

\$10 | The [eBook]

I've spent the last year and a half learning which ways work and which don't at making money online. For only \$10 you can learn two of my best methods. I don't know how many times I've realized I've wasted money. I ask you to consider it like this, how many times have you made mistakes that cost more than \$10?

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FORWARD

Being entirely honest, I had no intention of creating this eBook. I did it because two weeks ago I lost my job, and as with many of my better ideas, the idea came out of necessity. Being entirely honest, I need money. Now before you say "well why don't you just employ these methods and make money?" The answer is I already do.

I decided to create this eBook as a way of letting people in on what works for me. I began learning all of these things about a year and a half ago, and I've found a few great ways to make money and many ways to lose money. I priced this eBook at \$10 because of the simple thought that when I was willing to take more risks on stuff I hadn't tried I always figured "I've had much bigger losses than \$10, I can afford to try it out."

Adversely, I priced the eBook at \$10 because I wanted it to be priced at something where you could recuperate your expense in one month ideally. Domain and hosting for a month I'd say can cost on average if you find a deal from \$15-\$25 all expenses included. Now with a proxy site in mind you should be able to make at least \$10 to \$20 on the site and if you decide to sell it make another \$30? That should leave you with a total gain on the month of about \$30?

I'm a fan of the thought "pictures or it didn't happen." I've decided to add some screen shots of my content and my sales to prove to the ever suspicious reader that I'm full of crap. Honestly, I'm not full of crap, I'm just currently trying to solve the problem of not being full of money either.

Lastly, in an effort to maximize the value of this eBook for the reader I plan to create several revisions to this as time goes on in the coming months. In order to make sure no one is left behind I will offer any revisions to previous customers free of charge. So this is a one time fee. Version 1 (This one) has the majority of its content focusing on Proxy sites and Blogs, who knows what the future may hold?

Best of luck and high earnings!

-Matt

INTRODUCTION

This eBook covers money making topics which currently work and are methods that I have been using for the past 6 to 10 months to earn money online. While I am not a 6 figure earner, these methods work and continue to earn money for me. I've written this eBook because I've realized two things about these methods; first they are in no way original, and two I will not make less money simply because someone else is using the same methods as me to make money.

The three methods I will cover are proxy sites, blogging, and affiliate marketing. After initial setup the upkeep is minimal. I've used these methods to help pay the rent while getting through college. The proxy method is the most hands off, and potentially a high earner, with affiliate marketing as another hands off method. Blogging in my opinion requires the most work, however it can allow you to gain rewards both monetary in nature as well as helping you network and make more professional contacts.

This eBook will outline three methods, accompanied with instructions for easily setting up each method. My intent is to enable any reader to have the know how to replicate the success I've had, and I intend to back all of my statements up with both a process of how to achieve success, as well as a timeline informing my readers how long they should expect before they will achieve success using a given method to make money.

DOMAIN AND HOSTING

The domain you choose is what your readers recognize you by. Just in the same way that if you were going out into the job market and you probably wouldn't want your hotmail address you use with your friends on your resume, you know "sexy_golfer69 at hotmail.com", you want your domain name to be just as fitting and professional. As long as that is what you are going for. While many domain names have already been purchased and are being used, there are plenty still available. Remember, your domain essentially becomes your branding, how your readers recognize you. Generally you want a domain name that has something to do with your niche, and also something your readers could easily remember.

Now I just need to put it online, right?

Yes, but where you put it may make all of the difference in the world, literally. You don't necessarily want the kid down the hall of your dorm hosting the site, he may have a web server, but what can he do if his server goes down, and how good is his tech support? You want to look for a company that is affordable within what you are looking for, and also someone who can offer you the features you need.

The content that people are reading from your site is taking up bandwidth. This bandwidth you are paying for. In most cases, you can get between 30 and 300GB of bandwidth per month for under \$10! Now why would you need that much you might be wondering. Well, suppose your site gets "Dugg," you don't know how many more users may be viewing your site that day. Now if your site includes lots of pictures or videos, you will use up much more bandwidth and what you don't want is to go over that limit. If you do, you have to pay extra.

Well Johnny, well let's say you write a great post about Paris Hilton, and one of your readers submits the story to Digg, then your site hits the front page! Well because everyone on Digg loves Paris Hilton, all those diggers would click on the link to see the article. Sure enough, your server

can't handle the stress and goes down. If you look hard enough, you can find servers that offer backups and a very high degree of uptime. 1and1.com offers 99.99% uptime. BlueFur.com has also been known to withstand the "Digg Effect." So if you are looking for lots of traffic, make sure your server can support it.

