

Free Introduction to Making Money Online

A complete guide showing you exactly how making money online works and an introduction to making money online.

By: Steven Holdaway

Have questions? Email me – support@googlemoneypro.com

Please Note – This guide is a free guide that I'm giving away to help inform you of making money online. This is not any part of a product I'm selling. If you receive this guide, know that this is not any product that you have purchased. This guide was written separate from any other product, meaning that none of the information was taken from Google Money Pro, the Affiliate Data Center, or any other of Steven Holdaway's products.

Introduction

Thank you for taking an interest in my free money making guide. This guide was written to further inform you of how to make money online. It will help to give you a general idea of how making money online is possible and how it's done. I know a lot of people can easily get confused by all the information out there so hopefully this guide will help clear it up. If you have any questions please email me at support@googlemoneypro.com I will answer your email within 24-48 hours (seriously, unlike my competitors I actually answer my emails this fast).

As I mentioned above, please don't get this guide confused as one of my other products. Believe me, I've had people think this guide was the Google Money Pro product. If you read this guide and are interested in making money online, then I recommend reading Google Money Pro because it's currently the most up to date guide and informative product on the market. I'm not just saying this because I wrote it; I'm saying it because it's true. When I update Google Money Pro it's because I test new techniques and find new approaches that solve problems and make more money and because I get my information from my experiences and success which makes the Google Money Pro guide several months ahead of any of my competitors information. If you don't believe me, read any of my competitor's products, get a refund because it's not working, then try Google Money Pro.

You can download Google Money Pro immediately by going to www.GMoneyPro.com/download.php.

How It's Definitely Possible to Make Money Online

I know everyone has seen those advertisements or product spiels about programs that claim to make people rich and you have to do is buy their program. Well, unfortunately all of those programs (or at least all the one's I've seen) are completely bogus. The way they make people rich is by paying them to be in their advertisements.

Making money online is not bogus, it's actually very likely. In fact, out of all the people I've seen try to make money online I haven't seen a single person fail who actually put effort into it. To me, that says something. For example, you can see people put their life and astonishing amounts of effort into opening a restaurant or any other type of business and fail miserably. But I haven't seen one person, not a single person who has put effort (about as much effort as a hobby or a second job) into making money online following my techniques fail.

Why Making Money Online is Better Than Any Other Job

Making money online is completely different from all other jobs or money making opportunities. There are several reasons for this, but the top reasons are the following:

- The internet is world wide
- The internet never closes
- Making money online only requires one employee (You)

Imagine if you had a business that was within walking distance of everyone in the world. Now imagine that your store never closes and it can make sales for you without you or anyone else having to be there. This means you will make money while you are sleeping and while you are on vacation.

This sounds too good to be true, doesn't it? But this happens constantly on the internet. Webpages don't require you to monitor them 24/7, in fact most people only check them once or twice per week. And since the internet is world wide, it means everyone in the world is a potential customer.

You're probably thinking "This sounds good, but I don't have an online store or even a webpage/product". I have some good news for you. You don't need to have a website or even a product to make money online. Learn how by reading the next section titled "How Making Money Online Works".

How Making Money Online Works

So everyone wants to know exactly how making money online works. Here's what happens. Basically there are thousands of websites and online businesses that pay people to sell their products for them online. Each time you sell one of their products, they will pay you a commission on the sale you made. This means that you don't need to have a website or a product of your own to make money online. Instead you will sell other people's products for them using their website. When you do this, you are considered an "Affiliate" for that website.

The way these websites find affiliates to sell their products is by listing themselves in an Affiliate Network. An Affiliate Network is a website that lists thousands of websites looking for affiliates to sell their products for them. So basically, affiliates use affiliate networks to find products to sell online.

Once someone signs up with an affiliate network and finds a website/product to promote they advertise online to convince visitors to purchase that product. Each time one of the visitors purchases the product that person will earn a commission on the sale made.

The rest of this guide will give you the steps you need to learn how to make money online. I will also help you out by giving you recommendations as well as free advertising credits to use so you can begin making money online at no cost for you. Please enjoy this guide and let me know if you have any questions or comments!

Recommended Resources

Besides this guide there are other resources I recommend looking at which will help aid you in making money online. These resources range from giving you more information, making the overall process easier, and limiting your errors and chances of losing money online. I don't recommend fully trusting any source without checking it out first.

