

Tom Duong's

Golden Profit System



***A Step-by-Step Guide
to Make Money Online***

Tom Duong

www.TomDuong.com

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About The Author



Tom Duong has been actively marketing on the Internet since early 2006 and has been enjoying huge success in a number of niche markets.

He is highly dedicated to help new marketers begin and profit from their own online business by guiding them with his easy to understand and step-by-step tactics.

He owns more than 30 websites online in various niches and each site generates a steady stream of income for him.

His vision is to turn his blog at www.TomDuong.com into a learning center where newbies and experienced marketers alike will be able to find good marketing tips and advice to help them on their road to success.

When Tom is not hard at work, he enjoys watching mixed martial arts videos, reading self-improvement books, and spending time with his friends and family.

Visit Tom’s Internet marketing blog at www.TomDuong.com.

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Internet Marketing 101

So, you want to make money online. Then follow this guide as I give you honest and practical information that will enable you to build your very own Internet business.

The Internet has brought about amazing opportunities for all kinds of people, including me and you. It has changed the way we live, the way we communicate, the way we learn, and how we do business.

Now, you can go online at anytime of the day or night and purchase just about anything you could possibly want or even think of. E-commerce grows dramatically each year and it will continue to rise. More and more people are buying and doing business online. This is creating opportunities for you, if you want them.

The Internet has also brought about awesome opportunities for you to earn money that just didn't exist before. If you wanted to start a business before the Internet, chances are it would cost a substantial amount of money to invest that you probably just couldn't afford. Think about how expensive it is to start an offline brick and mortar business – way too expensive!

Thanks to the Internet, even teenagers have become rich. Some have even become millionaires. These are ordinary teenagers who don't even have a high school diploma yet. If it wasn't for Internet opportunities, they wouldn't have been able to make all that money.

One of the most awesome things about Internet marketing is that practically anyone can do it and it can be done on a shoestring budget. The Internet doesn't discriminate. Your age, race, background, education, and income don't matter. What matters the most is your desire and determination.

The Internet has completely changed the playing field. You don't have to be rich or get a big bank loan to start your own business. If you just take the time to learn how, you can start an online business with a very small investment.

This report is going to show you exactly how you can make money online from your home computer. And once you know the method, you can do it over and over again.

Having the Right Mindset from the Start

The basic requirement for starting an Internet business is to adopt the right mindset. You need to erase out the very first myth that Internet marketing requires no financial investments. It is true that there are few free Internet marketing options. Nevertheless, if you are planning to earn high returns through Internet marketing, you do need to invest some amount of money at the onset.

Having the right mindset is really important. Always remember success is yours for the taking. Success comes through sticking it out instead of giving up or jumping from one thing to another at the drop of a hat.

There are four common reasons why people fail at Internet marketing:

1. They are bombarded with so many different money-making products and ideas that they end up suffering from what is commonly known as information overload.
2. They give up when they don't get the results they wanted immediately.
3. They read and wish they could make money online, but they don't take action! They don't put to use any of that information they've learned.
4. They jump from one money-making product to another and can't stick to one particular method.

So those are the four things you need to stay away from. Remember, don't give up easily, don't sit around and do nothing, and don't jump from one method to another. In other words, you need to stay focus and finish what you have started. If you continue to fail at the same method after several attempts and genuinely feel that it's not right for you, then proceed to look for other methods.

What is the right mindset?

Having the right mindset means you are determined and you're not going to give up the first time things don't run smoothly or go exactly how you expected it. It also means that you're willing to learn and put in the effort.

The more you want something, the harder you will work at it. What kind of motivation do you have for making money online? How determined are you? Are you willing to invest your time it takes to set up your business?

You need to figure out your income goals and take actions to achieve them. Do you want to make \$1,000 per month or \$1,000 per week? Do you want to make a full-time income from home or do you prefer to make a little extra spending money?

There are some websites out there that make it sound like you can get rich sitting back doing nothing, but let's be real. That's not how it works. You have to actually put some work into it.

Also, this isn't some get rich-quick scheme. I'm talking about setting up a real online business here. So you won't get rich over night. I hate to burst any bubbles, but more than likely, your income will gradually build up.

There are some pretty simple rules that go into building an online business. The more desire and determination you have, the more effort and work you put into it. The more effort and work you put into it, the more money you will make. So how much money you will make depends on how much determination you have and how much effort you put into it.

A simple rule to remember is “Don't Give Up!” Some people are lazy and just want to get rich quick without lifting a finger. When they see that's not how it works, they give up. And guess what? These people end up not making a dime. If you want to really see the money, stick with your game plan and don't give up. Your business will build in value over time. Have you heard the saying, “Rome wasn't built in one night?” Perseverance pays off. There is a lot of money being spent online and you can definitely get your share if you stick with it.

There are people all over the world who are full-time Internet marketers who make a better living online than they could at a regular job.

Short-Term vs. Long-Term Income

Internet marketing business can bring in gains both in the short-term and in the long-term. It all depends on your perspectives about what you want to do. If you want to work little and earn small gains, you can opt for short-term online income. However, if you are thinking big and want to have a residual income, you need to focus on long-term objectives and invest in long-term online income.

