

How To Turn Flipping **Websites Into A** **\$40,000 A Month** **Business**

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Introduction

One of the easiest ways to make money online is by flipping websites for instant cash. I can create a small content site and within 4 hours have sold it for over \$100. I can do this day in and day out.

If you are not familiar with flipping websites, it simply means either creating or buying a website and then selling it on to make a profit. The way I have been doing it is by creating small content sites like....

<http://www.signofdiabetes.net>

In a couple of hours and then selling them on the forums at forums.digitalpoint.com for instant Paypal Cash. People love content sites with unique content and I give it to them in droves.

But that is not what I am going to talk about in this report. (If you want to learn how to flip websites for instant cash, check out <http://www.instantcashgenerators.com>)

In this report I am going to show you how to turn simple websites into cash sucking machines, then selling them on for huge profits. People go nuts for these types of sites and will pay thru the nose.

Turning Flipping Websites Into A \$40,000 A Month Business

People will pay for good online businesses, whether they are content sites, membership sites, forums or even information products. People will pay 10 times more if those businesses are profitable, EVEN SLIGHTLY!

I sold a content site last year that took me a couple of days to create for \$800. That site was Backyardlandscaping.net - It had about 70 pages of unique content all about backyard landscaping and landscaping in general.

I sold a content site on Ancient Greece with over 100 pages of content for \$300 which took me a day to create. That site was HistoryOfAncientGreece.net

So why the big difference in prices? Because one site was profitable and the other was not. Backyardlandscaping.net was making \$17 a month with AdSense and had top 10 rankings in Google and MSN when I sold it.

Want to know the funny thing tho? I did absolutely no work to promote Backyardlandscaping.net, so basically, I did less work then the Ancient Greece site but made nearly 3 times as much.

People love profitable sites that run on autopilot! They will pay thru the nose.

All I did to get backyardlandscaping.net profitable was submit it to MSN and Google manually. That's right. I did nothing else and within 2 to 4 weeks I had a top 3 listing in MSN for its main keyword and within 2 months top 10 in Google. It is now number #1 in Google for its main keyword at the time of writing this.

Now imagine if you created 100 of these sites? That's what I am going to show you how to do today. Not only with content sites, but with information products and membership sites. (You can flip just about any website but I like these 3 the best)

I sold a membership site on a niche topic with only 72 members paying \$9.95 a month for over \$8000. You might not think that is a lot, but the site took me 3 days to create and was under 1 month old.

I sold a video series on how to flip websites for \$6000, that took me 4 hours to make. I sold over 500 copies in just over 2 months at \$27 a pop, then even sold some resale rights, then flipped the business to someone else for instant cash.

I love instant cash and I talk all about it at my new membership site at....

<http://www.instantcashgenerators.com>

The Step By Step Guide To Creating Content Sites To Flip

1. Find A Niche

Some people agonize over finding a niche. They feel like they're committing themselves to a particular topic, and don't want to get it wrong. Well, I've got news for you. You're going to get some of them wrong. You can't get everything right 100% of the time, so some things will fail. The important this is to do something , because the only guarantee of failure is not trying.

The way I find a niche is simple, and it doesn't have to be any harder for you. I first pick out a few topics I think might work. One source is a newsletter I subscribe to called NicheADay.com, which is a free resource that, funny enough, sends me a new niche topic every day. Here are some other great resources to get you started:

<http://hobbieslist.com/>

http://en.wikipedia.org/wiki/List_of_hobbies

http://en.wikipedia.org/wiki/List_of_extreme_sports

<http://rankings.big-boards.com/?p=all>

Check the Ebay categories and sub categories

<http://www.mygoals.com/>

<http://www.clickbank.com/marketplace/>

One problem that many people have is that they think of a niche as a sport, or activity, or medical condition, or something of that nature. It's not. A niche is a group of people that have something in common, like soccer, bridge, arthritis, or something of that nature.

For your niche to be profitable, you have to be able to find that group of people, and they have to be able to find you. So if I'm going to target the fly fishing niche, then there should be forums talking about fly fishing and other places where I might come across some fly

fishers.

