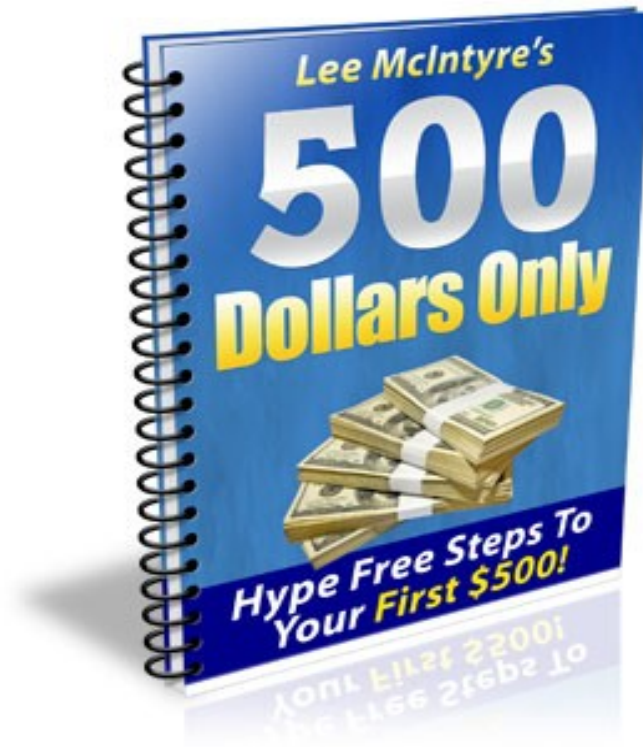


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## Hype Free Steps To Your First \$500

**Lee-McIntyre**  
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[The Lee McIntyre Newsletter](#)  
Hype Free Internet Marketing For REAL People

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Hype Free Internet Marketing For REAL People

# An Introduction From Lee McIntyre

If you spend any time at all browsing through the sales pages of the top selling internet marketing products then you'll quickly notice a very distinctive pattern.

There's a huge swell of products with promises that you can earn millions of dollars with very little work, and many are full of over blown promises and sickly sweet hype.

Now, I'm not saying that there aren't a lot of great products out there. I buy a lot of stuff for my business, and I wouldn't be where I am today if it wasn't for some of the excellent ebooks and software that I've bought.

But from where I'm sat it seems very much like the majority of the products out there are promising you millions before you've earned thousands. They're promising you thousands before you've earned hundreds.

They're trying to sell you books showing you how to smash the 100m world sprint record when you've not yet even taken your first steps!

Making money online is all about taking small steps forward. If you carefully focus on each and every step that needs to be taken, you'll gradually inch towards your goal.

However, the majority of the books in the marketplace don't teach you how to take the next small step forward. Instead they urge you to reach for the finish line, and so it's no surprise that so many newbies stumble and fall before they've even take their first tentative steps towards profit.

If you too know the pain of stumbling before you've started then this is the book for you.

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There's nothing fancy here, and I'm certainly not going to be revealing any ground breaking tips and tricks like I did in [Auction Profits Unleashed](#) and [Auction Secret Profits](#).

This is a simple and hype free step by step guide showing you how to make your first \$500 online. There's no hype here, and I'm not going to pretend that I'm showing you anything new either.

But what you're going to find in this short report is a collection of marketing basics that will help you take those nervous first steps online.

Some reading this will find this information too basic, and for that I make no apology. If you want advanced information about how to make enough to quit your job then I have everything you need over at [Standing Start Profits](#).

If however you're just getting started, and you feel tired and alone, then inside this book you're going to find a step by step action plan that will have you making profit before you know it.

I just hope you enjoy reading it as much as I enjoyed writing it....

Enjoy the report!



*Lee McIntyre*

[The Lee McIntyre Newsletter](#)  
[Auction Profits Unleashed](#)  
[Auto Auction Income](#)  
[Standing Start Profits](#)  
[Auction Secret Profits](#)  
[The Big Fat eBay Lie](#)  
[The Lee McIntyre Blog](#)

## Step 1

### Finding A Product To Promote

If you're a regular reader of the [Lee McIntyre Newsletter](#) you'll know that I think that creating your own products is the most effective route to online profits.

When you have a product to call your own you can sell the book AND you can enjoy the feeling of having hundreds of affiliates sell it for you too.

Owning your own product really does help open doors for you that you didn't even know existed.

The problem with creating your own product though is that it takes a bit of time, and it involves spending a little bit of money and because of these reasons there's a small amount of risk involved.

What if you create the wrong product? What if you can't write hot copy or you can't find someone to do it for you?

When I release a product I know that it will do well. If you look at my recently released [Auction Secret Profits](#), I had no doubt at all that this would sell by the bucket load and that I'd make all of my money back.

But if you're just starting out, the thought of spending all that time and money creating a product of your own really can be a little bit daunting.

I know this because I was in the exact same position a few short months ago!

Well, the good news is that it's perfectly possible to make money online without creating a product of your own. And the even better news is that to do this you don't even have to spend one cent, and you could get started right away.

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Product creation might be the best long term income generator online, but affiliate marketing really is the fastest and most effective way to 'dip your toes into the water'.