Listing something occasionally on eBay or selling stuff around your house on Craigslist is a way to make short-term income. You sell something you have and then that's it. Sooner or later, you will run out of things to sell around your house.

Building up a long-term business takes more time and work in the beginning, but once everything is up and running smoothly you can be earning passive income consistently. For a long-term income, you have to treat your business like a REAL business. You have to treat it just like you would if you opened up an offline business.

In order to set up a long-term income, you need to take your business seriously and stay focus. This is why you need to have a business plan. Listing something lying around your house on eBay or Craigslist doesn't require a lot of work, focus, or a business plan. However, building a profitable long-term income stream that pretty much runs on autopilot does require a business plan.

Who do you think is going to make more money? Someone who casually promotes a product on ClickBank a few times or someone who has a business plan that takes the time to put together a blog loaded with useful information to build a list of targeted subscribers so they can promote their products on a regular basis? It goes without saying the second person is going to make substantially more money and the first person may not make anything.

You may not think you need a business plan, but the majority of successful business owners have a business plan. Just because you write a business plan doesn't mean you are stuck with it. You can update it as often as you like. A business plan helps you to stay focused, organized, and manage your time.

How to Build a Long-Term Online Business

Imagine doing something today and getting paid for it over and over again. You want to set up a system that builds you a long-term income.

There is a formula for setting up a long-term online business as a profitable Internet marketer. Once you know the formula you can do it over and over, just like if you know a good recipe, you can use that recipe as many times as you want.

The formula for setting up a long-term online business:

- keyword research
- find a profitable niche
- sell something in your niche
- create a website or blog
- build a list
- drive traffic to your website

Keyword research is important because you see approximately how many people are searching for particular words and phrases. You simply use a keyword tool and type in keywords to see how much searches they get. Keyword tools are both free and paid. The paid versions are better, but if you are on a budget, you can stick with the free versions.

Keyword research is good for helping you pick out a niche, making your website rank better in search engines, and for using Pay-Per-Click advertising. Before you get into a niche, do keyword research and see how many searches your keywords get a month. You want to stay away from keywords that don't get enough traffic and keywords that are too general. You want to pick the best keywords for your niche so your customers can find you easier. If you have a website related to “weight loss”, make a list of more detailed words and phrases related to “weight loss”, then see how many searches each of these words get. Many keyword tools give you keyword suggestions which can come in very handy.

Keyword research can prevent you from choosing a niche with low profit potential and point you in the right direction of choosing a hot and profitable niche.

You can use the following free keyword research tools:

- <https://adwords.google.com/select/KeywordToolExternal>
- <http://keyworddiscovery.com/search.html>
- <http://freekeywords.wordtracker.com/>

If you want to pay and get the best keyword research tools, then go to WordTracker.com or KeywordElite.com. WordTracker is \$59 a month or \$329 a year. Keyword Elite is a one-time payment of \$127 and it should really help you save on your Adwords costs if you're using pay per click advertising. The good thing about the paid keyword software tools is that it gives you heaps of detailed information.

Then you pick a niche. A niche is essentially a specialized market containing a group of people who share a common interest or quality. I recommend starting off with something you know and are passionate about because it will turn out to be a better product and you'll be more enthusiastic about it. Make a list of several niches you're passionate about and do keyword research to see how much profit potential each niche has.

You don't want your niche to be too broad because your customers will have a hard time finding you and you will have too much competition. For example, let's use the word "computer". This is way too broad to be a niche. If someone searches for "computer", you don't know what they are looking for. Do they want to buy a computer, sell a computer, build a computer, fix a computer, or learn how to use a computer? This is why you want to be specific with your niche and pick the right keywords.

For more niche ideas, browse through ClickBank, Amazon, PayDotCom, and see what's popular there. Also write a list of hobbies, things you are good at, and things you are knowledgeable in. This will give you a good list to start off with in order to find your perfect niche.

There are many ways you can go about selling products on your website. Your website can be one of the following types:

- A blog
- An informational website
- A review website
- A sales focused mini-site

Registering Your Domain Name and Web Hosting

Once you've decided on your niche, you need a domain name related to that niche. One popular place to register your domains is at Namecheap.com. You will find that the best of the domain names are already taken so you will have to get creative to think of a good domain name. You want it to be easy to say, remember, and spell. I highly recommend you purchase a domain name with the extension .com as it is the most commonly used.

If you need some ideas, go to DomainsBot.com. There you can type in a keyword or phrase and a huge list of ideas for different domain names will come up. It also tells you if the domain name is available or not.

If you are promoting a golf ebook, you want the word golf to be in your domain name. If you are promoting a cat product, you want the word cat to be in your domain name. Whatever you're promoting, you want the keyword to be a part of the domain name.

Now, you need a web host. A good web host for your website would be at HostGator.com. There, you can host unlimited domains for as low as \$7.95 a month. You will have one main domain name for the account and then you can add on as many domain names as you'd like. You also get cPanel access and 24 hour customer support. CPanel is an easy to use application that allows you to manage your website and easily install various web applications such as a Wordpress blog using Fantastico, an automated installation script included in cPanel.

Building a Website

So you've got a domain name and a web host, now you need a website. You can build one yourself or you can hire a web designer to build one for you.

