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## Introduction

I'm sure like me, you've probably seen more scam programs than you care to remember. That's the reason I decided to write this book. It should enlighten you to proven methods of earning money on the internet today.

My book should save you money and time. And enable you to put your time and effort into building something worthwhile.

To your online success!

Walter Mulder

## **Can a mere mortal like me make a living online?**

Well, the answer is YES! But you need to be 'in-the-know'. Now what do I mean by that?

If you're eager to earn extra money from home, you need to understand the rules of marketing. The same rules of marketing apply offline and online. Once you understand that, you will be already ahead of a vast percentage of the industry. But this knowledge alone is not going to push you forward.

There is great potential, but it will take a lot of hard work and sweat to see any kind of return. So lets get one thing clear here..... don't expect to make thousands in your pyjamas, if you're lazy, or without proper direction. It just won't happen.....sorry guys!

Apparently, the most common cause of failure is QUITTING, just when success is within reach. Too many people, jump around between too many ideas, hoping to see fast payoffs.

So please bear in mind that the key to success lies with you finding a tested system.

This is the reason for this book. Stick with it and you will make a good investment for life.

# **Budgeting System for your New Home Business**

I know this is probably not your favourite topic, but you'll be surprised how simple it is to set such a system up. A simple budgeting system for your online business will assist you to project and keep track of your cash flow. A basic budget for your business should list both incoming monies and expenses. Its normal at the start of a business to have some one-time costs that you need to pay to set up shop. Running the business will require other expenses that you should be able to anticipate. For the good health of your business, you must plan how to pay these expenses, using your startup investment and the income that your business generates.

## ***Appraisal of Expenses and Earnings***

Budgeting requires that you estimate your expenses, then compare your appraisal against your actual expenses. Calculate your initial costs first. These may include licenses, business cards, flyers, brochures, internet connection, equipment dedicated to providing your service or making your product. You should include your estimated annual costs in your budget, such as renewing a business license, marketing campaigns, local taxes, insurance. All these items, if required are costs that most businesses pay only once per year.

So, your business budget should appraise your monthly or quarterly earnings. Depending on if you have startup funds or you must generate income immediately, you will also need to draw up a plan for meeting expenses on a monthly or quarterly basis. The difference between your projected income and all of your expenses is your business profit.

## ***Design a Simple Budget Spreadsheet***

This doesn't need to be anything complicated. You can use a spreadsheet like Excel or use the free Open Office suite, which will let you get started without spending money. The most useful budget for a business is easy to use. Try setting up your budgeting system by using a template that has been designed for the spreadsheet program that you chose. A Cash Flow template is a great way to see an overview of the profit the business is making.

Spreadsheets are very flexible, and you can use the information in your initial cash flow budget to build other worksheets that will help you analyze your business finances. For example, in Excel you can create additional worksheets like 'a Break Even Analysis' and 'Quarterly Self-Employment Tax estimates'. These and others are useful to help your comprehension of your projected budget totals and your actual experience. Its worthwhile to link these worksheets to your basic budget. This is because, when the actual data becomes available, as opposed to just estimates, you can adjust your business budget accordingly.

## ***Adjust Your Budget With Your Business Plan***

Your business plan is a guide for you when you set up your business budget. Always try to keep it handy so that you can be sure that you have included the costs for marketing, promotion, supplies and equipment etc. Your business plan can be utilized to map out the growth of your business.

When you work closely with your business plan and your budget, you will be more sensitive to taking advantage of opportunities that will help your business grow, without thinking how they might affect your bottom line. Actually, you will be more in control of matters pertaining to the business and able to make better decision in regards to it.....I hope you are still with me!!!! Let me now explain to you the first business opportunity.

# Can I make cash from Blogging?

Good question.....

With lots of hard work and determination, you can earn a substantial income from running your own blog. But what is blogging? Blogging is the modern way of communicating with others on a regular basis about any topic you wish to discuss. It's not the easiest way to make money online, but it is very effective if you know how to do it right.

The good news is that starting a blog is easier than you might be thinking. Just follow my simple steps to get started:

- ✓ Obtain a Domain Name. Obtaining a domain name for your blog is important for the marketing of your online business. You will gain instant trust from your customers, because you will appear legitimate on the internet. For less than 15 dollars a year, your domain name can be registered. When you register, you have the option to sign up for 1 year to 10 years. Please note that the search engines prefer to see longer registrations and will even give you a higher ranking for your blog if you register for 5 years or over.
- ✓ Obtain a Twitter Account. Once you sort out your domain name, open a Twitter account using the same name. Twitter is one of the popular social media sites that allow users to converse with one another. As a blogger, you can use Twitter to promote your most recent posts. You can do this by writing the title of your post with a link attached back to your blog post! Twitter can give you quicker traffic results than the search engines, because time is needed to be discovered in Google, Yahoo or Bing.
- ✓ Pay for Hosting. A word of warning is needed here. Please stay away from FREE blogs that make use of shared hosting like Blogspot or WordPress.com (not wordpress.org). You always have the risk that your blog could be frozen and deleted. When you sign up with them, the small print advises you that they have the right to delete your blog for any reason they see necessary.

