

## **“Exactly How I Made Over \$789 With Just One Squidoo Lens”**

By: Max Ramocsai

Before we get started I just wanted to thank you for purchasing this report. I think you'll find that your investment was well worth it as I am going to reveal to you exactly what the title of this report claims... "Exactly How I Made Over \$789 With Just One Squidoo Lens". However, you should also know that this report offers a whole lot more than this and you'll find out why in just a bit. As far as introductions go, that's about all I have for you. Not because I don't value your business but because I'd rather you get what you came for as soon as possible.

So without further ado, let's start analyzing my hard work so that you may profit from it. Look below for an outline of what exactly I'll be going over in this report.

### **In This Report I'll Be Covering:**

- How this business model can be applied to just about all types of affiliate marketing
- How I made money through blind guesswork
- The layout I used for my Squidoo lens
- How I drove traffic
- How I converted visitors into buyers
- How to flip your lens
- How to improve upon this business model
- How to make a lot more than \$789

Alright then, look to the next page to find out a little more about what I am about to reveal to you and how it can be applied to just about all types of affiliate marketing.

## **This Model Is Nearly Universal**

In this report I am going to cover how to expand upon my business model as well as how to apply to other aspects of internet marketing. However, before I start going over how to use my model and how to improve upon it I just wanted to tell you that there is HUGE potential for this affiliate marketing model.

The methods and techniques which I used to generate over \$789 with 1 Squidoo lens can be applied to MANY other avenues of marketing. So, when reading over this report I encourage you to not only comprehend the information as I present it to you but also to think about these techniques and methods as a way to expand your internet marketing efforts as a whole.

With that said, let's get started with the actual process that I used in order to generate over \$789 with 1 Squidoo lens.

## **How Did I Do It?**

Believe it or not, I made most of the money through the 1 Squidoo lens by blindly working my ass off. You see, I got started with the whole internet marketing scene around August of last summer. At the time I was basically amazed at the fact that real money could be made on the internet. I had seen one ClickBank earnings screenshot after another until I realized that I was going to really give it a shot.

That is when I started reading and doing research on ways to make money with internet marketing using free tactics. I then came across the Bum Marketing method and finally started taking some action. I started taking a TON of action.

Incidentally, a new product was being launched around this time called Earth4Energy (it's now in the top 5 products on ClickBank). Being the noob that I was, I immediately jumped on the bandwagon and started promoting Earth4Energy through techniques I had acquired through researching.

Here is what I did:

- I created 1 review style Squidoo lens. I took a lot of time to make sure that it was aesthetically pleasing and that it would convert. (This is one of the main reasons why I profited so much off of the lens)
- I started writing an average of 5 articles per day and submitting them to EzineArticles. The majority of these articles were of the bare minimum (250 words), were poorly keyword researched, offered little to no content, and had weak resources boxes.

- I submitted my Squidoo lens to maybe 5 social bookmarking sites

This is exactly what I did in order to generate a total of 10 sales totaling around \$339.20 in addition to earning about \$15-20 (can't remember) from Squidoo itself. Aren't you glad you paid for this report? **THAT WAS A JOKE.** I am far from finished here...

P.S. I will be covering how I generated an additional \$450 in income from this Squidoo lens later on in the report.

## Why Did It Work?

No, it wasn't my expert article marketing skills (I'll admit that they were pretty bad at the time). No, it wasn't my extensive link building campaign (if by extensive you mean one or two links...). I believe that the reason why I profited from this Squidoo lens so much was because of these 3 reasons:

- My Squidoo lens was a pre-selling machine (I hate to brag but I must say that I wrote a pretty damn good copy for being a complete noob)
- I ranked on the first page of Google for numerous Earth4Energy related keywords as well as some green energy related keywords for a short period of time
- The Earth4Energy sales page converted nicely and the Earth4Energy product was solid (I didn't have a single refund in all my time promoting it)

These are the reasons why I was able to make some decent bank promoting Earth4Energy with just one Squidoo lens. I was very successful at converting the little traffic that I did receive (sometimes very crappy traffic I might add) through my writing and formatting which made it possible for me to make the sales.

Now, let's take a more in depth look at what exactly made my Squidoo lens pre-sell so well...

## Setting Up A Successful Squidoo Lens

In this section I am going to give you a play by play of what exactly went through my mind when creating my lens and how exactly I put the lens together in terms of content and visuals.

The first thing that I was sure of in terms of how I was going to structure my lens was that I wanted to create a review through a personal perspective. Basically, I was going to create an informative review through the eyes of a fabricated persona who had been pleased with their purchase. Now, I realize that you may have an issue with this in terms of ethics and morals. And I do believe that it is wrong to deceive a person as to what they will be receiving in a product. However, I did know that Earth4Energy was a solid product that offered resourceful information so in my eyes it was fine. With that said, you still may be totally against creating a story through a persona and that is absolutely fine.