I personally use Adobe Dreamweaver to build all my websites. However, Dreamweaver may be a little expensive and has a greater learning curve. Therefore, you may want to opt for a web designing tool like NVU or Kompozer which are free to download and the interface is very similar to Dreamweaver, Frontpage and ExpressionWeb.

If you are not computer savvy, there is software that allows anyone who can point and click a mouse button to create websites. That software I'm talking about is XsitePro. XsitePro is specifically designed for Internet marketers who want to build AdSense sites, niche sites, or any other kind of content sites. Now even if you only have the most basic computer skills, you can still put a website together.

Free website templates can be found at OSWD.org. You can search through the templates and download whatever you want free of charge.

Building a Blog

A good alternative to a regular website is a blog from Wordpress.org. Wordpress is one of the best blogging platforms and it's free for anyone to use.

Installing Wordpress is easy for anyone with a cPanel web host. You can also customize it to however you'd like. You will want to add more features than what the basic Wordpress offers, so there are plugins and themes that are free for you to use to make your blog look and function even better. You can find themes and plugins at the following websites:

- Themes: <http://wordpress.org/extend/themes/>
- Plugins: <http://wordpress.org/extend/plugins/>

Uploading Files to Your Host Server

FTP stand for file transfer protocol and it's the most secure way to transfer files from your computer to another location on the internet or to receive files. If you create webpages using NVU or another webpage editor, you will need to send the files from your computer to your host server. That is where an FTP program comes in. To upload files to your host server, you need to download and install an FTP program. I highly recommend you get one from SmartFTP.com.

Once installed, you will have to fill in your hosting address, user name, and password which is all provided by your web host or you can find it in cPanel. As soon as the information is filled in, you can immediately start uploading files to your host server.

Getting Royalty-Free Images

Now of course you want pictures on your website to make it attractive. There are websites where you can buy professional images at relatively low cost. There is also a website where you can download stock images and put on your website absolutely free. That website is www.SXC.hu and it's a great tool. You get loads of professional and beautiful royal-free images to put on your website for free. Take full advantage of this free, wonderful tool.

If you want to pay for premium stock images, you can try DreamsTime.com or iStockPhoto.com. They have a huge database of royalty-free stock photos and illustrations. Prices range from \$0.20 to a few dollars depending on the resolution for a single image.

Money-Making Business Models You Can Start Online

Model #1: Affiliate Marketing

Affiliate marketing is a great way to get started making money online because it's free to get started and you can start right away. Affiliate marketing is essentially the promotion of products or services of others and getting paid a commission when you generate leads or sales.

With affiliate marketing, you don't have to deal with huge upfront costs, creating products, customer service issues, stocking inventory, or mailing products. This makes affiliate marketing very appealing.

Some of the most popular affiliate marketing websites are:

- ClickBank.com
- PayDotCom.com
- CJ.com (Commission Junction)

ClickBank and PayDotCom offer digital products only while Commission Junction also offers physical products.

I highly recommend starting out with ClickBank because you can sign up instantly for free and there are thousands of products to choose from. You don't have to wait to be approved and you don't even need a website. With Commission Junction, you must have a website and many vendors must approve your website before you can be an affiliate. You can choose to promote only one product or as many as you want.

One of the best things about ClickBank is the high commissions. You can get up to a 75% commission. Many physical products only offer a 5% commission, while a 75% commission allows you to earn a lot more money faster.

Model #2: Blogging for Profit

If you enjoy blogging, you should set up a blog and start blogging for profit. Blogs are pretty easy to set up and you can blog about pretty much anything. Search engines love blogs because of the fresh content.

So, how can you profit from a blog? Well, there are several different ways. First of all you can promote an affiliate product. If you have a blog about weight loss, you can go to ClickBank, find a product related to weight loss, and promote it on your blog.

Secondly, there are Google AdSense ads. Google AdSense is free to sign up at AdSense.Google.com and you get paid every time someone clicks on an ad. AdBrite and Kontera are AdSense alternatives.

Then there are paid posts and paid links. If your blog gets a good amount of traffic, advertisers will pay you to write a post promoting their website or pay for a text link. You can also sell advertising space in the form of ad banners placed on your blog. You can charge the advertiser at different rates depending where they want their ads placed. The more traffic your blog gets, the more money you can make from selling advertising.

In order to have a successful blog, the “golden” rule is to consistently update it. Some people start blogs, write a few entries, and then forget about it. This is a quick death to your blog. Try to write new blog posts as often as you can. Writing an entry everyday would be great. However, if you can’t do that, even twice a week would be good. Fresh content is Google’s favorite food and the more fresh content you produce, the better.

Model #3: Sell Products on eBay

EBay is still the number one auction website with no other auction websites even coming close. EBay gets tons of traffic everyday from people looking for all kinds of items. Some people are looking for hard to find collectibles while other people are just looking for ordinary household items.

If you need fast cash, eBay is a great option. You can find a wholesaler and list items to be drop-shipped to your customers or you can list items you have in your own home. For the best results, you need to have a clear picture of what you are selling as well as a clear description. You can list items on eBay for as little as sixty cents.

Model #4: Directory and Review Websites

When people are interested in a product, they like to look at review sites to read reviews on the product. A directory is a website that contains a list of related websites, information, or resources.

