

# **Make Money While You Sleep**

## **Increase Your Income Around The Clock**

### **WITHOUT A JOB**

There are a couple hard and fast rules we need to explore before launching into what it takes to learn how to make money around the clock, from home.

#### **First – the 90/10 rule.**

You may have heard this before, but it simply states that 10 percent of the world's population control 90 percent of the money. Now, all fairness aside, the reason for this statistic is that a small number of people know how to create money AND how to hold onto it. This is the biggest difference between the rich and the poor- the wealthy know how to retain the funds they've earned while also investing it and turning that money into more.

#### **I'll be going over later some of the steps the 10% use and what enables them to prosper despite economic fluctuations.**

But first let's say you just want to make a little money quickly-either on the side or perhaps you're in between jobs or you simply don't want to invest the time and effort to really gain new skills- all of these methods can be exacted relatively painlessly with little or no training.

#### **Why You Don't Need A Job**

##### **Your Job-**

- ❑ **tells you what time of day that you should eat**
- ❑ **suggests to you how many hours you need to put in order to be motivated.**
- ❑ **tells you how much time is put in before you can retire.**
- ❑ **Let's someone else determine your worth**
- ❑ **Is crippling you financially-with the amount of taxes taken from the average worker's paycheck it is more difficult than ever before to build the life you want by working for someone else**

- ❑ **Is too RISKY-Do you really want your entire financial future left in someone else's hands ?**

**So when you think about it- who really controls your life ?  
You or your job ? Yet ...**

***87% of people do not like their job***

***50% do not feel satisfied or fulfilled***

***25% of you say that your job is the #1 stress factor in your life***

***41% of you are living from paycheck to paycheck***

***70% of you are not motivated by what it is that you do***

***50% of you are woefully underpaid***

***67% of you are in the wrong field***

***72% of you are in a place where you are being undermined so  
you will not succeed***

**It's time to reevaluate whether you're getting what you're  
you're putting in !**

## **15 Ways To Increase Your Income Without A Job**

It's no secret loads of people are attempting to add extra sources and increase their income these days ; but for many people the problem with starting anything from a new business to a tiny side venture is something I deal with every day with clients and one which plagues many people: a lack of understanding towards wealth.

There is plenty of money out there, more than enough for everyone to make and invest towards the future they wish to create, but you and I know that isn't how it

works. Too many folks believe money is scarce, hard to acquire, and that it takes some to make more. Or they believe the answer is in finding a different job-or just a job period.



This isn't true however- and for demonstration purposes only- I've prepared a list of 15 ways ( which is by no means inclusive) of ways to produce quick cash and then turn around and invest into something of more lasting value ( which I'll explain in my next post); or do with what you wish. You can increase your income quickly and going through traditional channels-but it does take some creativity.

1. Make Stuff to Sell. Using the crazy site known as on Etsy, an online shop devoted to crafty vendors, one can bring in some quick cash by making their own product
2. Craigslist- Over 40 million people use it every month. It's free and localized, so there is typically no shipping involved. An easy way to increase your income quickly is pair this with Ebay by simply purchasing on one then selling on the other.

3. Work Online For Others- Amazon Mechanical Turk, where companies post tasks that machines cannot easily do but are relatively simple for humans, is a work at home program you can easily get started with. You choose an assignment, and, on completion, are credited with payment to your Amazon account.

4. Find items that you know are selling below their full value (you can use a website like Liquidation.com or Slickdeals.net ) , buy them and sell them on Ebay.

Once you find your product niche you can set up a system; these two sites are so good if you figure out what you're doing I'm convinced you could make a pretty decent monthly income and turn this process into a business itself. I've just never had the time to explore the option, but for those who want to make quick cash this is one of my favorite options. Be careful when buying from these sites though-I would recommend only buying 'new' in the beginning as the return policy is basically non-existent.

5. Re-sell Computers – This is slightly different than Ebay Arbitrage. Find a distributor that will sell to you at their discounted prices. List these items online. Buy and ship-bam! That's it. Basically, you become a reseller.

6. Be a Mystery Shopper – If you're a woman, this is a perfect way to increase your income-get paid to shop and share your experience. Men can do this too of course ; however you don't get to wear a trench coat and fedora.

7. Become a Ticket Broker – No special permit required. If you know sports or entertainment enough to pick the right events, and have access to purchase the tickets at face or below, then you can use a service like Stubhub.com or Craigslist.org to re-sell the tickets for a profit. There's a few people out there doing this as a full-time business making six figures.

8. Scrap Metal-One way you can get some quick cash is to sell scrap metal to your local salvage yard or recycling center. You can actually make some decent money this way if you know where to look.

#### 9. Tap Your Life Insurance

Whole life insurance (a type of insurance you buy to last your "whole" life and your heirs get the payout even if you live to 104), has greater premiums but the insurance also has a "cash value" that you can tap if you need to. All you have to do is call your life insurance company to access the money.



