

“How To Make Your First Dollar Online”

And It Won't Cost You A Penny...

An IanCanaway.com production

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Welcome,

If you are short of cash and want to make money online, but can't afford your own domain name, website or hosting, then this report will show you how to get started making money online for FREE. I'll show you how to get your first online web page for zero cost, so you can earn the \$30 or so you need to get a proper online presence and your own website.

The work you do in setting this system up will support other activities you do later on, as the strategies I'll show you will be cross-transferable to everything you do online.

This report is broken up into 3 sections to make it really easy to follow and implement.

1. Research – Find where the money is and who's spending it.
2. Set up – Get your online presence for zero cost
3. Promotion strategies to put cash in your pocket.

Let's get started.

1.0 Research

The first step is to identify an area of interest or market that you can target. You can start by making a list of all your interests and hobbies – your passions. If you start off by building a list of subjects/business areas that you enjoy, then you're going to be more motivated and have more interest in what you're doing. Think of what your ideal jobs or careers are. What have you enjoyed doing in the past? What did you enjoy a lot as a kid? What are the things that really make you come alive? Add everything to the list. Don't worry about how you're going to make money doing those things yet. Just put together as thorough a list as you can.

Only after your list is done, should you think of turning those hobbies/interests/passions into a business. Pick the top 5 choices out of your list and think of how you can *help others* by doing them. For example, if you really enjoy cooking and that was one of your top 5 choices, you can now start thinking of ways to turn that into a business.

Most new marketers tend to start by selling marketing/make money/home business products. And while there is still money to be made in marketing products, it's not like it used to be. These days, the competition in the marketing field is fierce and I don't see it letting up anytime soon.

When trying to figure out which niche to go after, the questions you want to ask yourself are...What do I love to do the most? What am I most passionate about in life? What subjects do I have strong emotional feeling towards? What am I naturally good at or have an instinct for? (Provided it's something you enjoy doing!) If I were to wake up in the morning and choose to do one thing, what would that be? What would express my creative intention and bring out the best in me while doing it? How can I benefit myself and others if I were to express my creative intention?

To some, the answers may come very easily. And for some of us, it may require a little bit of soul-searching and self-discovery to get there. If you're having a hard time finding the answers, just get your mind going in that general direction by pondering on the above questions, especially before you go to bed at night (and until you fall asleep.) The power of focus is such that it will get your mind working in the background (while you're sleeping) to bring the answers to you.

For now, you can simply start by asking...

"What are my favorite hobbies, interests, activities, etc."

Or...

"What are some things I don't know yet but have a burning desire to learn more about?"

Start a list and add all your favorites to it.

1.1 Turning Problems into Opportunities

Realize that it's not just your passions, hobbies, and interests you should be taking note of. Also take

a closer look at your biggest problems and challenges. You see, life has an interesting way of trying to put us onto the right path...if we would only stop and pay attention. Often times, the major problems and challenges in our lives arise only to direct us, to nudge us towards the right path, the path that we're supposed to be traveling on. Yet many of us get so wrapped up in the problem itself that we're constantly fighting and pushing away while never being able to see what it's trying to tell us.

Many of your greatest pains and challenges are simply opportunities in disguise.

Some of our greatest inventions came out of problems and challenges the inventors were having in their lives. They decided to focus on the solution instead of giving all their energy and thought to the problem. During the great depression, while most people were suffering and going through tough times, others found ways to "solve problems" and then helped others cope with those problems. They became very rich in the process.

You can do the same today.

Start looking for the answers and solutions to those major problems/challenges in your life. If no one else has yet provided an effective solution to the problem, you may just be the person to do it. Problems are everywhere you look, on every corner you turn. Just look around you. People are miserable, they're irritable, they're mad! Often times, one of the problems you're having in your life is also something that many others are having as well.

Find the solution to it and become the expert that everyone else will look to for answers. The best way to become rich is to create value in others' lives. Start with your own problems and find ways to make others' lives easier. Open their eyes to what's really going on around them, offer solutions to their problems. In return, they will reward you with money!

1.2 The Most Popular (& Profitable) Topics

If you're still having a hard time trying to figure out which niche market to go into, continue to do the 'focusing' exercise given earlier, and then, take a look at this...

Here's a list of some of the most popular subjects people are **paying** for...