Directory and review sites are popular and you can set one up in your niche. If your niche was the acne niche, you could set up a review website reviewing different acne products. You would tell your readers how much the products cost and how well they work.

If someone is interested in a movie, they may read reviews before deciding if they are going to buy tickets and spend 2 hours of their time watching that movie. Reviews will either encourage them or discourage them from seeing the movie.

People are always using the internet to learn more about products they are interested in. They want to read positive reviews before they make up their mind to buy. You can write positive reviews for products you are selling to encourage people to buy that product. There are different ways to set up review sites and looking at good review sites can give you ideas of how to set up your own review site.

Directories can either be free or paid. You can compile a list of resources in your niche and make a directory. You can profit from advertising such as AdSense. If you have a high traffic directory, you can start charging for people to be listed in your directory.

Model #5: eCourses and eCoaching

You can make money by selling eCourses and eCoaching. If you are an expert on a particular subject, you can profit from your knowledge by teaching others what you are knowledgeable in.

ECourses will be a prewritten course you will sell to people while eCoaching is more personal. For example, if you have extensive knowledge about the stock market, you can teach people who want to learn how to invest in the stock market. With eCoaching you would either use email, an instant messenger, or Skype to coach your students. ECoaching takes more time, but you can charge more. With eCourses, you just have to write the course once and sell it to as many people as you can.

Model #6: Infoproducts

People want information, they want it now, and they turn to the internet to find information on any topic under the sun. There are many advantages to infoproducts. First of all, they don't take up any physical space. It's all on your computer. Since your customer will download the infoproducts, you don't have to deal with the hassles of mail delivery and shipping costs. Another big positive is that there is no waiting for infoproducts other than the download time.

Ebooks are the most common infoproduct. However, infoproducts can be audios, videos, interviews, home study courses, workshops, teleseminars, webinars, email courses, newsletters, etc. There are ebooks for all kinds of niches. People buy infoproducts because either they have a problem and want it solved or because it is offering them hope.

Some examples of infoproducts would be: how to make money, how to get rid of acne, how to lose weight, how to train your dog, how to find a boyfriend/girlfriend, and how to fix your car. You are taking your knowledge and teaching people how to do something.

You can create infoproducts yourself, you can outsource them, or you can sell other peoples infoproducts. If you have your own infoproduct, you can sell it via your own website or through ClickBank. You can also offer them in membership sites.

Model #7: Membership Sites

With membership sites, people pay a monthly fee to have complete access to whatever it is the membership site offers. Some membership sites offer PLR products where people pay a fee for access to new PLR products every month. Some membership sites offer videos, movies, TV shows, and music. Other membership sites share special access to certain information or digital products.

Setting up a successful membership site is very profitable. If you can get 200 members paying just \$10 a month, that turns out to be \$2,000 a month.

Find a niche in a hungry market and set up a membership site in that niche. You will have to offer valuable content to your members.

Model #8: Private Label and Resell Rights

If you give someone private label rights (PLR), you are giving them permission to change, edit, and take credit for a product. With resell rights, you give them permission to resell a product.

Internet marketers buy PLR products to save them time and money. Some Internet marketers have blogs they need to update, but they just don't have the time to put out new content on a regular basis. With PLR products, problem solved! They can take PLR articles, edit them, and post the articles to their blogs. That way, they have new content posted on their blog without actually having to take the time and effort to write out full articles. PLR products are also less expensive than original, unique content, thus saving them money. While a single PLR article may only cost less than \$1, an original, custom article written for them may cost \$10 or more.

You can make money by writing and selling products with PLR and Resell Rights. As mentioned previously, you can even set up a membership site where you offer brand new PLR content every month. You can also set up your very own website that sells PLR and products with resell rights, or you can sell them in the [Warrior Forum](#) via a warrior special offer (WSO).

PLR articles are always sold in packs so you can write your own pack of PLR articles or you can hire professional writers to write a series of articles in a variety of niches. You can also re-package the PLR articles into an ebook or report and sell it. You can even make video tutorials and sell them with resell rights.

Model #9: Freelancing

If you have a skill, you can sell your services. You can be a freelance web designer, writer, copywriter, graphics artist, coder, and more. You can do work by the hour or by the project.

Some of the best freelance sites to join are:

- [Elance.com](#)
- [Guru.com](#)
- [Rentacoder.com](#)
- [Scriptlance.com](#)

At these freelance sites, people place projects for work they need done and you bid on the projects.

To get started, you will need to put together a portfolio so potential clients can see samples of your work. Nobody wants to hire someone that they have no idea of their skills or capabilities. If you have previous clients, you can ask them for references or testimonials.

When you are just starting out, you may have to take lower wages until you get your foot in the door and get established. When you are new, you are competing with other freelancers, some of who are established and have lots of feedback. Once you have a solid reputation, you can start charging more.

Freelance sites protect both the buyer and provider. When you use a freelance site, you don't have to worry about spending ton of time working for someone, just to have them not pay you when you are finished.

You may also choose to get your own domain name and website for your freelancing services. There, clients can find you directly instead of going through a freelance site. You would have to drive traffic to your site by getting customers. The best ways to promote your own freelance website would be going to related forums and posting your signature and using pay-per-click advertising.