You could hire this guy ...or not

10. Rent Out Your Truck or Van – Increase your income the smart way-use that truck for extra money and not just mudding. Nothing seems easier to me. Even had some guys pull up in my driveway the other day, knock on my door and offer to sell me some frozen steaks they had in a freezer in the back of their pickup truck. Yeah. I didn't buy any cause I didn't want the GBI knocking down my door looking for stolen cow parts, but I was tempted to reward their ingenuity. The real winner there was the owner of the pickup truck however. (Unless that was stolen too. )

11. Drive People to the Airport – All you need is a reliable car and the ability to be on-time consistently. My mom, for instance travels a decent amount, lives about 45 minutes from her airport and often doesn't want to leave a car parked in a garage where they can stick it to her for 15 bucks a day-so she usually gets people to drive her . And pays them. ( I think.) Don't you think you could turn that into a service? All you need is a few happy clients and once word spreads, you'll find you have to turn business away.

12. Sell Yourself Online – And by this- I mean get creative and sell your skills and/or your time online in a fresh, new way. Fiverr.com is a great place to start for ideas , and an easy way to *increase your income* from home.

13.Pawn Your Stuff -Here's how a pawn shop works. You bring in something of value as collateral on a loan; in most cases, the loan will be about 10% of the

actual value of your item. Then, you have three choices: redeem the loan, pay interest to keep the loan alive, or let it lapse and forfeit your item and cry all the way home, anticipating the beating your wife is going to give you.

14. Write Reviews- **Increase your income** by getting paid a little cash to write product reviews. Lots of websites need this and pay for it. If you're knowledgeable and can write quickly, this may be for you.

15. Donate blood and stuff.- Did I say donate ? I meant SELL ! That's right, if you've ever been a poor college student you probably already have heard about people donating plasma for cash-up to twice a month but you can also sell your hair as well for even more if you're so inclined. But should you choose you can also find numerous places to participate in studies or you can find other stuff to donate that is more in demand. This isn't a way to get rich obviously, but one that would free up some cash.

## **Start A Home Business And Get In The Black The Next Day**

I write this at that wonderful time of year when the frost starts to thaw, flowers begin to bloom and everyone is either doing their taxes, finishing them ,or fretting about said taxes . And possibly contemplating a revolution.

It's no secret that in today's economy, countless numbers of people are trying to find ways to make more money and quickly. The best way to make money fast is by

starting a home based business; therefore it might come as a shock to some when I say it is possible to profit immediately when you start a home based business simply by applying some techniques to shield more of your hard-earned income from taxes instead keep it in your pockets.

However, I was taken aback at how many people who *start a home based business* don't take full advantage of the assets that this sort of opportunity presents. In fact, the minute you start a home based business opportunity, you become privy to a number of benefits you didn't have available before. Even if you're not making any money in your business, if you apply proper techniques available to a business owner, you will be saving money you otherwise would parted with to Uncle Sam. ( Or whatever uncle is in charge of your respective government. )



But maybe not as many  
Now when you elect to start a home based business there are of course some elements you need to examine first:



1. The type of business: is it something you can succeed in, and believe you can enjoy?
2. What kinds of new skills will you need to develop for this business, and will you have either someone or a quality system to help you develop those skills necessary to thrive?
3. What is the leadership like of the home based business opportunity you decide to join? What is their reputation?
4. Research the history of the company and whether other people are finding success with whatever system or endeavor you decide to explore. There are an incredible number of "programs" on the internet that promise one they can work 15 minutes a day and bank huge amounts for doing nothing. Be careful when you come across these types of opportunities because the majority are affiliate products designed to make money for the person marketing the program , not necessarily for the buyer. Some of them may work, when it comes time for you to **start a home based business** you just need to do your due diligence.

A quick note for when you're doing your research about starting a home based business: when you research a business and find the word "scam" frequently appear in the search engines, don't let this immediately deter you: continue to do your due diligence and explore why exactly someone is saying that opportunity is a "scam". the reason is many marketers target other businesses , hoping to leach traffic off one opportunity onto their own by catching people's attention who don't know better. In the old days, one could trust what they found on the internet; you have to be much more careful now. Measure once, cut twice, that is the carpenter's rule of thumb and one you should heed when you decide to start a home based business. You want to be able to enter with confidence and excitement.

One caveat before I proceed: everything that follows is simply a suggestion and I highly suggest you stay within your limits and do not exaggerate any of your tax

deductions. The IRS is hurting right now just as many citizens are- and would just love for you to finagle with your taxes and invite an audit . ( In fact, there is an entire departments of the IRS that have been mobilized over the last couple of years simply to pore over older tax records in the hope of finding past discrepancies that they can then fine someone for.) So don't invite the wolf in and you should be fine.



He'll come and knock on your door...