As an affiliate you don't have to create a product of your own, but instead you get paid for helping to sell someone else's. This removes a lot of the risk when you're first getting started, and it gives you a great opportunity to practice your sales before moving onto developing your own products.

In order to get started we need to find some products to promote, and the best place to get started is over at [Clickbank.com](http://Clickbank.com).

Clickbank is basically a giant marketplace, and here you can find the publishers of digital products all looking to recruit people to sell their products for them.

Well, that's exactly what you're going to do, and as an affiliate you have the choice of thousands of products to promote, all paying a very generous commission too.

Registering only takes a few minutes, and it's completely free to do so. Once you've registered you'll be given a unique Clickbank ID, and this is what you'll use later when you create your very own unique affiliate link.

But we're getting ahead of ourselves and first we need to find a product to promote!



Hit the the (1) marketplace link at the top of the home page, and you'll get taken to a place where you can search through the thousands of different products all of which have affiliate programs.

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There are lots of different categories, so you should be able to find a product for almost any niche.

In this example we're going to be making money in the eBay niche, so we head off and find [Auction Profits Unleashed](#), the best eBay success manual out there.

Okay, I'm a little biased, but this is my book so I'm allowed to be!



Once you've found the product you want to promote, hit the (1) 'create hoplink' link as shown in the picture above.

You now need to enter the Clickbank ID that you were given when you registered your account and click submit.

And that's it!

You now have your very own affiliate link, and when anyone hits this link and buys the product in question you're going to get paid!

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Lee McIntyre Presents  
**Auction Profits Unleashed**  
Secret Steps To Automated eBay Riches!

Exciting New System Changes The Game Forever...

**"Breaking News : Brand \*NEW\* System Shocks The Marketing Community By Showing You How To Steal From eBay And Grow Your List On Virtual AutoPilot!"**

How One Simple Yet Super *Powerful* New System Is Changing The Way We Look at eBay Forever.....And How It Could Do The Same For You Too!

**With The Jim Cockrum Seal of Approval!**

As soon as someone hits your link, they'll instantly be taken to the [Auction Profits Unleashed](#) sales page, and then when they buy, the Clickbank affiliate system will credit you with the sale.

Payperiod Sales Subtotals

Period Ending	Sales
<a href="#">2007-10-16</a>	\$192.56
<a href="#">2007-10-01</a>	\$367.28
<a href="#">2007-09-16</a>	\$646.15

When you log into Clickbank, you get to see all of the sales that have originated from your link, and then Clickbank will send you a check every two weeks.

Now that you have your unique affiliate link, you have *half* of the puzzle.

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It's all very well having the link in the first place, but unless you get someone to click on it, you're not going to make very much money.

Now we need to 'publish' our link, and get it 'out there', and one of the most fun ways to do this in any niche is by blogging....

## Step 2

### Creating a 'Platform' to Publish Your Link

If you're just getting started, and you want to get cracking making money right away, then blogging is an excellent way to get your affiliate link published.

Other marketers often try and make these things sound more complicated than they need to be, but a blog is basically just a type of website.

But instead of messing around with fiddly html code that makes you want to throw your PC out of the window, you just type your content into a nice 'what you see is what you get' (WYSIWYG) display, and the blog takes care of all the messy behind the scenes stuff for you.

You don't need to be a techie or a website expert and absolutely anyone could have a site up in no time at all.

There are lots of different ways to make money blogging, and one super fast way to make your first \$500 online is to create a blog where you review a product that people are currently searching for.

Review sites are a fantastic way to make money, and if you get the process right you could earn your first \$500 a lot quicker than you thought possible.

To get started we're going to head over to [Blogger.com](https://www.blogger.com)

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If you already have a google account then you can get started really quickly by signing in with your existing (1) Google account details. If not, just hit the (2) 'create your blog now' button to create a free Google account and to start the ball rolling.

If you're creating a new Google account you have to choose what name you would like to be displayed, and this is an important decision, so think very carefully about it.

If I'm creating a blog promoting one of my Internet Marketing products, such as [Auto Auction Income](#), then it makes sense to use my own name.

If however I'm making money in the teaching niche then I'll usually opt to use a pen name. Why? Because as my marketing business grows I get more and more people Googling me every day, and if I had Lee McIntyre at the bottom of every site it really wouldn't be too long before all of my secret niches were over-run with other marketers stealing my ideas!

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The screenshot shows the Blogger 'Name your blog' setup screen. At the top, there are three steps: 1 CREATE ACCOUNT, 2 NAME BLOG, and 3 CHOOSE TEMPLATE. The current step is 2, 'Name your blog'. The form has three main sections: 'Blog title', 'Blog address (URL)', and 'Advanced Setup'. The 'Blog title' field has a callout '1' pointing to it with the text 'Enter a title for your blog.' The 'Blog address (URL)' field has a callout '2' pointing to it with the text 'You and others will use this to read and link to your blog.' Below the URL field is a 'Check Availability' link. The 'Advanced Setup' section has a callout '3' pointing to a 'CONTINUE' button with the text 'Want to host your blog somewhere else? Try [Advanced Blog Setup](#). This will allow you to host your blog somewhere other than Blogspot.'

