

# The 22 Step Plan

*To Making Money Online*

## The JoeMack Way!

<http://www.InternetIncomePaths.com>

*From THIS THREAD on The Warrior Forum  
PDF'd by Dave Gammage*

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A few days ago a friend of mine who has never tried Internet Marketing asked me to give him a step by step plan for making money online.

Most newbies just need a plan to follow to start making some money right away. It usually has to be right away because most newbies get discouraged when they don't see immediate results.

And once they can figure out how to start and maintain one stream of income, the confidence, skills and experience gained will make the next income project much easier.

So here is one way to start making money online. It's obviously not the only way. And you can modify it to suit your specific talents and experiences. I wrote it for my friend who is very comfortable online, but who has never used the internet to generate income.

### **Here's the JoeMack plan:**

1. Go to [www.clickbank.com](http://www.clickbank.com) and look up products that you have some interest, passion or experience in. Ideally you want to focus on a niche that fulfills all three of those requirements.
2. Pick three affiliate products to promote in the same niche (and sign up as a Clickbank member if you haven't already - it's free). So if you want to focus on the golf niche, choose the three best golf related affiliate products. I usually visit all the salespage and see which ones affects me the most.
3. Register a domain name in your chosen niche. There are plenty of domain name registrars to choose from. I recommend <http://www.namecheap.com>. They are incredibly easy to use and I really like their user admin screen. It's going to cost you about 9 bucks, but you have it registered for the entire next 12 months. Also, remember to use your niche in your domain name. So in our example, we will register [www.golfmastery.com](http://www.golfmastery.com).
4. Find a company to host your domain name. There are lots of different options. Being that this site is support by Host4Profit, I

suggest considering them. If not them, there are plenty of hosting companies that offer low monthly (\$5 per month) and annual (\$18 per year) packages. Read all of the introductory emails carefully so that you correctly redirect your nameservers.

5. Download a copy of Nvu at [www.nvu.com](http://www.nvu.com). It's a free html editor that you will need to create and edit your web pages.

6. Create a squeeze page. The goal of this page is to capture the names and email addresses of your website visitors. There are many templates for sale that you can simply modify to your niche. In your copy, tell the visitor that they can sign up free for your 5 part eCourse.

7. Create your five part eCourse. You can either do this from scratch, hire a ghostwriter from [www.rentacoder.com](http://www.rentacoder.com) or [www.elance.com](http://www.elance.com), or use PLR (private label rights) material to develop your eCourse. Again, this is a niche that you are interested, passionate or have experience in. Can be as simple as 5 ways to do something better in that niche. So for our example, it would be "5 Ways To Add Distance To Your Drives."

8. Using nvu and a template, create your eCourse in html format (a single page for each lesson) and upload it to your website. Include AdSense ads at the top, bottom (and center if the particular lesson is long enough). Also, you will be promoting one affiliate product per lesson, rotating thru your chosen 3. (So Lesson 1 promotes Product 1, Lesson 2 promotes Product 2, 3 promotes 3, 4 promotes 1 again, and 5 promotes 2 again). I usually put a statement like: "Third Party Advertisement" followed by a quick marketing blurb about the affiliate product. I include just enough info to get them to click on the affiliate link for more details.

9. Sign up for an autoresponder service. I use and recommend Getresponse, but you should also consider Aweber and EmailAces. I highly recommend that you don't go the free route when getting an autoresponder.

*There are two reasons why:*

Firstly, because of the rampant use of using free autoresponders for spam activities, many free autoresponders are blacklisted. What this means to you is that your delivery rates will suck. The only free autoresponder that I know of that still has decent delivery rates is Getresponse's free account.

And secondly, when you get do get tired of your horrible delivery rates and want to go to a paid autoresponder, you will have to get all of your current subscribers to double opt in AGAIN to your new list. And as many people who have done it have found out, you will lose a large percentage of your mailing list.