### **Start a Home Based Business and Profit Immediately**

Some of the items you can profit from once you start a home based business:  
Office rent-This is one everyone should know and use but I'm including it because like I mentioned before, a lot of people overlook these benefits. Even if you're using a spare bedroom , you can take your office space and ( the size of the bedroom or a percentage of your house-don't go overboard with this and claim like " All of my house is an office because I work in every part of it !" or anything, this won't fly with the IRS. There are ways to use tax laws to your advantage but not abuse them. )Typically you can deduct somewhere around \$1.75 per square foot, so if you have an office that is only 120 square feet, you can deduct around \$210. But that's every month.

Computer-You are allowed to write off around \$25,000 annually for equipment and business assets, so a new computer, printer , fax , modem , etc. all fit into this category.

Health Insurance- medical, dental, and even disability. Smart.

Start-Up Expenses and Marketing- business cards, the expenses of joining, and if you enter into network marketing ,( one of the best forms of home based business) you can even deduct the PRODUCT as well.

Meals-you have to eat right? And sometimes have business lunches. A word of caution with this one: don't overuse it by claiming an inordinate amount of meals eaten were business related. When traveling one can only write off 50 % of meal costs as well.

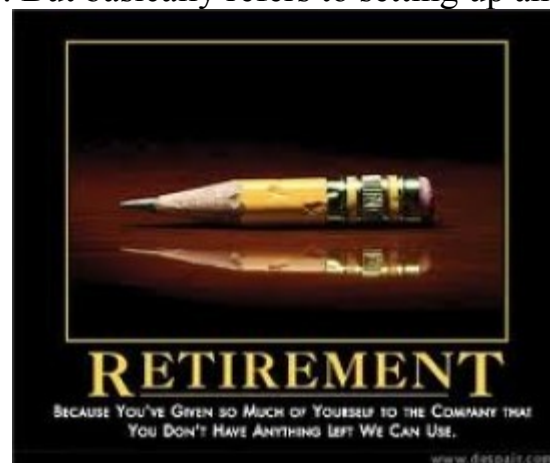
Telephone- this is only related to a separate business line, not your regular home phone; but you can write that second line off, along with internet too.

Auto –It is important to keep good records with this one, but when you start a home based business you are allowed an monthly auto allowance according to how many miles each month the car is driven. Right now I believe it is allowable to around 50 cents/mile currently for all miles you've used that go toward business purposes. It is up to you to determine exactly what those are, -but can include meetings, meals, and...

Travel- one can deduct half their meals, plus lodging and transportation. Foreign travel is a bit different, but basically is three quarters of the trip is spent on business, you are good to go.

Subscriptions-these of course have to be related to your type of business- magazines , business clubs, and even college courses can be deductible if they fit the right description, meaning they can further your business .

Retirement plans-This one could be an article unto itself, so perhaps it is best saved for another time. But basically refers to setting up and contributing to a tax



beneficial 401k or IRA.

Other benefits include a cafeteria plan, dependent care, and if you elect to start a corporation ( which you can do for less than 500 bucks and as little as 145) you can also get a lower tax rate for your business and the income you generate through it. ) So the lower tax rate and many of the other benefits one can apply from the moment they start a home business even part time are obviously a huge boon. If your business is more mature, you may want to look into an S or LLC. It's wise to consult with someone that knows your situation for any final decision, because ultimately you want your [corporation](#) to work for you.

## **Start A Home Business And Never Lose**

Starting a successful home venture consists of 2 aspects, and while you can find plenty more on my site about the various ways to achieve this- they are...

- 1) cash flow
- 2) Leads- which are basically people interested in your business, no matter what your particular business consists of.

To find out more about how to solve these 2 obstacles that ALL home business owners face, simply put in your information above to get my free 7 day bootcamp emailed to you.

And for exactly the business I use and believe is the BEST way for anyone to make money fast from home , head on over to [Home Business Secrets Revealed](#).

I work with people struggling in this field or just starting out, including teaching people how to aggressively [market](#) their business and create an asset quickly. Some of our students are already finding success within a few months, using relatively simple techniques no one else is teaching. To find out more simply visit [the best small business idea](#) of 2011.

## **Make Real Money Online ?**

### **What You Should Know First**

Literally thousands of people WANT to make money online and even more WANT to work from home. It's one of the benefits of the Information Age . Having a job a working eight hours (at least ) a day for someone else while they get rich or some corporation pads its bottom line is a concept from the Industrial Age, yet it's still the method most people employ to put food on the table . Unfortunately as many are finding out, it is also the hardest to use to get ahead and meet one's financial goals.

First one has to establish what sort of business it is they want to build. This is where most people get stuck; right at the beginning. Because they don't really know how and DON'T do enough research in the first place.

