

**EIGHT DAYS TO CASH ON
THE INTERNET**

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WHERE TO START

Thanks to the internet and the easy accessibility to millions of consumers who are actively seeking products making money has never been easier to those who intelligently go about seeking products that are in demand and that can be obtained at a reasonable cost. The real key to making money on the internet is to find a niche where you can succeed and take the time and money required to establish yourself correctly from the start.

Just as in the 80's when video games became the craze there will be many who enter the market half-heartedly or on a 'part time' basis who fail and who will then claim the entire claim to the incredible riches available online is bogus – but just as then there will be those who enter the right market early with the right offerings and modify and change their business as the market demands it who succeed and continue to succeed for years to come. We all wish we had been in on the ground floor of the video arcade boom, the personal computer age or even the VHS rental store or beanie baby beginnings: and yet most of those businesses are now losing money or going out of business entirely.

Their time has come and gone ... and with the Internet there too will be 'trends' that come and go, that is why the place to start as with any good business model is by identifying a current need and finding a way to fulfill it – but don't just jump on anything you find. Do a little market research and know what demand is, how long it is likely to exist and which spin-off products or related fields you can grow into.

There are more possibilities for getting rich and making money online than there are books in the library – from starting porn sites to selling import goods, offering closeout software or products or personal services: the list is infinite and limited only by your capabilities and willingness to become involved. If you are a programmer for instance and enjoy that you have an immediate skill set that you can offer to others and take advantage of – but will you create home database software, bible research programs or custom website code? How will you reach out to the people willing to hire you and what business models and overhead do you need to put into place to ensure ongoing success?

This eBook is designed to help you identify some of these pressing details and succeed where so many fail by providing you the keys to successfully starting and building online income via the Internet but unlike so many eBooks which leave your choices so infinitely open that they are not able to provide any real benefit or substantial information pertinent to your actual progress we are going to concentrate on a particular avenue to success: marketing products via ClickBank and other such affiliates where most of the business aspects, acceptance of funds and even in some cases the materials themselves are already supplied for you. If being successful in as little as eight days sounds like something you wish to look into then read on!

BEGINNING - A MEANS TO AN END

As with any business venture you really need to understand what it is you can offer that no-one else can, or how you can trim costs or add value so that you are not just another name in the crowded Internet landscape but a beacon of light to those seeking help. Review what interest you have, what online capabilities and skills you can offer and where you spend most of your time.

If you enjoy writing and are creative you may wish to become one of the many successful authors of eBooks and materials that are sold via programs like ClickBank; if you have one or more high-volume websites which see a lot of traffic in specific areas then affiliate marketing of related materials and books that may interest your visitors may be a better approach for you. You may even want to purchase existing websites which have high volumes to enable you to reach existing markets and offer them products that they may not even realize they want ... but you have to first think about what you want to do and how much effort, time and money you are willing to invest.

No success comes without at least some risk and effort – and while the old saying “the greater the risk the greater the reward” is not always true it is often enough to warrant considering it. Of course you also have to know that whatever you risk is indeed available to be lost and therefore you need to set limits and have clear goals to work towards. All of this is what is defined as a ‘business plan’ and really should be the first place you begin whether or not you believe it necessary.

BUSINESS PLANS 101

Later on we go into more details about Business Plans, and in the appendix we include a sample table you can modify to use for your own plan, but first we should go over what exactly a business plan is why it is so vital to you to consider and create one, and provide some suggestions and details for you to consider when developing your long-term plan for your company. Although the initial phase of your “eight days to cash” will be focusing on using ClickBank and websites to generate income from eBook and other online literature sales odds are you will eventually be branching out into other avenues, and even if not having a solid business plan and model in place is always a good idea and will help to prevent mistakes that otherwise may arise from lack of planning.

WHAT IS A BUSINESS PLAN?

Simply put a business plan is a document in which you have considered and written out many aspects of the current and future path you wish your company to take. Good business plans include details on all aspects of the economic viability of the business including details on owned materials and goods as well as specifics on costs and debts, plans for expansion, financing options and marketing concerns.

There are between twelve and fourteen aspects or sections to a full business plan, as listed below. You may not need all of these and you may wish to incorporate more depending on your business and your plans for growth:

- The Business Profile
- The Vision and Employees
- Communication Methods and Details
- Organizational Structure
- Licenses, Permits and Business Names
- Insurance
- Premises / Location
- Accounting and Managing Cash Flow
- Financing
- E-Commerce Specifics
- Acquisitions and Expansion Plans
- Marketing and Advertising
- Growth Plans
- International Trade

It is a good idea to start with a 'Vision Statement' which lists in a concise manner what exactly your purpose and goal for the company will be. Over time vision statements change – for instance Microsoft ® used to have the vision statement of 'Having a computer running Microsoft software on every desk in America' but once that goal had pretty much been reached it was changed to include the rest of the world and focus more on empowering people through technology ... what is important is that you understand what it is you are trying to achieve with the business so you can work towards that goal systematically.

Something as simple as 'achieve meaningful income with a minimal outlay of capital by leveraging existing websites and products to sell goods to the online community' might be enough for you, or you may have grander schemes and hope to expand into online sales and marketing full time. Spending a little time and working out the details up front will pay off in the long run regardless.

STARTING YOUR PLAN

It can be hard to get started on what may seem like a daunting task like creating a plan for the future, but since this is a 'living' document it doesn't need to be all filled out at once. To start with you may only want to focus on a few areas such as your Profile, and projected expenditures and income in the market area in which you wish to invest. Some suggestions for these areas to help you get started include:

PROFILE: Describe the business, how you plan on setting it up and how you intend to focus on the market or area you intend to serve.

ECONOMIC ASSESSMENTS: Provide known details about the market such as how many \$\$ are made each year in the market, how many other

players there are and which are successful. Provide ideas on what you will do to get your piece of that pie.

CASH FLOW: Detail at least a one-year plan of where you intend to spend your money, how and when you expect income to come in and what you will do to handle any unexpected expenditures or costs should they arise.

There are many helpful sites such as the SBA (Small Business Administration) that have resources to help you identify and plan for much of these so feel free to reference them. Links and details are provided in the appendix of this document.

BUSINESS PLAN, 1-2-3

So I've convinced you and you're going to do a quick business plan, but are a little unclear on exactly where to start or what all to do – relax! The following details the order and the primary focus areas you should detail prior to spending any money or setting up a business. This is a guide of course, but one that is well accepted and commonly used:

- Create and write down your concept for your business.
- Gather information on specifics and costs, details of the market and how your business concept will fit into it.
- Using the information you have gathered (such as this eBook) refine and write down an updated concept for your business including specifics on what you plan on doing when, why and how you plan on achieving said goals.
- Place the information you come up with into a business plan format, if desired by using the template provided in the appendix of this eBook.

DO'S AND DON'T FOR A GOOD BUSINESS PLAN

To help you further I'm including the top ten "do" and "do not" suggestions on creating a good business plan below:

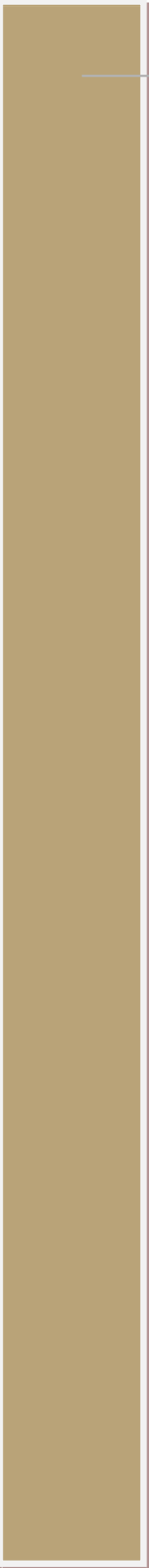
Top Do's

1. Complete a separate plan for every business venture you create.
2. Research and use existing models and information to refine your effort.
3. Be realistic on sales and costs estimates.
4. Compile the final plan into an attractive well-laid out document to use as a selling tool and to help should financial backers be needed.
5. Get input from others, preferable experts.
6. Spell out details on exactly how you will overcome problems and financial requirements, and provide timelines for each.
7. Include a one-year cash flow projection
8. Update your plan regularly

Top Don'ts

1. Don't fool yourself or list qualities or skills that you are not actually able to bring to the game – make plans to hire experts for areas in which you are not qualified.
2. Be certain you understand all projected costs and have arranged enough financial and accounting know-how to accomplish your goals.
3. Don't assume your concept will work without testing it first.

8 Days To Cash On The Internet!



LET'S TALK ABOUT CLICKBANK

ClickBank has been around now since 1998 and has become known as the Internet's principle retailer for digitally delivered books and products. Specializing in eBooks and software they deliver a vast variety of digitally-based products across the Internet and rely largely on affiliate marketing schemes to present said data and available materials to the general public.

During the past ten years ClickBank has expanded to include more than 10,000 product publishers with over 100,000 registered affiliates. Every day orders in excess of 20,000 transactions from as many as 200 countries are completed around the world, making ClickBank.com one of the most highly trafficked sites online.

The reason we are going to focus on ClickBank as the first step in your 'Eight Days to Cash on the Internet' approach is that with little to no overhead and in a very short period of time you can begin generating revenues as a ClickBank affiliate, and then you can grow your company over time into whichever avenues are of the most interest to you.

What ClickBank does is allows sellers to set their desired percentage for affiliate marketers on products they have created and have available for sale. For instance you may have written an eBook on photography and have it available for sale on ClickBank, you can decide to provide any range from 1% all the way up to 75% of the sell price as going to the affiliate who actually enables the sell of the product. You can also set the

price per download or 'sale' of the product at pretty much any price up to \$49.95.

The reason ClickBank allows such flexibility is that many high-volume vendors realize that setting reasonable prices and promoting affiliates into marketing by having a high percentage of the profits going into their pockets means increased volumes. At a high enough volume of sales even a few cents per sale is enough to generate incredible revenues.

With the ease of earning ClickBank offers and the potentially high revenues offered there are many affiliates lining up to sell products. The key to those who are successful is marketing and placement – having a hyperlink on an existing page no matter how much traffic it generates is less likely to generate big sales than having a domain site called "GetRichNow" with full page advertisements for each available eBook and business plan on it.

There are also the considerations that of the thousands upon thousands of products and eBooks ClickBank has available it is not always easy to find those relevant to your website or market share. In fact it has been stated that if the product isn't already in the top 100 in sales finding it on ClickBank requires special queries and skills that many affiliates simply do not have the ability to bring to the fore. To some degree this is true – but the advantage to this is that very saleable products that may be a perfect fit for your venue likely exist hidden in the ClickBank archives just waiting for you to dig them up and market them.

Entire companies dedicated to helping you locate such products have sprung up in fact, called ClickBank "Malls" which use special scripts and in-depth searches to find the documents and products you desire. If you are search impaired or can't find what you want then investing with such a company may be worthwhile, but spending time developing your own

skills on ClickBank advanced searches would be a more economical suggestion if you have the time.

USING CLICKBANK

One of the reasons ClickBank is so popular is that they handle all the cash transactions, any refunds necessary and store and download the actual products. This takes many of the expensive and difficult to maintain eCommerce aspects right out of the equation for the affiliates like yourself who want to cash in on the sales. They also provide a resource to which to market your ideas and products with a built-in supplier network for those who wish to create goods and services of a digital nature but would not be able to market them otherwise.

SIGNING UP WITH CLICKBANK

Signing up with ClickBank as an affiliate is a simple and easy task. To start go to www.clickbank.com and click the "Sell Products" link at the top of the page, and in the menu that appears on the page click the "Sign Up" option which will open the following form:

ClickBank Signup Form

Use your mouse, or *tab* and *shift tab* to move from blank to blank.

Where shall we send your checks?

Make checks payable to...	<input type="text"/>
Street	<input type="text"/>
Box / Suite / Apt #	<input type="text"/>
City	<input type="text"/>
State / Province	<input type="text"/>
Zip / Post Code	<input type="text"/>
Country	<input type="text" value="UNITED STATES"/>

How can we contact you?

Your first name	<input type="text"/>
Your last name	<input type="text"/>
Your email address (example: joe@aol.com)	<input type="text"/>
Your phone number (required!)	<input type="text"/>
Address of your web site (if any)	<input type="text"/>

Select a nickname for your new account

Account Nickname ‡ (5-10 letters & digits)	<input type="text"/>
--	----------------------

‡ the nickname you choose will be the "ClickBank ID" for your account. It will be visible to the customer every time we sell one of your products, and will appear on the memo line when we send you a check.

Agree to our terms and conditions

By clicking SUBMIT below you consent to the following terms:

- Chapter 1: Accounts containing invalid contact information (email address, phone number, etc) may be deleted without notice.
- Chapter 2: Accounts with no logins for 90 days may be deleted without notice.
- Chapter 3: Accounts associated with network abuse (including unwelcome email, crossposting, mousetraps, or respawning windows) will be suspended without notice.
- Chapter 4: Accounts associated with promotions that conflict with ClickBank's [Return Policy](#) will be suspended without notice.

Filling out the form takes only a few moments, after which you will be emailed a 'confirmation code' at which time you will have an account and be able to market and sell ClickBank products on your websites.

WHAT NEXT?