Model #10: Selling Your Knowledge as Video Tutorials

Thanks to sites like [YouTube.com](https://www.youtube.com), videos online have become very popular. Millions of people are watching videos online every single day. Some people prefer watching a video over reading a long sales letter or webpage.

Take something you know a lot about and turn them into video tutorials. The great thing about video tutorials is that people can see exactly how something is done rather than just read about it. Post a sample of a product on YouTube to get traffic and find potential customers. Also post a sample on your website so people will get a taste of what they are buying. Leave them hungry for more.

Model #11: Sell Products Using Public Domain Works

Using public domain works is a unique way to make money. Public domain is anything that is free for the public to use for any purpose. Basically, there are no laws for public

domain works. And you know what? Most people aren't even aware that public domain works exist. Most people have never even heard of it. That's better for you!

When copyrights expire, they become public domain. There is no copyright and you can use these works as you please. That means you can copy it, edit it, post it on your website or sell it.

I'll give you an example on how you can put money in your pocket from work other people created, completely legally and ethically. Say there is a book in the public domain about natural cures. You can take that book and turn it into a PDF ebook. If you want to spruce it up, add some graphics and edit it a little bit. Then you can sell it and keep all the profits. You are even allowed to name yourself as the author.

Public domain covers many different products. They can include books, art work, music, photography, maps, software, and more. Since public domain is completely free, everything you make is 100% profit. You don't have to use any of your time to create the product and you don't have to pay anyone to create it for you.

Anything published before 1923 in the US is public domain. For anything published between 1923 and 1977 it may or may not be public domain. You will have to look at the copyright office to see if the copyright has expired.

Gutenberg.org is the most popular public domain website. To check copyrights in the US you can go to <http://copyright.gov/records/cohm.html>.

How to Find Your In-Demand, Sizzling-Hot Niche

So now you want to find a hot niche. You can choose a niche that you know and care about or a niche you have no knowledge about. There's no rule that says you must be passionate about your niche. I would recommend starting off with a niche you really care about and capable of providing value. It is easier to market something that you care about.

You want to start off with one but later on, you should add more niches so you will have more than one source of income.

The first step of picking a niche is brainstorming. Write down a list of possible niches. Then ask yourself how big is this niche, how much competition is there, and is it profitable?

Use a keyword tool to see how many people are searching your niche. This will tell you how popular it is. If a lot of people are searching for your keywords, then the niche has a potential for profit.

To find out how profitable a niche is, type your niche in quotes into your favorite search engine and look at the results. How many ads are there? If you see a lot of ads, then you know it's profitable because people aren't going to keep spending money on something that doesn't work. When a niche is profitable, you must be aware that you will also have more competition.

Something else you can do is to go to sites like ClickBank, Commission Junction, eBay, PayDotCom, and Amazon and look for products related to your niche. Check out the best sellers on Amazon to get ideas from what's popular. If there are no products or very few products in your niche from these websites, you'll want to drop that niche and find another, because it's likely to not be profitable. If you see that products in your niche are selling well, then you know it's a niche with good profit potential.

How to Create Your Money-Making Product - No Writing Skills Required

If you want to your create your own product and claim full ownership to it, but don't want to write or not sure what to write about, there is one magic word - outsourcing.

All of the big Internet marketing gurus out there outsource. It is simply impossible for them to handle every single little task that needs to be done. If they did every single thing themselves, then they wouldn't be making anywhere near the amount of money they are making. Their business would grow much slower and wouldn't grow nearly as much.

Here is a list of freelance sites you can outsource your work to:

- Elance.com
- Guru.com
- GetAFreelancer

To outsource your work, you simply sign up with a freelance site. Then you enter a project description and place it in the corresponding category. Providers will bid on the job and you select someone to award the project to.

To make outsourcing run as smoothly as possible, you need to be very clear on your project. If you are outsourcing articles, then be clear about how many articles, the topic, the word count, and any other information.

You are able to view portfolios to see writing samples of providers on freelance sites. You will get a variety of bids from low to high and different skill levels. You should make a budget and find the best writer you can for your budget.

If you want to be in a certain niche, but don't know a thing about it, then outsourcing is the solution. You don't need to know anything about it, or even write a single word. All you need to do is post your project and let someone else do the work for you. After you pay, the work belongs to you and you can do whatever you want with it.

A place to get unique articles at a very low price is at Need-an-Article.com. At Need-an-Article you can join for a low monthly price of \$9.95. Whenever you want some unique articles written, you just submit a request. You enter any information the writers need

to know and in 24-48 hours you have an original article without having to write a word. An article credit only cost \$5.52 and for that, you get an article up to 550 words or \$12.50 for up to 1000 words. I have to say, that’s a really inexpensive price for a unique article written by quality writers. If you have PLR articles, they can also rewrite your articles at \$6.75 for a single rewrite or purchase multiple rewrites and get a bulk discount.

If you are going to need a lot of content, it is too time consuming to go to freelance sites to list every single project you have, view the bids, wait for the bidding to close, and then select a provider for your project. With Need-an-Article, all you do is submit an article request with your requirements.

Ever heard the saying, “time is money”? Outsource as much work as you can. You will save yourself a lot of time which you can use toward what you’re most skilled at.

