

Profit Work From Home The Ultimate Marketing Guide



Written by Guido Nussbaum

Introduction

Welcome to the Profit Work From Home Success Guide.

This report should give you a quick overview on what Internet Marketing is all about and how you can use the Profit Work From Home system for your advantage. If you are new to internet marketing, then you might not understand certain terms we use. In this case you should head over to [Wikipedia](#) and further research the topic.

As a contributor at the Profit Work From Home system you have many ways to promote your own websites, blogs and squeeze pages. Make sure that you use a variety of promotion methods to get the highest exposure. Sometimes the Branding Effect is much more important than getting a visitor to your website.

For example if people see your banner on top and bottom of the Profit Work From Home website, then they will start to remember your name and logo. This can help you to get more sales because you build up trust just by getting your brand into the faces of your customers every day. That's how TV Spots or Radio Ads work... you don't run to the next store when you see a commercial.... but you'll remember it when you are at the mall making a buying decision... you'll buy the brand that you trust... and you trust them because you have seen them on TV all day.

The same principle can be spotted within the internet marketing scene... those marketers who have their brands all over the place are the most successful ones. These principles will be explained here in this report. Take it as a step by step procedure that you can follow from the first chapter until the end. Don't skip anything or the puzzle will be incomplete.

Have fun and success with your business!

Guido Nussbaum

Chapter 1: Brand Yourself as the Top Internet Marketer

Traffic rules the internet... actually Targeted Traffic and that means People who are interested in your products or in what you have to say. If you are not a person who can produce a product like an ebook or a software and you don't have the resources to outsource this work, then you should concentrate on becoming someone who has something to say. That means you become a Blogger who blogs about certain news, strategies or product launches within your niche.

The internet marketing niche can be split up into several sub-niches like „Joint Ventures“, „Website Traffic“, „Website Building“, „Web 2.0 Marketing“, „SEO“, „Giveaway Events“...

There are literally hundreds of sub-niches within the internet marketing niche. You should choose one of these niches and aim to rule the niche... be the No. 1 in your niche. That should be your ultimate goal and it's a long way until you'll reach it.

The Profit Work From Home system will help you to establish yourself as a Top Internet Marketer in your internet marketing niche. We are of course only 1 system thus it's a huge system. That means you also need to work outside of the Profit Work From Home system and establish yourself as an expert on other systems as well. These systems can be Web 2.0 sites like Squidoo, Hub, MySpace, Facebook etc. How all this works will be explained in the chapters below.

Your first step to brand yourself as a Top Internet Marketer is to submit your Profile inside the Profit Work From Home membership area. It costs you only 1 point to add your profile because your Profile is your Base here and gets linked from all Articles, Videos etc. that you add later on. Make sure you add a picture of yours, a description about who you are, where you live and what you do. You can also add links to your blog and website on your profile.

Once you publish your profile it will appear on our outer Top Internet Marketers page and inside the member area at the Profit Work From Home website. Your profile will be viewed by others and some will go to your blog or website, others will read your articles, watch your videos or sign up for your opt-in list.

You can add points to your profile to boost it up in the rankings. The top profile will be advertised as the Top Internet Marketer in our weekly newsletter which gives you a lot of extra exposure.

Chapter 2: Create Your Blog Empire

Blogging is a Must Do for every internet marketer but still many people don't know how exactly blogging works and especially how to maximize the flow of traffic through a Blog Empire.

You should build up a Blog Empire. This means you create several blogs and connect these in a special way. You start by building your Main Blog. This should be a self-hosted [WordPress Blog](#), so that you have full control over everything.

You should customize your self-hosted Blog with your own header and footer graphics to make it look unique!

Next to your WordPress Blog you should setup different hosted blogs like you get at [Blogger](#) or [LifeJournal](#). There are tons of [blog systems](#) and you should use many or even all of them.

Your remote hosted sub-blogs should all link to your self hosted main blog but your main blog doesn't link back to your sub-blogs so that you have 1-way links from your sub-blogs to your main-blog. Next to that you should 1-way link the sub-blogs. Imagine putting them in a circle and one blog links to the other but only in one-way around in the circle.

Make sure that you regularly post to each of your blogs. If you are starting out, you should first try to keep up with one main blog and maybe 3 or 5 sub-blogs.

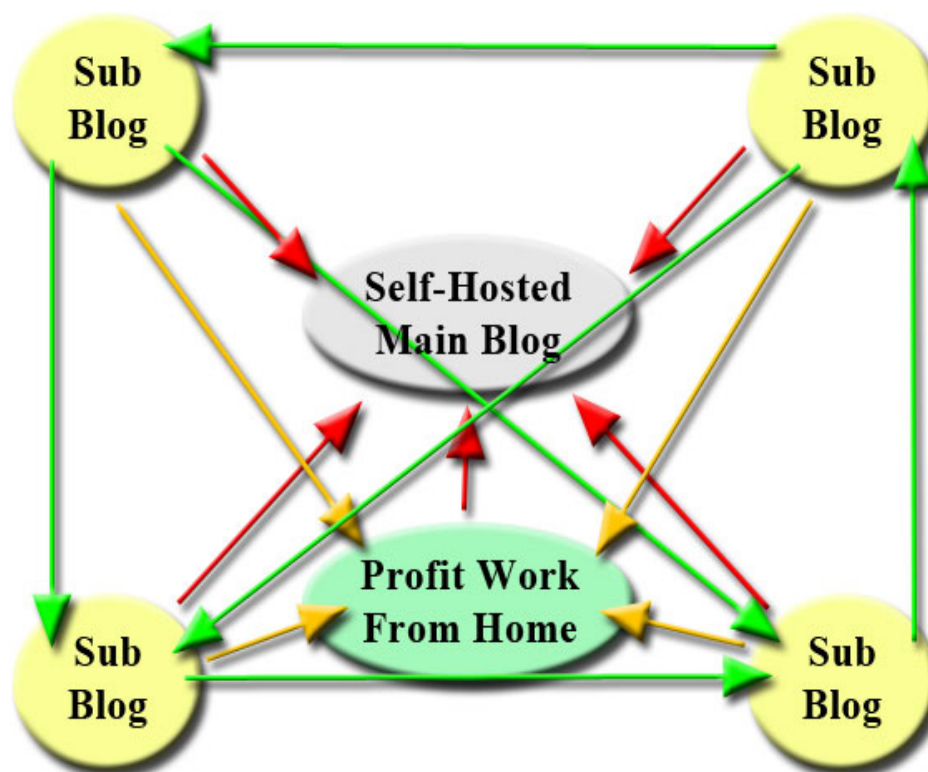
Each post that you make should be unique, do NOT post the same content on all blogs!