Once you are an affiliate you have three ways of making money with ClickBank – you can use any one or all three as you see fit and as your business plan has detailed. Those methods include:

Acting as an affiliate to market products of ClickBank publishers and earn commissions on each sale.

Earn commissions by referring new publishers to ClickBank.

Creating new digital media goods for sale on ClickBank yourself (becoming a publisher).

CLICKBANK SEARCH

Regardless of what methods you choose to use becoming proficient in searching the ClickBank Marketplace is vital to a successful venture. The basic search engine page looks similar to the following:

Search the ClickBank Marketplace

Category: Subcat:

Keywords: Sort by:

Show: results per page

Use the ClickBank Marketplace drop-down categories and sub-categories, the keyword search engine, and the sort by function to find digital products. Click "[view pitch page](#)" under the product to view how the product will be presented to customers. Check the stats under each product to determine how much you can earn for converted customer referrals. Once you have a product you want to promote, click "[create hoplink](#)" under the product and begin referring sales today.

[Search Help](#) | [Rankings Help](#) | [Marketplace FAQ](#)

List of Categories

- Business to Business
- Marketing & Ads
- Health & Fitness
- Fun & Entertainment
- Home & Family
- Sports & Recreation
- Computing & Internet
- Society & Culture
- Money & Employment

Utilizing keywords and [Advanced search](#) options you can search the existing marketplace for descriptions by entering search terms in the left box, and choosing categories from the drop down boxes. By default a search will find results that contain any of the words in your search string so it is best to use very specific keywords and a minimum number of them to limit your returns. For instance if you are interested in searching for Golfing Instructions and typed "golf swing" you would get hits for the word "swing" ranging from dance to children's playground equipment. In many cases like this at least some 'false hits' are going to occur, but minimizing any non-specific keywords to as few a number as possible will help keep the number of returned search items to a relevant number.

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Searches are sorted by popularity by default, not sorted by relevance or score but you can use the drop-down box above the search results to re-sort the order of results by one of the following criteria:

- Popularity
- Gravity
- Dollars Earned per Sale
- Percentage Earned/Sale
- Percentage Referred
- Percentage of Commission

Keywords available for the Advanced search options include:

Operator	Example	Function
Double Quotes	"golf swing"	finds only exact matches to the entire phrase within the quotes
AND	golf AND swing	finds results where both terms exist anywhere in the searched text
OR	golf OR swing	finds results where either term exists anywhere in the searched text
NOT	golf NOT swing	excludes results that contain the term after NOT
+	golf +swing	requires that the term after the "+" exist in the searched text
-	golf -swing	requires that the term after the "-" does not exist in the searched text
Parentheses	(golf OR swing) AND help	Use to form sub queries. In this example, the search returns results for either "golf" or "swing", and the word "help"

Note: all operators listed in CAPS must be entered as ALL CAPS

Wild cards and fuzzy search

Character	Example	Function
? (single character)	gol?	finds all words completed with a single character in place of the "?". In this example the search would find results with golf or gold
* (multiple characters)	gol*	finds all words completed with a single or multiple characters in place of the "*". In this example the search would find results with golf, golfing, golfer, gold, golden, etc.
~ (fuzzy search)	roam~	finds terms with similar spelling to the search term. In this example the search will find words like foam, roams, etc.

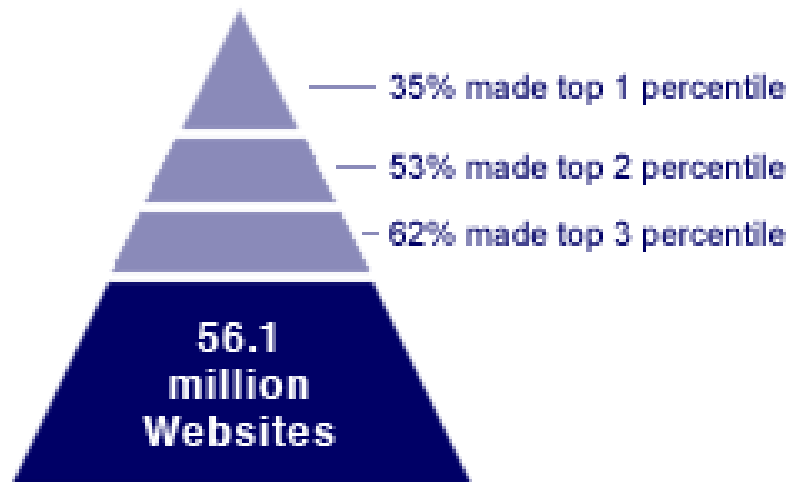
SITSELL

Obviously using ClickBank and becoming an affiliate is any easy practically risk-free way to break into the world of eCommerce. The publishers create the goods and the site hosts the product and supplies them as well as takes the money – all you have to do is promote the products via your websites and provide links to the sell site so that you will be identified for the commission. This means that your job, as related to a ClickBank affiliate marketer is to create websites that attract high volumes and redirect those visitors to available and pertinent publisher sites on ClickBank. A tool that helps you to accomplish this is manufactured by SITSELL and is called "Site Build It!"

SBI! Creates theme-based web sites designed to attract targeted visitors and guide them through to publisher's pitch pages. SBI! Has everything you need to execute building a website and start your ClickBank success

story and is a great way for a novice to get their feet wet, although it is flexible enough to be useful to expert site builders and creators as well.

According to statistics from Netcraft.com and Alexa.com which tracks popularity based on web surfers over thirty-five percent (35%) of SBI! Sites ranked in the top ONE percent (1%) of all sites. When expanded to the top three percent this number leaps to over 62% - showing an incredible value for hosting and building a site as compared to standard web hosting services.



Part of the beauty of SBI! in conjunction with 'eight days to cash' is that you do not need to be a programming expert or purchase expensive software such as FrontPage, DreamWeaver or GoLive (although SBI! is compatible with these products) to get started. You do not need search engine expertise to set your sites ranking or expensive web site consultants to make certain your page is optimized.

GOOGLE ADWORDS

If you have never heard of Google™ you probably are not on planet earth. However, like Microsoft, Google™ has become a household name and expanded into realms unrealized by many web surfers. Google™ is more than just a search engine site – they offer services, advertising, and one of the hottest trends in online marketing targeted advertising in the form of AdWords!

ABOUT ADWORDS

Most of us hate advertising, right - or DO we? Maybe it's not the advertising itself that we hate after all those Budweiser frogs are fun to watch, it's being pitched a stool softener while eating bean dip or hearing about feminine itching in a room full of guys watching a baseball game that makes us uncomfortable. Would we be upset if all advertisements that we say were for things that we actually thought were cool and wanted to buy? Imagine it – you're watching sports and commercial roll on discussing how you can visit the Rangers training camp, or showing you how to buy great sports memorabilia – or you are watching your favorite science fiction show and ads of a 'fan' type nature for upcoming comic books, movies and models were all that came on. It would be hard to complain about that wouldn't it? Well as far as your television goes that day may be far off yet, but on the internet the time has come, and that is the idea behind AdWords.

Thanks to Google™ no longer do you have to send a message to everyone to get the people who are interested in seeing your advertisement. A program called "AdSense" runs to allow web page designers to gain revenue from existing web pages by adding code to target other relevant page advertisements. This software can help target and generate hits and links to promote only sites that you flag as relevant via AdWord Keywords and content of the site in question.

With tools to automatically deactivate poorly performing pages and track and rate CTR (click through rates) AdSense automates what essentially an entire industry of advertising executives have charged millions of dollars to attempt to do for centuries ... and it can be argued that it is one of the fastest growing segments of income on the internet today!

The way you generate revenue is similar to ClickBank 'sell through' links, in that links to related sites (as per having links to ClickBank products) can be shown and when a user clicks through from a link on your page credit is given to your account either based on their clicking through or on their purchasing from the site in question.

AdWords and AdSense is a bit advanced and some HTML and SOAP development knowledge is required to fully implement it into your site, but the potential benefits and income that can be generated as well as the ability to target other sites (even your own) to your users interests makes it a unique and interesting opportunity that should be considered in any web development project.

KEYWORDS

With AdWords it all boils down to the keywords you choose. For instance selling shoes is not 'targeted' and a query that returns sites listing boots or shoes when the user is specifically looking for 'tennis shoes' will not be

as successful as using keywords like "Tennis shoes" "Sneakers" and "Sports Wear" to target the page in question. While it is true that tennis shoes are shoes you have to understand that users querying on "hiking boots" are less likely to buy or be satisfied with your site if you link them to a page full of Reebok's without a single boot on the page! The idea of a keyword is to be specific and bear in mind the RELATIONSHIP your link will have to the query your customer may make. Google supplies a [keyword tool](#) to check performance of your keywords so ongoing tweaking to ensure a perfect match is easy.

The Quality score is the measurement of how well a keywords is performing, and is used by Google to determine costs on CTR (click through rates) on advertising that you are doing as well. The higher the score the lower the fee, so it pays to spend time getting good keywords if you are going to utilize AdWords to promote your ClickBank site.

THE OTHER SIDE OF ADWORDS

I hear you – you're saying 'wait a minute, what do you mean 'charge' – up till now you'd been mentioned affiliate marketing using AdSense' ... yes you can link to other sites and get paid with AdWords, but you also can become one of the many who advertise your web sites so that queries on say "get rich quick" or "how to get started in internet marketing" will link to the landing page (or site as Google calls it) for your product.

Landing Sites to have a good quality score and therefore lower fees should be:

Easy to navigate

Full of relevant top level links to specific query keywords

General enough to be useful: i.e. not a single item that is 'closely' related but several items

CREATING LANDING SITES

With AdWords as with ClickBank you need 'landing' sites where customers will go to read about the product or eBook you are pitching. As with any advertisement a successful landing site needs to look good, catch the interest of the reader, and get the point across. Key points to ensure a quality landing sight are to include:

- Keywords and phrases
- Organized Ad Grouping
- Correctly addressed destination URLs
- A maximum cost per clicks
- Correct keyword matching types

GOOD AND BAD ADS

With AdWords there are 'preview' ads that show on the query site and help guide your customer to your landing site, top quality ads that show what your landing site is about and are concise are important. In the context of a good AdWord advertisement some examples of 'good' vs. 'bad' follow:

BAD EXAMPLE

A sample of an AdWord advertisement that could be improved might look something like this:

Goobersgobsopper
Medicated powder for shoes

8 Days To Cash On The Internet!

In business over 40 years
www.goobersgobsopper.com

While this ad will actually meet the goals of an AdWords advertisement it is not perfect. While it has four lines, including:

A title line of 25 characters or less

Two lines with descriptive text, each 35 characters or less

An actual URL

Even though it meets the requirements and would work once you see a sample of the same advertisement in the good example below I think you will see how much it can be improved:

GOOD EXAMPLE:

STOP FOOT ODOR!
For 40 years we've kept shoes
clean and dry – find out how today!
www.goobersgobsopper.com

DEFINING THE DIFFERENCES

Even though both of these ads have exactly the same information just looking at the two it's obvious which provides the more professional and clean-looking example, and when it comes to reaching the public to make a sale you need to direct customers to take an action. In the second advertisement when we say "find out how today" we guide them to take an action, this is a more compelling and forceful ad, and much more likely to generate a response than the previous one.

KEYWORDS

We've mentioned keywords several times already but we should take a moment to clarify exactly what a keyword in relations to AdWords is, and how they are used. When it comes to Google AdWord "Keywords" any word either pulled from the suggested list or created by yourself that can be used to trigger or reject an advertisement is called a 'keyword' .. the more relevant a keyword to a specific ad the more likely that ad is to be selected and therefore have a higher CTR (click through rate) then less compatible ads. Having good keywords means more then just better positioned advertisements, it means higher quality scores and therefore lower rates. Some attributes of good keywords to bear in mind include:

- The likelihood of relevant 'hits' based on user's search criteria
- Relevance of your products on the actual Landing Site itself to their query
- Costs – the better you do the less it will cost you

Keywords are given a Quality Score by evaluating the following aspects of their performance:

- Click Through Rate (CTR)
- The relevance of your ad's TEXT as compared to the keywords
- The historical keyword performance for a specific keyword

MORE ABOUT ADWORDS

This new type of advertising is called "conceptual advertising" and while new it's capabilities of being able to place search-oriented paid listings onto existing web pages is making it spread like wildfire. This is because it is not only great for search engine providers and companies selling services and goods, but for the advertisers and consumers as well! Truly

an idea whose time has come contextual advertising (when done correctly) bases the content of a web page automatically towards the bias of the kind of people who frequent those pages, and thus targets consumers most likely to be interested in purchasing those goods and services.

In addition since it allows an individual with a private website to bring in income in the form of advertising revenue with little to no user impact affiliates are more than happy to subscribe.

The only real caveat to contextual advertising is for advertisers, who need to know whether or not they are spending too much to justify their CTR (click through rate) and whether the profit margin and volumes they are seeing match their investments.

