HOW TO MAKE A WEBSITE AND AN EBOOK INCOME

Step By Step Guide. No Coding. 2015

JOSEPH MILLER

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Set Up A Website, Domain, & Hosting For $22

Thanks for downloading this product. I am going to step you through the whole process of setting up a website without coding and a few other extras as well. Some will be finding keywords that have a high number of searches for on Google, getting articles written for you by outsourcing it, and building traffic.

The total cost of this venture before you, this guide and doing everything in it will cost you exactly: $13 for a website name, $9 for the first month of hosting it.

This is 100% of the total cost for your first month: $22 for set up and only $10 a month after that, to keep your website hosted. To learn this process is important to making your online internet marketing presence.

Find A Niche

In general, finding something that people are looking for online, and offline, is where you want your website to be. Also, setting up a website for your specific desire is a must also.

Any skills learned will build up the tools you have to work with. To get started you will need to sign up to a google account with Google AdWords.

This will give you access into Google Keyword Planner Tool. This is a great tool; it actually shows you how many searches have been made per day or month for every word or phrase.

By knowing that there are a lot of searches for a key word, you can know if there are enough people for a good return on your investment. Go where there is competition because you will want a tiny sliver of a huge pie.

There is plenty of traffic out there for all the sites. Even if your eBook and website is about Humming Bird Watching, it has a potential of making up to $20k a month if advertised well. Just making an extra $200 a month with your eBook would be fine to start out with.

In general there are 3 or 4 areas to be in, very broad encompassing areas: Health, Wealth, Lifestyle, Internet Marketing, and Relationships. Lifestyle can be anything in leisure, entertainment, having fun, wants and not needs.

Most people spend money on wants anyway, and only needs… when they have to. If also you can find a hungry market looking to buy either out of need, anxiety, or a little bit of desperate wanting, then you have yourself a winner too. But even a website on bird watching can generate a following each month.

This is called a niche. Focus in to an audience and… you're in! Google Keyword Planner Tool is good to get familiar with and you will need it later on to find closely related key words to help bring traffic to your site, eBook, etc.

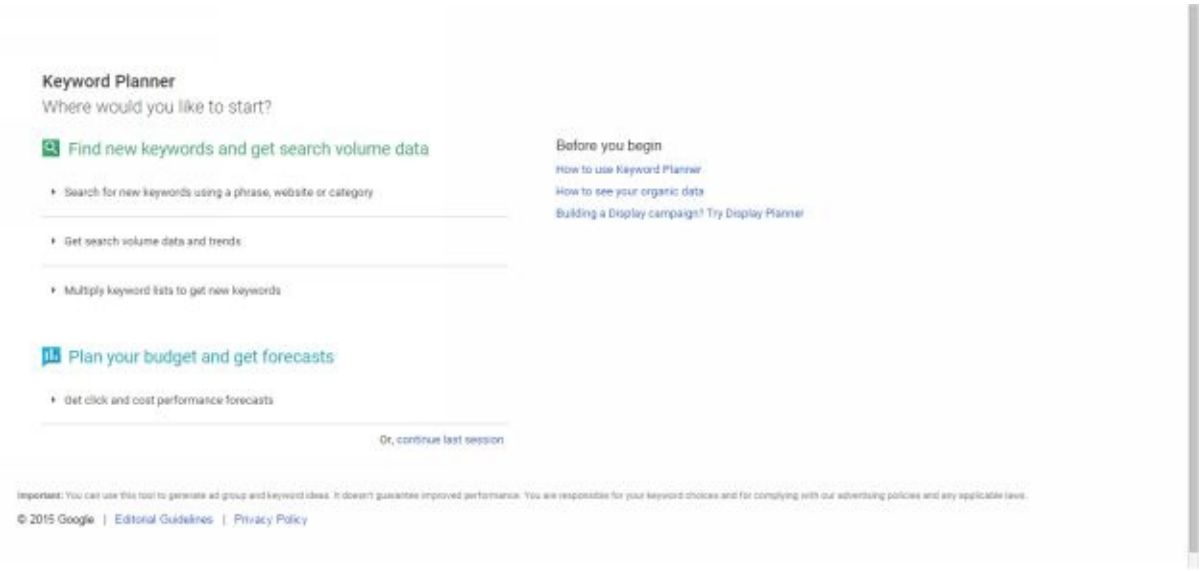
Google Keyword Planner Tool

Doing keyword research is very important to getting an audience or traffic to your website, articles, and even titles of your eProduct. It is very simple to use and does not take much time at all. Let's go there.

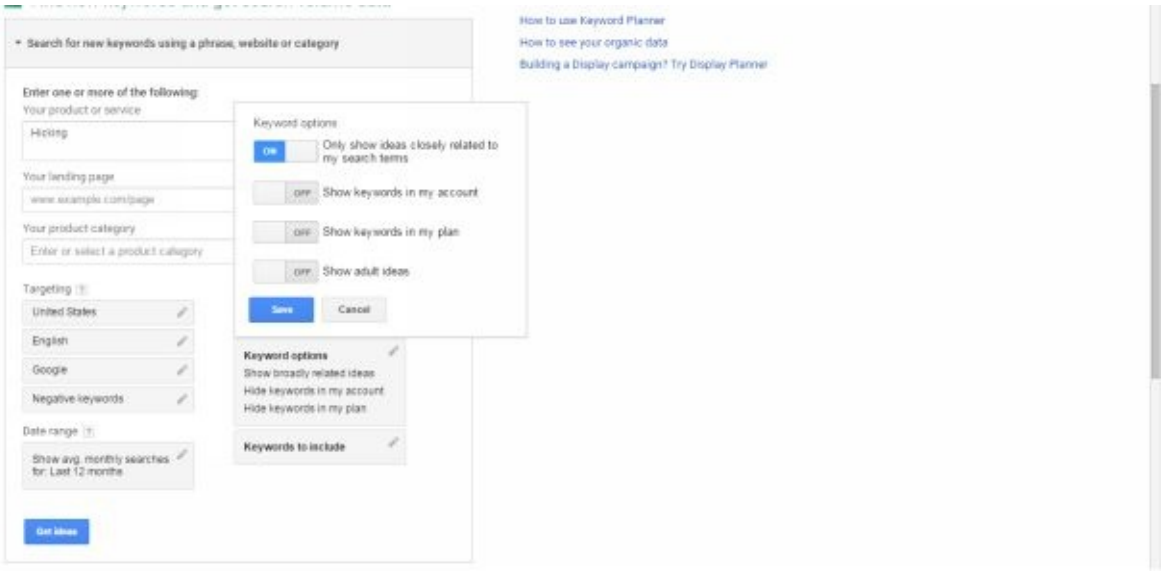
If you do not have a Google account, you may need to sign up for one when in the process of using the Google Keyword Planner Tool. This tool is part of the Google AdWords feature. AdWords is the part of Google where you sign in to put ads up on Google.

These ads help bring traffic to your site and can be as little as $0.10 to $0.20 per click on an ad. It can be more expensive too but you can limit the amount spent per day and make limits. We are not going to get into setting up ads.

We will just use the tool to see what people are exactly searching for. Go to https://adwords.google.com/KeywordPlanner Sign in or Create an account.



Click on "Search for new keywords using a phrase, website or category". Then, in the field labeled "Your product or service", put a word or phrase that you want to research traffic for. After that click on Keyword options and turn on the button for "Only show ideas closely related to my search terms", and then Save.



It can sometimes be tricky to get to the right place in Google AdWords. Just try to get to the Google Keyword Planner Tool one way or another. It will also be under the tab marked Tools.

After this, at the bottom, click on Get Ideas. On the next screen there will be a tab marked Keyword ideas at the middle of the page, click this and then search. This will show how many times your word or phrase gets searched for in Google.

There are also other closely related words or phrases that are searched for too. The number of times people search for it on an average month is displayed and searches per month for the last year of those words and phrases.

You can make notes on which ones have the highest volume by clicking on the tabs and making that column show in order from most to least. You can include these keywords in in your articles and website to help get more traffic to it.

If you are having trouble with Google letting you into Keyword Planner Tool, there are other keyword tools you can easily use. Just type in “keyword tool” into a search on the internet.

If you are going to have a lot of articles on your site you may write one article about each keyword or phrase. And then space those posts out over time. This is keyword research. Well done.

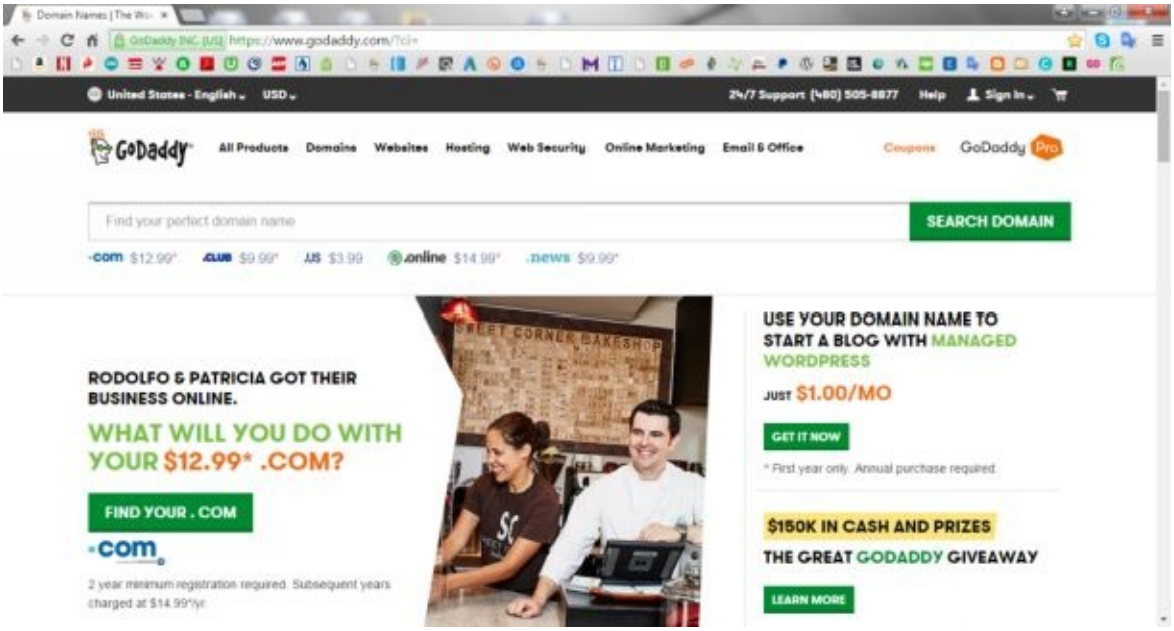
Buy Your Website Domain Name

First, we can get you the website (domain) name. If you have an idea of what you want it to be, you are ready to get started.

It will only cost you $13 and a few cents but that is not much. Good thing about this is, once you set up, a hosting service that holds your website can hold as many more domain names as you want, with no additional cost.

So, the domain name will be $13 for the first year and I think GoDaddy has deals where the 2nd year is only $2.

Let's go to www.godaddy.com



Type in what you want your website name to be (this is your domain name). Include .com after your name – all one word: yourdomainname.com

Hit Search Domain. Your first choice may have been taken already.

This doesn't mean that that website is up and running just that the domain is bought. It may be lying dormant and waiting to sell at a premium price when they want to sell.

If it was taken there will be a list of very similar names to that one. Before you choose one, scroll down and at the left side look in the area called Extensions.

Check the box that says .com and have only this box checked. You will notice on the right that the suggestions only list those available with .com

The .com is the most professional ending to use for a website and carries with it the most standing. If you like one of the suggestions hit select.

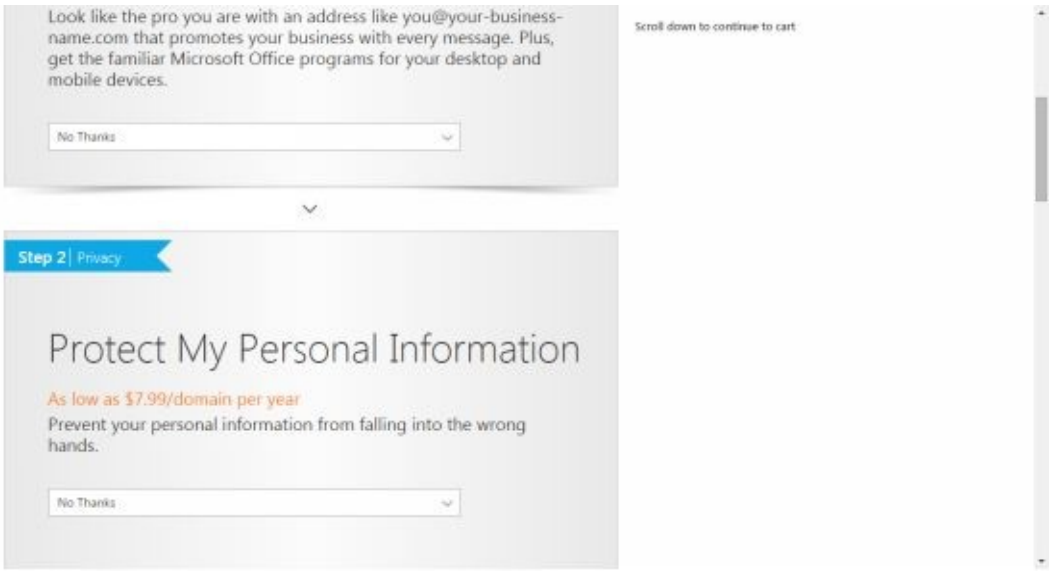
Sometimes Go Daddy will have promotions saying a name is only $2.99* but that is only for the first year, you would have to buy additional years with it, which ups the cost. You can always renew your domain after a year.

Watch out that you notice the price because sometimes it is a premium name, where someone is selling it and it's over $1000. Your domain should only cost you $13 after taxes.

If no suggestion is available, type in another name at the top of the page, yourdomainname2.com. Once you find a name that is good, go for it buy it and let's set up the next part of the website.

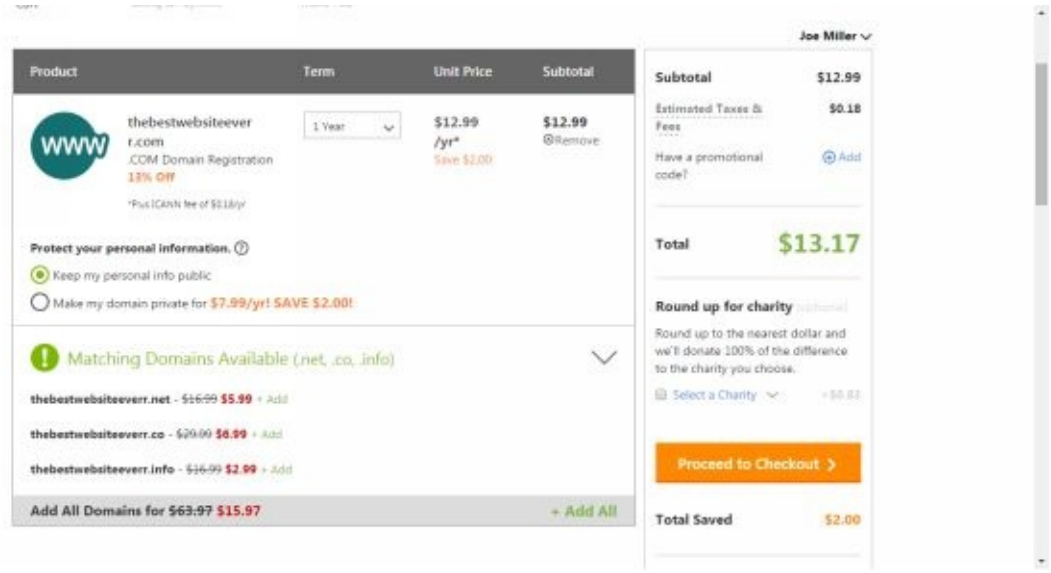
Be careful also to EXACTLY spell your domain right. If one letter is missing you will buy the wrong domain. It is easier to miss than you think, personal experience…

Hit Continue To Cart. On this next page, just make sure all the promotions are marked "No Thanks" and scroll down to Continue To Cart, again. On the following page hit Check Out Now.



The last page in your check out cart screen, change the Term of the domain name from 5 years or whatever it is, to just 1 year. You can set things up to automatically renew later.

You need nothing else at all. Just hit Proceed To Checkout. As a new customer you will have to fill out your information after continuing as a new customer.



Once it is paid, you own that website domain name. We will finish it all up in a little while, but next let's set up your website hosting account. This is about $5 to $10 a month, no contracts.

Set Up Your Web Hosting

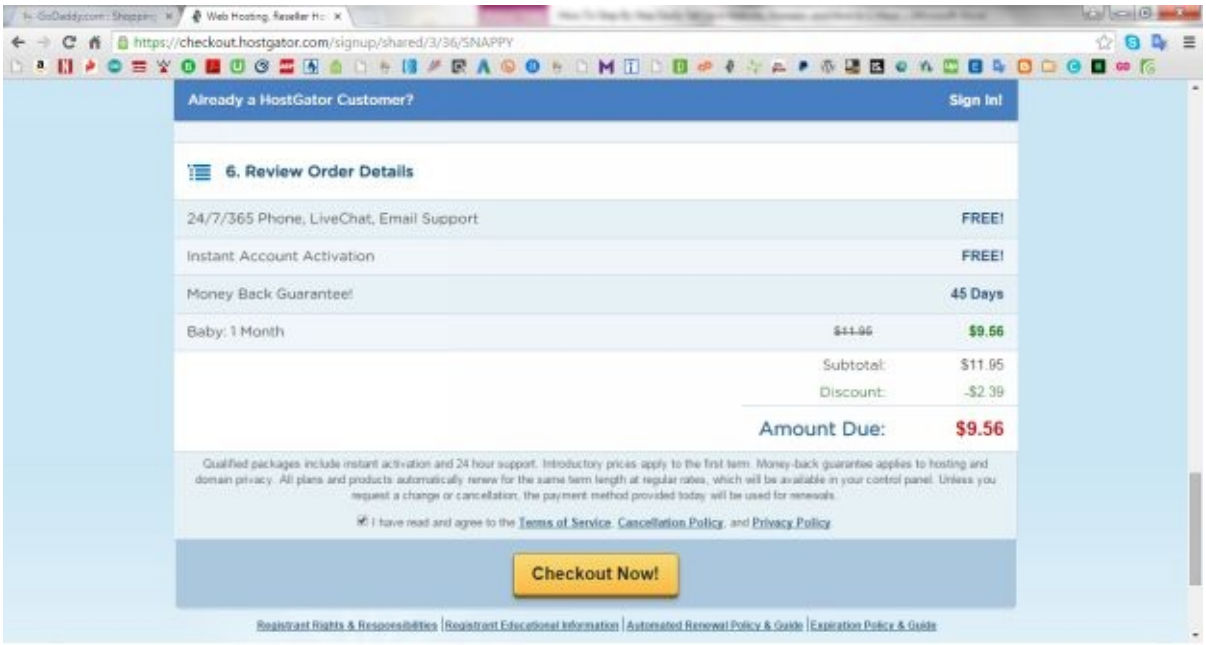
Now go to www.hostgator.com Click on Get Started Now or on Web Hosting. Now click on Choose A Plan. When setting up this account make sure you write down your usernames and passwords because there will be at least two sets here.

HostGator is a great company and provides great support. I would choose Baby Plan because you can add more website domain names to your account and it will not cost you anything. The Hatchling Plan is ok if you are sure you just will have one website.

At the plan term length, I would choose monthly. Then click Sign Up Now. Hit the tab “I Already Own This Domain”. Type in your website name without the www. just yourdomainname.com

It is added as the primary name in your hosting account. Scroll down the page select your billing cycle again to be monthly, or what you want it to be. Enter other info that is needed.

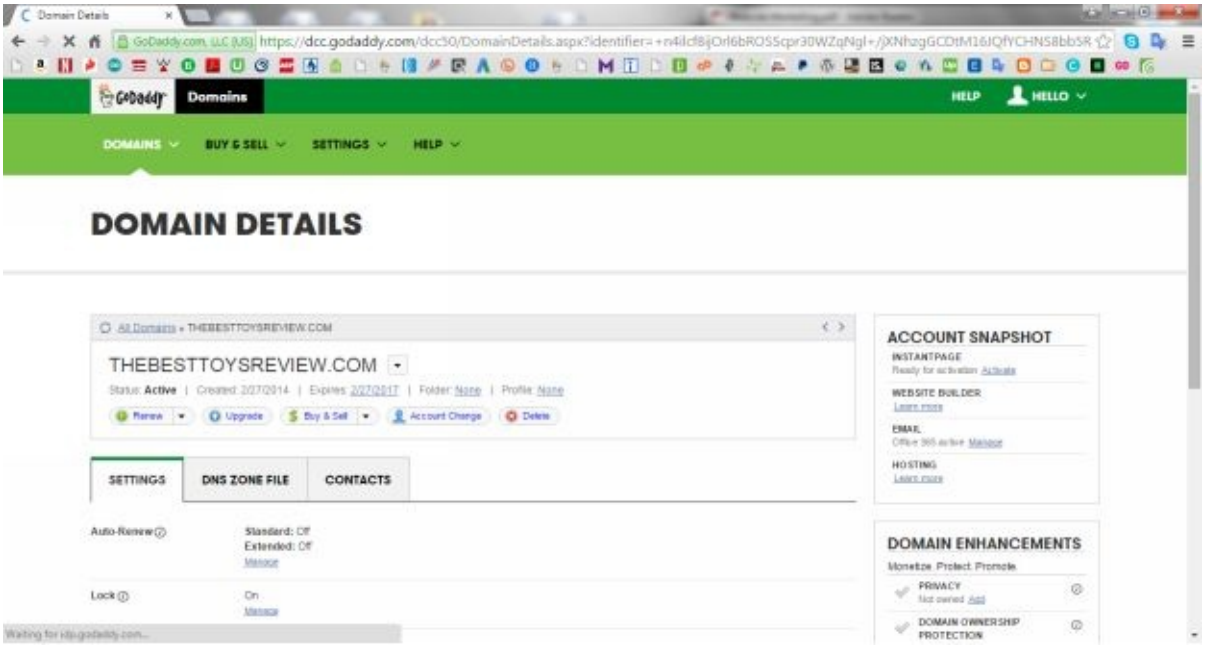
Under your billing information, make sure you uncheck all additional services. After that, just check the Terms of Service box and then Checkout Now.



Once it has been paid, they will send you an email. This will have the information you need. They will give you two "nameserver numbers" which you should keep on record.

After a couple minutes you will get the email from them. Open it up and see the nameservers they provide. They are the networking addresses for your site and all websites you want them to host.

Let's now finish setting up your website domain names. Go to www.godaddy.com again and sign in. Go up to the top right corner, click your name and then at the left side of the screen, go to Manage My Domains.



Click on your domain name. Scroll down a bit and on the left side, under nameservers, click Manage.

At Setup Type, click Custom. Click Add Nameserver and enter the first nameserver name in the box, and then the second nameserver in the bottom box.

Click OK, then click Save. You can then log out of Go Daddy.

Set Up Your Website – Part 1

Install Free WordPress Theme Templates

The next is the fun stuff. Now that you have chosen a website name and set up the name with HostGator you are ready to go. This part is actually very easy.

Only after about 20 – 30 minutes you will be able to do this next step. You have to give the hosting account and GoDaddy a little time to set up. If you have any trouble loading your site in the next step, just wait another half an hour.

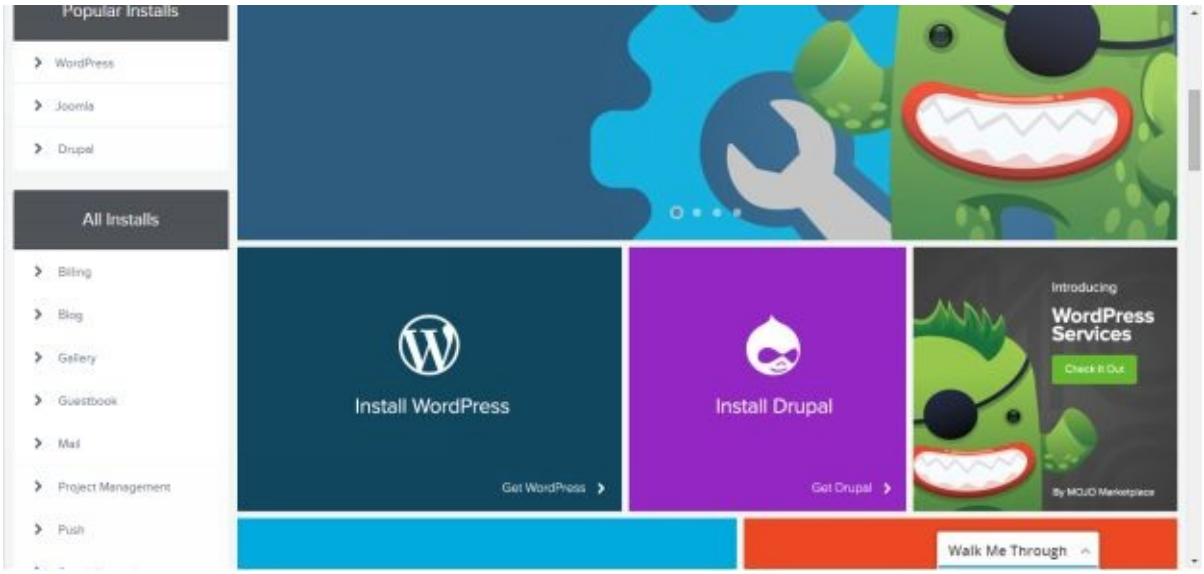
Now type in your new website domain in the address bar of the web browser, and add… .com/cpanel www.yourdomainname.com/cpanel Log in with the username and password you set up with HostGator.

This will bring you to HostGator's website setup and management. Scroll down to the Domains section and click on Addon Domains.

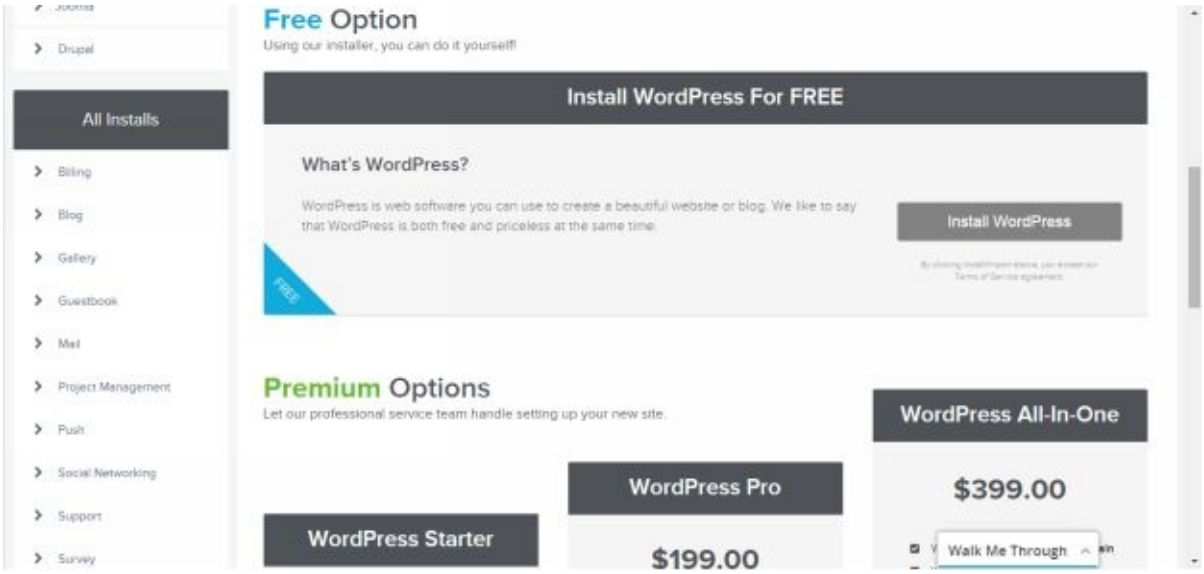
Put your domain name only in the New Domain Name box. (Not www….) just word: yourdomainname.com

Click outside that box to register the input, and enter a password for it. Click on the Add Domain button. Great it's done, now click on the little home icon in the top left of the screen.

Next scroll down again and this time go to Quick Install, under the Software/Services section. You may have to set up your user name on here right now, if so go ahead and do that, this is the QuickInstall Marketplace.

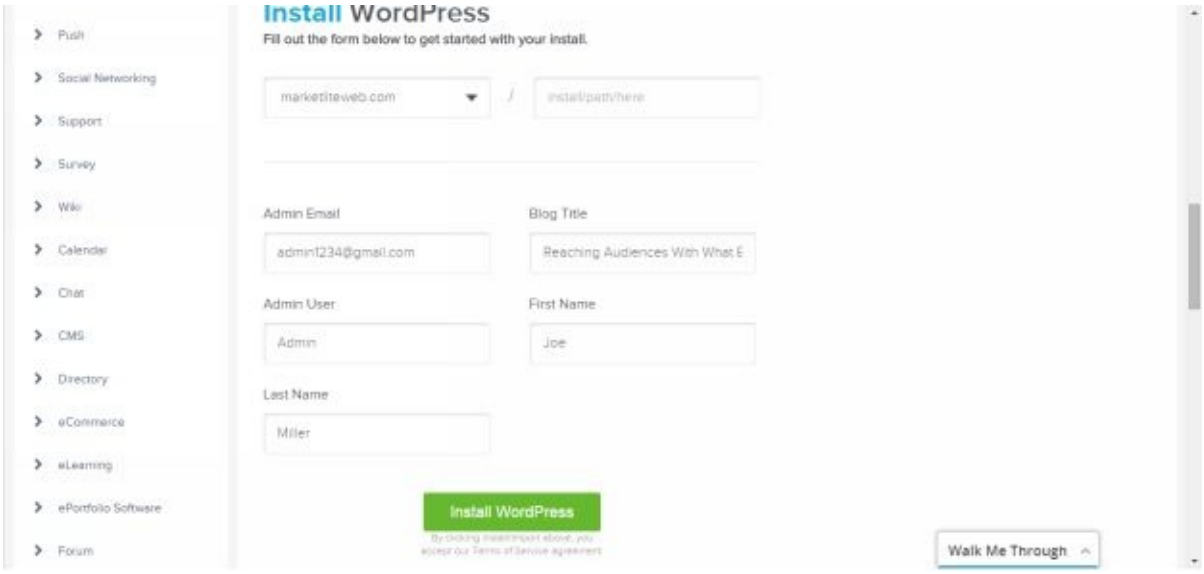


Scroll down just a little and click on Install WordPress. You do not need premium services, so click on Install WordPress in the shaded area where it says Install WordPress For Free.



Click the little down arrow button next and select your domain name that you registered with HostGator. Nothing needed in the area marked “install/path/here”.

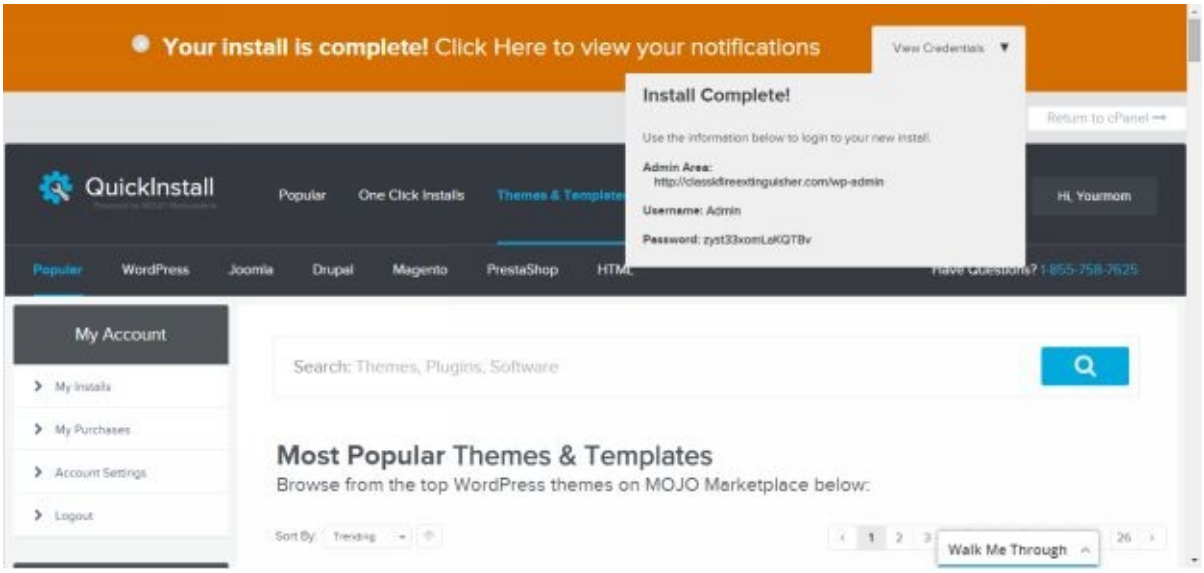
Under Admin Email, put your email. This way if anything needs to be communicated about your site you will get an email. Also, if you forget your password they can send you a link to reset it.