- Dating, Seduction, Sex Advice, Relationships
- Losing weight, gaining muscle, looking more attractive
- Health & fitness, cures/reliefs from specific diseases & ailments
- Spying, online privacy and security
- Safety, personal security, and protection of self and loved ones (self defense, home security, scam prevention, etc.)
- How to use computers and the Internet
- Mental influence, persuasion, and dominance
- General self-help, self improvement, personal development, and success
- Hobbies and special interests: cooking, magic, UFO's, metaphysics, becoming more competitive in sports, activities, etc.
- Making money, aside from marketing information: investing, stock market, futures trading, real estate tips, and other related financial information
- And of course, having more control and freedom in their lives!

People are always looking to improve themselves or some area of their lives. They are always trying to find solutions to problems. There are sites catering to some of the above categories that are already generating thousands of dollars every month. I have personally sold products on some of the above categories and done very well.

Yet, we haven't even begun to tap the true profit potential in these areas yet because there's very little competition in most of these areas, especially when compared to the "how-to marketing" area! The potential to make money from the above special-interest categories is huge - and it's wide open! Moreover, as more and more people get accustomed to buying digital products, you can easily imagine making insane amounts of money through these topics well into the future. You could pick any one of the above subjects that you personally have an interest in and run with it.

1.3 Keyword Research – What are people looking for?

By now you should have a topic area or niche that you want to focus on. Next we want to do a bit more research. To find out what people want. To do this we can use what's called a keyword suggestion tool, that simple gives you a list of words that people are using to search for different

things.

We're going to use the Digital Point Keyword Suggestion Tool as it's free. So follow this link now: <http://www.digitalpoint.com/tools/suggestion/> ... Okay?

For the purposes of this report we are just going to build quick list of main keywords, if you were building a website you'd do this in much more depth.

Type in the keyword suggestion tool, the main keyword you think you target market would be looking for. For example, dog training, lose weight, insomnia cure.

Side note – *Anything that cures a problem is a great market to go after, as these people are often desperate to find a solution. So if you're the person to put the solution in front of them, then you're in a great position to profit.*

The keyword search data will give you an idea as to whether people are actively looking for whatever the market is you want to target. So let's take [insomnia](#) as an example.

When you do a search you'll see a screen such as this:

How many times is this phrase searched for?	
Wordtracker	Overture
<small>Check out what else Wordtracker can do for you.</small>	
insomnia 1,154.0/day	insomnia 4,515.8/day
faithless insomnia 330.0/day	insomnia cure 85.8/day
faithless and insomnia 151.0/day	cause of insomnia 59.9/day
insomnia mp3 89.0/day	insomnia treatment 46.1/day
insomnia faithless 62.0/day	insomnia symptom 44.2/day
faithless - insomnia 52.0/day	insomnia cookie 40.9/day
insomnia treatment 51.0/day	faithless insomnia 24.9/day
armand van helden insomnia mp3 38.0/day	answer identifying insomnia insomnia overcoming personalized program three type 21.8/day
prozac insomnia 33.0/day	drug free good insomnia natural night sleep solution way 21.6/day
trazodone side effects insomnia 32.0/day	say good night to insomnia 18.6/day
insomnia causes 31.0/day	insomnia doctor 17.6/day
fatal familial insomnia 30.0/day	goodnight insomnia say 17.3/day
facts about insomnia 27.0/day	chronic insomnia 17.2/day
insomnia cures 26.0/day	insomnia herbal remedy 14.9/day
paxil and insomnia 25.0/day	pregnancy insomnia 14.9/day
	insomnia medication 14.8/day

Digital Point uses two sources for its keywords, Wordtracker and Overture. You'll see the search

term used in the left column and the number of searches per day in the right hand column. The search counts we're looking for in this example are the keywords such as 'cure insomnia' and 'insomnia treatment', as it shows people are actively looking for solutions to this problem. The daily search counts are quite low, less than 100/day for 'insomnia cure'. However if you do a quick Google search you'll see a lot of adverts for insomnia cures suggesting it's an active market with money being spent.

Compile a list of 5-10 keywords from your research as we'll be using these in the next part.

1.4 Find The Right Product

Next we're going to find a product(s). We're not going to try a create your own product, as at this stage you're probably lacking the time, money or knowledge to do so and that's not the purpose of this report.

Instead we're going to look for a product or products we can promote as an affiliate.

