

Easy40 Killer Tactic

Step-by-Step Blueprint To Online Success

Written by Alex W.K.

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Congratulation For Joining Easy40 Income System ...

This special report is written exclusively for those who have purchased Easy40 from me. So you are not allowed to reproduce or transmitted in any form whatsoever, electronic, or mechanical including photocopying, recording, or by any informational storage or retrieval system without expressed written, dated and signed permission from the author.

Within this “ Easy40 Killer Tactics” special report, I am going to reveal to you some of the secret techniques that top gurus don’t want you to know about.

After this, you should never have an issue making money with Easy40 again. I am going to let you in on some tools I use in my day-to-day activities to reveal some of the secret techniques.

Then ...

I even going to tear apart the killing tactic that generates me \$5000 + for pure profit in each week. When you can apply and use for your Easy40 business which may propel you to financial freedom ...

I mentioned the word “may” because there is only so much I can do to guide you through. At this point it’s on YOU. If you are the type of person to read the guide, take important notes and take action, then you are about to make it... and make it in a very big way. Take action and enjoy the result!

Alex W.K.

"I do not know anyone who has got to the top without hard work.
That is the recipe. It will not always get you to the top,
but should get you pretty near."

Content

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Step #1 Link Cloaking – Masking your easy40 affiliate link

1 Major problem when you runs your Easy40 affiliate into is that it is obvious that your link are affiliate link, which will result in lost sales (other affiliates notice and steal your sales), and downright confusion (newbie see <http://easy40.com/?id=320> whoever see the link, and think “what the hell is that?” and will not click on it).

Keep in mind that Google does not allow multiple url’s under the same search term. In fact Google added a new component to their adwords system which does not allow multiple advertisers to promote the same url under the same search term. This was brought into effect to increase the quality of their results, and to prevent one company from being advertised several times under the same keyword. If you have been promoting Easy40 through direct linking (ex.<http://easy40.com/?id=320>) and cannot seem to get any traffic to your site this could be why.

So I do not recommend you to send traffic directly to your Easy40 affiliate link.

No worry! I have one solution to both problem that is to cloak your link so that your easy40 affiliate link looks like this;<http://www.yoursite.com> what ever is the domain name of your affiliate link you are promoting.

My advise is to send your traffic to your landing by getting a new domain name. You can register a new domain name for cheap cost but high quality hosting service.

The main advantage of having your own hosting domain is that you have control of your website and nobody can shut down your website. There are cases like when the user unknowingly or knowingly put up an affiliate link of an illegal site that free website service or free cloak linking will determine your account indefinitely. In order to prevent that from happening, I highly recommend you to use a hosting service if you are serious about making money from Easy40.

Step #2 Purchasing a Domain - Get Your Easy40 Domain

Estimated Cost: \$5.95 - \$12.95 / year

The first step to setting up a web site is purchasing a domain. It can be difficult to find a name that pertains to your business, especially those that are one word. If you are creating a site that will be industry specific such as Easy40.com, you should buy a domain that is relevant, yet still easy to remember. For example, if you were going to create an Easy40 related site, you would use pick a name like MyEasy40.com or Easy40Income.com. **“LunarPages”** has tools that make this process easier, and they are one of the cheapest. www.GoDaddy.com is also very fairly priced and offers great service.

When you're choosing a domain name, it is important that you choose a name that has meaning for your business. Example "Easy40-reviews.com", or "Easy40-Incomes-System.com". Using dashes in your domain name will make a domain name easier for you to find.

Another technique is to pick a very general domain name, something like "Easy40-comparison.com". With this domain, you can have many different pages or sub domains.

Note - Money Saving Tip

*LunarPages web hosting companies provide free domain names with the purchase of some of their packages.

Step #3 Easy40 Website / Landing Page

You should have got your domain name by now. It is time that you should build your Easy40 website or landing page that can sell for you. You don't need to be a professional webmaster to build a good website, but should need a little knowledge and practice. If you don't have the time to learn on how to set up and build a website or landing page, I will show you how you can use my pre-built website templates to make a website in no time.

Keep in mind that more important than your website graphic, is your page's content. Your website visitors want a website with good content that is easy to read and easy on the eyes.

Content Website

A content website is one of the most commonly used promotion strategies. Your website should focus on a single category or theme. Don't try and be all things to all people. The narrower your topic is the more high-quality traffic you will be able to bring to your website. Embed your Easy40's text links into your content rather than using banners. Banners get ignored; links get clicked. An example of a content website that I have developed is the <http://www.guide2buying.com/easy40> (You can copy my website template if you want, but please include the link back to my website)

Review Website

The purpose of a review website is to provide critical reviews of Easy40. In most cases you would write the reviews, but it's possible for you to let your website visitors write reviews too. For instance, features an editorial review and customer reviews for most of the items they sell. The customer reviews add credibility to your website and give you fresh content. Importantly include easy-to-understand rating alongside your reviews, and avoid writing the review like a sales letter. This will give your visitors something to measure your review. An example of a review website that I have developed is the <http://www.guide2buying.com/review.htm> (You can copy my website template if you want)

Before you begin building your website it's imperative that you have a well thought-out plan. Without a plan is like a contractor trying to construct a building without a blueprint. Not only would it take forever to build, but the end result would be a complete disaster! By having a website plan you will

be able to build your website faster and better. In addition, you will be able to identify potential problems before they arise and become difficult to fix.

Develop A Content Theme

Once you have decided it's time to start thinking about a **content theme for your Easy40 website**. A content theme tells visitors what your website is about. Your visitors should be able to understand what your site is about within 5 seconds of arriving. See example of Easy40 content theme <http://viralurl.com/cybermax/easy40/>

When planning your content theme, I recommend that you review your keyword list and Easy40 offerings. Did you notice any market categories that were underserved? Did you happen to find a group of related keywords that would make a good content theme?

