

KMA Cash:

How to Make Money Without a Website, a
List, or Expensive Pay Per Click

by Jinger Jarrett

Copyright

Copyright, 2010, 2011 by Jinger Jarrett. All Rights Reserved. This report may be given away freely as long as long as it is not changed in any way. You may print a copy for your own personal use.

Apart from any fair dealing for the purposes of research or private study, or criticism or review, as permitted under the Copyright, Designs and Patents Act 1988, this publication may only be reproduced, stored or transmitted, in any form or by any means, with the prior permission in writing of the author. Inquiries concerning reproduction outside those terms should be sent to the author.

The use of registered names, trademarks etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant laws and regulations and therefore free for general use.

The publisher makes no representation, express or implied, with regard to the accuracy of the information contained in this book and cannot accept any legal responsibility or liability for any errors or omissions that may be made.

Table of Contents

Preface	iii
About this book.....	iii
Getting Started	1
Posting Your Ads	5
7 More Ways to Make Money Online for Free	1
1. Affiliate Marketing	5
2. Blogging	9
3. Freelance Writing	13
4. Bum Marketing	15
5. Squidoo	19
6. Product Creation	23
7. Pay Per Click	27
Resources	31

Preface

About this book

As I write this, the economy isn't doing so well, and quite frankly, a lot of people are scared. Many wonder how they will pay their bills.

When my daughter came to me and asked me for some simple ways to make money online, I knew I had to write this report.

I have included the simplest and most basic way to make money online: marketing with classifieds. Although this isn't a business model per se, it is one of the easiest ways I know of to make money online, and it doesn't cost anything to get started.

This ebook also includes seven other strategies for making money online. Each of these strategies is free.

If you want more information on making money online, be sure and visit my site, ***Killer Marketing Arsenal*** (you'll find the link in the resources section.) You'll also find all of the other resources listed in this report, including my main website, where you can get tons of resources on internet marketing.

One Final Note: The best advice I can give you before diving in is to read through this report one time. Once you've done that, read through it again. Choose one technique to implement. It must be something you are willing to do, otherwise, you won't do it. Keep doing it until it starts making money for you. Focus, hard work, and applying what you are learn are secrets to success. Now get started!

Getting Started

So you've decided to start a business. If you're like many of my readers that I frequently speak to, the first question you have is this: how do I get started?

There are many ways to start a business online. You may choose affiliate marketing, blogging, product creation, services or multilevel marketing. There are so many ways to get started, so many products to choose from, and so many different ways to market those products.

The first thing you need to do is to choose whether or not you want to market your own products or someone else's. If you choose to market your own products, then you'll need to decide how you will create your own products.

If you plan to market the products of others, then you will want to choose what type of products you will market. Are they digital or physical? What is the topic of the product? Some examples would be dog training, internet marketing, shoes, etc. Will you market affiliate products, or multilevel marketing?

I suggest that if you are having trouble choosing a topic or a product, that you browse Google Trends, Ebay, or Amazon to see what's hot. Find something that interests you. It's really a waste of time to market products simply because they are popular. Market things that interest you and you're passionate about. It's much easier to make money that way.

Another alternative is to download my **free toolbar**. I've included a ton of free resources to help you make money, as well as learn how to start a business.

Getting Started

If you look under Ebooks and Tools; Free Memberships: Online Business Start Ups: Daily Niche Idea, you can sign up for this free membership. What it will do is show what topics people are interested in. Then you can find products related to these topics and advertise them. It really is that easy. This membership will take all of the guesswork out of the process for you.

Once you have chosen what topic and what kind of products you want to market, then you simply go out and find those products. Join the affiliate programs for the products you have chosen.

After you select your products, then it is time to write your ads. The easiest way to learn how to write ads is to study good ads. Browse classified sites and study ads.

If you are still nervous about writing ads, then simply download any affiliate marketing materials for your products and rewrite the ads. You can post those ads. You don't have to reinvent the wheel.