Once you've created an account and signed in, you'll then see the screen above.

It's important to think really carefully before you go ahead and (1)choose your blog title. This will be displayed at the very top of your blog, and so it's crucial that you have a title that fits in with the topic of your site.

For example, if your blog is going to be about [Standing Start Profits](#), my private mentoring site, a title of 'Mary's Hair Colors' would probably be a bad idea!

You also need to choose the blog address carefully too. This plays a part in the helping the search engines decide where they should rank you, and so it's often a good idea to include some of your primary keywords here within the title.

When surfing the net I've seen lots of crazy blog titles that try and cram in as many keywords as possible, but you also need to remember that the blog address needs to be appealing to human eyes as well as search engine robots.

It's important to strike a balance so don't go rushing off creating a blog

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called '*Make Money Online and on eBay By Selling Ebooks From eBay With Auction Secret Profits*'. Okay, you might have lots of keywords in there, but you're not going to get many people taking your blog seriously now are you?!

It's also worth pointing out that the search engines get more intelligent by the year, and trying to get an artificially high ranking by cramming keywords into your title really is a risky game to play.

If I was planning to create a review site for Sara Brown excellent [Viral Sneakiness](#) book, then I'd probably look to create an address with Viral Sneakiness in the title, as this really does help when it come to getting a high ranking in the search engines.

Something along the lines of '*Viral Sneakiness Review*', or '*Viral Sneakiness Uncovered*' should do the trick.

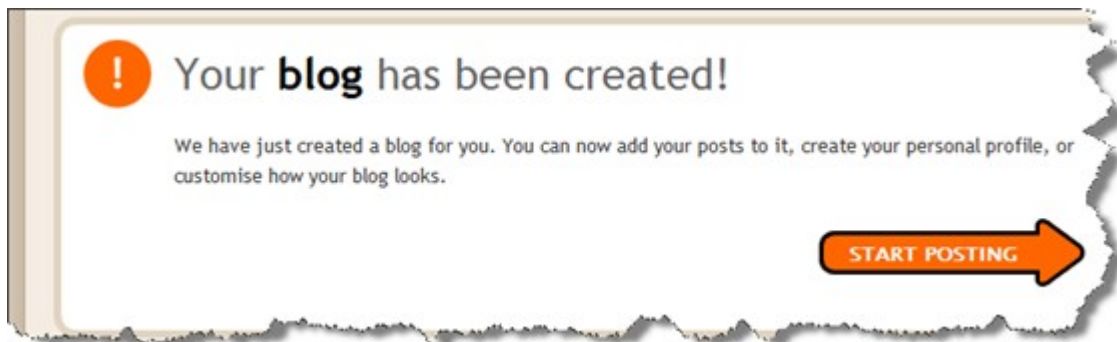
When people then search for Sara's book there's an increased chance of them finding my review site, clicking my link, and buying the product. And of course if I've used my affiliate link then I get to earn money each time this happens!

Once you've chosen the title, and your desired web address, hit (3) continue and you're ready to choose your theme!

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For a free service, Blogger gives you a huge amount of templates to choose from. Have a long look, and decide which one best fits the style of the blog that you're creating, and then hit the continue button.



I get a lot of people contacting me through my [newsletter](#) who complain that they can't make money online as they don't have the skills needed to make their first website. What a load of rubbish!

If you follow the steps above you could have a site up in ten minutes and it doesn't even have to cost a cent. Anyone can do this, and if you get stuck along the way just drop me a line via the [Lee McIntyre blog](#)

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and I'll do my best to help you out.

One of the big advantages of using Blogger to create your free review sites is that it's quick and easy to do, and it doesn't cost you a cent!

In the interests of full disclosure though, it's important to note the potential disadvantages of using this system, as well as the advantages.

The first big disadvantage is the fact that if you're hosting your review blog at Blogger, this means that you don't actually own the site you create.

Yes, you can earn money from your pages, but you can't actually sell your blog in the future as it doesn't belong to you. And as you don't own the blog, you don't have full control over it, meaning that Blogger really could just shut your site down one day if they don't like what you were publishing.

If you play by the rules then this is unlikely to happen, but it's important to provide you with all of the facts.

If you want a quick and easy way to earn your first \$500, then I would certainly use a free blog hosted at Blogger.

If however, you're thinking to the future, as well as thinking about today, then the best option is to get your own hosting and install your own blog on your own domain.

This is what I use for the blog at [Lee-McIntyre.com](http://Lee-McIntyre.com), and it's certainly what I'd recommend if you were looking to build a business for the long term.

This is a bit more expensive of course, which is why I've arranged a special Lee McIntyre discount for you, with one of the best web hosts around. Click [HERE](#) to grab a 10% discount at [D9 hosting](#).

Whichever route you decide to follow, you now have a new blog and you've taken the first steps on the path towards the juicy \$500 prize at the end of the rainbow!

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Now that you have your review site live on the internet, all that remains is for you to drive traffic to it on a daily basis, and then the rest will take care of itself.

If you get a stream of targeted traffic each and every day, then it won't be long before someone clicks on one of your affiliate links, buys a digital product, and you get a nice big affiliate commission.