**Just know that this is how I created the Squidoo lens and that there is a work around that will perform just as well for those of you who aren't comfortable with this technique. I will be discussing how you can do this at the end of this section.**

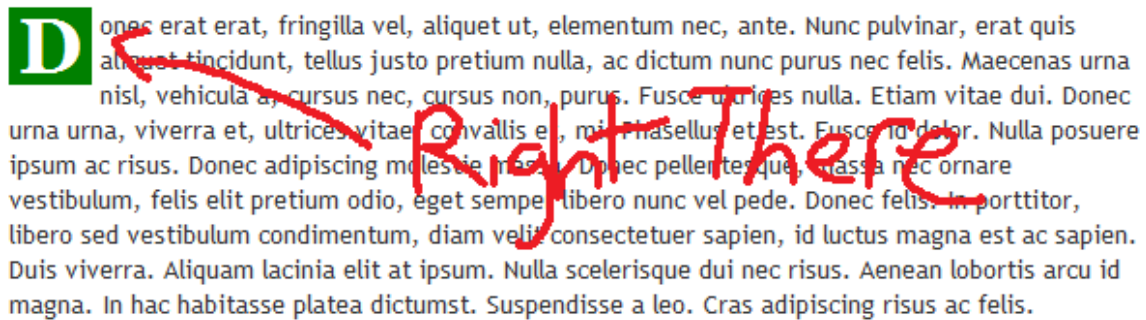
Ok, so back to the subject at hand; how I crafted my Squidoo lens.

- In the very first section, the introduction module, I gave a brief description about Earth4Energy and how it performed in the market of green energy guides. In other words, I subtly told the reader that Earth4Energy was the best by informing them that this product was the first of its kind on the market and that it had stirred up a lot of hype around the internet.

- At the end of the intro section I asked several questions to get the reader thinking and more importantly to get them excited about what I would be covering. I basically made them question the legitimacy of the product and whether or not it was worth their time. I then followed up on this note by telling them I would be putting all of the worries to rest in the rest of the lens.
  
- Right after the introduction section I included my first call to action in the form of a banner. The banner included the Earth4Energy symbol followed by the words “Click here to continue”. At the time I don’t really think I saw much significance in placing this banner right after the intro section other than the fact that it was a nice call to action for the visitor and that it was visually pleasing. However, looking back on it I now see just how much the simple graphical call to action helped me out with making sales. **Look to the sub bullet below to see why:**
  - The reason why I believe this simple banner helped me so much in making sales is because...well...its simplicity! Just a few lines I had promised the reader a review of Earth4Energy in the rest of the lens. And right after this I included an appealing banner that said “Click here to continue”. Now, if I were a visitor looking for more information on the subject of Earth4Energy I think that this banner would be pretty appealing to me. I might think, “Maybe I’m supposed to click here to read the rest of the review.”. Or I might even just click the banner for the heck of it.
  
  - Whatever the case may be, I do believe that many of my sales originated from this simple call to action. A call to action that was placed just a few lines after the intro section. **This just goes to show the importance of piquing your potential customer’s interest within the first 10-20 seconds of their arrival on your Squidoo lens or any landing page for that matter. If you have them curious about what you have to offer and get them thinking about what is to come followed by a simple yet effective call to action directing them to the merchant’s page, then you**

**could have yourself a sale without ever having them reading your entire landing page!**

- The next section is where I started to introduce an overall visual theme to the lens. This next section was about what is included in Earth4Energy and I started out the first paragraph with a green capitalized E. Ok, I realize that you probably have no clue what I mean by this so I've included a screencap of an example below.



**D**ones erat erat, fringilla vel, aliquet ut, elementum nec, ante. Nunc pulvinar, erat quis aliquet tincidunt, tellus justo pretium nulla, ac dictum nunc purus nec felis. Maecenas urna nisl, vehicula a, cursus nec, cursus non, purus. Fusce ultrices nulla. Etiam vitae dui. Donec urna urna, viverra et, ultrices vitae, convallis e, mi, nasellus et est. Fusce id dolor. Nulla posuere ipsum ac risus. Donec adipiscing molestie, massa. Donec pellentesque, massa nec ornare vestibulum, felis elit pretium odio, eget semper libero nunc vel pede. Donec felis. In porttitor, libero sed vestibulum condimentum, diam velit consectetur sapien, id luctus magna est ac sapien. Duis viverra. Aliquam lacinia elit at ipsum. Nulla scelerisque dui nec risus. Aenean lobortis arcu id magna. In hac habitasse platea dictumst. Suspendisse a leo. Cras adipiscing risus ac felis.

This is exactly what I did except that my letter was an E. Since Earth4Energy is about utilizing green energy I thought it was appropriate to incorporate a green theme into my lens. And this was the first way I did it. Apart from fitting into the whole “green energy theme”, I thought that this particular effect gave a somewhat elegant and professional feel to my lens. That could just be me though. Anyway, this is how I introduced a distinct style to this section and if you would like to learn how you can do it yourself then just click the link below for a free tutorial on the subject.

[Click here](#) to learn how you can do this on your own Squidoo lenses

- As far as content goes, I included an overview of what Earth4Energy includes. I started out by saying that Earth4Energy is a lot more than just a simple guide and that it offers a whole lot of useful information. In order to present the features of Earth4Energy I laid out what was included in the form of bold bulleted points. I

included about 6 features which I believed would appeal most to someone interested in Earth4Energy and I made them bold so that they would stand out to the visitor. Lastly, I told the reader that a lot more than just these bulleted points was included in Earth4Energy and that they would have continue reading the lens to move on to the actual review.

