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Contents

An Introduction From Welly Mulia	03
What Is Internet Marketing	05
Why Internet Marketing	06
Internet Marketing Is Hard	07
3 Types Of Online Income	08
Selling Effectively	09
Targeting Your Market / Niche	10
Is There Demand For Your Niche?	12
What Is An Affiliate Link?	17
Create Your Very Own Website (Free)	18
Create Your Very Own Website (NOT Free)	19
How To Write Content For Your Blog & At The Same Time Do Some Affiliate Marketing	25
So, What Products Do You Promote?	28
Making Your Money Through Ads Marketing	29
How To Get Traffic To Your Website/Blog	31
Final Words	37
Resources	38

An Introduction From Welly Mulia

Thanks for taking action and downloading this report!

Even though this a free report, do not underestimate the value it brings.

My name is Welly Mulia and I'm a full time Internet Marketer from Indonesia. Yes, I'm not in the US, Canada, nor UK ☺

I'm, however, not an Internet Marketing "guru", I'm just your typical normal guy who happened to stumble upon this thing called Internet Marketing before you and now I'm keen to share some of the valuable lessons I've learned over the past 2 years with you.

My online income is very decent, unlike those big name Internet Marketers who earn tens and even hundreds of thousands of dollars online every month. I'm a small fry compared to them. – I only make a four digit income, but I'm still proud of that ☺

Throughout this report, you're welcome to have your own judgments to the methods and techniques I relate. They are simply my own personal experiences which have allowed me to enjoy a 4 digit online income today. Remember, there are many ways to reach your goal.

It is my hope that after reading this report, you don't simply leave it in your hard disk to collect dust (which, by the way, is what a lot of people do). I really do hope that you take **some kind of ACTION, however small that may be.**

Taking any kind of action (even though it's wrong) is still way, way better than not taking any action at all. To err is human, making mistakes is forgivable. Failure to take any kind of action, on the other hand, is unforgivable! The most important thing is when you make mistakes you learn from them and you get up again and start taking more action!

Which may lead you to failing more often. But hey, it's all a learning process isn't it? Even Bill Gates still makes mistakes! So do Michael Dell and every other billionaire out there!

It is my sincere hope that after reading this report and applying the methods and techniques, you can get your first \$100 online.

Read that right. I'm not talking about \$10,000 or \$1,000. I'm talking about a very decent and realistic \$100.

And boy I promise you too that you won't get it overnight even though it's just \$100. You need to work on your basics and foundation and just keep your brain open to learn new things.

You need real efforts, dedication and time to obtain that elusive first \$100 online when you're just starting out. The first steps are always the hardest to take, but once you've managed to successfully achieve that first \$100 of yours, getting your next \$500, \$1000, and \$5000 will be much easier (but I'm not saying it's easy though, I assure you it's not).

So take it one step at a time and be patient. There are no such things as overnight success! Please keep in mind this is not a get-rich-quick-scheme. If you're looking for get-rich-quick-scheme, you're in the wrong place buddy!

What Is Internet Marketing

Internet marketing is the process of marketing products or services through the Internet.

For example, let's say that John operates an auto repair shop in Los Angeles. To increase the number of potential customers to his shop, apart from doing the usual offline marketing activities such as distributing flyers to nearby households, John decides to do some online marketing activities such as putting up his banners on other peoples' websites and blogs, participating in related forum discussions, etc.

These activities all have 1 goal in mind: to increase the number of potential customers going to John's auto repair shop.

So in this case, John is using the Internet to help him get more customers. The Internet simply acts as a medium for him to promote his offline business.

Simple concept right?

However, within the past few years Internet Marketing has evolved to more than just using the Internet to promote one's own offline business. Now, a lot of people are using Internet Marketing as a means of earning money from the Internet even though they have no offline businesses.

I'm going to assume that you, reader of this report, belong to this category: that is, you don't have an offline business yet you want to make money through Internet Marketing.

This is entirely possible, as what I will show you through the rest of this report.

Now before I go any further, I'd like to point out to you some of the benefits of making money online (Internet Marketing).

Why Internet Marketing

Engaging in the business of Internet Marketing can bring you several benefits / advantages:

1. You don't have to endure any more traffic jam going to and from the office. In the process you save time and are less stressful. You also save transportation costs.
2. Minimal risks involved compared to operating a brick and mortar business. Can you imagine what it would have cost you to open just a little store in your neighborhood mall? Talk about rental costs, staffs' salaries, electricity costs, inventory costs, transportation costs, etc. If you run an Internet Marketing business, you only have internet service provider (ISP) costs, domain and hosting costs, and the cost of having a computer.
3. You have more free time for your family and hobby, and your time is much more flexible. With Internet Marketing, *almost* everything can be automated and you can run your Internet business with minimal time involvement (once you have set up systems in place, of course).
4. You can work anywhere in the world you want and whenever you want, as long as you have a laptop and an Internet connection. Really!
5. If you're currently still working a 9-5 job and you switch over to Internet Marketing full time, of course you'd lose your fix income. This means that you'll become a NetPreneur (Internet Entrepreneur), and what this in turn means is that when you're just starting out your income from Internet Marketing is GUARANTEED to be less than that of your fix income. However as you eventually learn the ropes of this business, you are also GUARANTEED to have a much greater Internet Marketing income. 100% GUARANTEED.

Internet Marketing Is Hard

If you have spent any amount of time online trying to figure out ways to make money online, there is a 99.99999999% chance that people have been telling you that making money online is easy.

You just click this and that with your mouse, then you just sit and do nothing, and easy money will start rolling into your bank accounts.

Sounds familiar eh?

You might also have come across websites with all their hypey sales letter persuading you to buy product A or product B right here right now, and you'd be rich with all the money in just 1 month, 1 week or even 1 day (my oh my!) without doing anything.

Well I'm here to tell you that making money online is definitely not easy!

It's never easy. Heck, to tell you the truth: It's HARD. Damn HARD!

If it were really that easy, everybody would have quit their 9-5 job and switch their careers over to Internet Marketing.

Reality: This is definitely not the case.

If it were truthfully that easy, why is that A LOT of beginners trying their hands on this Internet Marketing thingy fail?

However, hard does not mean it's impossible to earn any real money from Internet Marketing. If you are very strong-willed, are really determined to succeed at any costs, are tired and fed up of the mediocre life you've been living thus far, are willing to do **whatever it takes** to change your financial situation, you CAN really succeed.

I do, however, need to warn you before hand that to get your first real money from the Internet, it is best that you mentally prepare yourself that you won't be getting a single red cent at all for the first 6-12 months when you are just starting out.

Once you know how to make your first \$100, making your next \$500 becomes much easier. Then target yourself for \$1000 and more.

The key is to do this step by step and you will reap your rewards at the end ☺

3 Types Of Online Income

There are, essentially, only 3 types of online income:

1. You sell your own products and services (Product Creation)
2. You sell other people's products and services (Affiliate Marketing)
3. You sell ad space within your website (Ads Marketing)

Selling your own products and services (Product Creation) is the most profitable of all. It also requires the most effort and time.

