

Bum Marketing 2009

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The Secret To Earning \$150 A Day Every Day Like Clockwork With Bum Marketing In Under A Month!

First Up - The Two Secrets To Bum Marketing

What most people don't understand is that you don't have to get everything right all the time with bum marketing. You don't have to be right all the time, you don't have to be perfect all the time, you don't have to be the greatest marketer of all time to make bum marketing work for you.

That's the great thing.

You can be a complete beginner to bum marketing and Internet marketing and still make more money than many of the so called guru's. This is why I'm such a fan of bum marketing and why I have gotten my family and friends onto bum marketing.

If you have no idea what bum marketing is, go to

<http://WebmasterBusinessPlan.com/2009/05/Bum-Marketing>

- This is a free course that explains the whole bum marketing process. This is the original source of bum marketing.

The first secret to bum marketing is....

Super Fast Writing

It sounds simple I know. But how many of you sit there and take 4 hours to write one article? You can't do that. You need to churn out 5 articles an hour, at least.

Don't sit there and go "I can't do that". Because you can.

I can write 5 articles an hour and still have time to play 15 minutes of Call of Duty on WII. Speed is essential when it comes to bum marketing. Your articles don't have to be great. They can't be utter rubbish, but they don't have to be masterpieces of Pulitzer prize award stature.

I've shown my mother, my sister, my father, my best friend, my girlfriend how to write articles in a matter of minutes and I'm going to show you as well.

The secret to writing articles fast is not thinking. Don't sit there and think about the article for 10 minutes before writing it. Just start writing.

It doesn't matter what topic it is, just start writing.

The only source I use for research is Ezinearticles.com.

What I do is get the list of keywords I want to write articles for and then go to Ezinearticles.com and search the articles for topics similar to mine.

What people don't understand is that all the research is done for you.

Your job is basically an article re writer. Every article topic imaginable has been written for you at Ezinearticles.com.

All you have to do is read the article and put it into your own words.

It's that simple.

Don't try and make your articles something amazing.

Write them quickly.

QUICK. Write quickly. Write like lightning. Force yourself to sit down and write and not move until you have 5 articles done every hour.

Why I say this is because the bum marketer with the most articles out there getting hits and traffic is going to win. To win, you don't need the best articles, you need the most articles.

Understand this.

YOU need to be the most prolific writer out there to win.

I do not use auto generated content or article spinners. Every article I write is unique. Every article adds value to the Ezinearticles.com directory and gives the readers the information they need.

They are not long articles. 350 words to 500 words. I don't use big words, I give them the information they wanted, and I give it to them quickly.

No fluff.

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Imagine being able to get out 50 articles a day. 50 articles every day.

Let's say you do that 5 days a week.

That's 250 articles a week and this is very doable, even part time. To be the best bum marketer out there, you can't expect to win by doing less than your competition.

You need to work harder than your competitors.

You only have to do this for 6 months or 12 months full time and you will have a nice on going income for many, many years to come.

You could easily work really hard for 6 months, get out 50 articles a day then take the next 6 months off.

Imagine only having to work 6 months of the year and the rest of the year your income is taken care of.

You will be getting checks for years to come from work you did 4 years ago.

I still do from articles I wrote many years ago.

Speed guys, speed is the #1 key to being the most successful bum marketer on the Internet. Work hard now and you will be the richest bum marketer on the Internet in 6 or 12 months guaranteed.

This is no joke.

Don't want to write articles?

Fine, speak them.

Get a microphone and a copy of Audacity for free and away you go.

Go to Ezinearticles.com, find a keyword you want to write an article on and search Ezinearticles.com for articles on that topic.

Find an article, read that article into your own words into your microphone, record it, get it transcribed and away you go.

The second secret is....

Super Product Selection.

Nothing frustrates me more then seeing and hearing bum marketers saying they are writing all these articles and not getting any sales. I then go check out their articles and what they are promoting and it's crap.

Literally.

Never ever select keywords to write articles on UNTIL you have a great product to promote. I always, always look for a product to promote before I do keyword research.

This is why I'm not a big fan of keyword lists you see floating around.

They are good to use for ideas and sometimes you find a few gems, but most of the keywords are rubbish because there is no decent products to promote with that keyword.

Then the next thing I see bum's doing is using the keywords they found that fit the bum marketing criteria, they then write an article for that keyword and try and fit an unrelated product into their article by line and wonder why no one buys from them.