Steven Holdaway's Blog – <http://www.stevenholdaway.com> – This is my online blog. It's completely free to look at and I give you free tips, advertising advice, as well as free tools to further help you out online. I also share some of my internet marketing experiences and tests, so that may be interesting to read.

Google Money Pro – <http://www.gmoneypro.com> – This is without a doubt the best guide online dealing with making money online with Google. I know this because I wrote it and I make sure it is still the best. If I feel that it's not, I will update it to make it the best once again. If you have any trouble with this guide, Google Money Pro will show you where you made your mistake and will show you how to fix it as fast as possible. The techniques within Google Money Pro also work on some of the other search engines such as Yahoo, MSN, etc.

Affiliate Data Center – <http://www.affiliatedatacenter.com> – This is complete online resource to making money online. Not only does it show you how to make money with Google, MSN, Yahoo, etc. but it also gives you keyword lists, advertising templates, as well as same day support for all of your internet marketing needs.

WordTracker – This is an online keyword tool that I use pretty much every day to help me generate the keyword lists I use to make thousands of dollars worth of sales. It does cost money, but you can get a free trial of the tool by going here <http://www.stevenholdaway.com/re/wordtracker.php>

Rapid Keyword – This is my favorite keyword tool (that you download to your computer). I think this is one of the more overlooked keyword tools as not many people know about it, but I think it's awesome. <http://www.stevenholdaway.com/re/rapid-keyword.php>

Keyword Elite – Keyword Elite is probably one of the most famous keyword tools...and also one of the most expensive. Although this tool is pricey, it is worth the cost, especially if you're planning on building some large keyword lists. <http://www.stevenholdaway.com/re/keyword-elite.php>

Step 1) Joining an Affiliate Network

The first step to making money online is by joining an Affiliate Network. Affiliate networks are where websites and online businesses list the products they want other people (such as yourself) to sell for them online.

Affiliate Networks are completely free to join and the best part about Affiliate Networks is that they combine all of your earnings into one sale (so if you sold 4 different products you would get one big check rather than 4 small checks).

Each time you make a sale, the credit will immediately appear in the affiliate network account you setup. You can view the amount of money you've earned by logging into your Affiliate Account.

You will usually get paid via a check twice per month and most affiliate networks will either send you a check or pay you by direct deposit.

Here are the Affiliate Networks I recommend joining:

ClickBank – <http://www.stevenholdaway.com/re/clickbank.php>

LinkShare - <http://www.stevenholdaway.com/re/linkshare.php>

PayDotCom - <http://www.stevenholdaway.com/re/paydotcom.php>

Commission Junction - <http://www.stevenholdaway.com/re/commissionjunction.php>

Step 2) Finding A Website to Advertise

After you've signed up for your Free affiliate account at one of the affiliate networks (above), the next step to making money online is to find a website to promote.

Unfortunately, it wouldn't be fair (to my paying customers) if I gave out all my criteria for finding the best website to promote for free, but I will still help you out.

Below are some things you should consider when choosing a website to promote:

- Choose a website that receives enough traffic to make sales every day
- Don't promote a website that you yourself wouldn't purchase from

- Only promote websites that offer money back guarantees as they sell the best
- Don't promote a website that's full of advertisements or looks "spammy"
- If there are multiple websites selling the same type product, look for the most professional website and choose that one.
- Only promote websites that offer support and willingly give information on how to contact their support.
- Avoid websites with frequent spelling, punctuation, and grammar errors.
- Don't promote websites that are under construction, are missing pictures, or have links that don't work.
- Don't promote websites that have popup windows that open in a new window (it's okay if it floats on the screen).

After you've found a website that you want to promote your next step is to get your affiliate URL for that website. The way you get your affiliate link depends on the affiliate network you've setup. But most of the times they will advertise it by using words as "Promotional Links", "Affiliate Link", "Advertising Link", etc. Your affiliate link will always look different from the actual URL of the website.

For example, my website <http://www.googlemoneypro.com> 's affiliate link is <http://stevenhold.googlemp.hop.clickbank.net>.

Once you've gotten your affiliate link you will want to write it down, or save it on your computer, because this will be the address you send people to in order to make money selling the product. Once you've completed this, it's time to advertise the product and start making money!

