

Emergency Instant Cash Business

Vol. 1

Brought To You By:

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Hotsheet

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Overview

You have heard it time and again. The money is not in digging the gold, it is selling the tools to the "gold diggers".

This is so true. The formula for making money will always be the same.

1. Find a group of people with a big problem or passion.
2. Find out exactly what they want.
3. Give it to them.

The group of people with a big problem and huge passion.

Internet Marketers: The big problem, small amounts of traffic and poor search engine listings. They have a huge passion to be successful or MORE successful and make more money with their websites.

What exactly do they want?

More traffic, faster and easier and with as little work as possible. (note: mass traffic is not always the answer, but that is irrelevant, that is what THEY WANT.)

What and how are we going to give it to them?

Glad you asked! The hotsheet you are reading now is the what and how.

For 3 years, with the help of my son, Eric, I have been putting up small micro-niche sites that earn on average of over \$150 a month. I do not use AdSense just so you know...these are all affiliate sites.

I do the niche research, build the site, and my son since the age of sixteen does the majority of the "getting traffic" and "getting" top search engine listings for my site.

Most of my sites are on Google and on the first page and getting traffic and sales by the second week of me uploading the site.

So what does Eric do? He MANUALLY submits my sites to SEO friendly directories. This works like gang busters for getting indexed and listed on not only Google, but Yahoo and MSN and getting traffic to come in...very fast!

Further, most if not all, internet marketers KNOW the value of getting their

websites in as many good directories as possible.

BUT...either they do not have the time to do it themselves, OR the companies (yes there are whole companies that do this) that do this DO NOT DO IT MANUALLY and/or they submit to poor directories that do little to help. Also, there is a huge trust issue.

My son is now 19 and in college and many college students have websites that they are trying to promote...and my son helps them get the same rankings and listings with his manual submissions to quality directories.

Again, I do very little else regarding SEO, maybe I will write a couple of articles, other than what Eric does for me which is manual website directory submissions.

And this service is in VERY HIGH demand...manual submissions...that is and not the automatic "we will submit your site to ONE GILLION directories type services."

The Nuts and Bolts

It is quite easy and Eric does it for me while he is watching Rob Zombie, Korn and System of A Down videos on his laptop.

The Tools

First grab this very little known excel spreadsheet free at

<http://info.vilesilencer.com/seo-friendly-list.xls>

You will need either excel, or the open office platform free at www.openoffice.org or the free excel viewer at

<http://www.microsoft.com/downloads/details.aspx?FamilyID=c8378bf4-996c-4569-b547-75edbd03aaf0&displaylang=EN>

These are high quality free, SEO friendly directories, where 99% do not require a link back (one way non-reciprocal links are in huge demand).

There are roughly 500 hundred directories with many from PR0 to PR6.

You will also want to get a copy of [Roboform](#) if you do not already have it. This allows you to save a form and submit to the directories 4 to 5 times faster than without it because you don't have type every form manually.

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You can get a free 30 day trial at www.roboform.com not only is it invaluable for your new business, but it is really handy for storing passwords and other cool details...you will wonder how you ever got along with out it.

Other than a PC and an internet connection and paypal account to take payments. Those are the only tools you will need. \$30 for Roboform in 30 days. That's it!

How to do it:

Open the Excel spreadsheet (I normally have Eric sort by PR and have him submit to the highest PR sites first.

Click on a link to the directory...almost ALL are very similar...choose the category that matches most closely...then click suggest a site, submit a site, add url or something similar and you will get a form that generally looks like this:

*Title:

*URL:

*Extremely long description: (500 - 1000 characters)

Submissions with descriptions that are not proper and not with good grammar and english about your site, **will be deleted.**

*Your Name:

*Your Email:

*Category:

Reciprocal Link:

To validate the reciprocal link please include the following HTML code in the page at the URL specified above, before submitting this form:

They may ask more or less questions, but most are the same, **IMPORTANT:** Once you have the form filled out, before you submit...hit the save form button on [Roboform](#)...then when you get to the next one all you have to do is call up [roboform](#) and tweak any small changes.

Title: This is the title of the website, most do not have to match exactly with what the actual title is, so if your website is [www.dogtraining.com](#) and you are trying to get listed for "dog training products" then use Dog Training Products as your title. This will automatically be changed to anchor text.

Also it is a VERY good idea...if not mandatory for good rankings to VARY your website title...If Google sees 500 links that say "Dog Training Products" that is NOT natural...and may get you or your clients penalized...

So you will want to explain this to your clients...if they do not already know (which most will and this will make sound very professional which you will be) and you will want to get several variations of the keywords they are wanting to go for. This is another very big benefit of doing manual submissions. So instead of just going for "Dog Training Products"...