The best way to start with bum marketing is trying to dominate Clickbank first. Go to the Clickbank marketplace, see what is hot in all the categories, not just the Internet marketing category.

Find a product that is selling well, has a good sales letter and offers more than \$10 per sale.

Just by looking myself, I found some really good products I will want to promote. One of those is on World Of Warcraft.

This is a PC game that is really hot right now. Now that I have found a good product to promote, I then do my keyword research.

Which looks something like this....

World Of Warcraft Keyword List

Keyword Nichebot.com Search Count Competitor Results In Google

world of warcraft leveling guide	428	918
world of warcraft alliance leveling guide	180	28
world of warcraft leveling tips	770	44
power leveling for world of warcraft	296	115
world of warcraft gold strategies	218	75

gold for world of warcraft 379 1070
world of warcraft buy gold 639 6490
world of warcraft gold farming spots 346 25
world of warcraft gold making 65 690
world of warcraft gold making guide 87 9010
world of warcraft strategy guide 1620 9630
world of warcraft quest guide 565 9870
world of warcraft game guide 396 1440
world of warcraft character guide 316 106
world of warcraft quest guides 461 487
world of warcraft strategy guides 157 1760
where can I buy world of warcraft 527 120
buy gold for world of warcraft 159 118
power leveling for world of warcraft 296 115
world of warcraft leveling tips 770 44
world of warcraft walkthrough 667 2730
world of warcraft fishing guide 206 315
world of warcraft fishing 708 747
world of warcraft druid quests 315 15
world of warcraft grinding guide 114 945
world of warcraft quest help 1053 9950
world of warcraft engineering guide 270 120
world of warcraft game guide 396 1440
cheats for world of warcraft 684 2590
world of warcraft help 1381 949

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All of those above keywords I would write articles on.

In fact, I have already begun to do this now.

Bum marketing is all about dominating.

You have to saturate the market with your articles to become the winner.

You need to dominate each product you promote. Don't go into bum marketing half assed.

This is a sure way to fail or make a few sales here and there.

So to recap.

Find a product to promote before you even think about keyword research. Make sure the product is hot right now, which is easy to tell on Clickbank, which is why I recommend it, make sure it has a good sales page and the sales page is working fine, make sure it offers fair commissions and make sure also that the owner is contactable.

Then once the product fits that criteria, start doing keyword research and find at least 30 keywords to write articles on.

How To Do Really Good FREE Keyword Research

Keyword research is fun. I love it. I can spend hours researching keywords, which is a mistake as it takes away from writing articles.

But it's so fun.

As I said above, the first thing to do is find a good product to promote. The next thing to do is keyword research.

I have my own keyword research tool that I use and it's free.

You can use it at....

<http://webmasterbusinessplan.com/2009/03/google-keyword-tool-explained/>

It's great because you can see how many people a month search for the keyword and how many Google searches it gets with "".

If I need more keywords, I go to

<https://adwords.google.com/select/KeywordToolExternal>

And I type in my main keyword there. This will give me a list of over 200 keywords related to the keyword I just typed in.

All of this is free. I'm not a fan of spending money on tools that are not needed and keyword research tools can be expensive.

For every product you find that you want to promote, you should write 30 articles. You should be able to get 30 articles out a day.

So in 5 days, a working week, you would have 150 articles written and have 5 Clickbank.com products promoted and saturated.

I'm not overly fussed on the search count. If a keyword or search term gets under 500 searches a month but is highly targeted to the product I want to promote, I will still write an article for that term.

That goes the same for keywords with more than 10,000 competing pages in Google.

If the term is really good, I will write articles for keywords with more than 10,000+ competing pages in Google, especially if it has a good amount of searches per month.

Dominate Google With Multiple Personalities

Did you know that you can have multiple accounts with Ezinearticles.com?

That's right. And did you know that you can have 2 articles with the exact same keyword listed in the top 10 in Google.com by writing 2 articles with the exact same title.

That's right. Instead of having 1 article in the top 10 in Google for your keyword you are targeting, you can have 2 articles listed in the top 10 in Google for that exact same keyword.

All you need to do is setup 2 free accounts with Ezinearticles.com

Under 2 different names. I have many different Ezinearticles.com accounts all with different pen names and this is totally acceptable as long as the articles are of good quality.

Type this phrase into Google exactly as is....

"how to save money on groceries"

See the top 2 and 3 listings?

They are Ezinearticles.com articles by 2 different writers for the exact same keyword.

By using this method, you will have to create 2 totally different articles, but that is ok, this gives you even more chance to get even more people to read your article.