There are some other factors that play into determining what is a good niche. It's better if the people in the market you're targeting have money to spend, for obvious reasons. Even if you're not selling something, some niches are more lucrative than others. Medical terms, for example, pay better in Google's AdSense program because they attract a higher cost per click. And it's probably better if the niche doesn't bore you to tears!

2. Do Keyword Research To Expand On The Niche

Before jumping in, it's best to check out the competition. You can start with some keyword research. This is another topic that horrifies some people, but I'm going to give you a simple, straight-forward way to do this right.

Here is an example straight from my business. Using the resources I listed above (and keeping in mind that medical terms are lucrative, i.e. produce instant cash when used correctly), I decided to concentrate on hypertension. We need to check out some keywords and the level of competition to narrow this down.

The keyword "hypertension" has 35,000,000 competing websites as listed by Google. Yes, 35 million. (To check this, simply go to Google, put the term you want to search in double quotes, and see how many results Google returns.) That means I'm not going to get on the first page of Google unless I go to medical school and become a world-renowned expert in hypertension. We need to dig deeper.

Let's pull up a list of related keywords to kick this process into gear. Remember, this stuff doesn't have to be complicated, you just have to take a few steps.

A great free tool can be found at:

<http://www.digitalpoint.com/tools/suggestion/>

This will give you a list of keywords related to any search term. This will work fine for us. If you want to get more complicated, you can get a subscription to [Wordtracker.com](http://www.wordtracker.com). (Hint: if you can't make money

with the free tools, the paid ones won't do anything for you! These steps are all you need.)

So what I have done is put "hypertension" into that search box and this is just a sample of what it returned. (It uses both Overture search results and Wordtracker search results. I take the best results from both.)

hypertension 1,389.0/day

pulmonary hypertension 338.0/day

hypertension symptoms 103.0/day

portal hypertension 72.0/day

malignant hypertension 54.0/day

what is hypertension 44.0/day

symptoms of hypertension 37.0/day

primary pulmonary hypertension 36.0/day

sleep apnea and hypertension 36.0/day

clinical trials with sildenafil and pulmonary hypertension 33.0/day

diet for hypertension 32.0/day

herbal dietary supplement cause hypertension 28.0/day

pregnancy induced hypertension 28.0/day

episodic hypertension 25.0/day

hypertension medications 25.0/day

We're going to choose a main keyword phrase that will be the foundation for our domain name (explained in the next step). It should have less than 100,000 competing websites when you search it in quotes in Google, much less if you're only writing a few articles. "Hypertension symptoms" is general enough to write a bunch of articles under it, and it only brings up 40,000 competitors in Google. Bingo!

The first objective of keyword research, to narrow down our niche

based on the competition, has been achieved. The second goal is to find keywords that our articles will target. What you want to do is get at least 15 keywords that you are going to use to write content on. The keywords I'm going to use are the following.....

Hypertension,
Pulmonary Hypertension,
Hypertension Symptoms,
Portal Hypertension,
Malignant Hypertension,
What Is Hypertension,
Symptoms Of Hypertension,
Primary Pulmonary Hypertension,
Sleep Apnea And Hypertension,
Diet For Hypertension,
Pregnancy Induced Hypertension,
Hypertension Medications,
Episodic Hypertension,
Hypertension Treatments,
Hypertension Exercise,
Information On Hypertension,
Cure For Hypertension,

That is 17 keywords there. I could probably find 20 to 30 for this term alone, maybe even 50 if I dug around. But 17 will do this for purpose.

There is nothing stopping you from finding a very broad topic to cover and writing 100+ articles on it. I did that with www.backyardlandscaping.net, and sold that site for a pretty penny. When you go through these figures that show you what unique content is worth, you know why I get hopped up just writing about

this.

The more articles your site has, the more money it will command on sale. I recommend having anywhere from 50 to 70 articles on your content site before flipping it using this method.

3. Buy A Keyword Rich Domain Name

This is an important step, and you want to check on this before you get too far into the research process. Having a keyword rich domain name, which basically means that the keyword phrase you're targeting is in the domain name, greatly helps search engine rankings. If you buy a domain name with the exact search term people are looking for, you will rank higher in Google and MSN. That makes your site worth a bundle more when you offload it for instant cash, and also makes it a heckuva lot easier to make it profitable should you decide to hang on to it.