Selling other people's products and services (Affiliate Marketing) means that you are acting as a representative to the company in question. Whenever you manage to get someone to do a specific action, say buy something from the company, you get paid, meaning you earn commissions.

In the world of Internet Marketing, your commissions for digital products (those that are downloadable) are usually 50-75% of the price of the product.

Yes, you read that right. Fifty to seventy five percent!

The types of affiliate marketing payout can be pay per sale (PPS) like what was mentioned above, pay per lead (PPL), or pay per action (PPA).

For now, don't worry about these terms if you are not familiar with them. You will eventually get to understand them better later on.

Ads Marketing simply means that you have websites where you can sell ad space to advertisers and make money in the process. The grand daddy of Ads Marketing is of course, Google AdSense (which we'll cover later in this report).

I'm assuming that you're a beginner to Internet Marketing, so I recommend you stick with number 2 (Affiliate Marketing) and/or number 3 (Ads Marketing) for the time being as these two are easier than creating and selling your own products and services.

Selling Effectively

Before we go any further you have to understand why people buy the things they buy. In other words, why are people willing to hand over their hard earned cash in exchange for products and services?

If you are in the field of sales or marketing, you probably already knew the answer. Anyhow just allow me to continue with what I have to say alright? 😊

Human beings have problems. Problems are part and parcel of our everyday lives. There is not a single person on earth who is problem-free.

Most of the times they don't know how to solve their problems, or if they know how, they'd have to spend huge amounts of time and effort to overcome these problems.

I'm sure you've head of this many times before, but I still want to stress out to you that simply hearing and knowing is not enough, you must actually DO IT.

Your job as well as mine are to identify what the problems are and **HELP** (not force) them solve these problems by offering them **REAL** solutions.

If you offer them solutions that are not related to the problem at hand, you are not going to be able to sell to them ever. GUARANTEED 1000%!

For example, let's say you have the best weight loss pill in the world that is bound to shed tons of weight off whoever consumes it. But you market this pill to skinny people who are looking to gain weight. Can you imagine that? You will sell absolutely NOTHING!

I know the example above is a bit extreme, but I just want to point out to you that in order to successfully sell something, you must offer the **right** solutions to the **right** people.

Targeting Your Market / Niche

Before you make any money online, you have to identify your market, or more specifically, your niche.

Using the example above, your niche would be weight loss, and your target audiences are people who are obese and want to lose weight.

I recommend that you select you a niche that you are familiar with and one which you really understand the ins and outs of. Selecting a niche this way provides a greater possibility for you to make more money online.

It would even be better if you can select a niche that you know the ins and outs of **AND** one that you also love.

Why?

Well because if you love what you are doing, then you will always be motivated to work on your Internet Marketing business since you enjoy it. No “what’s in it for me” or anything like that, just pure excitement and joy.

For example, let’s say you love to play Playstation games. If you were to select this as your niche, would you get tired when you’re asked to talk about Playstation games? Of course not!

You can, however, also target a niche that you don’t understand or like. Just bear in mind that if you choose to go this path, it will be a lot harder for you to make money online.

I’m sure there are a lot of Internet Marketing “gurus” who will disagree with me on this “choose a niche that you understand or love” theory. They’ll say that you should have multiple streams of income coming to you from various different niches and that you don’t have to understand or love your niche.

Well, maybe they are right after all. But, at least for me, experience tells me that if I go for a niche that I really understand and love, the monetary gains that I get is better than if I were to be involved in several different niches that I don’t understand or love.

For me, I’d rather be an expert in 1 niche, than to be someone who is only fairly good in 10 different niches. I’d rather go deep than go wide.

Do you get my point? I hope so 😊

Even if you choose to focus on 1 niche only, you can also enjoy multiple streams of income flowing to your bank account.

Let's take another example: Say you are targeting the golf niche and your target audience is of course people who play or like golf. To make money online, you could set up a blog about golf, and then:

1. Put up Google AdSense ads on your blog – this is the simplest method
2. Sell your own ad space on your blog without any third party vendor
3. Put up other forms of advertisements related to golf
4. Do some affiliate marketing selling golf shoes, golf bags, golf racquets, golf books, golf shirts, etc through Amazon, Chitika, Commission Junction, Azoogle, as well as other private affiliate networks

As you can see, you can also enjoy multiple streams of income even if you're focusing your efforts on only 1 niche.

But before you can successfully earn any amount of money online, you need to have visitors to your blog, and you need to build beneficial and trusting relationships with them.

Why is this so? Because people buy from people they know. Especially online where everyone is hiding behind their computers and where rampant fraud is taking place every minute, people are becoming more and more wary of doing transactions online.

It is for this reason that you must always build beneficial and trusting relationships with your visitors if you want to sell them something. This must be your **TOP PRIORITY**.

If you've managed to build really great relationships with your visitors, this would certainly come in handy later on when you have your own products and services to sell to them. However, as mentioned earlier, since you're just a beginner in this Internet Marketing business, you're better off doing Affiliate & Ads Marketing first.

As the saying goes, before you can run, you must first learn how to walk.

Is There Demand For Your Niche?

Now that you have selected your niche, it's time to make sure that this niche has enough demand. Are people searching for your niche? Are they looking for what you have to offer?

It will be meaningless to target a niche that you are very good at and love it so much but there are no people searching for it.

To make sure the niche you are targeting has enough demand, use the [Google Keyword Tool](#):



Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disallow keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better: [Provide Feedback](#)

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:
golf

Use synonyms

Type the characters you see in the picture below.

olubk

olubk

Letters are not case-sensitive

[Filter my results](#)

Let's use the golf example again. Say that the niche you target is golf. Enter "golf" as shown above, key in the captcha, and klik "get keyword ideas".

Keywords	Advertiser Competition ?	Search Volume: May ?	Avg Search Volume ?
Keywords related to term(s) entered - sorted by relevance ?			
golf			
golf clubs			
golf swing			
golf equipment			
golf courses			
golf shoes			
golf balls			
golf carts			
golf tips			
golf lessons			
golf instruction			
golf cart			
golf bags			
golf games			

This tool will give you words that are related to “golf”. As can be seen from above, words/phrases such as “golf clubs”, “golf swing”, “golf equipment”, “golf courses”, etc are returned.

From here, you can get new, fresh ideas for your niche that you may not have thought of before. For example, maybe you haven’t thought of promoting “golf games”, but after analyzing the above results, you might promote some popular golf games even though this belongs to the games niche.

But hey it’s perfectly ok even if your main focus is not about games. As long as it has something to do with golf, I say it’s definitely alright 😊

You may be asking yourself: “How does Google get those keywords? Where does it get them from?”

Well Google gets those keywords based on previous month’s search data. So this is not just some prediction or theory about search data, this is actually **REAL** search data performed by people from previous months.

The time of this writing is June 2008.

Now take a look at the middle column (Search Volume: May). If you click this, all the keywords will be sorted in order of the highest search volume (at the top) to the lowest search volume (at the bottom) for the previous month, which is May 2008.

If you click on the third column (Avg Search Volume), all the keywords will be sorted in order of the highest search volume (at the top) to the lowest search volume (at the bottom) for the previous 12 months.