PREREQUISITES:

From here on in I will make 4 assumptions

1. You have a domain name already purchased
2. You have already purchased hosting*
3. You have setup your domain at your hosting provider
4. You have an account with Google AdSense and are capable of looking up your AdSense ID

*Proxy sites require special hosting. This will be covered in the proxy section of this eBook.

BLOGS

With the proliferation of blogs on the internet finding your spot in the blogosphere can seem tough. Getting started isn't that hard, but you will need to be determined and willing to put in the work in order to truly reap benefits. Blogs don't spout money overnight, however a decent blog can be a solid earner for a long period of time.

Setting up your blog is fairly straight forward as you will see. Once you get your blog setup, finding a topic which you can write about on a constant basis may be a bit more challenging. Sports, celebrities, gadgets, politics, or smaller niches are what I would advise. The idea of blogging about making money online, and making money on that blog can be difficult. I say that because the "blog for money" niche is incredibly saturated. The blogs are a dime a dozen, and well the repetition in the content is obnoxious to be quite frank.

The ability for someone who has created a blog to create a reader base is key to the success of the blog. This is done through RSS as well as creating updates to the blog on a regular basis, one which keeps the reader coming back, or wanting to read more. The more of a reader base you have as a blogger the more appealing your blog will be to those who want to advertise on your blog and allow you to make more potential money. Creating this reader base may take time. Generally if I had to make a ballpark estimate I would say I would spend 2-3 months focusing on growing my number of regular readers before I would consider making money from the blog aside from the use of AdSense. Too much advertising will scare away the reader, but by having a constant amount of advertising from the start, they will become used to seeing advertising on your blog and will be less apt to shy away from the blog because of it.

Once we get your blog setup we'll go through a few methods for making those first few dollars, so lets get to it!

WORDPRESS SETUP:

This is a very generic form is the process which is used to setup a WordPress blog. I'm using WordPress for the reason that it is simple to maintain, simple to setup, and easy to manipulate. I've been using WordPress blogs for over 4 years now and recommend them to anyone I know who wants to start blogging. This setup process the WordPress.org site claims to be something like 5 minutes.... I can do it in under one. Now lets get at it!

1. Download the latest version of Wordpress from wordpress.org
2. Upload the zipped files to your public_html folder of your host.
3. Unzip the files
4. Locate the wp-config-sample.php file (it should be living in the wordpress folder)
5. Using the MySQL username and password which is given to you normally when you sign up for hosting use that information open and edit the attributes for username and password of the wp-config-sample.php file.
6. Rename the file wp-config.php, then close the file
7. Go to <http://www.yourdomain.com/wordpress/>
8. Fill in the blog name and your email as prompted. (This generates the admin account password which is emailed to you)
9. Inside of your wordpress folder copy your index.php file and place the copied file outside of the wordpress folder. It should be at the root directory.
10. Modify the version of index.php that you've just moved so that it contains the following code:

```
<?php
/* Short and sweet */
define ('WP_USE_THEME', true);
require ('./wordpress/wp-blog-header.php');
?>
```

11. Go to <http://www.yourdomain.com/wordpress/wp-login.php> using the "admin" as the username, and the password which was sent to your email login to the site
12. Once logged in click on the Options tab
13. Under options change blog address to <http://www.yourdomain.com> This change makes it so when you go to your domain you blog shows up. This means you don't need to tell the user to go to the wordpress directory.

THEMES

What are themes? They are the look and feel of your blog. Fresh from a new installation you can find your available themes by logging into your blog. Once at the dashboard click on Presentation.

You should see a screen which looks very similar to the one below. From here you can see your current theme listed at the top, as well as any other themes which you have available below. To change the current theme, simply click on the title of one of the available themes.

So you think your current themes are lame, and you want something different? Ok, I'm here to help you. This is where WordPress is amazing. There are countless themes out there to choose from.

Now for installation of the new theme I will use the WordPress wording, as it is pretty much spot on.

- Download the theme archive and extract the files it contains. You may need to preserve the directory structure in the archive when extracting these files. Follow the guidelines provided by your theme author.
- Using an [FTP client](#) to access your host web server, create a directory to contain your theme in the wp-content/themes directory provided by WordPress. For example, a theme named *Test* should be in *wp-content/themes/test*. Your theme may provide this directory as part of the archive.
- Upload the theme files to the new directory on your host server.