- In the next main module I started the actual review of Earth4Energy. In the introduction section of this module I included the same visual effect as above by using a standout capitalized letter. I also reiterated that Earth4Energy was the first product of its kind and I alluded to the fact that it stands out from the rest of the competition. I said that many copycat guides were being released every day but none of them offered the same type of value that Earth4Energy did. **However, it is important to note that I did NOT yet mention why or how Earth4Energy stands out from the competition.** I merely alluded to this and told the visitor that they would have to continue on to the main portion of the review in order to find out. Look to the sub bullets below for an in depth analysis of the rest of this section.
  - In the next section of the review module I included a sub heading which was colored green. I told you before that I put an emphasis on making this lens visually pleasing as well as keeping an overall theme to it which is why I made the sub heading green. The title of this section was related to the content of Earth4Energy. In this section I first told the reader that they most likely already know what Earth4Energy offers in terms of content since they had been reading my lens. Right after this I connected with them on a personal level by telling them that they also probably know that you sometimes don't always get what you pay for. This also helped them to think about deceiving offers they might have come across before as well as "scare" them into thinking that they should be absolutely sure of a product before purchasing it.

- I then came right off of this note by assuring the visitor that Earth4Energy was no such example. I told them that they could put their worries aside and that Earth4Energy did indeed offer what it promised and that it was even packed with useful content. I essentially put the visitor on an emotional roller coaster in the matter of maybe 5 sentences.
- After reassuring the visitor about Earth4Energy's contents I told them that before purchasing I had attempted to do all of the research myself pertaining to how to create my own green energy. I told the visitor that I had failed at creating my own green energy on my own because of the fact that a lot of the information on the internet is very unreliable. **This, again, gave the reader the message that Earth4Energy is very useful and worth their time as well as reminded them why they were there in the first place.** I then finished the section by telling the reader that Earth4Energy offers everything that they need to make their own green energy system and that it offers even more than that.
- A few lines down from the last sentence of the section I included another call to action. I used the same exact "Click here to continue graphic" as I did at the end of the intro section.
- In the next main section I included another green heading and in this section I covered whether or not Earth4Energy worked for me. **NOTE: This is where some of you might get a little iffy with how I did things due to your moral and ethical standards. Just know that you don't have to do things exactly as I did in order to make sales and that I'll be telling you how to get around this later on.** Look to the sub bullets for an in depth analysis of this section.
  - The first thing that I did in this section was appeal to the reader's emotions once again. I assumed that the reader was skeptical of Earth4Energy's effectiveness by stating that they might be thinking just because it offers

great content doesn't mean it works. I then told the reader that I had had the same exact mentality before purchasing Earth4Energy and that I would help them out by giving them my experience with Earth4Energy.

- Next, I included the headline from the Earth4Energy sales page and I made it boldfaced. The headline goes something along the lines of, "Don't pay for your energy any longer. Your energy company will start paying you!" I then told the reader that this is one of the first things you see when visiting the official Earth4Energy website. And then I even went on to say that this statement pretty much summed up my experience with Earth4Energy and its effectiveness.
- I then took my "story" even further by telling the visitor that I had paid off my initial expenses within the first month of utilizing the Earth4Energy system. And then I told the reader that I had cut my energy expenses by a large percentage by the second month. After this is when I used another "advanced" Squidoo html technique in order to continue with the overall theme and to make the reader curious. What I did was tell the reader that they would have highlight the text below in order to find out what had happened a few months into using the Earth4Energy system. Look below for a screencap of an example of what I mean as well as a link to the tutorial.

**CAUTION: Spoiler warning. Use your mouse and click and drag over the block of gray to reveal the spoiler.**



This is what I used except for the fact that mine was green. Inside the text I claimed to have actually made money by using the Earth4Energy system after a few months.

[Click here](#) to learn how you can do this to your own Squidoo lenses.

- The next module is where I wrapped things up. In this section I constructed a conclusion for the lens and I gave my overall feelings about Earth4Energy. I started it off with the colored capitalized letter effect. I began by telling the reader that I thought Earth4Energy was well worth the money and that it lives up to what it claims to offer in every respect. I also said that I wasn't the only one who enjoyed Earth4Energy and that many had already purchased it. I finished up the conclusion by stating that Earth4Energy is the best option for saving money on your energy bill and that if they were considering purchasing Earth4Energy that they ought to do so quickly because a sale price was going on.
- My very last call to action was directing the reader to either "click here" to visit the official website or the click the picture below. This is where I placed an Earth4Energy affiliate banner.

This is EXACTLY how I set up my Squidoo lens and is EXACTLY how I was able to generate 10 net sales.

## **More On Why It Worked And What I Did**

Yes, I did just go over exactly how I created my Squidoo lens in order to generate sales. However, there is still more to say about why it worked and certain techniques I used when creating the lens. And this is what I plan to cover in this section.

