7 Days To PLR Profits

find your way to profitablity in just a week

Contents

Introduction

You may not have considered this before, but if you have ever bought any kind of digital product online – software or an e-book, for example, - then that product came with some kind of 'rights' attached to it when you did so. In other words, in buying the product, you also bought the right to use it in some way.

Most commonly, you would just get what are called 'personal user' rights with your purchase, so you can use it but you cannot, for example, sell it someone else.

However, there are many products that you will buy online where you are given additional rights with your purchase.

Some products are packaged with Resell Rights, meaning that you can use the product yourself and sell it to others so that they can do the same. Then there are Master Resell Products which give you the license not only to sell the product yourself, but also to pass on that right to sell the product to your customer too.

Finally you have products that come with Private Label Rights or PLR. This is content (most commonly articles, e-books or reports) that can be used as is, or changed and modified before usage entirely as the purchaser desires, in compliance with the product's PLR license.

Within this PLR product 'category' there are even a couple of sub-categories that are defined by the exact 'levels' of PLR rights that are granted by the product license. For example, there are some PLR products that allow the purchaser to resell the product but they cannot claim authorship of it when they do so.

However, the vast majority of PLR products that you are likely to come across or buy come with totally unrestricted PLR rights, meaning that you can essentially do whatever you want with them. For the rest of this book, this is the kind of PLR product that I will be talking about.

So, with such unrestricted PLR rights to a particular e-book, special report or article, you can:

- Change the title of or headline above the product;
- Modify the content by adding to it, changing it or cutting pieces out wherever and however you want;
- Claim authorship or creation credits;
- Use the finished product you create in any way you like – give it away, sell it from a sales page or a membership site etc;
- Use it as website content materials, or in a newsletter;

- Add your own affiliate links into the finished product;
- Claim Copyright to it.

From this, it should be clear that having unrestricted PLR rights to a product that you buy offers you a huge range of different opportunities and possibilities.

Indeed, it would even be possible to just take the product that you have bought, add your name to it and then publish it 'as is' without doing any more to it than that.

This is never likely to be a smart move, however, as (unless you are the first person who has ever used this PLR content) somebody else has probably already done this before you.

So, the key to using PLR effectively is to change it enough to make it your own. Do that and utilizing PLR materials can be your key to huge online profits, and perhaps even more attractively, these will be profits that you should start to see very quickly!

I have been using PLR products in my own online business for quite some time now. I do this because using PLR is one of the quickest ways of going from a empty piece of paper (or blank PC monitor) to profits for any online entrepreneur.

This book is going to show you exactly how to do this in seven days or perhaps even less!

More Quality = Less Wasted Time

The first thing to say about PLR materials is that they are not all the same. There is some superb PLR content out there in the marketplace, but there is also an awful lot of dross!

You might see some online commentators or experts who suggest that, as you are going to have to significantly modify the materials in any event, the quality of the original PLR materials is irrelevant and does not matter.

I fundamentally disagree with this for a couple of reasons:

- Firstly, the PLR materials that you use are the 'foundations' upon which you build your final content materials. If you start off with poor quality foundations, then it is extremely unlikely that your finished product is going to be strong or of a high quality either.

- Secondly, I have found that many poorer quality PLR materials are often factually wrong, or seriously out of date. On quite a few occasions, I have seen such low quality materials quote 'facts' that were never anything of the sort, or statistics that are years out of date!

It would therefore follow that any product that you produced from such PLR materials would be fundamentally flawed, and that is going to do nothing whatsoever to help your reputation or your business.

In particular, be aware that free PLR materials are generally being given away free for a reason. In all probability, the reason is that it is impossible to sell them because of their intrinsic lack of quality and the fact that they therefore have little or no value.

Of course this is a generalization, and no doubt it is sometimes possible to pick up free PLR content that is worth having. In fact there is one very good free source that I will highlight later that definitely merits consideration, but it is probably the exception that proves the rule!

As a general guideline, PLR content is no different from most other things in life - you get what you pay for. The quality of your 'foundation' PLR materials does matter, of that you should be in no doubt. To quote an old phrase, 'you cannot make a silk purse out of a sow's ear', and trying to do so will be a massive waste of your time and effort. And you only have 7 days to start making money, so time is not something that you have got a lot of just at this moment.

The difference between good quality and bad PLR content materials?

Well, in my experience, using good quality materials basically means that you need to do some rewriting and that is about it.

With poor quality content, on the other hand, you have to check every 'fact' for accuracy, you probably need to update a lot of the statistics and then you need to rewrite it from the very first word to the last.

In fact, if the base PLR content that you are working with is poor, then you might as well have started from scratch and written the whole thing yourself!

Yes, there very probably will be that much work involved!

And time is of the essence here. So, without any further delay, let's get started.

Day 1: Chicken Or Egg?

Here is a broad outline of how I am going to take you from nowhere to having your own profit making website and business in the space of the next seven days:

- Find suitable PLR materials from which you can create a product
- Create it
- Build a website to sell the product
- Market and promote it
- Sell it by the truck-load!

The first thing to appreciate is that if you plan to create a new product from PLR materials, you have to do things a little differently from the way that you might in other areas of online business.

That is, if under more usual circumstances you were looking to make money on the net, the first advice would be to 'find hungry buyers who are looking for something' and then supply it to them.

Whilst that is still true to an extent, you also have to work with the PLR materials that are available to you. For example, there might be a market that is desperately hungry for more information about underwater pan pipe playing. I seriously doubt, however, that you would be able to find PLR materials on that particular topic!

Therefore, you initially need to be doing two things almost concurrently. You need to find your hungry buyers, but you also need to know that there are PLR products that you can work with and modify which will then sell in a finished format to those hungry buyers.

What you should initially do therefore is establish that there is a market for a particular type of product in the broadest terms. Then you can check whether there are PLR materials that you can work with before becoming too involved in research and do too much work. If, however, you establish that there are good quality materials that you can use, then and only then do you want to start doing the serious work!

There is one other option open to you, which is to have PLR materials created exclusively for you. This might, for example, be worth considering if you find a market niche that is wide open and totally 'hot'. These kinds of niches are, however, very few and far between, and you would need to be very sure that it was going to be worth it before spending a few hundred dollars getting PLR materials 'tailor made'.

Such a situation would be the exception rather than the rule. For that reason, I am going to assume that you are going to use pre-existing

PLR materials, as this is undoubtedly going to be cheaper and quicker for you (there are only 7 days, after all!).

As the chapter title probably suggests, whether you choose to search for a niche and then look for suitable PLR materials or do it the other way around is really up to you.

However, because I like to use only a handful of PLR sites where I know that the materials available are of the highest quality, I tend to look at them first to source my PLR products before looking for niches. I would recommend that you do the same, at least until you become more familiar and comfortable with what you are doing.

Recommended PLR resources

As suggested, when looking at PLR materials that you can work with, you generally get what you pay for.

There is, however, one free PLR site that I have used where I would say that the quality of the materials is above average, especially when you consider that everything is free. This site can be found at PLRWholesaler.com and you should definitely take a look to see what is available that you can use.

However, even though this site carries materials that are generally good (in terms of free content quality) there is still one major drawback to using free materials as the basis of your product. Free PLR content sites like PLR Wholesaler are popular, and so the world and his brother have joined and downloaded the PLR materials that you can find there.

It is therefore likely to be extremely difficult to make anything that is unique from such 'base' materials. One key feature of quality PLR that is often underrated is rarity value, and content that is given away to all and a sundry has no rarity value whatsoever.

Therefore, considering using free materials is all very well in theory. But if you want to create something that has real long-lasting value, then using free materials as your 'foundations' is not a very smart move.

Because of the concept that rarity adds to the value of PLR materials, most of the best membership type sites have strictly limited membership numbers as well.