It basically doubles your exposure.

Don't forget, there are also other article directories like Goarticles.com to submit to. I ALWAYS submit unique articles to each directory.

I never ever submit the same article that I submit to Ezinearticles.com to Goarticles.com.

It really makes your articles suffer in the search engine ranking game to spread your articles over that many directories.

It only takes 10 to 15 minutes to knock up a quick article, so why not create a new article for each directory.

You will run out of products on Clickbank.com one day to promote so it's best to milk the real winners as much as you can. Try and get as much out of each product you are promoting as you can, if you don't you are pretty much leaving money on the table.

That's definitely not a bum marketing trait!

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Give Them An Actionable Plan

Want to really sell the products you are promoting with your articles? I mean really sell.

This method will set your sales on fire. I've been using this method now for over a year to write my articles and I've seen an increase in sales beyond what I thought possible for article marketing. This **also works well when writing and selling your own ebooks.**

Nothing makes people want to buy more then.... giving them a reason to buy right now! You have to give them a reason to buy the affiliate product you are promoting right now and you can do that by giving them a plan of action to use straight away.

Give them a way in your article to be able to use the product you are promoting straight away.

For example, let's say you are promoting a product about creating content sites for AdSense income.

In your article you could give them a method of traffic generation that works so well with content sites that it practically makes them money hand over fist.

Then in your article byline, tell them you have a product that will make creating content sites so easy and all they have to do is put the two together and make money instantly.

You could write something like this....

"Want to know how to use this traffic generation method to suck in AdSense cash 24/7 with easy to make content sites? Visit my website below"

People are sick of buying products and not having any reason to use them or doing nothing with them afterwards.

People are sick of wasting money on more information products.

I was promoting an ebook about selling turnkey businesses for resale on the Internet. In my article I wrote, I gave them an exact business to create and sell. I told them the domain name to purchase, where to find the website template to use, how to write the content and what content to write and even how to sell the business in a few hours.

Then in my article byline to promote the ebook I wrote this,

"To learn how to make a full time living creating and selling turnkey businesses for profit, visit my website below for more information"

Did people buy? You bet! When people used the business plan I gave them and actually made money from it and they saw it was profitable, they came back in droves to buy the product from me.

How To Go From \$0 A Day To \$150 A Day With Bum Marketing.

Now, here is the main method I was talking about.

How to earn \$150 a day with bum marketing in under a month.

So let's go shall we.

This is what you should be doing every week.

Follow this action plan every week and you will be well on your way to earning \$150 a day within a month.

Step 1 - Find 5 products to promote

You will need to find 5 decent products to promote that fit the criteria I talked above in the above sections. Clickbank.com is a good start to find products to promote. There are new products being added daily.

Make sure they pay you enough for your time. Don't promote a product that pays you peanuts. It's not worth it especially if there are more products out there that pay you better.

Do you want instant cash paid via Paypal?

If I want instant cash, I go to Paydotcom.com and find products to promote. I then email the product owners and tell them I am going to promote their products, ONLY if they pay me instantly as soon as I get a sale.

With Paydotcom.com the owner of the product gets paid instantly via Paypal and they can also pay their affiliates instantly.

Another great idea for the bum marketing method which not many bums are doing (apart from Travis) is promote residual income affiliate programs.

IE, affiliate programs that pay you every month, like web hosting. I love residual income affiliate programs. Promoting a product once and getting paid for as long as that customer stays a customer.

For example. If you promote a web hosting company and make a sale, you will make that same amount of money every month for as long as that customer stays with that web hosting service.

Residual income affiliate programs are the wave of the future.

If you want a list of some good affiliate programs that pay this way go to....

<http://CJ.com>

<https://affiliate-program.amazon.com>

<http://www.google.com/ads/affiliatenetwork>

or read about other affiliate sites here :

<http://webmasterbusinessplan.com/2009/05/basic-affiliate-marketing-strategy/>

This is a website directory full of residual income affiliate programs.

Provided by : <http://eBookAweek.com> and <http://WebmasterBusinessPlan.com>

Step 2 - Find at least 30 keywords for each product

If you want to find more keywords, even better, but start with 30 first to see if the product will be worth it. There is nothing worse than writing 50 to 100 articles to promote a product and then realized the product doesn't convert to sales.

This is very frustrating and it is going to happen on occasion, that's life. Some products will convert better than others.

But the very minimum articles I write for a specific product is 30.

If I write 30 articles and I make very little sales, then I know not to keep going.