CALCULATING WHAT A PROSPECT IS WORTH

Ideally you will already know about how much income you are likely to generate per customer and whether or not your business is likely to have repeat business or one-time sales. These factors are important to understanding whether being an advertiser with AdWords makes sense, because if you are likely to make only one sell to a customer then any money spent advertising to get that customer into the store needs to be more than made up for by the profit margin on the goods. Most companies spend an average of 7% of their revenue, or total income on advertising, based in part on the previous years budget but other approaches exist that may make more sense for the typical ClickBank and direct marketing approach. To start with:

- Identify all expenditures short and long term that can generate a profit
- Rank these in terms of how effectively and quickly they will work
- Divide the marketing costs by anticipated sales revenue and take a percentage of that for each marketing scheme you have identified

There are a lot more aspects of AdWords then we have gone over here, including how to bid, how to determine CTR's and custom tailor your advertisements, minimum bid pricing etc. all of which can be researched either on Google™ itself or in online documentation and training about AdWords and AdSense. This has just been an overview to show you one of the new advertising schemes that is out there which is custom tailored to the ClickBank and Eight Days to Cash approach to getting rich. AdWords is not the only such program either, so if you decide to pursue increasing revenue by driving market share to your landing sites check out the following alternatives before deciding which is best for you:

OTHER PPC'S AND MARKETING TECHNIQUES

YPN (YAHOO PUBLISHER NETWORK)

<http://publisher.yahoo.com>

The main competitor to Google at this stage although they do not support an 'AdLinks' type feature at this time.

QUIGO ADSONAR

<http://www.quigo.com/adsonarexchange.htm>

An new competitor likely to infringe on Googles "AdSense" program, Adsonar is focusing on the relevancy of its advertisements, focusing primarily on the "Health" an "Beauty and Fitness" arena.

INDUSTRYBRAINS

<http://www.industrybrains.com>

Offering contextual advertising to businesses involved in government, technology and the financial districts only.

COMMISSION JUNCTION EVOLUTION

http://www.cj.com/solutions/optimized_advertising.jsp

Not functional yet but a beta is available to top tier publishers at this time. They will add a new twist by connecting to an affiliate program.

MSN

<http://advertising.msn.com/home/home>

No-one can beat Microsoft when it comes to sheer volume, and they are offering some great tools and competitive features in their bid to enter this market as well.

THE WORLD WIDE WEB

The Internet, the World Wide Web, or just the Web – whatever you call it now, it is now here to stay and has become so commonplace that most of our grandparents are online.

HISTORY OF THE WEB

Despite Al Gore's assurances during his recent campaign he did not personally invent the Internet, a group of scientists set up a link at the request of the government to transmit ASCII encoded TEXT messages. At that time "USENET" and email which relied primarily on UNIX systems and FTP sites were the norm and email addresses often appeared in the form of 'john%node1@bitnet.net' on the ARPA-net resources. A UUCP mail transfer could take days to make it across all of the network, and each server could choose whether to upload nightly through dial up connections or on a less regular basis.

ARAPANET was just one of the 'nets' of the time, FIDOnet was another and was much more common amongst the then popular BBS (bulletin board systems) which were what most of us used to stay connected since email as a service was still in it's infancy. Then along came Tim Berners-Lee of Geneva Switzerland who wrote a proposal called HyperText and CERN in 1989. His proposal suggested that using encoding text could be processed (ala Word Perfect reveal codes of the time) to transmit formatting rather than just the ASCII text. His proposal was refined in

1990 when Robert Cailliau became involved, and thus was the infancy of the modern "Internet" conceived.

The brilliant concept was to use an extension of 'Gopher' and a protocol called HTTP (HyperText Transfer Protocol) to transmit pages of data to software that would then interpret and display the text only data in it's graphical layout. The key point was that the client program's user interface would work across any computer platform, so a page that 'conformed' to the specification correctly could be viewed by any type of system, UNIX, PC, Macintosh, whatever provided they had a browser running on that client to interpret the data.

TOOLS OF THE WEB

Much has changed since those days but the basics still remain the same – software on your system allows you to download text (ASCII) streams that are encoded HTML or XML (eXtensible Markup Language) languages and display them as 'web sites' on your computer, running software and animations locally while apparently 'streaming' the images from the web.

The great news as far as Eight Days to Cash is concerned is that a minimal amount of expertise is really needed now to cash in on the Internet boom. Yes the more you know the better prepared you can be and the more likely you are to make informed decisions, you also may be able to take advantage of features and tools such as Google's™ AdSense features if you can program your web pages, but there is nothing to stop you from hiring that expertise either provided you know what you want and have an idea of what it will take to accomplish it.

In short you don't have to be a computer expert to run an online web site, whether one focusing on ClickBank sales or direct marketing. With a basic understanding of a few web site elements and what is involved you should be able to hire expertise without being ripped off, and in this section we will try to provide you just such a primer.

BASICS OF HTML

Whether you use HTML (hypertext markup language) or the newer XML (eXtensible Markup Language) it all boils down to the word 'language' – imagining you get a document that has instructions for making soufflé and one line at the top is written in French. You, not understanding French ignore that line and for years your soufflé is okay, but missing something. Then one day you 'upgrade' to understanding XML ... er, "French" in this example and suddenly the instructions include a note that says "Be sure to blend the mixture in steps 1 and 2 prior to adding the other ingredients" and your soufflé takes on a whole new realm of taste.

This is the difference between HTML and XML. They both encode ASCII text according to the W3 consortium's HTML standards, and most browsers will display some form of the layout and functionality regardless of the page's underlying code but ideally you would want to use a browser that fully supports the most intricate commands you are using. That is why many web sites will state 'best viewed on' a certain version or later of a browser.

SOFTWARE TO CONSIDER

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There are many software packages to help you create web pages and handle eCommerce, but the two biggest out there with the greatest support right now are DreamWeaver, and Microsoft FrontPage and both of these have older versions readily available on eBay and other closeout sources, so it is those two that I normally recommend. To help you decide here is a comparison of the two:

	DreamWeaver MX 2004	FrontPage 2003
Workspace		
Split View of Code and Design	✓	✓
Customizable Toolbar	✓	✓
Visual Table Editing Cues	✓	✓
Professional Quick Start	DreamWeaver MX 2004	FrontPage 2003
Pre-Built Web Designs	✓	✓
Pre-Built Accessible Web Sites	✓	
Sample Site Structures	✓	✓
Team Collaboration Site Structures		✓
CSS Based		✓

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Themes		
Sample CSS Templates	✓	
Sample JavaScript Functions	✓	✓
Template Architecture	✓	✓
Microsoft Word and Excel Copy and Paste	✓	✓
Flash Elements	✓	
Define Editable, Optional and Repeated Regions for Templates	✓	✓
Nested Templates	✓	
JavaScript Pop-up menu creation	✓	✓
Web Photo Album	Through Extensions	✓
Resize & Crop Images		✓
Code Editing Support	DreamWeaver MX 2004	FrontPage 2003
Code Hints	✓	✓
Customizable	✓	✓

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Syntax Coloring		
Snippets Panel	✓	✓
Tag Editor	✓	✓
Right-Click Coder Tools	✓	
Customizable Tag Database	✓	✓
Printing From Code View	✓	✓
Integrated Debugging		✓
Siteless File Editing	✓	✓
Multiple Technology Development	DreamWeaver MX 2004	FrontPage 2003
Server Code Libraries	ColdFusion, ASP, ASP.NET, JSP, and PHP	
Database Integration	✓	✓
Tag Editors	HTML, CFML, and ASP.NET	ASP, ASP.NET
Dynamic Form Objects	ColdFusion, ASP, ASP.NET, JSP, and PHP	ASP, ASP.NET
Server Objects and Behaviors	ColdFusion, ASP, ASP.NET, JSP, and PHP	ASP.NET
Unique	DreamWeaver	FrontPage

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Support for ASP.NET Development	MX 2004	2003
ASP.NET Custom Tag Support	✓	✓
ASP.NET Web Forms Support	✓	✓
ASP.NET Form Controls Objects	✓	✓
ASP.NET DataGrid and DataList Objects	✓	✓
XML and Web Services	DreamWeaver MX 2004	FrontPage 2003
XML Editing and Validation	✓	✓
XML Namespace Support	✓	✓
Tree view for viewing XML, HTML	✓	✓
Web Services Introspection	.NET, ColdFusion, and Java	
Web Service Creation	ColdFusion	
Web Service Creation Wizard	ColdFusion	
Standards Support	DreamWeaver MX 2004	FrontPage 2003

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XHTML support	✓	✓
Code Validator	✓	Through Add-ins
Cascading Style Sheet (CSS) Rendering	✓	✓
CSS Layout Visualization	✓	✓
CSS Rule Inspector	✓	Through Add-ins
CSS-based Text Property Inspector	✓	Through Add-ins
CSS-based Page Properties	✓	✓
Accessibility Support	DreamWeaver MX 2004	FrontPage 2003
Accessibility Site Reporting	✓	✓
Integrated Accessibility Reference Content	✓	
Accessibility option for generating compliant code	✓	Through Add-ins
Accessible Tags	✓	✓
Accessible Environment	✓	✓

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Keyboard Accessibility	✓	✓
Screen Reader Support	✓	✓
Web Publishing	DreamWeaver MX 2004	FrontPage 2003
Full support for the Mac platform	✓	
Secure FTP Publishing	✓	
FTP Publishing	✓	✓
HTTP Publishing	Through extensions	✓
Integration with Other Technologies and Tools	DreamWeaver MX 2004	FrontPage 2003
Designed for Windows XP Compliance	✓	✓
MS Office Application Integration		✓
SharePoint Team Services Integration		WSS
Wireless development support	Through extensions	
Macromedia	✓	For

Flash MX Integration		Embedding
Fireworks MX Integration	✓	as external editor

As with any business starting an web site will have certain startup costs that you will need to absorb before seeing a return on your investment. In the Eight Days to Cash method this is minimal, but should you wish to expand you still need to be certain that you have enough funds to carry you through any initial startup expenses until you reach profitability.

Another reason we mentioned SBI! earlier is that outsourcing the hosting and administration of a web site can drastically reduce startup costs since you do not have to pay for a server, a dedicated web connection and hire professionals to set up a web server for your business. Ideally if you are going to become an online entrepreneur you will set up your own 'server farm' with direct connections but even if you choose to go that route you do not have to start there.

WEB SITES SPECIFICS

Enough theory and basic knowledge – it's time to get specific. How exactly should you get started with your ClickBank "Eight Days To Cash on the Internet" Program? Obviously you need to decide how best to set up a business and infrastructure and whether you want your own server farm or outsourcing, but since our focus is on fast, cheap and getting cash coming in we are going to show you the simplest and most cost effective methods to achieve your goals.

BROWSERS

There are many browsers out there nowadays, but Mozilla, IE and Opera are the most common with IE being the most commonly used. While most advanced features are supported by even older versions of these browsers it is recommended you keep your web design to as simple and straight-forward a design as possible for a variety of reasons, not the least of which is ease of maintenance and to make certain that the site works as expected regardless of the browser used or the display setting of the customers machine.

EDITORS

The site Editors can include anything from SBI!, FrontPage or all the way to custom-coded sites written by hand in a text editor like notepad. As a recommendation for ease of use I normally recommend SBI! Since they handle the hosting, creation and management for the end user, but if you are going to purchase your own domain and hosting then a package like FrontPage that is easy to use and readily available is your best choice.

OPTIMIZING SITES

Whichever software you use your goal should be to make a fast loading, easy to navigate and visually interesting site that is not too busy with text. The fewer (and smaller) the images used the better, and 'gee whiz' features like Flash animations while interesting and entertaining the first time you see them can actually become annoying very quickly to users forced to view them or wait on them time and again. Be very careful where you invest your time and energy – your rule for including it on the page should be that if it doesn't sell the product or provide a service to the customer then they shouldn't have to wait to download it!

ENHANCING THE USER EXPERIENCE

Part of enhancing the user experience is making fast downloads. Another is making sites that are easy to navigate, that is find your way around, and the third is keeping distractions to the minimum. If you can balance these three keys to success with supplying enough visually interesting information to sell your product then you have a winning page!

OPTIMIZING IMAGES

One of the biggest points of confusion for most web masters and would-be domain owners deals with image quality and size. Due in part to the complex nature of images on computers and the fact that so much is done behind the scenes it is not surprising that most people do not understand what is really going on, but it really is not that difficult.

In an ideal world ALL our computer monitors would be the same physical size, and set to the same 'desktop' size. Since every computer screen displays about 72 DPI or 'dots per inch' if they were all the same we could easily figure that a 1-1 scale of an image at 72 DPI would be all that is ever needed. Any image with a DPI greater then the default setting of 72 is 'larger' then necessary and would have to be expanded on screen to actually show the full DPI of which it is capable. In the real world all our screen sizes and desktop settings are different however, and that just adds to the confusion for some ... but the basics I mention above still apply regardless.

The problem with image sizes that are larger then 72 DPI and / or have a large 'physical' size (the image size as shown in an editing program) is that this means there is a great deal of digital information being stored and therefore transferred across the DSL or phone line to the users computer, and the more information that has to be downloaded the longer

the download takes: regardless of whether or not the end result justifies the extra time. This is why some web pages seem to take forever to fully load, even though you don't see any special images – that simple 2x2 72 DPI image onscreen might be stored on the server as a 300 DPI 4x6, taking 294Kb of data and having to download all of that to your system before your browser makes the necessary size adjustments to crop and degrade it to fit where it has been placed.