Perfect examples are my two favorite membership sites, both of which I can thoroughly recommend, to be found at PLRpro.com and IMPLRClub.com

The first of these is an excellent PLR site, but it is not cheap! You should however still take a look because at the time of writing, two weeks full access to a site that usually costs $97 per month is available for just

$1.00! Membership is limited to only 200 as well, so I would recommend that you take a look sooner rather than later!

IMPLRClub is another favorite site that you can gain trial access to for only $1.00. It is also far more affordable if you decide to maintain your membership at the end of your trial (which you should do, of course).

This site is limited to 250 members, so again you know that any product that you gain access to through your membership is going to be in the hands of very few people, meaning less competition for you.

The site works on the basis of a new PLR e-book (or sometimes more than one) being made available every month as part of a package that comes with everything that you need to start selling it straight away.

For example, as you will see from the following screenshot, in addition to the e-book you get ready made sales, download and squeeze pages, graphics, headers, footers and so on.

Basically, it is a ready-to-go 'business in a box' every month.

Let us therefore begin by taking a look at IMPLRClub to see what is available and how you would start using it:

Included in each PLR package is:

- ✅ Salespage

- ✅ Download Page to deliver the product

- ✅ Squeeze Page to collect leads

- ✅ eBook (doc and pdf versions)

- ✅ 2 Sets Of eBook Graphics (psd and jpg versions)

- ✅ 2 Sets Of Header & Footer Graphics (psd and jpg versions)

- ✅ 2 Sets Of Background Images (psd and jpg versions)

- ✅ 2 Sets Of Buy Now Buttons (psd and jpg versions)

As you can see, the package is VERY substantial. I wasn't kidding before when I said that I really wanted to create a high quality PLR product for you to sell.

As can be seen, the product that is available from IMPLRClub is an e-book that deals with Facebook, which is the second most popular social networking website on the net.

And, more importantly, Facebook is a free site that currently attracts around one million new over-25 year old (i.e. non-student) users every month, so Facebook's popularity is clearly on the up-and-up!

Furthermore, the reference in the title to Google's immensely popular Pay-Per-Click advertising program AdWords suggests that it is a PLR guide concerned with making money from Facebook.

Okay, with all those new members joining, this is obviously an extremely popular website. This product would therefore appear to be well worth using in your efforts to start making money from PLR materials within the next week.

The next consideration is - if you do decide to create your own e-book product using this particular PLR manual, how and where would you promote it? You are, after all, not going to make any money if there is no market of people who are willing to pay to learn how to make money using Facebook.

You must therefore do your research to establish whether there is any demand for such a product, and in order to do so, you need to start what is known as 'keyword research'.

Keyword research

Keyword research is nothing more than finding the words or phrases that people use when they are looking for something on the net using search engines like Google or Yahoo. So, in this case, you would be looking for words or phrases that people will use when they are looking for information related to Facebook.

While it sounds remarkably simple and perhaps even a little mundane, keyword research is a fundamental cornerstone of any successful online marketing campaign.

This is because keywords are the clearest and most effective indicator of what people are looking for when they surf. In other words, keywords tell you exactly what people want or need.

So, if you can take this information and create a product that satisfies those wants and needs before putting the finished product in front of these hungry consumers, you have an almost perfect sales situation.

Another point to understand about keyword research is that you need to build a good list of keywords that will drive visitors who are potential customers to your sales page. As an example, if you are selling a Facebook related product, then there is no point in having people who are interested in aviation visiting your sales page.

Your current objective is, therefore, to compose a list of Facebook related keywords that you can build your sales pages around that will, in turn, send visitors to your site.

It was mentioned above that Facebook is the second most popular social networking site, with MySpace being number one. Because of its popularity, many people have already found ways of monetizing their MySpace accounts, and products about how to do this are relatively common.

Products about how to do this with Facebook are however far less common. I would suggest that the majority of Facebook users are not yet aware that there are money making opportunities available on their favorite social network. Consequently, for many Facebook users, the idea that they can make money through their connection with the site might come as something of a surprise. (You will see proof of this theory later.)

For this reason, I would not recommend that you should limit your keyword research to finding words or phrases related to making money with Facebook, as this could potentially limit your eventual market. Given the circumstances, it would make much more sense to start with the single word Facebook, and go from there.

There are many free keyword research tools that you can use, but the best one that I have found (in other words, the most accurate one) can be found at [Wordtracker](), so let's go there and start researching.

FREE keyword suggestion tool

Keyword:
facebook

Adult Filter:
Remove offensive   Hit Me

**10 Great Reasons to
Subscribe to Wordtracker - Risk-Free!
Find out more**

facebook

114,709 searches (top 100 only)	
Searches	**Keyword**
107797	facebook
1322	facebook proxy
1008	facebook used
548	facebook login
534	unblock facebook
255	facebook proxies
183	facebook layouts
142	facebook online

The first thing to say about the free Wordtracker tool is that it only shows the top 100 key words or phrases that are returned by any search that you do. As you can see from the screenshot, there are over 114,000 different search terms that the program has found prompted by the word 'Facebook'.

So, if you can afford (or already use) a paid keyword research tool, then you will have far more information available to work with. You can get full access to everything on the Wordtracker site for one week for $30, which may be something to consider.

However, from the free keyword search results above, then perhaps unsurprisingly the most popular keyword search term for Facebook related information is - Facebook! Wordtracker suggests that there will be nearly 108,000 searches for that one keyword every day.

The crucial thing to understand, however, is that the number of searches can only be viewed in a meaningful manner by comparing it to the number of websites that refer to the particular keyword that you are searching for, as they represent your competition.

In other words, you need to know how many other websites are going to show in the search engines if you just typing the single word 'Facebook'.

Here are the results from Google, by way of a demonstration:

Results 1 - **10** of about **31,800,000** for **facebook**. (0.19 seconds)

Whilst there may well be 108,000 people who type in the single word 'Facebook' to the major search engines every day, they will be presented with a choice of nearly 32 million websites by Google when they do so!

In short, there is absolutely no point trying to build your sales pages around the single word Facebook - the competition is way too fierce!

What you really need to find are 'long tail keywords' which are usually three or four word phrases that relate to your topic or market niche. Such long tail keyword phrases will often enjoy relatively small daily search numbers, but there will not be massive competition either.

Remember how I suggested that what you are looking for are potential customers who have a want or a need that your new product can satisfy? Well, the way I try to find such people is by using 'want' or 'need' words when I am searching for suitable keywords or phrases.

For example, try running another Wordtracker search but add 'how to', 'where', 'what' or 'want' in front of your primary search term. You will often generate some very interesting results by doing this.

Alternatively, you can even try adding 'buy' or 'purchase' as either of these words will specifically target your search towards people who are willing to spend money to find the answer to their problems.

Keyword:

how to facebook

Adult Filter:

Remove dubious   Hit Me

**10 Great Reasons to
Subscribe to Wordtracker - Risk-Free!
Find out more**

how to facebook

Searches	Keyword
**342 searches (top 100 only)**	
21	how to unfilter facebook
19	how to get on facebook at school
17	how to get facebook password
17	how to hack into facebook accounts
15	how to hack facebook
14	how to hack a facebook password
14	how to use facebook
12	how to access facebook at school
12	how to access facebook from school
12	how to get on facebook from school

So, by using 'how to Facebook' (grammatically incorrect though it is) you can generate some search terms that are far more interesting! Let's take the first of these terms and search Google to see how many competing websites this returns.

Incidentally, when doing this you should include the phrase in quotation marks or inverted commas ("") as this shows the results for the exact term, which is what you need to find.

Results **1 - 10** of about **34** for "how to unfilter facebook".

Now, that is more like it! There are 21 potential searches every day for this term, but there are only 34 websites returned by Google.

So, it follows that if you use this particular term when you build your sales pages later, you should be able to grab the number one spot in Google for it fairly quickly and easily.

Okay, what you now need to do is build a list of at least 50 similar long tail keyword phrases that you can maximize your web pages for.