Here's what one has to consider to make money online :

- the market-what niche do you plan to enter into
- the demand – is there sufficient demand in the field you want to enter into ?
- the competition –is there already too much competition in place?  
Furthermore is that competition going to be too difficult for you to overcome, particularly if you have little no experience?
- products -what kind of product are service are you going to be able to offer?
- Where are you going to get your products ? Dropshipping ? Information products? Auction sites? Affiliate marketing ?
- Marketing: how do you expect to market an online business? This is perhaps the most important step- as many people seem to think **HAVING A WEBSITE MEANS YOU MAKE MONEY** but this is of course not the case. Driving people to that website is how you put funds in your pocket.

All of these aspects need to be considered before one launches a business online. For more on dropshipping and affiliate marketing check out the section in the Notes below.

Which leads us to our next point...

## What's Really The Best Way To Make Money Online ?



Typical Online Learning System “Coach”

Let me give you a quick real-life example of someone wanting to make money

online : let’s say you want to start an online business. It sounds pretty simple and

you know a lot of people are doing it and making money with it. Well, where do

you start? What kind of business do you want to get into? Affiliate marketing ? Dropshipping? Selling stuff on Ebay ? Craigslist ? All of these businesses have literally thousands of people already doing this exact same thing already and guess what ? They're pretty darn good at it as well-because they've been doing it for awhile already. So if you decide to go with one of the first 2 options you've then got some additional problems. How are you going to build a site? Find traffic? What are you going to market and how are you going to market that site ? Oh, and if you plan on paying someone to do these things for you-including "teach " you how to make money online -you'd better have an additional 10 grand in your pocket to get up and running. Most of these learning systems or products out there are heavily backended, which means you don't get any real value until you've sank in several thousand dollars to the programs. The initial parts are just appetizers to pull you in. A lot is promised on the internet about starting your own business but it's not that easy.

### **How Else Can You Make Money Online ?**

And affiliate marketing ? Remember, there are a ton of people on the Web doing this already and making a living at it- meaning that's your competition, so you are going to have to spend a lot of time and effort learning how to market and beat them out for spots in different niche's-after you've found the right affiliate products to sell.

I would compare it now to hunting sunken treasure in the ocean . In the beginning ( if you believe the movies ) there was practically so much treasure buried on the ocean floor and so many buried ships it was basically hard for hunters to NOT find it ! However, most people don't know there are still a few treasure hunters out there looking for some of the more legendary wrecks that were rumored to be carrying enough gold to make the big score in National Treasure look like a flea market. But today these guys have sonar, advanced mapping systems and GPS, and all kinds other tools that were you or I to head out to sea looking for the *Las Cinque Chagas* or *Santa Rosa*, ( which may or may not have been carrying tons of gold when it sank ) , we would stand at a distinct advantage to the boys who've been trolling the seas just looking for things like this for years , no ?



You Could Do This...

Can it be done? Of course, but it takes a truly exceptional or lucky person and the problem for most people with affiliate marketing is you have to do the same things every day or you don't continue to make money. Is that really what you want out of

a home business? Quitting your nine to five so you can spend eight hours plopped in front a computer screen ?

No, and this is the case for most people. They want a reliable stream of income ( or multiple streams of income) that comes in residually and that they don't have to spend eight hours a day on. Only network marketing allows one the ability to do this-and offers people with little or no experience the chance to succeed.

This section is included because it is my belief that the following is essential to growing any kind of business, online or offline, and is sorely overlooked in most cases.

### **How To Create Presentations that Work**

Nearly every business still intending to grow or produce more income has to make presentations. Whether it be live or over video, putting your ideas in front of other people and creating a compelling argument for your business is nothing more than converting someone from a skeptic to a believer. If that sounds like it's going to be hard, it's often





What Do We Have Here ? Money ?  
because you're doing it wrong.

### **Presentations That Work: It's An Art**

Most presentations I've sat through are all about the same; they are full of mundane facts, stats and graphs. And although we put a lot of logic into our presentations believing that our prospects will be using their logical brain to "see the light." Sales 101 teaches us that people buy on EMOTION not LOGIC. I love the statistic that says we make 90 percent of our decisions based on emotion, not rational thought. If you doubt this simply go back and recall a few of the purchases you've made recently.

The goal behind any presentation is to CONVERT someone to either your way of thinking or into a sale. Or both. Thus, your presentation must be full of emotional triggers, backed up with logic (which flows perfectly with how we all buy) -then you'll see some conversions.

Here's 5 Keys to presenting a converting presentation that works like gang busters.

1. *Be prepared:* this should be obvious but needs to be mentioned as surprisingly, people at often times may have a general idea of what they want to say but a *presentation that works* requires you one to not only know the material but rehearse it beforehand. Losing your train of thought and not being able to harness it again is perceived as unprofessional.

- 2. *Address and apply pressure to an existing pain.* By this I don't mean a physical pain- but something your audience will feel is a problem, want or need. From here on I will be referring to this triumvirate as someone's *pain*- because you want it to be something they feel. Presentations that work find SERIOUS pain, that is hits on a personal level .You have to paint the picture of what the problem is, why it exists and that there isn't any relief – yet.