Plan Your Easy40 Website Layout

Once you have selected a content theme and planned your website sections and pages, you can start planning your website layout. A website layout is like a blueprint for a house. At this point you don't need to worry about your website design; that comes later. You simply want to plan a framework for your website.

Nearly every website has 4 common layout elements:

- 1 Website Header
- 2 Navigation Scheme
- 3 Main Body
- 4 Website Footer

I've included an example of a simple website layout below.

Logo/Website Name	
Global Link Global Link Global Link	
Section Link Section Link Section Link	Breadcrumb link > Page Name Page Headline content content content content content content content content content content contentcontent content content content contentcontent content content content content contentcontent content content content content content content content content content content content content content content content contentcontent content content content content contentcontent content content content content content
Footer Navigation: Privacy Policy Contact Us About Us Sitemap © Copyright Statement	

Let's talk about these layout elements in more detail.

Website Header A website header sets the tone for your website. It typically includes your Easy40 logo, Easy40 name, and in some cases a content-themed graphic.

The header should not take up too much screen real estate. If your header is too tall, it may push your important content too far down the page. The height of your website header should be 100 pixels or less.

The header should load fast. It's o.k. to include a content-themed graphic in your header, but make sure the file size is small so your page can load quickly.

Main Body The main body is where your content goes and is the focal point of your web page. Your objective is to layout the content in a way that makes it easy to read and follow. You can write your own content or copy from <http://viralurl.com/cybermax/easy40>

Contact Info You should include your contact information such as your email or phone number on your website. Visitors will trust you more if you provide them with an easy way to contact you.

Privacy Policy It enhances your websites credibility and is required by most merchants.

If you want to create and publish professional websites in minutes without knowing HTML or programming. I would recommend you to check out SiteRubix which is a website development tool that the web illiterate can use and savvy experts will love to use. With SiteRubix you no longer need to know HTML or become a web expert to create high quality and high converting sites... and it can done in a matter of just a few minutes. I use SiteRubix myself.

[Click Here To Check Out SiteRubix](#)

Step #4 Choosing a Web Host - Full Control Of Your Easy40 Website

Cost: \$6.95/month +

One misconception is that having a good web host is expensive. Hosting is very inexpensive, but is a necessity to having a quality website. A lot of the web hosts allow you to host multiple domains on their server (for an additional cost), which will add scalability to your internet business.

There are free hosting services available, but these are not recommended for hosting as they are not as reliable, lack features, and don't have the bandwidth or space of those that are purchased.

Recommended Hosts:

I highly recommend the following 2 web hosting companies as I have used all of them. If you are looking for great Hosting / Domain packages I suggest looking into the following companies:

1. [1. LunarPages \(From \\$6.95/mth\) Click Here](#)
2. [2. Host Gator \(From \\$6.95\) Click Here](#)

DNS Settings

Your hosting company will provide you with a primary and secondary Domain Name Server (DNS).

A DNS translates domain names into IP addresses. Because domain names are alphabetic, they're easier to remember and make more sense than a set of numbers. Every time you use a domain name, therefore, a DNS service must translate the name into the corresponding IP address. For example, the domain name www.your-site.com might translate to 187.210.24.84.

The DNS system is a network of servers. If one DNS server doesn't know how to translate a particular domain name, it asks another one, and so on, until the correct IP address is returned.

In order for your domain to point to your web host, you will have to copy the DNS information from your web host, and change it add it to the DNS settings of your Domain that you purchased. For example if you purchased a domain from goDaddy.com, you would have to go into your DNS settings and update the DNS info.

It usually takes about 2 days to resolve your URL (DNS network to be able to translate your domain), and your site to display on the Internet under your domain name.

With all of this being said, if you buy hosting from the same company that you bought your domain from like [Lunarpages](#). Or if the domain name was included with your hosting package, you won't have to worry about changing your DNS settings. Your hosting company will take care of this for you which makes things a lot easier.

Uploading Your Website to The Server

Now that you have your hosting and domain set-up, you are going to need a program that will upload your website's files to your server. Your File Transfer Protocol (FTP) program will require you to enter some server

specific information so that you can connect to the server. You will need the following information to connect via FTP to your web server:

FTP Host – provided by your web hosting provider.

Login – provided by your web hosting provider

Password – provided by your web hosting provider.

After entering your FTP information into the appropriate fields, you will want to connect to the server. The remote server will contain several folders where each of your domains live. Navigate to the domain root folder where you want to upload your site to.

Note: Many web hosting companies offer the ability to upload your site using their own upload tool. In this case you won't have to install an FTP program. If you decide to use programs like Dreamweaver or Frontpage, they have FTP programs built in and are very easy to use.

If you need an FTP program then you can download FileZilla. It is very easy to use and setup.

Download FileZilla here <http://filezilla-project.org/>

My Recommendations

When you're setting up a website for the first time, you don't want to be worrying about how your web host, domain and DNS settings all fit together. I recommend choosing a hosting company like [Lunarpages](#) that offers hosting, and a free domain name with your purchase. Buying your web hosting and domain from the same company can save you some serious headaches down the road and not to mention a few bucks as well.

I use LunarPages hosting for many of my sites, actually, www.MyNicheCrashCourse.com is hosted on a server owned by LunarPages. Their user interface is very easy to use, and they have useful tools to help you get your first websites up and running in very little time.

Based on Ease of use, functionality, price, and reliability, I highly recommend using LunarPages as your web hosting provider.

[Click Below Link to Visit LunarPages:](#)

Free website

*If you are lacking budget, or want web domain and hosting at no charge. Please visit <http://members.freewebs.com> , but there are disadvantage that you cannot use your own domain name, cannot run CGI and Perl scripts, and lacking full security. That's mean you have no full control over your free website. So my suggestion for you is to invest a minimum amount of fee to get your own website for a long-term advantage.