How to Build A Hyper Responsive Opt-In List

When people see something they are interested in, most people won't purchase on the first visit. If you have a website and a potential customer visits your site, you don't want to lose that sale. You want to keep in touch with your visitor so when they are ready to purchase, you'll make a sale. If you aren't building a list, you may lose that customer forever.

When building a list, you have to give people a reason to want to be on your list. Why would they want to sign up to get emails from you? What are you offering?

Let's take a look at list building:

Why build a list?

- To build a relationship with your customers
- To establish yourself as an authority figure in your niche
- Gain loyal and repeat customers
- Studies have shown it takes several communications with someone before they are willing to buy
- A list can provide you with many income opportunities

How do you build a list?

- You need a website – could be a blog or a squeeze page
- You setup an opt-in form on your website
- You give an incentive for people to sign up
- You send traffic to your website

What kind of incentives should you offer to people to sign up?

- Free report
- Free newsletter
- Free e-course
- Free quality information
- Free PLR products

What should you NOT do with your list?

- Don't bombard them with sales pitches
- Don't promote your products before offering some good information or something of value
- Don't bombard them with too many emails
- Don't forget about your list
- Don't promote low quality products

What SHOULD you do to make your list better and more responsive?

- Ask them what they want
- Stay in regular contact with your list
- Hold contests
- Ask them what their problems and concerns are - then you know what people are willing to buy
- Ask them for their feedback
- Promote quality products - then they will trust your recommendations
- Write an honest product review
- Ask them to send quality testimonials with their name and website address – in return, you send them one-way backlink traffic to their site

You want to establish yourself as a source of good advice in your niche. You want the people on your list to trust what you have to say and your recommendations.

To get ideas about what to offer people to subscribe to your list, take a look at competitors and see what they are offering their lists. You will see some are offering reports while others are offering to email tips and others will give a free ebook. Looking around at different competitors sites, you should get ideas about what you want to offer to your list.

In order to build a list of subscribers, you will need an autoresponder. There are many choices when it comes to autoresponders. I highly recommend you opt for a paid version as the free versions are very unreliable and the email delivery rate is extremely poor. You need an autoresponder to capture the name and email address of the people who visit your site and you need it to send out emails, promotions, e-courses, and newsletters to all of these people who become your subscribers.

If you had a list of 1,000 subscribers, can you imagine writing to each one individually? You would have to hire a full-time staff just to communicate with your list. With an

autoresponder, you can set up your emails to go out to everyone on your list and schedule your emails to go out at different intervals. You can also keep track of how many people open your emails, how many people click on your links, and how many people order.

Two of the best and most popular autoresponders are [Aweber](#) and [GetResponse](#). Aweber starts at \$19 a month for a list of 500 subscribers and goes up depending on how large your list is. Get Response is \$17.95 a month. Both of these services offer a free trial.

An email campaign on an autoresponder is how you can put your profits on autopilot. You only have to write the emails once and load them into your autoresponder. Then anyone who signs up for your list whether it be today, next month, or next year will get the emails at a predetermined interval.

It's been reported that it usually takes about 7 contacts with someone before they are ready to buy.

Once you have everything loaded into your autoresponder, that's it. You just have to check your stats and see if any sales are made.

Surefire Ways to Drive Laser-Targeted Traffic to Your Website

Traffic is the lifeblood of your website. You need traffic to profit and the best type of traffic is the highly targeted traffic. These are people looking exactly for what you are offering. A website can't survive without traffic. You want to get your website seen by as many people as possible.

Here are 10 ways to drive laser-targeted traffic to your website:

1. Create a blog

A blog is a great way to get traffic to your website. Why? Because search engines love fresh content and blogs are made to give fresh content. Blogs that are updated regularly do very well in search engines. Also, blogs are meant to have helpful information that your readers want to know about. Not to mention blogs are so simple, anyone can learn how to blog.

You can create a free blog at [Wordpress.com](https://www.wordpress.com) or [Blogger.com](https://www.blogger.com). Both blogging platforms are free-hosted, meaning your blog is hosted on their server. Keep in mind that if you use a free blog at Blogger.com or Wordpress.com, they have rules you will have to follow and if you're in violation of their rules, whether intentionally or unintentionally, they can shut down your blog. So, if you want to have more freedom and flexibility, I highly recommend you create a blog from [Wordpress.org](https://www.wordpress.org) (self-hosted) which uses your own domain and hosting.

2. Submit your blog to blog directories

There are lots of blog directories out there, so it will take a while to submit your blog to all of those directories, but it will pay off in terms of traffic. The higher your blog is ranked in directories and the more directories it's listed in, the more traffic you will get.

There are general blog directories and then there are specific directories for different niches. To find directories in your blog's niche, simply do a search on Google. For example, if your niche is dog training, simply type in “dog training blog directory” to get the results.

You can start by submitting your blog to the following high profile blog directories:

- Blogcatalog.com
- Blogarama.com
- Blogs.botw.org

There are many, many more, but don't worry about getting your blog listed into all the directories in one day. Simply submit your blog to a few directories a day until you're finished.

3. Write articles and submit to article directories

Writing articles has been a very popular way to get traffic for a few years now and it's still popular and effective. Some people hate writing, but don't let that scare you away. You don't have to be an award winning writer to do well with article marketing. You just have to have reasonable writing skills.