Hosting doesn't have to cost you the world. Try [Hostgator](#), as an alternative for a low budget hosting solution at less than 5 dollars a month. Another great hosting company that caters for a lot of internet marketing professionals is [GVO](#). You can try their system for 14 days risk free for only \$1,-

- ✓ Launch a WordPress Blog utilising Fantastico. The blogging software recommend by bloggers the world over is WordPress. Hosting sites such as [Hostgator](#) and [GVO](#), offer a software called Fantastico. It can be launched by a click on your mouse pad and WordPress can be installed by another click. After that, you can choose a WordPress theme for free. This is an up and ready template for your blog, you just need to write the words!!
- ✓ Sit down and Write 10 Posts. Now that your blog is set-up to your satisfaction, get down to the act of writing. I know it's not easy, but you'll find the ideas will start to flow once you start writing. Trust me.....you can do it. Writing and publishing 10 posts at the beginning, gives you several advantages. One of which is that if your blog is discovered in the early stages, your readers will have enough material to read. Then, after writing your first 10 pieces of post, try to write at least two new posts a day.

Congratulations! Now you are a newbie blogger.....to be successful and make money from this enterprise, the following points are worth thinking about:

- ✓ Increase the opportunities to earn money from your blog through affiliate programs. All you need to do is place affiliate products' names in your blog posts and hyperlink them to direct readers to the product. Every time someone clicks on the link and purchases a product, you make money! You can even use your blog to advertise your own products as well as affiliate products.
- ✓ Make use of links in your blog posts to make money within the text. For example, if I am writing about how to make money raising chickens, I may want to use a HTML hyperlink for the phrase "make money raising chickens" that when people click it, it will lead to something I am selling.
- ✓ The secret to successful blogging is making sure that all **your blog posts are rich with your keywords**. Keyword-rich blog posts will increase your site's ranking for your online business niche or topic keywords.
- ✓ Your blog needs to hook your readers. It must also be useful and interesting to guarantee regular visitors and new visitors at your site. You must always be aware of making your blog unique and appealing to your visitors. Think about the needs and interests of people in your niche and identify what your visitors would like to see on your blog.



## ***Why be excited about Affiliate Marketing?***

Thanks to the Internet, there are now a wide variety of money making opportunities online. Affiliate Marketing is one of these opportunities. Chances are that you have already done a little research.....and let me guess, you're suffering from information overload and confusion and maybe you feel like you're going to drown! I hope the following, concise information will help you recover fast.

So, first things first. Here are 3 important things that you need to consider about affiliate marketing:

- ✓ Most legitimate affiliate marketing programs are free to join. So, if you want to join a program that is asking for cash, it would be a good idea to do some careful research on the program first before joining up.
- ✓ An online business is much the same as an offline business. It will take a lot of effort and diligence to succeed.
- ✓ You need to be familiar with the techniques of online marketing to ensure that your business will succeed.

## ***What is Affiliate Marketing?***

A recent survey revealed that 14% of people do not know what affiliate marketing actually is. The easiest way to explain affiliate marketing is that it's a way of sharing revenue sales. You as an affiliate are rewarded for helping a business by promoting its products, services or website.

By means of a unique affiliate link, the affiliate/agent can be rewarded for each action made by the visitor. The business merchant decides which actions they will reward the affiliate for by using a reward system.

## ***How Will I Earn Money?***

A vast array of products are for sale from creative entrepreneurs to small niche businesses. To help them promote their products, these businesses will recruit affiliates. They will usually offer commissions up to 75% to people to promote and sell their products.

So you, as an affiliate can have the chance to promote products and services that you believe in and have a keen interest in to the world wide web. You will earn commission on the resulting sales. So it's a win-win situation for everyone. You make money and so does the business merchant!

## ***What do I need to do to get Involved?***

All you need to do is join one or more different marketing programs. These are almost always free to join. You will be given an affiliate link with each promotion, so that customer purchases can be tracked back to your personal efforts. As you make sales, the business merchant will send you payment, normally by cheque or through

Paypal at regular intervals.

## **Is it possible to to make money from Affiliate Marketing, without a website?**

Possessing your own website to promote affiliate products is cool, but it certainly isn't necessary. I have listed some proven methods for you to use in your affiliate marketing business

Email Marketing. The email you send to prospective customers should introduce the product you're promoting. It should awaken their interest in the product, but make sure it is brief. Ensure that your affiliate link is included in your emails so that the customer can go directly to the business merchants website to buy the product(s).

Try to use as many creative methods as possible to get email addresses from new people. Use online forums, facebook networking, chat forums, to make new friends. Its a good idea to have a few hundred contacts in your email list. PLEASE DON'T SPAM. This will only result in you losing your contacts. As I mentioned earlier, make sure your email grabs their attention and is interesting.

Write free E-books. This is a similar method to email marketing. But here you can write write an informative and helpful e-book and can send it to people via their email address. The theme of your e-book should be related to your affiliate products, which will then allow you to recommend the products in the content of the e-book. If the reader enjoys your book, they may visit the business merchants site and make a purchase.

Article Marketing. Sit down, grab a coffee and write some articles. You can then publish them in free article directories. Again, ensure that your affiliate links appear in the text of your articles. If your articles are well written and interesting, expect some good, green traffic to your affiliate links. Invest some time in this,because more traffic equals more sales through your link.

Offline Promotion. Never forget offline methods of promotion, including classified ads, flyers etc. The best choice would be classified ads as it covers a large exposure area.

Get involved with Forums. Search out a few forums that are related to your products, making sure these have a high page rank. Sign up to these forums and start some discussions or post a question. You are not allowed to include any promotion text in the content of your post, by you are permitted to put your signature at the end. Here you can write your name and your affiliate links.

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