For more on this visit sites such as www.ehow.com or the online help in web designer software programs such as FrontPage and DreamWeaver. There is also software specifically to optimize image size based on your usage, and many web page publishing packages have built-in optimizers, but if you simply bear in mind that 72 DPI is what is shown on screen and that so long as the visual is good it is 'good enough' you will do fine.

IMAGE FORMATS

There are also image FORMATS to consider, the most commonly known being JPEG or JPG and the next most common being GIF. In the web world these formats are king, but for storage and manipulating images they are both very poor, with JPEG formats losing quality every time you save the image, and GIF images being restricted to only 256 colors. For saving originals and for editing purposes a TIFF or WMF format is widely accepted as best, although many packages such as CorelDraw and CorelPaint have proprietary formats of their own.

HOSTING YOUR SITE

Originally the only way you COULD get on ARPANET or the Internet was to have a Unix server that connected via modem to the 'backbone' and shared information via BBS like systems. As the Internet expanded and took off more and more servers came up and the structure became much more solidified, to the point where 'virtual' servers became the rage, and by simply dialing into an existing server and connecting via whichever available IP address it had free at the moment you could access the web. Now this is the most common method of connection for most of us who use DSL or dial-up or cable – if it is few and far between the people who have a dedicated or 'static' IP address.

A static IP address is a number (or address) that is assigned to a physical computer by an ISP (internet service provider) to identify it much as a phone number on a mobile phone is used to identify the owner ... computers use IP addresses on the internet to 'look up' and communicate with one another. When you type in a friendly name your computer communicates with a DNS (domain name server) to find the actual IP address for that name and then is routed to it, much as calling an operator and asking to be connected to a particular named person in a particular city would do for you back in the days when Ma Bell worked.

Ideally every computer would have its own static IP, but there simply are not enough IP numbers to fulfill the growing need, much less the potential need if people continue to go online! For this reason most ISPs charge an additional fee if you need a static IP address to host web sites etc. – or you can use what is called a 'dynamic DNS service' either will enable your site to be seen as existing on the web and allow you to host your web site

right there in your home with complete control ... or you can pay someone else to host the site for you.

DO IT YOURSELF

If you choose to obtain a static IP address (or a DNS service so simulate the same) and create your own server then welcome to the world of geekdom! You should know that expert computer skills and dedicated and timely security updates and backups are critical at all times, and if you can manage that then you should be fine.

BUYING A SERVER

Depending on what you will be doing you may not need much to host your site – even an old 486 with Internet capability is more than capable of hosting a simple ClickBank site, so don't break the bank buying the best top of the line server you can find here. Remember to get what you need not necessarily what you want! Something with a form of backup and that is readily available such as the P4 Dell servers coming off lease by the truckloads make good choices and can be had for pennies on the dollar. Remember if you buy an expensive high-end server all the support and maintenance and software is likely to be expensive and high end too – and if you don't need it, why shell out all that cash?

PROFESSIONAL HOSTING SERVICES

I know I keep coming back to this, but really it just makes sense to consider using one of the many hosting services that exist out there today. Especially when you are just getting started – the added expense

of a static IP address alone can almost pay for monthly hosting fees from some providers – and their built-in nightly backup and security updates being done in a timely manner may make the difference between success and failure in today's market!

CHOOSING A HOST

Services like SBI! By SITESELL are excellent for novices because they do so much of the work for you. Many domain registrars such as www.register.com also provide 'startup' sites and editing software to get you going with minimal work and no need to hire a hosting service per se – but if you choose to have your site hosted there are a few things you should check on from any potential service companies you consider including:

1. Do they allow commercial traffic and sales?
2. What additional fees for volume trafficking do they charge?
3. Do they handle backups and emergency restores of the site?
4. How much space is included?
5. What is their performance and reliability ratings?
6. What features do they support (Perl, CGI, MySQL, FrontPage Extensions)?

OPTIMIZING YOUR DOWNLOADS

We discussed image size and how anything greater than 72DPI at a 1-1 ratio was wasted – but there are other files and images that can be optimized too. In addition any downloads for product that you create or link to can be compressed by packages like PKZIP to make the actual file

being downloaded smaller until it is 'unpacked' or expanded. For not only your customer's satisfaction but to minimize excessive bandwidth fees from a host provider it is a good idea to trim the fat wherever you can.

SECURING PAYMENTS

With the 'Eight Days to Cash' system we're concentrating on ClickBank products, so payment and fund transfers are pretty much handled seamlessly for you – but you may expand or start selling directly someday so understanding some of the behind-the-scenes aspects of how online payments are handled is a good thing to know.

First and foremost you should know that ANY time you are dealing with credit cards or online payments having a secure (https://) site is vital, and you should direct customers to NEVER enter data into a site that is not https or to click on links in emails to go to payment sites as this type of fraud is the most common. Setting up a merchant account, which normally entails a monthly fee enables you to accept credit cards – but other methods can allow you to accept cards online, such as signing up for services with <https://www.paypal.com> or one of the other online ecash programs.

No matter who you choose to go with or how you decide to accept payment be sure you know the answer to the following questions before researching your options:

1. What types of customers will you have?
2. How will your customers interact with your website?
3. How will you control their interaction?
4. How much in sales do you expect on a monthly basis?
5. Will profits justify costs?

MERCHANT ACCOUNTS

Many 'shopping cart' companies exist which simply provide online handling of funds in a secure environment – most of these still require you to have a merchant account, which is a specialized bank account which allows you to authorize credit cards. A few of the companies that support this include: 2CheckOut.com, Authorize.Net, Cybersource.com, and Verisign.com but a great start would be to try your local bank. Many banks (such as Bank of America, Washington Mutual, and Wells Fargo) now feature E-Commerce gateway solutions.

ECASH PAYMENTS

Besides merchant accounts there is a more common payment method on the web today called 'ecash' where direct cash transfers from a bank or holding facility occur to your account directly. These are easier to setup than merchant accounts but are not always as secure and can be seen as a hassle to customers at times. The largest of these is <https://www.paypal.com> owned and run by the network giant eBay but others exist as detailed below:

PayPal - Owned by Ebay	https://www.paypal.com
Ecount	www.ecount.com
eCash	http://www.ecashtechologies.com
ProPay	http://www.propay.com/
Paytrust	http://www.paytrust.com
PayByWeb	http://www.paybyweb.com
Western Union's MoneyZap	http://www.moneyzip.com

PAYPAL REVIEWED

Other than ClickBank's built-in payment system there may be no simpler method for accepting e-cash than PayPal. If your customer has an email address and a credit card or bank account they can send you money.

For the service and various guarantees PayPal charges a retailer thirty cents plus 2.9% of the transaction amount – comparable to the 5-6% most credit card acceptance companies charge, although you can lower these fees by signing up as a preferred customer or a PayPal Merchant.

Despite the simplicity and fairly low costs PayPal has its faults – for instance, it is near impossible to get a person to address issues and if their online forms fail you may find yourself on the line for a problem that was not yours to start with.

YAHOO PAYDIRECT

One of the major competitors to PayPal is PayDirect which operates much the same way as PayPal. Fees are similar (2.5% of the transaction and 30 cents each) and again they have preferred customer rates but only if your PayDirect payments exceed \$2,000 a quarter.

They also have a two-level security system – a Yahoo! ID and a Yahoo! Security key – both of which are required to use PayDirect and this is where things may break down. To order from you customers have to have or be willing to get both of these!

ECOUNT

Ecount has more features than many other payment services. It is actually a debit account that can be used both as a credit card and as an email-based payment system. Users place funds in their accounts, and then spend that money on the web or access the funds via an optional ATM/Debit card just as with any pre-paid credit card.

Advantages include the fact that there is no additional fee to spend money or purchase, although a two-dollar fee is applied when money is transferred from a credit card to an Ecount account. There are limits though since it is only accepted as a "MasterCard" and only within the continental United States.

With great security and privacy features (Ecount uses VeriSign's certificates to protect credit card info) as well as full access to contact information, a customer liability statement, and detailed privacy statements Ecount is a great option for fledgling businesses.

PROPAY

A great thing about this service is that you rather than your customers sign up at ProPay which is a big benefit since it prevents your customer from being hassled. Just as with credit card systems when you accept payment from a customer you go to the site and enter the email address and amount into a form, the customer then receives a payment request email with a unique URL on a secure page. They follow the link, fill in their credit card or check card information and payment is initiated. This is very similar to the system ClickBank employs and is one of the better approaches IMO.

ONLINE MERCHANT ACCOUNTS

In the ideal scenario you would simply open a merchant account and accept credit cards directly, doing the wizardry necessary to have shopping carts on your websites and protecting customer data etc. In reality startup businesses often do not have the resources or time to accomplish this – but what if you need to? Welcome to the world of tiered services customer billing environment! Companies like iBill (<http://www.ibill.com>) and 2Checkout (<http://2Checkout.com>) offer solutions that outsource billing and credit-card processing for a flat % of the sale price. You can either use their storefronts, or add pre-built functionality to your web sites to enable the e-commerce to attach to their secure servers.

In the case of 2Checkout there is a \$49 fee and then forty-five cents per transaction plus 5.5% - comparable to most merchant accounts and much easier to setup and maintain.

PROS AND CONS OF ACCEPTANCE: WHY USE CLICKBANK

As you've seen there are lots of things to consider if you deal with payment acceptance, and of course you also have to worry about keeping customer records safe, ensuring customers feel safe about giving you their information, and charge backs. All of these are good reasons why using ClickBank and its payment methods make sense.

SECURITY BASICS

Whether you host your site as a stand-alone server with a static or DNS IP address or go with having it hosted for you it's a good idea to understand a little bit of online security. First and foremost **PASSWORDS**. Never use a password that has part of your name in it, or a sequence of numbers (01, 02 etc.) and always try to include at least one uppercase and non numeric symbol in passwords. If you **HAVE** to write down a password keep it locked in a vault or safe. And most important of all: nothing is safe if it can be physically accessed! If you have a server that server can be stolen. If you have a safe and it's not bolted to the floor it can be stolen. Lock doors, lock up computers and password-lock all secure files if you want to be safe – that way even if you lose the hardware your valuable customer data is safe!

ALL ABOUT DOMAIN NAMES

Where do we start when we talk about domain names? Of course you know what you type into your browser when you want to visit a web page, and for the most part that is a 'domain name' more or less – at least so far as most people ever need or care to know! When it comes to the internet we always start with the 'friendly' name or 'domain name' that exists in English (or whichever language the country code for that domain demands) which we all recognize as being the address for the site. For instance www.clickbank.com or www.microsoft.com are both easily recognizable domain names that most of us have heard of or even visited - but what really IS a domain name and what's all the fuss about?

A domain name is really just the English-friendly name that you register with the w3c (www consortium) for your IP address. For instance www.goldwing-world.com links to a web site associated with its author, and is owned by that individual so you couldn't use that name since it is 'spoken' for, unless you were to buy it from him. Likewise many of the best site names may be taken already and even if they are available for sale might be worth more than their weight in gold.

In fact sales of domain name leases, or the 'right' to register and use the domain name have exceeded seven and a half MILLION dollars in the past – and even with the expansion of extensions like .biz and .net it is more than possible that even higher prices will be paid for the perfect name. Like those hard semi-clear stones that really are only good for cutting and etching the value is not what they are good for, but what they are USED for. And while diamonds may be a girl's best friend a good domain name

is an advertiser's way to riches and fame ... and maybe a few of those stones we were talking about too!

Many domain registration sites exist, called 'registrars' such as <http://www.DomainAbbey.com> they all basically do the same thing: they sell you or rather LEASE you a domain name. Most of them have tools which allow you to search for variations of names such as www.PLRights.com and then show you existing alternatives if that name is not available ... and as with all things in life compromise is necessary for most of us – just be sure to choose the best one you can, and then buy both it and any 'near' names (such as .org and .net renditions) that are available, just to ensure no-one else ends up riding your future success by creating a copycat site hoping to get some of your business through mistypes. Trust me, it's happened!

The group officially responsible for assigning domain names is called the Internet Corporation for Assigned Names and Numbers, or ICANN. It is they who are responsible for managing the DNS and controlling the root domain, as well as delegating the control for each top-level domain in a domain name registry. Each ccTLDs or "country code top level domain) is normally controlled by the government of a specific country but even then ICANN has a consultation role.

Technically domain names are never purchased but are 'leased' for periods of time in much the same way real estate or automobiles are, although significant amounts of monies are given to 'owners' of a lease to pry away juicy names that are considered valuable due to branding, advertising or search engine optimization rankings.

Some companies offer 'below cost' or even free domain registrations if you will agree to let them host your site for a period of years, much as the cell phone market often 'gives away' phones with their service knowing that they will make back the difference before the lease period is up.

Originally the structure of the web called for each sub-domain structure to follow a strict hierarchy where the type of organization would dictate what domain extension you held – for instance a .com or .biz address would ONLY be used for businesses of a commercial nature, while .net or .info would be for organizations of a teaching or informational bent – unfortunately the idea while sound enough was never really enforced just encouraged and as such site operators who wished to have memorable addresses would register with the .com extension even if they didn't sell goods or match the appropriate structure.