Once in a while you can post a review of your main blog content on your sub-blogs and create a link to your main blog. This can be done by featuring the first paragraph of your main blog post and then put a link after the post that says „Read More Here“.

You can add a link to your Blog with your Profile at the Profit Work From Home system. This gives you one strong link to your blog and a lot of extra visitors.

In the scheme below you can see that you will be able to create 1-way links in your blog network.

- The **red arrows** represent a 1-way link to your self-hosted Wordpress Blog.
- The **green arrows** represent a 1-way link from one sub-blog to another sub-blog.
- The **orange arrows** represent a 1-way link to the Profit Work From Home.



Chapter 3: Create Your Bookmarking Empire

Bookmarking is the new Power Linking Strategy of the Web 2.0 Era. When you have posted some great news or an article on your blog, then you should bookmark this post to get 1-way links and instant traffic.

Before you can bookmark anything you need to sign up for the different bookmarking services. There are 2 tools that can speed up your bookmarking process. It's [SocialPoster](#) and [SocialMarker](#). Both tools are little helpers to reach all the bookmarking services and to fill out the submission forms.

So go to Socialposter and sign up for all bookmarking services that allow you to bookmark any topic or internet marketing specific topics. Some bookmarking services are specialized on other topics and niches, these won't do much for you and in most cases your bookmarks or even your account gets deleted.

When you sign up for the bookmarking services, then make sure that you fill out your profile information there and add links to your website or blog where you are allowed to do so.

If you can upload a picture of yours, then do so... that's branding and will help you to build up trust!

After signing up for all these bookmarking services you can bookmark our outside profile page at <http://www.profitworkfromhome.com/profiles.php>

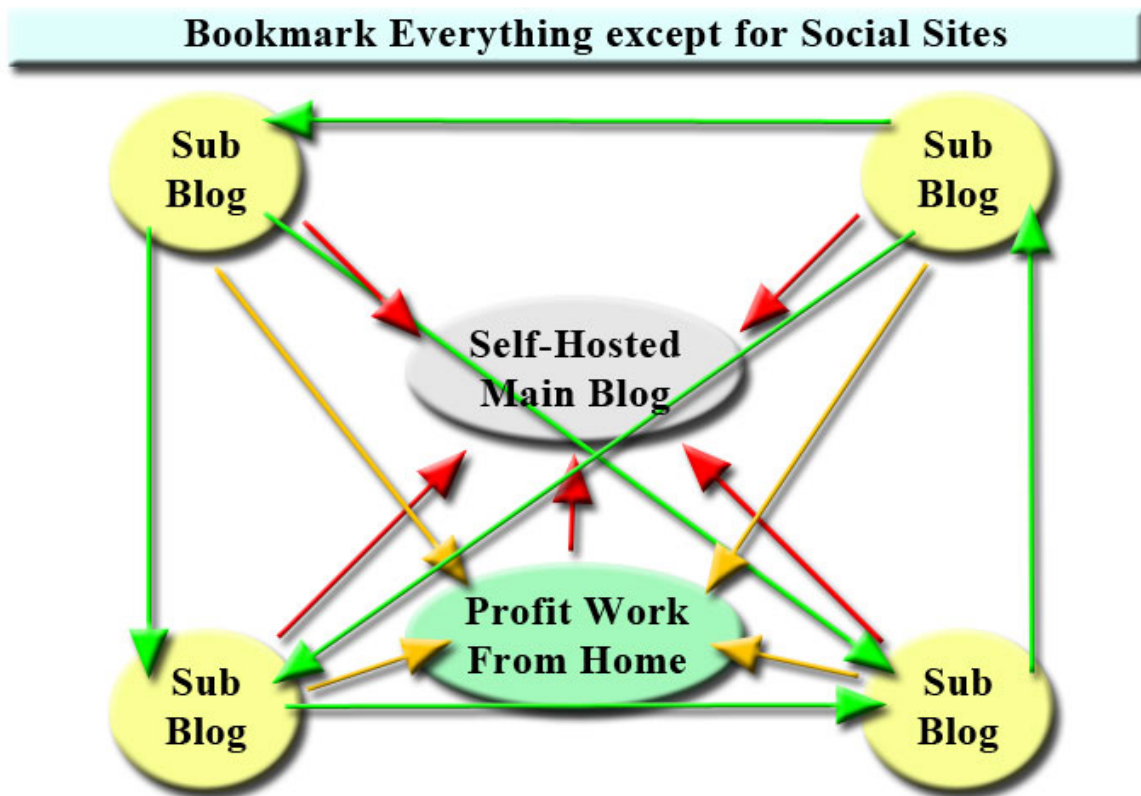
Bookmarking this page will result in more traffic to your Profile and some of this traffic will also go to your blog or website. Your personal profile page has a special Id on the end that you'll see in your browser when going to that page. You can use this page then as a reference on your blogs or other websites. You can send visitors to your profile and circulate some traffic this way.

