

Make money from home fast



**The best, fastest, most simple way
to make money online
ethically, consistently, month after month**

Charles Johnson

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Chapter 1 Introduction

I ventured into Online marketing about two and half years ago, first on a part time basis and then as full time. For those two years I have spent literally every waking moment working on my craft. The fact that I had lost my job made my situation desperate. I was dependent on some personal savings and my wife's income. However I knew that this could only last a finite time. I had to find a way to make money online- come rain or high water. This is why I allowed myself a maximum of four hours of sleep a day. I spent more than 12 hours a day on my laptop typing ,educating myself, writing articles and trying to rank my websites. I did not have funds for Pay per Click (which is another way to bring traffic to a website).I worked so much on my laptop for those two years that I developed the painful carpal tunnel condition on my wrists, I could not type any more due to pain in my wrists. Luckily after consultation with a physical therapist , I recovered and now take more breaks between typing. Indeed I have set an alarm every hour to remind me to take a break ,walk around, have some coffee.

During this time I made very few sales and had a sneaky suspicion that there were some things that I did not know. I heard stories of people who had made respectable amounts of money working online after six months. Yet here I was , almost two years later making very little money. I bought many ebooks on internet marketing. Some were just from so called "internet Gurus" who claimed that one can make thousands of dollars in a few weeks. Some had helpful information while others were a total waste of money. (What they did not tell me was that they had lists of thousands of subscribers in their email list – and could make thousands just by sending out a single email with an offer of interest to their subscribers).

Through it all, I have learnt a lot about ranking a website in Google. Google is the search engine preferred by 80% of all people who search for information online. The closer a website gets to number 1 position in the search results in Google the more people click through to the site and potentially the more money the web site owner can make. Ranking a website at the top of Google rankings is not easy. However if one is following an effective strategy- day by day, week after week, their website will rank up to that vaunted number 1 position. However ranking at the number 1 for a non buyer keyword will result in many clicks to the site but few or zero sales.

In this e-book, I have chronicled my journey to online success. I share everything that I have learnt in those two years. This period has been marked by toiling, frustration, hard work and tears. Had I known what I know now two years ago, I would be an internet millionaire by now. Currently I make a full time living online. In the last six months, my best months' income has been about 4500\$ and the worst month netted me \$1700. (No false claims or camera shots of fake million dollar checks here - there is a lot of that elsewhere).

This income does not come from a single source. It comes from affiliate income mostly from Amazon affiliate program and Commission Junction based on organic Google ranking for multiple number 1 and page 1 rankings for mid level keywords, commission from marketing tools such as [Sick Submitter](#), [Twitter Adder](#) and [Answer Assault](#) [GoDaddy](#) domain registration, [Hostgator domain hosting](#) (affiliates links), Google Ad sense, ClickBank digital products (<http://www.clickbank.com>), my Getresponse Email lists, SEO consulting, Fiverr Gigs and finally ebooks such as this one.

Here is my solemn promise to you:

I promise to share with you honestly and in full, everything that I have learnt over two years.

I promise you that everything that I write about I have actually done and emanate from practical experience.

What I share with you is not taken from any ebooks or from other online or offline sources.

Chapter 2 . How I wasted a lot of time .

I will let you know how, as a result of naivety, I wasted a lot of time doing things that were not user for my online ventures. I watched as my savings evaporated, I began to worry and hunkered down.



This is what ails many newbies. They work online every day , but the activities they undertake are not effective or are not productive.

First I acquired too many domains as many as 50. This was based on a mistaken but logical view that if I could make at least \$2 in Google adsense income each day that would be a \$100 total per day or \$3000 a month. However I was wrong. Dealing with 50 sites means that you don't provide any real value to your readers. Even when I was making every effort to provide value, I was spreading myself too thin. Providing value should be a primary goal of every online marketer – whether it is providing information in reviews or writing ebooks. Unfortunately like many newbie online marketers my main focus was more on “making money”. Readers can tell if you are simply recommending a product in order to make an affiliate commission or whether you know the product intimately and are honest in your review. ***If you provide real value, honest reviews, comprehensive information, price comparison you will be rewarded by buyers who will click***

through your links and make purchases thereby earning you a commission. They will also share your blog posts with others. If you are simply using low quality products just so you can get a commission, the readers will sense that and immediately click away from your site. That is a lesson I wish I knew from day one.

50 domains/sites are simply too many. Unknown to many newbies one can make a full time income with just one website or even with one page. Most of my income comes from no more than 10 web pages only even though I have at least 500 blog post/ product reviews. So focusing on a small number of pages(not sites but pages)providing great value ,writing long product reviews (about 1000 words) is the way to go. Google calculates the value of your web page by how much time people spend on it. So the longer the post, and if you have videos etc which make readers linger more , the more valuable Google judges your site to be. (Also note that Google ranks Webpages individually and not whole site). So we have learnt to provide as much as information as possible to the reader. One other thing – don't start with long posts, start with 500 or even 300 word ones, then when a particular web page ranks and starts to get decent traffic go back and revise, prop it up, add information, add many images especially large ones, try to find related videos in youtube and embed them(do not put videos that have strong calls for action for people to go to the original owners of the video– as this will simply siphon your traffic away.).

We also wasted a lot of time writing about product features – for reviews of Amazon and Commission Junction physical products. We then noticed that we would get a lot of clicks and very low conversions. ***However after a long time we realized that readers were not interested in a list of product features but benefits.*** We had low conversions because we did not “warm' up the buyer

and show them how the product would change their lives for the better. We learnt that If you are writing product reviews focus on benefits “what the product can do” instead of its features.

People don't care about the bells and whistles of a product- they care about how it makes their lives easier, what are the benefits of having the product as opposed to not having it are, how it compare to similar products , how it look like (pictures) ,how it works (use videos) Where one can get it for lowest price? So this is an important mindset to have at the beginning. Having this benefits and not features mindset while writing the reviews would have enabled us to get many more sales than we did at the beginning. It is better to get 10 clicks and make one sale instead of getting 100 clicks and making zero sales.

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