If you hover your mouse along the green bars, it will say “high search volume”, “average search volume”, and “low search volume”. This tool, however, doesn’t give you a specific number as to how many searches are actually being performed for a given time frame. It only gives you a very rough idea of how popular a keyword is.

To find out more specifically how popular a keyword is (in numbers), use the [Google Traffic Estimator](#).

Google Traffic Estimator is actually a tool intended for Google Adwords users. If you don’t know what Google Adwords is, don’t worry about it for now. Just know that even though this tool is meant to be used by Google Adwords users, it can still be used effectively to predict how popular a keyword is.

The screenshot shows the Google Traffic Estimator interface with several red circles highlighting specific input fields:

- Step 1:** A text area containing the keywords "golf", "golf clubs", and "golf swing".
- Step 2:** A dropdown menu for "Choose a currency" set to "US Dollars (USD \$)" and a text input field for "Max CPC" set to "100".
- Step 3:** A text input field for "Choose daily budget (optional)" set to "10000".
- Step 4:** A "Select targeting" section with three sub-sections:
 - a. Language:** A dropdown menu set to "English".
 - b. Location Targeting:** A radio button selected for "Countries and territories - choose countries".
 - c. Countries:** A list of "Available Countries and Territories" with "All Countries and Territories" selected and moved to the "Selected Countries and/or Territories" list.

Enter the keywords here. In the example above, I entered the keywords “golf”, “golf clubs”, and “golf swing”.

For the rest (no. 2 – 4), just enter exactly like what is shown above. At this stage, I don’t think I need to explain to you why I chose to enter those numbers. Not that

I do not want to, it's just that in order for you to understand the reason behind me choosing those numbers, you must understand Google Adwords first.

So for now, just follow the instructions and enter exactly like what is shown above, then click "continue".

The following screen will appear:

Traffic Estimator
[« Revise settings](#) | [Download as .csv](#)
All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions may vary. To view estimates based on your keywords' performance within the appropriate ad group. [Learn more](#)

Average CPC: \$1.45 (at a maximum CPC of \$100.00)
Estimated clicks per day: 5,548 - 6,936 (at a daily budget of \$10,000.00)

Maximum CPC: <input type="text" value="100"/>	Daily budget: <input type="text" value="10000"/>	<input type="button" value="Get New Estimates"/>		
Keywords ▼	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day
golf	<input type="checkbox"/>	\$1.17 - \$1.47	1 - 3	5,118 - 6,399
golf clubs	<input type="checkbox"/>	\$0.88 - \$1.10	1 - 3	371 - 465
golf swing	<input type="checkbox"/>	\$1.18 - \$1.47	1 - 3	57 - 72
Search Network Total		\$1.16 - \$1.45	1 - 3	5,548 - 6,936

Pay attention to "Estimated Clicks/Day", and disregard all other columns.

Multiply the number by 3.

Using the above example:

golf : $5118 \times 3 = 15,354$
golf clubs : $371 \times 3 = 1,113$
golf swing : $57 \times 3 = 171$

This means that "golf" is approximately being searched 15,534 times/day in the whole world.

"Golf clubs" is approximately being searched 1,113 times/day in the whole world.

"Golf swing" is approximately being searched 171 times/day in the whole world.

Why multiply it by 3? Well, again, to explain it to you, you'd first need to understand Google Adwords first. So let's just leave it at that for the time being. I'll explain it some other time alright? ☺

If you're really, really curious and want to know why and you have a pretty good understanding of Google Adwords, then you're welcome to ask me [here](#).

Coming back to the above golf example, the numbers indicate that the golf niche is very popular and the demand is definitely there.

Usually, a niche that has high demand also means that there are a lot of competitors. Even though this is the case, I still believe that you can achieve success in a highly competitive niche.

Do things differently from your competitors. If all they do is sell, sell, and sell to their potential customers, you give, give, and give tips and valuable information related to golf.

If your competitors don't build good relationships with their potential customers, you build mutually beneficial and meaningful relationships with yours.

Be different and stand out from the crowd. Make your customers remember you, make them recognize you, make them buy from you! 😊

What Is An Affiliate Link?

To promote other people's products and services (affiliate marketing), you need what is called an affiliate link.

An affiliate link is a link an affiliate uses to promote other people's products and services. Say, for example, John wants to promote company X's golf shoes online. John's unique affiliate link would look something like this:
`http://companyxgolfshoes.com/?id=john`

Different affiliates have different affiliate links because each affiliate's link is unique only to him or her. John's affiliate link is different from Alex's affiliate link, and both of their affiliate links are different from Lisa's affiliate link as well.

Every time someone clicks John's affiliate link and purchases something from company X, John earns a commission from company X. All John needs to do is to get as many people to click on his affiliate link as possible.

Even though it is not mandatory to have a website of your own to do affiliate marketing, I highly advise you have your own website if you really want to get serious with affiliate marketing.

Why?

Because if you don't have a website, your potential customers will not know who you are, and you can't build beneficial relationships with them. On the other hand, if you have your own website, you can build great relationships with them and offer them related offers in the future.

Nowadays, it is very easy (and I really do sincerely mean very easy!) to set up your own website. And it's even FREE as well if you have no budget at all.

Create Your Very Own Website (FREE)

The easiest way to create your very own website is to create a blog. To create a FREE blog, you can go to [Blogger](#).

Yes, Blogger is owned by Google ☺



I'm not going into the fancy details on how to set up your Blogger blog. You can read about the tutorials and help on its site, and it's pretty intuitive, so I think you should have no problem.

Just remember to choose a blog url that reflects your niche. For example, if you are in the golf niche, choosing a blog url like <http://Golf.Blogspot.com> or <http://GolfEnthusiasts.Blogspot.com> is definitely better than <http://MyCoolSite.Blogspot.com>

Please take note that every Blogger blog ends with "Blogspot.com".

Create Your Very Own Website (NOT FREE)

If you a little budget (around \$10/month), I highly advise that you get your own domain (one that ends in .com) and hosting to set up your own blog instead of using the Free Blogger blog.

Domain is the name of your website/blog. For example, www.google.com and www.yahoo.com are both domains.

Hosting is the place to hold your domain. Think of it this way: your home address is your domain. On this address there is a house. Your house is your hosting.

Does this make sense?

The cost of getting a domain name is typically around \$10/year. I buy a lot of my domains from [GoDaddy](#) (not affiliate link), but you don't have to get it from there if you don't want to. Search around using Google to find the best deal out there. As of this writing, another domain registrar called [EstDomains](#) (not affiliate link) is having a promo for new .com registration for only \$6.39.

Companies like GoDaddy and EstDomains and all other domain registrars usually run some kind of special promo price every now and then. So be sure to check them out once in a while. Who knows you may be in luck.

Ohh and before I forget, as the time of this writing as well, GoDaddy is also having a special price for new .com registration for only \$7.69. You need a special coupon code to get this special price though. Use coupon code: "**OYH3**" (without quotes) when registering for a new .com. I don't know how long this will last though, so hurry if you want to get a domain.