That first \$500 really is just around the corner....

## Step 3

### Filling Your Blog With Content

At this stage it's important to remember that our mission isn't to create a blog, rather our mission is to create platform for our affiliate link.

One of the biggest mistakes that I see beginner marketers make is that they forget that blogs and Lenses are just a way of helping them achieve their online goals.

The blog itself isn't the goal, and it's the affiliate check at the end of the month that should be the target.

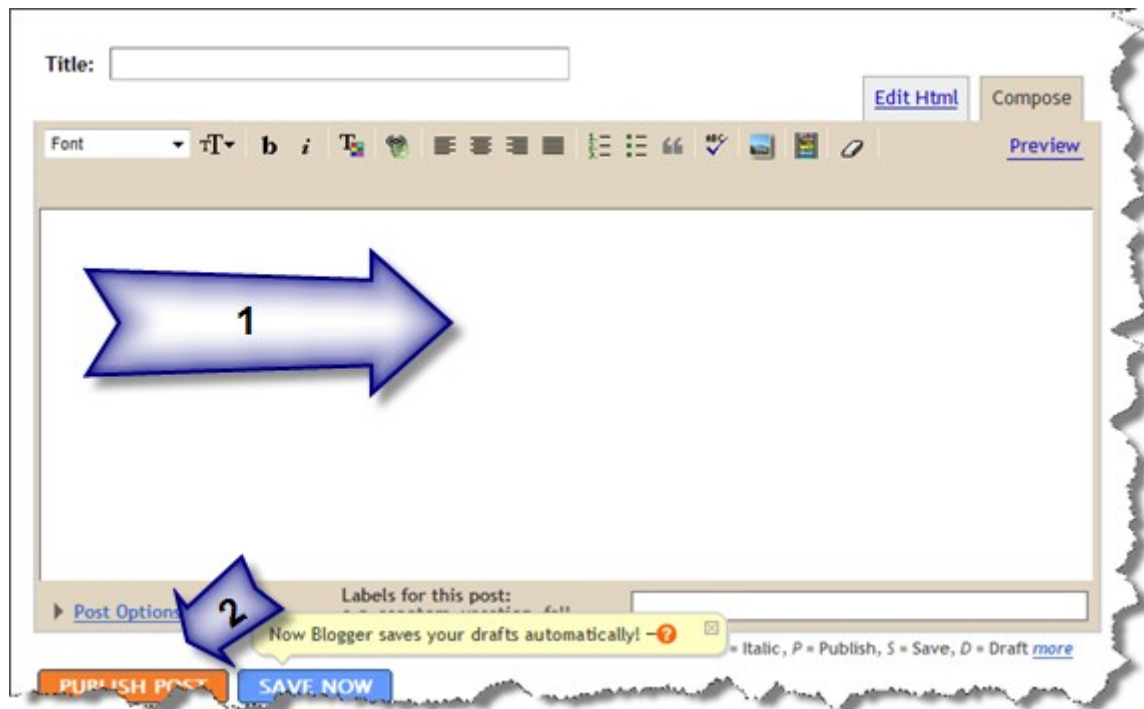
I see so many marketers who tell me that they have a great Squidoo Lens, or a fantastic looking MyBlogLog community page. That's all great IF it helps you achieve the sales you're striving for.

Our goal is to earn our first \$500, and it's NOT to create a nice looking blog to show our family and friends. It's important to keep in mind that the the blog we're creating is just a medium for our subtle affiliate links.

Okay, rant over!

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Adding content to your new blog is as simple as (1) typing away to your heart's content. When you're happy with the content simply (2) hit the publish button at the bottom of the page, and your blog will now go live online.

The key to making money from review blogs is to provide a combination of valuable content and good, honest reviews, and then to include subtle affiliate links back to the product that you're recommending.

If your blog is nothing more than a vehicle for lots and lots of obvious affiliate links then you probably won't make as much money as you could do.

Instead of packing your blog full of affiliate links, instead try and provide content and value that the reader will find useful and THEN include the affiliate links that will earn you money.

A good rule of thumb is to imagine your review blog without any affiliate links. Does the blog still make sense, or does it now appear all rather empty?

With the review blogs that I create I always try to make sure that the

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blog itself still makes sense even if the affiliate links were taken away.

If your blog fails this test then there's a good chance that it won't live up to its full earning potential, and you'll have some rather lonely looking tumble weeds whizzing through your Paypal account!

In order to make the biggest amount possible from your review blog, it's important that you create a site which gives value and content. Think about the sites that you visit and ask yourself how many of them are just packed full of adverts with little valuable content.

People come online to seek information, and if this is what you give them then you increase the chances that they will come back. And if the information is really good then they might even tell their friends too.

You have to give people a reason to come to your blog, and you have to give them an even better reason to come back.

Provide great content, and ensure that any affiliate recommendations blend well with the content that you're providing.

You might decide to make your blog a site that reviews all of the available products in one particular niche, or it might just review one particular product like [Auto Auction Income](#).

I have blogs that follow both models, and either option can work well. More important though than the number of products that you promote, is how often you promote these products on your blog.