In order to get the most traffic, make sure you write a quality article. In other words, don't make it sound like one big advertisement. Give some good information in your article. Try to make it easy to read and not too dry or technical. Don't use slang in the articles, otherwise people may not take you seriously. You want to give the impression that you are well informed, professional, and know what you're talking about. You want people to trust you and visit your website for more information in your niche.

After you've written your articles, submit them to article directories. The most popular one is from EzineArticles.com. I recommend using EzineArticles as your primary article directory, but also submit to other directories. The other top article directories are:

- GoArticles.com
- ArticleAlley.com
- Amazines.com
- IdeaMarketers.com

Don't write a whole bunch of articles and submit them all at once. The way to get the most out of your articles is to spread them out. Why, you ask? Because when your article has just been submitted it appears on the front page for a while. This gets the most views and most traffic to your website. If you spread out the articles, you will have more of your articles on the front page and get more article views.

EzineArticles does great in search engine results. When people are searching Google for certain keywords, a lot of times articles in EzineArticles make it to the front page of Google.

Articles must be approved for submission and this can take a few days, depending how busy the staff is. If there's a problem with your article such as too many keywords, you can fix it and resubmit it. The more articles you write and submit, the more traffic you get.

4. Build a list

All serious Internet marketers build a list. Sign up for an autoresponder like Aweber or GetResponse and put the opt-in form where it can be easily seen on your website.

Offer a free report for everyone signing up for your newsletter. The best customers are the loyal customers and by giving your subscribers quality and useful content, you can have loyal customers that bring you repeat sales.

Sometimes newbie Internet marketers are offended when people unsubscribe from their list or don't even open their email. Not all of your subscribers will become customers, but those that become loyal customers will be more than worth it.

5. Post high quality comments in forums and put links in your signature

This is one of my favorite methods for fast, free, traffic. I have used this to get lots of targeted traffic to my sites for free. Don't underestimate the power of signatures.

Join active forums in your niche. Become a member and put your sites in your signature. Lots of people will click on your signature and visit your website.

The key rules for this method are not to spam and not to blatantly advertise. People will see right through that. Post real comments in good, active forums. Also start quality threads. Ask interesting questions or post helpful information.

Be sure to look for the threads that are “hot”. In active forums, these popular threads get hundreds of views in one day. Post quality comments in as many popular threads as you can.

If you don't know any active forums in your niche, simply do a search on your favorite search engine like Google. For example, if your niche is copywriting, just type “copywriting forum” in the search field and you get a bunch of results back. Look around different forums and find the ones that are the most active.

6. Create a viral report or video

With a viral report or video, you are giving it away for free along with giveaway rights. Some people will take your report to give away to their list or website visitors. Other people will get your report or video and give it away to their friends.

Why are you giving away a free report with giveaway rights? Because it has your links in it! This will get you laser targeted traffic to your site. You will get traffic of people who are interested in your niche and have read your report.

You need to create the report in PDF format where nobody can change or edit the report because your links need to stay intact. Make sure that everyone understands they only have giveaway rights, but not rights to change the report.

This can work with a report or video. With a video, upload it to YouTube to get lots of exposure especially when YouTube is ranked in the top 10 website for traffic on Alexa.

7. Use Google Adwords and/or Yahoo! Search Marketing

Pay-per-click (PPC) advertising is a fast way to drive traffic to your website of people that are searching for your exact keywords. The only difference in this method and many other methods is that this method can get expensive. To get the most for your money, you have to choose your keywords carefully and set a budget you are comfortable with.

The most popular PPC method is [Google Adwords](#). Everyday millions of people turn to Google to search for something. The next popular PPC method would be [Yahoo! Search Marketing](#).

You can search for keywords, see how many searches the keywords get, and the approximate average cost per click. Pick the best keywords you can find that fit your budget and are the most targeted.

It's also important to test your ads. You have three lines of space where you must convince people to click on your ad. Some ads are more appealing than others. Write two or three different ads for the same website and see which one performs best. Keep the one that performs the best and drop the ones that don't.

8. Create social networks

By creating social networks, you can bring people together that have a common interest. Social networks have become powerful tools for people to connect with others as well as online marketing. Social networking sites are some of the most popular sites on the Internet and you can use the power of social networking to bring traffic to your

website. If you haven't already jumped on the MySpace and Facebook bandwagon, make sure you sign up, make some friends, and network with other like-minded people.

There are ways you can create your very own social network. [Ning](#) is a relatively new website that allows you to create social networks on anything you like.

9. Create social bookmarks

Another way to get traffic to your website is to bookmark it on social bookmarking sites. You can bookmark sites on your computer, but social bookmarking is bookmarking websites on the web and sharing your bookmarks with others. People can browse each other's bookmarks that they have selected by categories, tags, or recently added. So instead of browsing through a search engine, you can go to a social bookmark site and see websites other people have found interesting in certain niches.

Here are some of the most popular social bookmarking sites:

- [Digg.com](#)
- [Reddit.com](#)
- [Delicious.com](#)
- [Propeller.com](#)
- [StumbleUpon.com](#)

There are many more social bookmarking sites. Take the time to visit all the popular ones to bookmark your websites.