Connect With People On Emotional Level

- 3. *Presentations that work make a promise to relieve that pain.* An example of that would be, “I’m going to groom you to make \$100,000/year and to walk away from your job in the next 6 months to a year,” or “our business can dramatically change your fortunes by \_\_\_\_\_ within eight months”, or whatever is their hot button. Painting vivid picture of what that looks like and how it feels to them. They need to feel it to engage emotionally.
- 4. *Presentations that work sell their TEAM or SYSTEM first.* After you’ve delivered your guarantee, lay out for them the merit of the staff that you’ve assembled on their behalf. Lay it on thick about what each has accomplished and point out a specific skill that each brings to the table, such as “Mark is our (blank), Sue is top -notch with (blank).” You have to convince them to buy into the squad and what they bring to the table.
- 5. *Explain exactly what they need to bring to the table to get the unbelievable guarantee accomplished.* It is important to spell it out for them and speak in terms of the thing that they want already being accomplished.

## **The Final Piece To Presentations That Work**

Only after all this has been done do you present your business pitch, along with what is needed to get started. ( If applicable.)

Remember , **presentations that work** require the audience of prospects to buy in emotionally; this is what drives sales , volume, and bonuses.

## **How To Market Online : Creating Fast Cash For Your Business**



When people come to me with the question as to how to market online, I give them a simple answer: if you want the quickest results, paid advertising is the way to go. If you are more patient and don't have any money to spend you can still market effectively using a number of free methods- which I demonstrate in my [guide on how to market online for free here](#). Probably the fastest way to truly market a business online is paid advertising. I say this because it is possible to market using free techniques and get quicker results, but this is usually time-consuming and you definitely have to know what you are doing. And still the most effective form of paid advertising is PPC.

### **How To Market Online Effectively: The Best Method**

PPC stands for Pay Per Click - a popular advertising technique used on websites, advertising networks, and especially on search engines, PPC advertising involves sponsored links that are typically in the form of text ads. These are usually placed close to search results, where an advertiser pays a particular amount to visitors who click on these links or banners and land on the advertiser's web page.

In essence, PPC advertising is all about bidding for the top or leading position on search engine results and listings. Advertisers do this by buying or bidding on keyword phrases that are relevant to their products or services - the higher the bid, the higher the spot on the search results, the more the people will find the ad (and click on it) to go to their websites (this is why some people call it "keyword auctioning"). Advertisers would then pay the bidding price every time a visitor clicks through the website.

PPC advertising is usually involves following standard procedures:

1. Setting up an account and/or deposit funds.
2. Creating a keyword list.
3. Choosing (and setting up) an account with a PPC search engine.
4. Bidding on the ad placement, including the search result words or phrases.
5. Writing out the ad copy.
6. Setting up the 'landing pages' for your ads.
7. Placing the advertisement in the search engine.

There are a number of benefits to Pay Per Click advertising, that make it such an effective way of promoting a business online. If you want to truly know *how to market online* and get nascar- speed results, this is the way to go. With PPC, just a couple of the benefits are :

Get immediate results. PPC advertisements are implemented very quickly - they can go 'online' within an hour after winning the bid and paying for it.

- Obtain specific, pre-qualified, and quality traffic. PPC provides you with a quality or a well-targeted traffic. Visitors are narrowed down into 'qualified' people who are actually looking for specific products and/or services that you offer - those who are more likely to become a 'lead' (a convert) and complete a transaction (either by buying your product or subscribing to the service that you are offering.

Recognizing you target audience is vital in learning how to market online.

- Widen your reach. PPC advertising provides additional traffic to your site, aside from the natural or "organic" search engines.

- Track your investment. PPC advertising makes use of a tracking system that will determine exactly who comes to the website and what they do once they arrive - the length of their stay on the site and the number of pages (including the actual pages) that they view. How can you possibly market online effectively if you are not keeping track of what you're doing ? These are valuable tools in determining statistics such as return on investment (ROI), acquisition cost-per-visitor, and conversion rates (the percentage of visitors who are converted into customers or leads).

Below are some important things to consider when planning on a pay per click campaign:

1. Know your product. Take an inventory of the product and/or services that you have to offer (before anything else).
2. Stay within the budget. Determine your daily or monthly budget; and stay with it. This means keeping your budget in mind, avoiding bidding wars if possible.
3. Bid just right. Know how to bid right - a bid that is too high can exhaust all of your money, while a bid that is too low can make you lose that spot.

4. Watch the bottom line. Measure your profit margin against your spending or expenses. Know when to stop and terminate your PPC program - if you spend more on advertising but have little or no sales at all.

5. Find the right keywords. Decide which keyword phrases to opt and bid for. Do some keyword research, either by actually looking at existing search terms or with the use of online keyword suggestion tools, to know which terms are mostly used when searching for items that are related to your business. Focus on specific keywords, not on general ones.