A good rule of thumb is to ensure that you have three pieces of valuable content to every one post that blatantly promotes another product via an affiliate link. The better the content in between your promotions, the happier your readers will be, and the more likely they are to return.

Social networking sites are huge right now, and if you're looking to grab lots of traffic to your blog, then getting noticed on these networks can be the way to do it. These sites reward great content, and if your blog contains valuable and well written information it has a much better chance of being picked up by one of these networks, resulting in an increase of traffic.

And the beauty of having a review blog set up in this way is that while

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these visitors might come for the valuable information you provide, it won't be long before they stumble onto one of your affiliate links and then you get paid!

In order to make your blog 'more sticky', and have people return in the future, try and form a relationship with your readers.

Don't just talk at them, and instead include them in discussions and ask them questions. Have votes, and invite feedback. Write in an informal way asking for advice.

The worst thing that you can do with this kind of site is talk 'at' people. Try and develop a following so that people return, and the most effective way to do this is by encouraging participation.

I'm now a full time marketer, but until recently I was a high school teacher. Making the switch to full time marketing was hard, and I agonised over the decision to do so for weeks.



I kept the readers over at [Lee-McIntyre.com](http://Lee-McIntyre.com) fully informed, and I even invited feedback too. The result was astounding as I had people piling in offering great advice, and generally getting involved.

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I was genuinely pleased to receive such excellent advice, and it made a difficult decision that bit easier too. And of course, this made people want to return to my blog to find out what I decided.

Do the same on your blog too and you will get rewarded.

Yes, you need the affiliate links in order to make your first \$500, but if you go out of your way to try and develop a community feel then you will get more visitors. These visitors will return more frequently, and you will earn more money as a result.



People are curious by nature, and they also love to hear about your personal stories too. Okay, I'm not suggesting you give them your phone number and invite them for tea, but share a little of the real 'you' too.

Post your picture, or show pictures of your home. Tell people what you did at the weekend. In other words, show people that you're a real

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person living a real life.

The internet is full of automated blogs and sites created by scripts and robots, all desperate for just a couple of clicks to justify their existence.

Build trust with your readers by showing that you're a real person, who isn't just after huge affiliate commissions, and you'll make more money as a consequence.

The members of the [Standing Start Profits](#) private mentoring forums are probably sick of me saying this now, but give good content first and try and sell second. If you do this you will earn your first \$500 online faster AND you'll increase your chances of earning a second \$500 as well.

One thing that I like to do on all my blogs is give away freebies. It shows your visitors that you care, and it can be a great way to generate traffic.

It's a lot easier to post a link on a forum to a freebie on your blog than it is to post a link to an affiliate review!



You can see above a post where I'm giving away a copy of the [Big Fat eBay Lie](#). This is a 26 page ebook, packed full of value, and it was a great way to generate traffic to my site.

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So that you know what I'm talking about, and to see this freebie for yourself, click [here](#) to download it now.

If you try too hard to sell on your blog, then you'll actually sell less.

Provoke discussions, involve your readers, and give away quality freebies, and it really won't be long before people are clicking your links and you're earning your first \$500 online.

Of course, you can't just give away good content, and you also need to include some affiliate links too!

I find that I have the greatest success by writing reviews in a conversational tone, and then adding some subtle affiliate links within the review, and at the bottom of the page.

If you want to really step things up a notch then consider creating a video review of the products in question. In different niches I've created quite a few videos where I either review a product, or where I demonstrate it in action

The videos are quick to make, and if get it right you can do really well with them too.

Over at the [Lee McIntyre Blog](#) I've now made a few video reviews and I plan to make plenty more – they're enjoyable to make AND they earn me more money too!

Also remember that starting an online business is supposed to be fun too! Have fun with your ideas and don't be afraid to be creative.

Yes you want to treat what you do like a business, but you also want to extract as much fun from your work as well. If you have a great time doing what you do, that will shine through, and it will be reflected in the quality of your content.

If you try and follow the crowd, and copy what everyone else is doing, then of course you can still make money, but I always find that I make the most when I go out there and try and do my own thing.

Forget what anyone else thinks – just get on with what works for you!

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Above you can see a screenshot of a video review that I did for the excellent [Boomerang List Builder](#). I find video reviews and demonstrations work really well for me, and the one above was no exception.

This one review earned me hundreds of dollars, and I think this was partly due to the fact that I did things a bit differently by creating a video, rather than copying everyone else and just writing about the product.

Obviously I can't take all of the credit though, and I suppose the fact that the Boomerang List Builder is an excellent product probably had something to do with it too!

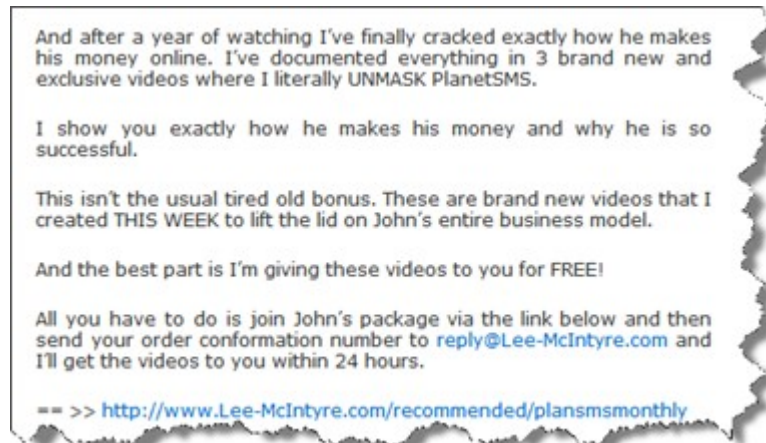
If you want to see the review for yourself, in order to get some ideas for how you could create reviews for your own new blog, then click [HERE](#) now.