FAQ: *An affiliate is simple a salesman, you get paid a % commission on any sales you refer to a vendor. The vendor gives you a special tracking link to monitor any sales you refer.*

You can go to www.clickbank.com and and browse through their Marketplace for a product you can affiliate with. Clickbanks products are all information/digitally based and so you are limited to what you can promote. I like clickbank because they automatically handle your affiliate commissions and pay you. You don't have to depend on the product owner's schedule to receive timely commissions. And, you can become an affiliate of all of their products at *no charge*.

You could also go to www.google.com (or even Yahoo) and search for sites selling recipes, recipe books, cookbooks, etc. and look for sites you could affiliate with. It would be to your advantage to work with sites/products that offer a generous commission (at least 50%.) Just do a search using keywords such as 'cookbook affiliate program' or 'cookbook affiliate'.

Tip: *As you look through these sites, pay attention to how professional the sites look, how convincing the sales letter is, and also how soon after the sale they send out commissions. If*

you personally feel good about the site, see some great testimonials, and feel that you would want to do business with that company, you've probably found a good business to affiliate with.

Other major affiliate networks are www.CJ.com and www.ShareaSale.com. Both are massive affiliate networks and provide a massive range of companies with 1000s of products which you can promote.

The last thing you want to do is to decide on the product you want to promote, sign up to the necessary affiliate programs and get your affiliate links. [Affiliate Classroom](#) covers all these topics in great detail, and is an excellent investment if you are serious about making a second income online.

2.0 Get Online...

There are a number of ways you can get an online presence for free relatively quickly and easily. You can set up a free blog (weblog) with blogger.com, or with wordpress.org, and use these as your first 'website' to start making money. Both are good options to start with. But in this report we're going to look at another site called Squidoo.com as it is the quickest and easiest of the lot to get started and making money.

This next section will guide you through there simple set up process. If you don't need step-by-step instructions you can probably skim read this section. Just make sure you pick up the key points which are emphasised.

Please Note – This report was originally compiled in mid-2007. Since then Squidoo have changed their interface to some degree, however don't let that put you off as the principles remain unchanged.

2.1 Setting up your lens

With Squidoo you set up a simple easy to build web page, which they call a 'lens':

Still curious? A lens is...

- An insanely easy-to-build, single page online.
- Your signpost about something that matters to you.
- A place to recommend your favorite stuff.
- A popular way to get found more on the web.
- A free (yes, free) way to earn a royalty. For you or for charity.
- Word of mouth at your fingertips.
- Squiddylicious.
- Something you should have if you care about getting the word out about something, selling something, sharing info, or if you just love to create, express yourself, and play.

This is going to be your starting point.

Lets Begin... Sign up for a [Squidoo](#) lens, by clicking the button that looks like the one below, or click the sign up link in the navigation at the top of the page.

Ready to make your own?

You'll then be guided through the set up wizard.

Click the radio button next to 'not yet – this is my first lens' and click get started.



People are talking! Why ha'

113,385 people are already proud members
of Squidoo! Aren't you?

- Yes, I already have an account
- Not yet—this is my first lens!

Get Started!

You'll then be asked what your lens is about, think about the niche and the **keywords** you've already discovered when you name your lens. For example, we could go with 'curing insomnia' or better 'insomnia cures'.

Step 1: So, what's your lens about?

People are making lenses on everything from "How to Roast Your Own Coffee Beans" to "Why You Should Hire Me" to "Top 10 Books That Changed My Life." And LOTS more. What's your topic?

My lens is about:

Go to Step 2

just 5 easy steps to go!

Hi, I'm Kate



I love having my "Funky Chic and Cool Laptop Bags" lens on Squidoo.

It sends some great traffic to my blog, and even helps fund my Valleyschwag habit. (It's also really easy to use and update!)

--Kate Trgovac

Once you've done that click 'go to step 2'.

Step 2 – You'll be asked what you want to do with your lens, and will determine which modules or elements of the lens you start with. At this stage you can pick any option as we'll be removing most of the modules as we progress anyway.

Step 2: What do you want to do with your lens?

A few real examples: There's Damon, a teacher who makes learning lenses with his students. And Jane Goodall, supporting her nonprofit organization. And Kimberly, an author promoting her books. And Raj, who wants traffic back to his blog. These are just 4 ways people use Squidoo. How will you?

- I want to get the word out about Beating Insomnia (easiest option)
- I'm gonna sell Beating Insomnia stuff and earn \$\$, for me or for charity (money maker!)
- I want to make a list of my favorite things about Beating Insomnia (most popular)
- I just want to do my own thing.