Under Blog Title, enter your website title that you want displayed on the top of your site. Under Admin User, I just put in “Admin” for the name. And you can put your first and last name where it asks that.

Click Install WordPress. Close any popup screen ad that appears and go to the top of the page in the banner across the screen labeled: Your Install Is Complete!

Click Here to view your notifications. Click there. This is the information you will use to login to your website / backdoor.

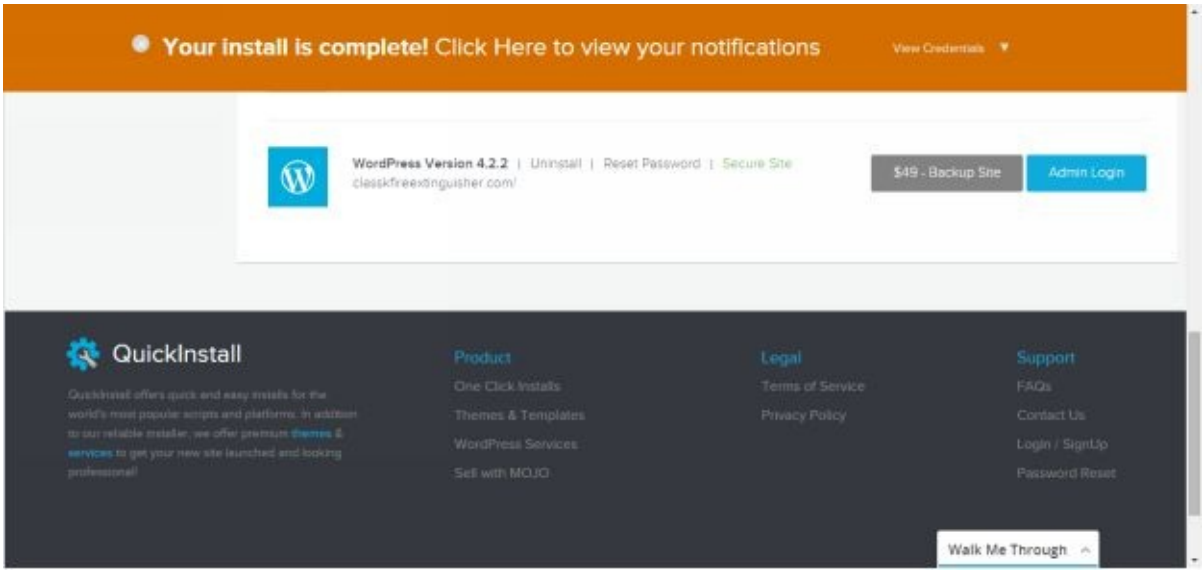


Note the temporary password. I would copy this password so you can paste it in a few minutes.

You will have to wait 15 – 20 minutes before the default website loads to WordPress. You can click on the link they provide http://yourdomainname.com/wp-admin but nothing will come up yet until it fully sets up.

You can also look to the left of the screen and under My Account click on My Installs. Scroll down and see your installation of WordPress for your site.

To the right there is an Admin Login button. You can click on this and you would put in “Admin” if used that in Admin User field and then the temporary password – at the top of the screen you viewed a minute ago.



However you need to wait about 15 minutes until it fully loads up. Until then, you may just get a generic web search display.

Set Up Your Website – Part 2

Back Door Dashboard Of Your WordPress Site

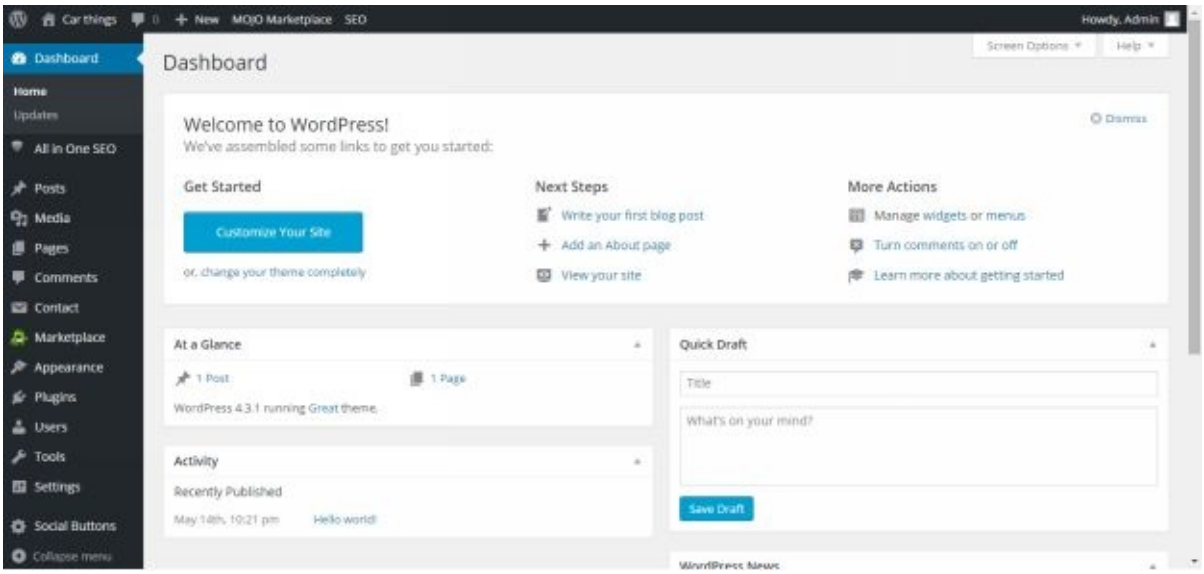
After you have taken a break, type in your URL of your website /c-panel and log in again to the HostGator webpage setup. To go into the back door of your website, which you are doing now, for the first time you will have to be on the HostGator website setup page.

Once in HostGator, scroll down to Quick Install, click on it and then click on My Installs to the left side of the screen. If you are still here from a few minutes ago, great!

Just scroll down a bit to see your install. And Click on the right, “Admin Login”. I use Admin for the user name. Paste in your password that they gave you, however if this doesn’t work just click on forgot password and they will send you a link to put in a new password.

This is good to do anyway. The Mojo Marketplace seems a little complicated and is a newer interface than an older method, but all that is behind us now.

<u>You are now in the backend of your website!</u> You are almost done. I will show you how to set it up and make things look nice.



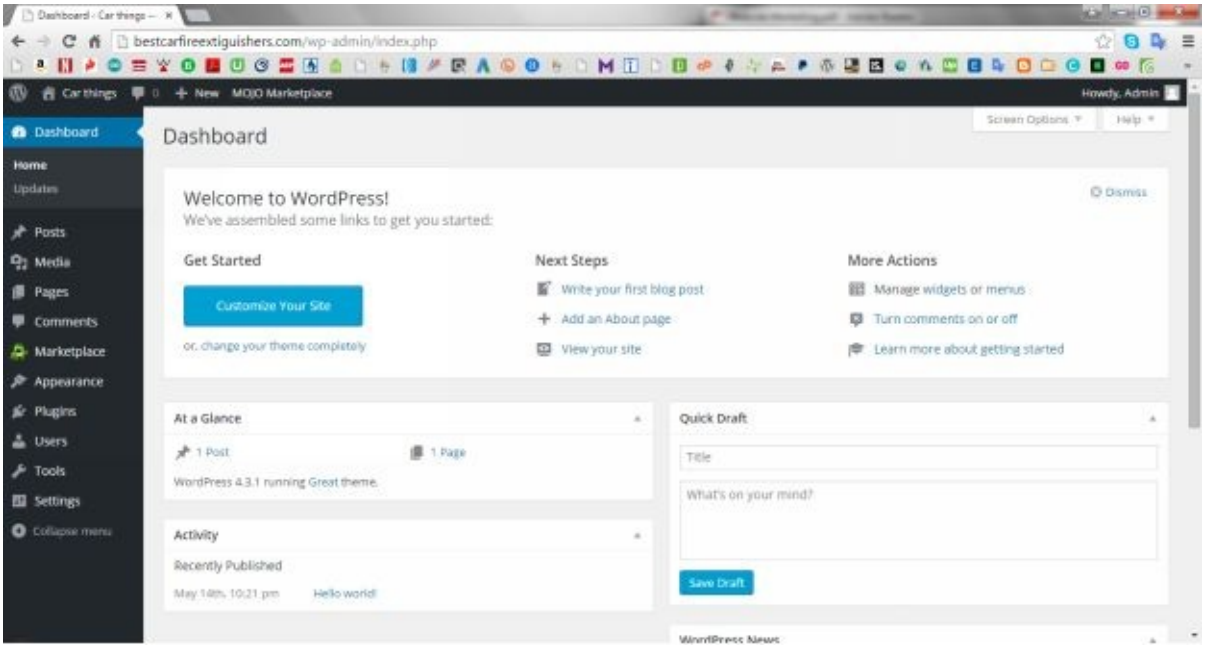
Set Up Your Website – Part 3

Install A Theme

Now that the site is technically up and running, we have to make it really want we want. There are first steps which are installing the right theme template, plugins, and general settings. The first thing to do is install a theme that you want your website to look like.

Go to your website www.yourdomainname.com/wp-admin Login the Admin name if used, and your password, hopefully a new one instead of the complex one they gave. If need to change just click on “Lost Your Password?”

You are in the back door of the website. To see what your website looks like you can toggle between back door area and the website front. To do this, go to the top left where there is a small house icon and the name of your website… Click on it.



This is the front end of your website. You can customize some things from this side as well. Let’s go back and chose a theme that you will like for the look of your site.

Go to the top left corner again and a speedometer icon is there. Putting your mouse there the word Dashboard appears. Click on either one.

You can log out of your site anytime by going to the top right of the screen in the Dashboard. Where it says Howdy, Admin with an icon, hover there then select Log Out.

But for now go down to the left of the screen and hover over Appearance, click on Themes. A few themes are already installed for you to choose from. But, go to Add New button towards the top and click on it.

On the menu there is Featured, Popular, Latest… You can look through these and also may click in the Search Themes area at the right, click in it then press enter. All the

themes are there to explore, over 2000.

There are some premium themes and they may cost something to download them. Google likes WordPress themes because they stay updated; this is a good thing for your website.

Click on a theme and it will give you a full screen shot of what your website will look like. Usually all of them have customizations you can change for a header to display an image, or change colors, etc. To choose a theme to try it out, click on it then in the upper left click on install.

Under the text that displays, click on Activate. Then go back up to the top left screen and toggle back to the front end of your website to check it out. You can always switch themes anytime.

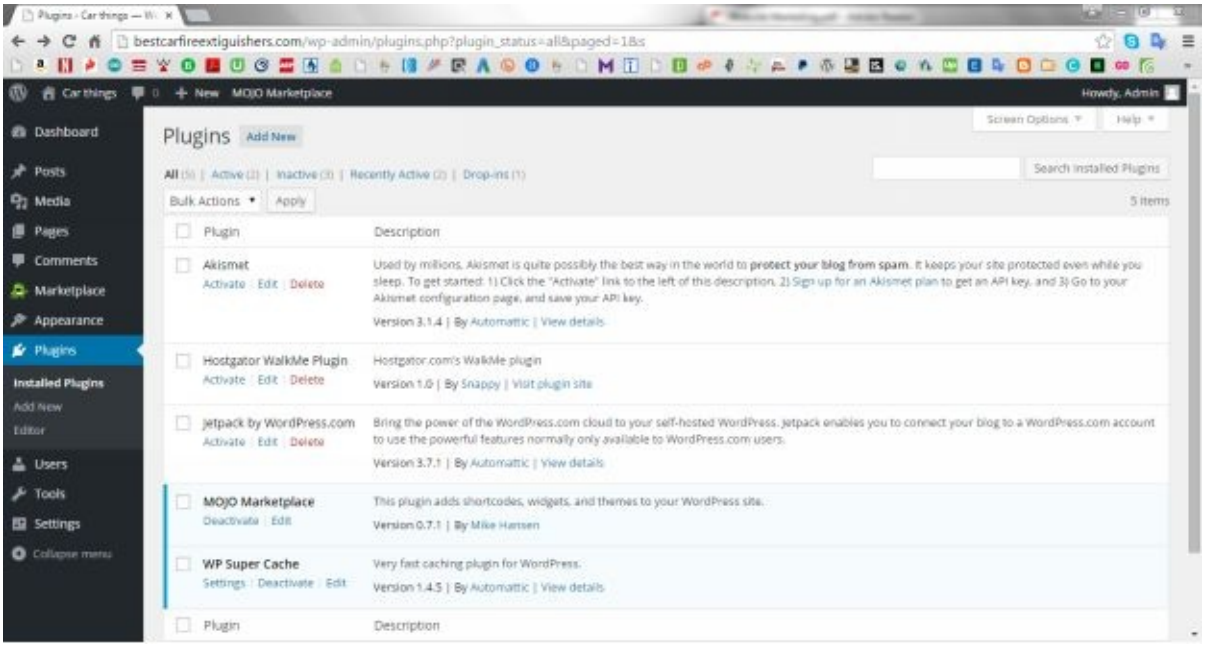
Some themes are more set to allow mobile users to see your site and navigate through it easier. This is a plus! Once you have chosen a theme, at least for now, we can install and set up the rest.

Install Plugins

Now we can install the plugins, or small software packages that can add to your website. Go to the back door of your site, toggle back to it. Go down the left side of the page and click on Plugins.

There are some plugins already installed, they are not so important or useful. I would deactivate HostGator WalkMe Plugin, by clicking on deactivate. The others are fine just as they are.

At the top of the screen is Add New button, click on it.



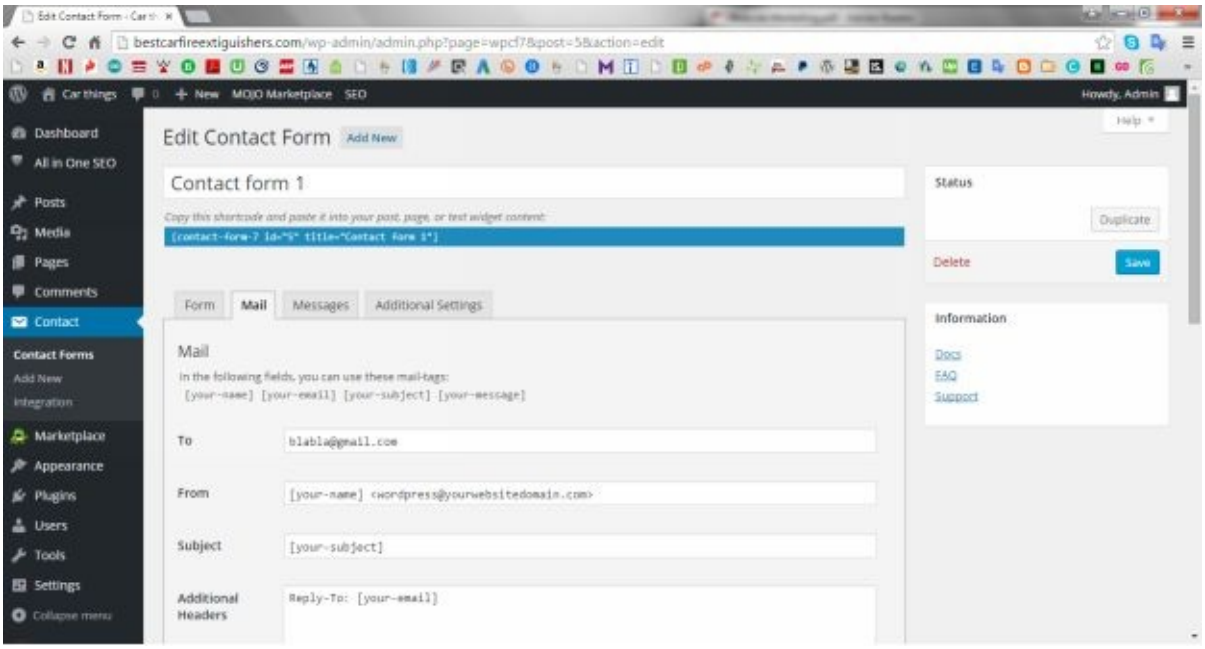
Go over to the right and click in the Search Plugins area and type in: “All in One SEO Pack”, then click Install Now. This is not the WooCommerce… After the screen comes up and installs, click Activate Plugin.

Contact Form 7

Next install “Contact Form 7” plugin. Click on Add New and go from there. And activate plugin. Where it shows this installed plugin, click on Settings.

To the right of “Contact form 1” is short code, HTML. If you copy this and paste it anywhere in a page, post, or sidebar widget for your site, a contact form will appear at the front end of your site. You may want to use this or not.

It is already set up with the email you entered for the website login. You can always change the email or the settings of this form by, clicking on “Contact form 1” and going to the tab “Mail” and others.



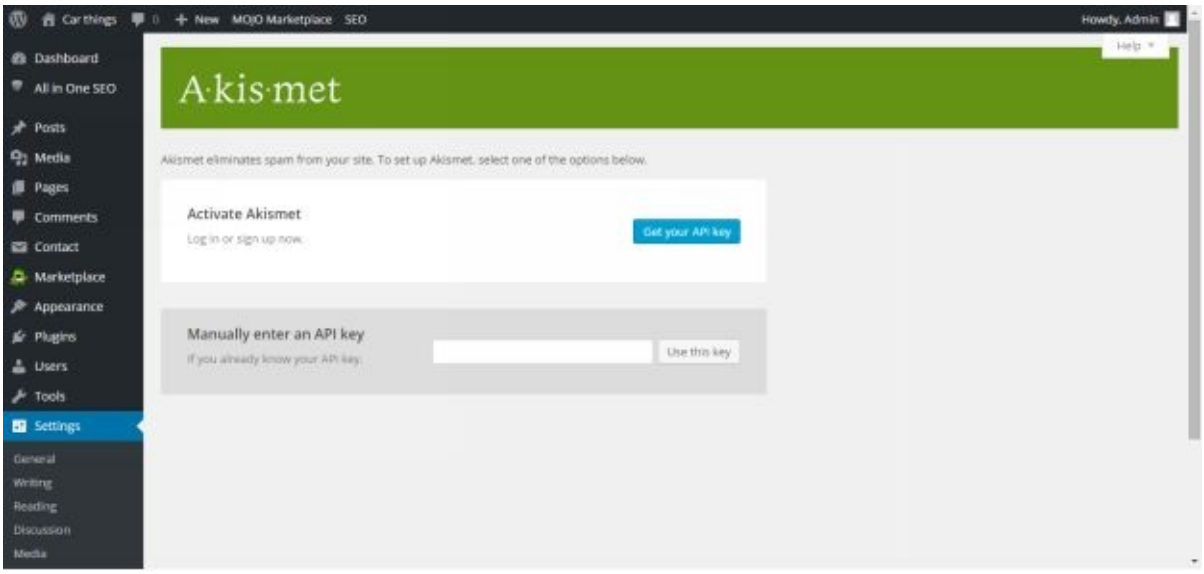
Using a contact form or enabling comments generally gets you some spam. One way to lessen the chance of spam is to make sure the plugin called Akismet is activated.

You may or may not use this. You could try it or not, see what you like. This Plugin is already installed as a default and just needs set up.

Go ahead and click Activate for it. At the top of the screen click on Activate your Akismet account. Then click Get your API key.

This takes you to a webpage. Click Get An Akismet API Key. Just fill out your email and make a password. At the next window choose the basic free plan and once you choose it, then set the price bar at the right to $0.

Only then you have to fill out your name and you get as API Key. Paste this key back into the Manually enter an API key box. Just click use this key, look over the options and save and exit.


Car things
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MOJO Marketplace
SEO
Howdy, Admin
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All in One SEO
Posts
Media
Pages
Comments
Contact
Marketplace
Appearance
Plugins
Users
Tools
Settings
General
Writing
Reading
Discussion
Media
Help
Akismet
Akismet eliminates spam from your site. To set up Akismet, select one of the options below.
Activate Akismet
Log in or sign up now.
Get your API key
Manually enter an API key
If you already know your API key.
Use this key

Slick Social Share Buttons

One more you may want to use is for people to follow you by linking to your Facebook website page, twitter account, etc. If you do not use these for your site, you may skip this part. But this plugin is called “Slick Social Share Buttons”.

If you do want to install it and use it or just let it sit there for later use, go to Add New and type in the plugin, install and activate. You can deactivate it in a little bit. Once installed go to its settings.

One way to set this up well is to check the box for floating, disable floating effects, default skin, load open, and display only on home page. Just check the box for the social websites you use for your site. And fill in necessary info.

You will want to play around with the Offset px where it comes out on the screen. The default is 50 px X 50 px. It doesn’t have to be perfect and you will only use this if you have social sites set up for your business here. Once settings are done you may deactivate it until later used.

All In One SEO

For now, go to All In One SEO at the top left of your screen. We will set up a few things here, not much. It will help you get more traffic from google searches.

Uncheck Canonical URLs, and then type in your website title in Home Title area. Write your description of your site in Home Description. Scroll down make sure “Rewrite Titles” is Enabled, then scroll down. Disable SEO for custom Post Types, and then scroll down.

Uncheck the boxes for Use noindex for Categories, Use noindex for Date Archives, Use noindex for Author Archives. Then scroll down.

Make sure the Auto Generate Descriptions is checked, and then scroll down to the bottom and click on Update Options. Great! Installing plugins is finished. Now we go on to settings.

General Settings

There is just a few more things to do in the settings and then on to the fun stuff. On the left of the screen is a Settings tab, click on it. You are in the sub tab, General Settings area.

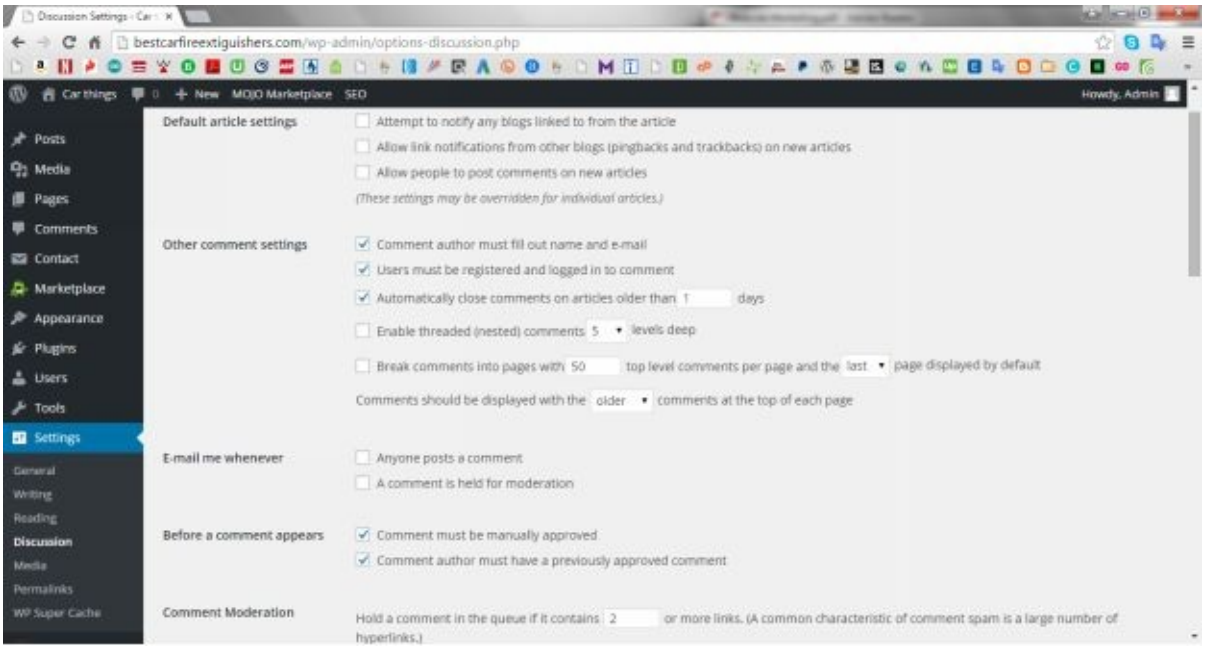
Put in your website title and underneath, your subtitle or tag line for your site. After, just put in your email address where it says to. Scroll down and choose Save.

Now at the left of the screen click on Writing, under Settings. Only one place to make a note for later is Default Post Category. You will make different posts or pages in your website and you can have categories to organize them later for your readers if you want.

And at this place you can choose the default category for your posts to be labeled in. It is not a big deal as it may not be used that often in setting up sites.

Now click on Reading, under Settings. The Front page displays, your latest posts is good. Choosing Blog pages show at most 3 posts is good. Too many may make load time slow.

Save Changes. Click on Discussion at the left. Uncheck the first three boxes and check the following three boxes. This is good if you do not want others or spammers leaving comments on your pages.



The following four boxes can be unchecked but check the next two boxes: Comment must be manually approved, and Comment author must have a previously approved comment. Scroll down and Save Changes.

Scroll down the left side of the screen and click Permalinks under Settings. Click on the Common Settings named “Post name” this is important for searches. Save Changes.

Install Pages: Privacy Policy, Contact Us…

Now we begin to work on things we can see. We are almost done! After installing pages and helping you manage the widget side bar, you can easily work on putting material on your site and customizing some things as you want.

I will have more instruction for different things, when you want learn to use them. So for now, we will be installing a few legal pages on your site, google likes to see these. Always, to open your site go to www.yourdomainname.com/wp-admin to log in.

At the left of the screen click on Pages. Hover over “Sample Page” and click on Trash. Go to the top and select Add New. This can be your about page.

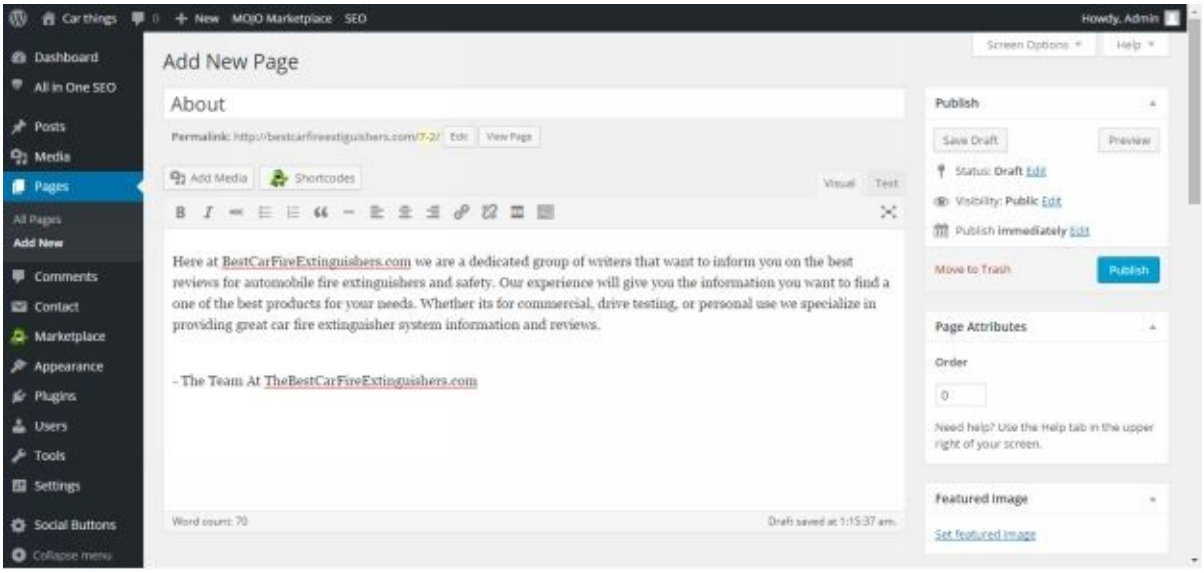
About

Title it “About”. In the body tell about who you are and what you are about, in respect to this business or website:

“Here at BestCarFireExtinguishers.com we are a dedicated group of writers that want to inform you on the best reviews for automobile fire extinguishers and safety. Our experience will give you the information you want to find a one of the best products for your needs. Whether it’s for commercial, drive testing, or personal use we specialize in providing great car fire extinguisher system information and reviews.

- The Team At TheBestCarFireExtinguishers.com

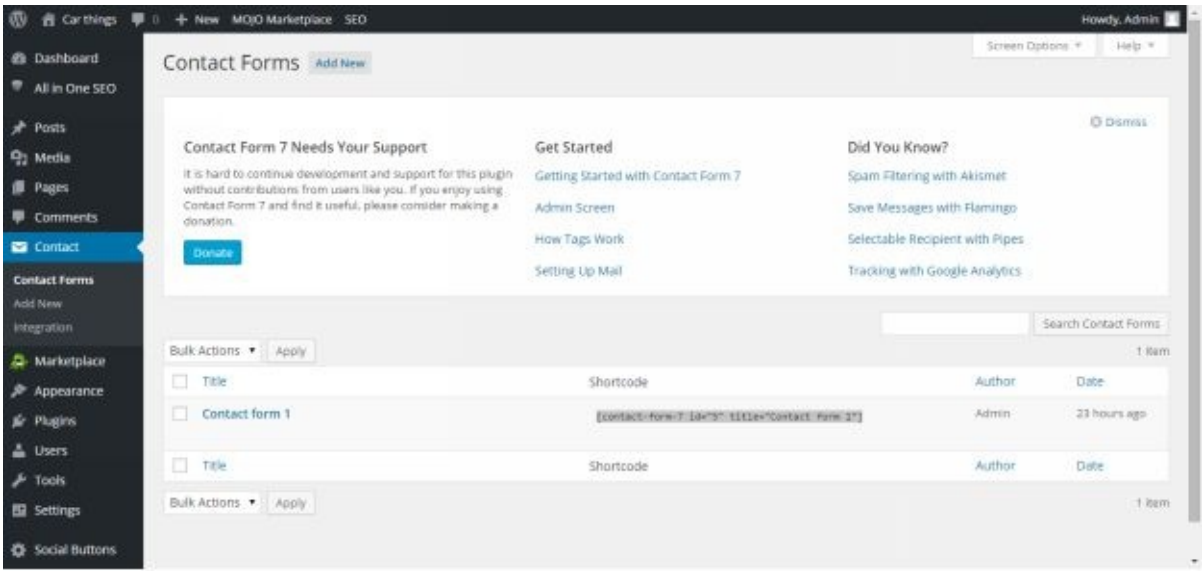
Once filled out just click Publish to the right side of the screen.