First things first, you need to see what is available. The domain name hypertension is not going to be free in any extension, let alone .com .net or .org. I usually stick with .com (ideal) or .net (second best), but .org works well for sites that don't come off as too commercial, and .info will work if it's the only thing available (not to mention they're less than two bucks a pop). Pulmonary Hypertension is a niche inside a niche and maybe a bit too hard to write on for an entire content site, so we will leave that term and just write 1 content page on it.

Let's see if anything involving Hypertension Symptoms is available. I register all my domain names at www.namecheap.com and I suggest you do the same. They allow you to transfer the domain name to other people for free who also have a Namecheap.com account, which is what you will do if you choose to sell your site.

They also cost less than \$9 a pop.

Ok, Hypertensionsymptoms.com is taken, but Hypertensionsymptoms.net is not taken. Great, use that! Since there are only 40,000 competing terms in Google for this keyword phrase, getting a top 10 ranking with this domain name should be a breeze.

This is a situation where we have a domain name that is an actual search term people search for. Nothing too competitive but nothing that only gets a few searches a day, so it's worth shooting for. The above example is perfect and took me no longer than 5 minutes to find.

4. Create Your Content Site

KEEP IT SIMPLE! - Nothing fancy. No wordpress blogs, no PHP, no java script, no flash, just a simple html template with a few nice graphics here and there. Don't over do it!

I'm not a designer or programmer, and I never will be. I know enough to get by. If you can follow a few simple steps, you can get your site up and running in no time, and for little to no cost. The objective is to make the site look as nice as possible in a short amount of time, because good looking sites sell better, but we want to make a lot of them!

I get all of my content site templates from <http://www.oswd.org>. They are completely free to use, and most of them don't even require you to give credit to the original creator. You can find some high-quality templates, and there's nothing stopping you from using one you like for several sites. Make sure you do read the terms for the site template and what you can do with it just incase.

Let me give you another example of what a small, simple content site looks like.

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

That template is great as it is clean and can be used for any niche topic. It also leaves room for Adsense.

So once you have your template, you simply need to start filling it up with unique content. Sticking with the Hypertension example, this is exactly what I would do:

- Write 50 to 70 articles on the keywords listed above
- Each article should be 350 to 500 words long, and concentrate on

exclusively one keyword phrase

- Each article should mention the keyword at least three times in the article, including once in the first and last paragraphs, plus the title.

This is basic search engine optimization. Don't freak out if you know nothing about SEO—this is basic stuff, and it's more than enough to get you by.

Your job in writing these articles is basically to act as an article re-writer. You don't have to do tons of original research, nor do you have to be an expert on any of these topics. You have to be able to use Google and write intelligibly. That's it.

For your research, you can start with Google and search for your term. You can also start at a high-quality article directory, such as www.EzineArticles.com. These articles really shouldn't take more than a few minutes to write, certainly not more than half an hour, research included. It takes practice, and isn't quite as easy with technical subjects, but you get the hang of it.

Not everyone is going to want to write that many articles and I understand that. There is no reason why you cannot use a service like Need-An-Article.com which charges around \$5 for a unique 500 word article. If the site costs you \$250 to create and you sell it for \$800 to \$1000, that's a tidy profit for doing very little work.

If you want to learn how to write unique 500 word articles yourself in under 10 minutes, I have a complete guide and video series to that at....

<http://www.sellyourwritingonline.com>

Let me start this next section by saying, I am NO SEO expert, but I have many top 10 listings in Google and MSN.

When you've got fresh articles staring back at you in Word, it's time to load them up in your HTML template. The critical part here is to name the files right. Just put the keyword in the title and you're golden. So if the keyword is "bass fishing," you would name the file "bass-fishing.html" and it will show up at www.yoursite.com/bass-fishing.html. The search engines will love you.

Another basic SEO base to cover is to make a sitemap. You can

view a sample sitemap I created at:

<http://www.onlineweddingplanning.net/site-map.html>

It is just a single page where all of the articles on your site are listed and linked to. You should link to it from your main page. It only takes a minute to set up, but it will get you in Google's good graces.

You can add a bit of jazz to the main page to welcome your visitors. After all, you want these people to come back! A short introduction, followed by the article that targets your main keyword phrase, should do the trick.