6. Write effective ads. A good PPC ad is that which can persuade and move a searcher. This is one of the keys in learning **how to market online**. There are several approaches to this:

- Celebrity/famous endorsers
- Money-back guarantees
- Free trials or sample offers
- Freebies
- Reverse psychology
- Discount offers
- Testimonials
- Major benefits ("Lose weight")
- Direct instructions ("Click here")

### **How To Market Online Efficiently:**

#### **An Essential Tip**

7. Make sure you have a professional-looking site. Your web content should be regularly updated and checked for spelling and grammatical errors. There should be no broken links or images. The website should be simple - designed in such a way that it will be easy for visitors to navigate and load. Incorporate contact details to create a quality impression among potential customers.

Done correctly, PPC advertising can be an efficient marketing tool that will maximize the return on your investment, and mastering it can mean this is the only tool you will ever need in learning [\*how to market online\*](#) successfully.

## **Free Traffic Generation Strategies**

Free traffic is like gold, and considered the best sort of traffic because it continues to pay dividends long after it's been created.

This type of traffic is so effective because people visit these sorts of sites much more frequently than paid sites these days.

And as anyone in internet marketing can tell you, traffic is vital to any venture online. Even if you decide to go the route of affiliate marketing (as so many contemplate these days ) if you don't know how to create traffic you don't have a business.

Free targeted traffic full of genuinely interested people in your offers, who will become part of your customer base- is exactly what you want. Relevant, targeted – and active traffic that will drive a business and fuel your marketing campaigns.

There are over 40 different ways to generate traffic to your website. From search engine optimization, to feeder site resources, to pay per click marketing and sponsorship opportunities, there is no shortage of opportunities available to you.

This section is to provide one with a taste of these options, so that you can develop a marketing campaign geared for success.

### **Search Engine Optimization**

Setting your website up for success all begins at home, and before you work to develop off-site marketing campaigns, you need to first focus on optimizing every square inch of your website so that you are able to generate organic traffic from the major search engines.

Organic traffic is the equivalent of getting a good piece of real estate, everyone has to go past it—and once you own that section of real estate , it's very hard for it to be moved. This causes floods of people to come directly to your site after a user simply enters in a few relevant keyword phrases into their search engine.

After your website is securely positioned within the search engines, you'll be able to generate unstoppable traffic, absolutely free – on auto-pilot.

Getting your site Optimized is relatively simple but it does involve editing different areas of your HTML pages. To start, you need to include a title for every page of your site, each one including relevant keyword strings based on what your website is about.

You need each page title to carry a different keyword phrase, so that you are able to rank for various phrases within the search engines.

Next, you will want to include a meta description that includes important information regarding your website. Meta descriptions provide a summary to those

visiting your website from the search engines but also help spiders identify what your website is about.

Using the <h1> tag throughout your pages is also quite useful. H1 tells the search engines to pay particular attention to text located within the tags, and also helps visitors identify important areas of your site.

Another very important element to SEO is including a site map on your website.

What a site map does is helps both visitors and search engine spiders navigate their way throughout your pages and categories, by outlining all of the different areas of your site.

You can create a sitemap very easily by using free services such as:

<http://www.XML-Sitemaps.com>

When it comes to developing your content so that you are optimizing your website for the search engines, you should pay attention to keyword proximity, prominence as well as the order of your content itself.

The prominence of your keyword is based on where it appears within your content.

A keyword phrase that is used at the end of your content will be considered less



relevant than a keyword phrase that appears in the first portion of your content or article.

This means that you need to ensure that you implement your primary keyword phrases into the first half of your content, so that it is given more weight when search engine spiders index your website.

Keyword proximity is also very important in terms of search engine rankings because it indicates to the search engines that these keywords are related to one another.

## **Social Marketing**

Social marketing is huge right now and shows no signs of declining anytime in the future.

It can be time-consuming , but social marketing also allows one to reach a target audience more deeply than any other.

This technique gives one the ability to add a personal approach to connecting with your target audience, and in doing so, you can gain a better feel for what your audience is genuinely interested in and what motivates them into taking action.

The downside to social marketing is that it can be time consuming, as you have to update your profile accounts, status updates and send out messages and broadcasts in order to keep your accounts fresh.

One way of automating your account updates is by subscribing to the free services at <http://www.Ping.fm>

Ping will automatically update multiple social profiles at once, and provides you with the opportunity to schedule future updates, so your accounts can stay active and fresh even when you aren't around

If you are interested in using Twitter as part of your marketing campaign, you'll be able to automate your updates as well. The easiest way to do this is visit <http://www.SocialOomph.com> which auto-posts updates to your Twitter feed, plus it also enables you to send automatic tweets to those who follow you.