For hosting I use [Hostgator](#). Hostgator is one of the top leading hosting companies around and I've been using their services for almost 2 years now. In a nutshell, I've always been a happy customer 😊

Because of my great relationship with Hostgator, you are [entitled to a \\$9.94 discount](#) on your first month when hosting there. **This means you only need to pay \$0.01 (1 cent)!** All you need to do is simply enter this coupon code when signing up:

wellymulia

Only **after** the first month (2nd month, 3rd month, etc) do you need to pay the normal fee of \$9.95/month for hosting unlimited domains, unlimited disk space, and unlimited bandwidth, which is still an unbeatable price!

Of course, you can always do a search on Google and locate other hosting

companies who may offer better deals. Whatever hosting company you choose though, make sure that it uses cPanel for managing your hosting account.

Lookout for the cPanel logo:



cPanel is a system for managing your hosting account easily and efficiently without you having to know a thing about coding and scripting. 99.99% of Internet Marketers use cPanel to manage their hosting accounts (and yes, that includes me 😊).

Nowadays, it is very easy to find hosting companies that use cPanel. Hostgator, the hosting company I use and recommend, also uses cPanel.

Now, you may be asking yourself: “Why in the world would I want to pay for creating my blog when I can have it for FREE?”

That is a very good question, and one that I often got as well. Below I’ve listed some of the pros and cons:

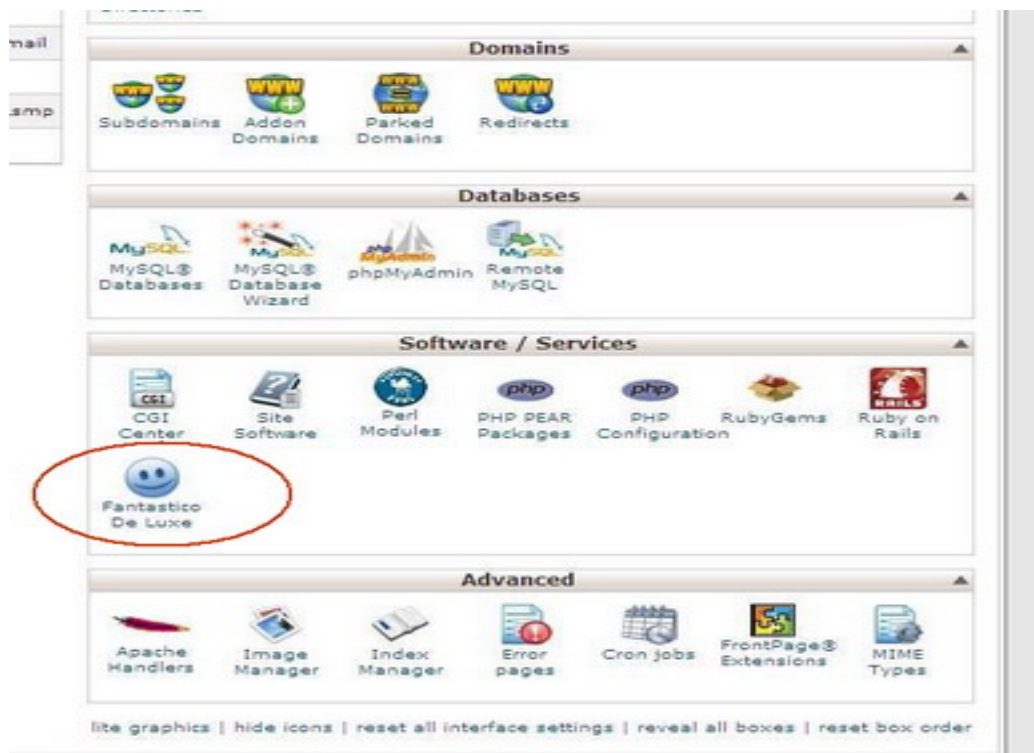
Free Blog (Blogger.com)	NOT Free Blog (Wordpress)
<p>You do not own the blog. Blogger.com does. Anytime they want to shut down your blog for whatever reason, you can say goodbye to your blog and your business.</p>	<p>You own the blog, you are the owner. You can do whatever you want with your blog. You have full control.</p>
<p>Not professional. Answer this honestly: which one do you think is more professional: http://GolfSpace.com or http://GolfSpace.Blogspot.com?</p>	<p>Looks and sounds professional. You can even have email like info@golfspace.com as compared to infogolfspace@yahoo.com or infogolfspace@gmail.com</p>
<p>Blogger.com is not flexible and lacks a lot features and plugins</p>	<p>Very flexible, has a lot of features and plugins, very customizable</p>

So there you have it. The pros and cons are all laid out for you. If you do have a little budget, I highly recommend that you buy and host your own blog.

If you choose to go this route, using a blogging platform like [Wordpress](#) is the best choice. Wordpress is open source, meaning you can use its script free of charge, you just have to pay for your own domain and hosting.

Below I've outlined the steps required to install your own Wordpress blog on your own domain:

1. Login to your cPanel account:



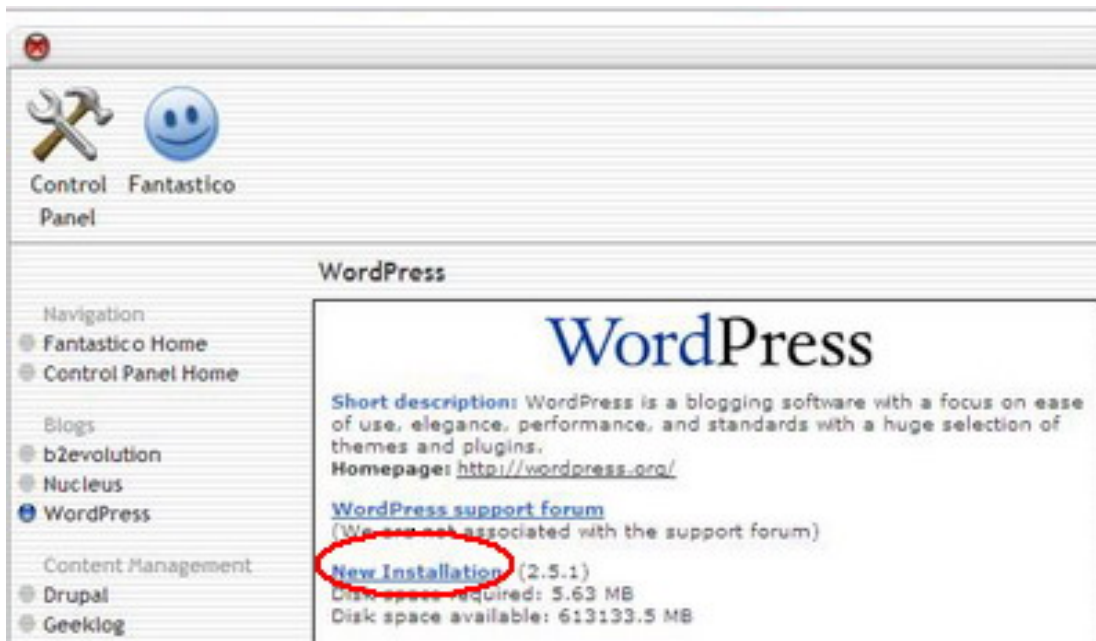
Click “Fantastico De Luxe”.