If you want to write your own ads, which is the better choice, then there are two resources I recommend in addition to studying ads:

Writing Cash - This is a free membership that teaches you how to make money writing ads and promoting with Google Adwords. You'll learn how to select products, write ads, and then post them on Google Adwords. Although you won't be promoting on Google Adwords, this is still a good primer on how the whole process of writing and promoting with ads works.

Killer Ad Bootcamp - Written by internet marketing expert and millionaire Terry Dean, this is the ultimate manual on writing ads and sales letters. Just download a copy of it, print it out, read it and study it.

Soak up every word. Although there are plenty of good ebooks out there on copywriting, this is the only one you need to read to learn how to write ads.

Your action plan here is as follows:

1. **Select the products you will promote.** You will find millions of products available through the affiliate program websites mentioned in the toolbar, as well as throughout the internet.
2. **Write your ads.** You want to write as many ads as possible. The more ads you write and post, the more money you will make. If you are doing this business part time, then I would recommend you write and submit 10 - 20 ads per day. If you are doing it full time, then try to do 40 - 50 ads per day. Regardless, your goal should be to write as many ads as possible. The more ads you have circulating, the more money you will make.
3. Post your ads to the classifieds sites. I've included a small list of highly effective classified ad sites where I post my ads. Three of them are free.

An alternative to posting ads is to post articles. This is a technique I frequently use with my classifieds website, as well as **US Free Ads**, and it has made me a lot of money.

Posting Your Ads

The most popular classified ads site on the Internet is Craigslist. The problem with this website is that you have too many people on this website who aren't the least bit interested in advertising. This is ironic because this is the very reason this site was developed. If you are interested in using it, then do so. However, I personally have had mixed results.

About a year or so ago I discovered classified ad syndication. The problem with this system is that it was somewhat expensive, and you couldn't add unlimited ads. This defeats the purpose of using classified ad syndication.

There are sites like OLX and Oodle. They are great for syndicating your ads, and you can do it for free.. Although you can post as many ads as you like, the problem here is that you can only post to one location, and you can't have duplicate ads. If you want to post to all of the sites available through Oodle, you'll have to post to over 200 sites. Way too much work for me.

So, to make this strategy work, here's where I post my ads:

US Free Ads - This is a high traffic classifieds site that allows you to create ads in HTML. You may also add graphics, which increases the amount of traffic and sales you get. Also, this is a great place to post your articles. I learned this technique from Dylan Loh. He posts his affiliate articles there, and he makes a ton of money. Since I started posting my ads and articles there, so do I.

KMA Classifieds - I thought it was ridiculous having to pay \$75 a month just to syndicate about 100 ads. Really didn't do me much good. I wanted to post as many ads as I possibly could. The more ads I post, the

more money I make. It's the law of averages. So, I've posted hundreds of ads, and I'm still posting. Also, I'm using search engine optimization to attract traffic for me and my members, as well as syndicating their ads through Oodle. This allows their ads to show up in the supplemental results for over 200 sites including Facebook, MySpace, Local, Walmart, Military.com, and other high traffic sites. (You can get a membership here for only \$10 a month: ***Killer Marketing Arsenal***).

So, here's what you need to do to get started now:

1. Sign up for either or both of these classified ad sites. If you use both, you will get more traffic and more sales making it well worth the price, and you don't need a website, a list, or expensive pay per click to make money.
2. Write and post as many classified ads as possible. This is how you make the most amount of money, and the best part is that you do the work once and get paid over and over. That's the real secret.

Let's do the math: if you write 1000 ads for products that have a commission of \$10 each, and you make one sale per ad per year. That works out to \$10,000 a year, a nice little pay check.

If the commission on each product is \$20, you'll make \$20,000 a year. If you write more ads, then you'll make more money. Although it's a lot of work in the beginning, the more you do it, the easier and faster you will get, and the more money you will make. Once you have your ads posted, all you have to do is update them.

Although this system sounds simplistic, it works. It's why I use it. If that doesn't work for you, then check out my other recommendations below.