You must regard the Profit Work From Home system as a Platform where internet marketers just like you come together to **help each other**. We all send traffic to the Profit Work From Home system through different ways. These can be bookmarking, sending out an email to your optin-list, putting a banner on your blogs and websites etc.

We all benefit by getting more signups to our opt-in lists and extra exposure for articles, videos or other items that you can add inside the members area. The „internet marketing traffic“ will be circulated through the Profit Work From Home system and

a part of this traffic will reach your blog, website or even affiliate products that you promote.

You can bookmark your Sub-Blogs, your Main Blog, your Profit Work From Home Profile etc.



Chapter 4: Create Your Social Empire

Social Marketing has become very popular and can be a huge traffic source for your business. Social Marketing means communicating with other people through different ways like email, messaging, forums, chats, videos, articles, photos etc.

The communication happens through special social systems like MySpace, Facebook, Orkut, YouTube, Bebo, Konnects etc.

On all social sites you can submit a profile including your photos and an About You text. Most sites go much further than that, they provide you with a personal blog, news sections or other features. Take advantage of these features... use the blogs to post your articles with a link to your main Blog or Website, use the option to create a Group and let people follow you and start to regard you as an expert.

Social Marketing is a long-term strategy. It's not all about posting links to get higher search engine rankings. It's about making contacts with other marketers, it's about creating Joint Ventures, it's about establishing yourself as an expert in your niche.

All this can be done by feeding these social marketing systems with unique content in form of articles, videos, reviews, news etc.

When you start out, then concentrate on:

[MyBlog Log](#)

[Facebook](#)

[MySpace](#)

Get comfortable with these systems before you move on to manage even more of these sites.

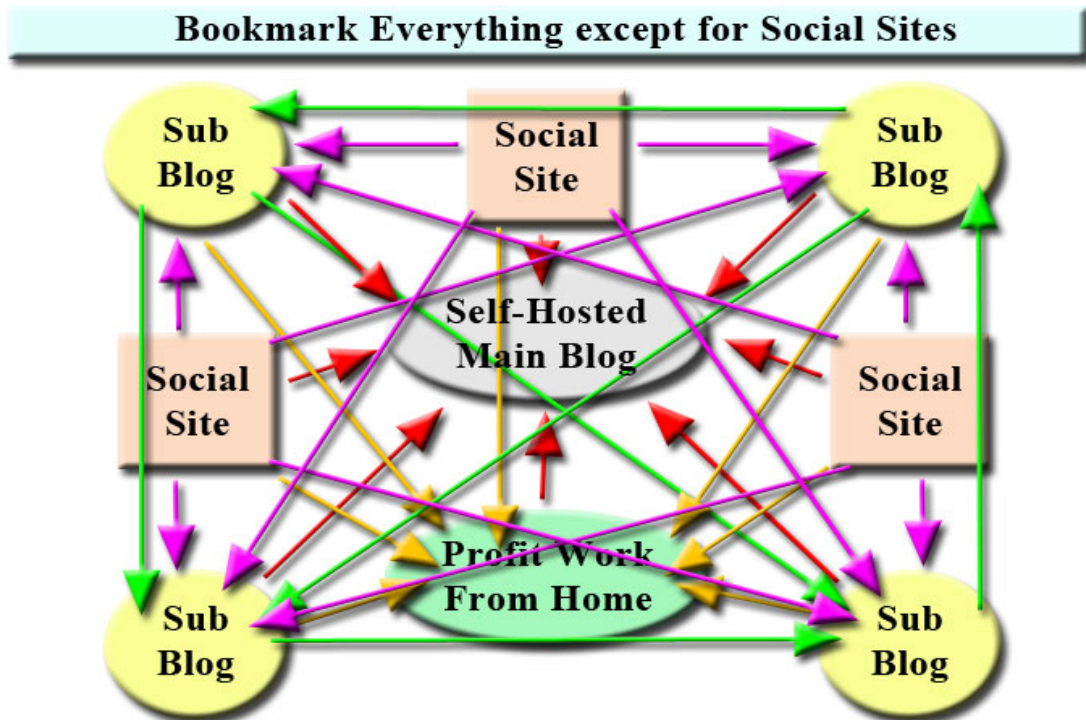
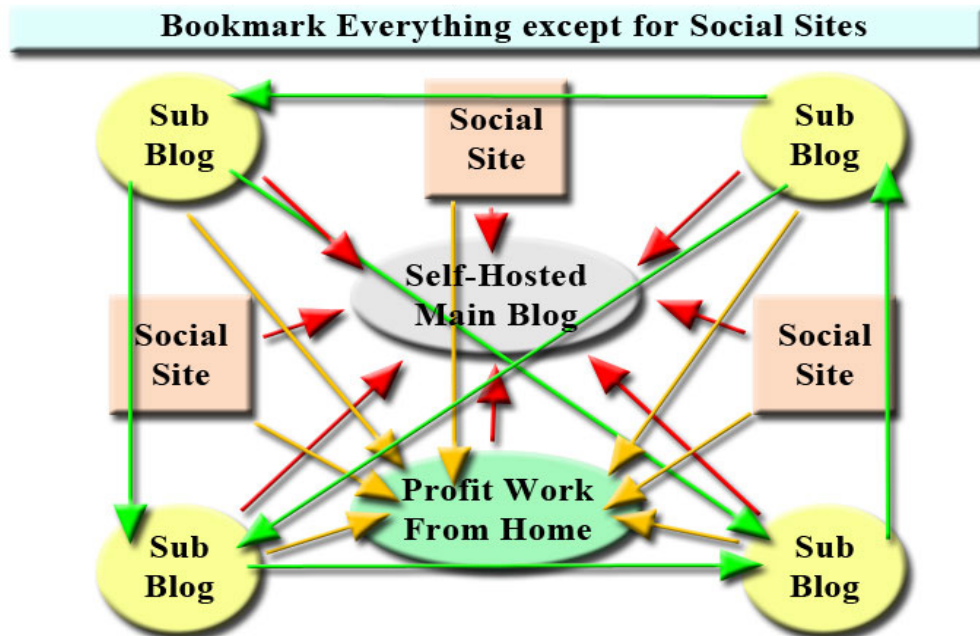
There are literally hundreds of social marketing sites out there, many specialized on a specific niche topic. Once you have successfully mastered MyBlogLog, Facebook and MySpace, you can go out there and find the most popular sites in your niche.