In the early days of domain registration this and other trends such as sub-domaining led to what was considered abuses by established companies with trademarks rights in the form of 'cyber squatting' in which a domain name that technically was a trademark word would be purchased and 'held ransom' until or unless the company bought it out. To help restrict this laws and policies have been enacted to allow for forcible transfer in certain instances but at times even these rules were misused and perfectly legitimate site owners had their sites hijacked just because the generic wording of their name came too close to a trademark in some context, or the use caused a fan to protest.

Since there are so few one-word .com domains an interesting trend has been to make use of top-level domain as a part of the web site title such as spelling out www.del.icio.us.com (delicious) but such trickery (commonly referred to as a domain hack) rarely is effective since while it is easy to remember the word delicious it is hard to remember where the periods go. Unconventional domain names have also been used to create some novel and rather interesting email addresses such as J@m.es.com where the www.mes.com (of Spains .es domain) is used to 'spell out' the name James as part of the email address itself.

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Buying and selling domain names is a job in and of itself now, and is called "Domaining" and those who work the job are known as domainers. The people who sell a value estimation of a web site are simply appraisers ... a task which can be much harder than the name would imply since domain names such as www.Business.com have been appraised and sold for as much as seven MILLION dollars.

And as with all things of value domain names can be stolen at times – the most notorious such event being the forged transfer instructions for www.sex.com that resulted in losses of millions of dollars per month of advertising revenue to the rightful owner daily and from which two separate lawsuits arose: one against the thief and one against the registrar.

All of this is interesting but the key point is simply this: the domain name ITSELF, separate from any content or business associated with it has value, if only the value of the registration fee itself. In the real world however the fair market value of a domain name can range upwards of eight or nine million dollars – caveat emptor be damned!

Another interesting aspect of domain names is "Intercapping" – where capitals are used to make differentiations such as InterCapping vs. interCapping etc. – this normally works fine since DNS is not case sensitive, but some names can be misinterpreted when converted to a lowercase by the reader if not the system. For instance WhoRepresents in lowercase is more likely to be read as whorepresents (whore presents) which is NOT the type of name the guild of agents and artists who registered the domain had in mind when they chose that name!

Other classic examples of lack of foresight in choosing a domain name include therapist finder could be presented as Therapist Finder without a problem (the rapist finder) and PenIsland is perhaps a disappointment to the many would be porn-site searchers who thought penis land was just a

click away! To avoid these types of problems liberal use of a hyphen is recommended. And yes, even geeks can fall victim to this sort of problem, as attested to by the change from ExpertSexChange to Experts-exchange for the domain name belonging to the web site of a long-standing group of programmers. Misinterpretation due to Intercapping can lead to legal issues too – as was seen when StealThisEmail.com was threatened due to the belief that StealthIsEmail infringed on a trademark to the word stealth held by Leo Stoller.

WHAT'S IN A NAME: GETTING A SUCCESSFUL DOMAIN

To register a domain as your own is quite simply, it involves going to any number of registration companies called 'registrars' and searching for an available name, then once deciding upon one that is available paying a yearly fee which can be prepaid for several years in advance to reserve the name. Once done you are given the details of the name's registered lookup address to provide to your host provider or in many cases such as with www.DomainAbbey.com and of course with SBI! and other hosting companies they will register and manage the domain name in the DNS lookup tables for you.

If a name you really want is already taken you can use tools like the who is tools found on www.DomainAbbey.com to find out who the registered owner is and make them an offer for it ... although many times the better domain names are worth many thousands of dollars even if the site itself has no value. Use of hyphens and careful and clever use of synonyms and dictionaries can also be of invaluable use in the brainstorming phases of such difficult but vital efforts – but I cannot imagine trying to find a domain name without taking advantage of the suggestion wizards sites like domainabbey.com offers. They get 'keywords' from you, your name

and location and then offer hundreds of available options that they think may tickle your fancy. Often that is all that they tickle, but even then they can lead to that sudden moment of lucidity when the perfect name comes clearly to your mind – and you have only to see if it is still available!

Despite my comments on how easy it is to get a domain name I cannot stress enough how important it is that you not leap at the first available opening – be certain that you have thought out all the permutations and have exhausted all better options as being not available before committing to a name that may be hard to remember, type or too 'busy' for a user to want to enter it more than once. A domain name like www.god.com for instance is clearly going to be a site about God ... while a site named www.christianstuff.net may not have anything to do with God, Christianity or even religion and most people would reason that out from the name itself. For this reason you don't want to pick a name that has little to no bearing on the goods or services that you are going to be marketing.

Since we are focusing on Clickbank products for your Eight Days to Cash site business ventures, "how to" books and information should be the keywords you would focus on, so a domain name like www.knowledgeseller.com or www.knowledgeseller.info where you focus on supplying information with links to related ClickBank landing sites for available products at various points would be a great domain to own.

CHOOSING A REGISTRAR

If choosing the name is important selecting a site to reserve it or host it is a close second. One of my personal favorites due to its fair pricing, host of free tools and wide range of available options is www.domainabbey.com but the following list, which barely touches the surface of the available registrars all have their benefits:

www.NetworkSolutions.com

www.Register.com

www.WebsitePalace.com

There are many links and articles that talk about the skills and techniques necessary to find and reserve a good domain name, but it really all boils down to being patient, using the available tools and waiting to find just the right fit for your needs. If for instance you love the domain name www.PLRights.com but it's been taken try variations around the same theme such as www.MorePLRights.com or www.PLRight.com and all the derivatives such as .net or .org as well. If you find a domain name you really like but aren't certain is 'it' go ahead and reserve it for the years fee but keep searching for that perfect name ... that way the name is not snatched out from under you while you search, and you'll only be out twenty to thirty dollars or so ... less if you go with a discount domain registrar like websitepalace or nameboy!

Some good articles and information about domain naming techniques can be found at some of the following sites:

<http://www.internic.net/> THE source for all public information regarding domain name registration and registrars.

http://en.wikipedia.org/wiki/Domain_name The online encyclopedia of knowledge's

<http://www.checkdomain.com/> An interesting site which even allows wireless device access via wap.checkdomain.com

SELL YOURSELF, OR WHAT YOU KNOW

In the normal business world the key is location. Online it's supposedly your domain name and the 'click through rate' (CTR) of your advertisements – but you know what is really the most important key to success whether you are selling product in a regular store or online? Knowing what your strength are and using those strength in the best manner possible. If you can write program code like there is no tomorrow then selling software and custom-tailoring it for a fee makes excellent sense. If you can MANAGE software developers and have great people skills then hiring one of the afore-mentioned person or persons and establishing the same business also can work. But if you are a perfectionist who can't stand to ship or sell a product unless it is beyond reproach and hates to change something once it meets your vision of excellence, well – software is not the field for you!

Business courses in college teach skills, but if you don't have an aptitude then even if you HAVE the skills to accomplish a goal you may not enjoy the task – and if you don't enjoy something you won't do as well at it as you will when you are having fun AND have the necessary skills. You can learn how to handle receiving and accounts payable, how to manage refunds and security how to market your products etc. – but do you know if you enjoy those tasks? Or if you're the type of person who is any good at them?

ASCERTAINING YOUR APTITUDES

For many years aptitude tests have existed that can help you determine your personality profile, your tendencies and mental acumen. Strangely enough few people seek out such tests to learn their I.Q. and what interests them – they just blindly choose career paths and goals in life based on what appears to them to be the current hot trend, and then they wonder why they are stuck in ‘dead end’ jobs that they hate surrounded by people who don’t appreciate what they are capable of. I think there is nothing that is more important when a person is either starting out or changing their career path than taking a personality and career self assessment. After all as the old saying goes – you can’t fix what you don’t know is broke, and perhaps even more importantly you can’t take advantage of a skill you didn’t realize was rare or exceptional.

MUMBO-JUMBO SCIENCE

Some people believe the psychology and any study of human characteristics is all ‘mumbo jumbo’ and doesn’t apply to them because everyone is different and unique – but just because you are different, just like everybody else doesn’t mean that certain characteristics and laws of physics don’t apply to you too! Anyone who has given a fair shake to a quality assessment test has to admit that 80 to 90 percent of the report fits them to a proverbial “T” ... and the scary part is that the other 10-20 percent may be just as fitting, we just don’t want to acknowledge it!

The modern assessments are all based on two basic methods: the Myers-Briggs and the Keirsey.

MYERS AND BRIGGS

The purpose behind the assessment was to create a way to express the theory of C.G. Jung's psychological types in a manner which would be understandable and even useful for everyday laymen. Jung believed that much of the seemingly random behavior was really the result of ordered and consistent values as interpreted by the 'filters' of peoples perceptions and judgment methods. Since a blind man cannot see and deaf people cannot hear even though they learn of the concepts they will never utilize or understand nuances of those senses that someone who is gifted with them will – similarly due to differences in our natural perceptions Jung believed that different people could come to different conclusions and Isabel Briggs Myers and her mother Katharine Briggs decided to take these insights and create a chart of the various 'types' of filters that most people have and place a structured test that would measure those filters to determine what 'personality types' different people have. The resultant Myers-Briggs Type Indicator® (MBTI) has since proven highly effective in identifying the four dichotomies specified or implicit in Jung's theory.

From their findings and in developing the MBTI they discovered that there are essentially sixteen unique personality types that most people will fall into. By asking questions such as the following from the MBTI ® Manual they can (provided the person answers truthfully) ascertain which of the sixteen categories that person falls into with an amazing degree of success. Sample questions include:

Do you prefer to focus on the outer or your own inner world?

Do you prefer to focus on basic information observe or do you prefer to interpret and add meaning?

When making decisions, do you first look at logic and consistency or at the people and special circumstances?

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In dealing with the outside world, do you prefer to get things decided or to stay open to new information and options?

These and many other question like them help the MBTI to ascertain your personality type, which can then be expressed as a four-letter code as detailed in the 'type table' below:

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ISTJ	ISFJ	INFJ	INTJ
<p>Quiet, serious, earn success by thoroughness and dependability. Practical, matter-of-fact, realistic, and responsible. Decide logically what should be done and work toward it steadily, regardless of distractions. Take pleasure in making everything orderly and organized – their work, their home, their life. Value traditions and loyalty.</p>	<p>Quiet, friendly, responsible, and conscientious. Committed and steady in meeting their obligations. Thorough, painstaking, and accurate. Loyal, considerate, notice and remember specifics about people who are important to them, concerned with how others feel. Strive to create an orderly and harmonious environment at work and at home.</p>	<p>Seek meaning and connection in ideas, relationships, and material possessions. Want to understand what motivates people and are insightful about others. Conscientious and committed to their firm values. Develop a clear vision about how best to serve the common good. Organized and decisive in implementing their vision.</p>	<p>Have original minds and great drive for implementing their ideas and achieving their goals. Quickly see patterns in external events and develop long-range explanatory perspectives. When committed, organize a job and carry it through. Skeptical and independent, have high standards of competence and performance – for themselves and others.</p>

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ISTP	ISFP	INFP	INTP
<p>Tolerant and flexible, quiet observers until a problem appears, then act quickly to find workable solutions. Analyze what makes things work and readily get through large amounts of data to isolate the core of practical problems. Interested in cause and effect, organize facts using logical principles, value efficiency.</p>	<p>Quiet, friendly, sensitive, and kind. Enjoy the present moment, what's going on around them. Like to have their own space and to work within their own time frame. Loyal and committed to their values and to people who are important to them. Dislike disagreements and conflicts, do not force their opinions or values on others.</p>	<p>Idealistic, loyal to their values and to people who are important to them. Want an external life that is congruent with their values. Curious, quick to see possibilities, can be catalysts for implementing ideas. Seek to understand people and to help them fulfill their potential. Adaptable, flexible, and accepting unless a value is threatened.</p>	<p>Seek to develop logical explanations for everything that interests them. Theoretical and abstract, interested more in ideas than in social interaction. Quiet, contained, flexible, and adaptable. Have unusual ability to focus in depth to solve problems in their area of interest. Skeptical, sometimes critical, always analytical.</p>
ESTP	ESFP	ENFP	ENTP

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<p>Flexible and tolerant, they take a pragmatic approach focused immediate results. Theories and conceptual explanations bore them – they want to act energetically to solve the problem. Focus on the here-and-now, spontaneous, enjoy each moment that they can be active with others. Enjoy material comforts and style. Learn best through doing.</p>	<p>Outgoing, friendly, and accepting. Exuberant lovers of life, people, and material comforts. Enjoy working with others to make things happen. Bring common sense and a realistic approach to their work, and make work fun. Flexible and spontaneous, adapt readily to new people and environments. Learn best by trying a new skill with other people.</p>	<p>Warmly enthusiastic and imaginative. See life as full of possibilities. Make connections between events and information very quickly, and confidently proceed based on the patterns they see. Want a lot of affirmation from others, and readily give appreciation and support. Spontaneous and flexible, often rely on their ability to improvise and their verbal fluency.</p>	<p>Quick, ingenious, stimulating, alert, and outspoken. Resourceful in solving new and challenging problems. Adept at generating conceptual possibilities and then analyzing them strategically. Good at reading other people. Bored by routine, will seldom do the same thing the same way, apt to turn to one new interest after another.</p>
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ESTJ	ESFJ	ENFJ	ENTJ
<p>Practical, realistic, matter-of-fact. Decisive, quickly move to implement decisions. Organize projects and people to get things done, focus on getting results in the most efficient way possible. Take care of routine details. Have a clear set of logical standards, systematically follow them and want others to also. Forceful in implementing</p>	<p>Warmhearted, conscientious, and cooperative. Want harmony in their environment, work with determination to establish it. Like to work with others to complete tasks accurately and on time. Loyal, follow through even in small matters. Notice what others need in their day-by-day lives and try to provide it. Want to be appreciated for who they are</p>	<p>Warm, empathetic, responsive, and responsible. Highly attuned to the emotions, needs, and motivations of others. Find potential in everyone, want to help others fulfill their potential. May act as catalysts for individual and group growth. Loyal, responsive to praise and criticism. Sociable, facilitate others in a group, and provide inspiring</p>	<p>Frank, decisive, assume leadership readily. Quickly see illogical and inefficient procedures and policies, develop and implement comprehensive systems to solve organizational problems. Enjoy long-term planning and goal setting. Usually well informed, well read, enjoy expanding their knowledge and passing it on to others. Forceful in presenting</p>

their plans.	and for what they contribute.	leadership.	their ideas.
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KEIRSEY

A related exam called the Keirsey Temperament assessment was created after David Keirsey was introduced to the MBTI test and noted that while useful and accurate it did not quite cover all of the human condition in that while detailing the type of intellectual methods and insights a person might have it did not really indicate what type of PERSON that individual might be. While closely related to the MBTI there are some major differences between the two questionnaires and the results of both are best taken together to get a full and accurate assessment of a person IMO.