Step 3) Advertising the Product & Making Money

On the internet, people visiting your website means money. The more visitors you have coming to your website, the more money you will make. That's why it's important to correctly advertise online so you will make more money and have less mistakes.

This section of the guide will give you a brief introduction of how to advertise online.

How Do I Get People to Visit My Website?

This is where online advertising comes in. Lucky for you I am a Certified Advertising Professional for both Google and Yahoo, so I know my way with advertising online.

Advertising online is very straightforward and easy to understand. Basically you advertise a website on Pay Per Click search engines (this means you pay a very small amount each time someone clicks on your advertisement...usually \$0.05 to \$0.15 per click). If you've never heard of a Pay Per Click (PPC) search engine, then you must have not heard of Google, Yahoo, or MSN...because they are the big three PPC search engines.

Basically to make money online you only need three things:

1. A product to sell
2. A webpage to display that product
3. People visiting your website

Lucky for you, I have show you how to find products to sell with a website that displays those products. All you have to do to make money online is get people to visit your website, and that's why I wrote this guide so you can learn how to do this.

Remember – This is an introduction guide. If you want to know exactly how to do this, I recommend looking at the Affiliate Data Center or Google Money Pro, which is nearly 200 pages of information on how to advertise online without failure.

Choosing Where to Get Your Traffic From

There are many different sources you can get your traffic, by in my opinion the best sources are online search engines. This is because people trust search engines and use them to find the products they're looking for. Below are some search engines to consider using when advertising online. I do have some free advertising credits to go with some of these search engines. These advertising credits range from \$10-\$100 in free advertising and can be used to advertise on the search engines below for free (until the credit runs out). If you're nervous about spending money online to advertise websites, then I definitely recommend starting off with by using the free advertising credits, because it won't cost you a thing.

Google AdWords – Google is the most popular search engine of them all and Google AdWords is how you advertise on Google's website. Unfortunately Google doesn't offer any free advertising credits at this time. You can sign up with Google AdWords by going to the following website:

<http://www.stevenholdaway.com/re/google.php>

Yahoo Search Marketing – Yahoo is the second most popular search engine and I can give you a **\$25 free advertising credit to use with Yahoo**. To get this credit and to sign up just go to the following website:

<http://www.stevenholdaway.com/free-advertising-credits.php>

MSN AdCenter – MSN AdCenter is the third most popular search engine. Their advertising credits are a bit more difficult to find as they change each month. Sometimes they are \$25 and other times they can be \$200. To get this credit and to sign up just go to:

<http://www.stevenholdaway.com/free-advertising-credits.php>.

Miva USA & UK – Miva is a good search engine to use. They've been around for a while and brag about having higher conversion rates than Google. Either way, you can get \$25 of free advertising on Miva USA and £30 free advertising on Miva UK by going to the following link:

<http://www.stevenholdaway.com/free-advertising-credits.php>

Search 123 – Search 123 is another good search engine to use and they will give you a \$20 free advertising bonus if you start an account with \$50 worth of advertising with them. You can get this offer by going to:

<http://www.stevenholdaway.com/free-advertising-credits.php>

ABC Search – ABC Search is a good search engine to use and they will match your initial account deposit up to \$100. This means if you start an advertising account and fund it with \$100 they will give you \$100 in free advertising on top of that. You can get this offer by going to the following website:

<http://www.stevenholdaway.com/free-advertising-credits.php>

How to Advertise the Product

After you've chosen and signed up with the search engine you're going to use to promote the product (if you're like me, I would have chosen all the search engines with free advertising credits first) it's time to start advertising the website.

But before you jump right in, you will need to prep first. The first thing you need to do is to generate a small relevant keyword list.

A keyword is the word or group of words that someone searches for on a search engine. You will need to think of at least 10-50 different words that people would search for who are looking to buy the product you're promoting.

For example, if I was selling a guitar lessons product a few of my keywords may be:

- Guitar lessons
- How to play the guitar
- Learn to play guitar
- Guitar instructions
- Free guitar lessons

The keyword tools I mentioned in the beginning of this guide are used to come up with thousands of keywords to use, and the more keywords means the more visitors. There are some free tools you can use, so I recommend looking at Google's free keyword suggestion tool at:

<https://adwords.google.com/select/KeywordToolExternal>

Once you have your keyword list setup, it's time to start the advertising.