7 More Ways to Make Money Online for Free

There's no super secret formula to making money on the internet. If you really want to make money online, then what you have to do is choose a particular technique and then stick to it. Although some techniques border on marketing techniques, they are also business models. Follow the rules for each of these business models, and you may begin earning an income in as little as a few hours.

1. Affiliate Marketing

This business style has a lot of advantages. You don't need to do any customer service, create your own products, or even build a website if you don't want to. With a little creativity, you may market these programs just about any way that you want, and you may even make money giving away stuff for free.

2. Blogging

Blogging is both an internet marketing technique and a business model. There are bloggers online who make six figure incomes doing it, so it's very lucrative.

What's key here is to choose a topic that you are passionate about and write about it. You may sell your own products, affiliate products, advertising, or a whole host of things on your blog. Just make sure they are related.

3. Freelance Writing

Freelance writing is just one of many of the services you may perform online to make money. Services are very lucrative if you have a specific type of expertise and you are good at marketing yourself.

What's important about marketing services is that you enjoy what you do, and you are willing to do it for money. More importantly, getting out there and marketing is the difference between those who earn good incomes from services and those who don't.

4. Bum Marketing

Bum marketing is a specific way of marketing affiliate programs. What you do is select several products that you are interested in. Then you write articles to promote each of the products. You include your affiliate link in the resource box of your article.

Keep in mind here that certain article directories won't allow you to include a link to an affiliate program in the resource box. So, you will either need to buy a domain or create a simple website to send your traffic to. The best part is, the more articles you write, the more money you make.

5. Squidoo

Squidoo is a site started by entrepreneur Seth Godin. What this site allows you to do is to build simple one page sites on a specific topic or product. You may build as many of these little sites, or lenses, as you like.

Lenses may be used to market both your own products or affiliate products. The more lenses you build, the more money you make.

6. Product Creation

Product creation is only limited by your imagination. You may write short PDF reports that solve the specific problems for your customers. Then

7 More Ways to Make Money Online for Free

there are audios, books, CDs, or tons of other physical products you may make like tshirts on Cafepress.

If you have a hobby, you may want to sell what you know. Look at your skills and knowledge to help you get ideas for creating products.

7. Pay Per Click

Ultimately, pay per click is not free. Eventually, if you pursue this as a long time money making venture, you will have to spend some money. However, when you are first getting started, find pay per click sites that offer free traffic so you can try it out first.

Start small. Promote affiliate programs so you don't need a website. As your business grows, develop more campaigns and invest more money.

1. Affiliate Marketing

Affiliate marketing is where you sell the products and/or services of others. When you make a sale, you receive a percentage of the sales price for making the sale.

There are different types of affiliate programs you may promote, and different affiliate programs pay in different ways.

First, with payment terms, you have Cost Per Action (Pay Per Action, Pay Per Lead), Pay Per Sale, and Pay Per Click.

Cost per action programs are where you are paid when someone takes a specific action: fills out an application, signs up for a list, or whatever action the merchant wants the potential customer to take.

Pay per sale is where you are paid a specific percentage or dollar amount for a sale. The disadvantage of this type of program is that you don't get paid for all of your referrals. With pay per click, you get paid every time someone clicks through.

Also, with pay per lead and pay per click, usually you are paid one time for what you offer. Pay per sale programs offer you an opportunity to earn from single sales, monthly memberships, or even lifetime commissions. (Lifetime commissions are where the merchants pays you for every sale made to a customer you refer.)

Whichever combination of these you choose, you will need to learn how to market affiliate programs. As an affiliate, you need to make yourself different.

To market affiliate programs effectively and make money, here are some tips:

1. Affiliate Marketing

1. Choose a variety of programs.

You want to mix up your programs. Include pay per click, pay per lead, and pay per sale. Offer one time offers, and offer memberships. Don't forget to include low cost offers, as well as high ticket items.