Of course, the more key words you can find that show the same characteristics as 'how to unfilter facebook' (i.e. some searches and little competition) then the better that will be.

These keyword phrases will be the cornerstone around which you build your website. This is, in turn, your central strategy for driving visitors to your website to buy your product, and thus earn money for you.

As previously suggested, there are thousands if not millions who are already making money from MySpace, but Facebook as a money maker is still relatively 'virgin territory'. And, if you want proof:

Results **1 - 10** of about **2,600** for "making money with facebook".

There are only 2600 results in Google for a phrase that you would expect to be one of the most popular for those people looking for ways of monetizing their Facebook account. Here's another:

Results **1 - 10** of about **1,780** for "making money from facebook".

Even these 'primary' phrases are ones that we can use and reasonably expect to be appearing in the top 10 search engine results in Google within a month to six weeks at the outside.

Whether that will get us any site visitors, however, is another question entirely! I will return to this point a little later.

Day 2: Creating The Product

You now have what appears to be a very solid foundation for your new e-book product, something that should position you perfectly in a market that is clearly extremely popular.

At this point, you basically have everything you need to launch your e-book onto the market with very little work, by simply using everything as you received it. You could, for example, start selling the book exactly as you downloaded it, using exactly the same header and footer graphics, from the same sales page, and so on.

This is exactly what quite a few other people will do too, and that is therefore likely to restrict your chances of success considerably.

It is far better if you do a little more work and use the PLR materials that you have got your hands on in the way they are supposed to be used - that is, as the *basis* of your own fresh, unique product.

The next thing you must do is take the PLR version of the Facebook e-book and create your unique version of it.

One piece of good news is that all products from the sites that I have already highlighted are good quality and only available in limited numbers (the paid membership sites).

This means that you will probably not need to waste time checking all the facts or statistics shown in the 'foundation' PLR materials that you are going to use from these paid sites, nor do you have to rewrite every single word (but be considerably more cautious using free PLR).

Having said that, what you are about to do is not original, and there will be other people doing exactly the same as you. In other words, there may be a couple of hundred people who are working with exactly the same foundation materials as you to create their own 'make money with Facebook' e-book products.

You may still be tempted to use the foundation PLR materials as your finished product, but doing so will be an utter waste of time. No matter how good the original materials might be, selling them 'as is' will never make you any money. You will only make money by offering something that is better than the products that everyone else is offering. You need to offer a product that is uniquely yours.

There are several ways that you can go about generating such a unique product.

Do it yourself

The first way is to make the changes yourself. This has the clear advantage that it is free in monetary terms, and gives you complete control over how the finished product ends up.

The disadvantage is that it will mean that you have some work to do, and that may be work that you have neither the time or the inclination to do. It may even be that you do not feel that you have the ability to rewrite the materials even if you wanted to, and that doing the job yourself is not a realistic option.

I do not think that I have ever met anyone who was actually incapable of rewriting PLR materials sufficiently well to generate their own product. Nevertheless, if you are not confident that you have the basic skills necessary, here are a few tips that might help you.

The first one is – read it! I never cease to be amazed by how many people believe that they can rewrite PLR materials without knowing the overall main 'thrust' of the book or article that they are working with.

It is like a good joke or a movie – the punch line or the conclusion always comes at the end, right?

Good PLR materials are generally the same. Starting to rewrite by opening the book at page one and diving right involves a very serious risk of getting to the end, only to find that you have rewritten the whole thing from the wrong angle or viewpoint.

Secondly, once you have read the book, think about what else you know about the subject matter. Perhaps you can take a look at some of the top web sites that are thrown up by your key word research, and see what they have to say.

Can you include any of these 'extras' into the book?

How about searching some common information sites like Wikipedia or Ask.com to see what else you can find out there. Check out Yahoo Answers to see if anyone there is asking questions about your niche.

These sites are an excellent resource for finding out exactly what it is that people really want to know about your subject and gives you a perfect indication of the best additional materials to include in your finished product.

Bookmark any questions that you can answer too.

Later on, once your site is built and ready to go, you can come back to Yahoo and answer these questions, which is a great way of sending extremely well targeted traffic to your site.

So, again using the Facebook example, there are over 20000 questions about Facebook on the Yahoo Answers site.

That is a lot of information about what people need to know about Facebook. Why not look at the most popular questions and answers, to see how you can include them in your finished e-book?

Try a similar thing with some of the most popular social bookmarking sites likes Digg, StumbleUpon and del.icio.us. You will most likely find lots of interesting information on these sites that you can either include in your finished product, or use to show you what kind of product the market really wants or needs.

For example, this headline grabbed from Digg might set you thinking about the Facebook product that you should be producing:

Basically, any additional information that you can find and then include is going to give you a quick and easy resource for making your finished product different.

There is, however, still more to be done!

Once you have found lots of new ideas or information that you can include in your finished product, you still need to change the base PLR materials if you want to have a unique finished product.

You need to go back and rewrite the original PLR e-book in your own words. That might sound difficult, but it really needn't be, as there are lots of free online resources that can help you.

The first question is - are you going to do the whole re-write job yourself? If so, then, as a general rule of thumb, to ensure that the finished product is unique, you must make sure that you do not leave any sequence of more than seven or eight words unchanged. Any unchanged phrase that is longer is likely to be picked up by online duplicate filters, assuming that someone has published the whole PLR 'foundation' product as their finished e-book.

If there are any bullet pointed lists in the PLR source materials, change the order of the various points around.

As you are going to add additional materials in, do not be afraid of cutting sections out either, especially if the new product has a slightly different 'angle' to the original PLR 'source' materials.

Basically, you need to make changes wherever you can and if you are doing the job manually, Thesaurus.com is a free resource tool that might help you.

Use software

An alternative idea is to use software to help you. There are programs out there that are designed to take PLR materials and 'spin' them for you into new content with a few pushes of a button.

A couple of examples can be found at Jet Spinner (a free resource) and Secret Article Converter (a paid membership site).

However, the name of the second program should give you a clue as to an important fact about both these programs. They (and most other

similar programs) are mainly designed for altering articles of a few hundred words, rather than an e-book of several thousand.

This is not to say that these programs will not handle a full e-book rewrite, but using them will certainly take a long time to generate your new unique book.

I doubt whether spending a huge amount of time using a program to do what you could do yourself in a few hours is time well spent.

Having said this, such article spinner programs will come in handy later, but for the rewriting of your book they are probably not going to be a great deal of help.

Pay someone else to do it

There are quite a few places where you should be able to find people who can do the rewrite job for you, at a price. There are always people looking for writing work at places like [Digital Point](), [Elance]() or [Rent-A-Coder](), for example.

In general, when using freelance writers from these sites, you will get a good job done but you need to be a little careful as the quality will vary. Like most things in life, unless you are extremely fortunate you will get exactly what you pay for. So, if you collect a few price quotations and then plump for the cheapest, you are probably not going to get the most professional job done.

Also, using someone else to do the rewrite job for you means that your 'voice' will not be so prominent, and integrating additional materials (of the type that you found from Digg and StumbleUpon earlier, for example) is not going to be quite so easy.

Nevertheless, if you really do not have the time or the ability to rewrite the original PLR materials yourself, then use the services of someone else to do the job for you by all means.

However you get the job done, and whoever does it, the most important thing is that is gets done.

This is your primary money maker, and it needs to be rewritten as quickly as possible so that you can start to earn money quickly too.

Day 3: Setting Up Your Site

Your domain name & webhosting

You have already seen that when you get the Facebook 'package' from IMPLRClub, it includes everything you need to get your website online and selling as quickly as possible.

So, the first thing that you need is somewhere to 'host' the sales site and a name that takes people to your pages, more commonly known as a domain name or URL.