Contact Us

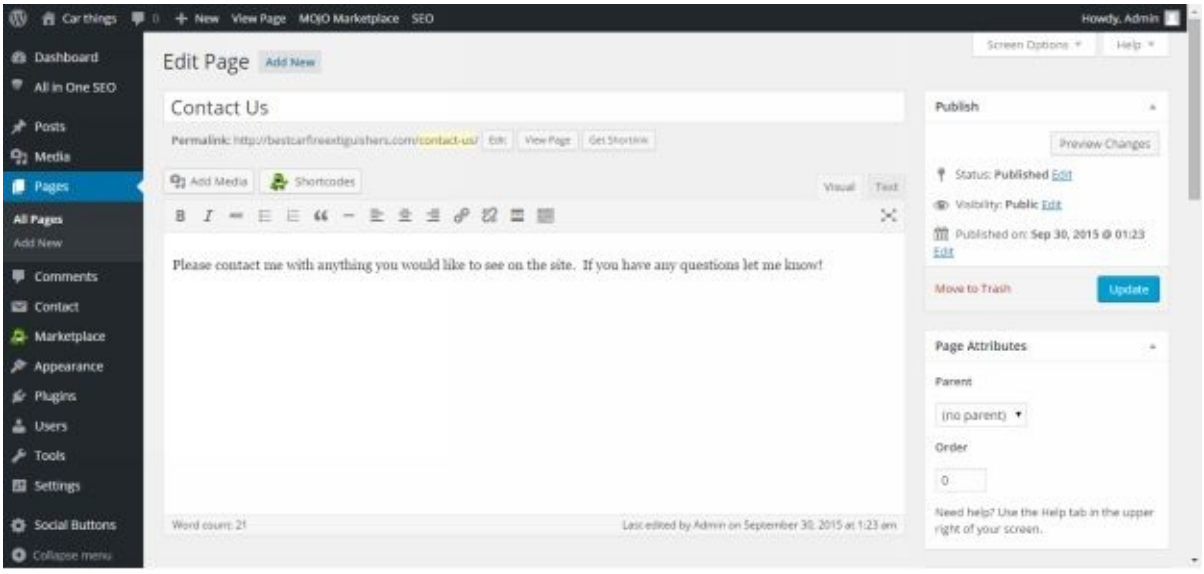
Now click Add New at the top again. This page will be the Contact Us page. It is probably good to have a contact form somewhere on the page but it is not needed.

You can write some words in the body like, please contact me with your questions… Click Publish for now. Go to the Plugins area and click on Settings for Contact Form 7.



Click on Contact form 1 and go to the Mail tab. Make sure your email is correct. Click Save at the right of the screen.

Click the Contact heading on the left side of the screen to get out of the form and then highlight and copy the shortcode to the right of the title Contact form 1. Go back up to Pages and click on Contact Us, or whatever your title will be.

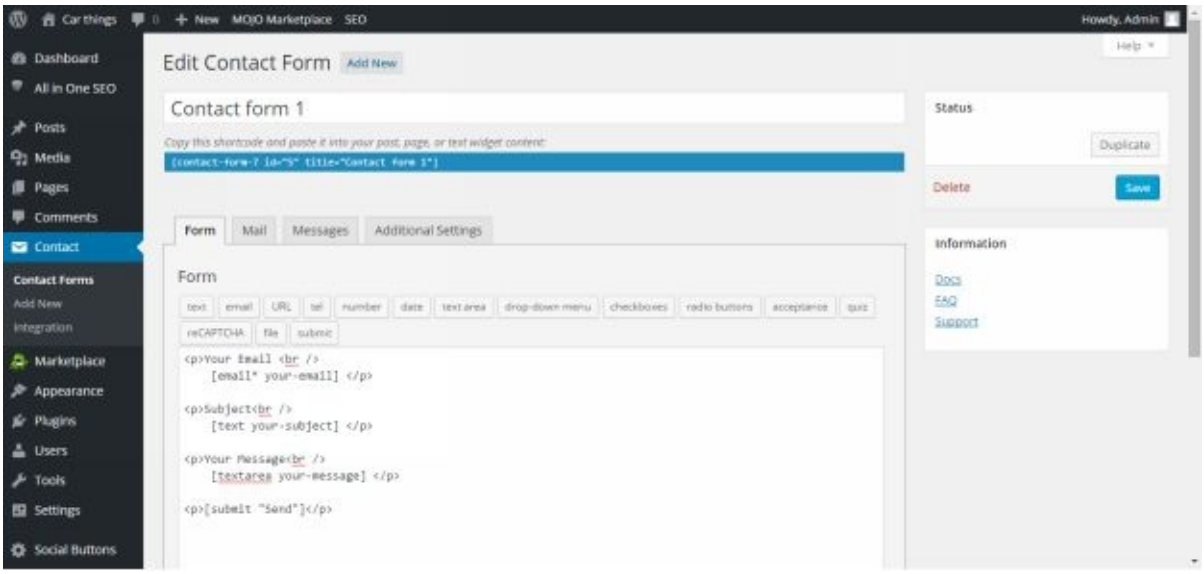


Click on the tab marked “Text”. This toggles the body area from visual to code. Insert your code, paste, below the text if you wrote some down. Then click Update to the right.

You can check to see what this page looks like at the front of your site again by clicking in the upper left of the screen with Home Icon. When you open the page “Contact Us” you

will see how the form looks. You can adjust the wording or eliminate a field entirely if you want to by editing the Contact form 1.

To remove the name requirement, in the Contact form 1 tab “Form” highlight and delete the first stanza of code. To remove the “(required)” from the email part of the form that shows up, delete (required) from the next part of the code and click save. You can see the changes at the front of your website now.



Privacy Policy

Next add another page by going to Pages and Add New. If you ever allow ads on your site to make extra income with, you will need a Privacy Policy page. This one is called Privacy Policy and the body of the page is as below.

Just copy and paste this into the new page. This is from Google and they like to see it on websites that have advertising. You can also get it at:

http://marketliteweb.com/how-to-set-up-a-privacy-policy/

Fill in your website where it says:

Privacy Policy for www.YOURWEBSITE.com

If you require any more information or have any questions about our privacy policy, please feel free to contact us by using our contact page.

At www.YOURWEBSITE.com, the privacy of our visitors is of extreme importance to us. This privacy policy document outlines the types of personal information is received and collected by www.YOURWEBSITE.com and how it is used.

Log Files
Like many other Web sites, www.YOURWEBSITE.com makes use of log files. The information inside the log files includes internet protocol (IP) addresses, type of browser, Internet Service Provider (ISP), date/time stamp, referring/exit pages, and number of clicks to analyze trends, administer the site, track user's movement around the site, and gather demographic information. IP addresses and other such information are not linked to any information that is personally identifiable.

Cookies and Web Beacons
www.YOURWEBSITE.com does not use cookies.

DoubleClick DART Cookie
.:: Google, as a third party vendor, uses cookies to serve ads on www.YOURWEBSITE.com.
.:: Google's use of the DART cookie enables it to serve ads to users based on their visit to www.YOURWEBSITE.com and other sites on the Internet.
.:: Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy at the following URL – http://www.google.com/privacy_ads.html

Some of our advertising partners may use cookies and web beacons on our site. Our advertising partners include …. Google Adsense

These third-party ad servers or ad networks use technology to the advertisements and links that appear on www.YOURWEBSITE.com send directly to your browsers. They automatically receive your IP address when this occurs. Other technologies (such as cookies, JavaScript, or Web Beacons) may also be used by the third-party ad networks to measure the effectiveness of their advertisements and / or to personalize the advertising content that you see.

www.YOURWEBSITE.com has no access to or control over these cookies that are used by third-party advertisers.

You should consult the respective privacy policies of these third-party ad servers for more detailed information on their practices as well as for instructions about how to opt-out of certain practices. www.YOURWEBSITE.com's privacy policy does not apply to, and we cannot control the activities of, such other advertisers or web sites.

If you wish to disable cookies, you may do so through your individual browser options. More detailed information about cookie management with specific web browsers can be found at the browsers' respective websites.

Terms Of Conditions

The last page to install that is recommended is “Terms Of Conditions”. If you give any advice on your site you will want this. Just copy and paste it into this new page to protect yourself, and fill in your website name.

We will always attempt to provide the best and most accurate information possible here at www.YOURWEBSITE.com, but you are responsible for your own actions. We will not be held liable for anything that happens from the use of the information here.

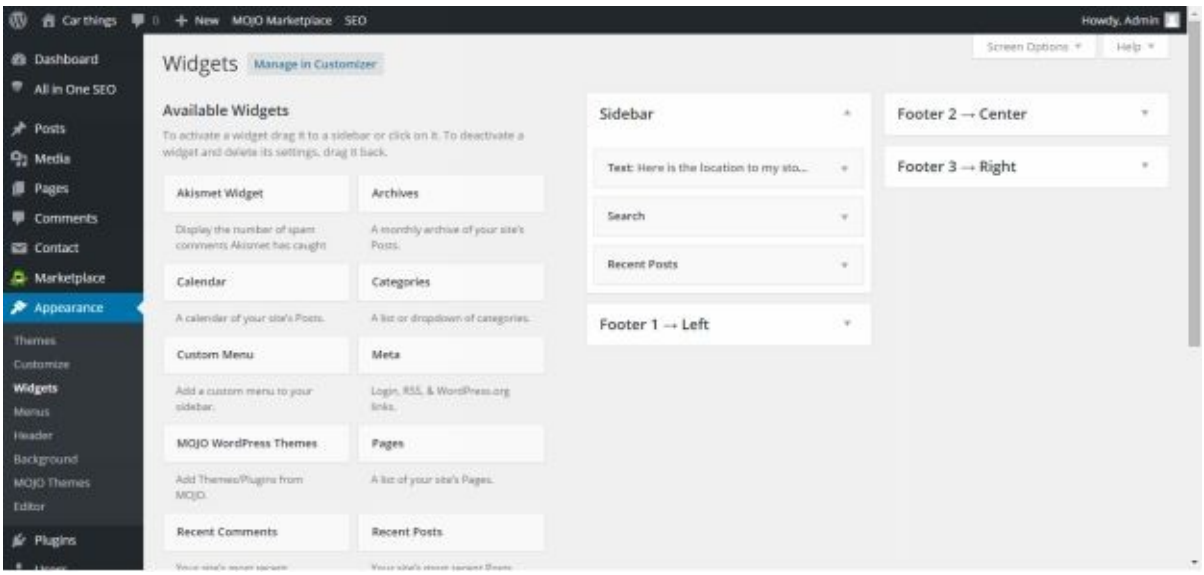
You may also go to this link on my website: http://marketliteweb.com/how-to-set-up-a-terms-and-conditions-page/

Manage Widgets

Go to Appearance on the left side of the screen and click on Widgets. To the right there are different boxes and one main one holding widgets for Search, Recent Posts, etc. I would remove all of them but what you really want.

You do this by dragging them outside and to the left of the main area they are in. To put them back drag them from the list on the left side and into the box you want them to be in. You can drag a text widget box into a box area, label it something or label it Map.

Later I will show you then how to copy and then paste the code from google maps into the text area of this box. Then you will have a map on your site for a business etc.

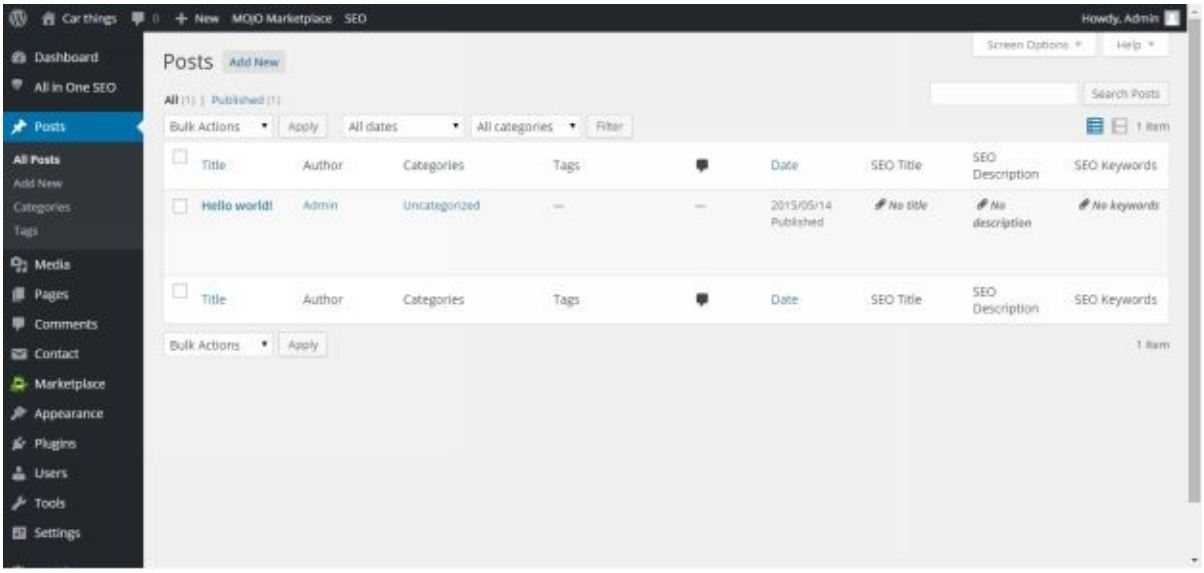


Write Posts For Your Website

The last thing for your site is to write posts that will be displayed on the front page of your site. You can have one post displaying, summaries of different posts, etc. You may add media, inserting pictures to these posts and making galleries of pictures as a post.

You can have the first post be a sales page having a picture of your eProduct on it and a buy now button to pay for it. This we will get into later.

To get started, at the left of the screen select Posts. You will want to trash the “Hello World!” post. Then click on Add New.



As you put in your title of the post, a permalink will copy your typing to better display your post to the web for searches. This is under the title and can be edited.

Fill out your post, making it 400 words or more is recommended if trying to get more traffic to your site. Website vary and so do traffic sources too. So there is not too much weight on this recommendation.

Near the Publish button is an area marked Publish. You can change the date of when your article or post will be released by clicking on the Edit word beside Publish Immediately. You could put fifty articles up and schedule them out once a week if you wanted.

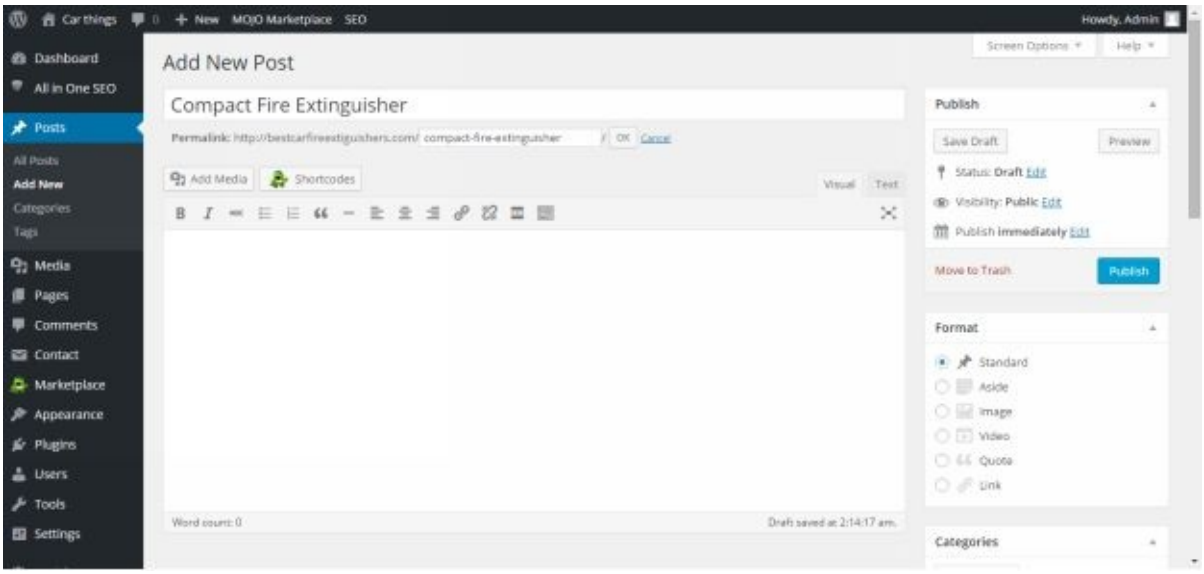
Google likes this because there is new content being added to the website. This will bring you more traffic too. One other thing you can do when just starting a site is to set the date back for posts.

Instead of immediately you can set the date to a month ago. Doing this for a few posts make your website look like it has been around longer.

You may add pictures by clicking on Add Media. When you do this, in the Attachment Display Settings to the right – once it uploads – is a Link To area, select None in this

category.

If you are making a gallery you would select Attachment Page. You can also make it a custom URL as when reviewing a product that is on Amazon, the link to that product can be put in here.



That finishes up the basics of how to set up a website. You can also customize some things under Appearance, and Customize. Once changed reload the page, it may also take a few seconds to upload and change.

Add Articles And Content To Your Site

Adding content to your site can be a little time consuming. For a recent eBook I made, I wrote part of it and had article writers write the other half. The same can be done for your website.

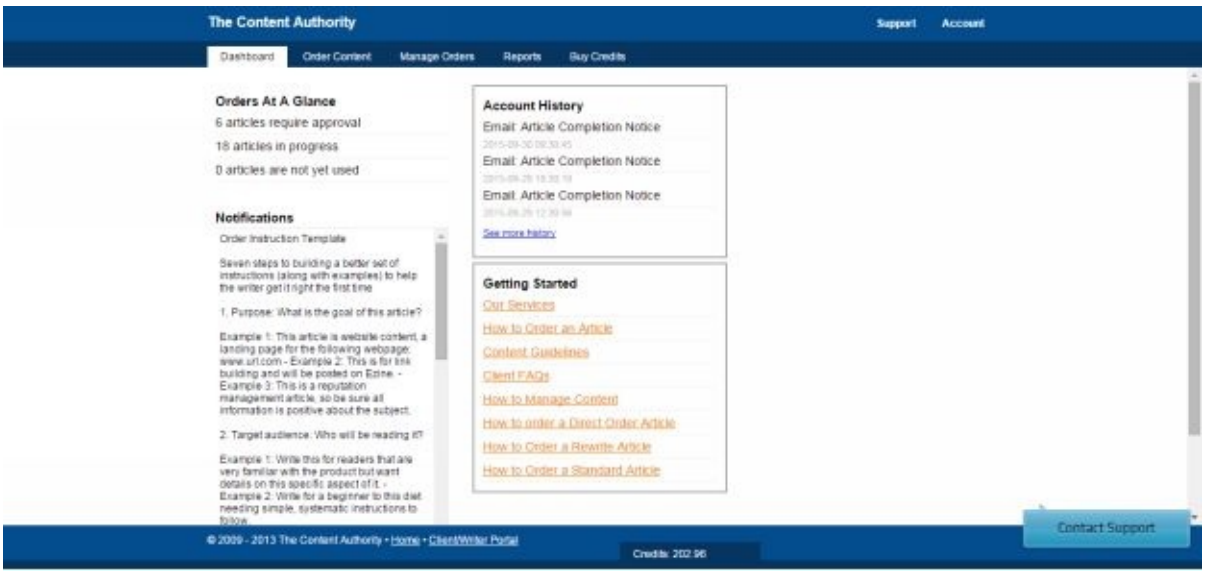
Especially if you want to set up two or three websites, getting articles written for you is really helpful. To do this is very easy and not too expensive.

There are a few different websites that offer these services. Here are some: www.ContentAuthority.com , www.elance.com , www.upwork.com , and www.Fiverr.com . I like to use Content Authority and their service is great.

For a website or blog it is said that Google likes posts with 400 words minimum. For an article writer to write a 400 word article, it can cost as low as $4.80 or $7.20 for a better quality writer pool. It can also cost $9.20 for an even better writer pool. To have this done for you can free up your time to doing other things.

If you are writing an eBook you can ask for an article of 2000 words or more. Just getting started in using them helps you later because you can favorite a writer and their cost for doing a direct order with them – through the same site – is less expensive than that general writer pool for a standard order. This is how you order an article on Content Authority:

Go to www.ContentAuthority.com sign up for an account, it is free, no subscription or anything. After that, login to your account and on the top tabs click on Order Content.



Fill out the Label with a note for you what the article name is or title. In the Type field, select Standard or Rewrite. Standard is the normal article you want written.

> A Rewrite is a service of rewriting an article you copy and paste to give them, for them to make it look original enough from the source article. This is helpful if you are submitting articles to other blogs or article directories, to help build backlinks

to your site. One place you can submit articles to the public on any subject is www.EzineArticles.com .

It is free to join and you can use any article they have for anything, as long as you include the author's link at the end of the article along with it. This way the author or submitter gets a link to their website or information and the article is free to you.

Posting one also gives others a chance to just read your article or use in on their blog or website. It also gives you one like to your website from the directory and brings in some traffic from others reading your article and sometimes clicking your link.

This is all important because Google likes websites that has original content. If you website is just cut and paste of others work, Google will see this. Your website could be slapped by google and be suspended.

For an article to be original, it has to be at least 30% different from its source. We all do this in one sense, where I may read a couple article and then write about it. I am sharing the information but I have to put it in my own words.

This is the reason for the Rewrite. Their rewrites are $3.60 for 400 words. If you submit something of say 600 or more words you can still ask for a rewrite of 400 words or less.

Now back to ordering a Standard article. Type in your title or label, select Standard article, and choose how many words the minimum word count is. I believe a full page in word is around 350 to 400 words.

In the Writer Pool Quality: select either Basic, Great, Excellent, or Expert. Great is fine if you want to review and edit it a little. It just depends on the writer and how much you want to spend. Find a good writer, their cost for a direct order with them will go down from the average.

Then fill in the instructions on what you want the title to be, what the purpose is, and what style you want them to write it in. Here is an example of what you can put in the instruction box:

Seven steps to building a better set of instructions (along with examples) to help the writer get it right the first time

1. Purpose: What is the goal of this article?

Example 1: This article is website content, a landing page for the following webpage: www.url.com - Example 2: This is for link building and will be posted on Ezine. - Example 3: This is a reputation management article, so be sure all information is positive about the subject.

2. Target audience: Who will be reading it?

Example 1: Write this for readers that are very familiar with the product but want details on this specific aspect

of it. - Example 2: Write for a beginner to this diet needing simple, systematic instructions to follow.

3. Voice/style: What tone do you want the writer to take?

Example 1: This should be in first person, talking directly to the reader in an informal, humorous style. Example 2: This should be formal and technical with subheadings and bullet points. Example 3: Please write this as a How-To style article using bullet points and casual, friendly language

4. Title/Subtopic: Provide direction to help shape the article

Example 1: Please use title “Five Steps to Creating a Perfect Omelet” - Example 2: Not just about printers, I need specific details on HP printers and ink cartridges

5. Keyword Specifics: Specify keyword density and placement (* Do not set the system to a density that will prevent the writer from complying with your instructions.)

Example 1: Please use the first (main) keyword exactly three times. Be sure it’s in the first and last paragraph. Use the others each once. Example 2: Please make this a general article on all sheds, and then use the keyword “Stick Built Sheds” just once in the final sentence.

6. Research recommendations: Where should the writer do research?

Example 1: This article is for a specific company so please do your research here www.thisspecificcompany.org. Example 2: The keyword is a lawyer’s name. Please only do research at his personal profile www.mylawyer.gov to ensure the information is correct.

7. What NOT to Include: Because sometimes it’s important to note what you do not want in your article

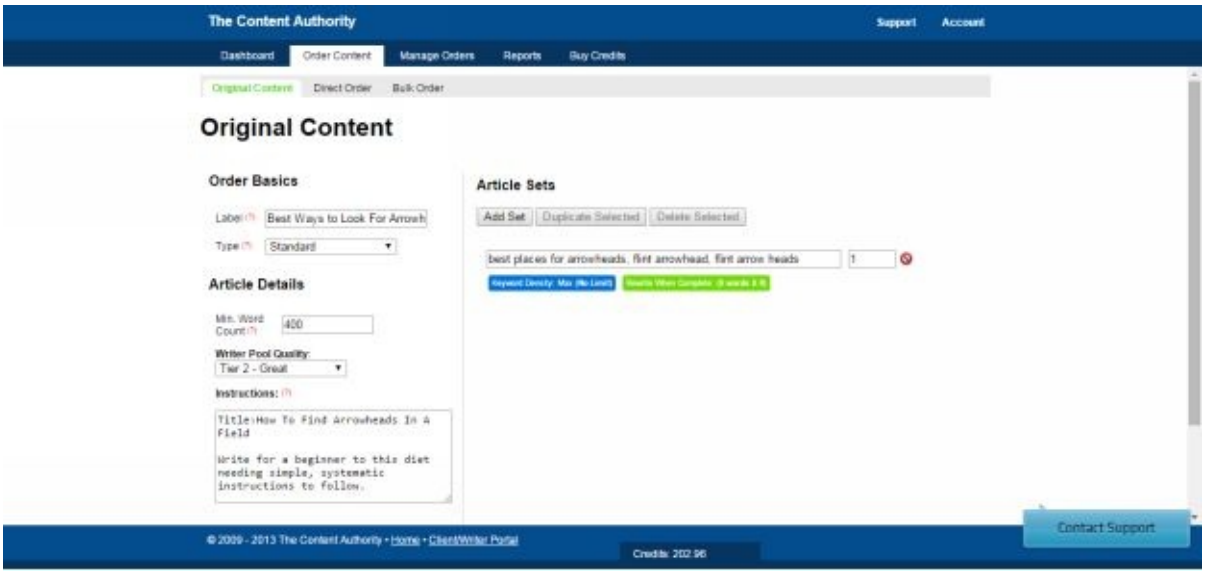
Example 1: Please don’t mention any name brands in this article, keep it generic – Example 2: Do not include any information about competitors’ websites. I am trying to sell my own product - Example 3: Avoid writing anything that will date this article or make it specific to a particular location

You do not have to put much instruction in there but it will help. They will write an appropriate title for the article if you don’t write one for them. Where it says Article Sets, you will need to put at least one keyword in, that you want mentioned in the article.

You can put a lot more than one also. Knowing what keywords to use and to write articles about will bring you more traffic from Google and other places.

Knowing what people are searching for and the exact words they are typing into Google and the number of times per month that word phrase it typed will help you make your website or article something that comes up when they hit “Search”. This is why there is a box for what keywords you would want in the article.

For more on key words see the section on Google Keyword Planner Tool. If you do not know for sure, just make a good guess as it will probably something others type in to search for.



Under the keyword field you may make the words or phrase appear as much as you want or leave it default to let the writer choose. Also in this area is the last thing to do; choosing if you want any rewrites of this article. If not, you can always get a rewrite later if you decide to.

Otherwise, click on the box and how many rewrite articles you want and the minimum word count for them. Then click Save For All. Also, one last thing is to put a number 1 in the field marked QTY for 1 original article being written.

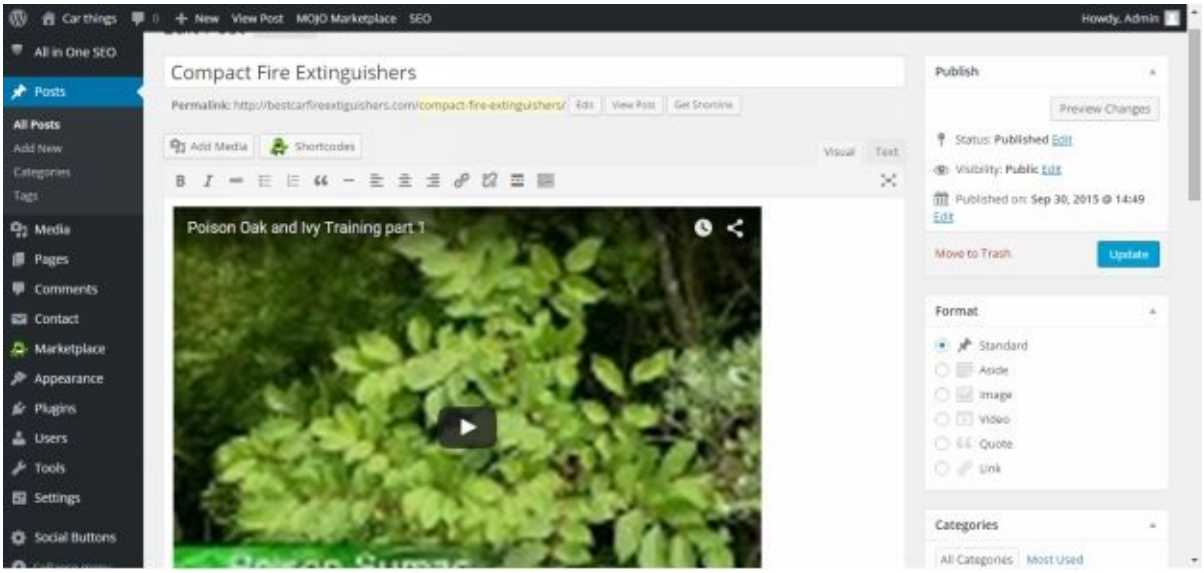
After this point, scroll down and click on Verify and Process Order. To confirm when the review window pops up, hit the Complete Order button and you are on your way to getting an original article written for you! It may take just a couple days for your order to be complete.

At that time they will ask you to look at it for approval. After a week it automatically approves for you. If you have a lot of article on order and you know your writer, this just saves you the step.

Install A Video

Go to YouTube and find a video you like. Under the video is a share icon, click that to make the URL appear underneath it. This is the link you will use to display the video on your website. Go ahead and highlight and copy that URL link.

Now, go back to your website and in a post or widget text box area, paste the URL where you want the video to be. That's all! Just save, update, or publish the posting and you are done!



Videos are good to have on a website for SEO (search engine optimization) reasons. The longer someone is on your website the better your website is in googles eyes. Google will then send more traffic to it.

Another way to get more traffic is by making a video and putting it on YouTube and linking it to your site or advertising your website on it. To make a video you can use different screen capture software. Usually better videos are those of the computer screen with someone talking as they show you how to do something with a program or website.

A video of a person just talking can be harder to make or have less value than showing a step by step procedure. One downloadable software package to do this is Camtasia. It does have a 30 day free use for a trial period before you even have to sign up for using it.

Another is Jing at http://bit.ly/Jing_Free . With this tool you can capture screen shots easily and it free. http://bit.ly/Camtasia_Free

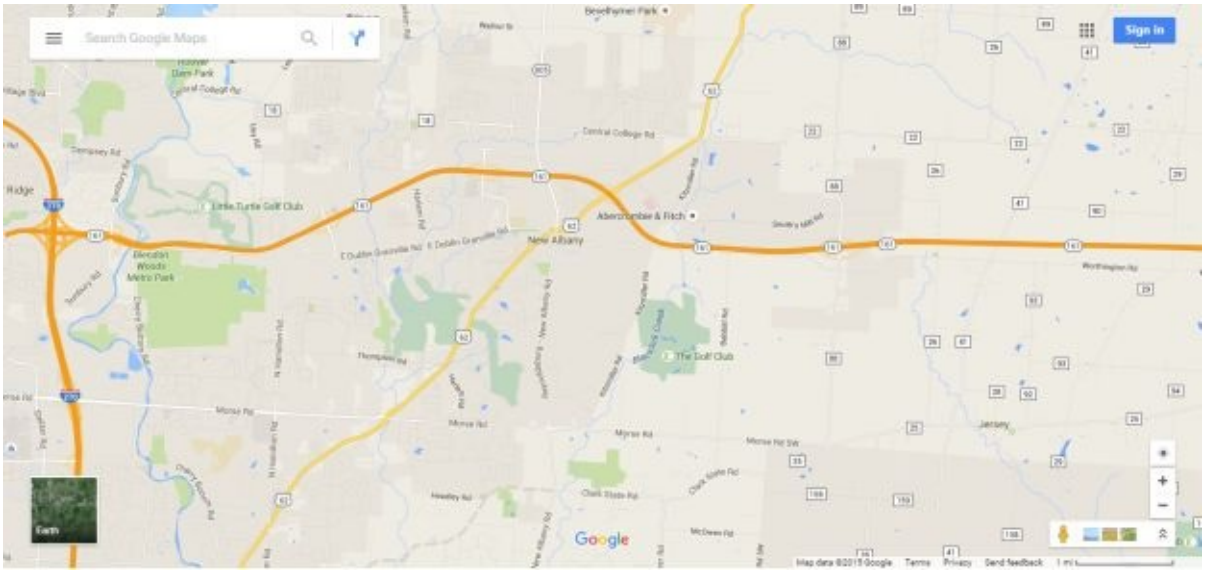
You can have someone make a short promotional video for you, by paying for a gig on www.Fiverr.com . Fiverr.com is a great place to pay people to promote your website or eBook, make a 3d digital picture of your eProduct, and more – and that for just $5. Someone who is great at doing one simple task can make money by spending only minutes on it and making a quick $5, value for both parties.

