

Welcome to the Viral Video E-Book! You are here for one of two reasons. The first is that you're an experienced AdSense publisher and want to add another tool to your toolbox. The other is that you're completely new to AdSense and want to make some extra money from it. Keeping that in mind, this e-book is geared more towards the second group of people but is still useful to the first. Chapters 7-10 cover advanced topics. They are not required in order to begin earning. So worry if, for the time being, they are beyond your capabilities. So, let's get started!

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Chapter 1: What is The Video Sense and how can I use it to make money?

So, what is this idea of viral videos all about? Well here over the last year, websites promoting free videos have exploded in popularity. Places like YouTube and Google Video are the ones that most people may recognize. Well, what The Video Sense (herein simply TVS) does is provide a way for you, as an AdSense publisher, to make money from these videos that people are drawn to.

Before we go any further, in case you don't know what AdSense is, let me explain it briefly to you. AdSense is an advertising method that businesses can use to display relevant ads on websites that do not belong to Google. Google charges these businesses so much each time a visitor clicks on an ad. In turn, Google passes a certain percentage of what they charge on to you, since it was your site hosting the ad. Think of it as renting a bulletin board on your land next to the freeway or renting a spot for their flyer in your store window. Then each month, as long as your account has earned at least \$100, Google will mail you a check for what they owe you. You also have the option of direct deposit in most countries. To read all of the details please go [here](#).

Well how does this relate to TVS? Well, The Video Sense displays videos and around those videos they also display those AdSense ads. Now how this works, is that you submit videos to TVS. Then, when your video is displayed, your AdSense id is used, for the ads that are displayed. Keep in mind that for videos that you submit, your id is only used 50% of the time. The other 50% is the owner's id. Now don't worry, you don't have to be an expert at making videos, or even have your own videos to make money this way. Later on we'll cover finding videos

online that you can use, and simple ways to make your own.

The Video Sense also provides one other way to help you to earn money through AdSense. You can earn more money with TVS by referring your friends and others online to this new system. Each time one of your friends' videos gets displayed, your AdSense id will be used 10% of the time. So the more people you refer, the less work you have to do in submitting videos! We also cover different methods of finding people to refer later on.

Chapter 2: What do I need before I can get started with The Video Sense?

Before we can jump right in to earning cash through videos, there are a few things we need to get out of the way. They are a Google AdSense account, a Google Video account, a YouTube account, a TVS account and a TVS Forum account. We'll be providing detailed instructions for each below. If you have any of these already, please skip that section, as you only need one account at each place.

Creating a Google AdSense account.

Ok, so let's start with getting you an AdSense account. This is the toughest one out of all of them to get. It will take about a week, with daily homework thrown in.

Step 1: Start your own blog at [Blogger](#). Just follow the 3 easy steps they give you.

Step 2: You will need to write a blog entry once a day for the next week. What you write about is your choice. It can be about a recent trip you took, your daily life or just something interesting you heard that day.

Step 3: After you've posted for about a week, visit this [link](#) and follow the instructions on that page to register for your account.

Step 4: Register for a new account. When asked for a website address, use your Blogger page. The format is `http://yourname.blogspot.com`.

Step 5: Wait for your approval. This usually takes a day or two.

Step 6: Once you have approval you need to login and find your AdSense id.

Step 7: Login at <http://www.google.com/adsense> if you already have an account. If you don't have an account yet, please go [here](#) and follow the instructions.

Step 8: Click the My Account Tab

Step 9: Scroll down to the bottom and look for the section labeled: Property Info

Step 10: The number you want is the AdSense for Content. It will start with ca-pub-. Write down this number, but leave off the ca- at the beginning, as it's not needed.

Creating a custom AdSense Channel

The following steps are optional and are only needed if you want to be able to track your earnings from The Video Sense separately. In order to track everything separately, we need to setup what's called a channel. To setup a channel follow the steps below.

Step 1: Login to your AdSense account, like we did when finding your AdSense id.

Step 2: Click the AdSense Setup Tab

Step 3: Click the Channels option, just underneath the tabs.

Step 4: Click the "+Add new custom channels" link.

Step 5: Enter in a name for this channel. Something like: The Video Sense. If you see a checkbox labeled "Targeting" do not check it.

Step 6: Click Add Channel

Step 7: Click the Products option, just underneath the Reports Tab.

Step 8: Click Adsense for content

Step 9: Click Continue

Step 10: Click Continue again

Step 11: You should see a box labeled All Channels, click the Add link to the right of the channel we created earlier.

Step 12: Click Continue

Step 13: In the box labeled "Your Adsense code:", look for the line that says: `google_ad_channel =` and write down the number that's in quotes. You will need this number later on, when we setup your TVS account.

Next you need a Google video account.

Creating a Google Video account

Step 1: Visit <http://video.google.com>

Step 2: Click the Sign In link in the upper right hand corner.

Step 3: Click Create an account now, in the lower right hand corner.

Step 4: Fill out the form, read the terms of service and click I Accept.

Step 5: Check your e-mail, Google has just sent you a message that you must read to verify your account. Inside the e-mail will be a link they want you to click, go ahead and click it.

Step 6: Go back to <http://video.google.com>

Step 7: Sign in (upper right hand corner) if you need to.

Step 8: Click Upload Video, which is also along the top

Step 9: Read the Service Agreement and agree to it.

That's it you've successfully activated your Google Video account. Now we need to move and and get your YouTube account.

Creating a YouTube account.

Step 1: Visit <http://www.youtube.com>

Step 2: Click the Sign Up link that's along the top

Step 3: Fill out the form and click Sign Up

Step 4: Sign In to YouTube using the information that you entered in to the form.

Step 5: Click the Upload Tab

Step 6: Click the Send Email button

Step 7: Check your e-mail

Step 8: You will have received 2 emails from YouTube. We want the one that says: YouTube Email Confirmation. Open that e-mail and click the link that says Click Here.

You've now completed the registration process for YouTube

We're over half way there now!

Creating a TVS account

Step 1: Visit [The Video Sense](#)

Step 2: Click: Do You Want To Make Money By Sharing Videos For Free? Click Here Now

Step 3: You can either read the sales copy or skip straight to the bottom and fill out the form.

The following steps can only be completed if you already have your AdSense id on hand.

Step 4: Click Edit Profile along the top of the screen.

Step 5: Enter your AdSense id in the field that says Pub ID. It should start with pub- and then a bunch of numbers.

Step 6: (Optional) If you created a custom channel earlier when we setup your AdSense account, enter that number into the field marked: AdSense Channel.

Step 7: Click Submit

That's it for your main TVS account. Now we need to create your forum account.

Step 1: Click the Community link along the top of your screen. This will bring you to the TVS forums.

Step 2: Click the Register link in the dark blue bar along the top.

Step 3: Read the rules, agree to them and click Register

Step 4: Fill out the form and click register.
*Note: It's recommended to use the same username and password as before, for simplicity.

Phew! We're finally done getting all of the necessary accounts out of the way. We can now move on to the good stuff!

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