Dog Training Collars
Dog Training Books
Doberman Training Books
etc...etc...

I usually have Eric do around 6 variations.

URL: Is simply the URL of your site ie <http://www.yoursite.com>

Description: I would have the client provide you with a description of his site.

Email: Very important, this will help you immensely, use your clients email and tell him that he may need to simply click on some confirmation links...this will also let your clients know that YOU ARE SUBMITTING and they are seeing many of your submissions right in their inboxes. Not all websites require confirmation or even send any email, but many do.

Also, some directories require your email to match your website. For example: if your site is [www.dogtraining.com](#) they want an email address like [whatever@dogtraining.com](#) and they will not allow [whatever@yahoo.com](#) this is rare but there are a couple dozen directories like this and they are usually the higher PR directories.

Other submission notes: Just submit under the free option. Some will mention a link back...do not worry with those...just submit anyway and they will either approve or deny your listing.

If any directory seems to complicated, don't spend 20 minutes trying to submit to it, just go on to the next.

Like I said, very easy, and you can listen to tunes while you do it.

How To Get Clients

If you thought this part was going to be hard. You are wrong. You can most likely get your first client today or the next and if you don't have one within a week, you are not trying very hard.

Instead of spending 10 pages telling you all the ways you could get clients, I will share with you one...and the only one you will probably ever need and IT IS FREE.

There is a ton of traffic on internet marketing related forums. And most that have been around for any time at all, have a member services or member recommended products area where forum members can offer their products and services.

Some of the biggest forums may require you to be a member and make a certain amount of posts before you can post there. I highly recommend doing this as you WILL get clients.

But, start with forums that you already frequent. That is the best place as many may already know and trust you.

Here is a handy list of close to 200 forums chock full of folks STARVING for what you can offer them: This is a goldmine [Click Here](#)

All you need to do is make a simple AND HONEST post. Again, most internet marketers already know the value of one way reciprocal links and MANUAL directory submissions.

If this is your first time...TELL THEM....

Just say: I am going to be charging \$250 down the road once I have a few clients under my belt, BUT since I don't at this point, I am only going to charge \$125 AND I am going to work EXTRA HARD to make sure you are happy.
Some hot buttons you will want to push:

Manual submission To Approximately 400+ Directories
One way reciprocal links
Varied Anchor Text
PR0 thru PR5 (you could even list how many PR 5's and PR4's and such)

Then **once** you have a few clients you can say with authority:

Rapid Google spidering and indexing. Clients have had first page listings for low competition keywords in as little as 2 weeks..etc...etc...

Why do I say this will probably be the only advertising you need to do? Because if you do your job right, your clients will come back to you again and again and again.

Many niche marketers put up several sites a week. Even I put up 2 a month or so myself...and putting up niche websites is not my main business.

It **is** possible that you get **ONE** client that keeps you busy full-time.

How Much To Charge?

Once you are up and running and have some testimonials under your belt you should be able to get at least \$300 for submitting one website to all the directories on your list. (Eric does this in less than 20 hours goofing around too.)

CHECK THIS OUT:

www.seogarage.com does EXACTLY what you will be doing and right on their page says...

DUE TO HIGH DEMAND...we are now charging \$329...and get this! They take 3 months to do it!

Eric does this for me in a week only doing it a couple hours a day after school.

Future Potential

Look, you can use this for an emergency cash generator solution. I realize that it is not the most exciting business in the world...THAT'S WHY I MAKE ERIC DO IT ALL.

But see...this is also the "Silver Lining"! Because it is so boring, webmasters and internet marketers do not want to do it themselves, EVEN THOUGH they know that it is hugely beneficial.

And...with a few regular clients, you COULD make a full-time living doing website submission. How many clients at \$300 a pop do you need to replace your income? You could also HIRE some cheap help. Maybe you have an Eric or Erica at home, or know a college student that could use some extra cash.

There are internet marketers that put up a staggering amount of websites...some put up more than one a day! So go as small or as big as you like. Treat your customers like gold. And don't be afraid to CHARGE! What you are providing is very valuable.

I taught Eric in about 20 minutes and he has been doing it for me ever since. AND now has clients of his own. I am afraid I might need to hire it out again if he gets too many other clients.

Want more great ideas like this one? Join me and thousands of other Bum Marketers at <http://www.bummarketingmethod.com> a free online course on earning money online with very little start up capital.

Would you like to get one on one coaching and hang out with some very sharp internet marketers? Not to mention getting your hands on superior tools that will save you hundreds in software?

Check out [Wealthy Affiliate](http://wealthyaffiliate.wordpress.com), you can get a sneak peek inside Wealthy Affiliate here <http://wealthyaffiliate.wordpress.com> (This is a fun a crazy review)