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Introduction

Home business is the way the world is going to go in the near future. Gone are the days when people slaved over their office desks. This is the age where the concept of career liberalization is really going to gain root.

Are you going to be a part of it as early as you can or are you going to wait and watch till everyone has tried it out first?

The ideal way is to get into this as soon as possible and make a name for yourself in the home business genre as soon as you can.

This eBook has all you need to launch your home business!

Chapter 1:

Unleashing the Untold Wealth of Affiliate Marketing

Summary

Affiliating with businesses in order to promote them is not a new concept. But what you need to know here is that it can make you a millionaire and you would not even have to physically venture an inch out of your house.

Unleashing the Untold Wealth of Affiliate Marketing

If anyone was asked to name a single method that marketers use to make a surefire rapid income on the Internet, then most of them would give you the same answer – “affiliate marketing”. Though there are dozens of home business models on the Internet, it is quite safe to say that affiliate marketing must rank within the top three, or maybe even at the top of the heap.

Basically, the affiliate marketing model means to promote someone’s product over the Internet. You are helping them with their advertising and are getting paid a commission for that.

You can start by making an account on an affiliate network such as the Hydra Network (<http://www.hydranetwork.com/>). This is a place where advertisers post their advertising requirements. When you are a part of this network, you can choose the products you want to promote. These are products of people within the network.

Once you are done with that, you will need an affiliate marketing service to promote the products you have chosen on the Internet. The best in this category is Google AdWords (<http://adwords.google.com/>). You merely have to start a campaign here, mentioning the product you want to promote and give the URL that you are advertising. AdWords will automatically search for the right website matches for the product and will advertise on them.

The payment is fantastic. You get paid for every click that your ad gets. This is known as Pay Per Click (PPC). However, there are some affiliate networking sites, such as the Hydra Network we have mentioned here, that pay only when a sale is done. In that case, it becomes a Pay Per Sale (PPS) affiliate service.

Your only expense is in starting the AdWords campaign. However, here you can bid on how much you want to spend. Hence, you are actually altering your expense. The returns, however, are much more than whatever money you will put into the business.

Chapter 2:

Build a Niche Content Site to take your Business to a New Level

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