2. The screen below will appear:



Click "Wordpress".

3.



Click "New Installation".

4.

The screenshot shows the WordPress installation wizard. On the left is a navigation menu with categories like Navigation, Blogs, Content Management, Customer Relationship, Discussion Boards, and E-Commerce. The main content area is titled 'WordPress' and 'Install WordPress (1/3)'. It is divided into three sections: 'Installation location', 'Admin access data', and 'Base configuration'. Each section contains input fields for user-defined information.

Installation location

Install on domain: [Redacted]

Install in directory: [Empty]

Leave empty to install in the root directory of the domain (access example: http://domain/). Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username: [admin]

Password: [password]

Base configuration

Admin nickname: [your name]

Admin e-mail (your email address): [your email]

Site name: [your blog name]

Description: [your blog description]

[Install WordPress]

Install on domain: choose the domain where you want your Wordpress blog installed.

Install in directory: leave this blank

Administrator-username: enter your desired username

Password: enter your desired password

Admin nickname: enter your name

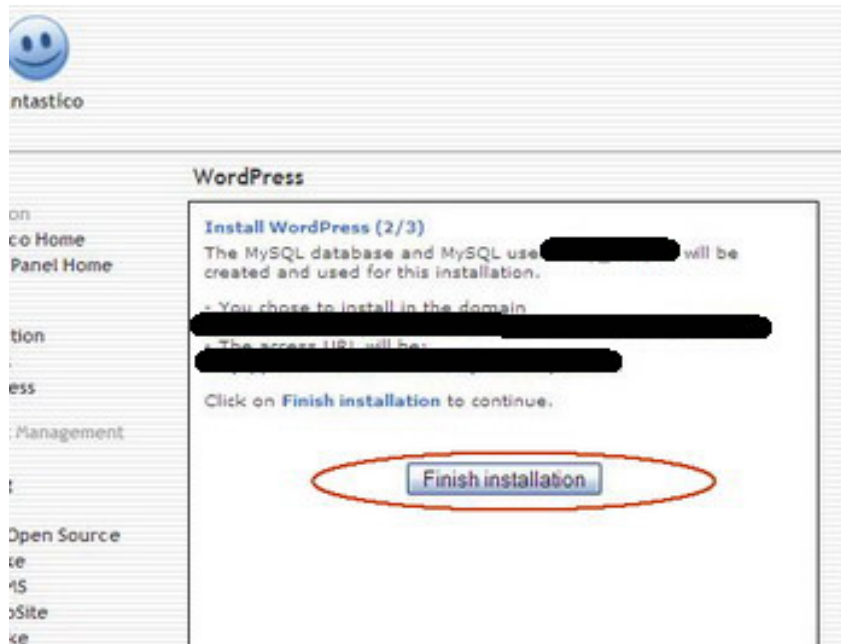
Admin e-mail: enter your email

Site name: Your blog name, for example “The Best Golf Blog”

Description: Enter your blog description (very brief 1 sentence)

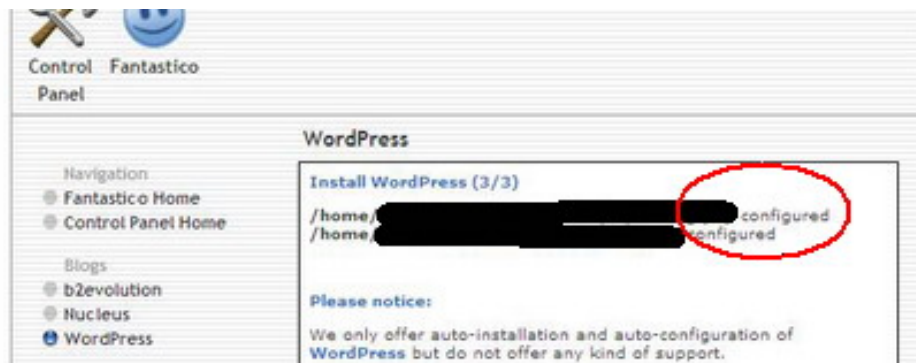
Click “Install Wordpress”.

5.



Click “Finish Installation”

6.



Congratulations! You have just successfully installed your very own Wordpress blog. To view the blog, simply go to <http://YourDomainName.com>

Again, I'm not going into the details on how to customize the settings and work on the features of your Wordpress blog. It is beyond the scope of this report. Please go to the [Wordpress](http://WordPress.com) site and learn more from there.

How To Write Content For Your Blog & At The Same Time Do Some Affiliate Marketing

Now that you have created your blog, it's time to fill it (your blog) with some content. Let's continue to use the golf example again. This means that your niche is golf, and your target audiences are people who like to play golf.

Below are some ways in which you can fill your golf blog with solid content, AND at the same time do some affiliate marketing:

1. Do product reviews on affiliate products. Say that you want to promote a golf book that teaches how to play better golf. You could write a review on your blog about the book.

You could write:

- If the book can really help golfers to play better golf (in your opinion). Is it really that good?
 - If it's good, why?
 - Is it worth the price tag? Is it worth buying?
 - Be sure to point out the negative sides of the book as well. If you just talk about all the good points and how great the book is, people will be suspicious of you. They will think that you are not being honest and are just concerned of squeezing as much money as you can from them.
 - The most important thing is that the pros must outweigh the cons, and that you actually recommend something that is really of high quality, not just some "trash".
2. Apart from writing product reviews, you could also write about anything that is related to golf. For example, you might tell your readers how you first came into contact with golf, or maybe how you discovered a little-known secret that will allow golfers to increase their skills fast. You can write all these on your blog. Share them with your readers.

Write in an informal way, write like you talk.

This will allow you to build better relationships with them. They'll get to know you better; they'll view you as a normal down-to-earth person and someone who resembles them when they were just starting out to play golf.

By building better relationships with them, they'll trust you more and it

makes things much easier the next time you recommend a product to them. For sure, they'll be more receptive to your recommendations 😊

The important thing to remember is that you need to give, give, and give free, valuable content to your readers.

3. Your blog is installed with comments features, meaning your visitors can leave comments on your blog.

By having your visitors leave their comments on your blog, you can interact with them and ask for their feedback and opinions about specific areas of golf they want to see discussed on the blog. Apart from this, you can get to know them better and vice-versa. You build relationships with them.

They can even ask you questions and you can answer them. People appreciate when their questions are answered. It shows that you care for them and that you're a real person, not just some computer 😊

Answering their questions will also motivate them to visit your blog again, because they are expecting that you'll answer them and thus will keep coming back to check on your blog.

And the best thing is, if your visitors find that the content on your blog is top notch and bring a lot of benefits, they are going to recommend to their friends about your blog. Talk about free publicity!

4. You could also write about yourself as a person. Talk about you personally.

Who are you? Where are you from? What is your interest other than golf? What do you usually do other than playing golf? Put your pictures on your blog.

The point is: just interact with your visitors like you would to an offline friend of yours. Let them get to know you, so that you can get to know them better.