The first thing to note about a domain name is that it should help tell both your site visitors and the search engines what the site is about. In this example, you should try to find a domain name that indicates that you offer a Facebook related product, and possibly indicate that the product specifically relates to making money from Facebook.

It will also help if your domain name ties in with the name of your product, remembering that you can give your new product any name you want.

Let us imagine that you are going to call your new product 'The Facebook Cash Geyser'. Thus, your ideal domain name would be FacebookCashGeyser.com. Go to a domain name registrar like GoDaddy.com and check out whether that name is available:
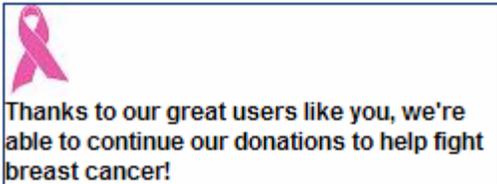

Great, the .com domain name is available at $9.99 for the full year! But, before paying the full price, take a look at Deal Taker to see whether they have any discount codes available that you can use the reduce the price still further:

Copy and paste the Coupon Code into the last page of the GoDaddy order form and refresh that page to get the discount applied before making your payment It is a very quick and simple way of saving yourself just over $3!

The next thing you need is a webhosting account, a place where you can put your webpages so that they can be seen by the world.

There are literally thousands of places that offer webhosting services, but in terms of value for money, it is hard to beat Hostgator's 'Baby' account at $7.95 a month:

Our Most Popular Hosting Plan

- → 600 Gigs of Web Hosting Space
- → 6,000 Gigabytes of Bandwidth
- → **Host UNLIMITED Websites**
- → FREE Instant Setup
- → 99.9% Uptime Guarantee
- → 45 Day Money Back Guarantee
- → CGI, PHP 4 & 5, RoR, Perl
- → MySQL, SSH, SSL, IMAP, POP
- → **FREE Site Builder**
- → cPanel Hosting (View Demo)
- → 24/7/365 Upgraded Support
- → No Contracts or Hidden Fees
- → More Info

Only $7.95 /month

Award Winning Web Hosting

With the domain name grabbed and a webhosting account in place, that is everything ready to go. The next job is to tie your domain name and hosting account together, so that when someone types in FacebookCashGeyser.com, they will be taken to your site.

When you opened your Hostgator account, you will have received an e-mail headed 'Your Hostgator Account Information'. In this mail, you will see something like this:

'Your name servers:
ns237.hostgator.com
ns238.hostgator.com'

Go back to your GoDaddy account, hover your cursor over the green 'Domains' tag at the top left of the opening page and then click on 'My Domains' from the drop down menu that opens up beneath it:
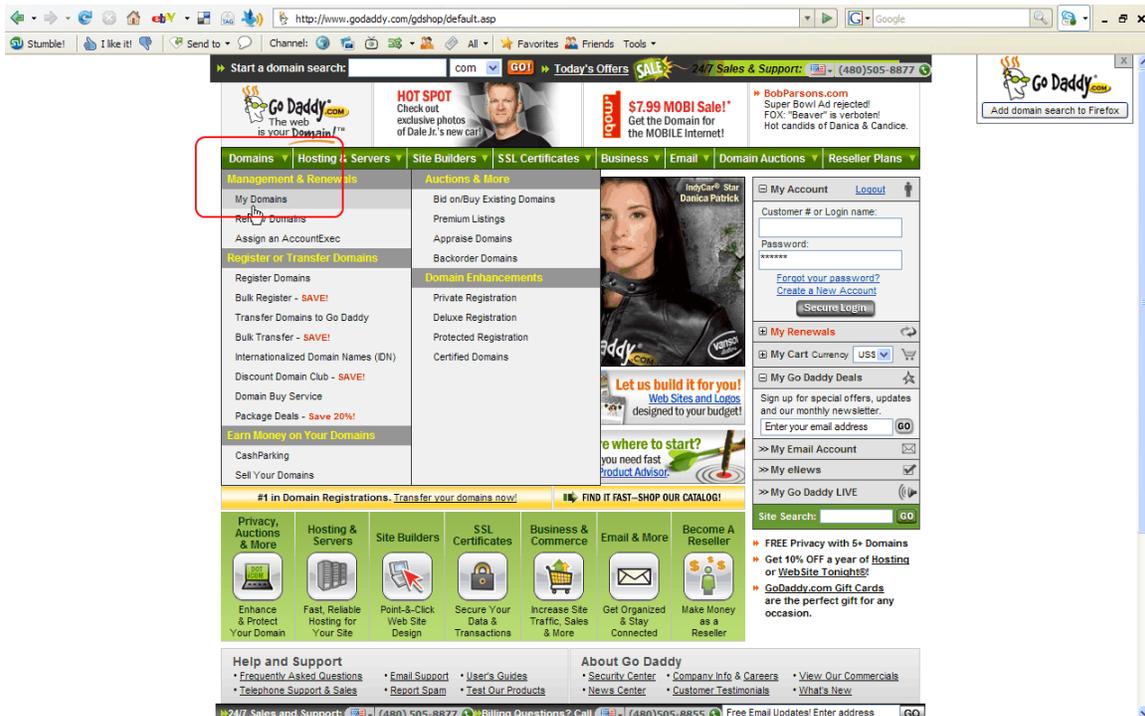
When you see your new domain name listed in blue, double left click on it, and at the top of the next page, you will see this:

Click on 'Nameservers' and on the next page simply fill in the Hostgator details from their e-mail like this:
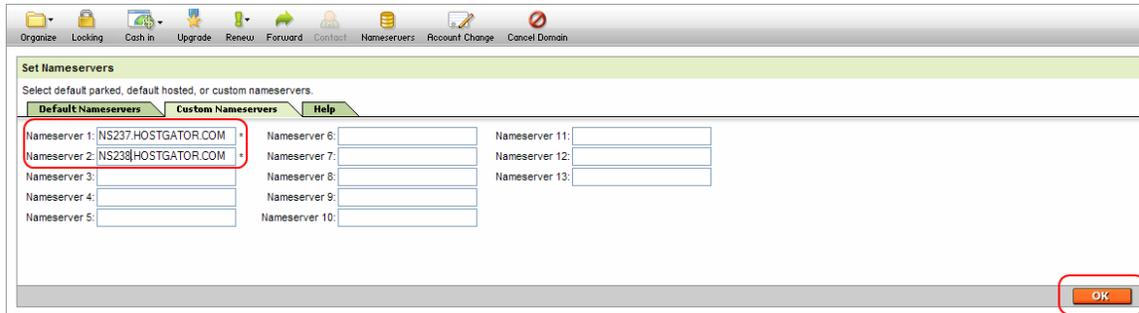
Click on the orange 'OK' button on the far right, and that's another job done. You have now tied the domain and hosting account together, and within the next 24-48 hours, the 'link-up' should be live.

Your final job is to set up with an 'FTP Client', which is a software program that enables you to upload your website from your computer to your hosting account once it is ready to let lose on the world!