2. Make yourself different.

This means to offer more value to your visitors than others who market the same affiliate program. Write a product review, offer a short report with more information on the product.

3. Build a website.

Although a website is not crucial to your success, especially if you market with pay per click, it allows you to add new products related to the topic of your site. This allows you to build multiple streams of income.

4. Build a list.

A list allows you to recycle your traffic, build a relationship with your readers and increase your sales. The more you expose your subscribers to your sales message, the more likely they are to buy, provided you are building a relationship with them.

5. Try different internet marketing techniques to find the one that is right for you.

Free classifieds, article writing, search engine optimization and others are great ways to market if you don't have any money. If you want to make money quickly, then pay per click is the way to go.

2. Blogging

A blog, or a weblog, is simply an online journal. It allows you to record your thoughts, feelings, ideas, and anything else you are interested in and want to share with others.

If you are an online business owner, a blog is far more. A blog will allow you to communicate with your visitors and readers, as well as build a relationship. It also becomes a public relations tool to help you connect with the online community.

There are many advantages to creating a blog. If it's really good, your content will get syndicated on other sites. This will allow you to spread your reach.

Blogs are also dynamic and search engine friendly, so by posting to your blog regularly, you will get a lot of attention from the search engines, and they will keep coming back to spider your blog. This will help you raise your rankings in the search engines. Since blogs tend to rank higher in the search engines compared to other types of scripts this is advantageous for you.

Building a blog allows you to build a website without having to know a whole lot about HTML. If you can copy and paste, you can build a blog. Need to add a subscription box? Then copy and paste.

Blogs are also viral, as well as being interactive. Instead of writing a monologue the way a traditional website is written, you have a chance to carry on a conversation with your readers.

If you want to make money from blogs though, there are several things you will want to do:

2. Blogging

1. Choose a blogging platform that is right for you.

Blogger and Wordpress are quite popular if you don't want to host your own. You may want to compare the two as each has its own advantages. If you do decide to host your own, consider Wordpress. It's the most popular, has the most features, and Wordpress blogs tend to rank higher in the search engines than traditional websites.

2. Do your keyword research before building your blog.

You want to make sure there is a market for what you want to write about. You will also want to research affiliate programs to make sure there are products available to sell.

3. Choose a topic you are passionate about.

Remember, how passionate you are about your topic will show. If you're simply writing about your topic because it's easy to monetize, readers will notice, and you will lose them. Besides, don't you want to make money doing something you enjoy?

4. Monetize your blog in as many ways as possible.

If blogging is your primary way of making money, you will want to incorporate as many programs as possible. This means adding pay per click ads, offering advertising, sell your own products or someone else's, and merchandizing. Focus on your content, but you also want to make sure that you mix it up with product reviews and other presell content that will help you make money.

5. Post regularly.

2. Blogging

Again, if this is your primary way of making money, then you want to post as much content as possible without overwhelming your readers. Keep your posts relatively short while including valuable information.

Bloggng is an easy way to make money. If you are passionate about your topic, it will be easy to write about it. Mix it up with content your readers want to read, and they'll keep coming back.

3. Freelance Writing

Freelance writing is one of the most lucrative and profitable income opportunities on the internet. There are so many different ways for you to make money from writing, and it doesn't matter what you write either. There are tons of opportunities.

Although commercial writing will make you the most money, if you don't want to write commercially, you can still make money.

Here are several ways to make money writing online:

1. Write articles.

There are actually two different ways to make money from writing articles: promotional articles and articles for money. Promotional articles are articles that you write to promote your products or services. Articles for money are articles you get paid to write.

Look for sites like Associated Content or Constant Content. The first allows you to write content for them and get paid for it. The second site allows you to write articles for different clients who need articles. These are far more lucrative and will make you more money. Sites related to topics you are interested in that accept articles are good places to look for writing assignments.

2. Self publish your own ebooks and books.

Selling your writing is so easy these days because of sites like Lulu, Create Space and others. You don't need any money to get started, and sites like Lulu will allow you to create a website to display your work, write a blog, and promote yourself and your writing.