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If you want to turbo charge your quest for your first \$500, then one ultra effective way is to offer a bonus with any product that you're recommending.

I like to create video bonuses as they're quick to make and have a high perceived value, meaning more sales.



When [Planet SMS](#) launched his acclaimed [Mentorship Monthly](#) membership site, it was an honour to do a review on my blog, as it really is a great product offering incredible value for money.

In order to make even more sales I created some unique video bonuses, and offered these for free to anyone who bought via my affiliate link.

This had a huge impact, and the sales this helped generate even helped me to finish in 3<sup>rd</sup> place in the joint venture launch contest for this product!

And the great thing is that this bonus is STILL helping me generate lots of sales too.

The product is fantastic value for money, and my video bonuses offer a real and tangible benefit to the purchaser. It really is a no brainer for anyone looking to receive expert eBay training from the best in the business.

The videos took a very short time to make, yet they probably doubled the amount of sales that I was able to make. If you want to earn that first \$500 in record speed then go away and create some video bonuses

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today, and you will feel the benefit for months to come.

Just one quick note of caution though. If you're going to offer a bonus in this way make sure that you make it easy for the customer to claim their extras after purchase.

The more hoops you make the customer jump through, the lower the end response will be.

To give you an example of how I do this, I ask customers to click [HERE](#) to buy, and then I request they log a ticket at AskLeeMcIntyre.com with the phrase "Please Unmask Planet SMS" and their order reference.

This is quick and easy for the customer to do, and it means that it's very easy for me to distribute the bonus videos as well.

If you don't have the time, energy, or inclination to create a bonus, another excellent way to get people to buy through your affiliate link is to offer a discount.

When you're first starting out it's hard to persuade product sellers to create a discount for you, but once you've sold a few items you'll be surprised at what you can negotiate if it means that you're going to be sending the merchant a few sales.

As regular readers of the [Lee McIntyre Newsletter](#) will know, I rarely promote a product without first negotiating a discount for my subscribers.

This results in increased conversions, happier customers, and if I'm offering an exclusive discount it means there's less chance of my blog visitors buying through someone else's link.

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You can see above an example of such a discount that I negotiated on the excellent [Niche Profit Machines](#) ebook. This normally sells for \$47, and at this price it's a good buy.

I wanted to increase the conversions, and add value to my subscribers and readers, which is why I negotiated hard to be able to offer it with an exclusive discount.

After a bit of email tennis, I was able to offer this to my readers for just \$19.97, which was less than half what everyone else was paying. My blog readers, and newsletter subscribers were happy, and I earned more money as a result of the increased sales.

We initially set up the discount as a time limited offer, but people kept emailing me about it, so we decided to leave it up for a bit longer, and it still brings sales fairly consistently.

When you're on the path towards your first \$500, then asking a product seller for a discount can seem like a scary thing to do. Rest assured though that most merchants would welcome your request, and it's also a great way to make new relationships too.

Get out there and ask for special discounts for your blog readers, and I think you might be pleasantly surprised by the results....

## Step 3

### Drive Traffic To Your Blog

Now that you have a brand new blog, filled with brilliant and valuable content (with a sprinkling of juicy affiliate links!), it's time to grab some traffic.

I see many beginners creating great looking sites, filled with wonderful content, and then they move onto the next project without first generating the visitors they need to ensure success.

You can have the best review blog in the world, but unless you have visitors you're not going to make very much money!

One of the fastest and most effective ways to get visitors to your site is through quietly optimizing your blog posts so that it becomes friendly to the search engines.

Okay, let's say that I'm going to write a review about [Auction Secret Profits](#), and that I want to get some search engine traffic.

The first thing I'd want to do is include the title of the product in the title of my blog post. People who are looking for information on this book will be searching for 'Auction Secret Profits', and if I can include this in my blog post title, I have an increased chance of being ranked highly by the search engines.

I'd also make sure that I repeated the phrase 'Auction Secret Profits' throughout the blog, while also being careful not to overdo it. Three or four mentions should be enough – we don't want to scare away the search engines by appearing too desperate, and we also want the blog post to be readable to human eyes as well.

Doing the above tells the search engines that my post is a relevant one to display when people search for Auction Secret Profits, but unfortunately it's unlikely that Google will trust me enough to display my blog post just yet.

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First I need to show Google that my content is good, and I can do this by getting backlinks to my post. Google considers each link back to my site as a 'vote from the web', and the more links I can get on other sites pointing to my site, then the more likely I am to appear in the search results, and the higher my post will rank.

I can do this by writing articles with my link at the bottom, by posting on forums with my link as the signature, or by any number of methods that allows me to get my link seen by the Google robots.