Download the excellent (free) Smart FTP and install it on your machine. Open the program and hit "Ctrl & N" keys at the same time, and a small panel will open up headed 'New Remote Browser'.
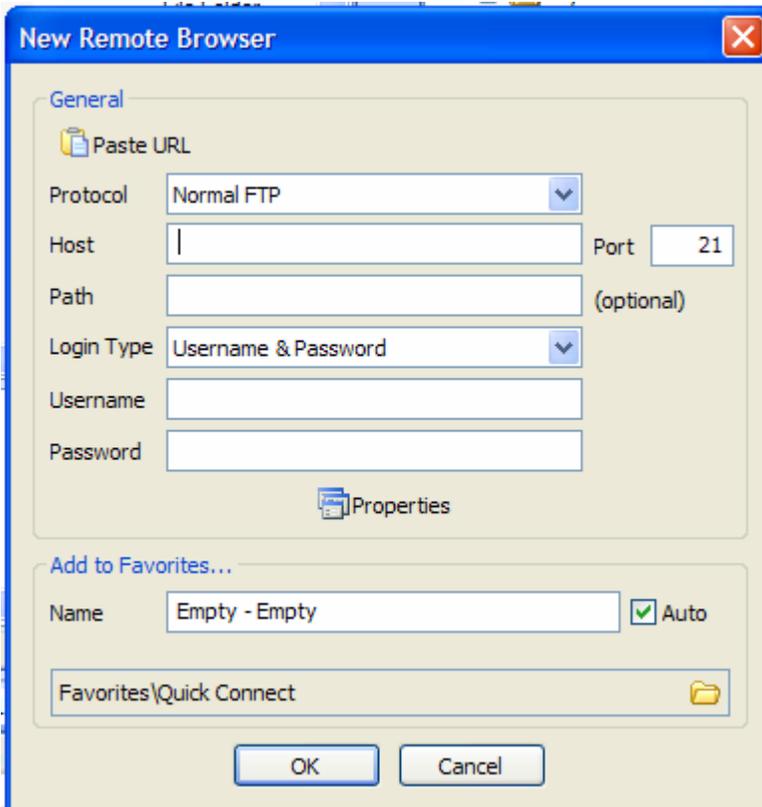
You just need to complete three areas of this form. The 'Host' is either your domain name (without the http://www part) or the IP address shown in the e-mail that you got from Hostgator. Either is fine.

Add your username and password where indicated and click 'OK'. You should now see that the Smart FTP screen splits into two, with your PC and all your files being on one side and the new remote server on the other.

Close Smart FTP down again, as you are not going to use it just yet, and move on to getting your website ready to upload.

Creating & publishing your webpages

As suggested, one of the major advantages of using IMPLRClub is that everything that you need to start selling your new product comes packaged together. You already have a ready made sales page, a 'squeeze' page and a download page made for you.

If however you are not using IMPLRClub and therefore do not have these pages ready made, then the very least you will need to start promoting your product is a sales page and a download page where your customer can gain access to their product.

The second of these pages can be a very simple affair but the sales page is not quite so easy to create, so I have included a great little software program that can do this job for you. (SIMPLE SALES COPY)

You can use this program to create pretty reasonable sales pages in a matter of only a few minutes by making appropriate choices from all of the 'multiple choice' options that you are given.

I am, however, going to continue on the assumption that you have the whole IMPLRClub 'package'. And, even though you do, you still need to make a bit of effort to make the sales page that you publish different, especially as the product name has been changed.

The first thing you need to do is go through all of the webpages that you downloaded and replace the old product title with the new one wherever it appears in the body text, titles etc.

Modifying the sales page

You can modify the sales page copy as much as you want, (in other words you could rewrite the page!) but that is going to represent quite a bit of work and is not really necessary.

You can edit the pages in a plain text editor like Notepad, but it is generally far easier to do so using an html (webpage) editor. If you do not have one already, download the excellent free editor from NVU and install it. Go to your Facebook sales page ('index') and open it with NVU.

Open the page up in NVU in the 'Normal' mode (bottom left corner) and this is how your screen looks.

The first problem to deal with is the 'Header' banner graphic – it is the wrong product name and it is the same as everyone else will be using when they promote this product.

So it needs changing. But, don't worry, this is far easier than it sounds – it is literally five minutes work.

First, go and grab a free header banner either here or here.

Download the banner of your choice, and open it up with a free picture editor program like Paint.net. Add in some text, and save the finished

banner as 'header' in the 'images' folder of the 'Facebook' package that you downloaded.

Go back to the open page in NVU and click on the 'source' tab at the bottom of the page, left hand side.

You will now see the code that looks like this.

```
1.  <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
2.  <html>
3.  <head>
4.    <title>Facebook Social Ads – The New Adwords</title>
5.    <style>
6.  body {
7.  font-family:arial;
8.  background-image: url(images/bgv1.jpg);
9.  }
10. .red {
11. color:#ff0000;
12. }
13. .bigred {
14. color:#ff0000;
15. font-size:1.3em;
16. }
17. .redish {
18. color:#813939;
19. }
20.   </style>
21. </head>
22. <body>
23. <table style="border: 1px solid rgb(0, 0, 0);" align="center"
24.   cellpadding="0" cellspacing="0" width="710">
25.   <tbody>
26.     <tr>
27.       <td><img src="images/headerv1.jpg"></td>
28.     </tr>
29.     <tr>
30.       <td bgcolor="#ffffff">
```

Scroll down to line 27 (in this case) and change 'images/headerv1.jpg' to 'images/header.jpg'. Click back to the 'Normal' NVU page view and this is what you see. The change is done!

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Facebook Cash Geyser

Start coining it in with Facebook TODAY....

"Are You Ready To Run Ahead Of The Pack With The Best Web 2.0 Monetization Guide Ever Written?"

Unless the rock you're living under is buried deep underneath a tree on a desert island lost in the middle of the Pacific, you're probably already clued in to the most popular website this side of the search engines.

Facebook has long been held as the sacred destination of Internet Marketers. They've longed to turn the website's immense traffic into social marketing gold, but few have been able to break through and monetize the site.

Incidentally, you may need to change the size of your new header to fit the page, but you can do that using Paint.net as well.

You can then do a similar thing with the page footer if you want to, and again it should take no more than a few minutes. With experience, you will be able to knock new banner headers like this out in a matter of seconds, rather than minutes!

Another graphic that will need altering is the e-book cover that you are showing on your sales page. Rather than trying to edit the existing e-book cover, you can download a free e-book cover maker program from here and then follow the tutorial that leads you step by step through the e-cover creation process.

Alternatively, you might want to outsource this job, as an attractive professional looking e-cover on your sales page is definitely a plus sales wise. This might therefore be a job that you would be better off leaving to professionals! Run a Google search for 'e-book cover artists' or designers, and you'll find quite a few who can help you.

The final job that you need to do is possibly the most important one of all. You need to set up a payment system that works, and put a 'Buy Now' button on your sales page.

The Facebook package comes with 'Buy Now' buttons included but these are specifically for the old product, rather than the new one that you

have just created. So, you need something different and here you have two choices.

Firstly, you can search the net for free 'Buy Now' button images, and you can download them and use them.

Alternatively, if you are going to use PayPal as your payment processor (which is almost certainly the best idea) then you can use the 'standard' PayPal buttons.

Personally, I would recommend that you follow the latter route in the interests of speed and simplicity. 99% of people who are involved in making money on the net – the people who are going to be most interested in your product, in other words – are familiar with and trust the PayPal 'brand image'.

Creating your own 'Buy Now' button is probably not going to be a big help to you, so why waste your time doing so?

So, open your PayPal account, and click on 'Merchant Services' then 'Website Payments Standard'. You then need the 'Buy Now Buttons Page' to begin creating the button for your new sales page.

On the first page, there are a couple of areas that need your input:

Create Buy Now button

Item details

Item name/service: [_____]

Item ID/number: (optional) [_____]

Price: [_____]

Currency: [US Dollars ▾] [?]

You can change the default checkout language and content for your buyer by selecting from the countries below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's default country: [United States ▾] [?]

Weight: (Optional) [_____] [Kgs ▾] [?]

Choose a button to copy to your website (optional)

⊙ [Buy Now]   Choose a different button

Customise your button by entering the URL of any image on your website.

○ Yes, use my custom image

Button Image URL: [http://_____] [?]

Button encryption

⊙ Yes
Your item price and other details are encrypted and cannot be altered.

Note: Selecting encryption means you cannot use option fields or create email links.
○ No
Non-encrypted buttons allow you to directly modify your HTML code, create option fields, and generate email links.

Fill in the Item Name, and your Price. Choose the PayPal button that you want to use, and make sure that 'Button Encryption' is checked. Scroll to the bottom of the page and click 'Add More Options'.