On all social sites you have ways to link to your blogs and websites. This can be done by placing links in your profile or on the blogs / walls that these social sites provide.

Don't try to Spam these social sites... use common sense and create a profile that other people like to visit. Give out some information about who you are, don't try to

hide behind a username, go public!

Below you can see how you can link from social sites to your blogs and to the Profit Work From Home system.



Chapter 5: Your first Squidoo Lense

Google loves [Squidoo Lenses](#) and they get ranked pretty good especially for long-tail keywords. You should build several Squidoo lenses about topics in your niche. If you are in the „list building niche“ for example, then you can build Squidoo lenses about Giveaway Events, How to build a Squeeze Page, How to drive traffic to a Squeeze Page...

There are many things you can write about and a Squidoo Lense is the perfect place to publish your unique content.

A Squidoo Lense should consist of at least 1000 words that you have written yourself, no Private Label Rights articles or text from other websites!

Next to your own text you can add certain modules that display remote content from RSS Feeds, Blog Feeds, Bookmarking Sites etc.

Your profile on Squidoo can include links to your websites and blogs. Also each Squidoo Lense that you build has sections to add your links. These are high quality 1-way links that will help you to get Top 10 rankings in the search engines.

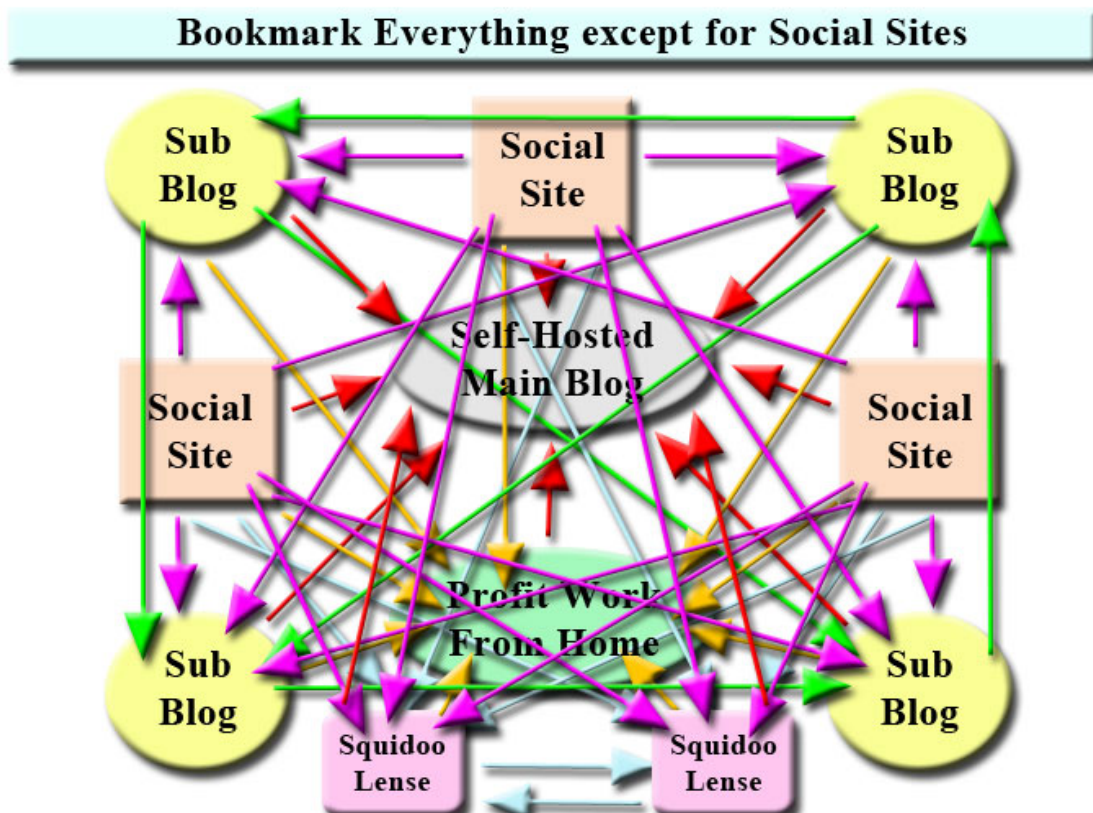
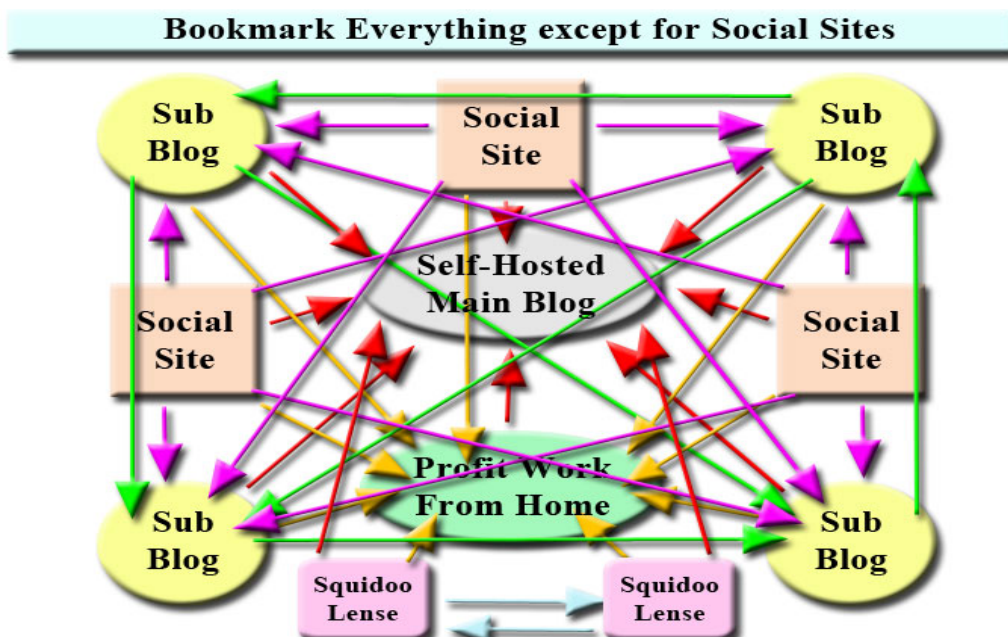
You should make it to a habit to build at least one new Squidoo Lense every week or at least once a month. Not only will you get the 1-way links to your websites and blogs but also a share of the money that your lense generates. This won't be much but if you have 100 lenses, then this can be a nice monthly extra income. 100 lenses might sound like a lot... but remember, we are doing a long-term strategy here.