This is the end of the road in terms of setting up your site. You've written a few articles and put them in a template. Now just upload your site to your webhosting server and your site should be completed.

I recommend that you submit your site to Google and MSN via their submission service. Now, some SEO experts would roast me for saying that, but I only say it because it works. I've had many top 10 listings in Google and MSN using this method (MSN is actually easier to get indexed and delivers a ton of traffic), and I've never been banned.

5. Promoting Your Site

Because you have fresh unique content targeting specific keywords, you will get a certain amount of traffic eventually from the search engines. We're all about instant here though, so let's go over a few tricks you can use to bring in visitors on the drop of a hat.

A fool-proof way to attract attention is by submitting articles to www.EzineArticles.com, which is the best article directory to submit to. You can also submit to others, but this is the main one. That will serve several purposes. People will read your article on the site, and click over to yours. Your article will be picked up by other publishers, and your link will be displayed wherever they publish it. This also boosts your site's Page Rank, because you're getting backlinks from high-PR sites like EzineArticles.com.

Next up, surf on over to www.Big-Boards.com and see where your target market is congregating. Remember that your niche isn't a hobby, is a group of people. At Big-Boards.com you can find the best forums to post in for your niche, which will bring visitors to your site through your signature link. We'll get into advanced Forum Marketing in just a bit.

Finally, if your site is a real winner, you should be able to afford buying some backlinks to your site. You can find dozens of people selling high PR backlinks at the forum services section at Digital Point (<http://forums.digitalpoint.com>). Just be careful, it can be a bit of a free-for-all over there. It helps to check the seller's reputation on the board (through the built-in iTrader ranking system) when making a purchase. Getting high PR backlinks can be a quick way to boost your own PR and bring in targeted visitors, especially if the site you're buying the link from is relevant to your niche.

6. Selling your content sites

The idea is to get as many content sites up and running as soon as possible in the shortest amount of time possible. Imagine having 30 to 40 content sites up and running within a 1 or 2 month period. Not all of them are going to do as well as others. They all won't be home runs.

What you want to do is to try and get each content site listed in Google and MSN for ATLEAST their top keyword in the top 10. IE, if you take the hypertension symptoms content site as an example, you would want to get that site listed for that term in the top 10 of both search engines.

I've tried using many different revenue models in my content sites. I have tried selling content sites that promote affiliate programs instead of AdSense, and funnily enough, AdSense sites go for more money, even if the affiliate program site is earning more.

Go figure.

You want to get your content sites earning from \$15 to \$30 a MONTH with AdSense. That's not a lot I know, but you will be able to sell

these site for over \$800 if you can do that.

Get 30 to 40 of those done, sell them and there is a niche chunk of change right there. If you do everything I said, THESE sites will sell and will sell quickly. Unique content + good search engine rankings + automated income = \$\$\$\$ for you

I like to sell all my profitable content sites on Sitepoint.

<http://www.sitepoint.com/marketplace/>

Cashualization

I wrote this section to give you an idea of what other ways you can make money from your content sites. Instead of just placing AdSense on your site, these advertising methods will make you instant cash.

I'm not much into monetization. That means putting ads on your website, making affiliate sales, doing the AdSense thing, etc. That's all well and good, but I prefer cashualization. That means cash straight into my PayPal account. It has a better ring to it, don't you think?

There are many ways you can cashualize your content websites instead of just promoting AdSense, and they all result in instant cash. Here are some tried and true methods:

- Create a paid membership site. I run a bunch of paid membership sites in different niches, mostly outside the IM niche. Why do I like them? Because they pay me cash every month like clockwork, of course. If you have unique content and people who eat, sleep, and breathe your niche, they will be willing to pay for it. Most of my sites are under \$10/month, so it's not a tough sell. Sure you have to maintain the site, but you can outsource much of the work.

- Start a paid newsletter. Again, if your niche is desperate for information, you better believe they'll fork over a few bucks a month for a high-quality newsletter. This is where it's key to have a total domination strategy for your niche, because it will give you the credibility you need to attract sign-ups. A great tip for getting people to sign up is to offer a free month, like a trial subscription. They will place real value on the content you give them, and they will be more

likely to give you a try with no money up front. That goes for membership sites as well.