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Go to Step 3

just 4 easy steps to go!

Easy as pie!



This was as fun as putting up a blog. I love having a place where I can post my stuff and have others

see it.--[Michael Allen](#)

Step 3 – The next stage is to give your lens a title, url and pick a category that it should be found under in there listings. For our purposes you want to be thinking about the **keywords** you discovered again, as these are the words you want your lens to be found under in the search engines. You can see below the keywords I've used for this example:

Step 3: Title and URL

Tip #1: Clever lens titles can make great first impressions. Have fun!

Tip #2: When picking your Squidoo URL, just fill in the blank where it says www.squidoo.com/_____. (So, if your lens is about daschunds, try adding the word dashhund to the box. If your lens is about making paper airplanes, add paperairplanes to the box. Sorry, no spaces or weird characters).

Lens Title:

Pick your URL, the link where your lens will live.

(This can't be changed, so choose wisely).

www.squidoo.com/

And pick a category for your lens:

Please rate your lens:

If you're not sure, read up on our [Ratings policy](#).

My lens contains:

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Go to Step 4

just 3 easy steps to go!

Step 4 - Next you'll be asked to give your lens tags, you want to use the **keywords** you found earlier as these will help tell people and the search engines what your lens is about. So in the example we want people looking for ways to cure insomnia so I have chosen the 'insomnia cure' as my best keyword and 3 others which are highly relevant.

Step 4: Help people find your lens

Keywords (or "tags") are really important in helping people find your lens. Think about the search words someone might put into Google when he's looking for info on your topic. Those would be your lens tags.

The best keyword for my lens is:

And 3 more good ones are:

(Optional)

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Go to Step 5

just 2 easy steps to go!

Step 5 – Choose how you want to be paid. This is just for the earnings made through Squidoo revenue sharing. You make a percentage of the profits from the adverts displayed on your lens and any of the products you select to appear on your lens through the modules later on. Choose which ever you want, as most of the money we'll earn will not be from Squidoo, but by promoting other offers and affiliate programs not connected to Squidoo.



People are talking! Why have

Step 5: How do you want to get paid?

Yep, your lenses earn royalties! For some lensmasters, it's just a drop in the bucket. Others are earning hundreds of dollars every month. If you're not in it for the money, try giving. Squidoo's goal is to make it really easy for you to donate to good causes, just by making a lens.

- Donate to the Squidoo Charity Fund
(Every month our Charity Board votes on what org gets these donations)
- Donate to a specific charity
- I just want cash.
- A combo of cash and charity

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Go to Step 6

just 1 easy step to go!

Step 6 – To finish off the basic set up procedure you'll just need to enter your details and follow the instructions in step 6. Once you've done that the basic set up is complete. Now you can start to customise the lens to our liking.

Step 6: Almost There!

That's it. You're a sneeze away from being the proud owner of a brand new lens. Just fill this stuff out and we'll send you on your way. **Next up: editing your lens, adding cool content, and making it sparkle.**

Email address:

We never ever share or sell email addresses. We just use this to confirm your account, so make sure it's correct!

Screen Name:

The name that shows up on your pages.

Real Name:

First name: Last name:

Password:

Please type your password again, just to be sure:

Yep, I accept the [Terms of Service](#)! (And will check my email for an account confirmation email from Squidoo).

2.2 Customisation

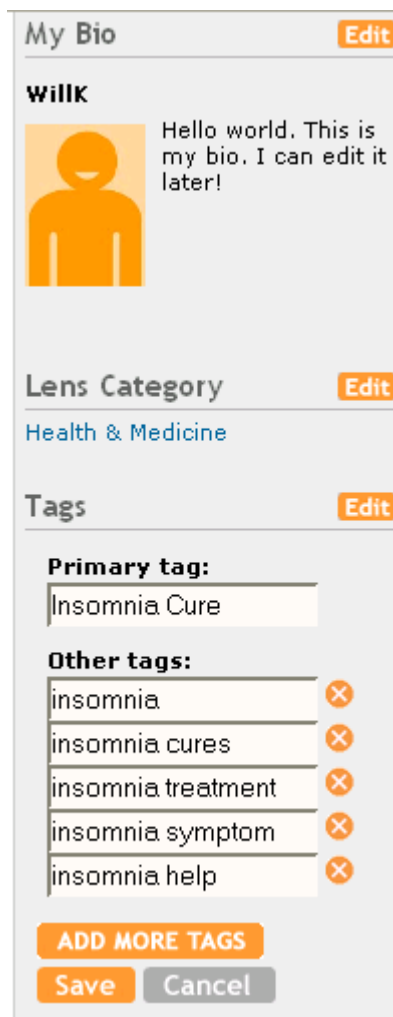
The next stage is to customise your lens how you want it. As most of the money we make is going to be made by promoting products that are not linked through Squidoo, I like to remove most of the default modules, as they are a distraction and you usually only make pennies through Squidoos' revenue sharing.