Customise your donor's experience (optional)

Successful Payment URL - This is where your customers will go after they complete their payment. (e.g. www.yourshop.com)

Successful Payment URL: http://facebookcashgeyser.com/g5mU8zz21.html [Edit] [?]

Payment Data Transfer: Off [Edit]

Cancel Payment URL - This is where your customers will go if they cancel their payment. (e.g. www.yourshop.com/cancel)

Cancel Payment URL: http://facebookcashgeyser.com [?]

Quantity and postage preferences

Would you like to give buyers the option to purchase more than one of this particular item or service?
Note: Please be aware that this will allow customers to choose any quantity they want.

○ Yes   ◉ No

Would you like your buyers to provide you with their postal address?

○ Make postage optional.   ○ Yes, require postage.   ◉ No postage needed.

On the next page you need to input a 'download' page address to where your customer will automatically be taken by the PayPal system after payment completion.

Do NOT leave your download page with the default address 'download.html' There are lots of people out there who would be more than happy to steal your product if they could.

Many such individuals will try to do so by just typing in FacebookCashGeyser.com/download.html in an attempt to do this, so don't let them get away with it.

Change the name to something difficult to guess like the 'gibberish' address shown above. Then add in another URL where they will be taken if they decide to cancel the purchase at the last minute.

Being taken back to your home page, to your 'squeeze page' (more about this later) or to another sales-enabled page somewhere on your site would all work well here. Check that there is 'No Postage Needed', scroll to the bottom of the page and click 'Create Button Now'.

You will then see a box with a lot of encrypted code in it. This needs copying and pasting to a text file on your PC for safe keeping before you do anything else (use the 'Select All' tab).

Encrypted HTML code for Websites:
(Copy and paste this HTML code onto your website)

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/x-click-but23.gif" border="0"
name="submit" alt="Make payments with PayPal - it's fast, free and
secure!">
<img alt="" border="0"
src="https://www.paypal.com/en_GB/i/scr/pixel.gif" width="1"
```

[Select All]

Also make sure to note down the new URL address of your download page, if you have not already done so or changed it.

The final job is to return to your open sales page in NVU - scroll down the page until you come to the 'Buy Now' button you want to replace.

In 'Normal' NVU mode, click on the 'Buy Now' button to highlight it. Then switch to 'Source' mode to locate the cursor amidst the code.