- **Cloaking My Affiliate Links**

I don't know how much it helped but all of my affiliate links were cloaked in my lens. I really don't think that too many people are familiar with affiliate marketing outside of the IM niche but I wanted to make sure that all of my links were as inconspicuous as possible when setting up my landing page.

- **Adding Humor In My Writing**

I made sure to add a little bit of humor throughout my lens to lighten up the feel of it. I strongly believe that the use of humor is one of the best ways to add personality as well as legitimacy to your landing page. If a person can see that there really is someone on the other side by relating to and even enjoying your humor then they are going to be more willing to listen to you rather than someone who is just saying “This product is the best. You should buy it so I can make a commission” all throughout the landing page.

- **Connecting With The Reader On A Personal Level**

I did a lot more in terms of my writing than just use humor in order to connect with the reader on a personal level. All throughout my lens I tried to engage the reader by asking them rhetorical questions and relating to them about ideas and opinions that they might have. This is absolutely key if you expect to get anywhere with your conversions. Instead of just presenting the reader with facts and having them be a spectator you should try very hard to make them feel as though they are part of what you have to offer. You need to make them feel as though what you are doing is being done for them. And this is exactly what I did in my Squidoo lens.

- **Remind Them Why They Are There In The First Place**

A person who is looking over your landing page is there for a certain reason. In my case, the reasons were to find out more about Earth4Energy or to find out how they could generate their own green energy. So, in order to remind them as to why they were on my lens I presented them with the benefits of using Earth4Energy, what it had to offer to them, and the difficulties of trying to research on their own. Most of the time I was very subtle about this though. This is something that you

should strive to do as well. If you are able to remind the reader why they are looking at your page and keeping them on your page by doing this then you are doing a damn good job.

- **Make Your Offer The Best Offer**

Another thing that you need to do on your landing page is to convince the reader that your offer is the best offer. This is something that you should also try to keep as subtle as possible just as with reminding the reader why they are on your landing page. And this is something that I was very successful at doing with my lens. Yes, my review was somewhat promotional at times. But in between those promotional areas I was very good at convincing the customer that Earth4Energy was the best product of its type and the best offer for them. I did this by mentioning facts about Earth4Energy which happened to be unique as well. However, whenever I mentioned these unique attributes I was sure to do so through an unbiased or “reporter” type tone. I gave the reader the facts and left it up to the reader to form idea about these facts on their own. For example, in the very first paragraph I told the reader what Earth4Energy would allow them to do and I also told them that it was the first product of its kind. **But I did NOT tell the reader that Earth4Energy was “the best” or “worth their money” because of it.**

- **Use A Keyword Rich Domain**

This one is really a no brainer but you should always try to include the product name or any keyword that you are after in the domain. This is what helped me get some organic traffic from Google when my lens was still fresh.

- **Making My Landing Page Look Professional**

I really tried hard to make sure that my lens was clean and professional looking. At the same time I didn't want it to look overly minimal and lifeless. This is why I picked an overall theme for my lens and stuck to it. I included relevant images and used "advanced" Squidoo techniques in order to make my lens as visually pleasing as possible.

These are the reasons why my Squidoo lens made as much money as it did. And this is really all there is left to say on the matter. Look to the next section for an alternative layout to the one I used. This simple tweak will allow your lens to convert nicely without having to use a persona or story.

## **So You Can Sleep At Night...**

In this section I'm going to discuss how you can create a nicely converting Squidoo lens without having to fabricate a story and persona. I will admit that some of what I did with my lens was a bit on the grey side in terms of morals and ethics. And to be honest, I don't really use the "creating a false persona and story" model anymore. What I do use is the method which I will discuss below.

It is very much possible to create a compelling offer and to be very convincing without having to create a false story or experience. The first way to do this is to actually give an honest opinion about the product. Buy the product yourself or ask for a review copy and give your opinion about it. You won't be able to provide any social proof in terms of results but you will be able to give some good feedback about the product in terms of what it has to offer.

Another way to do this is by being a "messenger". This is similar to the method above but it is much more effective in that it allows you to use social proof. What you will do is take advantage of what people have already said about the product or service you are promoting. So, in order to prove to the reader that the product you are promoting works simply provide testimonials for your product. **In fact, including other people's**

**testimonials might actually be more effective than creating a false story because it further presents you as an unbiased source and more importantly a credible source.**

## **How I Made The Remaining \$450**

The remaining money came from flipping my Squidoo lens. Yes, I did make several hundreds dollars from flipping a Squidoo lens! The reason why decided to try to sell it in the first place was because the traffic to the lens was very low do to my noob article marketing skills when I first made it. I knew that it could make me even more money if I were to put more work into it but that was the problem. I didn't want to devote any more time to it. This was around the time when I started to shift my focuses in terms of internet marketing and spending my time promoting this Squidoo lens was not one of them.

Here is exactly how I sold it and why it sold.

### **How**

Selling my lens was pretty darn easy. It literally took two steps.

1. I purchased a WSO slot for \$20
2. I put my lens up for sale and wrote up my pitch

That is really all it took to sell my lens in terms of the process behind it. However, what is more important is why it sold which I will cover in the next section...