- Sell PLR products. I actually learnt this method from Allen Says (creator of the Warrior Forum) himself by looking at a blog he used to run that someone pointed me to. Instead of putting an AdSense block on your site, on each page, before the content begins, I put a blurb for an ebook I own or own PLR's to. It's basically a 1/4 page ad at the top of the page with a picture of the ebook cover, a few bullet points and if possible a testimonial.

You don't need to create the ebooks yourself, just buy PLR's. This is one of the best ways to make money with PLR e-books. Basically, each page has an ad for an e-book that I am selling from a separate domain. I have a domain name that has over 100 e-books selling on it and I use these content sites to funnel traffic to those e-books.

So basically, someone comes to the site and instead of seeing a block of AdSense Ads, they see an endorsement for an e-book. They click on that endorsement and they are taken to another site where they can buy that e-book.

So simple.

- One Time Offers. I hope this method blows you away, because I haven't seen anyone else doing it. This is exactly what I'm doing with my business.

No re-hashed info here, just the facts. I've been adding one time offer (OTO) pages to my websites to promote my e-books. Basically, someone comes to my site and starts reading about the niche. They click on a link for more quality content, and before they get taken to the article, they are shown an OTO for a relevant e-book that I'm selling. Not only are these visitors super-targeted and thirsting for info, now the OTO adds an element of urgency. This has increased sales from my content sites ten fold.

The Step By Step Guide To Creating Membership Sites To Flip

1. Find A Niche And Domain Name

I have already talked about this in the previous section about content sites and the same information applies here. You want to find a niche with a lot of active forums or even just one large forum. You also want to find a niche that people are crazy about and dying for information on.

I have membership sites in many diverse niches such as horse training, dog training, extreme sports, medical conditions, internet marketing, fencing, helicopters, golf. Find a forum on Big Boards with a lot of active users and there is a niche right there.

Find out what they want, what they talk about and away you go. My golf membership site is all about how to make money playing golf. I show people how to make money with their passion and they go nuts for it.

When you register a domain name for this type of project, make sure it's a dot com and something easy to remember as well.

2. Create your membership site

This is not as hard as it sounds. I have a script that literally creates my membership area for me in 30 seconds. It's a press of a button and the password protection area is created for me with no hassles what so ever.

<http://www.membershipease.com/>

This is the software I use to create all my simple membership sites. It's under \$30 and works a real treat. It's very easy to use and easy

to setup and you can get started right away.

See an example here....

<http://www.horsetrainingtips.net/members/>

The username is horse1

The password is training

I got that template you see there from the OSWD site.

When you start creating content for your membership site, you will need AT LEAST 5 unique reports in there, 1000+ words in length. When I write my content, I focus on giving them ACTIONABLE plans to use straight away.

For example in my golf membership site, I gave them 5 ways in 5 separate reports to make money playing golf RIGHT NOW. They can go out and do these things right away and that gets people excited.

Step by step plans + instant = happy readers. Make sure you update the site every week with new fresh content. In my membership sites I have two sections. In depth reports in the middle of the site, which are always over 1000 words in length, and on the side, I have shorter reports or articles that are quick to read.

When it comes to pricing, you have two options. You can either sell access to your membership sites for \$9.95 a month without an affiliate program or \$19.95 a month with an affiliate program. (I setup all my affiliate programs with Paydotcom.com)

It all depends on what you want to do and how good your content is. If your content is worth \$19.95 a month, setup an affiliate program that pays affiliates \$9 a month.

What you are aiming for is to have \$1000 in profit monthly (or 100 members) signed up to your site so when it comes time to resell, you can say that this site is making you around \$1000 a month without too much work on your end.

People love to buy businesses that are automated and require little work.

3. Promoting Your Site

Forums and affiliate programs. God I love them! Those two advertising methods, plus article writing drive a lot of targeted traffic to my membership sites daily. I know it sounds like a lot of work, but it's really worth it.

Scrounge as many members to your site anyway you can. Try and build it up to 100 members as quickly as possible. Post in forums with really informative information, setup an affiliate program and find affiliates to promote your site for you. Write articles for your membership site instead of for other peoples sites.

Give away trial access to your site for a few days. Get someone in the forum who is well known and respected to review your membership site. Get members, as many members as you can, anyway you can.