You can remove the modules you don't want by clicking the little 'X' button on the right hand side of the module as shown in the image below. Once you've completed your lens you click the 'publish' lens button to make it live. Later we'll talk more specifically about how you want to set up your lens and the content to put on it, so don't click 'publish' yet.

The screenshot shows the Squidoo lens editor interface. At the top left is the Squidoo logo. To the right, there is a user profile section with the name "willk" and a bio: "Hello world. my bio. I ca later!". Below the bio is a placeholder for a profile picture. The main editing area contains several modules. The first module is titled "Insomnia Cures by WillK" and has an "Edit" button with a small "X" icon. Below it is an "Introduction" module with an "Edit" button and "X" icon. A large placeholder box with the text "NO IMAGE YET" is visible. Below that is a "Text / Write module: New Text / Write module" with an "Edit" button and "X" icon. A red arrow points to the "X" icon on this module. Below it is a "CafePress: New CafePress" module with an "Edit" button and "X" icon. At the top right of the editor, there are buttons for "Add Modules", "Reorder Modules", "Keep this Draft", and a large orange "Publish!" button. The text "Delete Module" is written below the red arrow.

2.2 Customisation Continued...

Once you've decided on the modules you want and the ones to delete, the next things to edit are your bio and your lens tags (remember your keywords?). Use your bio to describe the lens content, for example, "Hi this is my new lens on 'keyword', etc. Make sure you use a keyword or two in there. Next up is to add more tags to your lens. These are the other keywords you found earlier, but couldn't enter in the set up wizard. Add between 5-10 of your best keywords.



The screenshot shows a user profile customization interface with the following sections:

- My Bio**: Includes a profile picture placeholder (an orange person icon) and a bio text field containing "Hello world. This is my bio. I can edit it later!". An **Edit** button is in the top right.
- Lens Category**: Shows "Health & Medicine" with an **Edit** button in the top right.
- Tags**: Includes a **Primary tag:** field with "Insomnia Cure" and a list of **Other tags:** "insomnia", "insomnia cures", "insomnia treatment", "insomnia symptom", and "insomnia help", each with a red 'x' removal button to its right. An **ADD MORE TAGS** button is below the list. **Save** and **Cancel** buttons are at the bottom.

2.3 Basic Module Customisation

By now you should have removed most of the modules that you don't want. If you are not sure just start with the write module and the guest book, also you'll automatically have the default

introduction module. We want to keep it simple to start with, you can try other things later.

The Introduction Module – We want to use the introduction module to introduce the lens, the problem you are solving or the service the lens offers. What benefit is the reader going to get from reading your lens? If you are solving a problem for the reader such as insomnia, a good strategy is to introduce the problem, relate to reader, accentuate the problem, then pre-sell the solution (your affiliate product) and point to free tip below, which then promotes the product as well.

The Write Module – Use the write module to provide tips or more information on the topic you're covering. Do a bit of research on the topic area before you get started or if you don't like writing you can use an article from an article directory (e.g. Ezinearticles.com), just make sure you publish the authors resource box at the end of the article, as per the terms of service. Put an advert at the start of the article and at the end of the article, linking to a product for which you are an affiliate

You can use html code within the write module to link to the product you are an affiliate for. For example the code I used is:

```
<b>If You Want To Learn How To Cure Insomnia This Is Probably The Best $29.97 You'll Spend  
This Year:  
<a href="http://viphealthsecrets.com/hg/?a=HNqBr3n&p=5">Power Ways To Beat  
Insomnia</a></b>
```

So you would use:

```
<b>YOUR AD TEXT HERE PROMOTING PRODUCT:  
<a href="YOUR AFFILIATE LINK">TITLE OF PRODUCT/AD TEXT</a></b>
```

If you use someone else's article from an article directory you must make their resource box and link live. You can use the html code example from above to do so.