```
203.              <p>You've made it a <b>very easy decision</b>
204. with your 100% iron-clad money back guarantee and I'm ready to start
205. right now, so I'm clicking the secure order button below.</p>
206.              <p style="font-size: 1.2em;" align="center"><b>Facebook
207. Social Ads - The New Adwords Now For Only <font color="#ff0000">$37!</font></b></p>
208.              <div align="center"> <img
209. src="images/buynowv1.jpg" border="0"> </div>
210.              </td>
```

Overwrite the two lines of code shown with the encrypted PayPal code and your new 'Buy Now' button will appear in the place of the old one.

Save your new sales (index) page with the replaced graphics plus the new 'Buy Now' Button and it's ready to go.

The download page

Next, make sure that your 'download page' is set up properly. It needs to have its new name added if that has not already been done.

Then you need to add an address into the download page to take the customer to where your product is stored for download. It is most common to do this in a zip file that you place somewhere inside your Hostgator account, and give your product a difficult-to-guess name as well. It should be in a zipped folder called something like 6YnB5Rddw2.zip, rather than facebookcashgeyser.zip or even fbcg.zip. Those are exactly the kind of names that an intending cyber-thief would begin their quest to steal your product by having a guess at!

Your 'squeeze' page

The final page that you need to do something with before you are ready to go live is the 'squeeze page'. This is the page that you will use to capture people's names and e-mail addresses, so that you can add them to your mailing list.

This gives you the ability to mail them with all of the products that you decide to create in the future, plus any offers from other marketers that you might decide to sell as an affiliate.

Your mailing list is ultimately going to be worth far more than a few single product sales, as the fact that you can mail time and again means that your list will, over time, become a terrific source of continued repeat business.

On the squeeze page you need to add a name and mail address capture form, and the easiest way of doing this is through an autoresponder account.

Every serious internet marketer has an autoresponder account, and if you do not have one yet you will need to get one organized as soon as possible.

If you are not sure what an autoresponder is, there is a short but fairly accurate description in Wikipedia.

And, if at all possible, it really will serve your business to have a paid account from the start, with the two most prominent companies in the market being Aweber and GetResponse. If, however, you cannot afford a paid service right at this moment, then you can get a reasonable free service from AutoSenders that will get you up and running and UnselfishContactor offers 3 free autoresponders without any 3rd. party advertising in your outgoing emails. Definitely worth a closer look.

Whichever of these three services you use, they all enable you to create 'name capture forms' so use them to do so. Copy and then paste the form code that they generate into the Facebook squeeze page 'template' and save it to your PC. Incidentally, I would recommend changing the name from 'squeeze page', as it does not sound very pleasant, but that is entirely up to you!

Once you have created the form, you must then add something else to the page before going live. In general, most people are not just going to give you their name and address without good reason. You must give them something in return that is of sufficient value to justify their decision, normally in the form of some kind of valuable free gift.

Remember that when we were trying to find good long tail keywords there were quite a few phrases that showed in our searches that referred to 'unblock' and 'proxies'?

This tells me that there are many people who want to gain access to Facebook who are prevented from doing so by filters or blocks put on their machines by parents, employers, colleges and schools. So, I would try to create a report about how to get around these filters and blocks and give that away.

Then, when using any of the long tail key phrases that refer to these types of things in your promotional efforts, you should send people to the squeeze page instead of directly to your sales page (they can always be directed there later).

This should be an effective way of generating many new mailing list sign-ups without losing too many potential sales.
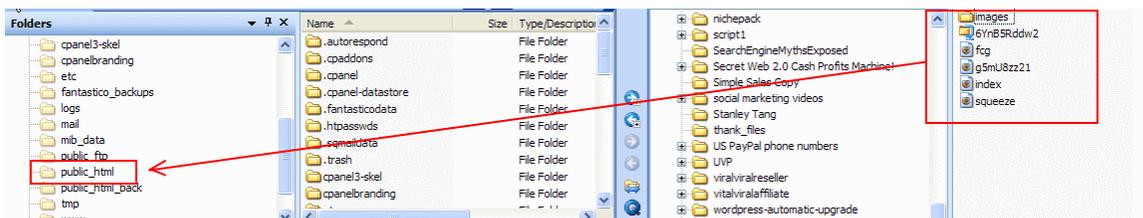
Going live

Everything is now ready, so it is time to take the site live.

Open up the Smart FTP Client again. Get all of the Facebook files that you want to upload to your web hosting account showing on your "Local Browser" (i.e. your computer) with your "Remote Browser" (your

website server) ready to receive them on the opposite side of your PC screen.

Highlight all of the files that you want to move across to your site (as shown below) and then simply 'click and drag' everything across to the public_html folder in the Remote Browser window.

And that should be it.

Now, when you open you web browser and type in your domain name, you should see your new sales page.

At this stage, don't be lazy – check that everything works by following all of the links, check that when you hit the 'Buy Now' button that the appropriate PayPal page opens up, and so on.

Of course, having got so far today, it is tempting to just bask in the glow of a job well done, assuming that everything works properly, but don't do it.

Odds on, if you do not check then there will be some sort of problem. Why risk annoying potential customers or (even worse) taking a chance that people who are trying to buy cannot actually make payment because you did not quite set PayPal up correctly?

Day 4: Driving Fast Traffic

Your site is ready to start making sales, so now you need to bring people to view what you have to offer, because if no-one knows about your new product, how can they buy?

Find affiliates

The first way that you can start getting quick traffic is by inviting other internet marketers to be an affiliate for your product. In other words, you ask others to start promoting for you in return for a share of the sales proceeds generated.

The easiest way to do this is to join a site like Clickbank, where there are over 10,000 affiliate products available for anyone to promote. You pay a one time registration fee of $49 to enroll with the site, and you can then list your product and invite people to be affiliates for you.

Your product is fresh and unique, so it should become reasonably popular pretty quickly. You should therefore be optimistic about finding new affiliates joining your program almost immediately after FacebookCashGeyser goes live on the Clickbank website.

Incidentally, it helps attract affiliates if you give them lots of selling tools to work with, so that they do not have to do all of the work themselves. For example, you should create advertising banners and write promotional e-mails that your affiliates can use, because this kind of thing definitely makes it easier to attract more affiliates.

However, such promotional materials take time to create, so don't let the fact that you do not have them right now stand in the way of getting started searching for affiliates.

A good affiliate 'team' can be one of the quickest and easiest ways of starting to generate significant sales with minimum delay, and once you have paid the initial Clickbank registration fee there are no other significant costs to consider.

Make this one of the first tasks that you deal with.

Paid advertising

The next thing that you should consider in order to get a good 'kick-start' for your sales efforts is paid advertising.

For this, you should be looking at using Google AdWords which is a program wherein Google will place three line text adverts on websites and search results pages that are laser targeted at those people who should be most interested in the product being promoted.

In our example, you would want your new advert to appear on pages where people are searching for information about Facebook. More specifically, in an ideal world, you would probably want to appear on pages that are related to making money with Facebook.

The AdWords site tells you everything that you need to know about how to actually use the site, create your ads and make payment, so you can read all about that there.
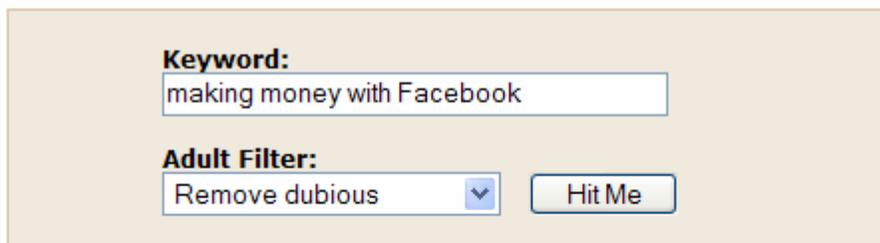
What I want to focus on is how you can create ads that are going to drive traffic to your site and start generating sales as quickly as possible.

AdWords is the premier example of 'Pay-Per-Click' advertising on the net. In other words, you place an ad to try to get people to click on it and visit your site. Every time someone clicks, you have to pay.

It is therefore important that you try to attract clicks on your ads from those people who are most likely to buy what it is that you have to sell.

Ideally, as you are selling a product that shows people how to make money using Facebook, those are the people you really want to target.

However, as you saw earlier, there are not many results in a Google search for the phrase "making money with Facebook", and a look at the free Wordtracker keyword tool to see how many people are likely to search that phrase is even more illuminating:

Keyword:
making money with Facebook

Adult Filter:
Remove dubious   Hit Me

10 Great Reasons to
Subscribe to Wordtracker - Risk-Free!
Find out more

No results found for 'making money with Facebook'. Please try again.

Ah. No-one is the answer!

For this reason, I would focus my efforts on driving those users who are searching long tail keywords containing 'unfilter' or 'proxies' to my

squeeze page, rather than trying to send (non-existent) 'make money with Facebook' searchers directly to my sales page.

This will still generate sales, without any doubt. For example, those that download the free report are added to my list and are automatically redirected by my autoresponder to the sales page.

Those that do not download the free report (which would be a small minority) will also see a message on the squeeze page that sends them to a place where they can find '10 undiscovered ways of coining it in from Facebook' (i.e. your sales page).

So, the headline of your AdWords ad should feature the long tail keyword as near to the beginning as possible. Something like 'How To Unfilter Facebook – The Facts!' would do it, for example.

Mention that it is a free report in the body of the ad. Then, at the end of the ad, you need to include two URL's. One is the 'real one' that will actually send your visitors to the squeeze page (actually unseen in the published ad) and the other is for display only, but is the URL that the visitor will click on.

Use your long tail keyword phrase for the display URL as well as the Title headline (how-to-unfilter-facebook.com) as this makes it even more likely that someone using this exact phrase in a search engine search would be shown your ad.

The price that you pay for AdWords ads is decided by a bidding system and I would recommend that for these phrases you should be looking to pay the minimum per click of $0.10. Depending on your finances, I would suggest that you pre-pay $100 to AdWords and then see what kind of results you are getting once that money has been spent.

Day 5: Get Writing

It is not always a quick method, but nevertheless, one of the most effective ways of creating a steady flow of web site visitors that will keep going week after week and month after month is by writing articles and submitting them to the leading directories.

Not only does this send real people to your site – they read your article, like what they see and want to know more – but every time that article appears anywhere on the net, it creates invaluable back links to your site as well, and that helps you significantly with the major search engines.

So, again, focus on writing unique articles of 400-700 words that are based around the long tail keywords that you are trying to gain traffic from. Use the keyword in the Title, two or three times in both the first and last paragraphs and then a few times in the rest of the article body. Add a resource box to the article to tell the reader all about you and send them back to your site.

For the reasons highlighted above, I would try to send these readers to your squeeze pages so that they can grab the free report. To do this most effectively, you would use 'anchor text' in your resource box.

If for example the free report is called "Unblocking Facebook And Using Proxies" then this is the text that would be hyperlinked in your resource box back to the page to which you want to send traffic.

There are approximately 500 article directories on the net, but you really do not need to submit your articles to more than a handful.

Having said that, even undertaking only a limited submission like this, you will still enjoy far better results if you make sure that every article that is submitted is unique.