3. Freelance Writing

You may write books and ebooks on just about any topic. It's even possible to expand your product line by creating audio and video to sell that's related to your topic. The options are endless, and the best part is that these sites will handle the distribution and payment processing allowing you to automate the process of selling your work.

3. Try commercial writing.

This is a very broad category and covers everything from copywriting to writing on the internet. Even if you've never written for the commercial market, you may still want to consider this market because there is so much work available.

If you have a particular topic you are passionate about, seek writing assignments related to your topic. This can include blogging, writing site content, newsletters, and whatever other copy a site owner may need. This is a lucrative market for you and can help you make a lot of money.

Freelance writing is one of the easiest fields to break into especially if you are knowledgeable about your topic. Look for assignments related to your topic and then start writing.

Freelance writing is an easy way to make money online especially if you are very familiar with your topic and passionate about writing about it. If you like writing, you may want to consider freelance writing as a way to make money because it's a lucrative way to earn money online.

4. Bum Marketing

Bum marketing is a term coined by internet marketing expert Travis Sago. This type of marketing is so easy that even a bum can do it.

The core of bum marketing is, of course, article writing. You select products related to the topic you are interested in and write and submit as many articles as possible to the article directories. Your articles become little sales machines that are constantly promoting the affiliate products you have chosen.

You may also use bum marketing to promote your own products and services. The important thing to remember here is that if you are submitting articles to the article directories, most will not allow you to include your affiliate links either in the body of the article or your resource box. You will need to provide some other type of link in order to get your articles approved.

To get started, here is what you need to do:

1. Do your keyword research.

You want to choose three to five topics that you are interested in. Choose general keywords and use those keywords to help you find additional keyword phrases to write your articles, as well as search for affiliate programs to market.

2. Choose three to five products to promote.

There are thousands, possibly millions of affiliate programs available. With bum marketing, you will want to choose an affiliate program that pays you at least \$20 per sale.

4. Bum Marketing

When first getting started, you may want to consider Clickbank as this site offers tons of affiliate products you may sell, and it's easy to find affiliate products that will pay you this much commission.

There are also plenty of other affiliate networks where you may find affiliate programs including Linkshare, Commission Junction and others. This will allow you to sell high ticket physical products.

3. Set up your website.

There are several different websites you may choose to set up as a bum marketer. These types of sites are usually more simple than the average website. Also, with these types of websites, the purpose really is to spend as little time as possible building websites and more time writing articles.

Consider building these types of sites: Blogger or Wordpress blogs, Squidoo lenses, and lead capture pages. Remember, a website is optional for this way of making money.

4. Submit your articles.

Once you've completed the steps above, it's time to start writing articles. You want to write as many articles as possible. Keep those articles to a reasonable length, usually about 300 - 400 words depending on where you want to submit.

Read the guidelines for the top article directories. Submit your articles to any article directories that allow affiliate links. (These directories will include Affsphere and Go Articles.) Write 30 articles per product. Try to write at least 50 articles per month.

5. Repeat the process.

When you have written and submitted at least 30 articles for each product you are promoting, find five more products to promote. Write more articles, submit, and then find more products. The more articles you write, the more your income will increase. Keep writing articles until you reach the level of income you desire.

5. Squidoo

Squidoo is a community system of creating one page topical websites. Entrepreneur Seth Godin came up with the idea. The purpose of a lens is to allow the lens master to explain or review a topic and present the information in an orderly way using a one page website or lens.

There are also other things you may do with Squidoo lenses. It's really up to your imagination.

The best part about using Squidoo though is that is a great way to make money, and once you learn how to create a lens, it really is easy. The secret to making money from Squidoo though is the same secret to bum marketing: make a lot of lenses because some of your lenses will do better than others.