Keirsey like Myers Briggs stood on the shoulders of giants only rather than Jung he traced his concept back to the ancient Greek Hippocrates who had proposed the concept of four 'humors' or temperaments which he called "Sanguine, Choleric, Phlegmatic and Melancholic." Published in a groundbreaking book Please Understand Me in 1978 he found that combining "Sensing" with the perceiving functions (SP and SJ) and iNtuition with the judging functions (NF and NT) the results were very similar to the aforementioned four humors. To make the concept more understandable and useful however he renamed the humors to "Artisan, Idealist, Rational and Guardian" when he published Portraits of Temperament in 1987.

Keirsey believed that everyone can be both observant and introspective. When physically sensing the world through touch, taste, smell etc. they are being observant, but when they reflect or pay attention to thoughts they are introspective. He further felt that you cannot do both at the same time and that the degree to which people switch back and forth

between the two (multi-tasking) has a direct effect on their behavior. In his assessment he breaks down the personalities not into 16 distinct types but into four 'rings' or tendencies.

From Keirsey's beliefs those who were more observant were more 'real' or 'down to earth' than those who are more abstract or 'otherworldly' who he found tended to focus on global issues. This was his Sensing and Intuition groups ... Keirsey used different words like pragmatic or "Rational" vs. Idealists, and cooperative or "Artisans" rather than Guardians but the results were not at all in conflict with the MBTI but rather seem complimentary – as one would expect.

The Temperaments

The four temperaments which Keirsey defined were:

- **Artisans:**
These are the observant and pragmatic types, typically Composers, Crafters, Performers, and Promoters are the role variants seen in this temperament. The greatest strength is seen as tactical variation, the most developed intellectual skill is either expediting or improvising.
- **Guardians:**
The observant and cooperative types, associated with the Protectors, Inspectors, Supervisors, and Provider role variants. They typically seek membership or belonging and have strong feelings of responsibility and duty. Their strength is logistical intelligence and they often excel at organizing, facilitating, checking, and supporting.

- **Idealists:**

These are the introspective and cooperative of which the role variants include the Healers, Counselors, Champions and Teachers. Seeking meaning and significance they seek their own unique identity. Of foremost is their diplomatic intelligence, and with it they excel at clarifying, unifying, individualizing, and inspiring.

- **Rationals:**

These types are the introspective and pragmatic ones whose variants include Architects, Masterminds, Inventors and Field marshals. They tend to seek control over themselves and others, and focus on their knowledge and competence. Their greatest strength is strategic intelligence and they tend to excel at logical investigation such as engineering, conceptualizing, theorizing, and coordinating.

The Eight Roles

There were eight 'roles' postulated in Keirsey's method which he determined to be the following:

- **Operators** are observant, pragmatic, and directive. **Crafters** and **Promoters** are the two role variants of the directive Artisans.
- **Entertainers** are observant, pragmatic and informative. **Composers** and **Performers** are the two role variants of the informative Artisans.
- **Administrators** are observant, cooperative, and directive. **Inspectors** and **Supervisors** are the two role variants of the directive Guardians.

- **Conservators** are observant, cooperative, and informative. **Protectors** and **Providers** are the two role variants of the informative Guardians.
- **Mentors** are introspective, cooperative, and directive. **Counselors** and **Teachers** are the two role variants of the directive Idealists.
- **Advocates** are introspective, cooperative and informative. **Healers** and **Champions** are the two role variants of the informative Idealists.
- **Coordinators** are introspective, pragmatic and directive. **Masterminds** and **Field marshals** are the two role variants of the directive Rationals.
- **Engineers** are introspective, pragmatic and informative. **Architects** and **Inventors** are the two role variants of the informative Rationals.

COMPARING THE MBTI AND KEIRSEY TEMPERAMENTS

There are several key differences between the two methods – the biggest being that Myers was focused on how people think and feel, while Keirsey was concerned more about how they behave. This is reasonable since as Keirsey noted you cannot 'directly' observe how a person thinks or feels, but you can watch their behavior and actions and thus determine without relying on their potentially false input what their temperament is. Another difference lies in the fact that Myers used a linear four-factor model and Keirsey a field theory model in the descriptions 'intellectual vs. real world'

in other words. And of course the two methods place different emphasis on different dichotomies and preferences.

In my opinion as a layman who has taken both tests I find value in each, and true value in taking the two and comparing the results. To me the MBTI tells me who I THINK that I am and want to be, while the Keirsey tells me what my actions are stating to the world who I am. Somewhere between the two lies the truth: WHAT I am, and it is that information which is useful to me.

USING THESE FACTS

So very interesting you say, but what has any of this to do with my earning cash on the internet? Ah grasshopper, if you only realized! Focusing on what you know best and are best suited to is the surest way to success, while trying to work with and on things that you may have the skills to succeed at but find tedious while not guaranteeing failure can certainly contribute to it. I recommend taking these tests and being sure you focus your Clickbank site on articles and products that you can wholeheartedly support and enjoy because that is what will not only make you rich but will make you happy as well.

PERSONALITY PROFILES

A SHORT DESCRIPTION OF THE MYERS-BRIGGS AND KEIRSEY METHODS

<http://developers.sun.com/toolkits/articles/desc.html>

CAREER & SELF ASSESSMENT WEB SITES:

One excellent (but not really free) resource is found at <http://www.assessment.com> - they have a wonderful and straightforward query tool to gather very detailed personality and skills data and place you with specific abilities and tendencies that can easily be mapped to various jobs. A portion of the summary is available for free, with the full report available for \$20 but the best choice is the \$39 "job seeker" choice that also maps your skills and assessments to specific jobs.

A totally free and similarly structured test that will provide you the "Interest profiler" scores without the depth or explanations available above can be found at <http://www.ioscar.org/tx/assessment/samenu.asp> as well as a "Work Importance" locator – this is similar in structure and the 181 questions provide some fairly specific interest tendencies without any personality or skill-based insights. Very useful for obtaining scores that can be used to isolate job areas and training required.

FREE TEMPERAMENT ASSESSMENT:

<http://712educators.about.com/qi/dynamic/offsite.htm?site=http%3A%2F%2Fkeirsey.com%2Fcgi-bin%2Fkeirsey%2Fkcs.cgi>

Provides a free dependent assessment to see what "personality type" you are. I came up as an "idealist" which seems appropriate from other Keirsey and Myers-Briggs test results I have taken.

INTEREST PROFILER

(Free) on <http://www.ioscar.org/tx/ip/ipscore.asp?riasec=9,11,18,4,3,0> shows jobs at which you would probably excel.

SET FOR SUCCESS: CHOOSING A BUSINESS MODEL

Business is a science – and fortunately for you one that has been around so long that many a book and website exists telling you ALL the in depth and dirty details. But it's not simple, and starting off wrong can eventually lead to a very difficult and painful restart so it's a good idea to consider carefully right up front how big you could become and what model you should have then so you can prepare it now.

Of course in this day and age science is considered almost a religion – dare to question what 'the high priests' say and you will be shunned or worse yet: excommunicated! I say lighten up – the barest fact of all is that business is simple. You have more than you need of something and so does someone else – you both could use or want some of what the other has ... depending on who wants or needs the others goods the most depends on what kind of deal you'll work out but the outcome is pretty much cut and dried. That is business in a nutshell, the rest is all appearances and smoke and mirrors.

Not that even in science there isn't room for smoke and mirrors! Just try having a laser show without them, hmm? As with anything presentation is almost as important to success in business as in love. One of my favorite actresses, Charlize Theron would NOT have caught my eye at all if I had only seen her as she appeared in the 2003 movie "Monster" – and

yet I believe her to be one of the truly great beauties of our age. How you dress up, clean up and present you business and yourself is vital to how much success you will have.

In this section we'll discuss a few aspects of that – in particular the traditional business model (ala the physical and legal organization of your company) and the 'new' business models now being touted about which are in my opinion really just misplaced business PLANS that have been relabeled and moved to the Business Model by paper-pushers who can't seem to leave anything alone long enough for it to put down roots.

WHAT IS BUSINESS?

You knew I'd start here didn't you? As I've intimated before business is really at root very simple: getting something for something else, preferably getting something for almost nothing is the goal of any 'business' transaction. Trade or theft if you will is what business is all about (g) ... put in more modern terms business is "a company or organization that buys and sells goods, makes products, or provides services." Of course if you can't do that and make a profit you won't stay business very long so there are a few more aspects to it then that.

If you believe in the Christian faith then business is as old as mankind himself, when Adam gave up a rib for what has arguably been the best trade of all times: a woman who may have turned out to be a pain in his side but also help start the human race as we know it and brought pleasure and company to his life when God was not around.

If you are not of a religious nature then it may interest you to know that thousands of years before Christ women in Babylon ran their own businesses and as far back as man has kept recorded history the first documentation was of goods and events (services) considered to be of

'value' such as the number of animals slain by a particular hunter, or the number of jugs of wine given to a Lord as a present. History has been full of businesses and to know what works and what fails and more importantly why all you really have to do is study a little bit and apply the underlying human elements to the current trends and products. Times and goods may change but people don't – and THAT you can take to the bank!

SO WHAT IS A BUSINESS MODEL?

During the past decade the concept of a 'business model' has become very popular, and with the advent of new types of business thanks to the Internet new models have had to be created. In 2002 researchers on the web found 107,000 references to the term, in 2004 over 2,130,000 references were found but in the vast majority of these sites an actual definition of what the term means is not found! Despite the fact that choosing the correct model can make or break a business, and that so much conversation is being done about it most people just assume you know and understand what a 'business model' is. Simply put a business model is a definition and a plan for the day-to-day management and structure of an organization. To be effective said model should:

- Specify what is valuable about the business
- Identify what market segment they are in
- Define the structure of the company in both
 - Revenue generation and
 - Management structure
- State their strategy

In short a business model is what a business plan defines and helps to create. But in more down-to-earth matters you also need to define what TYPE of business structure (number three above) you wish the company

to follow – and that in particular means making a decision even prior to creating a business plan. For this aspect of a Business Model we are referring to one of the types of legal structures that a commercial organization can choose under which to run the business. The three most common types of models in use today include:

- Sole proprietorship
 - This is a typical 'one-person' business that is registered just under your name, possibly without even having a separate tax I.D. but just with your Social Security Number. If you every take photographs, do writing or even mow lawns for pay then you technical own a 'sole proprietorship' business already.
 - Problems with this type of business is that you are personally liable for any debts or obligations or lawsuits – for that reason it might be best to consider another business model for your online web site.

- Corporation
 - Being a corporation means that you have set your business up as an independent legal entity from you and anyone else who owns or manages it. This can complicate some things since the corporation not you 'owns' the assets and income and you have to work within certain legal requirements but provides a buffer and protection from possible litigation and accrued business debt that more then makes up for any hassles of starting or running a corporation.
 - Another important thing to know is that corporations do not end when an owner dies or sells the company – as an independent entity it can continue until it is disbanded.

- Limited liability company

- LLC's are similar to corporations in that they allow personal liability protection and share a tax structure similar to corporations or partnerships but are easier to run than a corporation. A bit more difficult to set up but easier to manage than corporations, and LLC is ideal if you want simple day to day management, may take on partners but need protection from potential personal liability.

If you don't choose you automatically choose "Sole Proprietorship" which as you see has its pros and cons but for the sake of our "Eight Days to Cash" using Clickbank is a reasonable model – an LLC is a better choice if you know up front you will be branching out and may take on partners someday however.