Install A Map

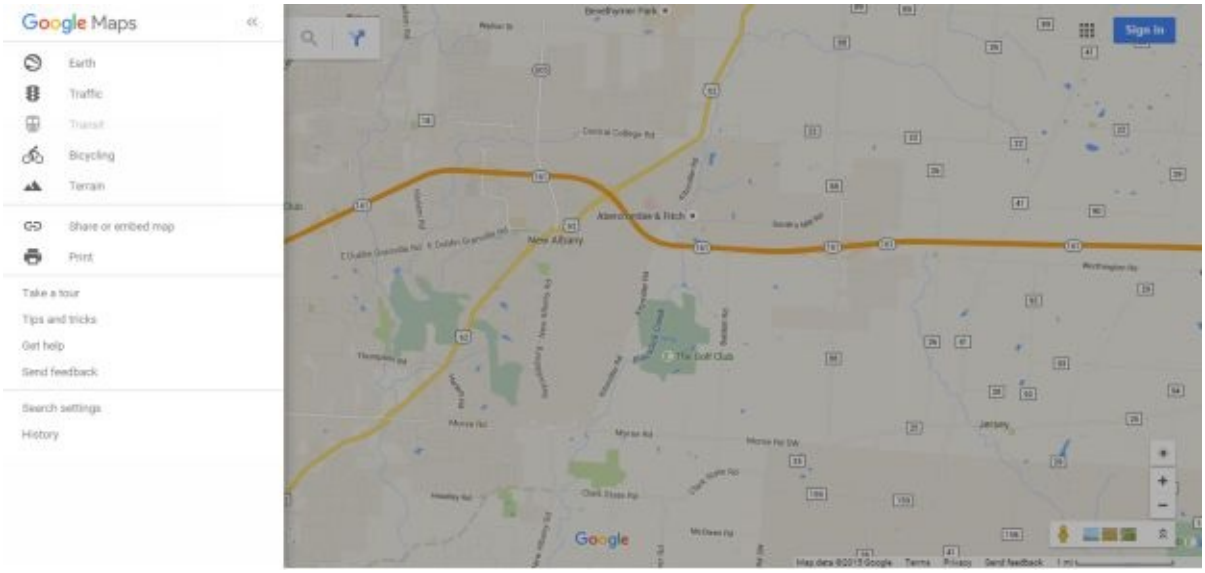
If you have a store front, an office, or a location you want others to find then having a map is good for you. It is very easy to install and works very professionally. You can insert a map on a post, a page, a contact form, or a text box in the widget or menu area.

Let's say your website has a side bar that would be useful for displaying a map. The visitor can then click on the interactive map.

Simply do this, go to www.google.com/maps and type in your address or center the area you want to show. Zoom in or out to make it appear as you want it to.



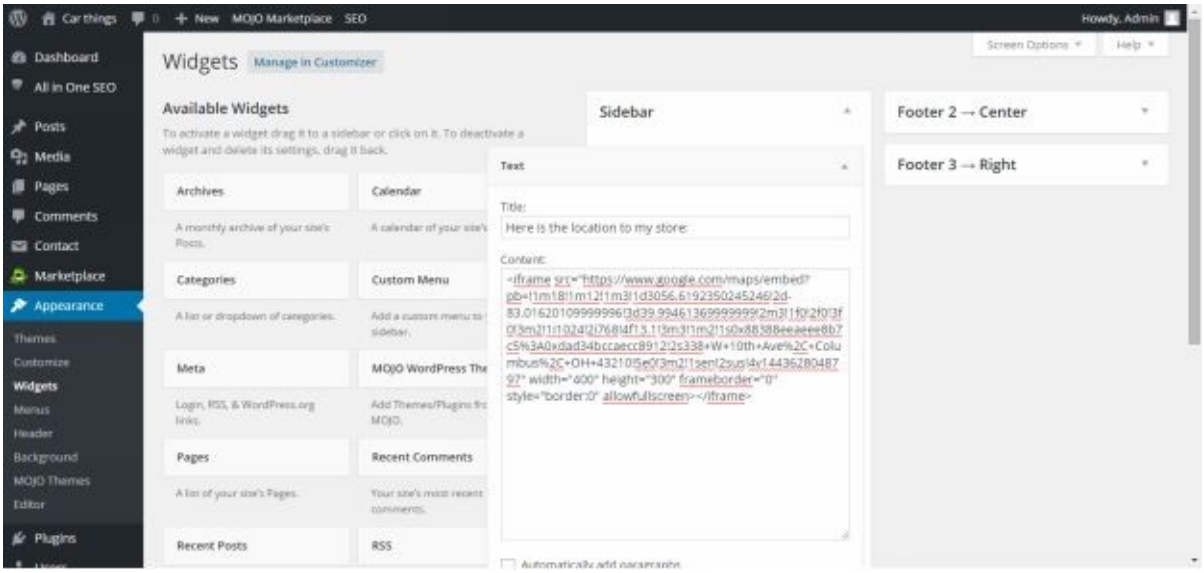
Next, click the three line icon just left of the Search Google Maps area. Next click the Share or embed map icon on the left.



Click on the tab “Embed Map”. Notice the little down arrow to the left, click on it to make your box smaller or bigger. You can move the map around or zoom in and zoom out to make it look as you want.

Next, just highlight and copy the URL text above the map. Go back to your website. If you want this in a side bar, go to Appearance and Widgets and drag a text box into the side bar you want it in.

In the title you may put – Here is the location of my store: In the body below it, paste in what you copied. Then scroll down and Save and Close.



All is done. You should now have a map on the front end of your website after waiting a minute for the server to load it. After that reload your website by clicking on the menu and it should be there.

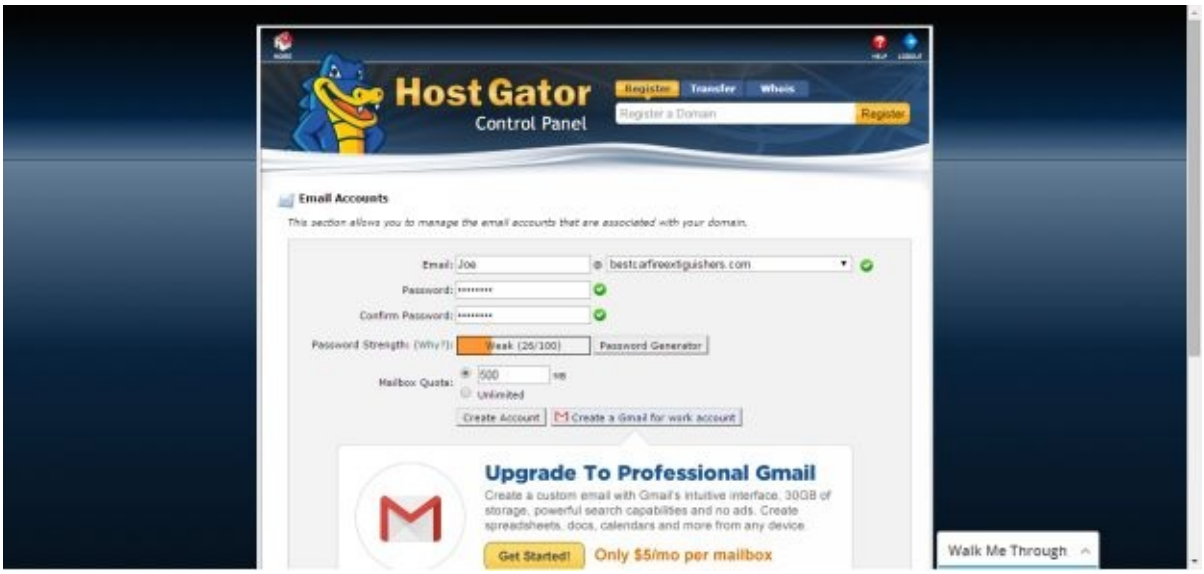
Depending on your theme template you may have to play around with the menu, widget, or customizations to make it display. Not all theme templates have the same looks or functions, so be patient if you are not seeing it at first.

Set Up A Free Professional Email

Now that you have your website up and running there is an easy way to get a free email with your account. Your email can be Joe@yourdomainname.com. And it is easy to set up.

HostGator provides this service and we just have to set it up. Go to your website/cpanel to go to HostGator's website work area. Scroll down and click on Email Accounts under the Mail heading.

Once there, just select your domain name with the down arrow box, fill you name in and password. Then click create account.



To set your email account up on your pc, to receive it through your Gmail, Aol, Yahoo, or

Outlook account, follow the instructions at the link here:

This link shows how to set it up on Gmail, Aol, Yahoo, and Outlook:
http://support.hostgator.com/articles/specialized-help/email/google-mail-fetcher

To set up this new email account on your iPhone, follow these instructions:

http://support.hostgator.com/articles/articles/specialized-help/email/setting-up-email-for-the-apple-iphone

To set up this email on Android phones follow these instructions:

https://support.hostgator.com/articles/articles/specialized-help/email/setting-up-email-for-android-phones

For setting up the email account on all other accounts, devices, and computers just click on one of the links above and search for the options.

Install Google Analytics To See Traffic

One useful tool to have for your website is Google Analytics. By using their free tool you can see how many visitors you have each day and what places of the world they are coming from. Sometimes you can have more demographics of your visitors by percentages.

This is useful because you want to have many people come to your site. The more the better. And you need to tack this or see the trends so that you can see how things are operating.

The very first thing to do is to sign up in Google Analytics. Just go to http://www.google.com/analytics/ you may have to have to sign up for a google account to associate it with google analytics, which should only take a few minutes. Choose the regular Google Analytics. The Premium is not needed.

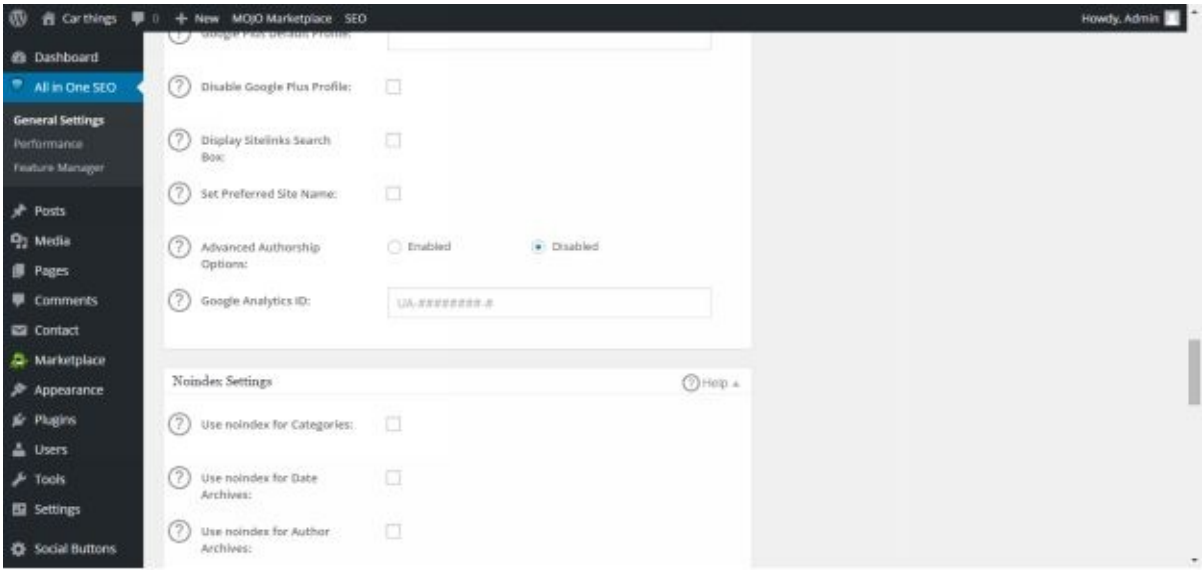
Next, just click on Sign Up. Then put in your Account Name, anything will do. Then your website name for example: Best Car Fire Extinguishers

For the website URL: www.bestcarfireextinguishers.com Then choose your industry, time zone you are in, and then I would uncheck all the 4 promotional boxes underneath.

Click on Get Tracking ID, and then I Accept to terms and services. Now your Tracking ID will be displayed along with HTML code. All you need is the tracking id itself. This is the easy way.

> The hard way is as follows: Another way to install tracking though, is to copy that HTML code and in your website Dashboard and go to Appearance, and then Editor. Here you can see all the code for your website. You can paste in code here or delete code. So, to put in your tracking analytics code, look to the right under Templates and find Header. Click on it, and Proceed. If you scroll down in the code, find where there is
>
> /head>
>
> And a little further down
>
> </head>
>
> You will want to paste that analytics HTML code just before the </head>
>
> Feel free to press the enter button a few times to make space for you. This will not have any effect on the code. Then click on Update File.
>
> It may be a little confusing and you have to be careful as some coding may not be as clear to identify. If you do something wrong you might crash your website.
>
> If that ever happens though, call HostGator and they load a backup of your site like once every week or something and can reload it all back… It's not a bad idea to have images or articles you post saved in a file on your pc also.

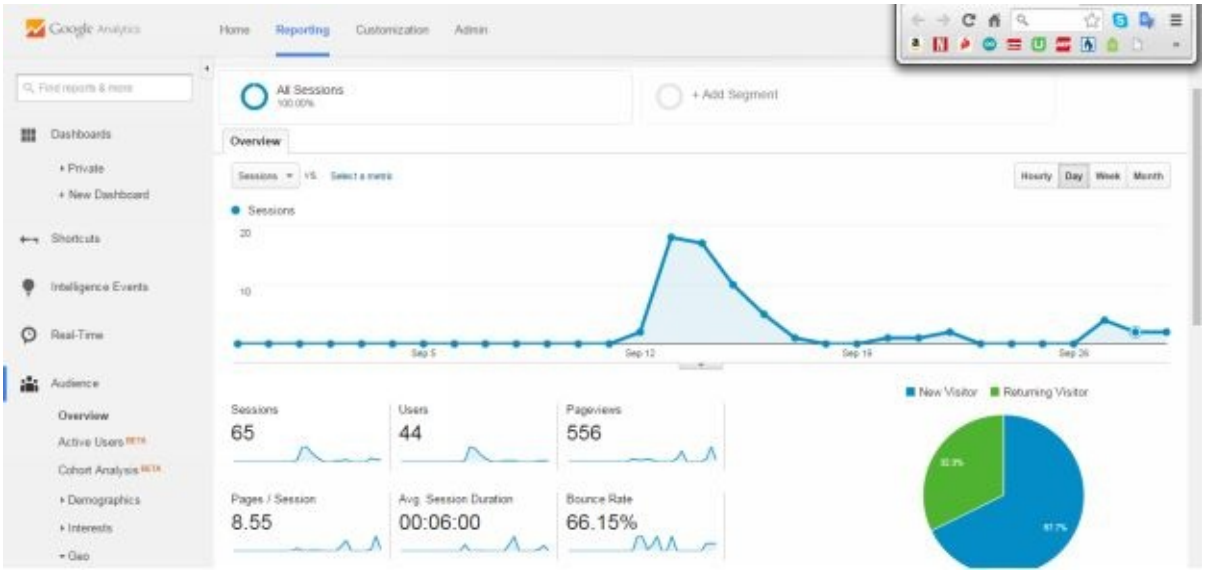
So, you have the Tracking ID. Just copy it and go to your website dashboard. Go to your ALL In One SEO tab on the left side. Scroll down and find Google Analytics ID:



Paste the ID number in the box and then scroll down and hit Update Options. Now you can click on the front end of your website a few times now or in an hour and then check google analytics to see if it sees your visits.

So, to see your data of visits, go back to Google Analytics and click on the tab Reporting at the top of the screen. It will show you a graph of visits per day. You can also click the Home tab and then under your website name click on All Website Data.

You can see if they are new visitors or returning ones, if they visited with a mobile device or a computer. Other information is provided as well.



In the image above, I had done a little Google Adsense advertising pay-per-click to bring more traffic to my site. You can also promote your site on Fiverr.com. My site is still very new and I haven't finished it yet though it's been up a couple weeks.

Learning about website traffic is another thing altogether, but it is interesting and fun. One nice feature is to use the app if for your phone. I you have a phone that can install apps I highly recommend it downloading the Google Analytics app.

It is easy to use and fun to see what kind of traffic you are getting each day, week, etc. You can also have as many different websites you have made, tracking on it, as you want.

Build Traffic

It has been said that when you build your website and have it up and running, if you drive traffic to it within the first few days and during that week, it looks good in Google's eyes and it will help you get more free traffic from google. There are a lot of ways to help build traffic to your site.

Just having it up and running longer is one of those things. Also, having the Domain registered for two years is supposed to help rather than one year. A website that has been up for a few years will get more and more traffic each year.

About getting traffic, really for each keyword phrase there is a limited number of traffic. Being in the number 1 spot in that search will mean you get about 70% of the total traffic. Not everyone always goes to the first website listed.

However, there are millions of searches every minute for everything and you can get a lot of traffic if you are in the number 1 spot. A way to get to the number 1 position is by contacting the owner of that website, in a small niche, and offering them money to buy the site.

They can then move all there stuff to another domain and you will have the number 1 spot on google. Sometimes they will jump at the opportunity to see the site for $1000, since they were in it just for a hobby over the years.

You can also go to www.Fiverr.com and buy a gig that someone offers to promote your website to their email list of over 50,000 people. Even just 1% will give you some traffic at just $5. You can also get reviews for you eBook or eProduct, as not everyone leaves feedback after purchasing one.

Another Fiverr gig is to give your website a backlink from a Page Rank 9 (PR 9). This should give you more "link juice" from google just because it is much more valuable than other links form a PR 1, 2, or 3 site. Most article sites are a PR 2 or 3.

You can easily set up a Facebook fan page for your website too. Having then a link to your site, you can pay for another one time $5 gig for someone to promote your Facebook business page to their fans or email list.

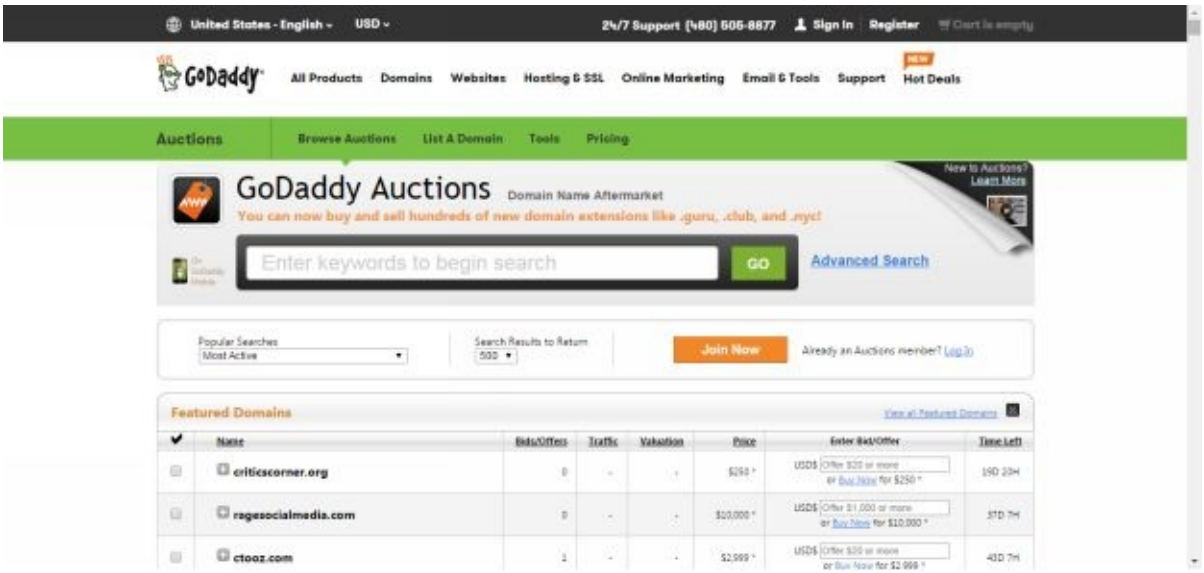
When someone becomes a fan on your Facebook page, whenever you post anything on there, it goes to all your fans. You have to click yes for each person to join as a fan but each one is profitable to your business.

They say in email list building, that for every email address you have it is worth $1 per month. Of every person that buys something under $100 from what you promote – as in an eBook – each of those persons is worth $100 on average per month. Sending a helpful email out each week or at least each month builds this type of income with the traffic you receive.

If you want some free traffic search for forums in your website niche area and engage with a few threads of conversation there. Give as good as advice and help as you can and leave

a link to your website. Doing this here and there will help bring traffic to your site.

You can also buy expired Domain names that have sometimes lots of backlinks already and so will bring traffic when you set it up. These domain names could be about $25 each with all the fees but they are a good way to have traffic to a site that can promote products in that site's niche. To do this go to https://auctions.godaddy.com/ and the popular searches window click on Closeouts (no membership required)



This is very profitable in that if you have one website making $25 a month, you can have 100 of them making an average of $2500 a month. There is money in a lot of things as in ebooks and eProducts.

Make An eBook Or eProduct

Make Money Even While You Sleep

Having a webpage that has an eBook or an eProduct to sell is one of the smartest things to do. Even if your site is for informational purposes only, so to speak, having an eBook available to those who go to your site can add value to what they are looking for.

By making creating value in the form of an eBook, a person can download it almost immediately and begin to find the answers and step by step instructions to the questions they had. And guess what? You do not have to do anything for this to take place.

Once you set it up, it runs by itself. It can be pretty east to set up too. Here is a link to a short video of why you should start a business an eBook / digital product: https://youtu.be/TY1iopsJ0rs

This can be done on your WordPress website, and that may be the reason you built the site to begin with. We will go over briefly eBooks and eProducts, how to get them and make them, host them and set up a buy now button on your home page / post.

We will talk about a Sales page and where to get one and what they should look like. These can go on the first page of your website to show visitors your product for sale.

We will also go over how to market your eBook and how to make a very important opt in form on your website or email list building. This is really important to selling as you can give your subscribers good information and also point them to other eProducts or eBooks that in turn make you profit too.

Make An eBook Or eProduct

There are ways to get an eBook. You can make one yourself, which is pretty easy. You just write about 50 pages on MS Word, and convert it or save it to PDF.

Then you upload it to a hosting account like www.Clickbank.com . It only costs about $75 for a one time setup fee, and you can host as many ebooks you have made, as you want.

You can get a cover image design from www.Fiverr.com for $5 and even a 3D picture of that eBook for the same one time price. That is all you need to start selling an eBook on your website.

For instance if you can come up with 10 questions about your topic or ask others for a question, simply make 10 or more of them chapters to your eBook. You can have article writers' research and write them on www.ContentAuthority.com or write as many as you can yourself, even asking others for help writing a chapter.

For some of the content you can go to www.EzineArticles.com and search for that topic and copy 20 or 50 good articles to paste in your eBook. As long as you include the author's link to their website or information page this is totally fine to do.

Being that it is an eBook you possibly should ask the author of each article if it is ok to include it. The far majority of them say yes, it is ok when asked.

Another way to get an eBook is to buy one outright, with the private label rights (P.L.R.) with it. Just go to www.master-resale-rights.com and look for a book in your niche. They are as low as $5 and may go as high as $15.

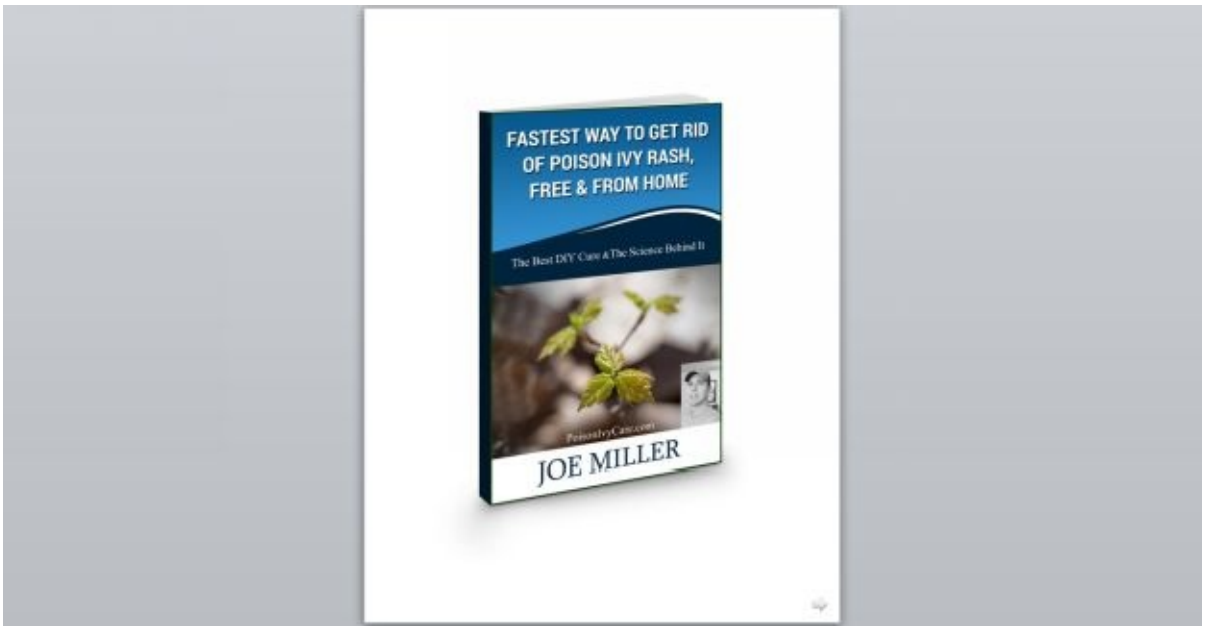
Most have marketing sales pages and other things with them as well to help you sell them. All sales are your profit. And you get to keep the book to sell forever.

Some have permission rights for you to change graphics, titles, or content too. Some do not allow for you to give it a way or give as a bonus, but most do. This site has over 11,000 Ebooks or reports and video and audio eProducts as well.

You can hire someone to research and write an eBook for you too. This can cost from $150 to $500 to have done on www.Upwork.com . They auction your work off to whoever will do it for a lower price. You of course get to choose who does it.

Ebooks probably only need about 30 - 50 pages minimum, and you can put in a lot of screen shots in them if applicable. If publishing to Kindle, 30 pages in a word doc is fine.

A How To Guide on something can include pictures or screen shots. When you have enough material in your book, you will want a cove page 3D image as the first page.



I like the look of a 3D image as the first page of the eBook. The image itself, from a fiverr gig, has a white background. After this is a Table of Contents or a Disclaimer.

Disclaimer

All the material contained in this book is provided for educational and informational purposes only. No responsibility can be taken for any results or outcomes resulting from the use of this material.

While every attempt has been made to provide information that is both accurate and effective, the author does not assume any responsibility for the accuracy or use/misuse of this information.

Table of Contents

A table of contents also is easy to set up. The easy way to do this is simply highlight the chapter heading and go to the References tab and then to the left in the Table of Contents area, click on Add Text and Select Level 1 for chapters and Level 2 or 3 for sub-headings.

The Styles are nice that are default but you will have to make them bigger or bold after clicking the Level 1 or 2 setting. This is the first part of it all.

Another way of doing it, though longer is highlight the chapter headings one at a time and click on the small arrow at the bottom of the Change Styles in the Styles menu at the top of the screen under the Home tab.

Click on whatever style you like, such as “Title”. Afterwards you can change the format when the table is set up.

Then keep the heading highlighted and go to the References tab at the top of the page and

to the left, click on Add Text. Each chapter heading will be a Level 1 and if it is a subheading it will be level 2 and there is a level 3 that is for headings below level 2. Select Level 1.

Do this for each chapter heading that you want in the table of contents and also any subheadings as level 2. For the table of contents to be inserted you need an empty page, then when you are on it click on the References tab again and to the left, Click on Table of Contents. This inserts the table onto the sheet with the information already loaded into the format you choose.

For Kindle formats, you have to remove the page numbers in the table and the dots before them ……. For a normal eBook, we will just save this file as a PDF. The table of contents will be installed and the reader will be able to click on the chapters or page numbers in it to go to that location in the document.

You can highlight the whole table and make it a bigger font or press enter to add some spaces if wanted. You can update the table by clicking on it and then “Update entire table”. This will put the correct page numbers in there if materials was added or deleted.

Add Content To Your eBook

This information is about the same as the chapter, “Add Articles And Content To Your Site”. This is valuable information and I don’t want anyone to miss out on it.

Adding content to your site can be a little time consuming. For a recent eBook I made, I wrote part of it and had article writers write the other half. The same can be done for your website.

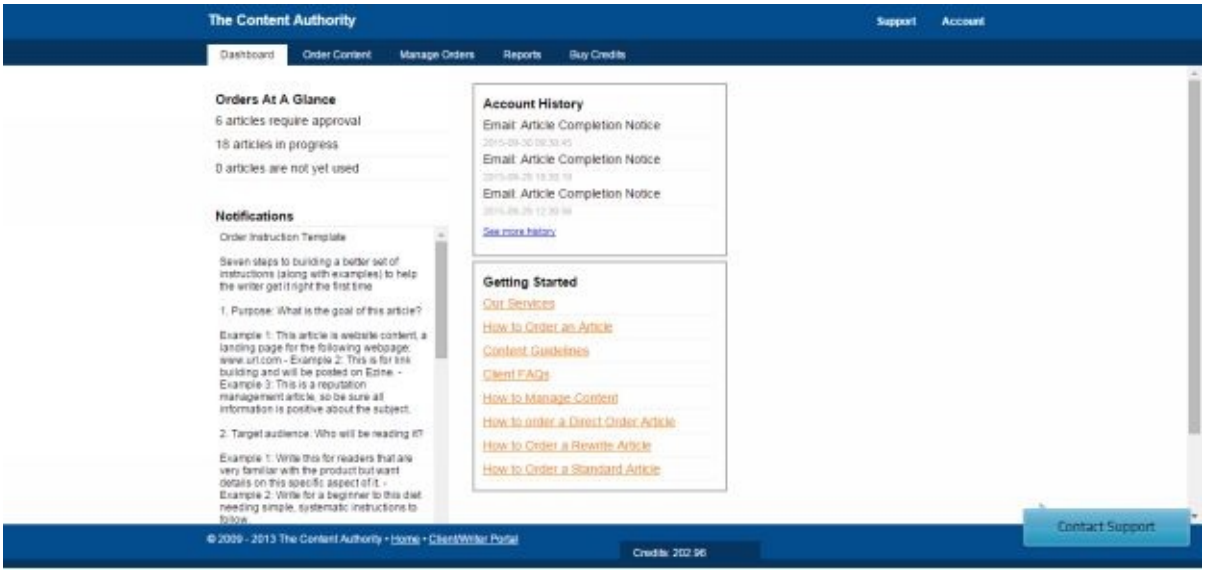
Especially if you want to set up two or three websites, getting articles written for you is really helpful. To do this is very easy and not too expensive.

There are a few different websites that offer these services. Here are some: www.ContentAuthority.com , www.elance.com , www.upwork.com , and www.Fiverr.com . I like to use Content Authority and their service is great.

For a website or blog it is said that Google likes posts with 400 words minimum. For an article writer to write a 400 word article it can cost as low as $4.80 or $7.20 for a better quality writer pool. Or it can cost $9.20 for an even better writer pool. To have this done for you can free up your time to doing other things.

If you are writing an eBook you can ask for an article of 2000 words or more. Just getting started in using those helps you later because you can favorite a writer and their cost for doing a direct order with them – through the same site – is less expensive than that general writer pool for a standard order. This is how you order an article on Content Authority:

Go to www.ContentAuthority.com sign up for an account, it is free, no subscription or anything. After that, login to your account and on the top tabs click on Order Content.



Fill out the Label with a note for you what the article name is or title. In the Type field, select Standard or Rewrite. Standard is the normal article you want written.

A Rewrite is a service of rewriting an article you copy and paste to give them, for them to make it look original enough from the source article. This is helpful if you are submitting articles to other blogs or article directories, to help build backlinks to your site. One place you can submit articles to the public on any subject is www.EzineArticles.com .

It is free to join and you can use any article they have for anything, as long as you include the author's link at the end of the article along with it. This way the author or submitter gets a link to their website or information and the article is free to you.

Posting one also gives others a chance to just read your article or use in on their blog or website. It also gives you one like to your website from the directory and brings in some traffic from others reading your article and sometimes clicking your link.