You might send a welcome message thanking the user for following you, and offering them a free gift by directing them to your sales page, or you could simply use this automated feature to establish a relationship with those on your following list-it's up to you.

Here are the top social media networks that you should consider including in your marketing campaigns:

<http://www.Facebook.com>

<http://www.Ning.com>

<http://www.Linkedin.com>

<http://www.Xanga.com>

www.Fubar.com <http://www.bebo.com>

<http://www.Zorpia.com>

Content Sites:

<http://www.Wordpress.com>

<http://www.Hubpages.com>

<http://www.Squidoo.com>

<http://www.Blogger.com>

## **Press Releases**

Press Releases are effective because you are able to reach out to a larger market and frequently word will begin to spread within hours of your press release being approved and distributed.

Conventionally, a well-structured press release should not consist of more than a single page., keeping in mind that your press release needs to be newsworthy and written as a media announcement, rather than an advertisement. A Press Release that addresses the central characteristic of what people are looking for (how it benefits them) will outperform any other kind, so keep it concise, comprehensive and highly targeted so that it communicates directly with your customer base.

Press Release Creation Services:

- [Free-press-release.com](http://Free-press-release.com)
- [Usprwire.com](http://Usprwire.com)
- [Sanepr.com](http://Sanepr.com)
- [Speedypr.com](http://Speedypr.com)

### **Article Marketing**

A great way to drive consistent traffic to your website is article marketing; this allows one to provide quality content to their target audience, create backlinks to your website, and directs readers to your sales page, simultaneously.

Articles should be between 300 and 600 words in length and provide beneficial information that your target audience would find interesting.

It only makes sense that the greater the number of articles in circulation, the more exposure you will receive, however you need to focus on producing high quality content, rather than just on the quantity that is being distributed.

- <http://www.Buzzle.com>
- <http://www.ArticlesFactory.com>
- <http://www.WebProNews.com>
- <http://www.ArticleDashboard.com>
- <http://www.ArticlesBase.com>
- <http://www.ArticleWheel.com>
- <http://www.GoArticles.com>

### **Forum Marketing**

One of the simplest means of generating traffic to your website is through forum marketing.

Not only will you be able to claim your share of traffic but forums provide you with the opportunity to quickly build brand awareness, so that you are recognized as an authority in your market.

You will need to spend time providing quality information to the community, as well as helping members by addressing questions, offering guidance, and doing your best to contribute to the network, but it's one of the easiest ways to jumpstart your website, absolutely free.

Allocate 1 hour a day to marketing your business via community forums, but make sure to promote INDIRECTLY! You want your website to be seen within your forum's signature box, rather than in spamming your link within discussion threads or posts, or you'll risk losing your account and likely end up banned. ( Yes, they do not play when it comes to forums. )

You definitely want to focus only on active, established forums, keeping in mind that your posts will be quickly indexed, meaning you can then pick up additional traffic to your website from the search engines directly.

You can locate relevant forums by visiting <http://www.Big-Boards.com> and searching for available community boards by entering in keywords relating to your market or by browsing through available categories.

Make sure to optimize your forum profile as well! This is a great way to generate authority backlinks to your website, so include information about you, and a direct link to your website!

### **The Best Small Business Idea of 2011: What You Need To Know First**



First, when looking at the **best small business idea of 2011**, it's important to note that establishing your own business and working for yourself is a big step that most people don't take, so I applaud you for getting even looking into it.

This also likely means you're familiar with many of the benefits of starting a small business or work from business such as with your taxes, etc., so I won't bother going over those facets.

Instead we'll look at the inherent problems that come with starting a small business and then finally, why the best small business idea of 2011 eliminates these problems and separates itself above the rest.

Let me give just a quick little background on myself and my experience in the field as I believe it is relevant: I've owned and operated my own business for over six years and while it brings in over a million dollars annually, my experience with what I am calling the *best small business idea of 2011* surpasses the earning potential of traditional businesses so easily we are looking to transition full time towards what I am going to reveal to you, as this venture is vastly superior. The problems with small businesses:

-employees: don't think this is a problem? ask any small business owner and even if they tell you they love their employees and care about them, they're also your biggest headache. Not to mention the labor and payroll costs included.

Liabilities: building, equipment, land, utilities; these are traditionally the big costs of small businesses. Or most businesses of any kind really.

-inventory: Of course one has to keep inventory on hand in order to sell it. Well you also have to store and then worry about that inventory either going unsold or disappearing out the back door.

-accounts payable and accounts receivable. Either you can do your own bookkeeping (no thanks!) or hire someone to do it for you

(uh!) which when your profit margins are already razor thin in the beginning, you really can't afford.

So what about the "best small business idea of 2011"?



This is a solution that eliminates all those pesky problems – no employees, no liabilities, no maintenance, no accounts payables, and no real inventory. Yet at the same time allows one to build an asset that continues to grow year over year.