Your sole focus should be on finding 100 members for your membership site.

Write an ebook like this and put your website link in it. Give it away to anyone and everyone who wants it. Scrounge, scrounge, scrounge. I'm serious. Because once you have those 100 members, you have a site that will sell for 8 to 10 thousand dollars in the next few months. Not only that, you will also have a nice monthly income of \$1000 a month. Most members stay on board for atleast 2 to 3 months. After that you do see a slight increase in unsubscribes.

There is nothing fancy about traffic generation. The basics work and work well. There is nothing stopping you from creating 5 membership sites, then focusing on promoting them full time. Everynight after work, put a couple of hours into promoting your membership sites.

I have a complete report on getting instant traffic to a membership site at my membership site

<http://www.instantcashgenerators.com>

4. Selling Your Site

A content site with 10 to 15 unique reports, 100+ members, 2 months active will sell for around \$8000 to \$12,000 without a problem. I have a membership site that is 4 months old, lots of unique content, 400+ members and was offered \$30,000 for it. I am not selling :)

The funny thing is, when selling a membership site, I usually find one of the members is a die hard fan and once he or she hears the business is up for sale, they want it! Your members are your best potential buyers. I also use Sitepoint.

There is one pitfall with membership sites and selling them. When you accept payments with Paypal, it is impossible to transfer those subscriptions to another person without making everyone unsubscribe and resubscribe to the new buyer. I have done this before and I would say 85 to 90% of the subscribers re-signed up.

This makes it a pain. But there are ways around this. If you have a non pushy buyer who is easy to work with, you will find a solution to this problem. One glimmer of hope is Clickbank has been reported to want to start offering monthly billing. If this happens, it should make life a heck of a lot easier. Transferring a Clickbank account is as simple as pie.

Creating Instant Info Products To Flip!

I created a video series using Camtasia, to show people how I made instant cash flipping websites. It was basic, took me a couple of hours to create and I sold 500 copies in 2 months. I then sold that business for \$6000. Part of that success was due to a WSO I released. I did make 250 sales from that WSO. But the other 250 sales were made by my forum posting, advertising on forums like Clickbanksuccessforum.com and my affiliates who drove a lot of sales. I found all those affiliates by placing a simple Joint Venture request on the WarriorForum in the JV request section.

So that one business made me over \$15,000 in 2 months and it took all of 4 hours to create. I even sold some resale rights to the video

series before I sold the business for \$197 a pop. That business was Howtoflipwebsites.com and Howtoflipwebsitesresellrights.info

Something that appeals to a lot of people when buying a video series is the ability to sell resell rights to the videos. This will then allow them to recoup their money quicker. So when selling a video series, I make sure I tell people how easy it is to sell resell rights to the videos. Not master resell rights, just resell rights. Selling master resell rights would devalue the business too much.

Ebooks are not selling as well when it comes to the resale of the business. Creating a video series will make you much more money on the resale. When I sold that business, I was offered 3 jobs to create video series for other people as well. People love HOW TO video's. Watch me step by step do something.

There are many many niches this would work in. Tutorials on all sorts of subjects sell well. Showing people how to solve a problem step by step by video is always going to be a big winner. You could teach people how to create graphics and profit from it.

You could teach and show people how to shop online and find bargains. You can teach people anything and everything. Find out what people want to learn, look at ebooks out already and turn those ebooks into a video series.

You can create a video series within a day easily. It does not have to be perfect, you do not need a radio presenters voice. Just do it!

How To DOMINATE Your Niche

We've already touched on forum marketing. It's an incredibly powerful way to build up a presence in your niche, to learn how they think, and to build traffic to your websites. What you can do to push your forum marketing efforts even further is purchase advertising in appropriate forums. This can be a much more fruitful (and simple) way to advertise your site, as opposed to the cost and complexity of Google Adwords. In fact, one of the best advertising purchases I ever made was a \$35 text link on a forum for a week. It made me a few

thousand dollars in sales.