Google is a complicated beast, and its spiders get cleverer each year. But as a general rule of thumb, if you have a few natural looking links back to your blog post, it won't be long before the big G starts giving you some love!

How well your post ranks will depend on a huge number of factors, and one of the easiest to gauge quickly is the number of other websites that you're competing against.

The more competition there is for your search term, the harder it will be for your page to rank highly. The less the competition, the easier it will be.

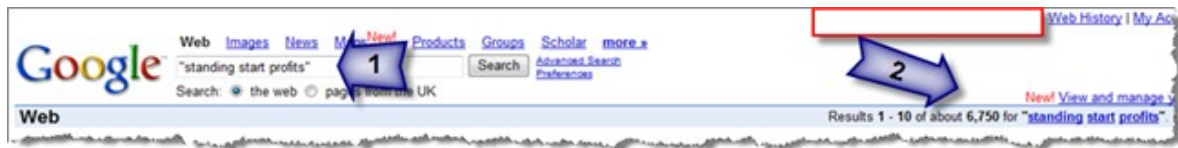
Of course, I'm talking very generally here, and it might turn out that a phrase has only small amount of competition, but that this competition is super tough and Search Engine Optimized, making it harder for you to rank well.

There are no hard and fast rules about this, but if I see that there are less than 10,000 competing pages, then I always feel as though it won't be too difficult to get on the front page of Google.

The more work you're prepared to do, the more competing sites you can take on, and in the teaching niche I have one blog that holds a rank of #11 out of 2.1 million results. I did a lot of work to get this rank, but if you're aiming for the 'low hanging fruit' keywords, you can have your blog post ranked high and making you money without a great deal of trouble.

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To see how many competing pages there are just (1) search for the product in speech marks and (2) you will then see how many results are currently ranked for this term.

You can see from the picture above that the term '[Standing Start Profits](#)', only has 6,750 competing pages, meaning that if you were to quickly create a review page today, there's a good chance that you could be ranked high and earning nice juicy affiliate commissions before you know it!

It's also important to remember that the people who find your post by searching for the product title are the best kind of website visitors to have. They're actively searching for information about a product, and often they are considering a purchase.

Not all visitors to your site are equal from a monetary point of view, and if I had a review site for Auction Secret Profits then I'd much rather have someone find my review page if they'd been searching for '[Auction Secret Profits](#)' than if they'd been searching for 'green yellow bananas'!

Which visitor do you think is most likely to buy my book?



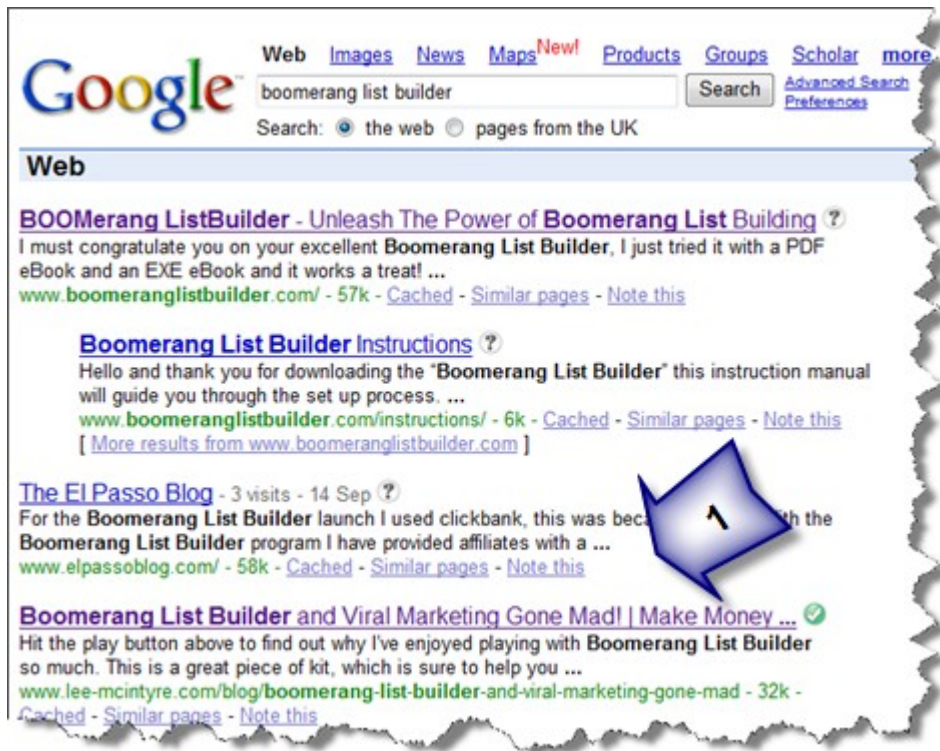
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You can see an example of this in action above. I've created a review page for the [Boomerang List Builder](#), and I've carefully included the product title in my blog post title.

I then wait a couple of days, get a couple of links back to my site, and then before you know it my post is ranked right at the top of the search engine results.

People then search for this product when they're considering buying it. They find my review, click my link, and when they buy I get paid!



You can see another quick example below of how I've done this slightly differently.