Step #5 Getting started with an autoresponder - Increase Your Sales For Easy40

Lets Get Started...

People who visit or download your free report for the first time probably won't buy. So you need to collect their name and email for future contact and form relationship with your prospective customers. If you want to generate more sales from Easy40, you will need an autoresponder. Let focus on getting setup with an autoresponder. There are many autoresponders available online, however I have found that Aweber is the best service available. I highly recommend using them.

- 1** Visit: [Aweber](#) and click on the "ORDER" button at the top right hand side of the screen and enter your information. Remember, \$19.95 per month is very little to spend on such a service. If you are skeptical about using mailing lists, then sign up for 1 month to prove it to yourself that this really works.

- 2** Once you have signed up to Aweber you will be sent an e-mail with your login details, and you will be able to log into your Aweber control panel right away. When you enter into your account you may be overwhelmed by what you see, but don't worry! This course is going to walk you through everything that you need to do to start building your e-mail list from your existing website.

Something To Think About

Everyday I log into many accounts of Easy40 members, many times simply to look over things to make sure that no BIG mistakes are being made. Also, I help tweak the accounts by making suggestions. To be honest, a lot of members are making money, but some are looking for ways to increase their conversions. Obviously, using [Viralurl](#) and tweaking your landing page helps dramatically, but if you start building mailing lists, your sales will increase. Obviously there are a lot of techniques that can be used to

maximize the performance of your email marketing efforts, but the first step is to get signed up to an autoresponder.

I have been testing the mailing list techniques for quite a long time and I have some amazing techniques that can help you achieve over 80% sign up rates to your mailing lists. Check out <http://viralurl.com/cybermax/easy40> This squeeze page is converting at an amazing rate of 80%. It means that 80% of people that come to this page can be contacted in the future.

Recently I have seen member accounts that are generating nearly 500 clicks per day at only 5 cents a click. If a form was added to collect mailing list subscriptions, and achieved a rate of say 50%, 500 clicks per day could turn into 250 mailing list subscriptions. That's 250 people that you can sell your products to. Perhaps you only get 50 clicks a day to your website. You could still get 20-25 people signed up to your list. After one month you could have 750 people who you could send a promotional email to? If you convert at 1%, it means that you could instantly make 7-8 sales from one broadcast email. Here's something else to think about. If you setup a follow up email that is sent instantly when a user signs up to your mailing list, you are able to promote your product even after they leave your page. A promotional email would be waiting for them in their inbox. If 1% of those people make a purchase that is another 7-8 sales per month.

If you were promoting Easy40 at \$47 / Sale, you could generate an extra 15 sales / month from your existing website, just by having an autoresponder. That's an extra \$600.00 Cash in your pocket on top of the sales that you already get directly from your website. For \$19.95 / month you can't beat that Return On Investment. Don't forget that you can sell other products to your mailing list subscribers at a later date. Your potential to make money grows as your mailing list does.

Setting up your first mailing list

Okay I am going to get right into things and set up your first mailing list within your aweber account. I'll walk you through the procedure and make sure that you set things up correctly.

I am not going to be talking about THEORY or benefits, I am not going to talk about much at all, besides setting up your first mailing list. Aweber can be very difficult to navigate due to the complexity and large amount of

functions that you can carry out. Below are the steps that you need to take to setup your first mailing list.

Steps to Setup a Mailing List

1 Log into your aweber account by visiting <http://www.aweber.com/login.htm>. Enter your Login Name and Password. Your Aweber control panel will look like the screen shot to the right. You will see a default mailing list that has been created for you. It will look something like this: **default285252**.



I am going to modify this list so that we can use it to start collecting subscribers. To do this you need to click on the tab along the top that says "List Settings". This Will bring up a new window that has the details of the list and a forms to customize it.

Upon clicking on the "List Settings" tab, you will be taken to a screen that looks similar to the page on the right. Enter the necessary information for your new mailing list.

2 You need to enter the List name, description, company name, and website url, however logo url and divider HTML color can be left blank. In the Auto responder Admin Emails, you need to have at least one email address that will be associated with all mail that you sent out.



Now that you have your first e-mail list setup, you are almost ready to start collecting e-mails. I say "Almost" because there are a few more steps that you need to take in order to take full advantage of your mailing list. Next, I

am going to setup a feature that is very important, and can many times determine whether or not your mailing list will make you more sales. Feel free to browse around in your aweber account, even create some new lists if you want.

Creating your follow up message

Are you getting excited about implementing your mailing list on your website? You should be because you are adding another marketing technique that works very well and can make you a TON of money in both the long and short run. I have explained the previous benefits of having an autoresponder on your website, and how to set up your first mailing list. The previous steps haven't taken much time to complete as they are fairly straight forward. This is going to take you a little bit of time to complete because it involves writing a follow up email message.

Follow up messages are very important because many times these messages will make you a sale. If someone signs up to your mailing list, they are showing a certain level of interest, and if this interest is high enough they may purchase a product that you are promoting. Below are the steps that you need to take to setup your first Follow up message. These messages get sent immediately when someone subscribes to your list.

Follow Up Messages

1 Log into your aweber account by visiting <http://www.aweber.com/login.htm>. Enter your Login Name and Password. Your Aweber control panel will look like the screen shot to the right. If you set up your list as described in Lesson 2, you will see your list name this time instead of the default list name.



With your list selected in the top "Select List" box, you need to click on the "Messages" tab.

2 Upon clicking on the "Messages" tab, you will be taken to a screen that looks similar to the page on the right. In the middle of the screen you will see a link that says "Create Message 1". Click on this link.