If you're promoting a product in the internet marketing niche or something related to [Clickbank.com](http://www.clickbank.com), one of the best places to advertise is Harvey Segal's forum at:

<http://www.clickbanksuccessforum.com>

If you're willing to put up \$10 bucks, you can get a press release distributed pretty widely by www.prweb.com. A press release (which you can also put on your site as extra content) gives your site extra credibility, not to mention new visitors and a Page Rank boost because of the backlinks.

Do you want a whole host of capable internet marketers advertising your site for you... and paying for the privilege? It's easy enough if you put together a high quality resale rights book. You just write a report or e-book related to your site, slap on an e-cover, and offer resale rights (where the purchaser sells it and keeps all of the profits) for whatever price you like (\$7 is all the rage these days and would surely work just fine). Within the book, you put links to your own site, affiliate products, and/or products you own. This can go viral quickly and bring in massive traffic without much effort on your part.

A bit of good old-fashioned networking can also help you dominate a niche from all sides. If you know what the main websites are in the niche you're targeting, you can attempt to contact the owners. It's usually easy enough. They will end up being your best joint venture partners, and you can set up mutually beneficial advertising schemes. You can do this 'from the inside' by posting dynamite content for free in a forum.

My girlfriend did this in a beauty product niche forum. She posted a way to save almost half off any beauty product. In her sig line, she had a link to a content website (full of very useful free content) where she was promoting a skin care report using the 2 persona method. She posted this in 4 different forums and made 57 sales of that report. She is now an "expert" and was offered a moderators job at one of these forums.

Niche markets go crazy for Internet marketing tactics that we are all used to.

Start posting away in forums, with really great helpful advice. Start your own threads and give people an actionable plan that can use straight away. Give them something they can go use that second to get the desired result they want. Your sig file should book something like this....

The best places to fish for trout in the US - Read my free article below....

<http://www.ezinearticles.com/yourarticlehere.html>

The free membership site below gives away secret trout fishing tips

<http://www.yourfreemembershipsitehere.com>

Download a free ebook on trout fishing lures below at....

<http://www.yoursitehere.com/download.pdf>

This will keep the forum moderators happy, and bring in Instant Cash. And it doesn't get any better than that.

I have already talked about article writing as a way to generate instant traffic and instant cash, but a lot of people write a great article but forget about the most important aspect.... the bio box.

If you have done any bum marketing, you know the importance of the bio box, that short blurb at the end of your article that says what the author is all about. Getting a high number of views for your articles is great, but when it comes down to dollars and cents, only the number of people that click through to your website really counts.

What you have to do is put together a total package, from the article's title on down to the article content, bio box, and the page you link to. If you get all of these elements flowing together, you'll have a bio box that pulls in visitors and spits out cash.

Even though we're all about the bio box here, you really have to set it up right to get the desired results. Let's face it, if the title of your article doesn't attract attention, then no one is going to read it in the first place. What makes a great headline? You can do a test for yourself by going over to www.EzineArticles.com and seeing what grabs your attention. Here are some I just picked out from the crowd:

- 5 Types of Guys Who Always Seduce Women (A number in the headline is key, whether it be the number of tips, types, techniques,

etc.)

- Is it Possible to Create Decorating Styles on Your Own ? (Asking a question can speak directly to the conversation going on in a reader's head.)

- Colon Cleanse Scam – Is There Any Truth To Colon Cleansing? (This one is great... it combines an attention-grabbing word (scam) with a question. Money!)

If you get the headline right, then you'll get yourself some viewers. But for how long? They have to read all the way to the end of your article just to see the bio box (and the all-important link). This is one reason why short articles dominate Bum Marketing... they don't take as long to read. There is no reason to be verbose in your article marketing. Get to the point, offer the info your readers are looking for, and save the complete solution for your website.

If you manage to do that, then your readers have been perfectly primed to check out your bio box. Get this wrong though, and it's all for naught. Let's go over some basics:

What a bio box is NOT:

- A personal biography
- A listing of everything available at your website
- An explicit ad for a product or service

What a bio box IS:

- Targeted to the article that it follows
- A specific call to action that leads to one (and only one) website
- Ideally an offer for free information like more articles, a short report, or e-book

If your article gives the reader the kind of info they're looking for, they're going to be warmed up and looking for more. They're not interested in your complete biography. Remember, this is about them and not about you. Offer further solutions in your bio box, and your readers will gobble it up. Here is a quick example:

John Doe publishes a free newsletter with profit-pulling copy

techniques each and every month. Sign up today and receive your free copy of his 67-page copywriting bible, All The Copy That's Fit To Print at www.fittoprint.com.