This will allow them to trust you more and it will be much easier for you to sell to them in the future.

5. Give your visitors/readers some kind of freebies.

What are freebies? Freebies are valuable things that that you give away for free. For example, a free report on how to have the best golf swing is a freebie. A free e-book that teaches you how to get golf goodies at

discounted prices is also a freebie.

This report that you are reading right now is also a freebie 😊

Did you notice that all of the above points focus on one thing? Yes, all of them are about the art of giving, giving, and giving. Have you heard of the saying “Give and you shall receive”?

If you focus your efforts on giving first without expecting anything in return, the sales will come automatically. Yes, automatically. Believe me big time when I say that 😊

Sales = \$\$\$

Most people are only interested in selling, selling, and selling. They sell all the time without giving their visitors/readers any benefits, without building trusting relationships with them. This is a very FATAL mistake!

Nobody in the world is going to buy from you if all you do is give sales pitches. People HATE sales pitches. They resent being sold to. What you must do is build relationships with them so that they trust you and believe whatever you recommend them.

It must be noted that to achieve this feat (people buy whatever you recommend them) is a process that takes lots of effort and time. It's not an overnight thing where you can just cast a magic spell and people will start miraculously trust you and buy from you. It does not work that way.

Nowadays, people have a lot of choices when it comes to buying something. Want to buy sports shoes? Well we have Nike, Adidas, Reebok, Puma, and Converse. Want to buy luxury cars? We have BMW, Mercedes, Audi, Jaguar, Volvo and Lexus.

Do you get the point? People have many different choices. The question you should be asking yourself is: “If I'm the same as everybody else, what makes people want to buy from me?”

The answer to that, my friend, is to be different than the others. Be unique. Stand out from the crowd. If your competitors are only selling and selling all the time, you give and give free benefits.

This is especially true when you're just starting out and nobody knows who you are. You must build a distinguished brand of your own. You must build your brand to a point where if people are talking about golf, your name pops up in their minds automatically.

So, What Products Do You Promote?

Now that you know how to recommend and promote products to your visitors, the next step would be to decide what kinds of products you want to promote.

There are various places you can go to look for products to promote. These places are also known as merchant accounts, which basically mean that they facilitate product owners and affiliate marketers so that both of them do not have to worry about handling financial transactions. In return these merchant accounts get a small percentage of the amount of transaction as their fees.

For product owners, it's a blessing because they can just concentrate on producing the highest quality products without being bogged down with all the financial transaction details, plus they'll be able to recruit more affiliates through the merchant's network of affiliate marketers.

For affiliate marketers, the presence of these merchants makes things easy for them (affiliate marketers) to promote products related to their niche. With a wide variety of products to choose from, affiliate marketers should never run out of products to promote.

Below are some popular places where you can look for products to promote:

1. [Clickbank](#) (not affiliate link) – This is the largest and most popular digital marketplace to promote digital products. Digital products simply mean they can be downloaded to your computer and are intangible. Products such as e-books, online video tutorials are digital products.
2. [PayDotCom](#) (not affiliate link)
3. [Affiliate Bot](#) (not affiliate link)
4. [Amazon](#) (not affiliate link)
5. [Commission Junction](#) (not affiliate link)

There are, of course, some other private affiliate merchants specific to your niche. You can do a search on Google with the keywords “your niche + affiliate program”. For example, you might do a search with the keywords “golf affiliate program”.

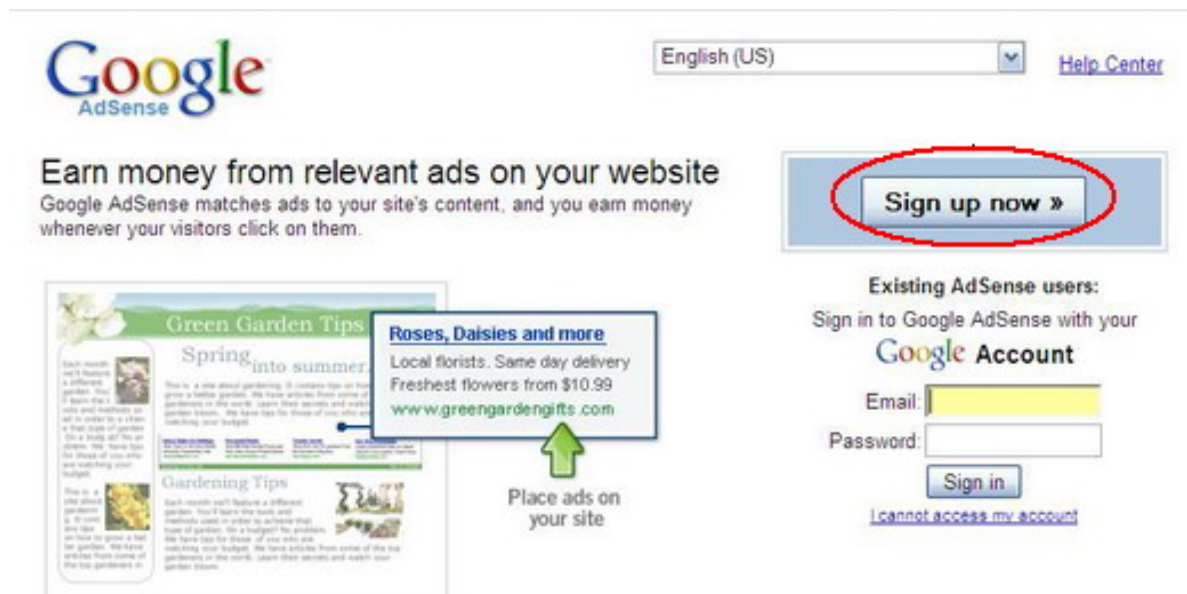
Making Your Money Through Ads Marketing

Apart from affiliate marketing, there is another way to make money online and that is through Ads Marketing.

Ads marketing simply means you sell ad space on your blog to advertisers. To be able to sell ad space to advertisers, your blog needs to have a considerable amount of traffic (visitors) first.

No visitors = nobody wants to buy ad space from you = no money

Now for those of you just starting out who have no visitors yet to your blog (and even intermediate and professional bloggers with a lot of traffic still do this though), you can still make money through Ads Marketing by joining a program called [Google AdSense](#) (not affiliate link).



So what exactly is Google AdSense?

Google AdSense, owned by Google, is a Pay-Per-Click (PPC) advertisement program where **relevant** ads are placed on your blog, and each time someone clicks on one of the ads, you get paid.

Where does the money come from? Who pays you?

The advertiser pays Google, and Google pays you a certain percentage of the money it gets from the advertiser. So Google is a middleman in this case. It facilitates between advertisers and publishers (you who owns the blog).

So, all you need to do is to get your visitors to click on your ads, and you earn money. As simple as that. Period.

Now I know what you're thinking: "Why in the world would I want to build relationships with my visitors when I can just put up AdSense ads and get paid whenever someone clicks one of those ads?"

Well, because you are only paid pennies, nickels, and dimes when someone clicks on your ads. However, when you do affiliate marketing and successfully sell just 1 (one) product or service, you earn dollars or tens of dollars.