10. Comment on other blogs in your niche with a link back to your site

This is a free, effective, and easy way to get one-way backlinks and traffic to your website. People are already reading other blogs in your niche and if you leave a helpful comment, you get targeted traffic to your website from people who want more information.

Don't leave one line comments like “Thanks” or “Great Info,” otherwise, you won't get any traffic. With comments like that, you aren't giving readers any reason to visit your site. And even worst, the blog owner might decide to just delete your one or two words comment.

Leave a comment that will give readers the impression you know what you're talking about. For example, if they're writing a list of things on a particular topic, you can add something to that list. Readers will appreciate that and will make them want to visit your website to get more helpful information.

How to Maintain and Grow Your Business

If you are growing a plant, you want to water your plant to keep it alive and growing. Just like if you have a business, you want to maintain and grow it. If you have a website you should periodically update it. If you have a blog, you should regularly post to it.

You don't need to write or submit articles each and every day. However, you should write or purchase articles once a week to post on your website or blog. You can also use the articles for article marketing.

Google assigns each domain a pagerank (PR) based on different factors. All websites start off with a PR 0 but with time and work you can bring your website to a PR 5 or 6 which is a very good PR. You can check your page rank at GooglePageRankChecker.com.

Backlinks are important for ranking high in search engines and with time you can build up backlinks for your website. Every time another site links to you or if you submit an article to an article directory, you are gaining a new backlink.

Educate yourself on the art of copywriting to establish your Internet marketing business. A book on copywriting that I highly recommend reading is “Web Copy That Sells” by Maria Veloso. You can purchase one at Amazon.com. The copywriting skills would prove useful for writing sales copy, your own web pages, or articles to drive traffic to your site.

Study what is already working for others. Look at your competition and other Internet marketers to see what they are doing right. You can get tips and ideas for your own business.

Choose an appropriate mentor to guide you through the maze of Internet marketing. Once you choose a mentor, stick to that mentor so that you remain consistent in your attempts to excel in your Internet marketing business.

Learn to accept failures as a part of your way of reaching the top of your Internet marketing business. Do not leave your Internet marketing business midway just because of a few setbacks. Probe deep to identify the cause of the setbacks and thereafter try to bring in necessary changes.

Closing Advice

I'd like to give you some last words of advice. First of all, never stop learning. Henry Ford once said:

“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.”

With that said, I highly recommend visiting Digital Point Forum and especially the Warrior Forum. There, you'll be surrounded by many other Internet marketers on all different levels. You'll find the complete beginner and the advanced gurus. This is a place where you can ask for advice and get very good advice for free. You can also build friendships and rapport with other Internet marketers. You will also learn about any new trends and important news in the Internet marketing arena.

Don't be afraid to ask questions. At the Warrior Forum, you'll find there are many helpful people. You will learn a lot by reading and taking in the information.

There are so many wonderful resources out there for you to use. I encourage you to take full advantage of these helpful resources. Some are free and some are paid. If you are starting off on a small budget, you can stick to the free resources. If you have extra money to invest, you can get even better results with the paid resources.

Stay positive and get rid of any negative thinking. It won't do your business any good. If you ever start to feel stuck, remember why you wanted to build a business online in the first place for motivation.

Remember these key tips:

- Have a burning desire to succeed
- Have a system in place
- Write a business plan
- Set a schedule for your Internet marketing tasks
- Use your time efficiently
- Have a positive mindset
- Network with other Internet marketers

- Don't give up
- Have a mentor or coach
- Outsource as much as you can

Average people with little or no money to start have been able to make a full-time income online so you can too if you choose to do it. When you see yourself accomplishing your goals, it's time to make new goals.

I am going to tell you right now the number one reason why people fail at making money online so you can avoid it is: NOT TAKING ACTION. The bottom line is if you want to succeed, you must take action. There's no way around it.

Some people don't take action because they are scared of failure. Everyone has to start out somewhere and sometime. Even the Internet millionaires were once beginners. If they were too scared to take action, they wouldn't be where they are now. They took action and they didn't give up. Some people just barely begin and then stop when they see they aren't raking in money right away. I'm not going to tell you that you'll make tons of money over night, because most likely, you won't. But if you take action and keep taking action, you will grow, learn, and improve and so will your income. But don't just take it from me – world-renowned motivational speaker Anthony Robbins puts it:

“You see, in life, lots of people know what to do, but few people actually do what they know. Knowing is not enough! You must take action.”

Sometimes life, family, and obligations try to get in the way of action. Well, the good news is you can start out with just a few hours a week. There are 24 hours in a day and if you can spare just a few hours in a whole week, that's all you need to start out. Or maybe you are super motivated and want to dedicate several hours a day. Either way will work as long as you take action.

I'm going to give you my personal tips in taking action and getting results. I make a to-do list every day, write a business plan for every niche I'm in and regularly write down my goals. I write down my short-term goals and long-term goals and sometimes I modify my goals and business plan. Don't be afraid to change or modify your plans and goals as you see fit.

Once again, let me remind you of two highly important words: TAKE ACTION!

I wish you all the success in your Internet marketing venture and hope I have helped you out.

Here for your success,



Tom Duong

P.S. Visit my Internet marketing blog at www.TomDuong.com where I reveal all the latest tips, tactics, and secrets to help you build a **successful** online business!