3 When you click on the "Create Message 1" button you will be taken to the Message manager - Edit screen. This is where you are going to add your follow message text. You will see 2 main boxes, one that says "Plain Text Message" and one that says "HTML Message". It is very important that you copy you sent out your message in both Plain Text and HTML as not all email servers allow HTML.



You will also see a box at the top that allows you to select a template for your message. For the purposes of this Lesson, we are not going to use a template, however you can customize the way your

messages look by using the pre-built templates.

There is also a drop down box that allows you to "Merge Personalization Fields". This allows you to add user information to the e-mail that you send. For instance, you may choose to insert the code: **{!name}**. This will add the name of the subscriber to the e-mail wherever this code is placed..

When you are finished writing your follow up message, make sure that you add a link to your website, or perhaps even your Easy40 affiliate link to the e-mail. You need to provide reference back to your site so that your visitors know where to go if they want to make a purchase. It also helps to add text links within the text of your message. This can drastically improve the click through ratio from your follow up message to your Easy40 website. It is also a very good idea to have the box that reads "Click Tracking" checked as aweber can calculate how many times your links within your website have been clicked on.

4 Click the "Save" button and you will be taken to a page that looks similar to the one on the right. Notice that there is a menu title that says "Spam?". If In this case, our spam reading is very low at 0.2, however if Aweber thinks that your message will be caught by SPAM filters, it will tell you. You can click on the 0.2 for an explanation on why your message is rated this way. You may need to follow the instructions and make changes to your message in order to lower your SPAM rating. If your spam score is below the 3.0 limit, your message will most likely get through to most of your subscribers.

There is one more menu title that you



should be aware of. Clicking on the "Test" button will allow you to send yourself a test email so that you can see how it looks when it arrives as an email. I highly suggest testing your message immediately after saving it.

Once you have saved your first follow up message, you are almost ready to start collecting e-mails. To do this though, you'll need to add some code to your website in order to have the subscription form show up.

Adding the web form

Lets get started right away, because after you are going to have a fully functional mailing list form on your Easy40 website, and you will be able to start collecting emails right away. In order to continue today, you are going to need access to your website, or landing page HTML code. If you are even just slightly familiar with HTML today shouldn't take you very long as Aweber makes it easy for you.

Creating a Sign Up Form

- 1 Log into your aweber account by visiting <http://www.aweber.com/login.htm>. Enter your Login Name and Password. Your Aweber control panel will look like the screen shot to the right. If you set up your list as described in Lesson 2, you will see your list name this time instead of the default list name.

With your list selected in the top "Select List" box, you need to click on the "Leads" tab, and then click "Web Form Generator".



- 2 Upon clicking on the "Web Form Generator" tab, you will be taken to a screen that looks similar to the page on the right. In the middle of the screen you will see a link that says "Create new web form". Click on this link.



You will be taken to the "Web Form Generator - Edit" screen. This is where you are going to set up your form for people to enter their names and e-mail addresses.

- 3 At the top of the "Edit Web Form" section, you need to enter a name for your form. This name will only be seen by you, so use a name that makes sense to you. The second section is very important. You need to choose the TYPE of form. For this demonstration we are going to create an "In-Line" form, however you can choose to use pop-ups if you would like. Both are great for different purposes.



In the "Headline" section you need to write something to entice your visitors to sign up to your list. There are probably hundreds of different techniques that you can use here, however we are going to focus on one only. Your headline needs to be relevant to what you are promoting on your site. If you were promoting a product that focuses on making money online, your headline may be: "Sign Up And I'll Tell You How To Make \$500 / Day Working From Home".

A headline like this also needs to be similar to your follow up message. If you are going to tell people how to make \$500 / day working from home,

you may want to provide an explanation of Affiliate Marketing in your follow up message, then list a number of Easy40 benefit that can help people get started.

- 4
- Once you have the heading sorted out, you need to specify what Input Fields you want to use. Place a check in the box next to the field you want to include. I recommend collecting your visitors names, and email addresses, and making both of those fields required to sign up to the mailing list.

The Screen shot on the right is an example of how you can set up your form.



- 5
- Save your web form and you will be taken to a screen similar to the one on the right. Click on the Highlighted button "Get HTML". Clicking on this button will bring up a window with the necessary code for your website. We want to focus on the "Javascript" version of the code that will look something like this:

```
<script type="text/javascript"
src="http://forms.aweber.com/form/34/73
5330634.js"></script>
```

We're only one step away from adding this form to our website!



- 6 Open your landing page HTML code and paste the javascript from step 5 on your page. You'll want to make sure that you add the code between the <body></body> Tags on your page. Wherever you put the Javascript code is where the inline form will show up on your webpage. The screen shot to the right is an example of what the form may look like.



Now all you need to do is save your webpage file, and upload it to your server. You will now be able to start building your mailing list. To fully optimize your webpage to achieve the best results, you will need to test the web form in different locations on your page. You can also change this web form so that is a pop-up. Now that you have learned the basics of how to create a mailing list, and add it to your page, you have the necessary info to play around with the setup of the page. I highly suggest that you test inline forms, vs pop-ups to see which works better for your landing page.

Using Your Mailing List to Re-Sell

A broadcast email is similar to a follow up message, but in stead of having it sent at a particular time (for instance, as soon as someone signs up to your list), you can send broadcast messages out at anytime you want. After a while, your mailing list will grow, and hopefully you will be able to get thousands of people signed up to your lists. Top marketers (Me Included) have literally thousands of people on my mailing lists. Marketers who have been building their lists for years can have hundreds of thousands of people on their mailing lists, and in this case, they usually have a full team of people to help send out relative content.