PLUGINS

I like to think of plugins as a way of expanding what my blog is capable of. For example, out of the box you can't embed YouTube or Google Videos in your posts. But with the Viper Video Quicktags plugin you can do just that. Generally plugins are installed in the following manner:

1. Download the plugin files (zipped)
2. Upload them in the wp-content folder in your wordpress directory in the plugins folder
3. Extract files
4. The plugins will be accessible by logging into your dashboard and going to Options → Plugins

Here are a few suggestions:

(The Must Have's) :

- Akismet

- Akismet protects you from spam comments. Luckily these days it is installed with the default WordPress install.
- Feedburner Feed Replacement
 - Feedburner Feed Replacement pipes all of your feeds through to feedburner so you can have very up to date reference of just how many readers your blog has.
- Google Sitemap
 - Google is the head honcho when it comes to search engines. This plugin is easy to setup and creates a sitemap for your blog so you can make sure that Google is always up to date on what content is coming from your blog.

There are few also that aren't quite so important, however I like to use and help the flow of the blog.

(The Maybe's):

- Show Top Commentators
 - This one is pretty self explanatory. It is fairly simple to set up. Just follow the instructions, add a few lines of code to your theme's sidebar file and you can easily let your readers see who it is who is leaving the most comments at your blog. It's also nice for the people leaving comments because if you are on that list, you get a link back to your site.
- Viper Video Quicktags
 - The plugin gives the blogger a quick and easy way to add video to their posts. No one likes reading text everyday. Sometimes you need to liven it up a bit.
- Adsense Deluxe
 - This is great if you use YPN, Adsense, Adbrite, or any other advertisements on your site. The plugin allows you to predefine the advertisement code as a code block, and gives you a short bit of code to put in your posts where you want the advertisement to appear.

PROXY SITES

Proxy sites are a complex method of making money. Some say "Oh just throw up a proxy and fools will go to it to bypass work filters and you can make tons!" Having used proxies to pay my rent last semester I'll explain what works, and what does not. I'll break this down to explain the process of why before I explain the process of how.

Proxy sites perform two functions. The sites allow the users to bypass filters and surf sites which they otherwise would not be able to reach, and adversely they allow you the owner to advertise on them enticing the users to click on your ads.

Creating a successful proxy site can be equated to finding a successful fishing method. You know the fish are out there, but how do you get them on your hook? With proxies you are looking to get the best type of click in terms of AdSense payout. For you the owner that will mean US, Canadian, or possibly UK users. Let's not lie, Google does play to demographics, and foreign clicks don't pay as well. Adversely you don't want to get swarmed by foreign users clicking on all sorts of ads, this will get you penalized or banned from Google for "click bombing". Too little isn't enough, and too much is just bad. Moderation is key. Moderation and consistency are what you are looking for.

Hosting. This is a bit different with proxy sites. Due to the high potential bandwidth use of a proxy site, many times a host will not allow proxy sites. You will need to seek out hosts who specifically specialize in allowing proxy sites. I've had great luck with <http://www.cloakhost.com>. You can also search for deals for proxy hosting on Digital Point [forums](#). If you are just starting out you do NOT need a dedicated server. While many people will say you do, until you have a constant amount of high traffic you will only be wasting your money. Trust me, I made that mistake. From my own experiences you need to make a significant amount per month to make back your money from the cost of a dedicated server. Getting hosting for \$10-\$15 a month is just fine for a while until you need to move to something bigger and better.

AdSense. We'll talk about it. Yes, you can have AdSense on proxy sites. No you cannot have AdSense on proxified pages. A proxified page is a page which the user is sent to. Short and simple that's the ruling on AdSense. The how to portion will explain how to add your AdSense code to the proxy.

PROXY SETUP:

1. Search for PHPProxy theme

You will find many free options. Find one you like. For not free will work for us, we will deal with custom themes later.

2. Within the theme you should see a config.php file. Open that file in Notepad or a similar text editor
3. Edit all of the string values (anything within an “quoted area” to reflect your site)

Normally this file will include your site title, meta tag information (for SEO purposes), site description, and AdSense code blocks. You define all of those things in this file and it is displayed on the site when you upload it.

4. Upload all of the files in the theme pack to your public_html directory of your proxy host.
5. Go to <http://www.yourdomain.com> to view your proxy.

GENERATING TRAFFIC

There are many ways to generate traffic for blogs. Bloggers often share links in their blogroll. Your best bet for beginning to grow your reader base is to ask those who blog about similar topics if they would be interested in possibly trading links with you. The more links you can have going to your site the better chance you will have of getting more visitors. Also Google tends to index frequently updated sites more than static sites. The more you blog the better chance you have of Google finding you.