The great thing about bum marketing is it's a perfect way to test if products are winners for free while making money. If a product is a winner, there is nothing stopping you from advertising with Google Adwords and Ezine advertising.

I know all the top bum marketers write at least 30 articles for each product they promote. I know this because I write for them and myself and this is what works for us.

Step 3 - Write the articles for your keywords

Now is the time to write your articles.

I've given you many tips above to make this easier and more profitable for you.

If you wanted to outsource the article writing you could do that as well. There are places that write articles for as little as \$6.

If you go to forums.digitalpoint.com and sign up to that forum, and go to the services for sale section, you will find many, many people offering article writing services for as little as 2 or 3 dollars a pop.

Never pay upfront. Pay after the articles are completed.

I'm not going to go into the specifics of bum marketing here as you would have already read the free report at <http://WebmasterBusinessplan.com>

Write the articles quickly. Give them an action plan to use, top it off with an interesting article byline and you will make sales.

Step 4 - Create your landing pages and submit your articles

Ezinearticles.com will no doubt in the future change the rules for what is acceptable as the landing page people click on in your article byline.

In the future Ezinearticles.com will probably not allow you to redirect their readers straight to a signup form for an optin email list. They probably won't even let you send readers straight to a sales letter or affiliate page via redirect.

Travis explains all about landing pages in the bum marketing method, but what I've found to work even better than a simple presell page or an optin page is to incorporate content around the landing page.

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For example, you would have the reader directed to a page on your website, something like....

<http://www.yourwebsitehere.com/worldofwarcraft/index.html>

This page would be a simple presell page like Travis suggests to do in his bum marketing course.

But instead of just having one page site visitors can click on and either sign up to your free optin list or click straight over to the affiliate website, on the side of the page in the navigation area, you would put links to other articles you've written.

This makes your website more of a content/resource website. This will please your website visitors and Ezinearticles.com.

As you know, Ezinearticles.com is cracking down on landing pages and they no longer allow USfreeads.com.

Also, this gives you more chances to make sales as well.

When a reader can see that there is more content to read on the topic, they will read those articles as well and get even more excited about the product you are promoting.

This is preselling at it's best. A lot of people really hate giving away their email address straight away just to get more information, so give it to them for free again and again and again and again, and they will eventually WANT to give you their email address.

Allan Gardyne does this well at

<http://www.associateprograms.com>

Once you have created your landing page, submit your articles MANUALLY to Ezinearticles.com and Goarticles.com. Those are the only article directories I use.

Step 5 - Double up on your keywords

By now you should have written 150 articles and submitted them to the relevant article directories. If after a few weeks, you find a certain product is doing really well, double up.

Like I explained before, create a second Ezinearticles.com account and write the same articles again under this different persons account.

Also go and look for other keywords you can write articles on.

Milk it for all it's worth.

Do all of this for 4 weeks straight and if you are not seeing \$150 or more a day in your Clickbank account I will eat my Russian fur hat.

Have You Thought About Buying Your Own Article Directory Site?

This is for the more technically minded bum marketer who wants to take his or her bum marketing to the next level. I don't know about you but I'm getting sick of Ezinearticles.com's rules and regulations.

I'm not one to sit around and whine though, it's their site and they can do as they wish with it, but I'm going to find another solution.

What I am doing right now is this.

I'm at forums.digitalpoint.com and I'm looking on their forum to buy a website with a PR rating for Google of 7+. I'm looking for one to buy.

I've seen a few already. They range from anywhere between \$300 and \$3000.

What I'm going to do is buy a PR 7 website and setup my own article directory on it. As you know, Ezinearticles.com is a PR 7 website and that is why it gets such good rankings in Google so quickly.

But there is nothing stopping anyone out there from buying a site with a genuine PR 7 rating and turning it into an article directory site. Then you

can submit all your articles to this site that has a PR 7 rating and not have to worry about rules and regulations as it would be your website.

This is something I will be doing and investing in and I know a few other bum marketers I told this idea to are thinking about it.

Imagine owning your own Ezinearticles.com article directory, except you play by your rules and you can submit whatever the heck you like.

You don't even have to accept other people's articles you could just use your own.

Here's a software program / script you can use to even set this up now:
<http://onlineseo.net>

Free SEO Tips - <http://ViewSeo.com> | Website Traffic - <http://JustTrafficProfit.com> | My Twitter Tactics : <http://MyTwitterTractics.com>

Do you think this would work? You better believe it will.

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