You can add photos is you think appropriate – but don't distract from affiliate offering.

Guestbook – Leave this as it is, so that people can leave feedback if they want.

Things to remember

-Use your keywords in your module titles and in posts themselves. Don't go crazy but sprinkle them naturally through the content.

-If you are providing a solution to a problem as in the example, only give one solution – too many can confuse a buyer. However, if you want to promote more products, then set up a write module and honestly review the top 5 products, give reasons why one product is better than another and justify the purchase. Remember to link using your affiliate links.

See my example here: <http://www.squidoo.com/InsominaCures/> it took less than 20 minutes to research and build...

2.4 Publish!

You're done creating your lens the ground work is complete, next we'll start marketing your new lens to get it traffic (visitors) and start making money.

3.0 Promotional Strategies

Once we're all set up the next stage is to get traffic (visitors) and fast. We want to use free traffic sources as we're on a shoestring budget here. I'm going to give you some quick promotional strategies for getting visitors to your lens for free. I'll also give you some great free resources which expand further on what you are about to learn. Remember these techniques will work whether you are trying to get visitor to a proper website or your Squidoo lens, the principles are basically the same.

3.1 Free Traffic Strategies

The free methods below will get you started, however you may not see results straight away as free techniques often take longer to have effect than paid techniques. But they will build a steady stream

of traffic to your lens over a period of time.

1. Write and submit 10 articles related to your topic to the top article directories, then post 2 per week. This is called [article marketing](#), in return for publishing your article the website owner publishes a link in your bio/resource box back to your website. Here's a list of [top article directories](#) to submit your articles to.
2. Bookmark it with social bookmarking services, such as Digg.com, Furl.com, Netvouz.com, Del.icio.us, Ma.gnolia and there's many more...
3. Use your Squidoo lens e-mail to friends feature and get them to rate your lens and social bookmark it.
4. Browse other peoples Squidoo lens's and post appropriate comments, you'll get a link back to your profile automatically, and if you can, link to your lens in the comment. Don't spam though – add value.
5. Start a Squidoo group related to the topic area you are targeting, join related groups and post comments within the groups.
6. Post a free classified advert on Craigslist.com every week.
7. Go to 42things.com, sign up and help people achieve what they want. Link back to your Squidoo for further information. Don't spam – always add value.
8. Go to Yahoo Answers, sign up for a free account, and search for and answer peoples questions, linking back to your Squidoo lens as the reference source. Remember don't spam – add value (you should be getting the idea by now.)
9. Search for, join and post on related forums. Find questions people are asking about your topic area and answer them linking back to your lens as a reference or in your profile signature.
10. Search for and post comments on related blogs to the niche you are targeting. Read the posts carefully and add thoughtful comments.

For more free traffic strategies sign up for the bum marketing method, which is a simple method of making money online. Take the traffic strategies taught in the method and apply them for you own means: <http://www.bummarketingmethod.com/>

Once you've worked through that list once. Make sure you repeat steps 1, 6, 7, 8, 9 and 10 on a daily basis to keep your free traffic flowing.

There are a lot of traffic strategies that you can use to get people to your lens, too many in fact to go

through in this short report.

However if you have a bit of cash spare, you can multiply your article marketing activities by paying for article distribution. Services provided by websites such as isnare.com and articlemarketer.com will distribute your articles far and wide and will allow you to leverage your time and efforts.

For more ways to get traffic to your lens I recommend you read through this free article:

<http://www.subhub.com/articles/20070824>

Take the strategies you can use, and apply them to market your lens. The more traffic you can get the more money you'll be able to make.

Example:

Take a look at the lenses created by a guy called JimH, he's nothing to do with me and I don't know how much money he makes, but his lens are a great example of marketing to small niches or crowds of people. <http://www.squidoo.com/lensmasters/JimH>

I hope you have found this report useful. For more tips and strategies for making money online, or for squeezing more profits from your website, visit – IanCanaway.com

Thanks,

Ian Canaway

P.S. If you think you are ready to take your online marketing and money making to the next level, I recommend you check out a great little book called “[Confessions of a Lazy Affiliate](#)”. The sales page itself is a lesson in itself. It's for more advanced marketer so if you feel you are not at that level yet consider [Affiliate Classroom](#).

On a low-budget? Then I recommend the [Recipe Book Income System](#) (It's free)