### **Why**

It is pretty crazy when you think about it. A piece of web real estate that sold for hundreds of dollars that is entirely free to make. Who would have thought? Believe it or not, people are willing to pay for Squidoo lenses. In fact, people are willing to pay a few hundreds bucks for a Squidoo lens that hasn't even been proven to make any money!

But that doesn't matter. Let's take a look at why my Squidoo lens was such a compelling offer.

- The first reason was because my lens was proven to make money. If someone can be guaranteed that something can make them money given that they put forth some effort then they will more than likely be willing to pay money for it.
- My lens had a PR of 2 meaning that it could be used to generate sales as well as provide a nice backlink for a niche site
- My lens was centered around a hot niche as well as an evergreen niche. Earth4Energy was launched around August and ever since then has been selling a ridiculous amount of copies. Right this minute it has a gravity of over 500. When you have a proven product + converting landing page + a hungry market then you are going to make money.

And that is how I made hundreds of dollars by flipping a Squidoo lens. As long as you can create a lens that has been proven to make you money and is centered around a profitable niche then you will be able to flip it for a profit. It may seem as though I am oversimplifying things but know that it really *is* this simple to do.

## **How To Make A LOT More Than \$789**

In this section I am going to tell you how you can improve upon this business model as well as expand the potential of this model. **You see, while laying out your own Squidoo lens just as I did will definitely make you a nice amount of money; it's the advice which I am about to give that is going to allow you to make a whole lot more money.** It's been a pretty long time since I created this Squidoo lens and made money with it and over that time I have learned a lot about affiliate marketing as well as internet marketing

in general. As a result of this I am now aware that I made MANY mistakes when I was first starting out.

That is why I am going to tell you exactly how you can make **10x the amount of money** that I made with my Squidoo lens. I am not claiming to be making six figures using affiliate marketing. I am also not claiming to be an affiliate marketing expert. **But what I can say with confidence is that I know exactly what works when it comes to affiliate marketing for me.**

Earning money through affiliate commissions is something that really isn't all that difficult for me as I know exactly what works and how to go about doing it. Now you might be asking, "If you are so good at then why aren't you making a killing with it?".

The reason why is because of two factors. Time and interest. I'm still in High School so finding the time to actively promote affiliate products is pretty hard and the time that I do have is usually when I am tired and unmotivated. My interests in terms of internet marketing have also changed. I am now focusing on other avenues of internet marketing which I believe to be more profitable for me in the long run.

But this doesn't matter. What matters is me telling you how to improve upon the business model I have gone over and this report as well as info I have gained through experience which can make you a TON of money. I have no doubt that if you put the work into what I have outlined above and what I am about to go over below that you can easily generate a 5 figure income every month. Enough with the filler though. **Let's get started with the good stuff...**

## **Use Squidoo Like This**

Even though much of this report is about making money with Squidoo I actually do not think that Squidoo makes a very good place for a landing page. There are tons of leaks and ads all around your Squidoo lens which means that you are literally going to handing

over money to other people by using your lens as your main landing page. Look at the picture below to see what I mean. I've pointed out all of the areas in your Squidoo lens which are essentially stealing money from you.

The screenshot shows a Squidoo lens page for 'The Answer Deck on SQUIDOO™'. The main title is 'Are you a Stay at Home Mom (or Dad) Interested in Earning a Monthly Income?'. Below the title are five stars and the text '(by 1486 people) Your rating: ☆☆☆☆☆'. The page is ranked #1 in How-To, #3 overall, and rated G. There are two Google AdSense ads circled in red: 'Don't Pay To Get Paid' and 'Top 10 Work At Home Jobs'. The main article is titled 'I am doing it and you can, too!' and features an illustration of a woman in a red jacket and white apron. To the right is a user profile for Janet21. Below the profile is a search bar and a section for 'Squidoo's Book of the Day' featuring 'The Story of Edgar Sawtelle: A Novel' by David Wroblewski. At the bottom, there is a section for 'FREEDOM ROCKS' by Armed Forces Entertainment.

If you look at the two sections where I circled in red you'll see that these are two areas that can potentially limit your earning potential. First of all, you have an **AdSense unit above the fold!** This is just not good if you are directing traffic to your lens in hopes of making sales. Why? Because I guarantee that if you are promoting an affiliate product on ClickBank then there are going to be two ads that say something like "Is x Product A Scam?" or "Click here to learn the truth about x...". **Yeah you might get a few cents for a click through Squidoo but you are also giving that other guy a sale!**

I know for a fact that I lost **A TON** of money by using my Squidoo lens as a landing page for Earth4Energy because I earned around \$20 from Squidoo itself. And those \$20

probably meant a couple hundreds dollars for other affiliates. See why this is bad for you?

The side portion of your Squidoo lens also has a lot of leakage but it isn't nearly as bad as the AdSense unit above the fold. The point here is that directing traffic to a Squidoo lens that serves as a landing page is going to cost you a lot of money in potential sales.