Finally you can again add a banner or a link for the Profit Work From Home system on your Squidoo Lense, just like you can do with your Blogs or your social sites profiles.

You get extra points for each signup that you generate for the Profit Work From Home plus you can make extra money from members who upgrade. With the extra points that you get for sponsoring new members you can again add more articles, videos etc. and therefore build up more links and grow your empire.

Linking from a Squidoo page is easy, most modules allow you to enter HTML code. You can also create a Link List on each Squidoo Page that you create. With the SocialPoster bookmarking tool you can then post link on your Squidoo Link List everytime you want to bookmark a new Item.

Below you can see the many possibilities to 1-way link your Squidoo Lenses with your sub-blogs and social sites.



Chapter 6: Article Marketing 2.0

Article Marketing isn't what it was just 2 years ago. Nowadays there are many more places where you can publish your article.

First you should have a good written article that includes a good keyword in the title and the first paragraph. A good keyword means that it should have less than 100.000 competitors in Google but enough people who use the keyword for a search in Google.

Your article can have a last part that is called „About the Author“ . In this part you can add links to your website or blog including an anchor text with your keyword. An anchor text is one part of the HTML code for your link like the one below.

<a href=“<http://www.yoursite.com>”>This is the Anchor Text

The part „This is the Anchor Text“ should be replaced with your keyword. One Keyword!

Most article directories allow you to insert 2 links in this About the Author area. So you can link to your blog and your website... or you can put a link to your profile at the Profit Work From Home there.

Submitting your article can be done in many ways. Here is one way:

- 1.Publish the article on the Profit Work From Home system. You can do this inside the members area.
- 2.Go to the outside article page at <http://www.profitworkfromhome.com/articles.php> and search your article. Go to the site that displays your full article and bookmark this page. You'll profit from our page rank and get a good search engine ranking and therefore many visitors through the links in your About the Author part of the article.
- 3.Wait about 5 hours, then submit this article to [EzineArticles](#) with a changed title and a changed opening paragraph.
- 4.Submit another changed version of your article to [Isnare](#). They distribute your article to hundreds of directories and e-zine or website publishers for \$2 or less per article.
- 5.Post a short review of your article (maybe 150 or 200 words) on your social site blogs like Blogger.com or your MySpace Blog, your Facebook Wall etc. Include a

link that goes to the complete article that you have posted on your blog.

6. Some forums have sections where you can post articles. Post the complete article there after your blog post has been indexed in Google. This will give you some direct traffic and more back links.

Chapter 7: List building 2.0

List building begins with having an autoresponder and a Squeeze Page that includes the opt-in box of your autoresponder. For an autoresponder you have 2 options, either you use your own hosted autoresponder on your own Dedicated Server, or you use an autoresponder service like [Aweber](#).

You can also use membership site scripts like [The Giveaway Announcer](#) or the [Giveaway Manager 2](#) to build up your own list. There are more advanced systems with many options to further monetize your list.

List building 2.0 means you don't send out advertising to your list... you rather concentrate on providing high quality content. If you advertise programs that require a free signup but provide good content for free, then you don't need to promote these programs, you can simply tell your subscribers that you personally use the program and that it has a huge benefit for your business. Tell them to have a look... maybe they like it just like you do.

The point here is that the people on your list want great content and that you need to provide it if you want to make sales. Most free programs that provide good content for free have a paid upgrade where they even provide more content or products. So promoting these programs is not like trying to sell an ebook or a software to your list, all you need to do is send them the free signup link and say hey, check it out... you'll like it... A certain percentage of your signups will upgrade and this way you make money.

List building 2.0 also means that you direct visitors from all kinds of Web 2.0 sites towards your Squeeze Page. Some Web 2.0 sites can even be used to add the autoresponder signup box on your profile. Some of these social sites have different interest groups. In this case you can go and create your own group which is very

powerful because you can send them a message or publish news and announcements in the group and try to get them on your personal newsletter.

The Profit Work From Home system can also be used to build your list. You'll see that if you work it, then our system will become your biggest lead source. You can add your free gift that you give out to subscribers who opt-in to your list. All gifts will be shown inside the member area where everybody can signup for your list to get the gift. The Top 10 gifts will also be shown on the outside system where the general traffic can signup for them.

This hasn't been done anywhere like this before, so we can not predict what will happen... but we guess there will be tons of signups that the Top 10 gifts will receive. You can get your gift into the Top 10 simply by adding points to it. More points mean a higher ranking.

Chapter 8: The Daily Routine

Being an internet marketer doesn't mean sitting at the beach like you see on all those "Make a thousand Dollars in 20 days" websites... Being an internet marketer means that you need to do your work on a daily basis. You simply can't be lazy, this is a business... it's Your business!