This is all important because Google likes websites that has original content. If you website is just cut and paste of others work, Google will see this. Your website could be slapped by google and be suspended.

For an article to be original, it has to be at least 30% different from its source. We all do this in one sense, where I may read a couple article and then write about it. I am sharing the information but I have to put it in my own words.

This is the reason for the Rewrite. Their rewrites are $3.60 for 400 words. If you submit something of say 600 or more words you can still ask for a rewrite of 400 words or less.

Now, back to ordering a Standard article. Type in your title or label, select Standard article, and choose how many words the minimum word count is. I believe a full page in word is around 350 to 400 words.

In the Writer Pool Quality: select either Basic, Great, Excellent, or Expert. Great is fine if you want to review and edit it a little. It just depends on the writer and how much you want to spend. Find a good writer, their cost for a direct order with them will go down from the average.

Then fill in the instructions on what you want the title to be, what the purpose is, and what style you want them to write it in. Here is an example of what you can put in the instruction box:

Seven steps to building a better set of instructions (along with examples) to help the writer get it right the first time

1. Purpose: What is the goal of this article?

Example 1: This article is website content, a landing page for the following webpage: www.url.com - Example 2: This is for link building and will be posted on Ezine. - Example 3: This is a reputation management article, so be sure all information is positive about the subject.

2. Target audience: Who will be reading it?

Example 1: Write this for readers that are very familiar with the product but want details on this specific aspect of it. - Example 2: Write for a beginner to this diet needing simple, systematic instructions to follow.

3. Voice/style: What tone do you want the writer to take?

Example 1: This should be in first person, talking directly to the reader in an informal, humorous style. Example 2: This should be formal and technical with subheadings and bullet points. Example 3: Please write this as a How-To style article using bullet points and casual, friendly language

4. Title/Subtopic: Provide direction to help shape the article

Example 1: Please use title “Five Steps to Creating a Perfect Omelet” - Example 2: Not just about printers, I need specific details on HP printers and ink cartridges

5. Keyword Specifics: Specify keyword density and placement (* Do not set the system to a density that will prevent the writer from complying with your instructions.)

Example 1: Please use the first (main) keyword exactly three times. Be sure it’s in the first and last paragraph. Use the others each once. Example 2: Please make this a general article on all sheds, and then use the keyword “Stick Built Sheds” just once in the final sentence.

6. Research recommendations: Where should the writer do research?

Example 1: This article is for a specific company so please do your research here www.thisspecificcompany.org. Example 2: The keyword is a lawyer’s name. Please only do research at his personal profile www.mylawyer.gov to ensure the information is correct.

7. What NOT to Include: Because sometimes it’s important to note what you do not want in your article

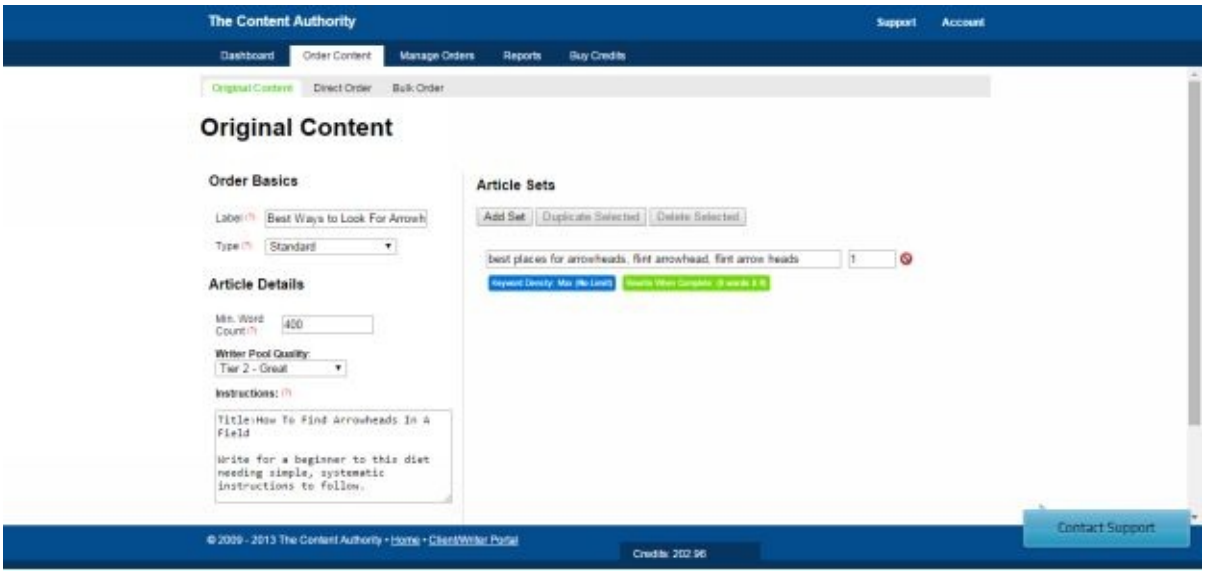
Example 1: Please don’t mention any name brands in this article, keep it generic – Example 2: Do not include any information about competitors’ websites. I am trying to sell my own product - Example 3: Avoid writing anything that will date this article or make it specific to a particular location

You do not have to put much instruction in there but it will help. They will write an appropriate title for the article if you don’t write one for them. Where it says Article Sets, you will need to put at least one keyword in, that you want mentioned in the article.

You can put a lot more than one also. Knowing what keywords to use and to write articles about will bring you more traffic from Google and other places.

Knowing what people are searching for and the exact words they are typing into Google and the number of times per month that word phrase it typed will help you make your website or article something that comes up when they hit “Search”. This is why there is a box for what keywords you would want in the article.

For more on key words see the section on Google Keyword Planner Tool. If you do not know for sure, just make a good guess as it will probably something others type in to search for.



Under the keyword field you may make the words or phrase appear as much as you want or leave it default to let the writer choose. Also in this same area, the last thing to do is choosing if you want any rewrites of this article. If not, you can always get a rewrite later if you decide to.

Otherwise, click on the box and how many rewrite articles you want and the minimum word count for them. Then click Save For All. Also, one last thing is to put a number 1 in the field marked QTY for 1 original article being written.

After this point, scroll down and click on Verify and Process Order. To confirm when the review window pops up, hit the Complete Order button and you are on your way to getting an original article written for you! It may take just a couple days for your order to be complete.

At that time they will ask you to look at it for approval. After a week it automatically approves for you. If you have a lot of article on order and you know your writer, this just saves you the step.

Sell The eBook On Amazon Kindle And Nook

Selling an eBook is an easy way to make income on autopilot. One of the easiest ways to get started in this is with submitting an eBook to the Amazon Kindle Marketplace. This was the first way I submitted and sold an eBook online.

The content for Kindle ebooks has to be original, not just copied from another source and put on there. The profit you earn from each sale is as high as 70%. The easiest part about it is that it doesn't have to be longer than 25 – 30 pages on an MSWord doc.

Once you have a 30 page word document with a title you will have to set up a table of contents the Kindle way before you submit it. You can also look at layout styles of books in your niche on kindle marketplace to see if an Introduction and Conclusion would be good to add in the book.

Usually a 10 chapter book is sufficient. To get started in making a table of contents that links the new chapter with the chapter heading in the table of contents, start here.

You will have to have MS Word or just email the doc you made and go to a library and download the document from your email and put it into MS Word. Kindle actually likes the documents to be loaded in the MSWord format.

For each new chapter you will have to insert a page break before it. You will need to set up a table of contents for kindle.

The easy way to do this is simply highlight the chapter heading and go to the References tab and then to the left in the Table of Contents area, click on Add Text and Select Level 1 for chapters and Level 2 or 3 for sub-headings. The Styles are nice that are default but you will have to make them bigger or bold after clicking the Level 1 or 2 setting.

Another way of doing it, though longer is highlighting the chapter heading and click on the small arrow at the bottom of the Change Styles in the Styles menu under the Home tab. Click on whatever style you like… Title.

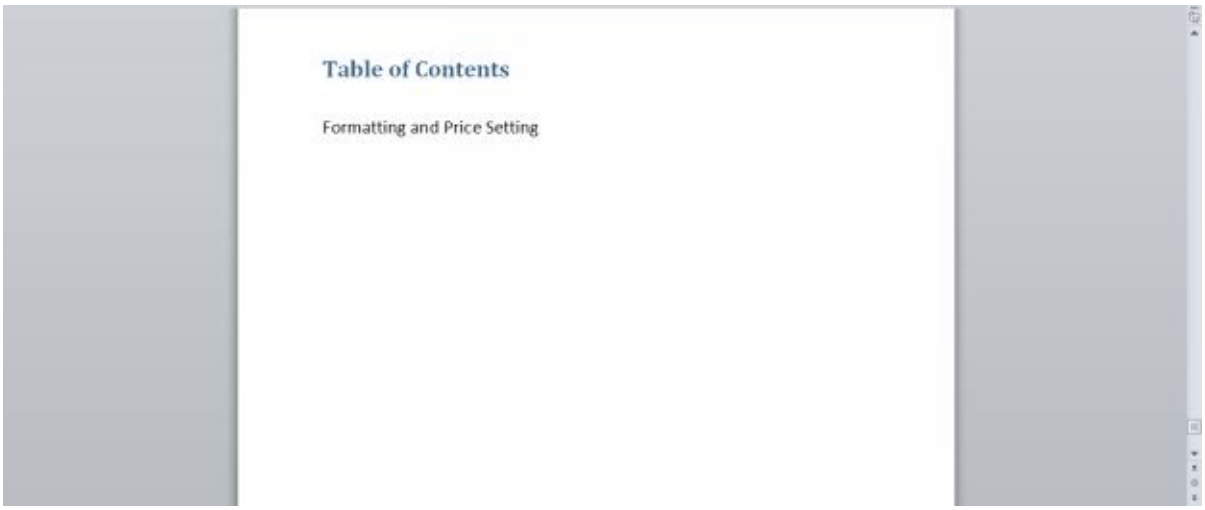
Then keep the heading highlighted and go to the References tab at the top of the page and to the left, click on Add Text. Each chapter heading will be a Level 1 and if it is a subheading it will be level 2 and there is a level 3 that is for headings below level 2. Select Level 1

Or you can just highlight the chapter heading and click on References, and Add Text button and then Level 1, if you like the style of it. You can do this for Level 2, etc.

Do this for each chapter heading that you want in the table of contents and also any subheadings as level 2. For the table of contents to be inserted you need an empty page, then when you are on it click on the References tab again and to the left, Click on Table of Contents. This inserts the table onto the sheet with the information already loaded into the format you choose.

For Kindle formats, you have to remove the page numbers in the table and the dots before them …….. To do that, double click on the page number and press delete and then double click after the word and before the first dot…. and press delete.

You can highlight the whole table and make it a bigger font or press enter to add some spaces if wanted. If you do need to update the table by clicking on the heading of the table, you will have to remove the page numbers and dots again.



Because page numbers change on kindle readers if the reader wants the text size smaller or bigger you do not need page numbers in your document. When this is all done you have to finalize your title and get a digital cover image.

You will want to do some keyword research on your title name. If you find a keyword or phrase that gets 10k – 100k searches a month you have a good phrase, of your market niche. Anything more and your competition will be too high and if it's less you may not get as much traffic.

If it is a non-fiction book like a "how to" book these words in your title will bring you more sales: Quickest Way To…, Tips To…, Fastest Way To…, Easy Ways To…, 21 Quickest Ways To…, Quick And Easy Ways To…

When you have a title that you are satisfied with, and you can always update changes to your book, including title, content, and cover image; then you just need to go to www.fiverr.com and put a search for eBook cover image. Someone will design one for you for $5 and it will be done in about a day.

Then you just download the file image and get ready to use it for your eBook. Now you are ready to upload your book and finish publishing it, this may take only 30 minutes to do the rest.

Getting started, you may or may not want to enroll your book in KDP Select. If you do you will get 70% of all sales. But you cannot sell your book anywhere else.

If you have no other place to sell it right now, go ahead and check that box. You can always uncheck it later. It will keep you enrolled until you cancel out of it.

If you are selling your book in other places you will receive 35% of sales on the kindle. But once you set it up there is not costs ever in keeping it going. So, it is a good investment of your time either way.

Then enter your title, subtitle (if you want one), and a description of your book. Click on Add contributor and put your name or a pen name in there for the author. You have to have at least one contributor.

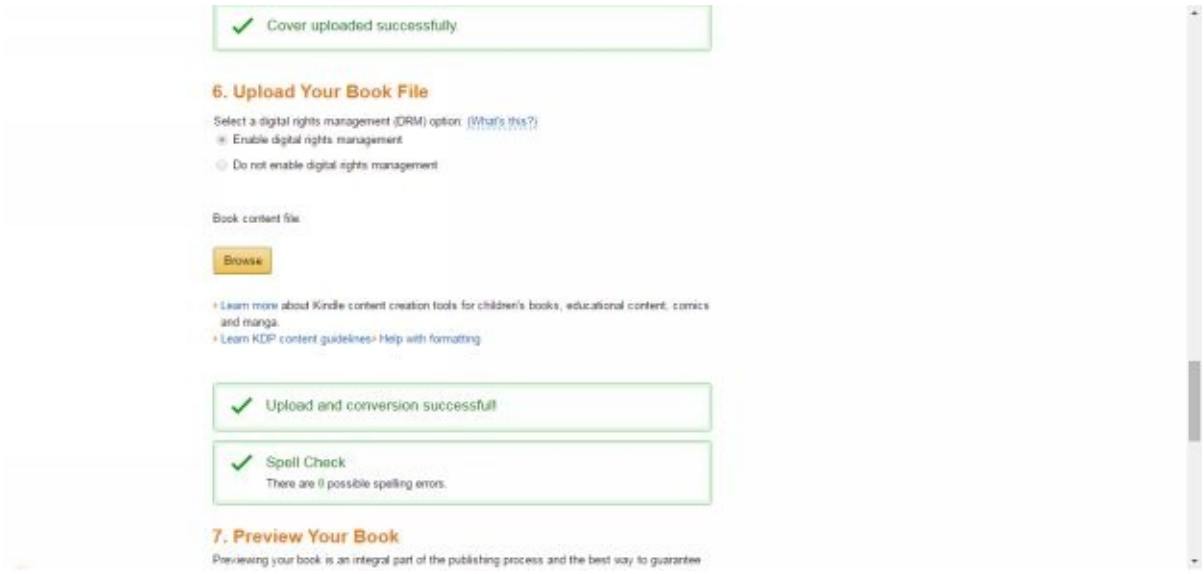
Then click the box, to verify that it is not a public domain book. Add a couple categories that your book is in, and if you want to select an age range, do so. I didn't select a grade level, but if your book is for children, you might.

In the Search keywords field, put other key words or phrases that are searched for on google for your main keyword. Going to Google Keyword Planner Tool in Google AdWords is where you can find searches for specific words or phrases and closely related phrases.

You can choose up to 7 more that are not included in your description or title. This will help more traffic come to your eBook from Google. Just separate each one with a comma.

To upload your cover image that you got from Fiverr.com or that you made click Browse for image… You can also make a cover, click Launch Cover Creator.

I would enable DRM, digital rights management. This way it protects your book from being lent freely to others for long periods. Now, just click on Browse for uploading your book content file, in MS Word.

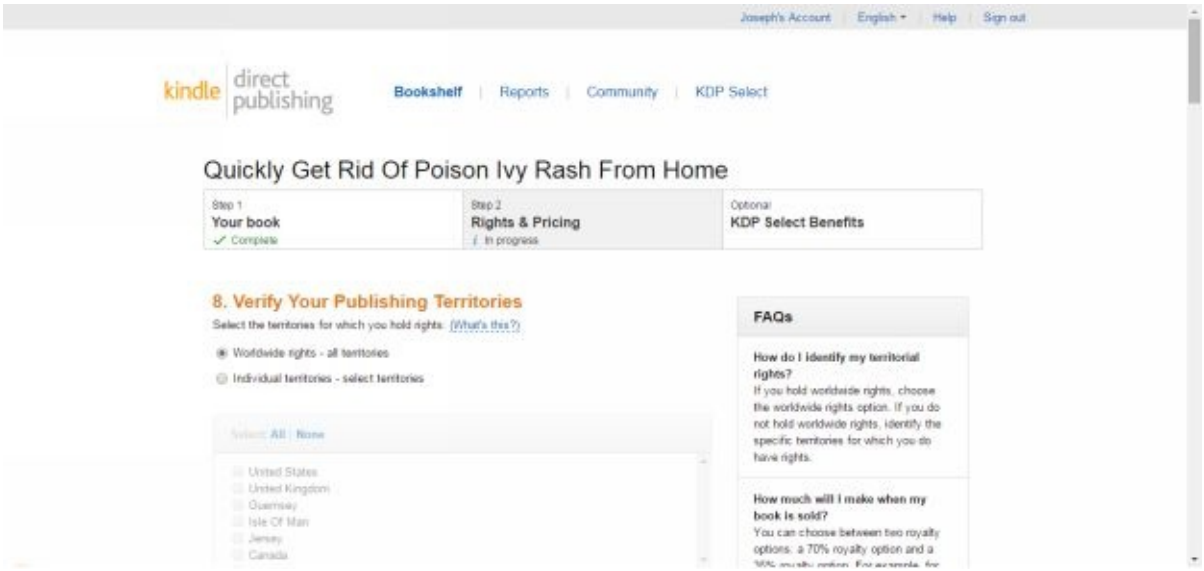


After these are done you will need to preview your book with their default previewer. You will notice if you need any page breaks in there or if you should center your chapter headings, etc. I wanted space between each paragraph so I had to actually press <enter> twice in between each one on MS Word before it loads.

It is easier for people to read anything if each paragraph is no longer than 2 or 3 sentences. I know this sounds odd, but professional bloggers have found out people read their blogs more if they have short paragraphs.

They will scan for any misspelled words and show you for you to check out. After you made some adjustments, as needed, just click Save and Continue.

Now you are in the Rights & Pricing part. The only things you need to add to this are the price of your eBook and your tax information (and bank account if you want electronic deposits).

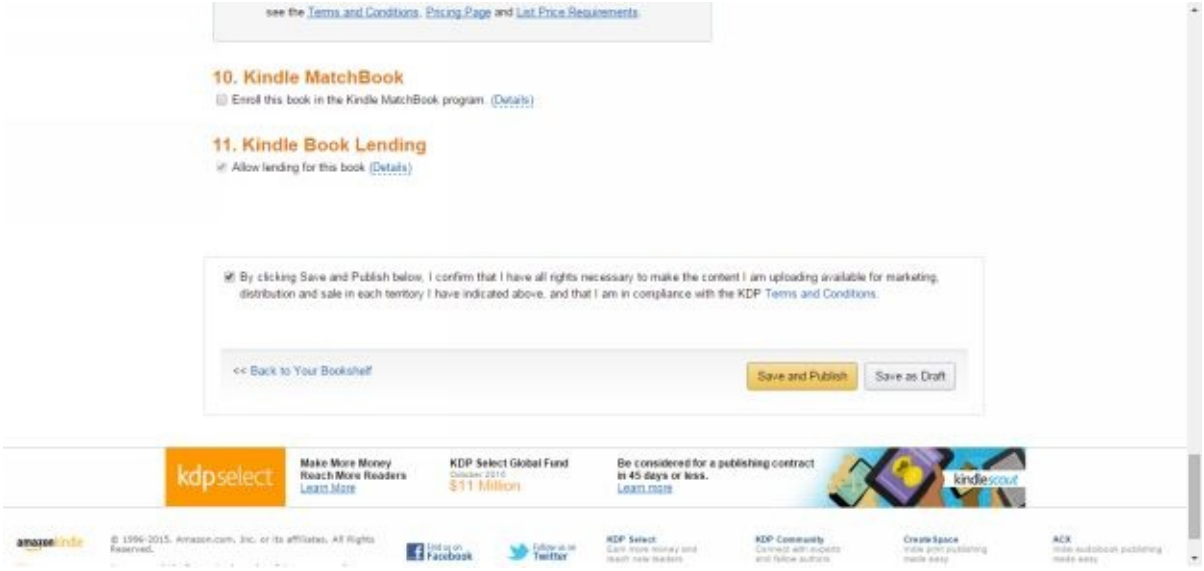


For pricing it has been found from an expert who has many books on Kindle marketplace

that there are two prices that bring in the most return for him. They are $2.99 and $4.99.

He did say sometimes he has a book that he puts a price of $7.99 on. See the picture of what books are selling at. Try some different prices and see what type of returns you get.

You are finished if you filled out your tax information too. Doing that is actually REALLY easy on here. All you do now is scroll down to the bottom of the page, check mark the box for agreeing with the terms and conditions and click Save and Publish.



To edit or revise your book you simply go over these two pages again and change anything you need. You may want to try a different cover to see if sales increase, or change the price.

To do this, just get back on to https://kdp.amazon.com/ sign in and to the right of your published book, beside Continue setup is a little box "…" hover over it and click Edit Details.

Once published it only takes about 12 hours for it to be online and you can see it on Amazon.com or on the Kindle app. If you make a revision it usually takes only 3 or 4 hours for the change to take place. Congratulations!

Sell Your eBook On Barnes & Noble Nook

This is actually really east to do also. It is free to do just as Amazon Kindle is. I would follow the same as with the Kindle but there is just one format change really.

You will not need a Table of Contents, because you will set it up on their site. And instead of formatting the chapter headings in a certain style, just make them bold and a certain font size. Besides this, it is very important is to make a Section Break before each chapter.

Because the Nook program ignores page breaks, they show that you have to use section breaks in MS Word. To insert a Section Break, go to Page Layout tab, Breaks, and under Section Breaks select next page. This then will break each place into a new chapter when you upload it.

You will still have to change the name of their default title of each section you make, but you can simply copy and paste it from your section heading. Each manuscript that you upload has to be no bigger than 20 megabytes.

To get started with a nookpress account and ebooks, go to:

https://www.nookpress.com/

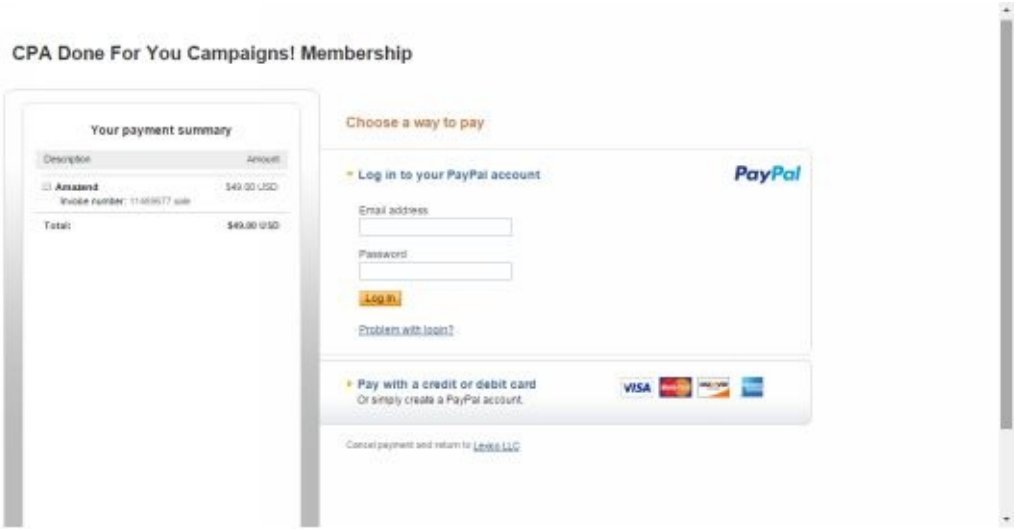
You will also need a verified review for your eBook. If you already have the eBook on Kindle, simply go to www.fiverr.com and buy a gig for a verified review for eBook. It takes Nook about 72 hours they say to have it up and running.

Sell Your eBook On Your Website

Set It Up To Download After A Purchase

It is very easy to set up your eProduct and sell it from your website.

I will show you how when a visitor clicks on your Buy Now button it brings them to the PayPal Secure Order Form. After that, they will be directed to the next page where they can download their product.



People will not be able to access your product unless they go through the order form. The first thing to do is to have the finished eBook or eProduct. Have the title, author or pen name, and if possible a 2D front cover image and 3D image from Fiverr.com, $5 each.

At this point, have your eBook done and it saved as a .pdf file. MS Word has this as an option to save as a .pdf and there is a free pdf convertor online to upload your file and convert it to pdf. For one of them, go here: https://www.freepdfconvert.com/

Step 1. Put Your Product In ClickBank

Using ClickBank allows others to sell your product as well, and gives you the security of their site to process your transactions. If others decide to sell your product as well, you earn money while doing nothing. You earn just by having it available.

Go to www.ClickBank.com sign up or sign in. Then go to Settings tab and the My Account tab. If you haven't already you will need to fill out your account and either get a tax ID number with the link they provide or put in your social security number for tax purposes.

Then go to the Settings tab at the top of the page, and click on the tab called "My Site". Then you will have to select a category and subcategory by clicking the Edit button to the right.

Then below that is the HopLink Target URL. This is the URL of your Sales page, your home page. On WordPress the sales page will be a post you made or a static page you may have selected under Settings and Reading of your WordPress site.

To paste it in, go to your website and then click on the title of your sales / home page. This way the URL of that specific page will be displayed. Then copy and paste it. Make sure there is not a double http:// in the field after you paste it.

Now, in Marketplace, put your title and under that, a small description for it. This is for other venders on ClickBank will be scrolling through products to sell and can look at this one to promote as well. This is your affiliate program.

The last field at the bottom is Commission. Usually people set this to 60%, the max is 75%. I would go no lower than 50%.

Just put in the number and no percent sign then click Save Changes. Then at the top of the screen click on the My Products tab.

Click on Product to the right of "ADD NEW:" Then choose your product category, eBook and the item number default 1 is fine. At the top of the page is a Product Status switch.

You can put it on Active or Inactive if you have a little work you would like to do on it before publishing.

Enter your product title, and if you have an image like a 2D or 3D image made you can load it here, later after your first product is approved. Your Pitch Page URL is usually the same as your Sales page on your website. And if your website is set up for mobile users then the same URL will go here.

Now, set your Product Price. After this you will need to set up your Thank You Page URL. Again if you have a mobile friendly website, enter the same there. To set up a thank you page URL, it is easy.

Just put your website URL in there plus /download.php behind it:
http://yourdomainname.com/download.php

Then hit Save Changes. After the product is approved, then click on the tab in the top menu My Site, under Settings. Scroll down and you will see a Secret Key area. This identifies you and your website.

Click on Edit to the right and put in a 10 digit password or number, your caps lock has to be on, as the code is supposed to be in CAPS. You will need to put this secret key in the download.php file we edit below.

Step 2. Make A Thank You / Download Page

For this 1st step you need to get a Thank You / Download page made so people can download your digital product, after they purchase. This will come up only when they have paid for the item.

The thank you page is an html page that is installed in the file folders of the website. It is best to have this made for you. You can find template software to use and design a nice looking Thank You page or you can go to www.Fiverr.com and have a great one made for you for $5.

They usually will install it for you also for another $5. You may need to install your .pdf eBook(s) in the correct folder as mentioned below, however a person setting up the thank you page can also do this if you sent it to them. One that I used **GRAPHICGIANT**

It takes a day or two but it is professionally designed. To get started you will want to make a .txt file in Notepad or.doc file and copy the code below into it. The code below is also located on my site at:

http://marketliteweb.com/set-up-a-thank-you-page-and-download-page/

Just replace the **BOLD** letters with your information. Save this and send it as an attachment to the Fiverr Gig as an example of what you want. This is for a PHP file but they may write an HTML file, with more graphics and better layout.

The secret key is one that you put in your ClickBank account that identifies you. Put it in all CAPS here too. Your eBook file name cannot have spaces in it. When uploading your file to a fiverr person or to the web folder itself, change any spaces to underscores.

```
<?php
function cbValid() {
$key='SECRET KEY';
$rcpt=$_REQUEST['cbreceipt'];
$time=$_REQUEST['time'];
$item=$_REQUEST['item'];
$cbpop=$_REQUEST['cbpop'];
$xxpop=sha1("$key|$rcpt|$time|$item");
$xxpop=strtoupper(substr($xxpop,0,8));
if ($cbpop==$xxpop) {
return 1;
} else {
```

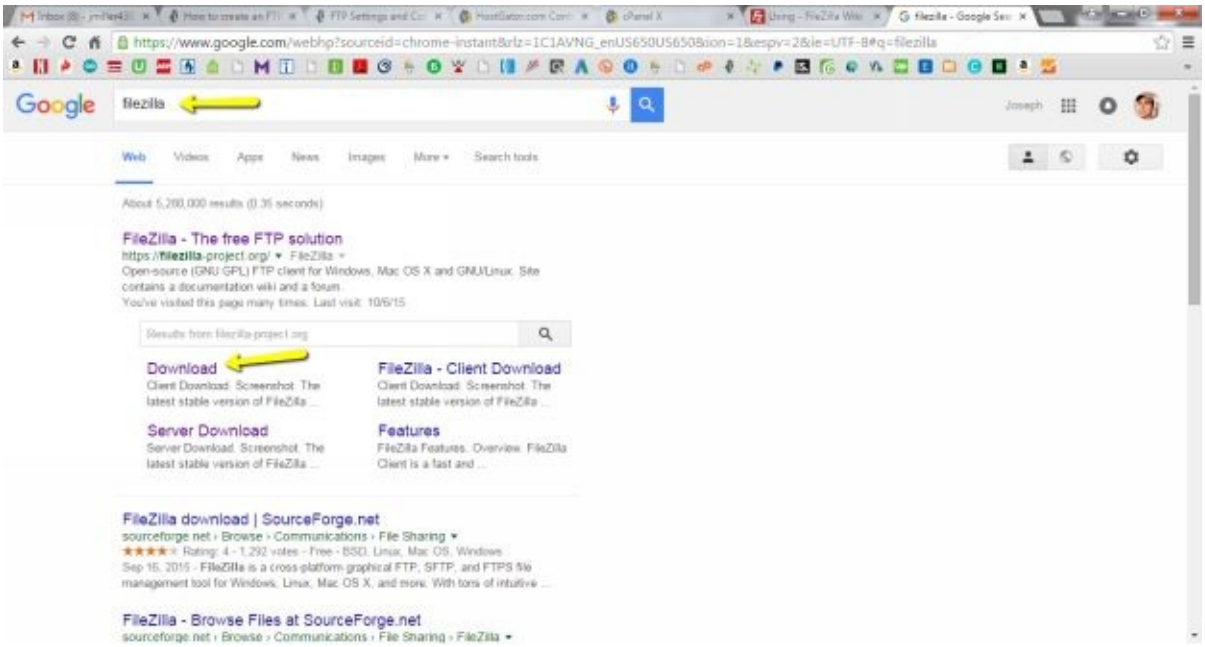
```
return 0;
}
}
if (cbValid() == “0”) {
header(“Location: http://YOURDOMAINNAME.COM“);
}
?>
<html>
<head><title>Download</title></head>
<META NAME=”ROBOTS” CONTENT=”NOINDEX, NOFOLLOW”>
<body>
<p>Thank you for purchasing my eBook! You can right-click the link and choose “Save Link As…” to save the document to your computer. You can also just click the download button here:
</p>
<p><a href=”http://YOURDOMAINNAME.COM/YOUR_EBOOK_TITLE.PDF”>Download
</p>
<p>The file is a PDF file and can be read on any device.
</p>
<p>Remember that when you receive your credit card statement, the charge is going to show up as either ClickBank or CLKBANK*COM.
</p>
<p>If you have any questions at all, you can reach me at YOU@GMAIL.COM.
</p>
<p>Thanks again,
</p>
<p>YOUR NAME</p>
</p>
</body>
</html>
```

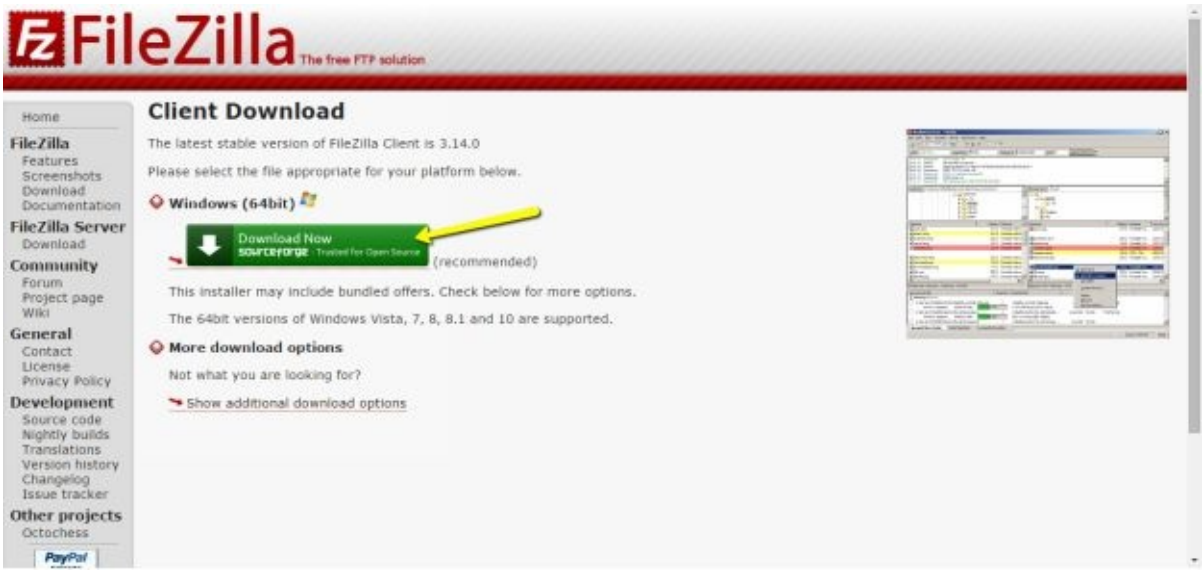
Now just contact a gig on Fiverr and you will have one made and set up for you soon.