With 100,000 people only one button click away, it is easy to see how you can turn an email list into a gold mine each and every month. With this being said, you DO NOT, want to send out emails that simply sell your products. In order to keep your subscribers from "Unsubscribing" you need to send out quality content. I have tested many different techniques. I've sent out Guides, Tutorials, Tips, Ebooks, How To's, Promotions and cutting edge information in my mailing lists, just so I can keep my users interested in

what I have to say, and keep them reading my emails. Every once in a while I send out a pure promotional email that can generate literally thousands of dollars - Tens of thousands in some cases!

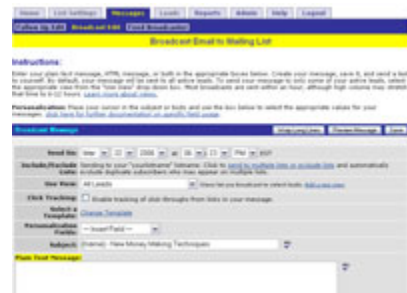
You are going to learn how to Send out a broadcast email to your Easy40 subscribers. I added the web form to a website so that visitors can join the mailing list, so in time, your website traffic should start signing up to your list. When they do, you want to know how to sent out a broadcast.

Sending a Broadcast Email

1 Log into your aweber account and select the list that you want to create the broadcast e-mail from. So far I only have 1 list, so it will be selected by default. Next, click on the "Messages" Tab and then click " Broadcast Edit.



2 Upon Clicking on the "Create New Broadcast" button you will be taken to the Broadcast Email to Mailing List section. This section is EXACTLY the same as the Follow up screen, so you should already be familiar with how to navigate this page. Write your email in both Plain Text and HTML, and click save.



3 When you click save, you will be taken a screen where you will be able to view your SPAM rating, test your email, and send it to your mailing list. Once you have tested your email, you can click the "Queue Now" button and add your email to the send queue. Once you send your message, you will have approximately 5 minutes to stop the send from going out. The send queue is very fast, so before you click the "Queue Now" button, make sure your message is properly formatted.



Broadcast Messages are very important as you can turn each email into thousands of dollars, however, you do not want to become SPAMMY, and sent out too many e-mails. It is sometimes a good idea to tell your

subscribers up front that they will receive weekly updates and information from you so that they do not consider it spam.

Congratulations!

You've Completed on how to Setup an Auto Responder for your Easy40 website! For more in-dept detail about “How to build your subscribers list and marketing to them visit “Inside The List” via below link.

There are very few guides available for people who are already making money online, but “Inside The List” lays out all of the Advanced Techniques that the "Wealthy" use. This guide is a no Bull Sh** guide that simply tells you exactly how to take your Internet Business to the next level. The book has been reviewed by Top Internet Marketers as a "MUST HAVE" guide and I agree. If you don't have an opt-in list already, you're missing out on huge profits.

[Click Here To Visit “Inside The List”](#)

*** Free Autoresponder**

If you want to save the fee. You can get a free autoresponder at <http://www.sendfree.com/> . Free autoresponder works like a paid autoresponder except that 3rd party ads are included with your autoresponder, limited to 12 follow-up messages, no ability to broadcast emails to your leads, and no attached files can be added to your autoresponder messages. If you plan for a long-term profit, I suggest you to go for a paid version here <http://viralurl.com/cybermax/aweber> .

Step #6 Promote Your Easy40 via Pay-Per-Click Advertising

Pay-Per-Click Advertising is one of the most reliable ways to make money online. Once setup correctly, you can allow your PPC Campaigns to continually drive qualified traffic to your websites. The key to being successful in PPC advertising is to make sure that your expenses are less than your revenue.

Setting up a Google Adwords Account

There are many ways to begin internet marketing, but I have laid out a simple procedure that will get you up and running as quick and easily as possible. The first thing that you need to do is visit Google Adwords and sign up with an account. Google Adwords is where you will begin your advertising campaigns. Although at this point you do not have a product or website chosen you can still sign up for your Adwords account so that when it comes time to start sending traffic to a site of your choice you can do so without having to sign up for an account at that time.

<http://adwords.google.com/select>

When you sign up you will be asked some questions including what currency and language you want to use. At this point you will also be asked to create your first campaign, but you don't have a product to promote yet so what do you do? You set up a "Bogus" campaign. You can enter anything that you want with the intention of deleting this first campaign once you have successfully signed up. You will be asked for a display and destination url but again, you don't have a website so just enter any website that you can think of. Try "Whatever.com". You won't be using this campaign so any URL will do. You will also be asked to enter some keywords. Just enter one keyword, for example "easy40" and set your Maximum Cost per Click at \$0.01. When asked to enter your daily budget just enter \$1.00. At this point you will be asked to sign in using your e-mail address. Upon setting up your sign in details you'll be ready to sign in for the first time.

Choose Keywords

The next step is to find some keywords for Easy40 that you have chosen to promote. You can find many keywords at <http://www.vretoolbar.com/keywords/> for free. The reason I want to find

keywords is so that I can get my ads placed in the google search results. If you are promoting an Easy40 product and a google user types in the keyword "make money ebook" you may want your ad to be displayed so that they will come to your site and see the product that you are selling. Now, if you think about it there are thousands of keywords that you may want your ad to be displayed under. This is the key to internet marketing. Finding (or guessing) the keywords that people will type into the google search box when they are looking for products similar to yours.

Remember, you don't need your own product, or website because your ads will take the users directly to your landing page or website with your Easy40 affiliate id attached. If a user buys you'll get a commission.

You can get a list of keyword to help you find keywords for Easy40 that you are promoting. Now that you have an idea of what keywords you want to use to advertise your product, it's time to create your first "Real" Google Adwords campaign.

Create a Campaign

Setting up a campaign is the first step in getting traffic to your site, but you need to make sure you have a google adwords account. If you don't, please go back and set up your account.

Log into your Adwords account and click the button that says "create new campaign: Keyword Targeted". Follow the on screen instructions and set up your campaign. You can set your daily budget to whatever you feel comfortable spending each day.