People who read your article and click through to your website are gold, because they're looking for what you've got. That's right, they're highly targeted prospects. You don't necessarily want to send all of your visitors to your home page. The final step in customizing your bio box is to make your link relevant to the article's content. Line up your headline, content, bio box, and link, and you'll super-charge your article marketing.

Creating Article Directories To Flip For Huge Profits

This is something I have only done once so far as of this date. (Meaning I have only sold one of them, I have created more, but just for my own purposes. They each have hundreds of articles.) It was a lot of work, it took me a lot of time to create and I sold it for \$12,000 to a person who was very interested in one of my business ideas I wrote. I should have held on to it and sold it for more. (See, even being stupid is profitable ;)

Creating large article directories is a bit of a gamble in some ways and in another way it's the smartest move you can make. So why is it a gamble? To create a large article directory with 500+ unique articles on all different topics, takes time and effort and resources. Why is it smart? Because any site, no matter how badly designed it is, with 500+ unique articles is a valuable asset.

Article directories with unique content + good search engine ranking
= A gold mine.

The process was simple enough. I found an article directory script. Type "Article Directory Script" into Google and you will even find free ones. I am not going to mention the one I use as I am not happy with it. It did the job, but there must be something easier out there.

I found on the forums at digitalpoint.com a domain name with a PR

ranking of 4 for under \$50, so I purchased it. It was a generic domain name, with no meaning, which is what I wanted. It was short as well.

I then wrote and had written just over 500 articles on all different niche subjects and I put them all up on the site in their different categories. I had articles written in batches of 5 and 10. So each niche topic would have 5 or 10 articles written about them.

The articles were written in pure bum marketing fashion, meaning each article was written to target a keyword of that niche. Like "Best Trout Fishing Lures". The site cost me very little to create other than time and writers for just over half of the articles. I found writers who charged from \$5 an article. I wrote a lot of the content myself, but I am a fast writer and can churn out quality articles in 10 to 20 minutes.

I actually talk all about that in my membership site at....

<http://www.sellyourwritingonline.com>

I put all the articles up over a period of a few months. By the time I went to sell the site I had already a handful of top 10 listings for some of my articles and was making money with AdSense automatically. This is why sites sell. Unique content is great, but content sites with good search engine ranking and automatic money coming in with AdSense, sell so quickly, you CANNOT keep up with demand.

It really is that simple. If you throw enough mud against the wall, something will stick. Would I say this was easy work? No. Would I say I was happy with \$12,000 for the work, yes and no. I like cash, but I think if I kept the site for a year and added another 500 articles, I could have sold it for 10 times that price.

An article directory or content site with 1000+ unique articles, 100+ top 10 listings in Google and MSN and a few thousand in AdSense every month, plus maybe even a forum or loyal reader base, and you are looking at a site that will sell for more than most people will earn in a couple of years. That's no bull.

If you are prepared to work and follow the plan I have set above, you will make money. It would be near on impossible not to.

Final Thoughts

Now imagine having 30 to 40 content sites up and running making a nice automated income of \$20 a month with AdSense and a couple of top ten rankings to go along with it. Also imagine having 5 membership sites up and running making \$1000 a month for you without much work, don't forget having a few how to video series products earning you money while your affiliates promote it for you. Then, your article directory with 500 articles in it takes off and you have 50 to 100 top 10 listings in Google and MSN and is earning you a nice little income every month as well.

Do you think that this above is worth something? A lot of people don't understand just how powerful UNIQUE CONTENT really is. Unique content makes the Internet go round. Unique content with profits = a gold mine and it doesn't take a genius to get started! Just do something.

Do you know how much you could sell all the above businesses for? You are looking at \$70,000 to \$100,000 in cold hard cash for a few months work. Do you realise just by reading this ebook that you now have a plan to follow that will give you a business that is worth a lot of money. All you have to do is follow it.

This information may not be new to you, but if you follow this plan, you will make money. It just will be. There is no way around it. Businesses like these are assets. Spammy autogenerated crap is not. It has no resale value.