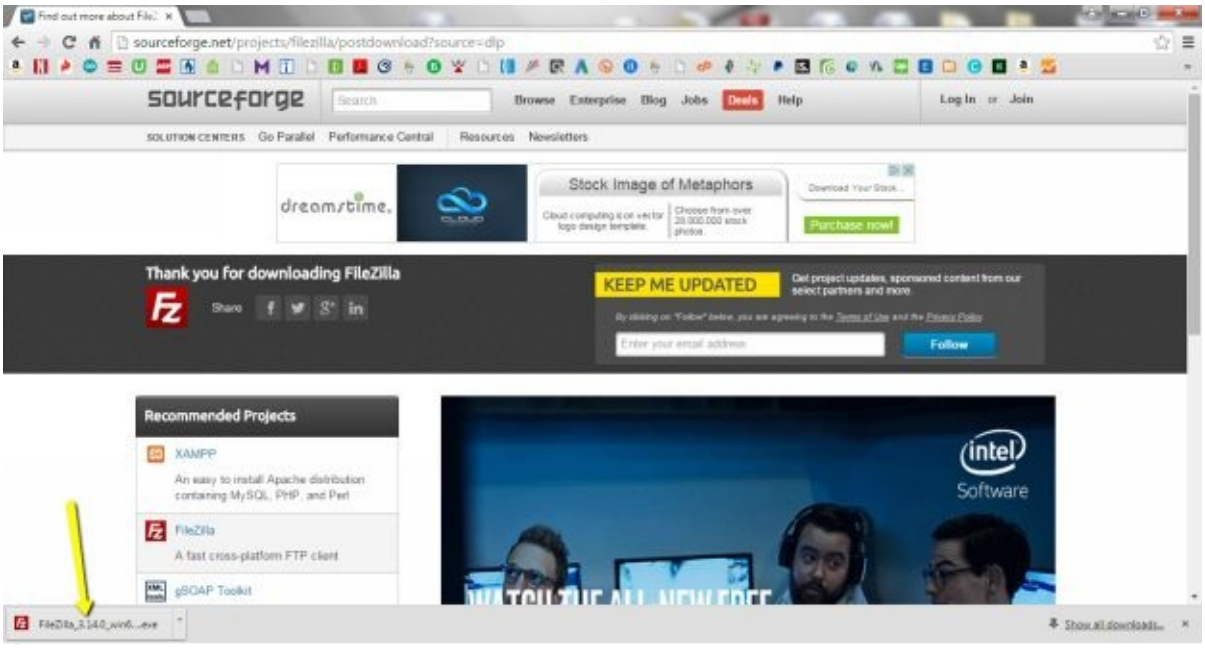
Step 3. Looking At Your Website Files With Free FTP Software FileZilla

You will need to install FileZilla. FileZilla is free software that you can use to interface your pc to your website, uploading an eBook or eProduct to it. However, a Fiverr gig that makes a thank you page will probably ask you for the eBook file or just make sure you attach it along with the above text code file.

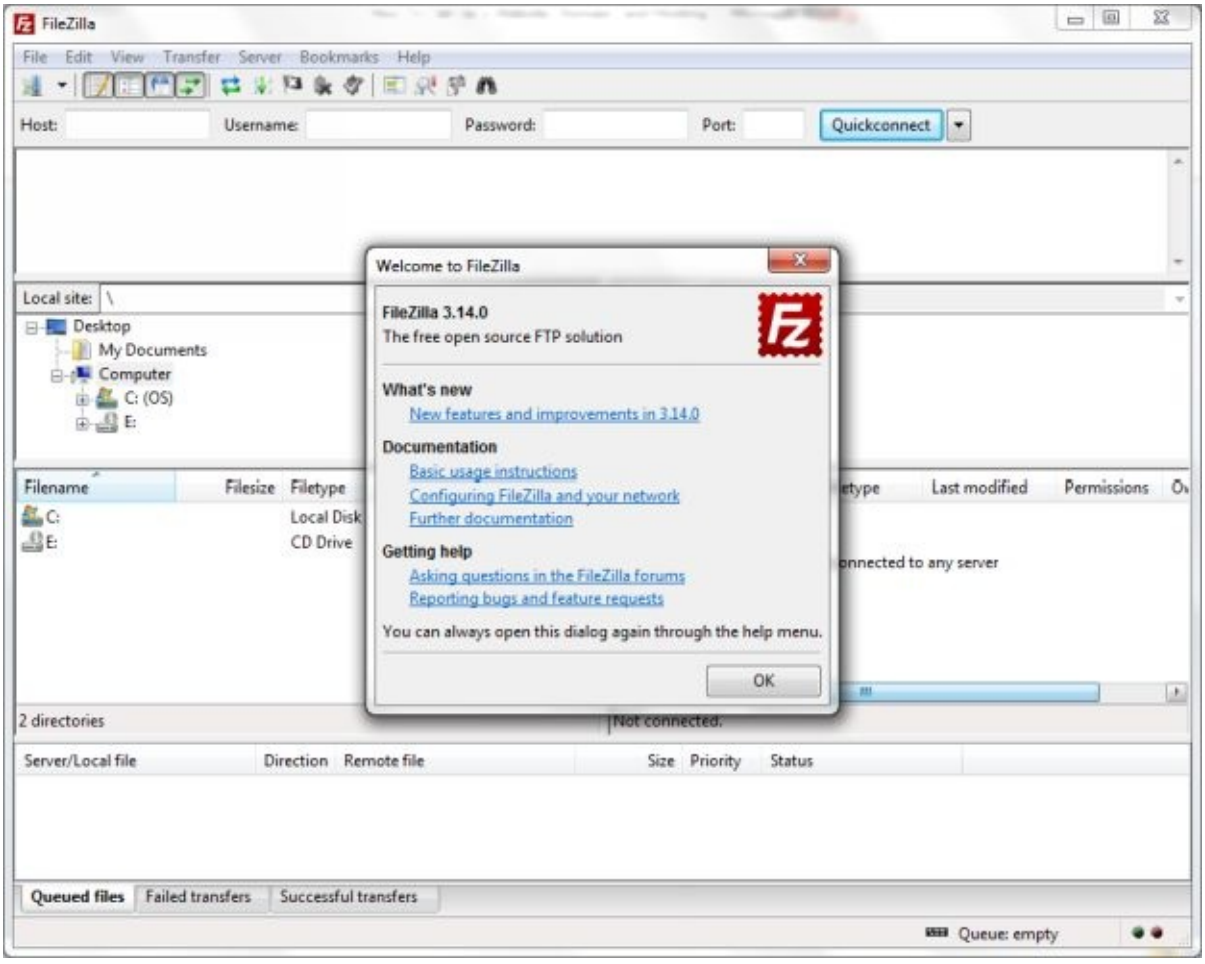
You may upload your file this way also, but for now you can use it to view your files. Go on google and type in FileZilla and hit go…







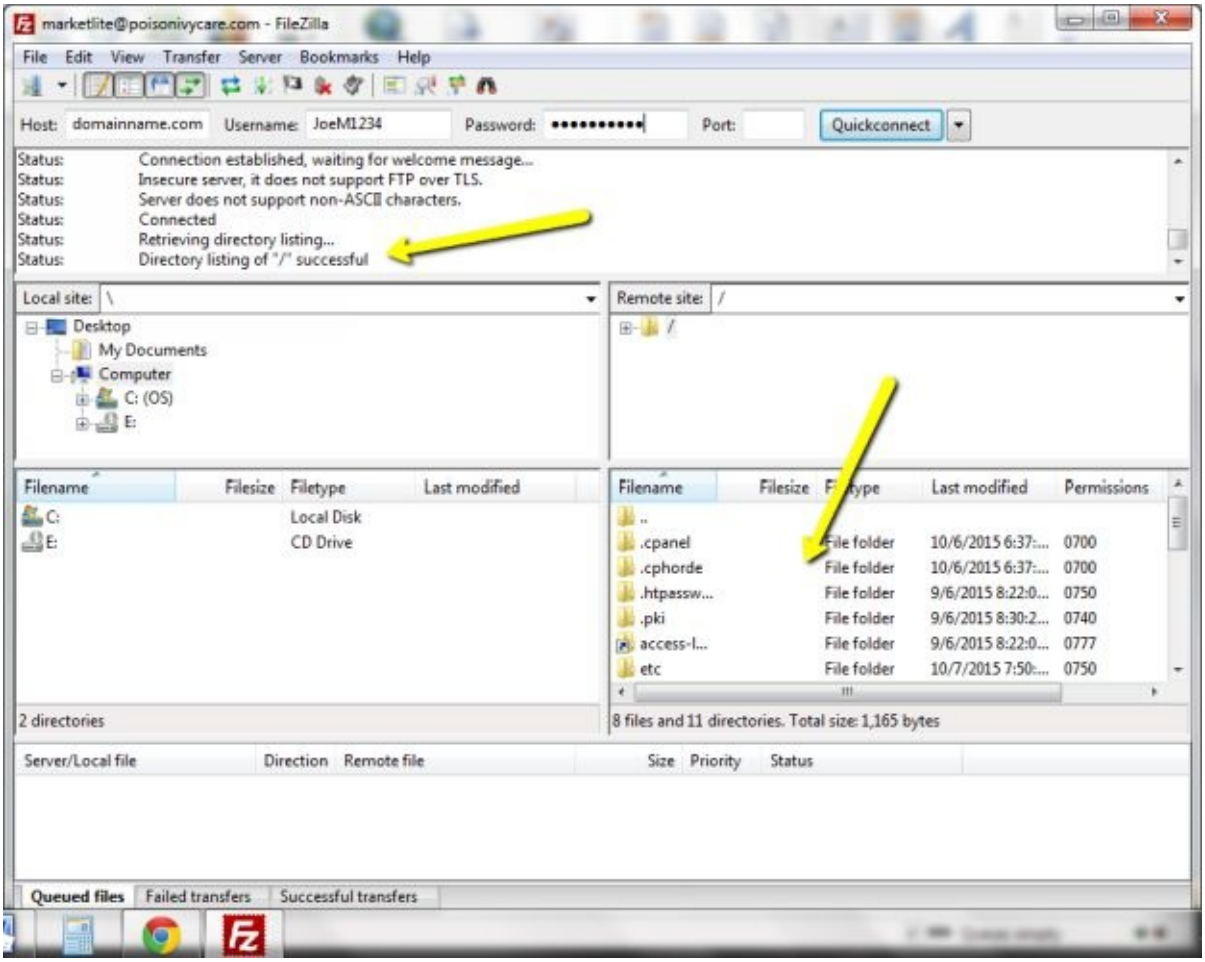
Open the .exe file tab, click Run, I Agree, Next, Next, Next, and Install. Wait until it's done then click Finish. The following should be up on your screen.



If there are problems and it hasn't worked just like this you may need to re download it or even go to another site to download it. I had a few issues getting to this point but it cleared up

Click Ok. In the top bar, where is says Host: put in your web site name and .com: yourdomainname.com . Then in the username area put in the username that you would use to get to the cpanel of the site (in the login window when you go to www.yourdomainname.com/cpanel).

The password will obviously be the one for the above login name. Then click to the right “Quickconnect”. You should see a successful connect in the status area, and the file folders should show up in the window to the bottom right.

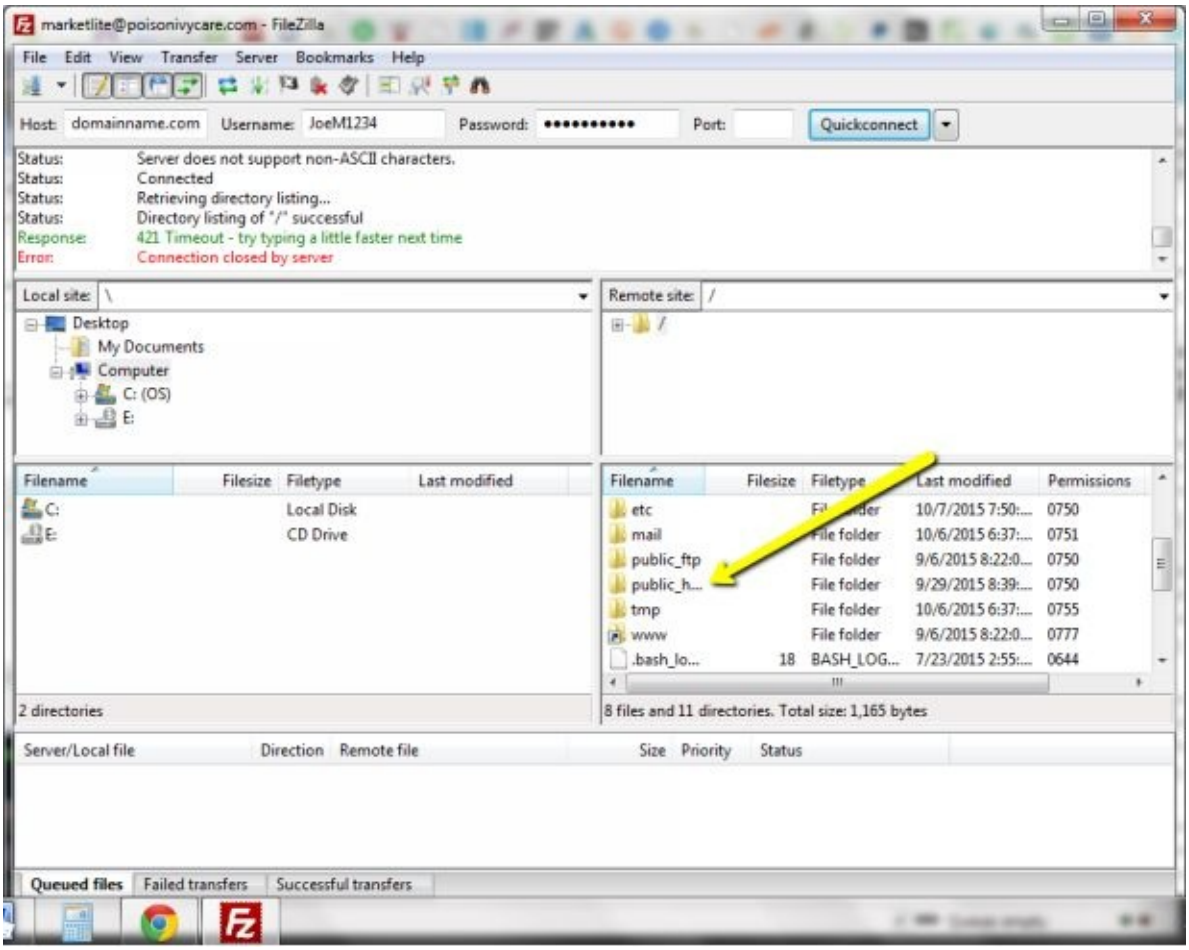


In the bottom right window, scroll down the file folders and find the folder public_html. In this folder is your website domain folder.

If uploading your eBook yourself, select and drag each eBook file from your desk top and hover over the domain name folder that is within the public_html folder and drop them in. Make sure your eBook name has no spaces in it.

Underscores are used instead of spaces, because we are working with HTML. Your File Name.pdf => Your_File_Name.pdf

Inside this folder will need to be a thank you folder and that will house a thank you page as well.



The technical layout of folders and .php files for a thank you page are more than I would like to know at this point. You could make a simple download.php file that will prompt users to download files after they purchase, but a template or custom made thank you page is well worth it.

Set Up A Pay Now Button

When you have your website up you can easily set up a Buy Now button. It goes through PayPal and can use the person's pay pal account or a credit / debit card. To use it, just sign up with PayPal and we'll get started.

The first thing to do is go to your site www.yourdomainname.com/wp-admin . You can go to Widgets in the Appearance tab and drag a text widget into the side bar box. You can also install a Buy Now button in the body of your post or sales page.

It is recommended on a sales page that you have at least 3 Buy Now buttons to double your conversion rate. Again that is just the number of people viewing the page to the numbers who buy, or sign up on your email list.

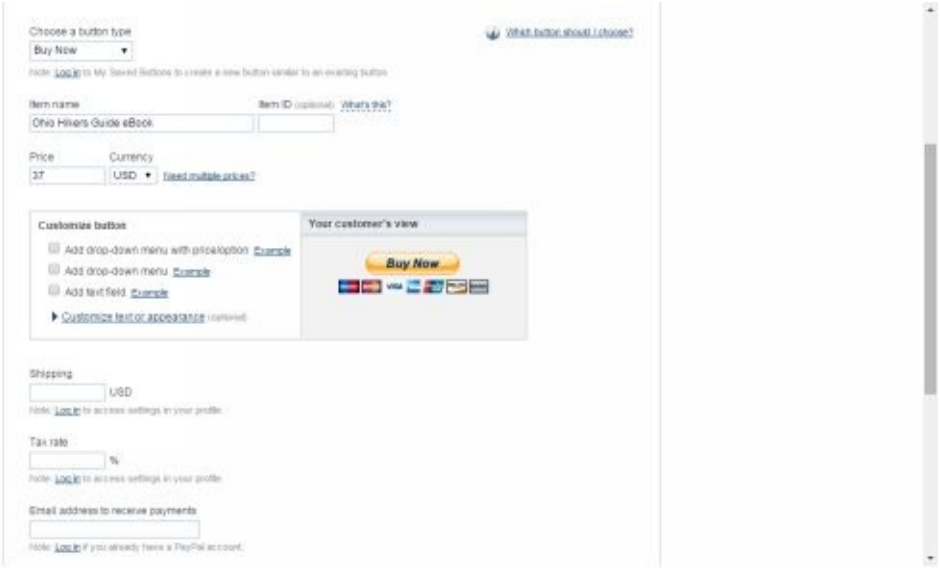
For this instance, we will put the Buy Now button on the side bar, in a text widget. After you put a text widget in the area, in the title bar, write "Purchase".

Then in the body of text write, "To buy now, click on the button below." Then add a little space by hitting return a couple of times.

Now go to www.PayPal.com . From here log in. Scroll down and on the left is a section called Tools. Click on Business Setup.

Under Payment Setup, click on Option B and then click on Create payment buttons. In the Step 1 area, make sure the Buy Now button is selected in the drop down menu.

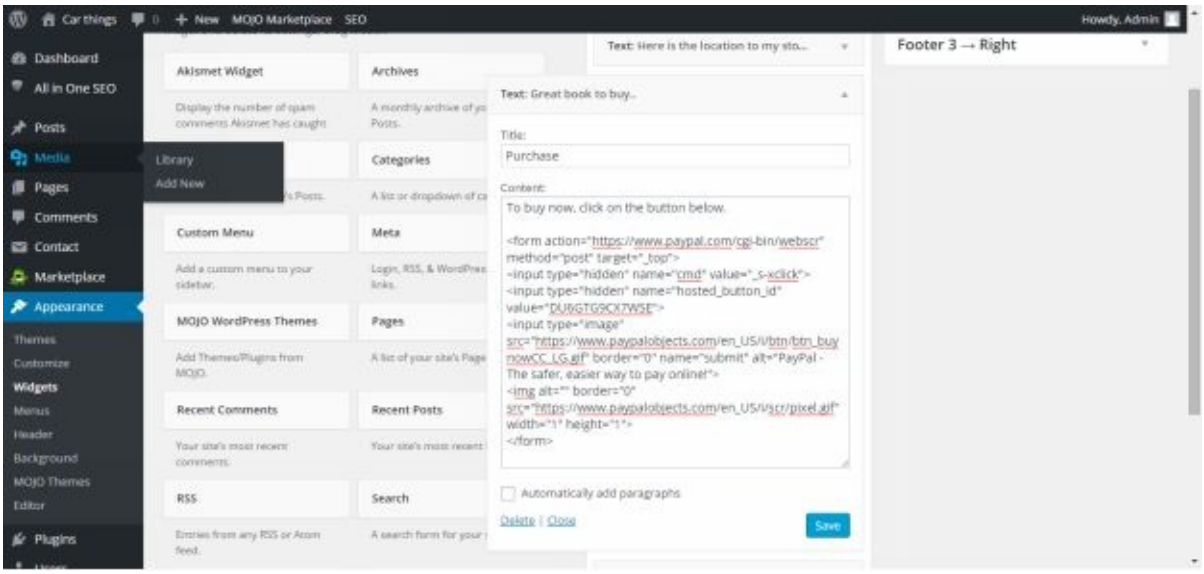
Next, in Item Name section, put the title of your eBook, eProduct. For example, Ohio Hikers Guide eBook. For the price just put in the dollar amount you are selling it for: 37



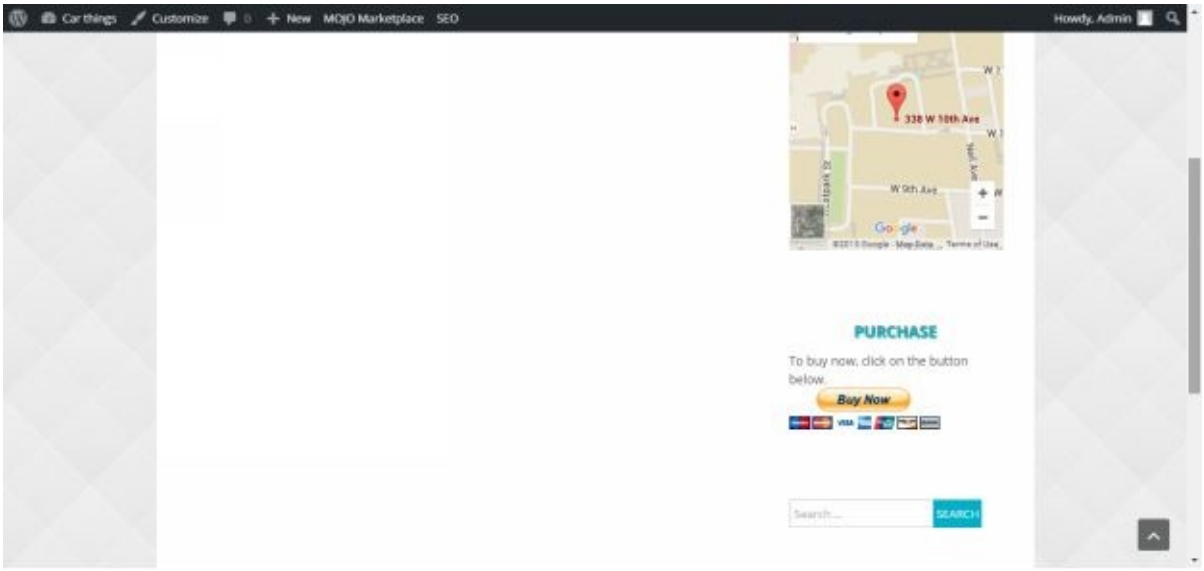
Nothing else is needed, no shipping, no tracking id or added drop down menus. Now just scroll down and just click Create Button at the bottom of the screen.

Make sure you are logged in to your PayPal account, if you aren't it will just ask you for your email before going on. On the next screen that comes up scroll down and under the code click select code and copy it.

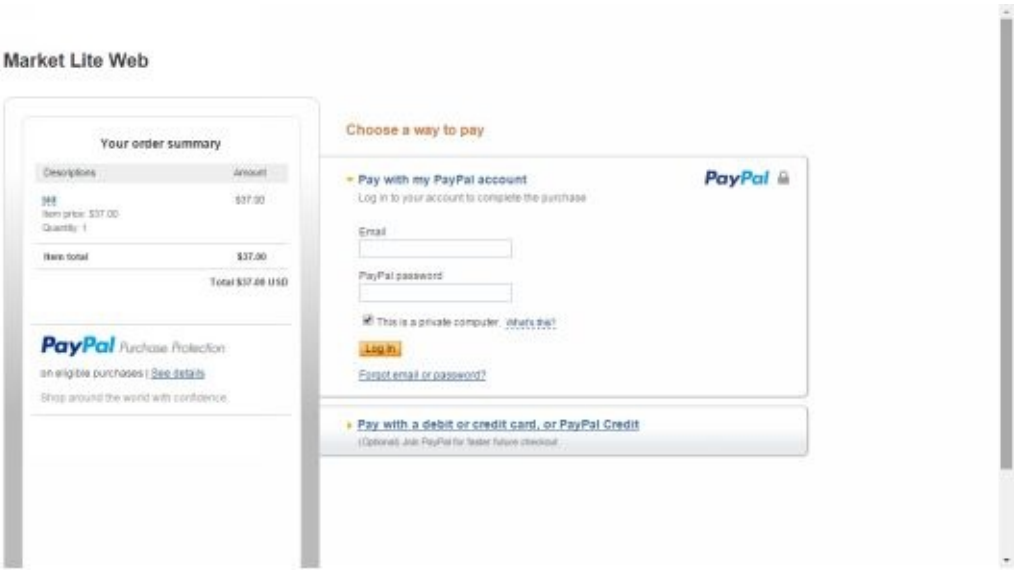
Now that you have copied the code, go to your website and paste it into the widget titled Purchase. You will just paste it under your text where you said Click below to purchase.



The final result is the workable PayPal button set to the price of your offer!



If you or anyone clicks on it the PayPal invoice will come up with the title of your product on there and ready to sign them in to pay. Great! You are finished with it.



Make A Secure ClickBank Pay Button

With the above PayPal button I have found that you can use this to direct the buyer to the Secure ClickBank Page. This is actually what we will be setting up. You will need to know how to do this step.

Once you have the PayPal Button code, go ahead and paste it in your post page or your side widget. When you do paste it in the post, you will have to change the post view (on the top right corner of the post) to Text instead of Visual. Then paste the text or code in and switch back to visual. At this point, and because the button is licensed to you, you can highlight it or right click on it and Save image as… Then save it. After this, click on the Add Media button on top of the post and upload the image in. Once uploaded, to the right in Attachment Display Settings, where it says Link To, select Custom URL.

Here is the link code you would put into the Custom URL section:

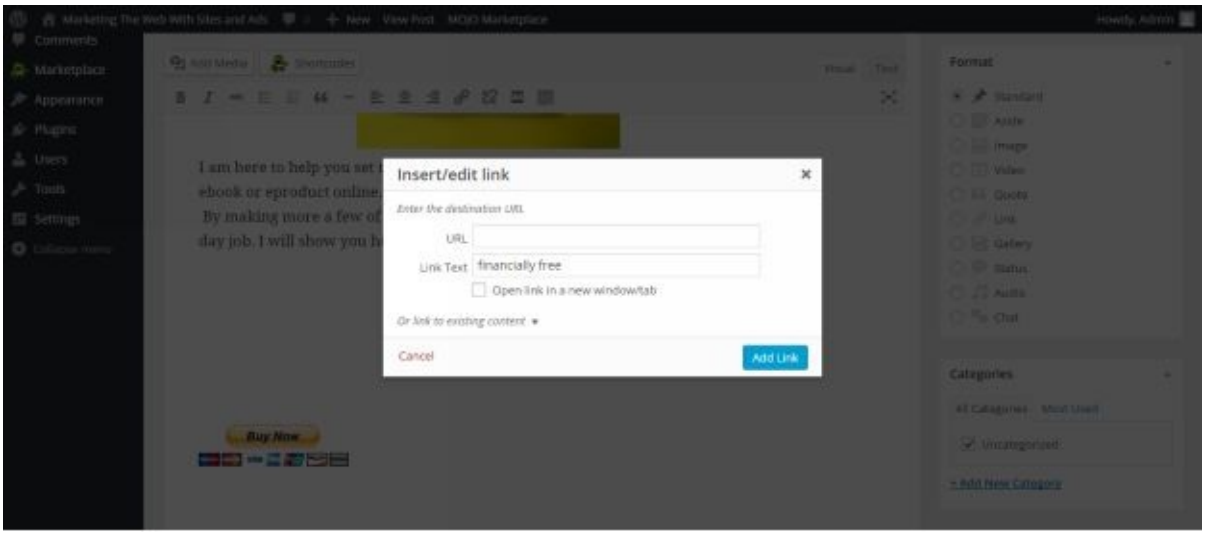
> Your link that leads buyers to the ClickBank Secure payment page:
> http://**ITEMNUMBER**.**USERNAME**.pay.clickbank.net
>
> Example:
> http://1.marketforfresh.pay.clickbank.net

You may also find this link and information on my website at:
http://marketliteweb.com/set-up-a-thank-you-page-and-download-page/

The item number above is the one that you have when you register your product at ClickBank, Settings, My Products – click edit on left. The username is the one you use for clickbank login.

You can also put this custom link into any image that you can paste on your site. Some images may not allow you to paste them however. All you need is at least one type that will work, and go from there. One more thing you can do is highlight some text and make it a link to your pay page.

To do this, highlight some text in your post, and click on the link icon (looks like a paperclip or a chain link) and a window comes up. Paste the custom link in the URL area, and hit Add Link.



You can also use the following code to make a ClickBank secure link; just paste it in a side widget or your post in text setting:

```
<a href="http://ITEM.VENDOR.pay.clickbank.net" target="cb">CLICK HERE TO PURCHASE</a>
```

The CLICK HERE TO PURCHASE can be changed to anything, obviously. There are more ClickBank Pay Button images that you can use, here:

https://support.clickbank.com/entries/22829862

Now you have a pay button that links to your ClickBank Secure account. You are doing great! You will need this to proceed to the next setup.

Set Up Your Sales Page

If you have bought anything you will see a sales page for it. It may be on the packaging itself. For selling an eProduct from your website or selling a product as an affiliate you will need a sales page or sales copy to draw people in to it. You may have a great product but with presenting it well, you will not make any sales.

Things to discuss are colors, size layout of the page, and tweaking and refining. A good Copy writer for making a sales page normally costs $1000 to $5000. This is for one page.

They look at your product, understand who your audience is and then produce the sales page. This can make a huge difference for your monthly and yearly income by the 10's of thousands.

Some general tips and suggestions are as follows. The color blue brings peace, assurance to someone's mind. Red brings a feeling of urgency. Yellow can bring a feeling of anxiety, etc.

These suggestions do make a subtle impact. Other tips include never breaking the left margin.

If you insert a photo into a blog or article put it in the center or to the right side. Following a left margin actually keeps us on track and a break in the margin breaks our thoughts. The same is true in societies where reading is done from right to left.

Having pictures or graphics in your sales page is great. They must be meaningful and not irrelevant to what is being presented. And those of individuals are better that any crowd photo.

If it is an individual there has to be a reason of that specific person in the photo though. Any bad focus pics are those that have been skewed by compression or pixelated should not be in there either.