But then again, not everyone will buy your recommendations. Typically, only 1-2% people will buy, depending on the types of products you promote, how targeted your audiences are, and how well your relationships are with them.

But in the case of AdSense, your visitors need only click on one of the ads and you are paid. And to get your visitors to click their mouse on the ads is not that difficult, I suppose?

So what should you do? Are you confused?

Both of them (Ads Marketing & Affiliate Marketing) have their pros and cons, as outlined above.

My advice to you is to do both Ads & Affiliate Marketing. If you do both, visitors to your blog who does not want to buy anything (those freebie seekers) can click on your ads and you will be paid. On the other hand, visitors who do want to buy can click on your affiliate recommendations and you will get your commissions as well.

To put up AdSense ads on your blog, you must first sign up with them (AdSense) and get your account approved. This means you need to create your blog and fill it up with some content first before you actually submit your AdSense application.

If you submit a blog that has zero content, your application is **Guaranteed** to be declined. My advice is to post at least 7 original and beneficial content to your blog. By original, I mean you write it yourself and not just copy pasting from some article directories or using some PLR (private label rights) articles.

Once your AdSense account is approved, you can use this same account on your other blogs as well. So 1 AdSense account can be used for multiple websites/blogs.

You can apply for your Google AdSense account [here](#) (not affiliate link).

How To Get Traffic To Your Website/Blog

You can have the best blog in the world with the best content, but without visitors to your blog, everything else is meaningless. This is why it is very important that you learn how to drive visitors to your blog.

In Internet Marketing terms, visitors are often called traffic.

There are a few ways to drive traffic to your blog:

1. SEO (Search Engine Optimization)

This is a very popular topic, and it seems that every Internet Marketing forum has a section specifically devoted to this topic.

SEO is a technique to boost your blog's ranking in search engines results pages like Google, Yahoo, or Live for a specific set of keywords.

Take for example: John wants to increase his golf skills and he goes to Google and types in "increase golf skills" and hit enter. It is your hope as a blog owner that your blog would be at the number 1 position for this set of keywords. If your blog lies on the 3rd or 4th page of Google's results, John is likely not to go that far to find what he's looking for.

Bottom line: If your blog is on the 1st page of Google's results, there is a high chance that John might click on your blog and you get a targeted visitor. If your blog is on the 3rd or 4th page, John is unlikely to notice your blog and thus would not be a visitor to your blog.

A lot of "Gurus" will say to you that SEO is very complex and that you have to do this and that. I'm not saying that SEO is easy, however I do believe that SEO is not as complex as what these "Gurus" claim to be.

And I'm not saying that I'm an expert at SEO, because frankly, I'm not!

I just happen to know, based on my personal experience, that there are only 4 things that you really need to take note of:

A. The number of incoming links to your site – this means how many sites are linking to your site.

B. The anchor text of the links to your site – this means when other sites link to you, what are the text used to link to your site. It may be "click here" (which doesn't really help your ranking because nobody is going to type in "click here" to

find what they are looking for), or it might be “increase golf skills” (which is great because it’s telling Google that our site is about “increase golf skills”).

C. The title tag of your site – every site has a title tag. If you go to [Amazon.com](https://www.amazon.com) (not affiliate link), the title tag is “*Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more*”. A good rule of thumb is to use the keywords you are targeting in the title tag. So for example if you are targeting the keywords “increase golf skills”, you might put “Increase golf skills” as the title tag for your site.

D. The body content – the body content simply means your site’s content. If you are targeting the keyword phrase “increase golf skills”, be sure to insert this phrase a few times within your site’s content. You don’t have to insert it umpteen times, 2 or 3 times would do.

If you only do 2 of the things above, be sure it’s A and B as they are the most important out of the 4. They probably account for 90% (just a wild guess) of the results.

2. Article Marketing

Article marketing means you write articles related to your niche and then you submit them to various article sites. These article sites that store your articles are called article directories.

When you write articles, you are allowed to include an author’s resource box at the end of the article that basically tells readers who the author of the article is, and you are allowed to link back to your site.

This is a great place to advertise who you are and what you do. Be sure to write great resource boxes that compel readers to click on the link that takes them to your site. Include benefits along the lines of “For a Free report on how you can increase your golf skills in 30 days or less, click here”.

Apart from the possibility that readers will click on your resource box link, the link from article directories to your site also counts as a one-way backlink to your site, which will improve search engine rankings.

There are a lot (and I really mean a lot) of article directories out there. A lot of them are worthless and not worth your time. Here are some great article directories that, in my opinion, are worth submitting your articles to:

[Ezine Articles](#)
[Article Dashboard](#)

[Article Alley](#)
[Go Articles](#)
[Article Cube](#)

3. Web 2.0 Marketing

This is the Internet community now!

Web 1.0 (sites a few years back) can only deliver content one way, that is site owners □ visitors. Visitors can't give feedback or voice out their opinions toward a certain subject.

But now with Web 2.0, participation not only becomes a possibility, but is a must for site owners and visitors to interact with one another.

With the introduction of social networking sites, social bookmarking sites, and blogs that can accept comments, the Internet today is becoming a more user-oriented community where everyone and his uncle can voice out their opinions on every topic imaginable.

Social networking sites can help deliver traffic to your site. [MySpace](#) and [FaceBook](#) anyone? People go to MySpace and FaceBook to network and find new friends. Virtually anyone with an Internet connection and a computer can network with one another.

Other than networking with your offline friends on these sites, you can also find like-minded people who share the same hobbies. Taking the golf example, you could find people who like golf and befriend them. However, don't try to sell them anything when you just got to know them.

Instead give them freebies first without expecting anything in return. Build relationships with them first and brand yourself as the go-to guy for anything related to golf ☺.

Social bookmarking sites are just like bookmarks on your Internet browser. Let's say you stumble upon this interesting site that you really like, so you bookmark this site on your Firefox or Internet Explorer so that you can come back later.

With social bookmarking sites, the difference is that you can "share" your list of interesting sites that you have bookmarked to everyone out there.

So you stumble upon an interesting site, and instead of personally bookmarking that site on your Internet browser, you "socially bookmark" that site publicly so that everyone knows it's a great site worth visiting.

Every social bookmark made towards a site by a 1 person counts as 1 vote. The more votes the more popular the site is, and the more popular the site is, the more visitors it will receive.

Tip: You can set up an account with each of the different social bookmarking sites, and within each account bookmark your own site 😊

Some popular social bookmarking sites are:

Del.icio.us

Digg

StumbleUpon

Technorati

4. Forum Marketing

Forum is a place where like-minded people gather and hang out. Forum is also a great place to promote yourself and your business.

Since you are in the golf niche, you would, of course, do a search on Google to find out which golf forums are popular. Find 2 -3 popular forums and start posting on the forums with interesting topics, ask questions as well as answer questions.

Typically, you're allowed to put signatures at the bottom of your every post. Use this to your advantage and write something along the lines of "For a Free report on how to play excellent golf click here".