**Luckily, I have a workaround for you to use that will essentially “block out” the ads from your potential buyers.**

In order to avoid your potential customers from clicking away and buying the product elsewhere what you will want to do is link to a specific module rather than the original link to the Squidoo lens. If you click the link below you'll see that you are directed to a specific module in the lens which I took a screenshot of rather than the top of the page.

[Click here](#) to see what I mean

So, whenever linking to your lens through article marketing or any other type of marketing just use the module link rather than the original in order to avoid the two evil AdSense ads.

## **Don't Use Squidoo As A Landing Page**

Ok, I know what you are thinking right now. “First you tell me how to make money by using Squidoo as a landing page and now you are telling me not to use it as a landing page!”. Let me explain. You'll see what I mean in just a minute.

Yes, you can make a decent amount of money by using Squidoo as a landing page. However, there are much more profitable ways to go about using Squidoo than just using it as a landing page to presell a product.

What I mean is instead of just writing up a promotion in order to make money, create a Squidoo lens that is filled to the brim with valuable and original content pertaining to

whatever niche you are working with. Not just a simple article about a certain topic in your niche. Go above and beyond and provide tons of useful information to the reader and then sprinkle recommendations all throughout.

I **guarantee** that most of the people in the Top 100 lenses are making some nice money on autopilot because of their lenses placement. Why are they in the top 100? Because they offered useful and original content as opposed to a blatant promotion! Once you crack the Top 100 you can expect your lens to essentially become a viral marketing machine. People will link to your lens which means that more people will visit your lens which means that you will get better SERP positioning which means that you'll make more \$\$\$!

I have not cracked the Top 100 myself as I haven't really been prioritizing Squidoo lately but I do know you absolutely will see the benefits listed above if you do. When my Earth4Energy lens started to climb in the rankings I noticed a significant increase in internal traffic from Squidoo. I can only imagine what kinds of traffic people in the Top 100 are getting...

## **Think Long Term**

Instead of just creating 1 Squidoo landing page designed to promote a few affiliate products you should try to create a long term business model for yourself. By creating a long term business model for making affiliate sales you won't have to sacrifice the short term either. You can still be making sales in the short term while creating a foundation for yourself at the same time. Here is a quick blueprint of what I mean. This is a step by step approach to creating a highly profitable affiliate business model.

- Instead of targeting individual products try to target a general niche that relates to the products. For example, if I were to do things over I would have targeted the niche of green energy instead of just targeting the product Earth4Energy. Keeping

things broad will allow you to capitalize on making affiliate sales while still leaving yourself open for more potential earnings.

- After identifying a niche that is related to the products which you are looking to promote you will want to research the hell out of that niche. You are going to want to spend quality time not only researching information related to your niche but you are also going to want to identify your niche market. **You absolutely need to focus on spending quality time doing BOTH.** These two things go hand in hand and if you don't get things right the first time then you could potentially be leaving a lot of money on the table.

In order to be successful at researching information related to your niche you want to get to the point where you are comfortable with common subjects in your niche. For example, if you decided that you wanted to get into the weight loss niche because you wanted to start promoting a weight loss eBook then you would want to get familiar with common questions that people have when trying to lose weight. A person looking to lose weight would probably want to know how to lose weight naturally, how to eat correctly, how to alter their lifestyle for the best weight loss results, how to lose weight quickly, how to increase the metabolic rate, and so on. Do you see what I mean? If a question is common to your niche then you are going to want to know the answer to it like the back of your hand. **The idea here is that you come across as an authoritative source and in order to do that you are going to have to suck it up and do some learning.**

Identifying your niche market and researching it goes hand in hand with researching information related to your niche. In order to be successful at this you need to be able to identify what your market is hungry to get and then figure out how to give it to them. What makes someone tick who is trying to lose weight? Why is it that someone would be looking to utilize green energy around their home? These are the types of questions that you need to ask about your respective

niche in order to truly understand what your niche wants, what types of people make up your niche, and how to profit the most by marketing to your niche.

Market research and researching info about your niche can be very tedious at times but it is important to know that these two things are absolutely essential for a long term affiliate model as well as any internet marketing model in general. So, dedicate a few days of your time and get these two things right. You'll thank yourself later.

- The next thing that you will want to do is to start building your business...literally. Now, I know that much of this report has to do with using Squidoo in order to make money but the truth is that if you really want to make the most money both in the short and long terms then you should not use Squidoo as your platform. **ALL of the concepts and techniques I have discussed in this report including the layout I used for my Earth4Energy lens can be applied to any platform.** But using Squidoo as your main money making platform is just downright stupid in my opinion. If you are using Squidoo as your main money making platform then you are hardly in control of your business. Squidoo is a great Web 2.0 property but it is a 3<sup>rd</sup> party platform nonetheless. You technically don't own anything you put on your Squidoo lens and to make things worse there are a ton of advertisements and other unnecessary leaks. That is why I HIGHLY recommend that you create your affiliate business using other means. Here are two alternatives to using Squidoo as your main money making platform. One is FREE and one is not.