Aside from link exchanges, many bloggers have allow links in comments. This will allow your link to be embedded within the comments of another blog. I've found that I get many of my readers through blogs I read. This works particularly well if you have a comment in a blog which is read by a high volume of people and your comment is near the top of the post. Your comment being near the top of the post is important in that it means that more people will be more likely to see your

comment and adversely your link. Also if you frequent forums such at Digital Point, many times you are allowed to put links in your signature. Also Digital Point allows for users to sell space in their signatures. You may be interested in buying a link in a user's signature as a way to spread the word about your blog.

If you blog look into creating an account with [MyBlogLog](#) as well as [Technorati](#), also possibly look into something along the lines of [SpicyPage](#). All three sites work to create a space where bloggers can share information and can freely spread word about their blog. These sites are great for networking, gaining readers, and also getting a link exchange or two.

The additional recommendations I have in terms of getting traffic to proxy sites aside from link exchanges is to look into Yahoo and Google Groups pertaining to proxies. Join these groups and every day or so put a link for your proxy on the message boards. These boards get spammed with proxies, so by adding yours to the list you only gain traffic.

Also look into advertising via MySpace Bulletins and newsletters. If you look on Digital Point there are often times people offering MySpace Bulletins sent to thousands of members for a reasonable fee. Proxies often spread like wildfire once they catch. In the past mine have gone from making cents a day to several dollars simply because my proxies are getting a high volume of traffic from a particular niche. Digital Point is also a great place to get your site added to a proxy newsletter which will go out often to thousands of subscribers. This is another great method to use.

MAKING MONEY

Blogs make money in a variety of ways. A blogger can run AdSense on their blog and make money through Google. PayPerPost is an option which allows bloggers to sign up with their program and make paid posts on specific topics for a predefined amount of money. Once a blog has a known and

proven amount of readership, a blogger can post on Digital Point forums that they would like to sell sponsorships to their posts. It's not unreasonable to see sponsor spots sold for \$5 a post.

With blogging the way the money is made is through methods which do not intrude on the reader's viewing the blog. If the reader is bothered by the amount of advertising they may stop reading the blog. A single line stating "This post is sponsored by [company name and link here]" normally will not bother the reader, however if the site is filled with pop-ups, that will probably be another story.

The primary money making method with proxy sites is AdSense. Through the use of proxy related groups, forums, and newsletters you drive traffic to your proxy. Statistics will tell you the more traffic you can send the more money you will make. With proxys the best time to create them is when the schools are in session because your best bet for quality users is gradeschool students. This is such a sure bet because most if not all schools blog social networking sites which many students want to use. Students are you best bet for who you want to target in any audience grouping.

Realistically, I would not say either method makes money "overnight". I would say that a proxy will begin to make a consistent amount of money after a week or two if traffic is driven to it. A blog I would say would not see reasonable measures of monetary gain until at least one month of writing the blog. I would not throw this eBook away calling it trash if you don't see results overnight, I would say that is unreasonable.

SELLING YOUR SITE

Know when to hold 'em and know when to fold 'em. Normally I hear that phrase when playing cards with my relatives, but it truly also holds true with websites. Digital Point forums offers a great place to sell your site if you feel you want to cash out from the investment. In the Digital Point Marketplace there is a subforum for Buying and Selling of websites. If you browse the forum you will notice many different sites for sale, as well as people asking to purchase sites.

First thing you need to make sure is that your account has enough posts to be allowed to post in that forum. Once you meet that criteria read the sticky post regarding how to get the most out of your sale. Last week I sold an old blog of mine for \$100. Now that isn't too bad for a blog I no longer have interest in growing. In the past I've also sold several proxy sites.

When pricing out your sites for sale, look at what similar sites are getting. No point in claiming your site is worth \$1000 when it isn't worth any more than \$150. Normally sites are valued by their PR and a multiplier of their monthly or weekly earnings. A sale may take a few days for users of the forum to take notice and begin to post, but if the site has value normally someone will find it and you will get what it is worth.

RESOURCES

Digital Point Forums

- Blog Site I had Sold - <http://forums.digitalpoint.com/showthread.php?t=326614>
- Proxy Network I'd Sold - <http://forums.digitalpoint.com/showthread.php?t=525749>

Free WordPress Themes

- <http://www.wpthemesfree.com/>
- <http://www.wpskins.org/>
- <http://themes.wordpress.net/>

Wordpress Plugins

- <http://www.johnchow.com/my-top-10-best-wordpress-plugins/>
- <http://www.acmetech.com/blog/adsense-deluxe/>
- <http://www.wolf-howl.com/seo/seo-plugins-for-wordpress/>
- <http://www.staska.net/2007/03/27/top-30-wordpress-plugins-in-blogsphere/>

Free Proxy Themes

- <http://www.freeproxytemplates.com/>
- <http://www.aproxytheme.com/>
- <http://www.phproxydesigns.com/>