The best small business idea of 2011 has also been called “ The Business Of the 21<sup>st</sup> Century” by the likes of Robert Kiyosaki and a field Warren Buffett, Richard Branson and even Donald Trump have ventured into.

## **9 Reasons To Explore the best small business idea of 2011**

1. Real-world business education- one of the great advantages of this kind of business is that it truly helps one learn "big business" skills on the fly. It is also the reason individuals who have done well in the corporate world often do well in network marketing-because they're already developed the necessary skills to succeed.
2. Profitable personal development
3. Circle of friends who shares goals and values
4. Power of your own network
5. Fully scalable, duplicable business- the problem for many small business owners is that they can only run a small business where they control everything but when it comes time to grow that business they run into difficulties. This avenue allows you to easily scale your business as it expands.
6. Development of leadership skills-every big business requires leadership skills and the best small business idea of 2011 will force you to develop leadership skills if you want to be successful.



7. Mechanism for genuine wealth creation
8. Big dreams and capacity to live them.-this type of business makes your dreams achievable, while the leveraging your time to allow you the freedom you couldn't find in many other ventures, including starting another type of small business.
9. Business in which anyone can excel- no "glass ceiling" for women or anyone else in this industry. In fact in this business as high as 88 % of people in the industry are female.

### **The Best Small Business Idea Of 2011: How To Thrive**

Now, you'll notice I am not saying there is one particular network marketing company you should or shouldn't join. The reason being there are plenty of quality network marketing companies out there to join, and a few that you should stay away from, so make sure you do your due diligence.

Thanks for reading *Make Money While You Sleep* by Ryan Shaffer. For more in-depth information on marketing, creating traffic, business ideas, or recommendations for reputable dropshippers, wholesalers and affiliate marketing options, visit <http://ryanshaffer.info> .

To contact Ryan directly simply click the Work Directly tab. ( So easy !)

Notes:

- Thanks to Jamal Bryant for his brilliant piece on not needing a job.
- Ian Fitzpatrick for an introduction to the world of online marketing.
- links for [Dropshippers](#) and [Affiliate Marketing](#)

### **Resources:**

#### **TRAFFIC GEYSER-**

Traffic Geyser is a MUST for anyone wanting to use video for their business: it takes one piece of content (such as video, articles, or blog posts) and not only submits it to different sharing services but then turns it into podcasts, RSS feeds and submits it to blogs ! What this means is from 1 piece of content you are turning

that into multiple forms of media and scattering it all over the internet. (Which is a really good thing☺)

For a detailed look at how to use both the Automatic Article Submitter and Traffic Geyser to create a killer combination of free leads you can find out more at the bottom.

### [TRAFFIC CIPHER-](#)

Killer techniques on how to drive free traffic or make quick cash using SEO. This course breaks it down in ways I haven't seen anyone else do for SEO, then goes on to demonstrate advanced techniques as well.

### TRAFFIC ANARCHY-

An easy to use piece of software that submits content to article sites, RSS feeds, social bookmarking sites and press releases, all in a couple minutes. What this tool really does is save you time. To do all it does manually would take you well over an hour, and now I can do all of it in under 5 minutes. This is perhaps the easiest tool to use out there and what I like about it is the press release feature and the number of RSS feeds involved-both very powerful strategies that you can automate with this tool . At under 40 bucks it's a steal.

[Article Marketing Robot-](#) If you decide to use article marketing as a technique to grow your business , this tool is the top piece of software you can find to elevate your online business and get result quickly. AMR allows one to spin an article into multiple versions, then submits them to several *thousand* sites, while you just sit back and watch. This is one of my favorite tools , and done I highly recommend. Using AMR, I've gotten on the first page of Google literally overnight, and on some occasions even had my content fill 7 out of 10 spots on THE FIRST PAGE !

### BRAD CALLEN'S ARTICLE SUBMITTER-

Like the Directory Submitter below, there is a free version of this tool and if you really don't have any money, you can use it for article submissions. I found the free version to be rather frustrating , and if you're serious about using article marketing as a strategy would recommend purchasing one of the other tools listed here-however, I wanted to give an option to anyone out there that REALLY wants

to get started . There is a paid version as well, but again ( and perhaps it simply personal preference, but I found other tools to be easier.

#### [BRAD CALLEN'S DIRECTORY SUBMITTER-](#)

Fairly similar to the Article Submitter- you can try this for free. Again there is a paid version.

#### [UNIQUE ARTICLE WIZARD-](#)

Similar to AAS , this service also spins and submits your articles into multiple versions, increasing their effectiveness and again, your search rankings.

#### [SE NUKE-](#)

A tool used by true internet marketers, SE Nuke is as powerful as anything out there and if you decide to use SE Nuke- you will not need anything else ! Basically what it does is pretty much everything from all the other tools above content spinning, submitting, bookmarking, videos, and on and on. If you really want to get ranked near the top of google and fast, SE Nuke is one way to do it- and do it quickly.