LEGAL ADVICE

I'm not big on paying others to do things I can do myself, but when it comes to setting up businesses I've found it is often worth a couple hours of a lawyer's time to make sure all the proper forms and requirements have been met – if you are going to form an LLC or INC it will be almost a necessity to see a lawyer about at least some of the details, otherwise you can probably handle it on your own but don't hesitate to take advantage of online forums and discussion groups from other small business owners who have been where you are going already. Better to ask around up front than get stuck in a rut that everyone else knew about!

The Definition Defined

The current technical definition of a business model is "A conceptual tool defining various aspects of business and their relationships, allowing an expression of a business plan or outlook for a specific firm." This sounds a lot like a business plan, and actually the two go hand in hand, or should – one driving and reinforcing the other. But part of the business model that is defined and important is the physical and legal structure that the company undertakes in pursuit of earning an income, which is not vital or a part of a business plan as such.

The concept of a business model is actually fairly recent, becoming popular only in the late 1990's due in large part to changes in the IT, Telecom and related high-tech industries that occurred when costs dropped and new methods of handling data became so commonplace that entire industries began to flounder and lose their way in what had seemed a stable and long-term business venture. Naturally for executives and managers who have to have buzzwords and ways to discuss simple things like "what's our long-term strategy" a special term and policy had to be created to define and understand this difficult and all-so important 'new' finding and thus the business model was formed.

For my part anytime I can summarize three pages of detailed information into a sentence such as "Changes in society and business have caused what was traditionally part of the business plan to be incorporated into the long-term strategy and physical model, now referred to as a business plan" I begin to feel that what I am reading if scraped from my shoe would bear strong resemblance in smell to the leaving found in certain pastures where bulls not of the wall-street kind have been known to reside!

Not that I am in any way decrying the importance of having and updating a business PLAN which is where I think most of the important details now

referred to as part of the “nine building blocks of a Business Model” you can find so much talk about today belong – but as far as you and I and Eight Days to Cash are concerned the important thing about a business model is not the details you will have written out in your business plan, how you structure you politics and long-term strategies etc. but the legal model you choose under which to run your business.

EVERYTHING OLD ...

When it comes to old saying this is one of my favorites – everything old is new again! And how pertinent to today and business models is that statement: the concept of having a firm business model and plan is the MOST useful for a new or starting business. It is essential that new businesses establish good avenues for things like customer feedback, self management, guidelines for growth and perhaps more importantly defined limits to know when to pull out.

Back in the early 2000’s many ‘dot commers’ lost their millions because they found that their business plans didn’t work and the business became to fail. A few smart ones like Mark Cuban sold while still ahead of the game, others like Google™ managed to correct their plan and forge on to greatness, but the vast majority shattered and fell like a crystal chandelier in a target range.

If a more vital proof that current and constantly updated business plans and a clear business model are necessary for ongoing success can be pointed to I cannot think of it. And yet still today most beginning businesses do not have nor believe the need a business plan nor have they considered whether their business model is best for their growing business. But when you start your “Eight Days to Cash” you’ll be planning ahead to the NINTH day from day one – and when that day comes you’ll

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be smiling and picking up the pieces of the others broken chandeliers as you go past to success!

PUT YOUR BEST FACE FORWARD

In the last section we talked a little bit about how important appearances can be, and why you want to present a polished and professional appearance to make the best impression possible. In this section we're going to elaborate on that some and give some actual examples of how you can implement steps and actions that will allow others to perceive you as a trustworthy and reliable source for the goods and services they need.

LOOK SUCCESSFUL, BE SUCCESSFUL

It's an old adage that to be successful you have to LOOK successful. It's as true today as it ever was – and a huge portion of starting out right and being set for success in an online world is in the look and feel of your web site. Not only will this be vital to your marketing success but it says something about you not just as a person but as a business entity. Are you serious and dedicated or maybe just a little playful? Do you care more about content and getting your message across or do you share equally the concern of usability and aesthetics?

Customers will notice if you are just showing off with flash presentations and animations that are not vital to the message, especially if they have to wait on them to download. Using non-standard fonts and unique approaches to layout are fun the first time or two – but repeat visitors will become annoyed. To look successful your sites need to be clean, download quickly and be neat in appearance.

PERSONAL APPEARANCE

With an online business your personal appearance will normally not be an issue – but I’m still going to mention some facts you should be aware of. Did you know for instance that when you first meet someone they form an opinion of you in the first THIRTY seconds? And worse yet the opinion they form will never fully change. You can modify it, change it or ‘rectify it’ in their mind but they will always FIRST remember their first summary of what they thought you were.

In fact it’s worse then that – they don’t just form an image of you, they create a whole list of suppositions based on that impression: all in thirty seconds. Studies by psychologists have confirmed that the average person will have a tentative impression within thirty seconds of someone that encompasses their:

- Educational level
- Career competence and success
- Personality
- Level of sophistication
- Trustworthiness
- Sense of humor
- Social heritage

So what do they base all this on? It’s almost entirely visual, your clothing, your hairstyle, your bearing and physical mannerisms, the way you smile or acknowledge them as well as any nonverbal communications you are putting out all influence the decision they make about who and what you are. And as we stated these impressions last ... the term is called the ‘halo effect’ and it will color all future dealings with you, good or bad.

Want another shocker? How you look effects how YOU think about yourself too! Even if you do not actively seek yourself out the average person sees themselves in mirrors or reflections approximately fifty to sixty times every day, and how you look can change your mood and opinion of yourself in substantial ways.

PUPPET MASKING

By now you're probably rolling your eyes and saying "yeah but so what? I'm not going online via video camera on my web site you know." It brings to mind the Dilbert® puppet series when he was video-conferencing – you of course feel that so long as your web site is presenting the right image what you look like isn't important unless you are physically meeting someone, right? Yes and no ... who and what you are includes how you look and how you treat yourself. With "Eight Days to Cash" we not only want you to make money on the internet, we want you to SUCCEED at business, and successful people become successful because they believe in themselves. Part of believing in yourself is making changes to improve yourself and being honest with yourself. Don't hide behind a puppet or a web page – be the person you want to be for real and it will show in every aspect of your life, including your web site, your business letters and proposals and your business and marketing plans.

DOTTING THE I'S

Now back to the business: having chosen a business model you are now prepared and probably should go ahead and create at least a quick business plan that details your plans for at least one year. At this point you are ready to obtain any DBA (do business as) or State Tax ID's that

may be required and set up shop with city hall. This is one time when starting out with the right foot is definitely recommended! Even though a sole proprietorship can use their social security number as a tax ID and you can probably run a ClickBank website without any special permits or forms it's better you hear that from the country clerk (preferably in writing) up front then have to explain to a tax court several years down the road why they shouldn't be bothering you.

There are many excellent resources on starting small businesses, and since we fully expect you to expand and continue your success after completing the Eight Days to Cash program it may be wise to review other business startup documents and eBooks in addition to this one to see if you are taking full advantage of all the possibilities presented to you. Part of doing things right is knowing what options are available to you and only you can fully determine that since it is you who knows what you are capable of!

PIXEL PERFECT

Of course when we think images that we portray our first thought is probably of pictures and photographs. In particular with computers that will translate to online images on your web site, so let's spend a few more moments going over some of the facts we touched on earlier about image size optimization for downloading vs. the way to ensure quality is not compromised.

PROFESSIONALS WANTED

Sometimes you can save a lot of money by doing things yourself – but there are reasons we pay surgeons to cut into us, reasons we have to at least have electrical and plumbing work certified by licensed professionals

and reasons that photographers carry all that equipment and can charge as much as they do for their services. To get professional quality results means having knowledge of at least a few basic aspects of photography and advertising. Having a quality camera and decent lighting isn't enough if you don't know how to use them or don't have a proper setting in which to fully take advantage of their capabilities.

SECRETS REVEALED

As a part-time photographer I have many of the skills necessary to do my own photographs of goods and services I sell on my sites, and most of them I actually learned in classrooms and online training so consider this a 'freebie' as part of the Eight Days to Cash package. There are secrets to taking good photographs that anyone can apply that will greatly enhance the likelihood of getting good results. I'm going to share a few of them below:

- Always use the best equipment you have available to you even if you have to borrow it.
- Use natural sunlight where possible, reflected from a white cloth or sunscreen.
- Take shots at, above and below the F-stop settings and speeds you think best, this is called "Bracketing" the exposure (Note: if you aren't using a camera with F-stop and speed controls go buy or rent one – you're wasting your time otherwise).
- Always take at LEAST three shots at each setting varying the focus depth in each to allow cropping if necessary.
- If using conventional film have a "proof sheet" of the negatives made before any prints are made – this will allow you to use a magnifier and find JUST which images you wish to print saving you a ton of money.

- Most print shops can create digital images for you now when the negatives are developed and place them on CD – this is well worth the extra cost and is recommended.

USE WISELY

A good shot can be used in many unexpected ways – I've used otherwise useless images of a landscape or discolored water scene as backgrounds for some great custom work before – star fields from the public domain also can make great backgrounds or accent images. Pictures that you may not have any use for on your website may work great on letterhead or envelopes to help set a mood or convey a feeling. Start really looking at postcards, screen-savers and other images around you and you may be surprised at how ordinary scenes taken out of context or from an unusual angle can create a certain mood within you. A smart business man will take advantage of this fact once he realizes it ... and we know you're smart since you're reading this eBook!

Another important aspect of using images wisely is to NEVER use any image you do not have full rights to. Lifting an image you think is public domain or that is freely available can lead to legal difficulties and even lawsuits – hiring a recreation and copyrighting it yourself while an additional cost will avoid such problems and will make your site unique.

COPYRIGHT DETAILS

There is a lot of confusion when it comes to copyrighting, but the simple fact is that by putting all your images and documents from your website (or any that you wish to copyright for that matter) onto a CD and paying a small fee to send it to the copyright office of the US government, whose website is available at <http://www.uspto.gov/>

The procedure is simple enough and fees can be as cheap as \$35 so taking the time to ensure your images are protected is well worth the time and effort. There is even a phone number you can call for information and assistance at: 202-707-3000

Some details on what the copyright terms are and what is and is not considered public domain can be found at the USPTO website at http://www.copyright.cornell.edu/training/Hirtle_Public_Domain.htm as well and are highly recommended but here is the history and all the details about copyrighting photos that you take that you should ever need:

COPYRIGHT HISTORY AND INFO

The current comprehensive copyright laws took effect in 1978 and include publishing, distribution and photocopying any copyrighted work without the creators permission or 'license' as a legal offence. Technically the moment a shutter is pressed, provided the image being photographed is itself not protected by trademark or copyright the photographer 'owns' the copyright for that image. The only exception is employees where the company has a contract giving it rights to the work in question PRIOR to the image being taken – otherwise a license or permission would be required.

You cannot copyright a concept or any work that has "no artistic" merit, it must be "an original work of authorship" in other words – so for instance you can't copyright a phone book or a list of names, but you possibly could copyright a list of names done in calligraphy ...

The reason behind the law was the copying machine so registration of items for copyright was actually setup with magazines in mind to prevent

republication of stories and images from existing works, however the reason to register your work is that without registration the burden of proof is upon you and all legal costs will have to be handled by you without hope of punitive damages they will not be out any more if caught then to license it originally. However if you can prove registration prior to the infringement then you can be compensated both your legal fees and punitive damages of up to one-hundred-fifty-thousand dollars per image that was infringed upon.

Even though any work whether labelled as so or not is legally copyrighted from the moment it is created for registration to have the full force of law the work has to be properly filled out and received by the copyright office BEFORE the work is infringed upon, with stamped dates etc. kept to prove said registration. Sending via FedEx or Registered receipt requested mail etc. is a good idea for this reason, as it provides you proof if you need to take someone to court.

The two ways to register are either as a collection of unpublished images or as published – the regulations for unpublished work (prior to you using it or selling a license to anyone) are that it must:

1. Have the correctly completed application form
2. Enclose the \$30 non-refundable filing fee for each application
3. Have a non-returnable deposit of the work to be registered

You can put two or more photographs into a 'collection' provided that they are all related in one of the following ways:

- They are assembled in an orderly form
- They all have a single title identifying the collection as a whole such as 'web page images, 2007 1 of 900, 2 of 900' etc.
- All of the images are by the same artist or have been contributed by the artist

Regulations

The actual regulations from the copyright office state the following:

Published collections of photographs and all of the copyrightable elements of a unit of publication may be registered on a single form with a single fee if all of the photographs are owned by the same copyright claimant. Registration of a collection of photographs extends to each copyrightable element in the collection. There is no limit to the number of photographs that may be included in an unpublished collection.

In the case of published work two copies of the published work are required for deposit with the registration, not one. Also, published work **MUST BE REGISTERED WITHIN 90 DAYS OF PUBLICATION.**

Fair Use and Public Domain

At this point you are probably wondering how ANYONE manages to get away with using clipart and other copyrighted images on their sites without fear of amazing fines and the law coming down on them ... but you have to realize that many otherwise 'illegal' infringements of copyright are covered under the law of Fair Use which gives certain groups access to news and educational information even if copyrighted. Parody also falls under the "Fair Use" doctrine so as long as you are using the look and feel for the purpose of satire you are protected and of course the government can do whatever it likes.

A recent update to the copyright law called the "Digital Millennium Copyright Act" protects web host and providers from being sued for their

clients infringements as well, but those providers must take down said page if informed of the infringement to be eligible from prosecution!