You'll be asked to create an ad, so you can go ahead and create an advertisement for your product. You'll have to be creative with your text (Adcopy) that you use because you are limited to a small amount of characters. In the display url, you will enter the url provided to you by the Easy40 affiliate.

When you've finished entering the adcopy you will be asked to enter keywords. Enter some keywords that are relevant to your ad and product. When finished you can review your ad, make changes, or save the ad. Congratulations, you've set up your first real advertising campaign. So what do you do with the "Bogus" campaign that you set up in the first place? You can either delete it, or edit it and make it into a real campaign.

Adgroup Setup

Now that you've setup your first campaign and adgroup I want to tell you how to properly set up your adgroups from now on. This technique will be re-iterated throughout Easy40 because it is one of the most important.

When you setup an adgroup you need to name it according to a naming convention that you will understand down the road. Imagine when you have 100 adgroups in your campaign, naming them "Adgroup 1, Adgroup 2" etc will not help you at all.

When adding keywords to your adgroup you want to add less than 25 keywords. The reason for this is that having an adgroup with 25 or less keywords will allow you to target your ad tightly with the keywords creating a highly relevant adgroup. This technique will also increase your CTR (Click Through Ratio). CTR is the ratio between the amount of times your ad is displayed (impressions) and the amount of times it is clicked (clicks). The higher your CTR the better your ad is performing, the less you will pay per click, and the higher your ad positioning will be.

So how do you find 25 keywords to put in your adgroup? Well you group keywords together according to "Common" words. It's easiest to display this by showing you an example:

Keywords:	You can see that the "Common" keyword is "Make Money" thus, you will call your adgroup "Make Money" and you will reference the phrase "Make Money" in your adcopy. If you create all adgroups using this technique you will achieve the performance that is mentioned above. More clicks, lower cost per click, higher ad positioning, and a higher overall Return on Investment. If your keyword lists have thousands of keywords, so split up the lists into tightly relevant adgroups like the list to the left. Try to keep the number of keywords below 25 and you will be off to the races.
Make money	
Make money online	
Make money web	
Make money ebook	
Make money website	

If you are able to use the "Common" words in your ad Title you will see even higher CTR. Google **Bolds** the words in your ad that the user was searching for. So if your title is "Make Money Online" and the user searches on "make money online" your ad may be triggered and the words will be bolded in your ad.

Getting Traffic

Now that you have set up your adwords campaign and adgroup(s) you should have an ad running on the google network and should start getting traffic to your site. Although you have set up your adgroups correctly you may not get traffic instantly. There are sometimes factors that will inhibit you from getting traffic.

The first factor that I need to add is that Google sometimes reviews your ads before letting them receive traffic. This is especially true if you have a new account or have poor performing campaigns. The better your other ads are, the faster your ads will show up on the google network. When you create each new adgroup you should use the traffic estimator to see how many clicks you can expect each day. Some people notice that they are not receiving traffic but it is simply because the keywords they chose do not receive high amounts of traffic. For this reason, before looking into your traffic generation further, you need to make sure that the keywords you chose are capable of getting clicks. When you create each new adgroup you will have the choice to allow google to "Estimate" your traffic. You can also use the Traffic estimator located in "Tools->Traffic Estimator". You can enter keywords and find out how many clicks each will get per day.

Monitoring Success

By this time you will be receiving traffic from your Google ads and will hopefully be generating sales from Easy40. If you are receiving traffic then you need to keep an eye on how much you are spending. There are a few rules that you can implement to make sure that you do not waste a bunch of money on ads that aren't performing well.

You are selling Easy40 for \$47.00 and your commission is 85%. So, you'll get \$40 for every sale that you generate. The \$40 that you will make on each commission is important because if you have spent more than \$40 in click charges and haven't made a sale yet, then it's time to re-look at your ads to see what is happening. Perhaps your adcopy isn't targeted enough, or you are spending money on keywords that just simply don't convert. It's at this point where you need to change things within your ad campaign.

The rule is that at the beginning you let your ad campaign run for a particular product until you make a sale, or have spent the same amount in click charges as you would have made in a single sale. If you make sales

before this point then great! You're in the positive already! If you don't make sales before this time you need to change your campaign.

Tweak your Campaign

Tweaking your campaign can significantly improve your overall success. By this point you should be achieving positive return on investment, but because your campaign is fairly new there is definitely ways to increase your ROI. You can add more keywords, change your adcopy, create a landing page of your own, remove keywords that are costing you a lot of money, increase your max cost per click, and more. As you learn more about internet marketing you will find new techniques to increase your overall ROI. Of course that's where Easy \$40 comes in!

You've learnt how to setup your Google Adwords campaign, how and where to find affiliate products to promote, how to find keywords, how to set up your first real ad campaign, how to properly set up your ad groups within each campaign, how to monitor your traffic and your success, and what to do when it's time to tweak your ads to make yourself more money.

If you want to learn more about Google Pay-Per-Click Techniques see “Beating Adwords” by [clicking here](#)

“Beating Adwords” is an ebook that focuses on Earning Money with Google Adwords. **Out of all the e-books that I've tried in the past, Beating Adwords is by far one of the best.** For beginners, it's easy to understand and follow step by step, and for the more Intermediate user, it offers great Strategies for finding Niche Products and how to Tweak your Adwords campaigns. The customer satisfaction for this product is over 95% which says a lot on its own. It's easy to become an Expert at Google Adwords with this product.

Other Free advertising medias

[InstantBuzz](#) is a free traffic exchange service that make my ad appear on user's web browser.

[ListJoe](#) offers free email send to random users.