Your daily work should look something like this:

- 1.) Either write an article, create a video or a Squidoo Lense.
- 2.) An article should be distributed like explained in the chapter above. A video will be submitted to YouTube and other video sites and then the embedded code will be posted on the Profit Work From Home website. A Squidoo Lense will simply be bookmarked.
- 3.) A short review of your new piece of content should now be added to social sites and your sub-blogs to get some links to the main post.
- 4.) While you are at the social sites you can communicate a little bit with others,

join some new groups or add new widgets to your profile.

- 5.) Finally you generate some more traffic through methods like safelist posting, viral traffic exchanges and other marketing methods. How these work is explained at the [Easy Viral Traffic website](#).
- 6.) When you have some time left, then start to research new topics and strategies within your internet marketing niche. You want to learn new stuff on a regular basis, so that you can provide new strategies to your opt-in list or blog about things you have successfully implemented.

After about 2 months you should implement other parts into your business to appear more professional. This includes having a Help Desk, starting your own membership sites or a giveaway event, creating your own viral ebooks and outsourcing parts of your work. Especially outsourcing can boost your business to the next level and is needed once you have reached a certain growth. Once you have an income of above \$2000 monthly, then your working hour is much more worth than the working hour of an article writer or sales copy writer...

At this point it's cheaper to outsource your work... that's something many new internet marketers don't understand thus it's a simple concept. See, you can get professional written articles for \$10 a piece. If you write these yourself, then it takes you at least half an hour, in most cases much longer due to the research that has to be done. You should value your working hour at above \$20, so it's not worth writing the article yourself!

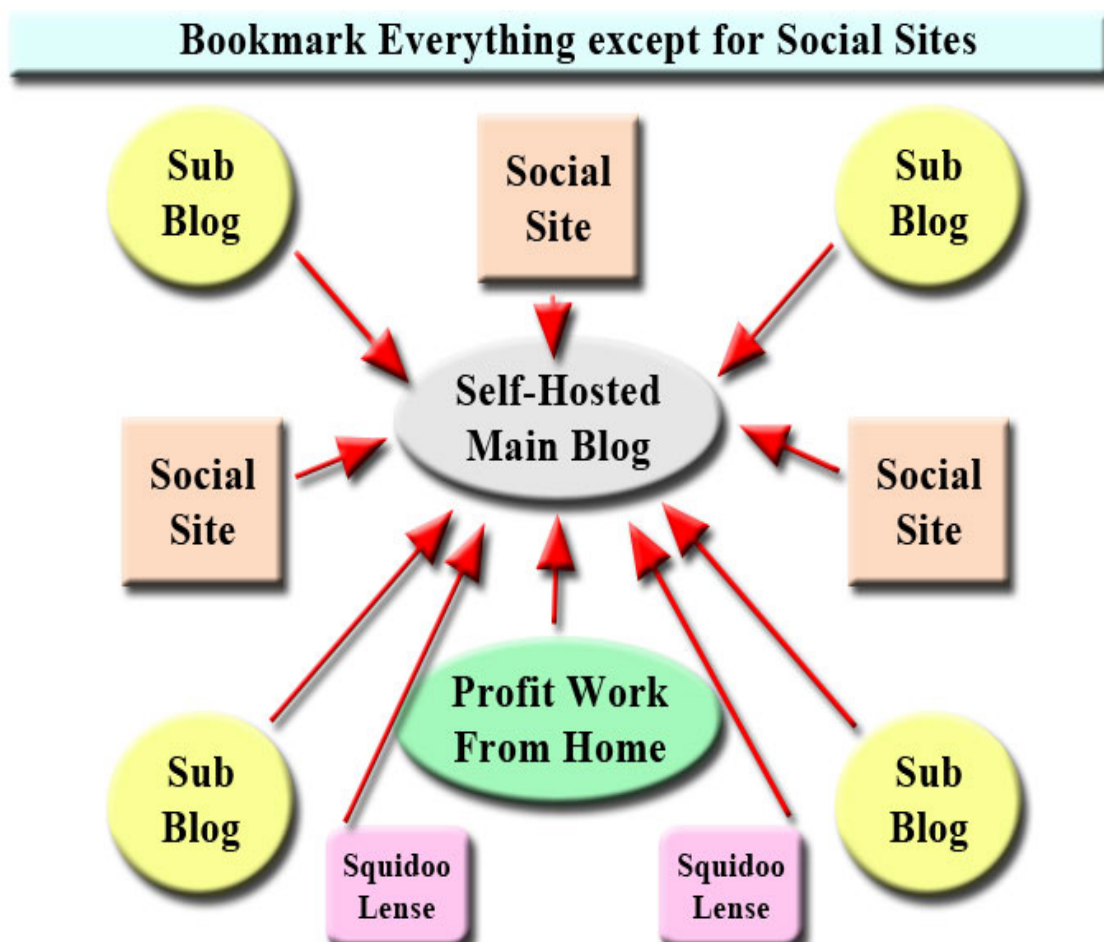
At this level you only concentrate on marketing and stuff that you are really good at. If you are a professional graphic designer, then you'll keep doing your graphics yourself and outsource the content-writing. If you are a professional writer, then you do the writings yourself and outsource the graphic work. This also gives your business a boost in professionalism because you can't be a professional in everything! Through outsourcing you get professionals for every part of your business and that will result in more income.