To begin making money from this opportunity, here's how to get started:

1. Do your homework first.

Before you sign up for an account, you want to browse around the Squidoo site and get familiar with it. See what others are creating lenses about. Explore the top 100 lenses to see what topics you may be interested in, as well as what a lens looks like. This will help you decide what to add to your lens to make it make money, as well rank high in the search engines and make you money.

2. Do your keyword research.

Next, choose one or two topics you are interested in. Do your keyword research. Start by searching for a general keyword on your topic (this is generally a one or two word keyword phrase). Look for keywords with lots of searches.

5. Squidoo

Look for keywords that are three or more words long. The longer the keyword phrase, the more targeted it is. This is a keyword that is more likely to convert and make you a sale.

Make a list of the keywords you want to use. You may expand this list later, but this will get you started.

3. Sign up for your account.

When you first sign up for your account, the system will ask you to build a lens. Don't be intimidated. It's really easy.

Follow the steps and add the information that Squidoo asks you for. When it asks you for the URL of your site, use your first keyword. (Make sure your lens is on this keyword.) If the lens is taken, then use dashes between the words, or the underscore.

Don't worry if your lens isn't exactly perfect at this point. As you tweak and add information to your lens, your lens will get better and perform better.

If you plan to build lenses on more than one topic, then sign up for multiple accounts. This way you build credibility as an expert on your topic.

4. Complete your profile.

In addition to having a general profile for your account, each lens will have a profile. Create a general profile for your account and create a profile for each lens. This will allow you to give more information about yourself and your topic. Ultimately, you will better connect with readers.

5. Build more lenses.

The more lenses you build, the more money you make. One of the most important things to remember here though is to keep your lenses on the same related topic. The reason is that ultimately you are branding yourself as an expert on whatever topic you are writing about. Keeping your lenses related will give you credibility and increase your chances of making the sale.

Squidoo is a simple way to create one page websites. This site will allow you to make lenses on your products or someone else's. If you want to make money and market your business at the same time, this is an easy way to do it.

6. Product Creation

Product creation is a broad description for everything from creating software, ebooks, and books to creating CDs, DVDs, and any other type of tangible product you might want to create.

Selling your own products will make you a lot more money than selling the products of others because you have a chance to create something unique. When you have a unique selling proposition and unique product, you have a better chance of success in the market.

This doesn't mean you have to reinvent the wheel. You don't. What you have to do is come up with a product that people want.

Here is how you get started creating your own products:

1. Start with your expertise.

Recently I read that one of the biggest mistakes that internet marketers make is that they mislead their potential customers into believing that everyone has some type of expertise to sell. This really isn't true.

If you're not interested in learning anything, or your skills simply don't translate to something others want to buy, then you will have a lot of trouble creating a product. Better to market affiliate programs.

Don't forget hobbies or any other interests you may have. Hobbies are often more marketable than work skills and serious hobbyists are always looking to do their hobby better.

2. Find out if there is a need for your topic.

6. Product Creation

Do a search in the search engines to find out if others are discussing what you know. Type in your keyword plus the word "forums" (without the quotes). Browse those forums and see what others are discussing.

Another way to do this is to browse social networking sites like Facebook or MySpace to find out if there are any groups or forums related to your topic. Again, check to see what others are saying about your topic.

3. Research your topic.

It's not enough to know your topic. If you want to make the most money from your product and provide customers with a real solution to their problems, then you need to do some research.

This is really simple. Again, find forums on your topic. Browse through these forums and find out what the most common questions are that people are asking about your topic. Write this information down.

4. Create an outline.

Once you've done your research, then you can take that information and form it into an outline for your product. An outline will help you organize your material.

Your outline doesn't have to be anything fancy either. Just write out your main points. When you are ready to begin writing your product, then just fill in the blanks.

5. Format and sell your product.

6. Product Creation

Whether you're selling books or ebooks, a good word processor is a must. **Open Office** is what I use to format my books and ebooks, and it allows me to convert them to PDF.

If you need to format CDs search your favorite software directory. You'll find tons of tools to help you and many are free. For graphics, try **GIMP**. It's free.

7. Pay Per Click

Now I'm sure you're thinking that you can't make money for free from pay per click. To a point, you are right.

However, when you're first starting off with this marketing technique, it's possible to get free credits from many of these search engines. Just do a search in your favorite search engine for "free pay per click" or some other similar phrase. You'll find plenty of smaller search engines out there to get you started.

Also, check with both Yahoo and MSN. Yahoo frequently offers a free promotion, and from time to time so does MSN. The point is to find as many of these free offers as possible so that you may test and track your offers. Also, it is less expensive to advertise in many of the smaller pay per click search engines and sometimes these sites are just as effective as Google. (You may also want to check Ebay. It's possible to find sites that are offering free coupons for Google Adwords, etc.)

Once you've found the sites you want to market on, here are the steps you need to take to start making money as soon as today:

1. Read the guidelines for the site you are marketing on.

I know. You want to jump in and start making money. The problem with that is you need to understand what you are doing first. Although you will start off marketing for free, once you have several successful campaigns running, you will have to pay for those clicks.

That's why you want to learn everything you can about marketing on these sites. They want you to succeed, and so they will offer you plenty of resources to help. In fact, Google has an extensive training center that

7. Pay Per Click

now offers video. Do your homework. It will save you money and make you more money.

2. Do your keyword research.

Keyword research is one of the most essential elements of your campaign. You want to make sure you target the right keywords. Long tail keywords, i.e. keywords with four or more words work best because they are more targeted.

There are tons of free keyword tools out there to help you get this right. Check the site you are marketing on to see if they have a tool to help you.

3. Find the products you want to sell.

Clickbank is a good place to start because you can make good commissions selling products from their website. There is also a large selection of products available. Just make sure you look for products that don't have too high a gravity (one of the ways Clickbank measures sales). Otherwise, you may end up trying to sell a product that is too popular.

Check other affiliate program directories like Linkshare, Commission Junction, Share a Sale, Clix Galore, and others to help you find lucrative affiliate programs on your topic. You may also consider doing a search in the search engines if you can't find what you are looking for.

4. Write your ads.

By now you should be ready to write your ads. If you have read the guidelines and terms and conditions for where you are submitting, then you know how long your ad may be and what to include in it.

7. Pay Per Click

Remember, your headline is important here. This is how you will get others to click on your ad. Also, make sure you include your most important keyword in your ad. Some sites like Google Adwords allow you to add variables to your ads so the keyword will change based on what the reader is looking for.

5. Test and track your ads.

To find out which ads work, i.e. which ones are getting the clicks and sales, you will need to test and track.

Most of these sites will tell you how many clicks the ad got. The next step is to log into your affiliate stats for the product you are promoting and see how many sales you have made. If you're building a list, you will need to see how many subscribers you have.

There are many ways to test and track your ads. Scripts you install on your website, as well as link cloakers are two. No matter what tools you choose to use, just make sure you use tools that will help you effectively track your campaigns.

Resources

Classified Ad Sites

I've included a couple of other sites I use I think you might find helpful, and they're pretty effective.

Adpost -

<http://viralurl.com/getthis/adpost>

Backpage -

<http://viralurl.com/getthis/backpage>

Killer Marketing Arsenal -

<http://viralurl.com/getthis/killermarketingarsenal>

US Free Ads -

<http://viralurl.com/getthis/usfreeads>

Ad Writing Resources

Writing Cash -

<http://viralurl.com/getthis/writingcash>

Killer Ad Bootcamp -

<http://www.jingerjarrett.com/freebooks/adcourse.zip>

(You will need a zip manager to open this file. You'll find a free one here:
<http://www.iceows.com/>.)

Product Creation Tools

GIMP - <http://www.gimp.org/>

Open Office - <http://www.openoffice.org/>

Support

Have a question or need help? Then contact my convenient support desk:

<http://www.jingerjarrett.com/support/>

Want my latest free resources? Then visit my main site:

<http://viralurl.com/getthis/jingerjarrett>