=====

The cheapest alternative to Squidoo that will allow you to have much more ownership over your business than Squidoo is using Blogger. Blogger is a free blogging platform that allows you to create your own blog with ease. You can have your very own niche Blogger blog up and running in just 10 minutes by following these 3 easy steps:

1. Head on over to [www.Blogger.com](http://www.Blogger.com)
2. Sign up for a FREE account using an existing Gmail account (if you would like to make a new Gmail account specifically for this niche blog then just head on over to [www.Gmail.com](http://www.Gmail.com) and make a new one)
3. Pick a Blogger.com subdomain that is fitting for your niche (you should do some keyword research before picking one) and then start posting content. Your Blogger blog's url address will look something like this: <http://your-choice.blogspot.com>. Obviously, you are going to change "your-choice" with whatever keywords you want.

**This is really all it takes in order to create your own niche blog using Blogger.** Now, you still technically don't have full ownership over your business by using Blogger but it is still a whole lot better than using Squidoo as your main platform. Unlike Squidoo, there will be NO advertisements on your Blogger blog except for the ones you choose to put there and you have full control over how you want it to look.

If you would like to have more ownership over your affiliate business, would like to do it with ease, and would like to do it without having to spend a dime then Blogger is your best bet. Many will preach that it isn't smart to try and create a long term business using the free Blogger platform because your blog "could" be deleted at any time but I'm here to tell you that this really isn't something you need to worry about given you aren't doing blackhat stuff.

If you don't believe me then click the link below to check out Griz's make money online blog. This guy is ranked number 1 on Google for many competitive terms in including the ultra competitive "make money online". Guess what" **He uses a**

**FREE Blogger blog.** And while he makes most of his money using AdSense it still goes to show that a real long term business CAN be run using Blogger.

<http://makemoneyforbeginners.blogspot.com/>

**\*By the way, I HIGHLY recommend you dedicate at least a few hours to reading Griz's blog. He provides incredible content for making money with AdSense and making money online in general. Griz is incredibly down to earth and one of the few no-nonsense guys around in the "make money online" and internet marketing niche. So, after reading this report do yourself a favor and check him out.**

=====

The other alternative to Squidoo is creating your own self hosted niche site. Self hosted basically means that you are paying for hosting. With a self hosted site you will also have to pay for a domain name. However, both of these expenses are extremely cheap.

Now, I mentioned this alternative as being a self hosted niche site. But what I really mean by self hosted niche site is a self hosted WordPress blog. Yeah, you can create a niche site with static html but I much prefer using the WordPress CMS system. In fact, I don't think I've used a static html site once.

In my opinion, using WordPress as a platform is much more powerful and a whole lot easier than using a regular static html site. Here are the steps you will need to take in order to start using your own WordPress niche blog.

1. Head on over to [www.HostGator.com](http://www.HostGator.com) and sign up for a hosting plan. Do this by clicking where it says "Web Hosting". I recommend you go with the \$7.95 plan as it allows you to host an unlimited amount of sites and is extremely cheap.

**\*NOTE: I want to make it very clear that this is not a blind recommendation. This is the EXACT hosting plan that I have used from day one and I have been extremely impressed with what I have gotten for the price. If you look below you can see a screenshot of my very own cpanel account.**



2. Next you will want to purchase a domain name over at [www.NameCheap.com](http://www.NameCheap.com). I've been using NameCheap after hearing bad things about GoDaddy but you don't have to use NameCheap if you don't want to. After purchasing your domain you will need to change your name servers to your hosting account's ones.

3. If you are using HostGator then this next step will be extremely easy. You are going to need to install WordPress on your domain. You can do this easily with cpanel by clicking on Fantastico Deluxe and then specifying which domain you would like to install WordPress on.

4. After installing WordPress on your domain you will want to login to your site using the username and pass you picked.

5. You will probably also want to change your theme as the default one isn't so appealing. A quick Google search should do the trick in order to find tons of free themes.

If you are new to using WordPress and hosting then this might seem a bit overwhelming to you. If you are confused about any of these steps don't hesitate to email me for help. I'll do my best to make the process as easy as possible for you.

- The next step to take in creating your long term affiliate business is to start creating content for your niche site. Creating relevant and fresh content regularly is essential in order to make your site authoritative. How are people going to trust your word of recommendation if they haven't seen your produce any worthy content yourself?

If you have already done your market research and research on your niche's information then coming up with your own content shouldn't be all that difficult. Just make sure to cover material that people in your niche are interested in.

Creating content for your site will not only gain the trust of your visitors but it will also help your sites ranking in the SERPS. Posting high quality and relevant content is essential for long term SEO.

If you are someone who isn't too fond of writing then you could always outsource some of your content. However, I personally wouldn't do this for your site's content as it takes away from the personal touch in your writing. If you are going to outsource then it would be best to do so for your article marketing content.

- If you want to make the most money from your affiliate marketing efforts then these are the steps that you need to follow. Yes, it might take a little more initial work but it will be well worth it in the long run.

## **Driving FREE Traffic**

It is very important to create a long term business model as well as a high converting landing page if you want to make money through affiliate sales, but if you aren't getting any traffic to your content then your efforts will go wasted.