Chapter 9: 1-Way Linking

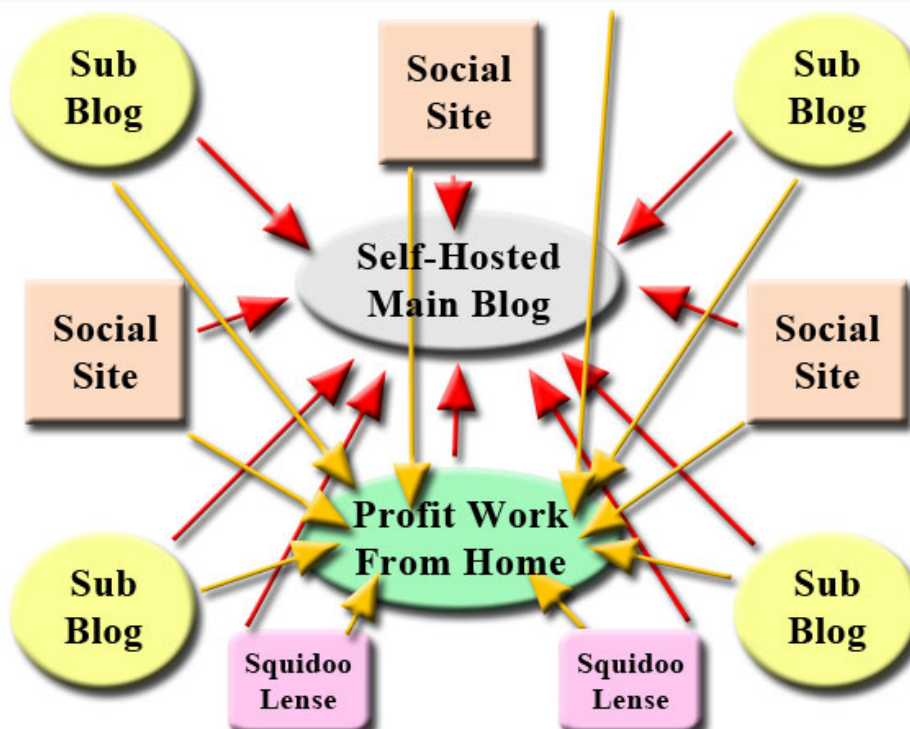
Building up 1-way links to your blog or website will result in higher search engine positions for your chosen keywords. You can use different web properties and link them in a special way.

Below you can see 4 steps towards linking all your web properties with 1-way links. Everytime you include a new piece of web property like a blog or a Squidoo lense, you can also increase the number of 1-way links.

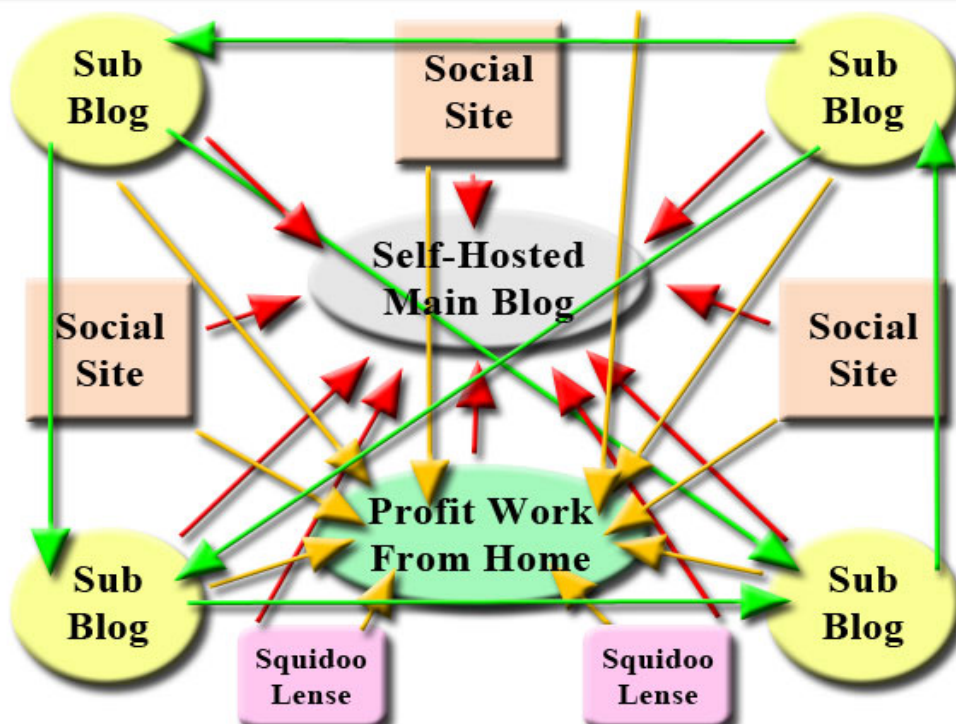
The arrows in the pictures below represent a link. These are all 1-way links except for the Squidoo lenses, these can be cross linked with each other.



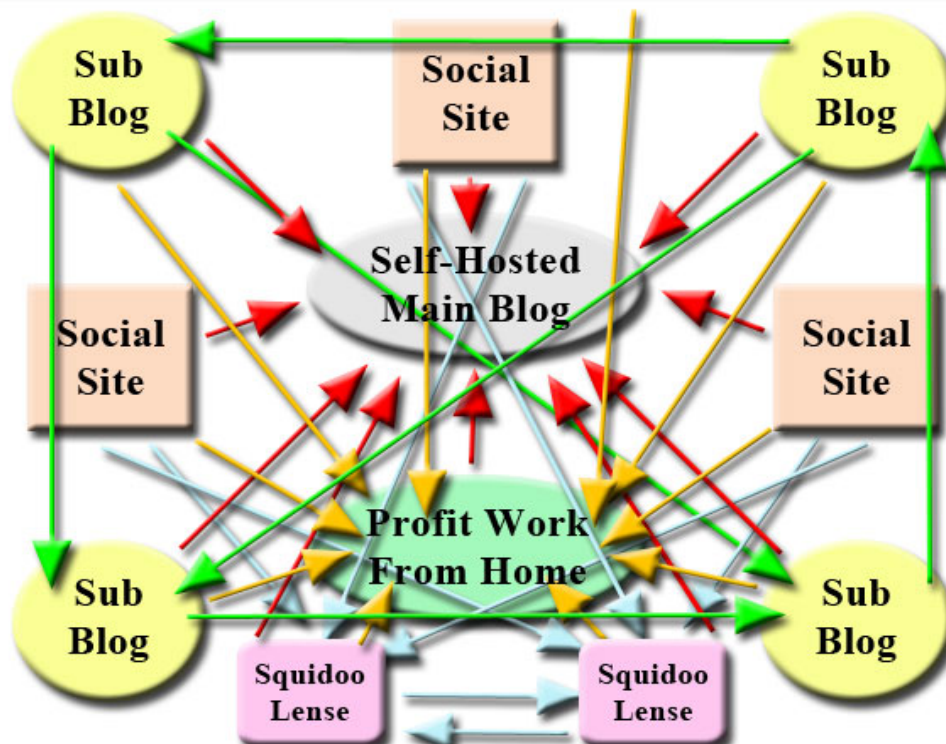
Bookmark Everything except for Social Sites