Studies show that every great image increases reading and signup by 16%. They have to be relevant to the sales page though.

If you have a header on the top it should be a picture, or the text heading should be under the picture or image. Any image on the page should have a caption, as most people read captions and not the body of the letter.

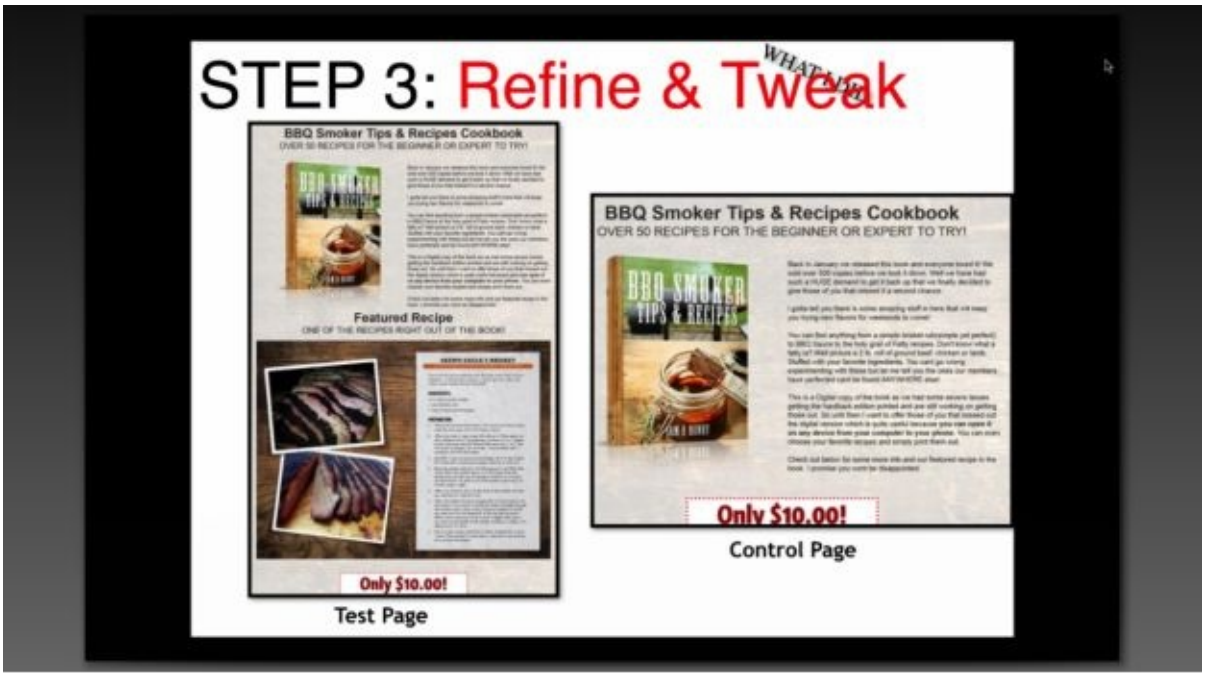
Pointing someone's attention to something can increase your sales too. Also, even having three Buy Now buttons in your sales letter increases conversions by something like 50%.

One man, who is great at Copy, is Alan Forrest Smith. He is a consultant on the matter and teaches others how to not miscommunicate a message. It is HUGE, bigger than we know really.

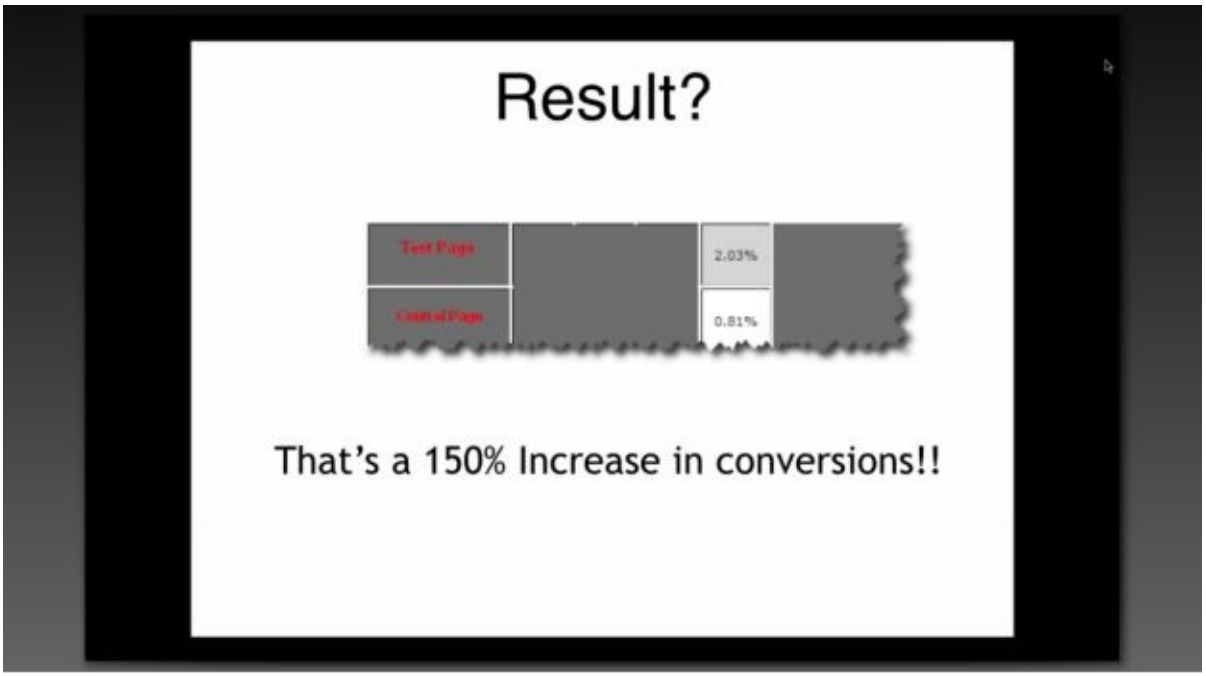
He mentioned to make a Sales page really not much bigger than the computer screen itself. Most sales pages go on and on for like 4 or 5 pages. It's a little funny to see that, I think.

For an example of the size of Sales page to do on your website for your product, look at his website which markets his consulting at http://www.orangebeetle.com/ I believe he is from England.

Here is an example of tweaking your sales. The first email or Facebook post to sell a $10 product looked was on the right, the second ad on the left. They split tested this so that the ads were randomly mixed.



The one on the right was a little more simple right? And the one on the left had an example of a recipe in the book. Let's look at the conversions next:



The ad on the left was the new test page and it converted 2.03% of all viewers. The other

ad converted 0.81%. Tell me if that is a huge difference when you have 1000's or 10's of thousands of viewers.

Get Started

To get started making a sales page for your site, it can be pretty easy. Just go to www.clickbank.com and look at sales pages of products similar to yours. The more popular the product is, the closer it is to the top of the first page.

Those on the first pages will have different sales page styles than those on the last pages. The difference is quality and knowing what they are doing. You want to copy the better sales pages.

And you can do just that. Just try to copy the same layout style, font types, bullets, numbering, highlights, etc. in winning sales pages. It will help you get more sales just in doing this. Having something, anything as a Sales page, is just fine to get started with.

Another thing to do is once you have you eBook done or mostly done write out a bulleted list of what's in there. Highlight the best ones. This is a beginning to your sales page.

You will want to have a BOLD headline that has the benefit in it. Usually this is in red.

Under that have a short description of what you're offering and the benefits it provides to people, this is usually in blue or black. It doesn't have to be a long description.

Then under that, you could put a bulleted list telling more of what is inside the offer. And finally, at the bottom of that, just have a link for them to order and pay.

Show how much you are marking the price down and have the price you are selling it for. Under it, "To buy now, click on the button below." And under that paste in the Buy Now button code from PayPal.

To get buttons and graphic that are on other sales pages such as 30 Day Money Back Guarantee seal and things, it's easy. Just find a graphic you want, right click on it, and save image as… then just save to file. You may need to crop it some but maybe not.

Some of these buttons may not show up though, so you will have to toy around with some to use the ones that allow you to paste them. But the idea here is good, and I have sites up that have the blue 30 day guarantee for instance.

Another button that works is using the Buy Now PayPal button, saving it as an image, then pasting that image and putting a custom URL in the edit section of it, making it link to your clickbank processing. Since they use PayPal it just goes through them to it.

Here is the link code you would put into the Custom URL section:

> Your link that leads buyers to the ClickBank Secure payment page:
> http://**ITEMNUMBER**.**USERNAME**.pay.clickbank.net
>
> Example:
> http://1.marketforfresh.pay.clickbank.net

You may also find this link and information on my website at:
http://marketliteweb.com/set-up-a-thank-you-page-and-download-page/

The item number above is the one that you have when you register your product at ClickBank, Settings, My Products – click edit on left. The username is the one you use for clickbank login.

Then paste into your sales page, and it's done. All you need is an image. If it is a Buy Now button that you want, right click on it, save image as… and paste into your page.

Right after that click on it to make an edit to it. This opens an edit window and where it says Link To, select Custom URL.

You will paste in here the URL that is at the top of your screen of the PayPal invoice to buy your product. Then Save it and you're good.

Here are a few you can use to paste on the site. You can resize them too, just click on a corner and move.

You can sell your eBook on ClickBank or your website for $47 – $97 on average. You can also add bonuses if they buy your eProduct. For a good selling point you can add secret extra bonus they will find out about when they buy it also.

To add bonuses you can make other eProducts shorter ones and call them reports rather than books, or have article writers' research and write a 2500 word report. You can also go to www.master-resale-rights.com to buy P.L.R. books you can sell or give as bonuses, ones in the same niche or category that your product is in.

As long as it can give value to your buyer it would be great to give it as a bonus. Just make sure it says Yes for giving away as a bonus. You can do this selling as an affiliate too.

Also, you should try to put a 30 day money back guarantee and graphic to your sales page. Experts say the 30 day brings more sales than the 60 day guarantee. You can find out what brings more sales by changing just one thing on your site to see if sales improve.

If it does, keep it. If it doesn't, change it back. You can change the price going up or down, have different titles, some more images, etc.

If you just change one thing you will know if you get more sales or not and it will be a result from that one change. This is called the conversion rate, and is shown on Google Analytics or another tool for # of visitors to # of buyers.

When buying a P.L.R., Private Label Rights eBook or product they will usually have a sales page to promote that product too.

Test Your Payment Link

To get your product approved on ClickBank the last thing you need to do is test your payment link. This is done of course after your thank you page is complete.

Go to ClickBank and Settings and then My Site. Scroll down to Testing Your Products, and run a payment test for your pay button.

It will give you a simulated credit card number, expiration date, code and all you have to do is paste it into your invoice after you click on a payment button on your site. Be sure to fill out all the info and you can put your address and email there…

Also, here is a link from ClickBank for the instructions as well. Just scroll down and look over the Testing Your Payment Link section.

https://support.clickbank.com/entries/22829862-Creating-a-Payment-Link

Submit Your Product For Approval

Once this is done, and it worked, submit your product for approval. Go to settings, and My Products, where your product is, to the right click on the green area I believe where it says Request Product Approval or something like that.

You will have to fill out a few basic things and click Yes that you tested the payment link for your product. Then just save/send it.

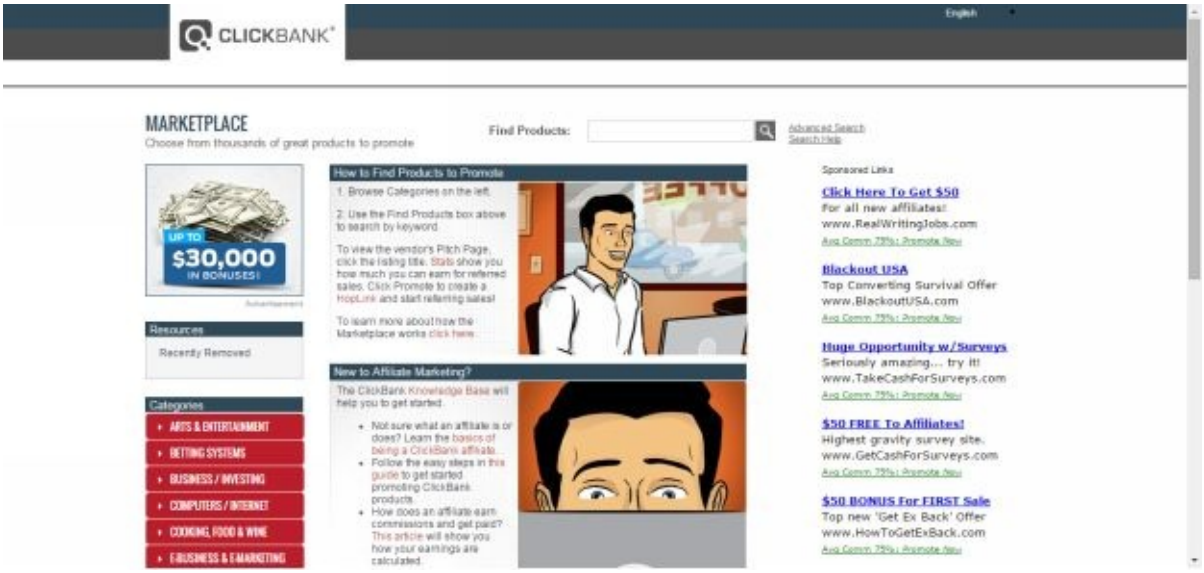
You will have to wait two maybe three days for them to set everything up… After that you will be live and it will be on autopilot. You may get some emails saying they need a link to get the product or that they want a refund… This is fine and great if you had a few of these a day to do, because that means it is selling.

Sell An eBook, Be An Affiliate

You actually do not need your own eProduct to sell one. Going to www.ClickBank.com and looking in their Market place is a place to find digital products you can promote on your website or email list. Usually you make around 60% commissions on each sale.

Products sell from $97 to $7. I will now show you how to do exactly that. Go to their website, you will need to sign up for an account. Once you do at their home page click on the Affiliate Marketplace tab.

This page shows you more of how to sell another's digital product. If you make an eProduct you can host it on here and others can sell it for you and you will earn by doing really nothing at all.

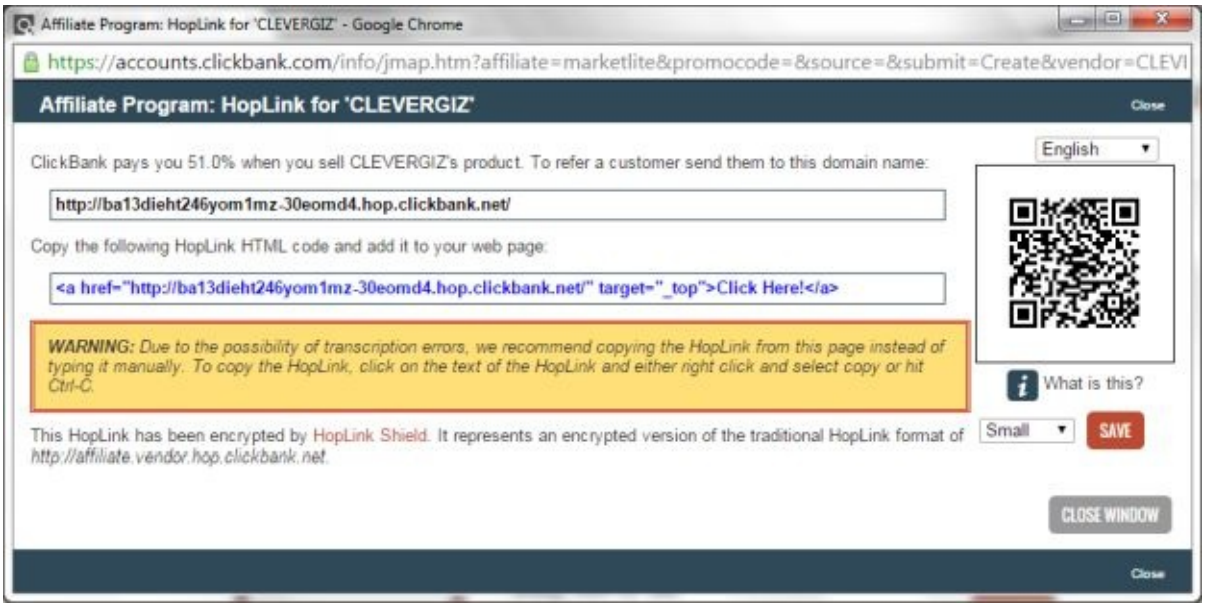


Scroll down and on the left side of the screen choose one of the categories. On every category is listed the top selling items. This means that they are hot on the market right now and have a good Sales page and conversion rate.

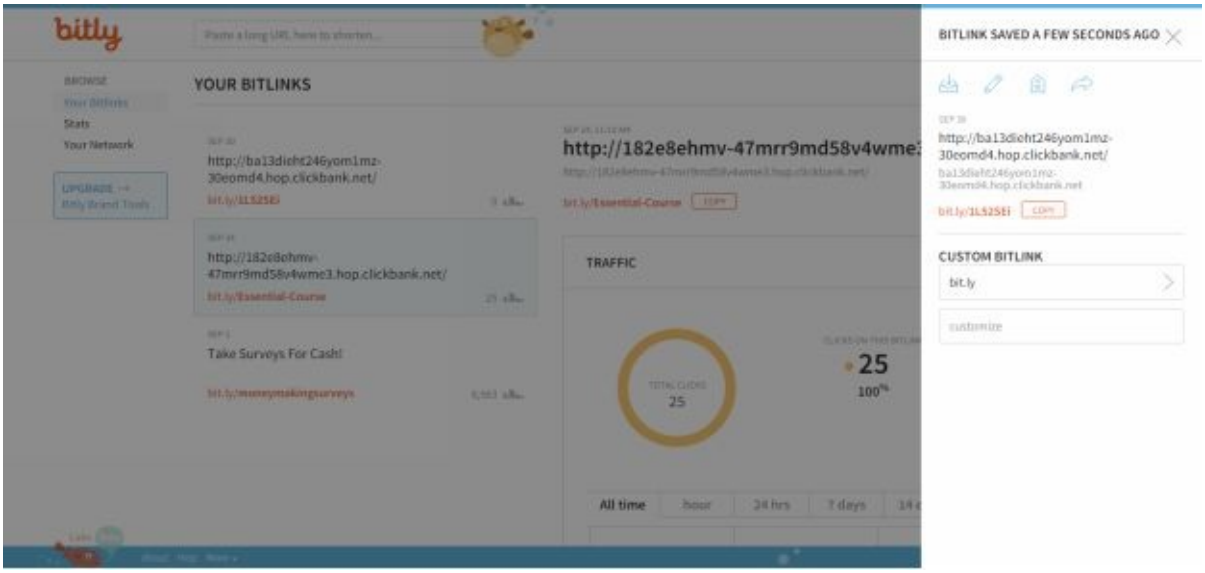
That is the percentage of people buying to viewing the sales page. One of these would be a good choice in this niche.

Otherwise you can look at other products and if you like its sales page then there is less competition in using that eProduct to promote. I will choose one and show you how to get started. Click the Promote button of an eBook or eProduct you like.

You then type in your account nick name, the username on your account. Hit Create. Then this window pops up.



The top URL is a link you can put into google and it will take you to the sales page for that product. You can this URL to make it nicer by going to www.bitly.com and paste the URL into the field at the top of the screen beside the fish, as soon as you do, the window comes up like this:



At the right side of the screen in the field marked “customize” write any word like Great_Course and those words will now be in replace of the red letters above. This customizes the URL code and shortens it too. You can paste this URL on an email for others to check out or put it in an ad for others to click on.

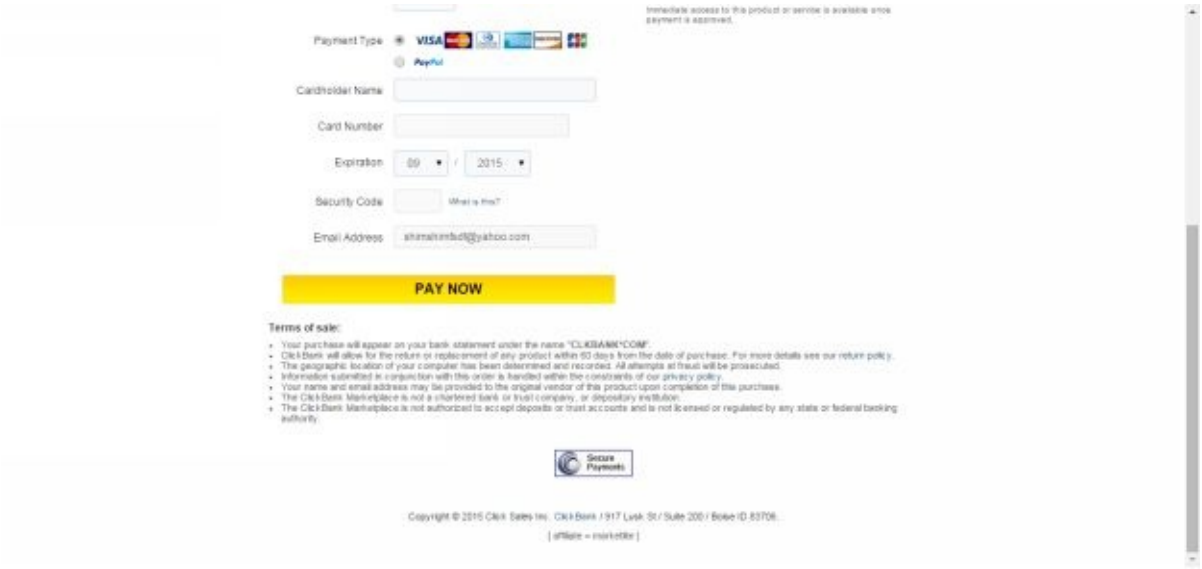
See the section for making an Opt-In email form to request peoples email before they enter the product page. That is called a squeeze page.

And it’s all about building a list to communicate and deliver value to them. They are then a targeted audience interested in the product and that niche.

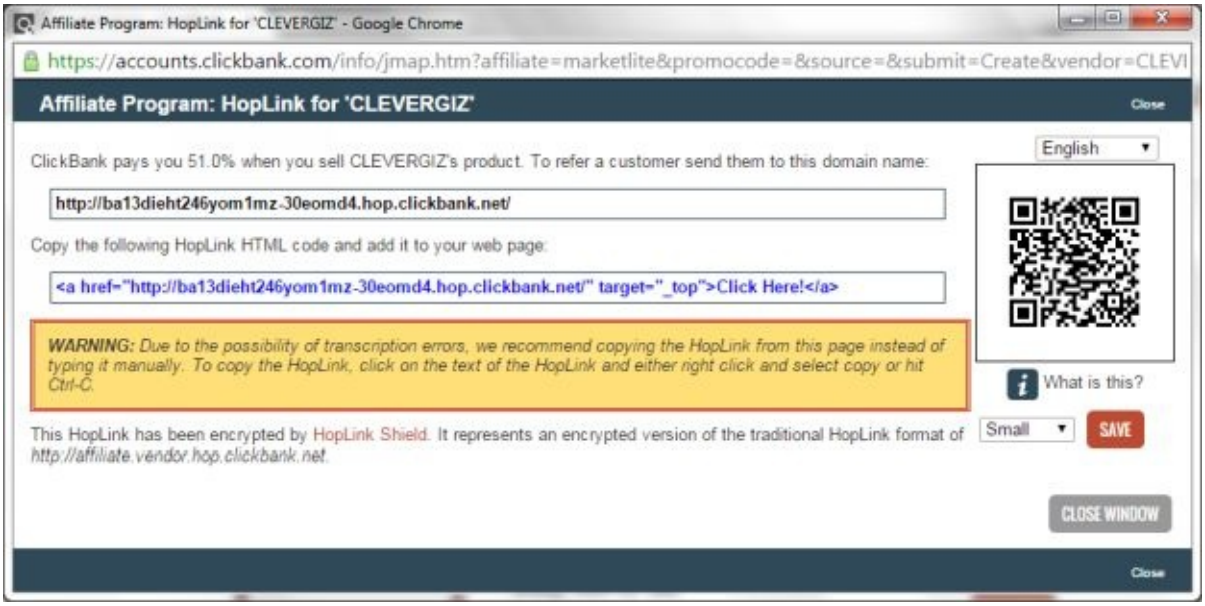
You may also leave it as a link after you make a comment in a forum or after a YouTube video, your own or someone else's in the comment area. We can test it out.

Once you typed in the words to customize the link, click on the Save button and the click on Copy. Paste in the address bar of Google and go. It brings you to the professional sales page for the product.

Let's click on the Buy button and see what happens. When you get to the PayPal screen at the bottom will be your username / account nickname for click bank as an affiliate for selling this product. This is how you know it's working and you will receive the commission on each sale that you make.



Again, let's take a look at the pop up screen from ClickBank for the links to promote this product:



The top URL is what we just used. The bottom code plus URL is for putting on a website that we have. In the code at the right end you see it says Click Here!

This is what will be visible when you paste this code anywhere on your site or in a text widget. When someone clicks on “Click Here!” they will be brought to the sales page for that product to view it and possibly buy.

Of course before it you can put… “And this is the great software program that does all that. To view it” Click Here! After your sentence ending in it you will paste the code and then save and publish.

Build An Email List

Make An Opt-In Form Through Aweber

Building an email list is also one of the best ways to make an income online. With building a list that you can email once a month or a few times a week, you have the opportunity to build a following.

You will be able to provide them with targeted valuable information in your market niche, and every couple weeks or once a month. Since you have a targeted audience your conversion rate will be a lot higher than with advertising alone.

Using Aweber, you can automatically hold the addresses of those who sign up in different sign up forms you have. These might be on different websites or a link shared in a forum or Google advertisement.

Each form you use, Aweber will organize the addresses who sign in into one or a few different lists for you. Aweber is an auto-responder service / program.

Experts say that the real money is in the back end of this business, an email list. We will go over two different types of opt-in forms to have people sign up and then be in your list.

The other type of opt-in form would be the form itself displayed on your website at the bottom of your sales page, on the side bar, or a pop down screen when they open your website. Aweber will do both and you can customize each form and save and host them automatically on their site.

The other type is getting a custom URL link that when people click on it, they go to a form that signs them up. Once they enter their email, that form can take them to a product for sale, like a downloadable eBook on clickbank. Or it can take them to your website.

The first month is $1 to try out. Then it is only $19 a month after. When you are going to build several lists of 1000 or more this is a good thing to have.

The statistics for building a list and emailing them valuable information and sometimes offers, is that for every 1 person on your email list they will generate an average of $1 per month. If anyone has bought from you anything, these people will make you an average of $100 dollars per person a month.

And if anyone has purchased something from you over $100 this list of people will bring in on average $1000 dollars per person per month. That is why you want to keep in touch with them.

They already trust you and you are bringing them information that they like and want to know more about, because they value those things. One thing that works also is giving them something of value, free when they sign up. It may make more sign up and you can buy a P.L.R. eBook for $5 in the niche and give it away.

As long as there are giveaway rights with the eBook with private label rights purchase,

you can do that. You could make a helpful report that they would like also. With Aweber, you can set up a list of emails to send out and have them loaded already in the system.

They can be sent out in order every week or month to a new person who signs up on the list and you can also send out an email to everyone, whenever you want to, to promote something coming up or whatever. We will look at that too.

So, we want to sell an eBook, have a webpage for it, and have people opt-in when they come to the site. To do this we will use Aweber. It is really easy to set this up.

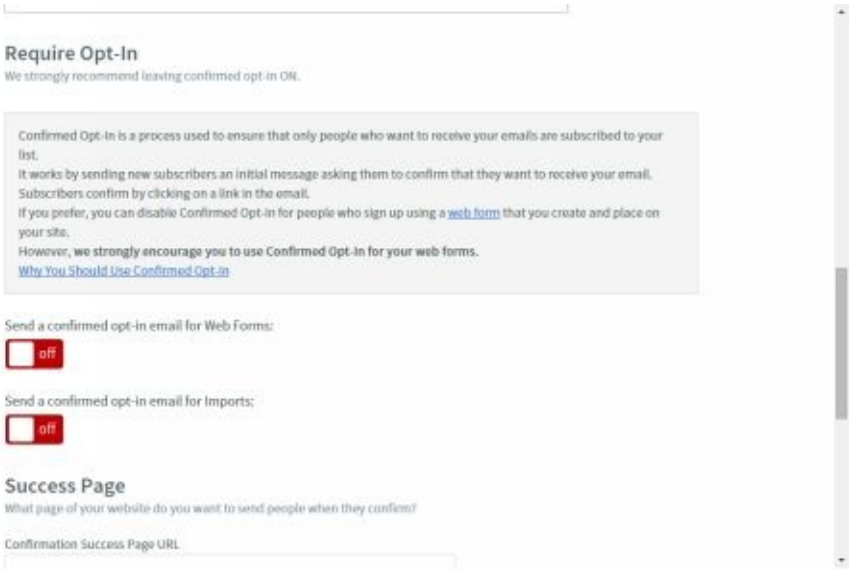
Custom Sign Up Form Through Aweber

Just go to www.Aweber.com sign in for an account. The first type of form we will go over is the one we can put on our website. It is VERY easy.

We will make the form pop in the screen if you are a new visitor for the very first time. We will also have the form somewhere on the website if anyone wants to use it to sign in.

The first thing to do is to change the double opt-in to OFF. Go to Manage Lists on the top of the page, then List Options tab. From here, look to the left of the screen and click on Confirmed Opt-In.

Scroll down and select both switches to the off position. People can always unsubscribe from a list but I think they are just getting extra work when having to confirm their email opt-in for a newsletter, etc.



At the bottom click Save Settings. Now we will make the sign up form. At the top of the page click on Sign Up Forms. The short video is very helpful and will help you understand the simple set up.

Then click Create Your First Sign Up Form. Now just browse the templates and select one. You can customize them also.

You might choose one from the Popular tab, whatever you like. I chose from the New Tab, and Grace.

Next click on the template and select the color option, then Load Template. Then make it as wide as you can, drag the Resize arrows out to the side. You may need to add room for the Header or Footer.

To do that, click on the header and click the Advanced field in the top right of the form. On the row that says Padding, put in a higher number on the top arrow and the bottom

arrow and then click outside the box.

Also, at the top of the template window are options to work with too. Each object you are editing will have the ability to use Advanced editing. Keep in mind this in the top right corner.

So for now we will design this for our website to build an email list. It will be a pop in form or one located in the side bar.

Above it could say “Sign up for my email list newsletter 100% Free”. On the bottom you could put, “Most popular topics include:” and have four bullet points of topics you will probably cover in the emails once a month or weekly.

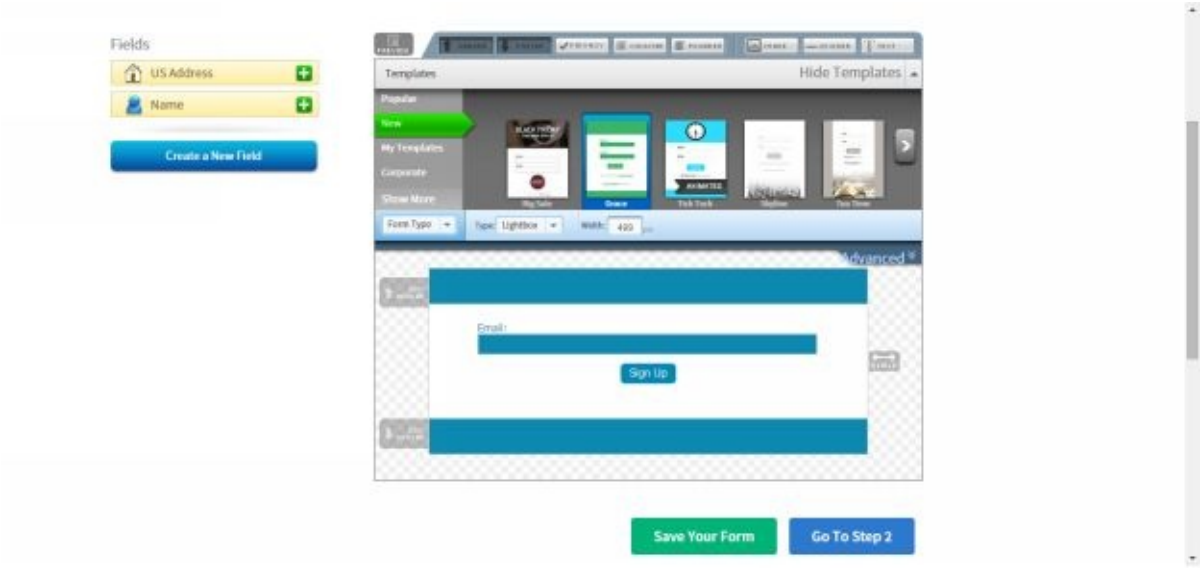
An example of Lightbox Form Type that pops up for a new visitor:

I do want to add, where do you want these opt-in or email sign up forms? You want them to pop in as a first time visitor on your website, on the side bar of your website and on the sales letter of your website above the Buy Now button. Also, if you have your eProduct on ClickBank, to sell for affiliates, you will have it or a link to it on the sales page.