Step #7 Article Marketing (Optional) - Promote Your Easy40 via Article

I have taking the advantage article writing as a free way to drive traffic to my Easy40 websites and to merchant websites that they are affiliated with. Article writing is one of the best techniques to use to obtain free search listings within Google, Yahoo and other search engines.

You simply write an article about a topic or subject that you are either interested in or are interested in getting listed under, submit it to an Article website (usually free), and then wait. By submitting the article to these sites you are adopting their search engine ranking, meaning that you can get listed on the first page of the results in a matter of days. This is something that could take months if you tried to optimize a website for Search Engines.

Free traffic = Free advertising = No overhead

So how does article marketing actually work? Well generally it takes months or even years to get a site naturally listed in the main search engines like Google, Yahoo, or MSN. This is generally because a new website is not very "Popular". Popular means different things for Google, Yahoo, and MSN as they all have different ranking algorithms. If you write an article and submit it to a "Popular" website such as "ezinearticles.com", your article will live on this domain and inherit the popularity of that entire site. This will give your article a head start into being listed in the top search engines. Search Engine Optimization is something that marketers have been perfecting for years, but it can take a VERY long time to get your own website displayed at all under the keywords that you want. With Article Marketing, you leverage the power of these large sites (ie: ezinearticles.com) to get top natural listings for your articles.

Research Before You Start

Before you write an article, you should determine whether or not there is potential to receive traffic, how much competition, and which keywords to optimize to get maximum results. There are several ways you can search for keyword niches.

Nichebot.com & Google.com (analyze competition)

These are two great resources that you can use to gauge your competition. Type a keyword into nichebot.com and you will get results on how high your competition is. It will also give you a competition ratio between traffic and competitors. This will give you a good idea whether or not a keyword or keyword phrase will be too competitive to write an article about.

You could then type the same keyword into Google and see how many search results come up under the keyword. Then take a look at the top listed sites and see what the page rank is. If the sites on the first page of natural listings have a lower page rank than the article site you are going to submit to, you have a good chance of getting listed on the first page. To determine page rank you can download the Google Toolbar at:

<http://toolbar.google.com>

Overture keyword tool (analyze traffic)

If a keyword does not receive any traffic, what is the point of working hard and writing an article only to receive no traffic? You can use the Overture keyword tool to get a fairly accurate representation of the traffic the keyword will receive. These are not always accurate for new products or seasonal, so you need to take this into consideration when analyzing traffic.

Visit the following site to obtain traffic stats:

<http://inventory.overture.com>

If you want to advertise a product under the keyword "Internet Marketing" there is no point in even attempting to write an article for this kind of keyword. The reason is simply because this keyword is far too popular and there are thousands of other sites listed under the same keyword. What you want to do is focus on writing articles for more relevant keywords that are searched for less often. Without having to do a TON of keyword research, the technique that I use is to write articles for Brand New products using the product name as the main keyword. For instance, when the ebook "Easy40" came out, it was great to see a few natural listings pop-up from articles written by other people. With a new keyword, you can literally get an article listed in a number of days under the different keywords.

This is VERY powerful information and can lead to a Flurry of sales for Easy40. This is explained in further detail below.

Writing Your Article

When writing your articles you want to take several things into consideration. Which keywords you want to get listed under, who your audience is, and how you want to convey the information to your audience.

Your articles should be anywhere from 300-500 keywords in length. These are the ideal size to get listed within engines, and allow you enough text to promote or provide information on many different topics. If you have an article that is longer than this you may want to break it down into smaller topics that make sense and submit them separately.

Insert a title, keywords, and description within the meta tags on the webpage. You may also want to include a headline (or <h1> tag) with your keyword phrases you are trying to obtain positioning on. The higher up on the page you have a relevant headline, the greater your chances of getting listed.

When it comes to actually writing the article, you need to use basic grammar. Your article also has to contain some sort of personality. If you bore your audience, they will not read your article, limiting your success. A great way to captivate your audience is to tell them a story, a testimonial, or review a product or service. You also want to provide enough information so they feel informed.

Forget the fact that you are writing an article. Pretend that you are writing an email, letter, or instructions to a friend. Make it easy to read, step-by-step instructions, and add your personal appeal. It is much easier to connect with a visitor on an emotional level if you show a personal side, rather than appearing as some automated webpage.

In terms of keyword density, or how many times your main keyword phrases should appear on any page, you should have between 3-7 occurrences. Any more than this will appear to be spam to the search engines, and any less will not be enough to get listed under those search terms. There is tool available that allow you to quickly analyze you pages and determine the keyword density:

<http://www.live-keyword-analysis.com/>

Here's a quick checklist of guidelines to use when writing an article:

- Use the keywords you want to be listed under in the title of your article
- Use the keywords in a heading tag at the top of your page
<h1>Keywords</h1>
- Use the keywords in your opening paragraph
- Use the keywords in your closing paragraph
- Have between 300 and 500 words in your article
- Try to use your main keyword phrases 3-7 times per article.

Submitting Your Articles

I suggest that you only submit the same article to one place, or Google will remove your listings as there will be exact duplicates of the same content (not good). I suggest that if you want to submit the same article to multiple article directories that you should change the content around so they are completely different.

Here is a list of the top article submission directories:

EzineArticles.com
USFreeAds.com
GoArticles.com
ArticleDashboard.com
ArticleCity.com
EasyArticles.com
Amazines.com
ValuableContent.com
ArticlesBase.com

Search Engines

It is a good idea to submit your articles to search engines after you have obtained a URL of your page from an article site. This can be redundant at times as it will not expedite the listing process too much, but it does let the search engines know that your article is there.

<http://www.google.com/addurl>

Getting someone to write articles for you

Since unique content is rewarded within search engines, it is important to write uniquely. This can be very time consuming, and time is one of those things that an Internet marketer can not get enough of. For this reason, many Internet Marketers outsource to people that do this for a living.