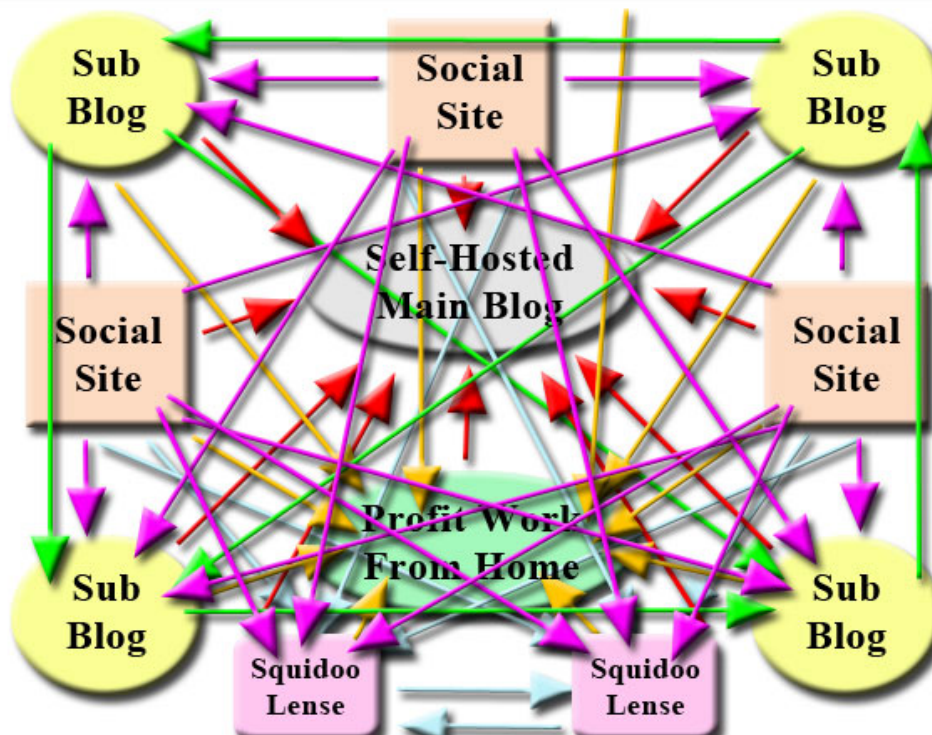
Bookmark Everything except for Social Sites



Bookmark Everything except for Social Sites



Bookmark Everything except for Social Sites



This Linking Structure combined with good content and the right kind of keywords will result in Tons of Traffic to your websites and blogs!

Chapter 10: We go Viral

Now this last step of the promotion process is major important. It will result in long-term traffic and profits. We have already done 99% of the work for you, all you need to do is setup the viral system to work for you automatically.

You have giveaway rights to this report that you are reading right now. We also include a 7 part autoresponder series and a Squeeze Page if you are a member of the Profit Work From Home system. All you need to do is customize the emails and add your autoresponder signup box on the Squeeze Page. Then add the emails to your autoresponder and upload your Squeeze Page on your server.

You can then submit this free report at other giveaway events or other places where you can give it away to people. You can drive traffic to your Squeeze Page through article marketing and other methods that you have learned in here... you know... create a blog post about this free report, bookmark the post etc.

What happens is that people start to signup for the Profit Work From Home through your referral links that you put into the emails for your autoresponder. It's all automated and when you get signups you get more points and therefore more exposure of your ads at the Profit Work From Home system. You also have the chance to make money from people who upgrade their accounts.

Now comes something very powerful... you get not only the pdf files of this report but also the Word and Open Office documents as a member of the Profit Work From Home. You are allowed to change the signup link at the bottom of this report to your referral link of the Profit Work From Home. You are Not allowed to change anything else, only the referral link at the end. You can [download Open Office](#) and use it for free. It's the easiest way to add your referral link into this report and create the new PDF with the click of a button.

Let's do some math...

You use this report as a free gift in only 4 Giveaway Events each month. From each event you should get at least 100 signups to your opt-in list, if these are bigger events then you should get a lot more signups. So you have at least 400 new signups each month who want to read this report.

The people get great content in this report here and in the follow up emails, so if only a small 10% of them signup for the Profit Work From Home, then you have 40 new signups each month.

You can easily drive extra traffic to your Squeeze Page through bookmarking and

social marketing. You can also use credit based safelists and manual click exchanges to drive traffic to your Squeeze Page. This should result in at least 20 more signups each month.

So you have at least 60 signup each month and with a 10% upgrade rate this would be 6 upgraded members, each and every month on autopilot.... and these are small numbers that we are using here... the real potential is much bigger.

So what are you waiting for... get your free account at the [Profit Work From Home](#) and as a bonus you get the rebrandable version of this report!

To your Success

Guido Nussbaum