I mentioned early on in this report that when I was starting to make money with my Squidoo lens that I wasn't getting a lot of traffic. I mentioned that the only real reason why I was able to make so much money was because my landing page converted so well. The reason why I wasn't getting a whole lot of traffic was because I didn't know what the hell I was doing in terms of article marketing.

That is why I want to tell you how to do things the right way when it comes to driving traffic for FREE. In my opinion, article marketing is probably the most useful resource for driving traffic both immediately and in the long run. **However, article marketing is also something that is EXTREMELY hard to get right.** Believe me, I know this first hand. Looking back on my initial article marketing efforts for driving traffic to my Squidoo landing page is quite a wake up call for how much I have learned. My article marketing was garbage to say the least.

Thankfully for you, I now know exactly how to craft an article that drives a ton of traffic and in turn makes a lot of sales. Here is exactly what you will need to do in order to get the most out of your article marketing efforts:

1. You must do keyword research. If you just throw together any old article about any old topic in your niche then you are leaving your success up to chance. I was doing this a lot when article marketing for my Squidoo landing page and it definitely wasted A LOT of my time. I was writing articles...just to write articles. And unfortunately, when it comes to internet marketing you don't get paid JUST for doing work. This isn't a regular job. Therefore, you need to do a little critical thinking and find out what it is that the people in your niche are interested in and what they are willing to read.

2. The next thing that you want to do is craft a title that is both keyword rich and enticing at the same time. The idea is that you create an article that will rank high in the SERPS while still sounding interesting. Your prospective customers aren't going to be impressed by your ability to SEO your articles. Your prospective customers are interested in reading something that promises them a solution and that catches their interest. An easy way to do this is to format your article to include 3 essential tips on your subject. People love tips because they offer a quick solution to their needs. An article titled "3 Tips For Fast Weight Loss" is going to perform a lot better than an article titled "Fast Weight Loss".

3. When it comes to creating your article you need to convince your readers that you are knowledgeable and have advice that is worth listening to. This is best done by following

the “3 Tips” format and fleshing out each individual tip. Some marketers will tell you that longer articles will have lower CTR’s but in my experience the longest articles which I have written have been the ones to make the most money. Now, I’m not talking eBook long. When I say long I mean around 750 words. And in my experience articles of this length have proven to provide me with the most sales. Here is how to structure your article:

- Include a short introductory paragraph that relates to what the reader wants and what you will be covering in the article. Have them imagine how their life would improve if they were to get the solution they are after and then tell them you have the solution. At the end of paragraph tell them that they will have to keep on reading to find out.
- Make a subheading for your next paragraph and make it something interesting. Don’t call it “Tip 1 for Weight Loss”. Instead, be creative and try to catch the reader’s attention with something like “Lose Weight Doing What?!?”. For the contents of the paragraph you will just want to cover whatever tip it is about. Do the same for the next paragraph but cover tip 2
- In the last body paragraph you will want to create a tip around the affiliate product you are trying to promote. You will want to allude to what you are going to offer them without sounding as though you are pitching to them. For example, if your article was about losing weight fast you could make your last tip about how they could lose weight a whole lot easier by using a weight loss system. You could weight the benefits of using a system against the difficulties of trying to lose weight all on their own.
- The last section of your article will be your resource box. This is where you will want to convince the reader to visit your landing page. And this is what makes or breaks many people’s article marketing efforts. If you are using a bland and generic resource box, as I did when I first started, then you are going to get crappy

results. Saying something like “John Smith is an expert internet marketer and has been online for 5 years. Since starting he has been making a full time income on the internet. To visit his website click the link below.” is a terrible template for a resource box. Yet you see so many people using it!

If you want to get the reader to click your link then you need to convince them that it will be worth their while. I’m sorry, but telling the reader that you are an expert in whatever field you happen to be writing about without an ounce of emotion will not do the trick. As with much of internet marketing, your article marketing efforts relies mostly on your creativity.

Some great techniques that I use in order to achieve high CTR’s include catching the reader’s attention immediately after my last paragraph with somewhat ridiculous lines such as “Hey you, wait just one second before you leave!” or “Pssst...I forgot to tell you something”, telling the reader that I have done all of the hard work for them and that they can take advantage of my work by clicking the link below, telling the reader that I have a secret to tell them, and much more.

Whatever you do, be creative! Don’t be afraid to experiment and try out techniques that may seem ridiculous. You never know, they might up being your top performers.

After writing your article you should first submit it to [www.EzineArticles.com](http://www.EzineArticles.com). After that you are free to distribute your article as you choose but EZA is going to give you the best results for the most part. For a list of the top 50 article directories click the link below.

<http://www.vretoolbar.com/articles/directories.php>

In order to help your article rank in the SERPS you can get backlinks from other article directories, web 2.0 properties, or from social bookmarking. Most of the time your

articles will shoot up in the SERPS and then fall after a few days but if you provide some link juice then you could have yourself a real winner.

## **Thank You!**

I sincerely hope that you have gotten something out of this report. It means a lot to me that you have opted to purchase my work and I am positive that you won't regret it once you start applying my techniques.

Again, thank you very much for purchasing this report and good luck with your internet marketing endeavors! Feel free to email me at any time if you need any further help.

-Max Ramocsai