Starting the Advertising

Okay, in nearly all of the search engines mentioned above, you will advertise using the same technique. That is, you create a Campaign and then an AdGroup. The AdGroup contains your keywords as well as the text advertisement you create, and the Campaign contains one or more AdGroups.

So, what you're going to need to do is to create a Campaign and then an AdGroup. This is all pretty straight forward as these search engines try their best to make it easy to do. Don't worry, you won't spend any money until you get your actual advertisement setup.

Pretty soon, you will come to a section that will ask you either for your keywords or it will ask you to enter your text advertisement.

When it asks you for your keywords, simply copy and paste (or enter) the keywords you've come up with and continue with your advertisement setup. It may also ask for you to enter a budget and/or a keyword bid for your keywords.

If this is the case, set the budget to \$5 per day and set your maximum bid to \$0.10 per click. This way you won't spend more than you can afford.

When it asks you to create the text advertisement for your campaign, you will need to think of an attractive catchy way to get the web surfers attention using words only.

Here is how to do this.

Title – The title of your advertisement is the top line of the ad and its job is to attract the web surfer's attention and get them to read the description of your advertisement. Do this by making the first letter of each word capitalized and by using attention grabbing words such as "Powerful" or "Secrets".

Description – The description of your text advertisement is the body of text underneath the title. It's job is to convince the user this product is for them and to get them to click on the text advertisement to go to the website. Do this by making the description attractive, clear, and persuasive (keep in mind most search engines don't let you use superlatives like "best", "top", etc.).

Display URL (sometimes optional) – The display URL is the website address that is displayed at the bottom of your text advertisement. You don't want your display URL to be your affiliate URL because that looks messy and unclear. Instead you will want to use the main website address for the product you're selling. Keep in mind that the display URL is not the website the advertisement takes the person to, instead it just shows the web surfer the website which created or is selling the product. You will want this to be clear and easy to read. So if you were selling Google Money Pro the display URL would be www.GoogleMoneyPro.com

Destination URL – The destination URL is the website that the person will go to after they click on the advertisement. You will want your destination URL to be your affiliate URL, because if it's not your affiliate URL then you won't get credit for any sales made.

Here's an example of a text advertisement for Google Money Pro:

\$160,000 Per Month Online
Discover Powerful Secrets I Use to Make Over
\$6,000 Per Day without a Website or Product!

www.GoogleMoneyPro.com

Destination URL: <http://stevenhold.googlemp.hop.clickbank.net>

Finishing Up

After you're created your text advertisement, entered your keywords, and set your bids and budget you will have finished creating your first online advertisement!

Sometimes advertisements go through a manual review where the search engine makes sure that your advertisements meet their guidelines which means it can take up to 1-2 days before your ads start to get traffic (when I first started internet marketing it took up to a week!).

I recommend continuing to research and find as much information as you can about making money online. Also, if you have any questions, just email me at support@googlemoneypro.com. I'll give you some free advice and help even if you didn't purchase my product. Don't believe me? Send me an email and see for yourself!

Conclusion

This guide was designed to give you the information needed to get you started making money with your new review site. If you need additional help or if you want further information on how to completely destroy your competition and bring in record numbers of sales each day I recommend you look at the following two resources:

<http://www.GMoneyPro.com> – Google Money Pro

Google Money Pro has over 50 different video tutorials, step by step guides, illustrated instructions, and unlimited help and support from a Google Certified Advertising Professional on helping you succeed with making money online with Google AdWords.

<http://www.AffiliateDataCenter.com> – The Affiliate Data Center

The Affiliate Data Center offers complete access to everything you need to succeed with Google AdWords, MSN AdCenter, and Yahoo Search Marketing. You will receive unlimited help and support from a Google Advertising Professional and Yahoo Search Marketing Ambassador.

Important Links

Free Review Site signup

<http://www.ReviewSolution.com/get-started.php>

ClickBank affiliate signup

<http://www.GoogleMoneyPro.com/start-clickbank.htm>

Free Search Engine Credits:

<http://www.StevenHoldaway.com/free-advertising-credits.php>

Google Money Pro

<http://www.GMoneyPro.com>

<http://www.GoogleMoneyPro.com>

Affiliate Data Center

<http://www.AffiliateDataCenter.com>