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**Lee-McIntyre.com**

**Lee McIntyre's Marketing Secrets Blog**

**Pro Marketing Graphics For A Very Special Price!**

As regular [Lee-McIntyre.com](http://Lee-McIntyre.com) newsletter readers already know, I'm always trying my hardest to bring the best value possible to my members.

Well, I'm not going to stop now, which is why I'm so happy to bring my readers and subscribers another deep discount.

"Discover How a 27 Year Old School Teacher Cracked The Niche Marketing Code to Unleash a Flood of Income Into His Bank Account"

Email:

Name:

I recently bought the rights to an excellent graphics package called [Marketing Graphics Pro](#), simply because this would allow me to offer this excellent package to my subscribers at a lower price than what others were currently charging.

I saw this being sold for as much as \$47, but I wanted to sell them for just \$17 as a way of saying thanks to my newsletter readers.

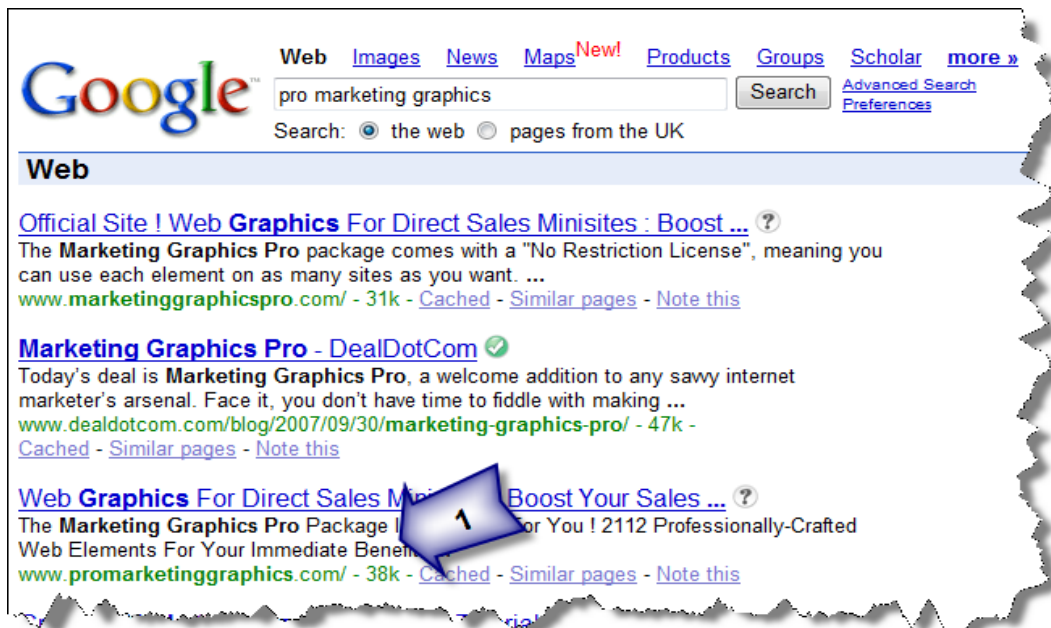
When I was telling a friend about my intention to buy these graphics he kept getting the name wrong, and he kept calling them Pro Marketing Graphics, instead of Marketing Graphics Pro.

I figured that if he was making this mistake, then there was a good chance that others would be too. With that in mind I went ahead and bought the domain [ProMarketingGraphics.com](http://ProMarketingGraphics.com) and uploaded the sales page.

Having blogged about this it wasn't long before my site was ranked highly for the term Pro Marketing Graphics. Does this bring a lot of traffic? No, and I only get about 15 visitors a day to this site.

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This is a tiny amount, but from these 10 visitors I make at least 1 or 2 sales a day. At \$17 a sale, you could make your first \$500 in less than a month if you did something similar!

If you carefully optimise your blog post and title, and then spend a small amount of time developing some backlinks to your posts, you'll find yourself picking up Search Engine Traffic relatively quickly.

Don't stop there though, and instead work hard to get as much traffic as you possibly can. The really great thing about having your blog set up in this way, is that all you need to do now is generate traffic and you'll make money.

Write articles, post on forums, comment on blogs. Release some viral reports on eBay as I discuss in the popular [Auction Secret Profits](#). Do whatever it takes to generate traffic each and everyday, and that first \$500 will be yours before you know it....

## Step 4

### Turn \$500 Into \$5,000

In this short report, I've tried to give you the tools and the information needed to go out there and earn your first \$500. There's only so much that I can do though, and now it really is down to you.

Two of the main pillars of online wealth are focus and massive action. Focus on what you want to achieve and then take massive action until you have your rewards.

The path ahead can be bumpy, but if you work hard, and if you keep pushing, then there really is no limit to what you can earn.

If you follow the strategies in this book then it won't be long before you will be asking how to turn your \$500 into \$5,000. just keep battling and you'll get there quicker before you know it!

I hope that you've enjoyed this report, and don't forget to drop by my blog to send me your success stories. I'd love to hear from you!

If you enjoyed this report then you'll also enjoy my newsletter! Sign up now while it's still free and you'll also get access to ALL the past issues too! Click [HERE](#) to get your free copy now.

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