Again, I don't recommend going the free way, but if you are set on doing it anyway, at least do it with Getresponse. Why? Well, because of their higher delivery rates and because when you do decide to upgrade to a paid version with Getresponse, you won't have to your subscribers double opt in again, so you won't lose any subscribers needlessly.

But remember that just like the free versions of other autoresponders, the free version of GR also places ads in all of your messages. Incidentally, the free version allows you to create one list and send up to five follow up messages. This will work with this blueprint.

However, as soon as you can, upgrade to the paid version so that you can create unlimited lists, with unlimited follow ups, and the ability to send broadcasts to your entire list.

10. Set up your autoresponder. You will not be sending the lessons of the ecourse directly to the subscriber by email. Instead, you will write a short teaser email about the lesson that urges the reader to click on the link to view the lesson on your website. We want them to go to the site because of Adsense revenue.

11. Set up your Confirmation in Process page. This is the web page that the visitor gets sent to when they submit their name and email address. Create and upload a web page to your site

that says something like, "Thank you for submitting your name and address. Your subscription request is being processed and you will receive a confirmation email in a few minutes. In the meantime, let me tell you about this golf product that I recently found that you may be interested in. It's called "Playing Golf Like a Tour Pro" and you can find out more here..." You will set the destination of this page in your autoresponder set up.

12. Set up your Subscription Confirmed page. This is the web page that your subscribers will be sent to when they click on the confirmation link in the email they received. I wouldn't try to sell them again. Simply thank them for subscribing to your mailing list and give them a brief overview of the eCourse. I also include AdSense ads at the top and bottom. Once the subscriber reads the intro and overview, they have no direction to go in but they have the niche in mind. Having those AdSense ads there works perfectly for me.

13. Go to your autoresponder and get the html code for a subscription box. Insert this html in the appropriate place on your squeeze page.

14. Test out your system. Go to your squeeze page and make sure that it looks ok. Enter your name and email address in the html form. Make sure that your automatic set up is working correctly (meaning that you are being sent to the appropriate pages throughout the process). Make sure all of the pages look good, and that your AdSense ads are showing up. Also, click on ALL of your affiliate links to make sure that they are active and working. It will be a shame to find out two months down the road that you had a typo in an affiliate link and it has been giving your subscribers an error page the whole time.

At this point, you have set up your system and have made sure that everything is working. Now, you are going to start marketing. I know that this is a little more involved than say the

Bum Marketing method, but you will be growing your list plus having the opportunity to generate affiliate and AdSense income.

15. Find ten long tail keywords that you think will be effective in article marketing. I use two criteria: having a low amount of optimized results in Google and also having greater than 300 searches per month.

The term "optimized results" is simply the Google results you get when you place the long tail keyword in quotation marks in Google's search engine. The lower the number the better.

But we also want long tail keywords that are being searched for. What use is having optimized results of 200 results when the keyword phrase is only getting searched 10 times per month? That's less than one potential reader per day. And not everyone who reads your article will go on to click on the link in your author resource box. I choose phrases that have at least 300 searches per month.

So in our golf example, here is a possibility:

"super golf swing"

Doing a little research, I discover that it only has 605 optimized results. Not bad. But hold on a minute. Using my keyword research tool, I see that "super golf swing" (not in quotes) was searched 2,066 times last month on Google.

Do you see why I like this keyword phrase? It has low competition but high search requests.

Repeat this process until you have 10 long tail keywords that you are going to target that you are confident will be responsive.

16. Write up an awesome author resource/bio box. This is an incredibly crucial part of the system that you need to spend some time on. Don't waste the efforts of your article writing by slapping down an ineffective bio box like, "Joe Schmo is an

expert in golf. Click here to find out more info on golf-->  
[www.golfmastery.com](http://www.golfmastery.com)"

Consider the author resource box like an ultra-small salespage where your one goal is to get that reader to click on your link. You only have a few sentences to hook the reader with curiosity and then give him a powerful reason why he should click on your link.