I would therefore suggest that you go back to the article rewriter software programs that I showed you earlier to see how they can help you in this task.

Here's the list of the 'key' directories that I would recommend everyone should submit their articles to (after making each 'version' unique, of course):

http://ezinearticles.com/

http://www.articlecity.com/article_submission.shtml

http://www.ideamarketers.com/

http://www.articledashboard.com/

http://searchwarp.com/

http://goarticles.com/index.html

Incidentally, you can send your articles to the publishers of newsletters in your market 'niche' as well, because if they include them in their newsletters, that is another way that you can attract further visitors and back links.

Have a look at BestEzines.com to see what publications there are in your niche that you might be able to work with.

Day 6: Being Web 2.0 'Savvy'

Start a blog

In order to enjoy maximum traffic to your sales pages, you need to make sure that the search engines know that you exist and that they are following what you do.

Unfortunately, search engines like Google and Yahoo are not huge fans of sites that do nothing but sell a product to online customers, as they feel (with some justification, I guess) that this does not give anything of value to the average net surfer. The search engines are looking for content or information of some kind that has intrinsic value to the everyday web surfer.

This is a potential problem for you, because if the search engines do not look at and then list your site, you will potentially lose vast amounts of traffic which you would otherwise enjoy for free.

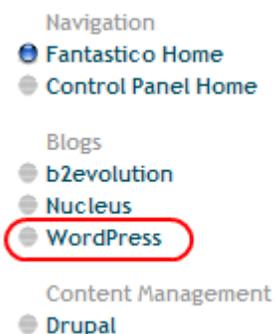This is obviously not something that you want to miss out on.

So, you need to give the search engines something to keep them happy in the form of valuable, informative content.

What you must therefore do is add a couple more pages to your site, specifically a blog and then (perhaps a little later) a forum.

This is in fact remarkably easy to do. Go back to your Hostgator account. Access your cpanel and scroll to the bottom of the page. Look for the Fantastico Deluxe 'smiley':

Click it, and then look for 'WordPress' on the top left hand side of the page:

Click on 'WordPress', complete each page that you see in turn and that is your WordPress blog set up on your site!

There are lots of things that you can do with this blog – change the look by installing a new theme, add in free third party software plug-ins for additional functionality and so on.

The main thing that you have just achieved is that, above all else, installing WordPress will give you a place to post regular updates about Facebook related matters somewhere on your site. This is exactly the kind of thing that the search engines want to see, and should keep them coming back for more on a regular basis!

So, as soon as the blog is 'live' you should start posting, again using your long tail keywords in the blog's title headings and the body text.

And every time you make a new posting, you should tell the world about it by 'pinging' the major blog directories to tell them about your update. Head over to Pingoat, fill in the requested details on the page, check all of the blog directories so that our 'ping' goes to every one and hit 'Go Pingoat' at the bottom of the page.

Every time you make a posting thereafter, make sure that you do the same.

Be careful not to overdo it – two or three postings a day is about the accepted maximum. But, every time you send a ping like this, you are making sure that the search engines are made aware that something is happening on FaceookCashGeyser.com.

That is how you eventually get your site noticed in the search engine natural search results and start climbing the results pages.

Very soon, as long as you remember to use your long tail keyword phrases in your blog post Titles and body text, you can realistically expect to appear near the top of the results tables for some or many of your long tail keywords.

Tell your friends about it

Make sure that all of your MySpace and Facebook friends know about this fantastic new money-making product that you have just created.

The people at MySpace are going to like it because it gives them the chance to make money from 'the enemy' (yes, online community members really are this protective of their 'chosen' network!)

And most Facebook members are just not going to be aware that such an opportunity exists, so some of them are bound to be interested.

However, be careful in both situations, and makes sure that you do not come over as being too 'pushy'. Do not directly send people to your

sales pages, for example, as this would probably result in people complaining about you, and that may cause you problems with your account.

So, to begin with at least, just tell people about the opportunity that you have come across, and invite them to visit either the squeeze pages or (even safer) the blog.

Be especially careful when trying to tell your Facebook buddies about what you are doing. One of the reasons that there have been so few effective ways of making money from the site so far is that Facebook members can often be very protective of what they see as their 'baby'!

Get Digging and Stumbling

Digg and StumbleUpon are just two (albeit leading) examples of 'social bookmarking' sites and, although all of these sites are slightly different, the basic principle is always the same.

When you find a website or blog posting that you like, you 'bookmark' it to the site in question, and because your 'bookmark' is generally a public one, every other visitor to that bookmarking site can check out the site or blog if they want to.

If they like it, they can then vote it up (or down if they do not!) and the more people who say they like it, the more prominently the site or posting becomes within the site listings.

A front page listing at Digg, for example, can easily drive 10,000 new visitors to your site in 24 hours or less, so do not ignore the opportunity presented by sites like Digg, StumbleUpon and del.ico.us.

Some of these sites allow you to post your own sites and blogs, so if they do, every time that you make a new blog post you should submit it to the site.

This can be quite a time consuming operation – well worth it, but a bit labor intensive. You should therefore check out OnlyWire and SocialMarker, two sites which both enable you to post to several social bookmarking sites at the same time (although the first is more 'automatic' than the second).

And, as suggested, not every social bookmarking site is happy about you submitting your own site or blog posting, so just ask someone else to do the job for you, in return for you doing the same for them!

Set up a forum

Although there is no universally agreed definition of what Web2.0 actually is, most people would agree that an element of interactivity is a

key feature. So, for example, when you post on your blog site, you actively invite others to make comments in response.

You can add a discussion Forum to your site that would give people who buy your product a place to share ideas, tips, suggestions and maybe even their gripes!

This will rapidly build up into an active community, all the members of which are there because of an interest in your product.

It would also allow you to build your own reputation as a Facebook expert and put you in a terrific position when you have your next product ready to go.

Installing such a Forum is a simple matter of accessing the Fantastico Deluxe program suite in your Hostgator cpanel and looking down the list below WordPress for phpB2B.

After you have found it, the installation procedure is pretty much the same as it was for WordPress.

One thing that you will most probably discover is that no-one ever wants to be the first poster in a new Forum. To get around this, you can either pay someone else to do the first few postings for you, or create a 'dummy' account for yourself and start the first few threads yourself.

Day 7: Don't Guess - Know!

Hopefully by now you will be seeing traffic to your site pages and maybe you have even landed one or two sales.

If so, that is great news, but let me ask you a question. Do you know exactly where your visitors are coming from and where the sales that you have made already were generated? If not, then you are literally throwing money away and will continue to do so until you can answer these questions.

For example, if you have just two AdWords ads running, then one will be performing better than the other. So why would you waste money by paying for every click on an ad that you know is not as effective as an alternative?

In other words, it is critically important that you track what is happening with your site, that you know exactly where every visitor is coming from when they arrive on your site and where your sales are originating.

So, for this final day, I want you to take as long as it takes to set up systems that will make sure that you know everything that it is possible to know about every visitor who ever lands on any page of your site.

In this way, you can reduce the money that you are wasting, which effectively means that will be spending not a single cent more on advertising than necessary, while seeing increasing sales at the same time.

If, for example, you know which of your paid ads are working best, then you should drop the ones that do not do so well.

Then, take the most successful ad and change it by just one word, before publishing it again in the 'modified' format.

See if it performs better or worse than your previous best performer.

If it is worse, then drop that ad too and try again.

Yes, it is a tedious and time consuming process, but it will maximize the efficiency of your business over time, and that will ultimately put ever-increasing amounts of profit straight into your pocket.

Go back to your Hostgator account and open up the cpanel once again. Look down the page until you find the 'Web/FTP' icon:

Web/FTP
Stats

Click on this and you are presented with a page of several different stats programs including Awstats and the ever popular Webalizer:

>> Awstats
Awstats produces very pretty stats.

>> Webalizer
Webalizer is a more complex stats program that produces a nice variety of charts and graphs about who has visited your site. This is probably the most popular stats engine available today.

>> Webalizer Ftp
Webalizer is a more complex stats program that produces a nice variety of charts and graphs about who has visited your site. This is probably the most popular stats engine available today.

>> Urchin Stats
Urchin is commercial stats package.

>> Subdomain Stats
This will show statistics for the subdomains on your account.

>> Latest Visitors
This will show you the last 300 visitors who came to your site and some interesting information about them.

>> Bandwidth
This will show how many bytes your account has transferred.

>> Error Log
This will show errors in your site, images not loading, missing files, etc. This is very useful for debugging CGI scripts.

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Webalizer in particular will tell you everything that you could ever need to know about the visitors who come to your site, and where your buyers come from.

It may be necessary for you to add 'identifier' tags to various pages or even to your ads, for example, but you should not cut corners here.

In fact, most leading internet entrepreneurs suggest that tracking where your visitors come from is just about the single most important thing that any online business person can ever do, so do not be tempted to neglect this final but vital step.

Also, do not ignore the built in tracking that you can set up as part of your AdWords advertising program, because the more information that you have, the better it is, and the more accurate the information that you will eventually come to rely on will gradually become.

Conclusion

Most internet marketing experts and 'gurus' will tell you that the quickest and best way of making a real name for yourself in the world of online business (as well as a pot of money) is to successfully launch your own unique product.

Yet for many beginners and even some people who have been involved in internet marketing for a little while, that seems like some kind of impossible dream.

If they are starting from nothing more than a blank PC screen, then I can see how that might well be the case. I therefore hope that, after reading this book, you understand that by using high quality PLR materials as your product 'foundations', it is more than possible to both create and start marketing a top quality unique internet marketing product in less than seven days.

And you have also seen one or two places where I can guarantee that you will always find the high quality 'starter' materials that you must use if you are to have any chance of going from nothing to having your own money making product in such a short time span.

So, as always, an e-book such as this can show and tell you exactly what you must do.

However, it is up to you to take the actions that must be taken if you are to turn your dreams into reality.

I hope you enjoyed the read ☺

Warmest regards,

JayKay Bak

The Unselfish Marketer