To finish the form, delete the two links at the bottom: “we respect your email privacy” and “powered by Aweber”. We can write in, “We respect your privacy!” Just having links there does not help us. Just a not when changing the text to another color font, sometimes you have to click the color icon a couple time to make it register.

Click on the Submit button for editing and you can change the word or another word or phrase, then click save. Some forms do not allow this though.

Go to the middle of the window and it should say Submit Button in a window, click on it and change it to Form Type. There are 4 form types, two of them I would suggest using.



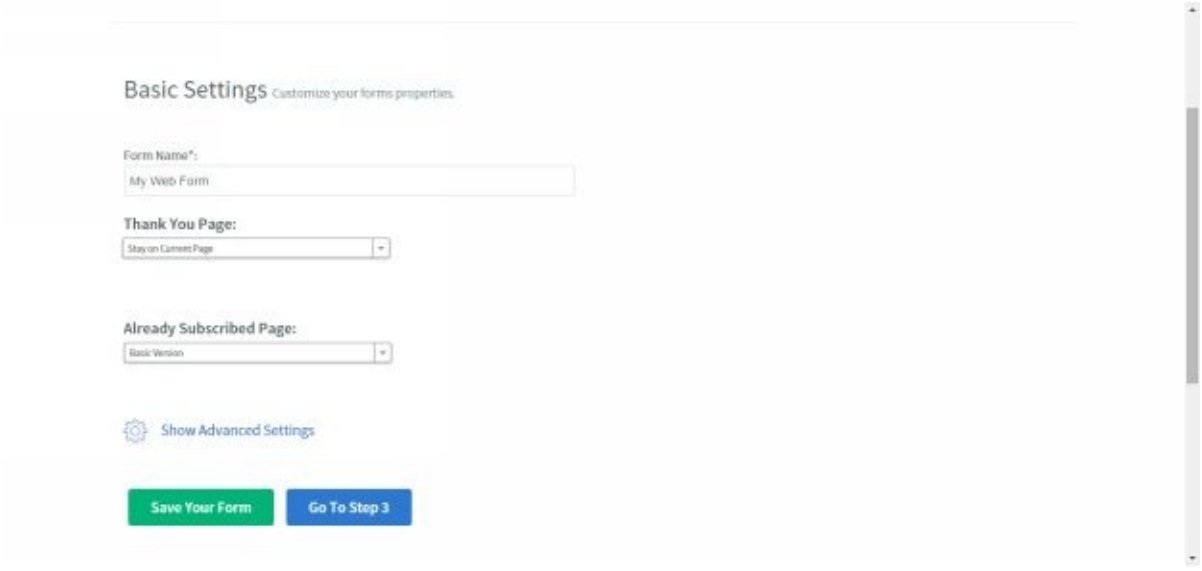
Where it says Type, when clicked on you can choose the form type. In-Line is what we may put in the side bar of the website. And it will stay there. I would recommend having one of these.

Pop-Over, pops up when the visitor arrives and hovers over the website until it is closed or the information is put in. Lightbox does the same thing, except the background is shaded outside the opt-in form that hovers over the webpage.

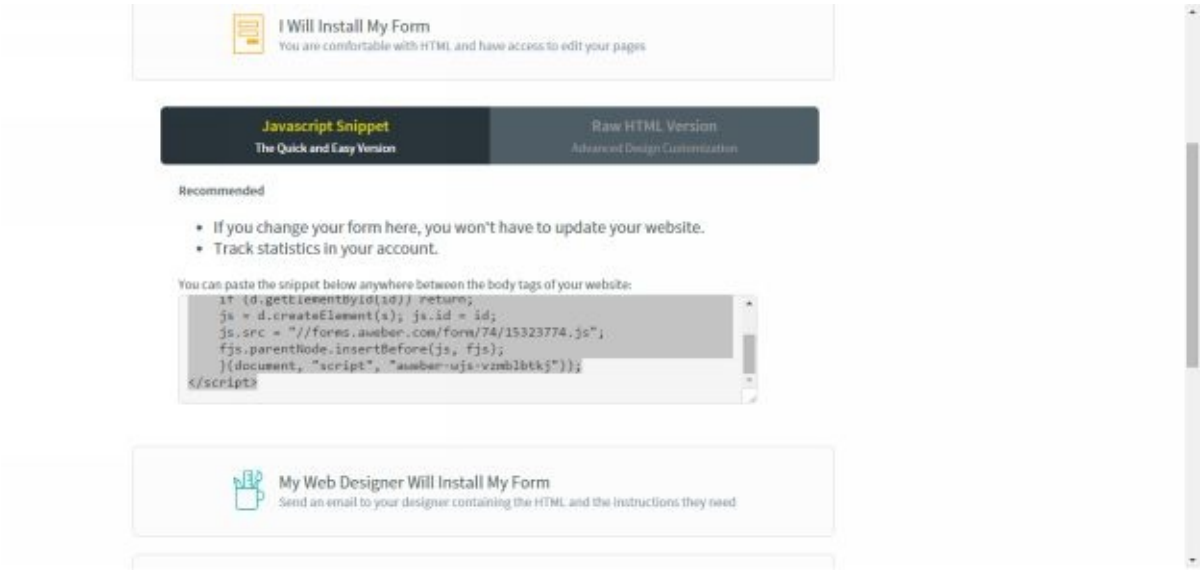
I recommend using this one as well. We will make it so it does this only once for the lifetime a visitor enters your site, and only on the first time they do.

Let's make this one Lightbox. Now hit the Advanced button. And under Display Options you might choose to Slide From Bottom, set the delay to 5, which is in seconds. Under Recurrence, set it to Display Once.

You can also set it to display x amount of days like 180 or 360, for once a year if you want. Then go to the bottom and Save Your Form, and then click Go To Step 2. Name your form, maybe "website name (Lightbox)". Then on Thank You Page, for the Lightbox type change the type to Stay On Current Page.



Then Save Your Form, and Go To Step 3. Then choose the option, I Will Install My Form. Make sure the tab “JavaScript Snippet” is selected. Installing this code on your website will enable you to update or re-design your form from Aweber, without having to re-paste it in the web site again.



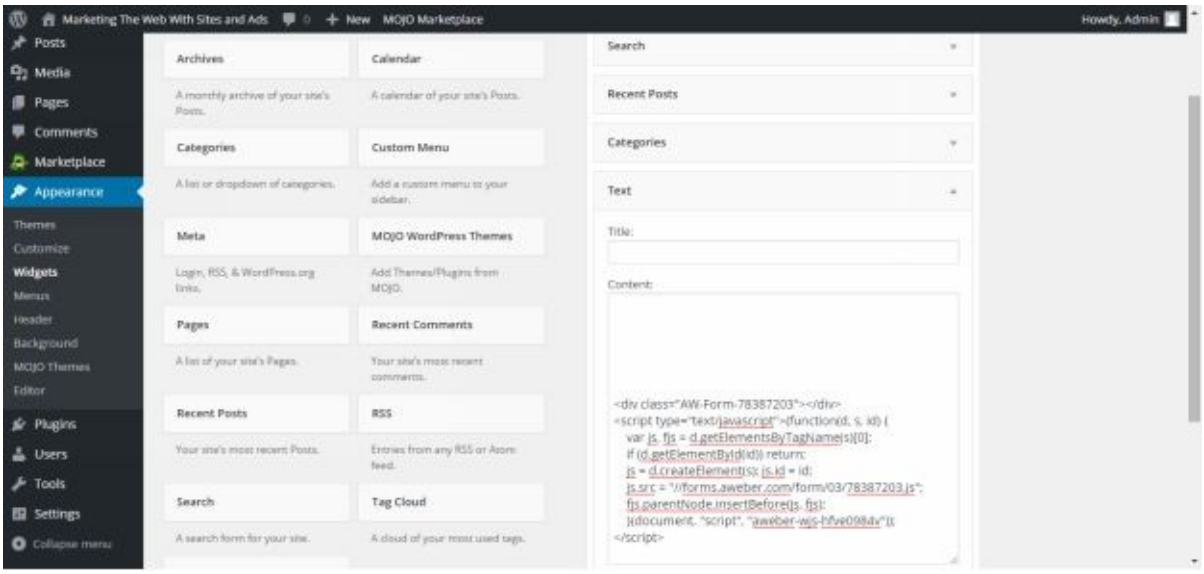
Now, copy the JavaScript code, and go to your website dashboard and to Appearance and Widgets. Put a text box in the side bar and then paste this code in the body of the text box. No title is needed.

Click Save and Close on your text box widget. You can go to the front end of your website to see how it looks. You may actually have to make a change to have it show up always, at first until you have it right…

Make An In-Line Or Static Email Form

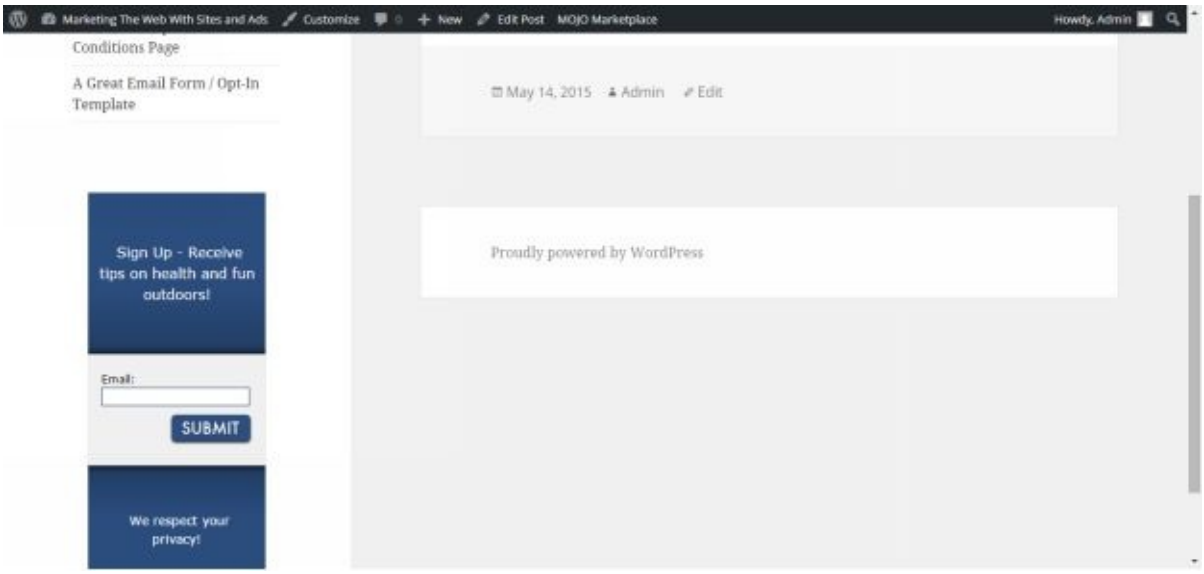
To make an In-Line form just go back to Sign Up Forms > Create a Sign Up Form > and repeat the process. This time after choosing a template, click on Form Type and chose In-Line. This is the default anyway.

Just copy the code again and paste it in the same widget above the other code for the Lightbox sign in form. Now you have an In-Line form and the Lightbox that pops up just once for each visitor. Don't forget to use the advanced setting for the header and footer padding if needed.



You will be able to see it on the front of your site. Sometimes it takes a few minutes to publish a revision too. At the end of this is an example of an opt-in form that gets 58% conversion and that is almost impossible to beat.

You may want to copy it and adapt it to you own use. The template can be used for other products of course. It has three large red arrows pointing down to the email opt-in field.


Marketing The Web With Sites and Ads
Customize
New
Edit Post
MOJO Marketplace
Howdy, Admin
Conditions Page
A Great Email Form / Opt-In Template
May 14, 2015
Admin
Edit
Proudly powered by WordPress
Sign Up - Receive tips on health and fun outdoors!
Email:
SUBMIT
We respect your privacy!

Make An Opt-In Form With A Link

Now I will show you how to set up a form and use it as a link you can put in an advertisement or in a forum… Just choose another template. Also, go to ClickBank and find a product to promote, probably in the top ten or that has a nice sales page that you like.

Be sure though, for this, that the sales page does not ask for an email also. Since you will be making a form to ask for an email, the URL link then takes them to the sales page.

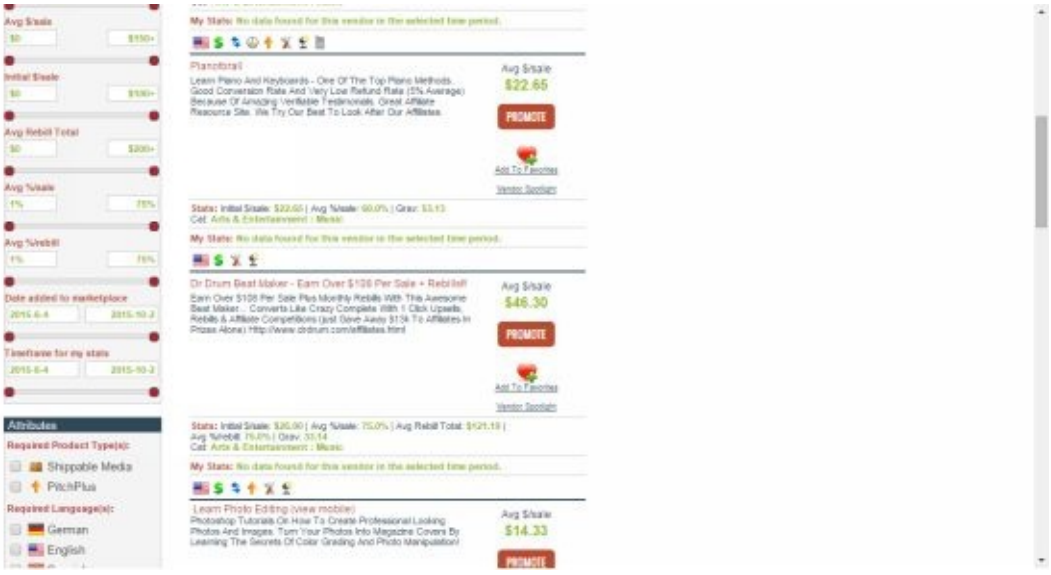
Copy some headline in the sales page and paste it in the header of your form as plain text. For the header the background should be red because it actually sells better. You can make the text white.

You can change the word Submit on the button to something better that you copied from the sales letter like, “Ok, I’m READY For Rapid Mass Traffic!” Making the button red also helps in sales actually.

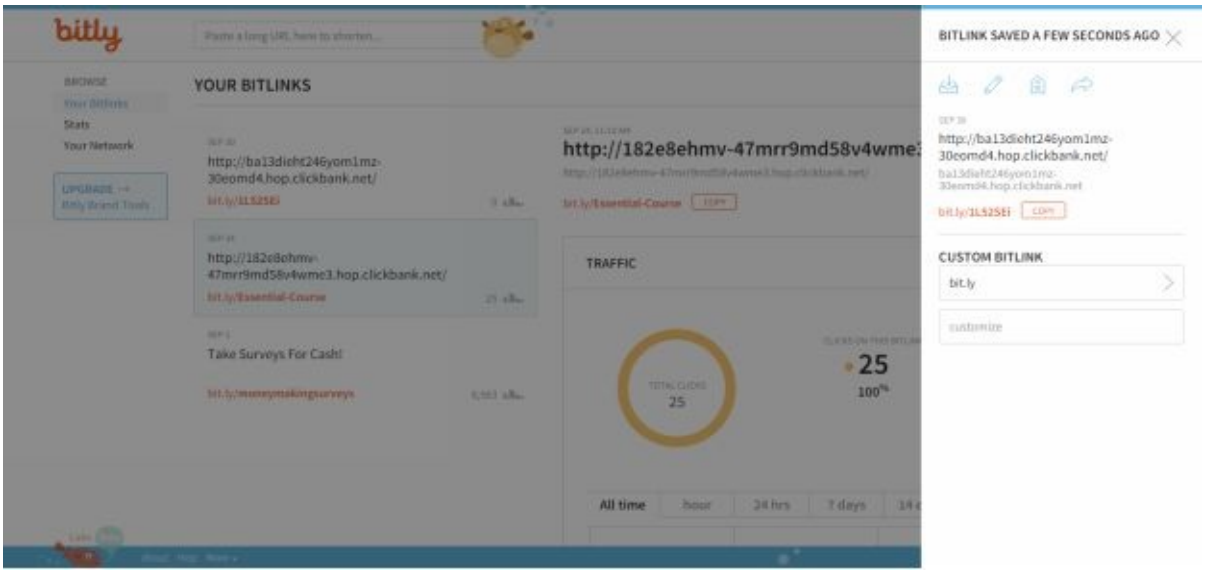
Then again, copy some more text from the sales letter, a sentence or two that is catchy, and paste it right into a Text Element which is located in the topmost right of the template creator window. Paste this just as it is formatted in the sales letter. Put this text box above the email field and under the header.

Lastly, find an image of the product on the sales page and right click on it and select “Copy Image Location”. Then go back to the template and select Image button on the top. Paste the URL into where it says URL: then center it and Save.

Great, now Save Your Form and Go To Step 2. At this point go back to click bank (make sure you are signed in) and go to the product which sales page you were on. Now click Promote to promote the product.



Type in your account name and click Create. And copy the top URL link, go to www.bitly.com and paste it in at the top of the page to convert it into a shorter URL. You can also customize this URL too.



Type in a phrase or word to customize and save it. Then click on the copy button above it (no_spaces). You have your shortened custom URL that is a squeeze page for a product you are promoting. You will receive people's email and they may buy the product of which you will receive commissions.

100% FREE GIFT!

“Simon’s ULTRA Powerful Secret
To Generating Cash-On-Demand
WITHOUT Spending A Dime On Advertising!”

Put your email in the form below for IMMEDIATE ACCESS

// Form Code Here //

Click The Above Button Right Now

Create And Manage Email Lists

Creating an email list is where the money is in this business. When you send a newsletter to a list each month, each week, or every few days, some are willing to buy what you have to offer.

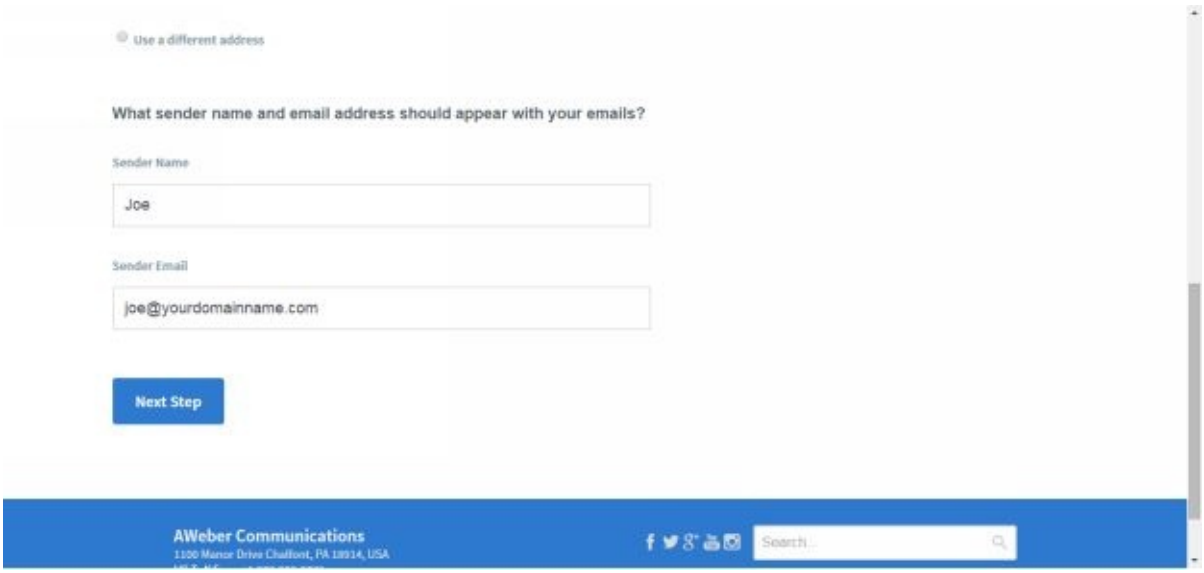
You do not want to push sales on your list but every once and a while you can. Again, for every person on a list you should be able to make $1 per month. And of those who buy anything from you, they are worth to you $100 per person per month.

Not that each will buy again, but the average will be this. People easily make $10,000 a month with their email lists. I will show you how to set up your lists and set up automated emails.

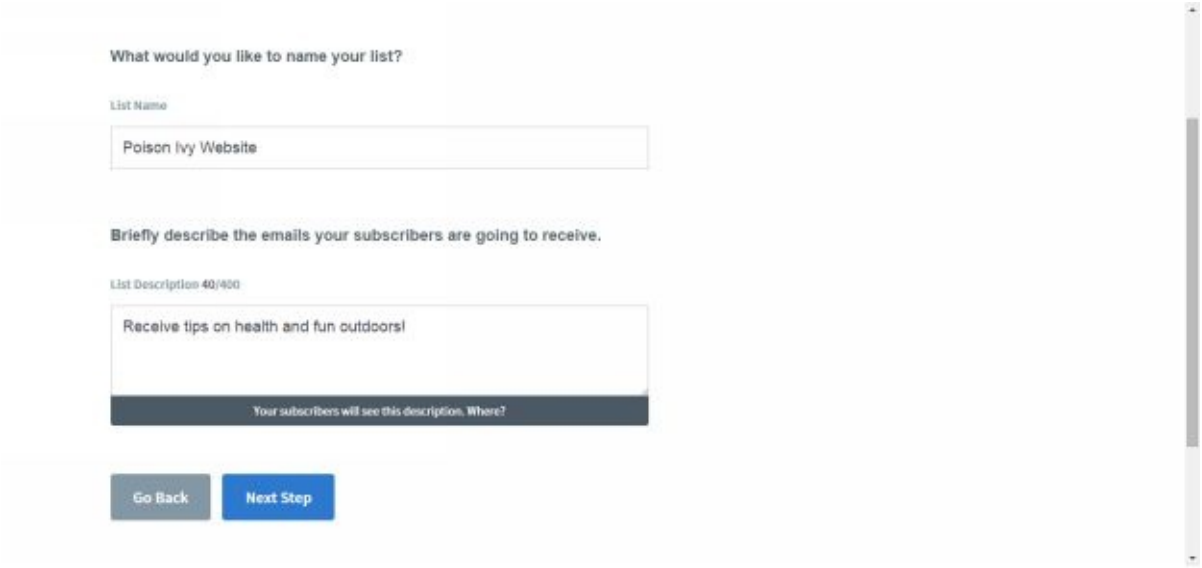
Go to www.Aweber.com and log in. Then at the top of the page click on Manage Lists. Then click on Create A List. For Company name just put your name or your website or niche.

Your company website if you have one that you want to put here. Below this it asks for a physical address. Because of anti-spam laws there needs to be an address. If you don't want your home address on there you could put a PO Box there, or just whatever works for the moment.

Under your name, put your first name or your full name, and for your email I would use a professional email with your website in it. You can use another, like a Gmail account. However if you do get 100's or 1000's of emails on a list Gmail may not perform well.

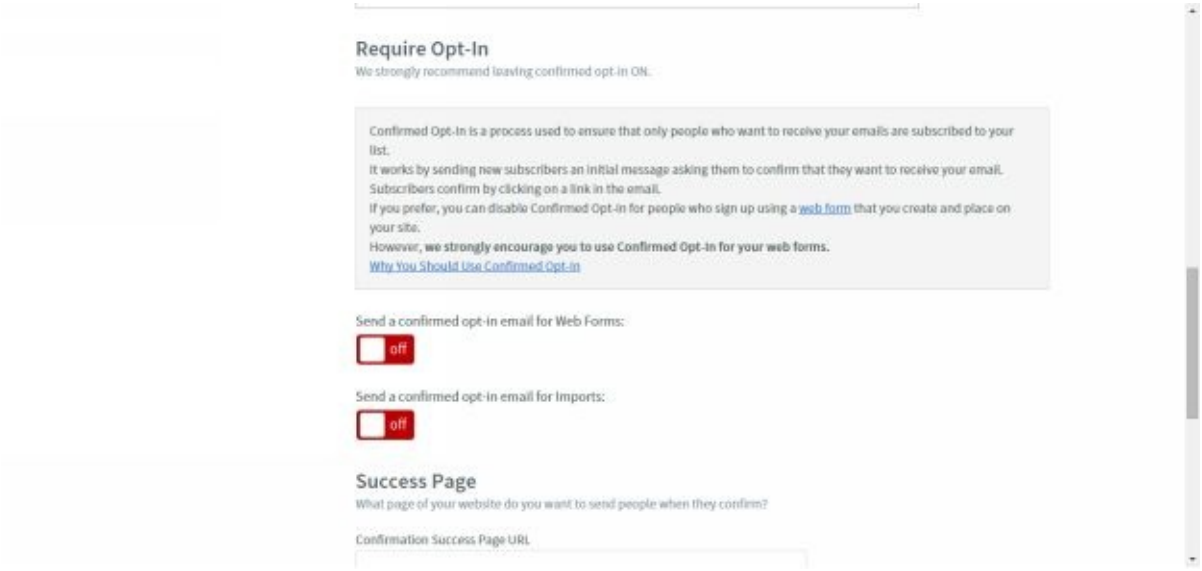


Click Next Step, and write in a list name; something like our website name. Then fill in a description of what this list is. If people chose to unsubscribe they will see the description of this email list. Click Next Step.



For the next window for confirming an opt-in just scroll down to the bottom and click Approve Message & Create List. Now I usually turn off the confirm opt-in. It seems simpler that way.

To set the double opt-in to OFF, go to the top of the page to Manage Lists, then click on your list. Now, to the left, click on Confirmed Opt-In. Scroll down and set to Off where it says: Send a confirmed opt-in email for Web Forms:



After this, click on Save Settings at the bottom. Your List is complete and you can create and manage as many lists as you want. You will be able to use whatever form you want with what list you want.

Automate Pre-Written Emails

Now that you know how to set up Opt- In forms on your site, for advertisements, and also how to make lists, all you need is to find out how to send emails to those lists. You can

send email letters when you want and set up scheduled pre-written email even for up 2 years' worth of content and longer.

You can have promotions in them for other products from clickbank or that you own. With these emails you will want to make them really good. They can be short and just have a bulleted list of tips or a video from YouTube.

Again when writing emails you will want to try not to sound so much like you are selling them something. Maybe once every 2 or 3 emails do promote something they may really want. This is how you will make money from your list.

The easiest way to make email messages is to first put them on MS Word and then just paste them over into the templates. Any document software is fine for this and you won't be doing anything fancy with it.

You could also have a 200 word article written including some bullet points from Content Authority. It may cost $13 but they will research it and write it in expert level writing. At the Excellent writing level the cost drops to $4.60 for a 200 word article.

Having found a writer using a direct order will bring the cost down further. If you can put as many things on autopilot as you can, you can scale up your business and bring value to your email lists.

Once you start making money online this may be an option for you. Having plain text emails are easier and done more often than having images but making your email interesting to the eyes does have good results too.

To begin with, you have to choose a list to make the message(s) for. To do that look at the top of the webpage at the box "Current List" just make sure you are making the emails for the right list.

Then to start creating messages, go to Messages tab at the top and then click on Create a Message. Then click on Drag & Drop Email Builder. The default template is the Plain Template, this is good to use.

At the top of the page, enter the subject of the letter. Then in the text box that is displayed, I would delete the {!firstname_fix} if you did not capture the name with the email. It's up to you what you want on your form. Now you can paste or write your email.

Also, the other default text in there you can delete too. Your first email should be a welcome letter. It can look like this:

"Hi,

Welcome to my newsletter! You will receive great tips on having fun outdoors and keeping up your heath.

Please white list my email address – add my email address to the contacts – to make sure you receive the letters. Thank you for signing up!"

Here is your first newsletter: Camping Food Tips!

…

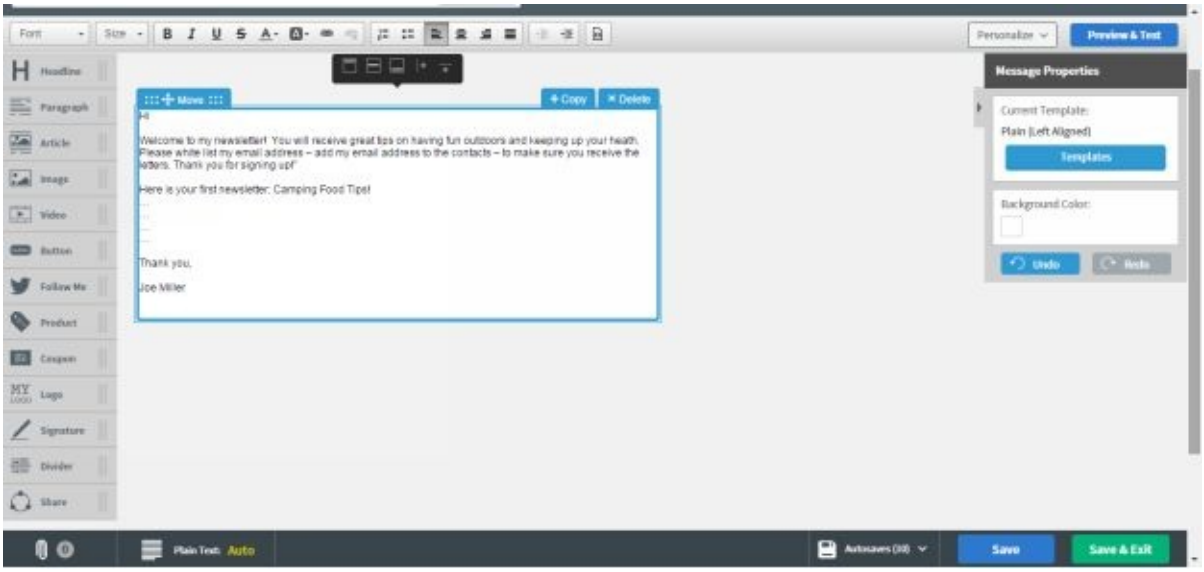
…

…

…

Thank you,

Joe Miller”



After the email is written just hit Save and Exit. On the next page, click on Send Options. You can send a test email to yourself, and then you can click on schedule a broadcast to send it to everybody and chose the list or lists you want to send it to.

However, we want to put this email out in Add to Follow Up Series. This way when someone subscribes to the list they get this email first and immediately.

After this then click on the next button that says Add to Follow Up Series. Keep the box checked for “Track clicks on website links in this message”. This will give you data in your Reports tab.

Don’t worry about any Campaign Sharing options. So, one email is made so far. If we want 2 years of content we will need to make an email for each month. That would be just 24 emails.

We make another email just the same as the first and click Save & Exit, then we have the options again for it. We will then click on Add to Follow Up Series. Then choose how many days later to send the 2nd email to them.

It can be just 30 days later or whatever you like. Keep the box checked for “Track clicks on website links in this message”, and then click Add to Follow Up Series. Now you can see how the emails are building.

And no matter when a new subscriber joins they will receive all the emails starting with the first one. Then after the amount of days receive the next email. You will always be

able to give a broadcast email to everyone, promoting a certain product that you recently came across or for whatever reason.