In our example, I would probably use something similar to the follow:

"Joe Schmo is a golfing expert who recently developed an eCourse that details a step by step process for adding greater distance to your long drives. If you are interested in learning more about his "5 Ways To Add Distance To Your Drives" eCourse and shedding strokes of your game, please go here: <http://www.golfmastery.com>"

17. Pick your first long tail keyword, and write an article about it. Be sure to include the keyword phrase in the title. Writing articles is a pretty basic action. You start of by saying what the article is about (using your keyword phrase). Then you talk about the importance of the keyword phrase and how to improve on it. And then you end with a paragraph summarizing what you just wrote about.

An easy solution is to create "tips" articles. So in our example, the article would be: "The Super Golf Swing: What Is It And How Can You Develop It."

18. Now open up an account at [www.ezinearticles.com](http://www.ezinearticles.com) and [www.goarticles.com](http://www.goarticles.com) and submit your first article to both.

19. Repeat this process with the remaining 9 keyword dense articles. Be sure to submit the article when you complete it, before beginning to write the next article. Try to get all 10 written and submitted in one day.

Why so many so quickly? Like I said before, most newbies tend to get discouraged prematurely because they don't see immediate results. By forcing yourself to write and submit the initial 10 in one shot (over 24 hours), you will see big results all at once.

I can write a decent article in about 20 minutes, but most people (I believe) take a little longer. With practice, you'll get much faster.

20. Take a few days off from that topic. Place your focus something totally different. After writing 10 articles, you're going to want to take a break from it. Do this. You need to get refreshed.

21. After a couple of days, you are going to do research on another group of 10 long tail keywords. Use the exact same criteria as before (ie. low competition, high search requests).

22. Every day, make it a habit of writing and submitting at least one new keyword dense article. Somedays you will do two, or three articles, but always make sure you get at least one done. It should take you no more than an hour a day. Whenever you run out of keywords, develop a new group of 10.

After a month's time you will have at least 40 articles floating about (your 10 initial articles plus the minimum of one a day thereafter). You should be getting a fair amount of traffic to your squeeze page. My squeeze pages convert between 15-40% of website visitors. Yours will probably do the same.

You should start to see the gradual increase in daily AdSense income generated. You will also get a growing number of affiliate product sales as your subscribers go through the series of autoresponder messages you are sending them.

At this point, you should have a consistent and growing source of income. If you keep writing and submitting articles the proper way, you should maintain or further grow your monthly income.

But my recommendation once you have some cash coming in is to get yourself a paid autoresponder service. Again, I can only recommend Getresponse because it's all I have ever used. Once you upgrade your account, you can now have unlimited lists, with unlimited follow ups, and the ability to broadcast.

What does this mean to you?

Well, with the unlimited follow up messages, you can extend your series of follow ups from 5 to 10 or 25 or 52 or 300. The more times you can follow up, the more you will make in the long term.

And with the unlimited lists you can repeat this entire step by step plan in a totally new and different niche. What if you were able to get your first stream to generate \$1000 per month? Wouldn't you be confident that you could repeat that amount in a different niche?

This plan can work in any niche. Just follow it and you'll do ok.

Oh, and don't forget about the ability to send broadcasts out.

Say someone who has a new golf product wants to do a joint venture with you. He'll split the profits with you 50/50. So then you send out a broadcast to your list recommending this new golf product.

Because you have developed a relationship with your list, you have created a level of trust with them.

So when you recommend a golf product, many of your subscribers will definitely review the offer. And you will get a fair number of sales for virtually no work other than sending out an email to your list.

Well, that's all I got. I hope this plan helps a few people who just need a step by step plan to follow.

I was going to sell this as WSO, but decided against it. The Warrior Forum has been responsible for so much of my IM education and initial success that have decided to give it to the Warriors as a simple thread.

Much success,

Joe

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