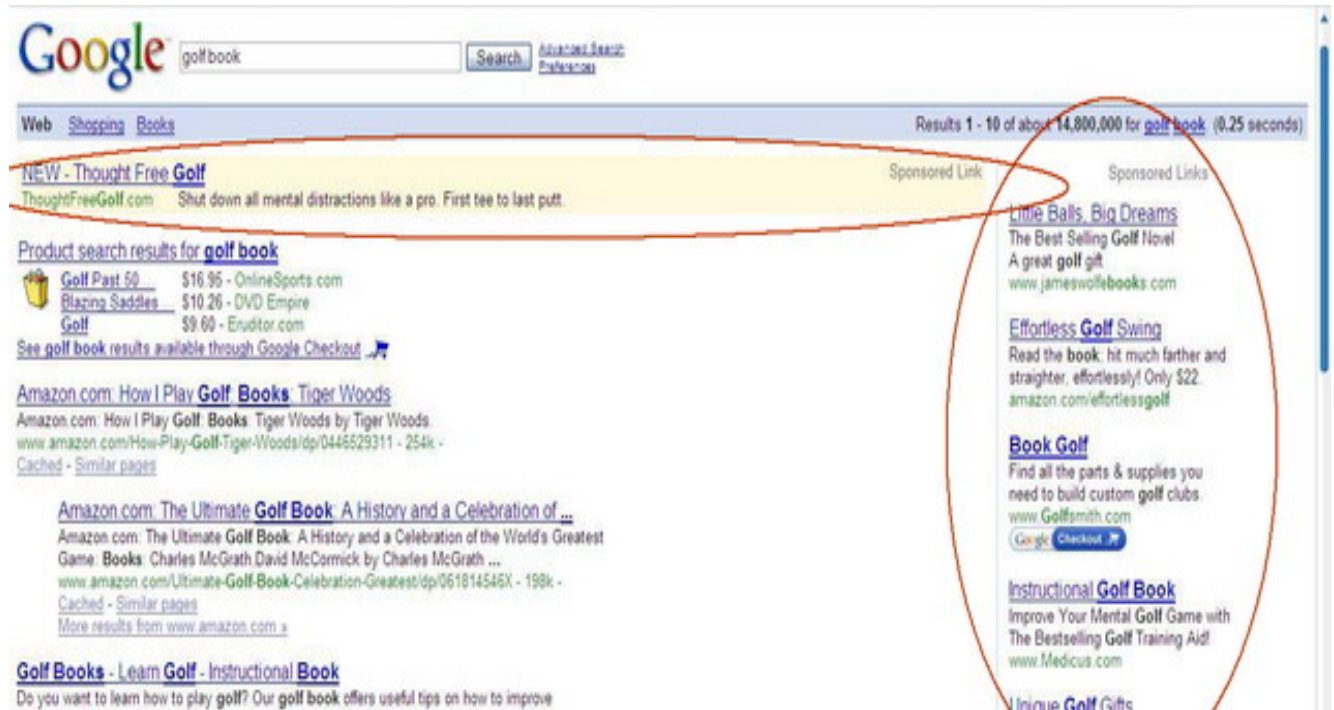
People are always asking questions in forums, and you can help them by giving them your honest opinions. Do not try to sell anything when you are new to the forum. Just concentrate on being helpful to others.

As time goes by and your reputation grows, people will start to recognize who you are, and eventually they will visit your blog. If you're really THAT good, they'll even promote you free of charge through word-of-mouth marketing.

5. PPC (Pay-Per-Click) Marketing

Pay-per-click marketing means that you pay every time someone clicks on a link that goes to your site. This is exactly the opposite of Google AdSense where they pay you every time someone clicks on an ad on your site.

The most popular PPC marketing is [Google Adwords](#) (not affiliate link). If you go to Google and type in “golf book”, you will get results similar to this:



Those that are within the red ovals are PPC ads. Notice the words “Sponsored Links”. This means that every time someone clicks on one of these ads, the advertiser pays Google.

The higher the position, usually the more expensive the advertiser has to pay. There are actually other factors to consider as well, but generally speaking the higher ad position costs more money.

This is only for one keyword phrase “golf book”. There are literally millions of keyword combinations spread across hundreds of different niches.

Can you now start to see why Google is so rich? How many people go to Google to search for something every second? What about this very moment as you read this?

If you have the budget and are familiar with Google Adwords, you can go ahead and advertise your site.

But if you were just starting out, I bet you don't have the budget and you are not familiar with Google Adwords. If this is you, then DO NOT advertise with Adwords yet!

I have heard of people who don't know a thing about Adwords but they continue to use it anyway, and they ended up burning a hole in their pockets! You can always use other forms of traffic generation methods such as those mentioned above (SEO, article marketing, web 2.0 marketing, and forum marketing).

Final Words

Once again, many thanks for taking the time to read through this report. I sincerely hope that you find the information I share here beneficial to you, so that you can start **TAKING ACTION NOW** and earn that elusive first \$100 of yours online.

If you like this report, you can learn more about how to earn money online at my blog for FREE at www.Welly-Mulia.com

Just go to the top right column where it says “FREE Internet Marketing Scoop” and enter your first name and email to [subscribe to my blog for FREE](#) where I’ll share with you on a consistent basis effective tips and strategies on how to build a Real Internet business from scratch.

I promise you there will be **zero hype!**

If you have any feedback for me or if you want to leave any comments regarding this report, [feel free to do so here](#). I’ll be glad to hear what you have to say 😊

Wishing You The Very Best!
Welly Mulia

You may give away this report to your friends, family, colleagues, or anyone who you think might benefit from the contents found within, provided you do not alter this report in any way.

Useful Resources For Your Internet Business

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If you looking for hosting companies to host your sites, join this top-notch web host company (I'm also a happy customer of them):

→ <http://TopHostgator.com>

You can get the first month hosting there at a **\$9.94 discount** simply enter this coupon code when signing up:

wellymulia

The image shows a banner for Host Gator with the logo and tagline "we eat up the competition". It includes contact information: Toll Free: 1.866.96.GATOR, Local: 1.713.574.5287, and a note "Now hosting over 1,300,000 domains!". There is a "CLICK HERE" button with a woman's photo. Below the banner is a navigation menu with links: HOME, WEB HOSTING, RESELLER HOSTING, DEDICATED SERVERS, SUPPORT, ORDER NOW, and AFFILIATES. The main content area features three promotional boxes: "Hosting \$4.95/mo" with "Web Hosting" and "Unlimited Sites"; "Reseller \$24.95/mo" with "Reseller Hosting" and "Unlimited Sites"; and "Dedicated \$174.00/mo" with "Dedicated Hosting" and "Unlimited Sites". Each box has a "Learn More ..." link and an "ORDER NOW!" button.

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"If You Are A Beginner Trying To Make BIG Money Online, You Will Fail 100%! Learn Your Foundation And Baby Steps First Before Thinking About Making Big Money Online. Discover How You Can Earn Real, Decent Money By Simply Blogging..."

→ <http://BeginnersBlogProfits.com>

=====
"Discover A Little-Known Proven System To Instantly Create Your Sizzling Information Product In 1 Day Or Less So That You Too Can Become A Product Owner And Keep 100% Of The Money..."

→ <http://InstantProductSystem.com>