What you do is submit exactly what you want to a company like elance.com. Say you wanted 10 articles on Internet Marketing basics that

are 500 words each. You would specify this in your ad and independent copywriters will bid on the job. Often times this can be a very inexpensive way to get work done for you.

If you get someone to write articles for you, remember to specify which keywords you want them to focus on. You can always add the keywords in yourself, but if you specify this up front it will save you some time.

Profiting with Your Article

I am going to answer the big question – “How do I make money with article marketing?” You already have the answer to this question, and probably have experience with article marketing. However, I am going to give you four different methods of generating value from an article:

1. Promote Easy40 directly

Sending your traffic directly to Easy40 affiliate URL is one of the most commonly used techniques associated with article marketing. You simply write a review, testimonial, or story about a product and link to the affiliate URL within or at the bottom of the article. Depending on how captivating your article is will depend on how well it converts into sales.

2. Send them to your own product website

If you own your own website you will obviously want to create articles for it to drive additional traffic to your website. You could write an unbiased review, an informational article, or an article on a particular subject that is relevant to your Easy40. If you have a website that shows people how to make money, you may want to write an article outlining some steps that someone should take to become successful on Easy40, or some tips on making more sales from Easy40.

3. Send them to a squeeze page

If you have a squeeze page, you may want to drive traffic to it to build your mailing list. You can do this by writing articles that would attract visitors who would be interested in your mailing list, and then redirecting them to your squeeze page. Make sure your offer is

worthwhile or people will not subscribe to your list. Magazines, newsletters, reports, guides, and books are great giveaways.

4. Send them to a review site

Similar to promoting an affiliate product, you can write articles about particular products that you are comparing on your website and then send the visitors to your review website. By the time they get to your website they will be interested in one or several of the products and will be more likely to buy. If you have five products on your review site, you could write an article about each of them.

[Learn More About How To Write Feature Articles](#)

Conclusion

Article Marketing does take work and in order to succeed at it, you need to set goals. Set aside enough time during the day to write 3 articles and by the end of the month you will have potentially 90 articles bringing you in traffic (and hopefully sales). The great thing about article marketing is that you do not have to be a professional to write an article, and it is FREE or very low cost (depending if you sign-up to usfreeds.com).

If you are new to Internet marketing and have a limited budget, article marketing is one of the best ways to familiarize yourself with the industry and generate some profits that you can use to fund your Pay-Per-Click advertising campaigns. I must note that Article marketing is not "Guaranteed", especially with all of the Changes that Google and other search engines make to their ranking algorithms. Although not guaranteed, Article Marketing is still a great way to earn some profits for **FREE**.

Note : If you are looking for somebody to write your articles for you, or perhaps make a few blog or forum posts at your sites? Finding that ghostwriters and freelancers are MUCH more expensive than you thought they would be? Well rest easy, because I'm about to show you ... **Where To Get 100% Unique, Quality Articles Written For \$3.50 Each, Plus Incredibly Cheap Content Created For All of Your Articles, Web Sites and Blogs!**

[Click here to visit Cheap Content Website](#)

Step #8 Supplement Your Easy40 Success

There are many resources, websites and product that have helping me and other members to HUGE Success on the internet. They have helped me make thousands with their products, expert coaching and patience, and I want to “pay it forward” if you will.”

No.1 Recommendation

Google owns the largest market when it comes to search engine users, and there are well over 200,000,000 people that use the Google Search engine daily to find out information and research products. **You have the opportunity to tap into this market very easily with Google’s paid search marketing system, Google Adwords.**

You may be familiar with Google Adwords and already understand the potential, but there are many people making \$1000’s every day by setting up advertising campaigns using Google Adwords. There are several ebooks out there showing you how to use Adwords to promote products and earn money online, but there is one that far surpasses any other product available. This product is Beating Adwords.

Beating Adwords is the essential foundation builder. It not only includes a step-by-step outline for newbie marketers, it covers the most elaborate techniques and strategies that marketers can use to essentially “beat Adwords”. Also included are website templates, free advertising techniques, and a wealth of information on many other related topics. If there was a book that was written to include everything that a marketer needs to know to make money online, Beating Adwords is the one.

I highly recommend Beating Adwords and it is my #1 recommend Google Adwords product, and the #2 overall recommended Make Money Product!

[Learn More About Beating Adwords Here](#)

No.2 Recommendation

Inside The List is a straight forward, "How To" guide that simply lays out exactly how to take your Internet Business to the next level. The book has been reviewed by Top Internet Marketers as a "MUST HAVE" guide. Inside The List is a system created to do one thing... Increase your online earnings and maximize your earning potential.

[Learn More About Inside The List](#)

No.3 Recommendation

"*SHOCKING...New Keyword Software Breaking All The Rules!*" How One Simple Yet Incredibly *Powerful* Software Is Transforming The Lives of Regular People From All Over The World...Instantly Elevating Their Income and Boosting Their Qualified Traffic...All With Just A Few Clicks of A Mouse...

[Learn More About Keyword Elite](#)

No.4 Recommendation

"Cut The Bandwidth...Quick!" Uncover The *Brutally Effective* SEO Software That "Average Joes and Janes" Are Using To - Quickly and Easily Blow Up Their Bank Accounts, Explode Their Traffic, and Triple Their Sales - With Little Or **No Extra Work...**

[Learn More About SEO Elite](#)

No.5 Recommendation

“Finally! A Handbook on How To Write And Publish Your Own SPECIAL FEATURE ARTICLES Successfully ... no matter what topic you write on!" *Discover the secrets for Reporters, Correspondents and Freelance writers who desire to contribute to popular magazines and newspaper ... Techniques as taught by the professor who started it all at University of Wisconsin-Madison!*

[Learn More About How To Write Feature Articles](#)

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