All of this should make it clear why you want to use your own images (or legally licensed ones) on your letterhead, web pages and advertisements. It also can potentially allow you to register and be able to pursue justice should you find your web site or images violated by a would be infringer ... after all the potential for over a hundred-thousand dollar payday for someone stealing an image from your site is worth the \$30 registration fee alone!

IMAGE RESOLUTION

The images on your page need to be crisp and unique – paying to have them made just for you and copyrighting them is a good idea, but more than that they need to be stored on the page at a size that looks good but downloads fast. Minimizing any unnecessary elements like background music or speech that slows performance and may annoy some customers and keeping a clean consistent look and feel to the site throughout all sub-pages and when possible target landing pages.

The most powerful tool in your arsenal of image is your web page. A professional quick-loading page speaks volumes about the trustworthiness of your company. Flashy entries and shockwave extravaganzas that visitors have to suffer through each visit or bypass to get to the heart of the site tell them that you are more concerned with showing off what you can do then showing THEM what you have to offer. Lead with the good stuff – find out what they want and then give it to them! THAT is the key to business success no matter what the market – finding a need and fulfilling that need at a price the customer can afford that still provides you a profit.

BUILDING YOUR SITE 1,2,3

When it comes time to actually build your site you will probably be overwhelmed. There are so many choices to be made – do you set up your own server with a static IP address, have someone host a site for you or some combination of the two? What software should you use to create and maintain the page? What images and forms or tables will you need to create the page and how and from what will you generate them? Fortunately with the Eight Days to Cash method and using Clickbank's to get started most of this will be surprisingly simple. The vast majority of the images and 'legwork' needed will come from the landing pages of the products you will be selling and linking to – and products like SiteSells SBI! can take almost all of the worry and work out of the equation if you just want to dive in and expand later.

WHERE TO START

First things first is to decide if you would rather buy a domain name and then have it hosted for you, get a domain and host it yourself on a dedicated server you create, or go with a turnkey service such as SBI! to just start making money. Remember that if you choose the first option many hosting service sites offer a free 'firstsite' portal page off your domain registrar on which you can build a website which will more than meet the needs of getting a Clickbanks site up and running. If you decide that you will have to hire work done, or even if you plan to do most or all of it yourself some questions that are good to know before you begin designing include the following:

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- What products are you selling
- How many hits per month do you expect
- How many and what types of files will you be storing on the site
- Will you be handling live ordering or just redirecting
- If you are handling live ordering what types of payments are accepted

With this information in hand, much of which you should already have if you have completed your business plan, you have enough detail to begin conceptualizing what your web site layout and structure needs are. You may even take a pen and paper and draw out some plans to see what images and forms need to be created, so that you can determine whether or not you need professional help in creating any aspect of the page prior to getting started. If you find that you do need help the good news is that today finding a freelancer is easier than at any other time in history ... with the rise of sites like www.ifreelance.com and other online services sites you can bid for and contract a professional to handle all or part of your task quickly and easily.

A few important details any professional will need to know from you (and which you should be very suspicious of them for not asking) include:

- Your goal for the site
- How you are handling sales and payments
- What vendor or system you wish to use
- Your budget for both
 - Initial design
 - Maintenance and updating
- Expectations for maintenance
- Where artwork and materials for the site are coming from
- Who owns the copyrights to all materials on the site
- What competitor sites are doing that you
 - a) Like and

b) Dislike

Be sure to check out references and other sites for any prospective web designer or artist that you hire as well. If you are able to speak with previous clients about past work question to ask include:

- How timely they are in responding to contacts
- Whether they are open to criticism and feedback
- How maintenance and follow up work has been handled
- If they met the quoted price and timeframes

Once satisfied get a WRITTEN contract signed (faxing it to you is OK) with timelines for completion and a clear list of who is responsible for what actions and on what date(s) up front. Include penalties and bonuses for late or early work and be sure to stipulate how and when updates will be contracted in the future.

To help with the timeline and ensure you are prepared let's create a 'step by step' for you to use as a guide during your own website creation process:

1. Make a business plan detailing your goals (selling Clickbanks eBooks to clients, what types of eBooks, how to target and advertise to them etc.) to get an idea of the type of page and domain name / links you need to have in place
2. Create a complete web site design on paper including pencil sketches of images and layout ideas
3. Make a list of each unique item or image that needs to be created and decide whether
 - a. You can / will create them or

- b. If you need to hire that work done
4. Items from 'b' above should be compiled into lists based on their type (one for images / photos, another for forms, SQL or advanced hypertext features, another for tables etc.) so you can get bids and prepare licensing for their creation prior to completing the site
5. Get bids and completion estimates for any work that needs to be done and for hosting – add this information into your business plan and adjust anything that you had miscalculated
6. Working with your designers and selected host decide what software you should use to create the page and purchase it (a used or 'outdated' copy is your best bargain in most cases) and any backup or utility programs you will need
7. Create and compile all of the elements into a web page working locally or on a 'test' server to make sure the concept works
8. View the web page from several different browsers in all possible display settings to make sure of compatibility and to allow you to address any layout problems that may occur
9. Once everything checks out publish to the web and confirm the site is active
10. List your site with all of the necessary search engines to begin getting public notice
11. Promote or advertise as per your business plan

SECRETS TO CREATING A GREAT SITE

There are so called secrets so successful sites but they really aren't all that 'secret' just not popular with most web designers and un-researched by would-be Michelangelo's who get carried away with the power that their site has unleashed into their hands. A few of the top points or 'secrets' if you will that you should consider are:

1. The site needs to look good – not 'great' necessarily, but not messy or chaotic and not too busy or cluttered. Try to use black text on white backgrounds where possible, use "Click Here for ?" labels and any distracting elements as necessary ... keep it simple
2. Make your content valuable and easy to access
3. Be sure your site downloads as quickly as possible this can be helped tremendously by:
 - a. Using the MINIMUM number of images necessary
 - b. Being certain all images are not larger (in DPI or physical size) than they have to be
 - c. Creating separate pages for each clearly separate bit of content
 - d. Use as LITTLE web code as possible
 - e. Test your download speeds using your website creation programs features or if they are lacking such a tool then by taking advantage of sites such as <http://www.netmechanic.com/toolbox/html-code.htm>

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4. Have built-in or structured methods to update and change the location and types of information that you offer, ways to accomplish this easily include:
 - a. Having some forum or other interactive user discussion group as a 'free offering' affiliated with the site – this will keep people coming back and checking your page even after they have visited it before
 - b. Maintain a blog on the page so that it gets updated (preferably daily) and causes people to come back
 - c. Hold 'contests' and give away freebies on regular intervals, encouraging people to sign up and come back to see who won, what the next prize is etc.
5. Keep them Involved – be interactive
6. Be certain your search engine layout and keywords are 'search engine friendly' – there are tons of document and 'how to' pages out there telling you the secrets of this and we'll cover the basics later here as well
7. Make it EASY TO NAVIGATE. Every page should have an easily discoverable way to 1) go back up one page and 2) go back to 'home' ... not everyone knows the backspace key and refreshing will do that and they may just leave rather than bother trying to learn
8. Sell your site – get links out to other sites ASAP, write articles and put them on your site, advertise your web site on business cards, billboards, in "pay per click" programs like AdWords or start an email newsletter
9. Use ONLY the technology you need, avoid "flash" and frames, minimize any animation or need to download any software,

enable popups or bypass common security settings – most people will just surf away ...

PROMOTING YOUR SITE

At this point you are ready to make your site visible to that huge multitude of people out there all wanting to spend cash, some of which you are willing to take! The act of letting them know your site existing is called "Promoting" your site and while there are whole disciplines dedicated to how to do that, secrets of successfully promoting sites etc. there are a few simple and easy to utilize tricks that you can include (such as maintaining a good title site and using appropriate keywords so that search engines can find you correctly) that I will touch on here.

First you need to use keywords that you wish to have identified with your company both on your homepage and in the "Description META-Tag" of the web page. If you hire the page created be sure to supply your web page creator a list of keywords you wish to have appear there, since some search engines include these descriptions below your hyperlink. You need to keep the description to 254 or less characters of which typically only the first 55 to 60 show.

A few other tips that anyone can take advantage of but are not commonly known include:

- Using header tags of the H1, H2 and H3 variety for any keywords on your pages to make certain that they are flagged by search engines
- Place keywords within the first paragraphs of each page when possible

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- Try to use keywords within any hyperlinks that go to other pages or sites whenever possible
- Avoid frames or complicated navigation systems – keep it simple for the search engines to index
 - NOTE: If you find your site won't index correctly submit a Google Sitemap request at <http://www.google.com/webmasters/sitemaps/login>) or use Greg Tarrant's Google Sitemap Generator and Editor at <http://www.sitemapdoc.com> to identify why
- Attempt to align your pages around specific keywords
- Submit your Webpage to all possible Search engines for consideration and addition to their database.
 - Note that of the many paid services out there to accomplish this for you none will do it as well as you can do it yourself for free. In addition many sites can be found simply by searching for 'add your url' including Google, Yahoo, MSN, AOL Search, and Ask.com's sites
- Use software and books to ensure you have optimized your search capability for search engines
 - Software such as WebPosition <http://www.wilsonweb.com/afd/webposition.htm> can help you check your ranking and compare your site. Bruce Clay's SEOToolSet http://www.wilsonweb.com/afd/clay_seotoolset.htm is another great resource
 - Books like Dr. Wilson's Plain-Spoken Guide to Search Engine Optimization <http://www.wilsonweb.com/ebooks/seo.htm> also can help you with this

- Advertise: make certain your URL is on any headers, business cards, and in any telephone and yellow page ads that you run
- Arrange for links to and from related sites
- Consider programs such as Google's AdSense that place your ads for a fee per click on search engine queries
- Submit your site to directories such as the Open Directory Project <http://www.dmoz.com> and the Yahoo! Directory <http://docs.yahoo.com/info/suggest/>
 - Note: Business sites cost \$299 a year <http://docs.yahoo.com/info/suggest/busexpress.html>
 - A few other directories include <http://www.About.com> & <http://www.Business.com>.

LINK EXCHANGES

Another good practice that was mentioned is to participate in a link exchange program, where you simply put a hyperlink to another owner's site on your page in exchange for them doing the same thing on theirs. This allows customers of sites that compliment each other to easily locate sites of interest, and gets your site name out there to be seen. If for instance you sell luggage and another company sells travel clothing it would make good sense to reciprocate links.

There are ways to help automate the process including using software such as:

- Evoy's SiteSell Value Exchange <http://sales.sitesell.com/value-exchange/> which registers your site as being willing to exchange links with related sites.

- Automated link-building programs called Zeus <http://www.cyber-robotics.com/index.htm> and Arelis <http://www.axandra-link-popularity-tool.com/screenshots.htm> that are worth looking into.

MAKING SEARCH ENGINES WORK FOR YOU

First use the "Description META" field in your title page, and the heading styles "H1, H2 and H3" on any keywords that you wish to have trigger a search. You can also organize pages to have an effect on how well your site will utilize existing search engine algorithm patterns.

OPTIMIZING YOUR SITE

A whole industry exists, the 'Search Engine Optimization' or SEO companies to get money from people to help them get their sites ranked higher. They can't really promise any such thing however, and recent illegal and false claims to the contrary have led to legal issues and a bad name on the entire industry even though the service is of value. A good rule of thumb is just not to respond to anyone who solicits you and promises they will get you a high ranking. Remember just like the saying promises "there ain't no such thing as a free lunch" and if it sounds too good to be true, it probably is!

If you find yourself having problems with an unethical SEO report them to the FTC (Federal Trade Commission) at <http://www.ftc.gov/> via the "File a Complaint Online" link. Alternatively you can also call them at 1-877-FTC-HELP, or if the company is based in a foreign country you should file your complaint at <http://www.econsumer.gov/>

CLICKBANK TOOLS AND REPORTS

The secret to the Eight Days to Cash on the Internet program is that an entire world's worth of information, software and eBooks as well as a tried and true payment system that you don't have to pay for are all already in place. All you need to do to cash in is have a web site with traffic and provide links to landing sites for related goods or services from the thousands that already exist on ClickBank. Whether you go whole hog and decide to create an incorporation and expand to direct sales and even creation and marketing of your own products someday or just open a simple registrar or SBI!-based site with links to ClickBank landing sites you can start making as little or as much money as you want in days or really possibly even within HOURS!

One thing that will help you of course is understanding more about ClickBank and how to find products that fit into the niche you have decided to fill. Say for instance you have a great site on geo-caching and have hundreds of visitors a day – using a site like that to promote business and 'how to' books won't go over very well, but if you have links to camping products, hiking knowledge and guides to off-the-beat locations that is something your audience will leap at! So how do you locate the products you know your visitors would be willing to buy in the vast plethora of ClickBank's storehouse? We discussed how you go about becoming a ClickBank vendor previously, but for convenience I will copy that information again in this section, then we will go over some ClickBank tools and provide links to various services related to fully utilizing ClickBank that you may want to take advantage of.

SIGNING UP REVISITED

As we mentioned earlier signing up as an affiliate is simple and easy task. Go to www.clickbank.com and click the "Sell Products" link, then in the menu that appears on the next page click the "Sign Up" option which opens the following form: