some popular videos can get over **1 million views**. Imagine if you could get just a small percentage of those viewers to see your offer or go to your website?

The great thing about uploading videos to video sharing sites like Youtube is not only the huge amount of traffic that goes to the Youtube site, but the fact that the videos can be embedded onto other people's websites, allows your videos to spread.

Basically, if you're not using video marketing, you're missing out on a huge chunk of traffic and it's free...and fairly targeted!

How To

The whole idea with Video marketing is to create videos and **direct traffic back to your site/affiliate link!**

Your Video + Your URL = Traffic and Sales!

Next I'll share the steps to making this whole system work for you with minimum effort.

1. Create Your Free Account(s)

Before you create an account! Like blogging, you should choose a niche topic to make videos about. If you're marketing a specific product(s) as an affiliate, then center your video creating efforts around that.

99% of video users have generic account they upload any type of video and get average results, but remember, you want to create a following of subscribers (viewers) so they keep watching your videos.

Creating a **niche targeted username, account and profile** will serve you best! Think about this while you create your accounts.

The 3 best sites to create an account with are:

<http://youtube.com>

<http://dailymotion.com>

<http://video.google.com>



There are others like www.metacafe.com , www.video.aol.com and www.viddler.com but for starters, the top 3 will be enough for now. www.Youtube.com is king and you will get plenty of traffic from there alone.

8. Make a Video

First comes the idea for a video. You only have to look at a few videos in the same niche you are targeting to see what others are doing.

If their videos seem to work to get you to see their site, then you can **copy their idea** for your own videos. Copying ideas is not illegal, but copying their work exactly is.

It's great if you can get some live footage for your video using a video

camera, but there are other types you can make such as using your webcam to do like a vlog entry, a slideshow movie, a screen capture movie or a mix of everything.

Some Ideas for Videos???

- Live footage - seminar, interview, sport, people, animals etc.
- Web cam - product recommendation/review, short story, tips, etc
- Slideshow - anything using still pictures
- Screen capture - how-to tutorial (software, website, etc)
- Audio - audio with still picture (interview, music, story, jokes etc.)

You can upload a raw video file if you want but the better way is to brand your video. **Brand it with your website URL, product name or even your name.**

To brand your video, you'll need to edit it before you upload it with some video editing software.

Free Movie Making Software

Most Windows PC's come standard with [Windows Movie Maker](#) but get it [here](#) for free if you don't seem to have it. I can't teach you how to use this software but it's pretty basic and you'll get it after a few tries.

Mac users have [iMovie](#) on their computers to create and edit movies.

There are a ton of movie editing software programs for free and for sale, but the two I have listed here are more than sufficient for the newbie and what we want to do here.

Brand it by including an opening and closing credit screens. Include your website URL, product name, benefits, etc. Where possible, try to have your url visible throughout the whole length of your movie.

The more they see your url, the more chance they will want to see more

and actually visit your site.

Save your video and title it so you can recognize it easily and quickly. It's now ready to upload.

If you want to create videos but have no clue, then you will be interested in the "no-brain" push button solution below.

Automatic Video Slideshows with Animoto

If it's "point 'n' click" automatic, instant video creating you want, then www.Animoto.com is the perfect solution for you.



Animoto.com is an innovative web based slideshow video creating service that lets you upload your images, lets you choose from their selection of modern music (electronic, hip-hop, jazz, rock, etc.) and mixes and produces your video for you.

You literally only have to wait a few minutes after clicking a few buttons and out pops a video ready to upload and share all across the web.

After your video is made, you can download it (paid members) as an Mp4 file to give you freedom to edit even more. But, there is also the option to **automatically upload directly to Youtube.com** from your control panel.

A new feature addition Animoto made is the **inclusion of text**. With text, you can show a screen with your marketing message and or website url.

Here's a video I made in a few minutes using the new text feature:
<http://youtube.com/watch?v=IOAfaySVYCw>

As you can see, it's super professional, and doesn't put you to sleep like your everyday boring slideshow.

Animoto Pricing

They offer a free account, but that won't let you download your video or upload to youtube.com which is what you want.

You can pay per video which is \$3- each or you can get an all access pass which is \$30- per year. I got the all access pass which lets me create unlimited videos with the download/upload option.

Getting Free Photos

Animoto is the perfect way to create videos quickly and easily...perfect for the "no-brainer" marketer.

The only problem you may face is getting pictures to suit your video theme. You want to have relevant images for best impact.

Be careful when downloading pictures online. Remember, there is a copyright law which prevents you from using other people's photos without permission.

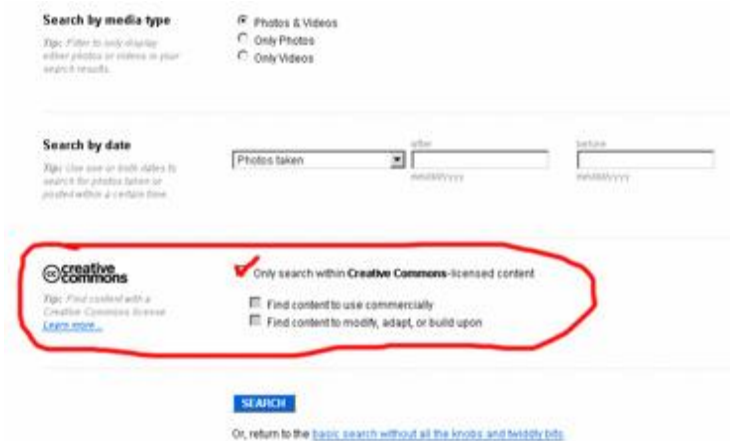
Luckily however, there are **photos you CAN download and use legally** and for free. The quickest and simplest way to find these pictures is to go to www.flickr.com (create a free account if necessary) and search for photos based on your niche.

Important: You may use only those photos that are **Creative Commons**-licensed.

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To search for only Creative Commons-licensed photos, you go to the search page, then click the **"advanced search"** link next to the search field.



On the advanced search page, make sure to select the box which says **"Only search within *Creative Commons-licensed content*"**. And hit the search button.

Of course, put in your keywords for the types of photos you want. Ie. If you want to promote chocolate recipes, you want photos of "chocolate".

Once you find photos you like, you are free to download them and use them in your videos.

Uploading the Video

Uploading is the final step. Here are some pointers to follow when uploading your video to ensure you get the right type of viewers and they can get to your website easily.

Video Title

The title you give your video is very important. You need to **include the right keywords** to get the right viewers to your video.

The keywords you use need to be what the viewers search for. These keywords will get picked up in the video site search functions AND in the major search engines.

Eg. If you want to attract people who want to learn about "*chocolate chip cookie recipes*" then that will be a great title....full of targeted keywords.

Avoid non-related keywords in your title.

As with keyword selection in all aspects of internet marketing, the more specific the better.

Video Description

This is a crucial step!

This is how to direct traffic back to your site.

When you write right your video description, include your url right at the beginning!

Your url needs to be in the **first line** because Youtube will only show the first line of your video description on the page.

Make sure to **include the http:// and it will become a live clickable link!**

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This can be your **affiliate link** or the link to your website or any other web page.

This is the key to getting visitors going to your site. Pretty simple huh?

Tags

When you select tags, these should also be keywords that viewer would search for to find your video.

The tags you add will also help **your video to be displayed in the relevant videos** in the side bar etc. of other video pages, helping you get more views. So don't overlook tag selection!

Category

Select the most relevant category for your video.

Resources

Free Video Sharing Sites

<http://www.youtube.com>

<http://www.dailymotion.com>

<http://video.google.com>

<http://www.viddler.com>

<http://video.aol.com>

<http://www.metacafe.com>

Video Creating Software

[Windows Movie Maker](#)

[iMovie](#) (for Mac)

[Animoto](#) - Automatic video slideshows (easiest!)

Other Resources

<http://www.flickr.com>

(search for free **Common Creative**-licensed photos to use for free)

Method 10 – Bum Marketing

Overview

The last method of my 10 no-brain cash methods is called the "bum marketing method".

The term was coined by marketer [Travis Sago](#), because he figured this method was so simple that even a homeless bum off the street could do it and make money online.

Bum marketing is in actual fact article marketing. If you can write articles, you can make money with this method.

The simplest way to explain bum article marketing is as follows:

1. *Research and find long tail keywords in a niche*
2. *Write articles using these long tail keywords*
3. *Submit articles to articles directories for free*
4. *Include a link back to your website/affiliate link in your resource box/author bio*
5. *Wait for search engines to list your article high in the SERPS (search engine page results)*
6. *Watch free search engine traffic go through your sales funnel (maze?)*
7. *Make money when they buy your product!*

You don't need a website or any money to do bum marketing.

You can use free resources but the main thing you have to commit is time.

It takes time to write articles, time to submit them, time for the search engines to pick up your articles, time for readers to flow through the process and time to build your article base.

However, the great thing is, once your articles are live, they stay there

forever sending you traffic automatically. You can really grow it and in turn your profits will grow too.

How To

Research Keywords

Finding the perfect keywords to aim for with your articles is the key to bum marketing. Don't underestimate this step. Get it wrong here and the rest of your work will be in vain.

The internet is expanding and so internet users are refining their searches in the search engines.

They are now searching for very specific words in a long string of words. i.e. "easy chocolate chip cookie recipe"

This is actually a benefit for bum marketers because **long-tail keywords often have little to no competition** in the search engines whereas short-tail search term keywords (1 or 2 words) are completely dominated by big websites.

Sure short-tail keywords get a huge search volume, but your chances of ranking high in the SERPS is very low to impossible :(

Long-tail keywords may get a low search volume, but you can more easily rank in position #1, #2, or #3 in google for it so all the traffic is yours!!!... or at least a good portion of it.

Not all keywords are created equal!

You want to make money right? And to make money, you need to sell something and find buyers for it. Then it makes sense that **you need to target buyers.**

You can pre-determine buyers from freebie seekers by the

keywords you choose. That is why it is so important.

Let's look at an example. Compare these keywords:

"free chocolate recipes" vs. "chocolate cake recipes ebook"

The first one, these are freebies seekers looking for general chocolate recipes. It will be hard to make a sale from these searchers.

The second one gives you the idea that **they already want an ebook.** If you can show them an ebook for sale, the chances of them purchasing are greatly higher.

Basically, what I'm trying to get through is that you need to target buyers...or people who are in need of a solution and are willing to pay for it.

Here is a short list of potentially good bum marketing keyword phrases so you can get a feel for types of "buyer" keywords.

(words in brackets are examples you can change according to your niche)

- Get rid of (belly fat, man boobs, etc.)
- Fix (bad credit, credit rating, baldness, etc.)
- Buy (product name)
- (product name) review
- Stop (smoking, bed wetting, snoring, etc.)

Get the drift?

These topics have a certain **high level of emotion** involved. People desperately want a solution for them because they are somewhat a serious problem.

This makes them great targets who are ready to buy. You can help them solve their problem and get paid for it!

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Ok, **let's actually do some** long tail keyword research shall we?



join upgrade blog tools forums training videos aff about support

SEO Book > SEO Tools > Keyword Research Tools > SEO Book Keyword Tool

SEO Book Keyword Suggestion Tool Features



Cross References: Displays / Links to:
[WordTracker](#) Related Search Results [Learn How it Works](#)
Google Semantically Related Phrases [Additional Keyword Tools](#)
Yahoo **New:** Easy CSV export option: [PPC Tools](#)
Bid Prices

enter here →

Try The Coolest Keyword Research Tool Today!

Enter your keyword. This tool is powered by WordTracker.

Include Adult Terms

Go on over to <http://tools.seobook.com/keyword-tools/seobook/> and type in some possible keywords you want to target.

Eg. Type in "get rid of"

Looking down the list of the results, I see **"how do i get rid of debt"** has 73 searches in google per day and 102 in total.

get rid of fruit flies	58	<u>73</u>	<u>21</u>	<u>9</u>	102
get rid of mice	58	<u>73</u>	<u>21</u>	<u>9</u>	102
how do i get rid of debt	58	<u>73</u>	<u>21</u>	<u>9</u>	<u>102</u>
how do you get rid of viruses	56	<u>70</u>	<u>20</u>	<u>9</u>	99

Hint: You want to choose keywords that get at least 100 searches a day.

So then we want to **check the competition** in the search engines, namely google.com

So go to www.google.com and search the term **"how do i get rid of debt"** and see how many competing results there are.

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There are **2,310,000 results** for that term. Not so bad, but still too many.

We'll have a hard time ranking for anything over 1,000,000 without a lot of work so **aim for less than a million or even half a million.**

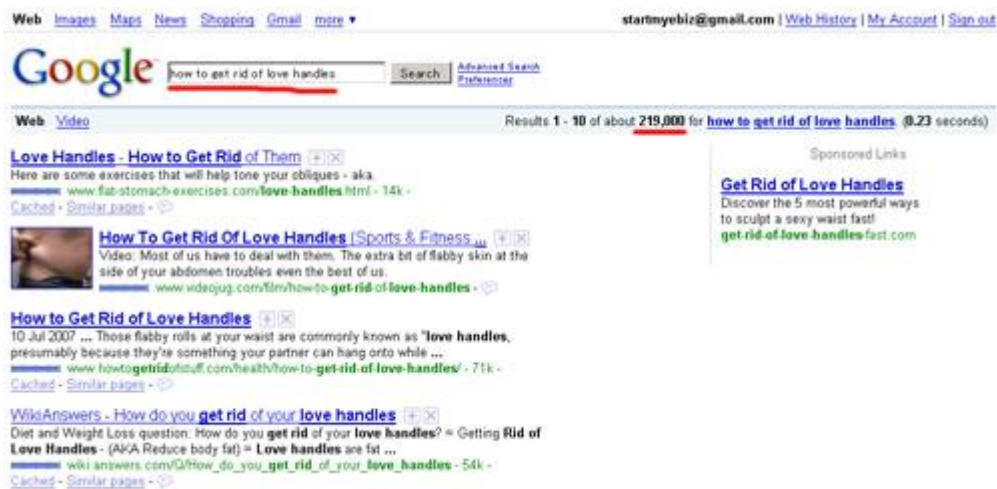
Try again. Let's look at the search term **"how to get rid of love handles"**.

how to get rid of a cold	56	<u>70</u>	<u>20</u>	<u>9</u>	99
how to get rid of genital warts	56	<u>70</u>	<u>20</u>	<u>9</u>	99
how to get rid of love handles	54	<u>68</u>	<u>19</u>	<u>8</u>	<u>95</u>
how to get rid of roaches	54	<u>68</u>	<u>19</u>	<u>8</u>	95

This one gets 68 searches per day in google and 95 over all search engines. Still a good number of searches. 60 visitors per is nothing to sneeze at.

So head over to the big G again to check the number of competing sites.

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This time, there are only 219,000 other pages. Our chances of ranking on the front page of google for this search phrase it looking much better!

That's the basic method of doing bum keyword research. The next thing to do is to start writing articles using your new found keywords.

Writing Articles

Most article directories have a minimum word count of anywhere between 250 – 500 words. So aim for this number of words when writing your articles.

If you hate to write articles, you can always use PLR articles, hire a writer to write for you, use public domain content or re-write other authors articles.

Refer to the chapter 8 in this ebook on "blogging for bucks" about how to get content.

Which ever way you go, you must **include your keyword phrase in the body of your article several times** (around 6 times). Don't include it more than this or you may be penalized in the SERPS for keyword stuffing.

Submit Your Articles

Once you have articles written, you need to publish them to the web.

Article directories are loved by the search engines because they are always having new content added to them. You can leverage this "love" for them by adding your articles to them.

The most popular article directories are:

<http://www.ezinearticles.com>

<http://www.goarticles.com>

<http://www.articledashboard.com>

<http://www.searchwarp.com>

<http://www.articlebase.com>

You should sign up to at least 5 of the top article directories and submit the same articles to all five. You can make account with more if you want, but I think the 5 above will be plenty for starters.

Include Links in Article and Your Resource Box

Articles in article directories won't make you money there. Your articles are to direct traffic to your offer page. You do this by including links in the text and in the author bio/resource box.

Each article directory is different. Some may let you add HTML tags that will let you bold and hyperlink words etc. in the text and some may not. You will need to check as you submit your articles.

However, all article directories will let you add a link in the author bio, or resource box. This is the last section of the article where you can write a description of you and or your product/website and encourage readers to visit your site.

Always include a link back to your site or web page or affiliate link because this is the whole reason for doing bum article marketing.

Bad News!!

www.ezinearticles.com , perhaps the most popular article directory, does NOT allow you to use a direct affiliate link in the resource box!

Basically, if you don't have a webpage you created, you can't use this website for bum marketing. Other websites like www.goarticles.com DO allow a direct affiliate link.

How to get around this?

Don't panic. All you need to do is send them to another pre-sell page. After all, your article is a pre-selling tool. You're going to hit them twice with pre-selling power!

In Method 8, we went over "blogging for bucks" using free blogs such as www.blogger.com and www.wordpress.com . And in Method 9, we went over Video marketing.

These are perfect places to send readers of your article next!

On a blog, they will read more about what you are selling.

At Youtube, they can watch a video about the product you are offering.

Your affiliate links will be there so your visitors can finally find the way to the sales page and order your recommendation.

More Places!?

Another few cool free resources to create pages to send readers and also expand your coverage across the web are:

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<http://www.squidoo.com>

<http://www.hubpages.com> (as introduced in Method 3 about making money with "Adsense")

<http://www.gather.com>

These types of sites are a mix between article directories and blogs. You can create pages freely with multiple article posts, pictures etc. but you can't modify the templates as you can with a blog.

The search engines love these websites too because of the frequent updating by users of fresh content.

Remember, these pages should be used to **inform your reader with good content and promote a product** that you're selling. Include your affiliate links throughout the page.

Include good useful content because if all you have is sales pitching, it will smell of spam and your reader will leave.

When you offer some useful info, then the reader will stick around and trust your recommendations.

Resources

Bum Marketing Method by Travis Sago - Free Course

<http://www.bummarketingmethod.com>

Keyword Research Tools

<http://tools.seobook.com/keyword-tools/seobook/>

<http://freekeywords.wordtracker.com/>

Article Directories

<http://www.ezinearticles.com>

<http://www.goarticles.com>

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<http://www.articledashboard.com>

<http://www.searchwarp.com>

<http://www.articlebase.com>

Pre-Sell Pages/Blogs

www.blogger.com

www.wordpress.com

<http://www.squidoo.com>

<http://www.hubpages.com>

<http://www.gather.com>

Congratulations! You made it to the end of the report! But your journey to internet riches has only just begun.

Now you know how to go about making money online the easy ways, all that's left is for you to go out there and actually do it!

I can tell you anything you want to know, but it's up to you to make things happen. Commit yourself to following the guidelines I have shared with you. **Set goals.** Make time in your day to work on them.

I hope that my guide was easy to follow and has given you some hope and motivation to make some no brain cash!

The internet is growing everyday and the opportunities are endless. It is the way of the future.

There is plenty of room for the little guy. Keep your chin up, your eyes forward and get to work! I'll see you at the bank!

To your success,

Stuart Stirling