How to Set Up Automatic "Money Pumps" Using Free Special Reports, Autoresponders and Blogs.

A Guide for Affiliate Marketers

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Introduction

This is mainly a guide for affiliate marketers who want to make money selling other people's products but don't want to spend all day doing it.

This book will **not** show you how to set up a single site that makes you thousands of dollars per month. Instead, it will show you how to tap multiple niche markets by setting up automatic money making web sites (Money Pumps). It's not that you can't make thousands of dollars per month from a single site set up as explained in this report, but it would take you a lot of effort and probably a lot of expense to develop a site to that income level. It's certainly not impossible to achieve this, but it's not possible without putting in more effort than the method advocated in this report.

I want to show you a method for setting up an automatic "money pump" -- a web site that continues to make sales for you without any continuous effort. Once the initial work is done, these sites take little effort to run. Each one may be low income, but once they are set up they take no time to run at all, allowing you to have as many of these sites as you need to pay the bills and still **not have to do** any extra work to get paid.

Once the initial work is done, you get paid forever (or a long time, at any rate).

I'm going to show you how to set up, and fuel, a money pump... something that will pay you without continued effort or expense.

You get everything you need for free in the PDF Power Brand members area, including profit proven e-book marketing campaigns in various niche markets.

This is a FREE Report!

You can brand this with your own name and affiliate links using the Free PDF Brander PDF Power Brand. Everything you need to set up a profitable promotion is included through a link below

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The System Explained

This system will hopefully be very simple and easy to understand. The process of setting it up is another thing.

It works like this:

1. You use a "special report" which positions the product you want to sell as the "obvious choice" for people wanting a solution to a problem that the product solves.

2. You offer the report as a gift when someone subscribes to your mailing list through a squeeze page that sells the benefits of the report.

3. When they subscribe, they receive the free report, which is embedded with your affiliate links. They then receive scheduled follow up messages selling the benefits of the product you want to sell. These messages are also embedded with your affiliate links.

4. You set up a blog featuring targeted content published automatically from approved sources, income generating ads (such as Google AdSense) and your own reviews for all the products you want to sell as an affiliate in this niche.

5. You create a "weekly" newsletter from the content that is automatically published on your blog and broadcast it automatically on a set schedule every week to everyone who downloads your special report for free.

Steps 4 & 5 could be considered as "optional for advanced users only", but in reality, they aren't. Setting up a blog is essential if you don't want to spend time or money driving traffic to your site continuously. It's a lot easier to get traffic to a blog than it is to a squeeze page and it's a lot easier to get traffic to a squeeze page when it is supported by a blog.

Remember, the idea here is to set up multiple low income websites that cost little to run (time or money), and pay you more than they cost.

When you set up a blog, you make sales through the special report and follow up messages you are promoting. You can also easily maintain an active list and provide quality content for your subscribers without having to write a word of that content yourself or worrying if your newsletter will go out on time. Your subscribers will see you as consistent at the very least. This will greatly improve your chances of having more sales success when you mail future promotions to your list, as people buy from people they trust and being consistent is a good trust builder.

Setting up a blog to support your e-book promotions can help to secure better search engine

rankings, more targeted traffic and allow you to use free and effective ways of promoting your offers that you just cannot use to promote a "Squeeze Page" directly.

Adding a blog unlocks additional "ad space income streams" that will automatically build as time goes on, as well as a provide a place for you to write reviews of all the products you want to sell as an affiliate.

Your blog will also make your site more valuable, if you choose to sell it later. Setting up a blog is a few hours extra work now that will save you hours of time and a lot of money in future.

Of course, you don't need a blog for every promotion you do. If you set up a health & fitness related blog, for example, you can use it for all your health and fitness related affiliate marketing promotions. You can promote as many squeeze pages offering health related products as you like from your health related blog.

The idea is to **set up sites that grow in traffic** or at least maintain enough traffic to keep them profitable **without any additional work or expense.** Your blog will help you a LOT with this!

Implementing The System.

The fact is, most people don't know how to do what I just explained. They have no clue how to set up a system that will do all that for them. If you aren't one of those people and you understand perfectly the idea that I just explained to you, then you can skip right to the end of this book to find out how you can grab a "profit proven" campaign to set up every month, absolutely FREE!

For the rest of you, I'm going to explain exactly what you need to do. It's really not that hard! It may take you a couple of days or even weeks to do the first one, but after that, you will be able to set everything up in a few hours... including the blog.

Essential Tools

There are some essential tools you will need to implement this system.

You'll need:
- decent web hosting,
- a domain name
- a decent quality, sequential autoresponder system like Aweber.

It will cost you around $50 per month to acquire these tools. Not for each promotion, of course. You should be able to use the same hosting package to host several domains and

blogs, and the same autoresponder to build several lists. $50 per month to own the potential to build an online business empire is dirt cheap!

Domain Names

Domain names are inexpensive, around $10 per YEAR. You just go to a domain registrar like this one, pick a domain that you want and buy it.

It's a good idea to choose a domain name that is "on theme" with the site you are going to set up. For example, if you are setting up a site about gardening to sell gardening related products, you would choose a domain name that is gardening related. Like http://www.inmygreenhouse.com/ for example.

"On theme" sites rank FAR better in the search engines than sites than host content from multiple niche markets. They also have higher value ad space. When people are willing to pay more per click to advertise on your site, you can make more money from less traffic.

After sorting hosting, you will need to set the DNS of your domain to name servers your hosting company gives you. How to do this will be explained by your hosting company.

Web Hosting

Ideally, you need web hosting that offers multiple MySQL databases and add-on domains, so that you can have all your niche blogs on the same space, eliminating the necessity to pay additional hosting for your additional sites.

When it comes to web hosting, cheapest is not always the best. There are a few things you should look out for when choosing a web host.

#1 How good is support?

Do they offer phone support as well as email and forum support? Visit the forum, ,if they have one, to see what kind of problems people are having and how quickly they are dealt with. Is the forum full of frustrated members who cannot get any help, or is everyone saying "Thank you for fixing this" soon after they posted the message?

#2 How frequently do they do and save backups?

Anything less than daily and weekly is not good enough. You need to make sure that your provider is backing up your site every day and keeping a weekly archive as well, just in case something goes wrong with the current backup when disaster strikes. You back ups need to be taken remotely, i.e. not on the same server as your site.

#3 Does the package offer what you need?

Don't be attracted by offers of a Gazillion gig of space and bandwidth, sites that offer deals like this either do not know the true cost of running and supporting other people's websites, they offer zero support or they are just trying to sucker you in to finding out how much it would really cost you to use all that space. The chances are that sites offering deals like this are overselling their available space because they know that most people will never use it all. Those that try WILL be disappointed by performance.

5-10 Gig of space is more than enough to keep you going for years! (Unless you decide to host your own videos). Even if you have content being posted automatically to several blogs every day, 5 – 10 Gig is more than you need, but not too much to make it unreal. As for bandwidth, with 20 Gigs available, you will have more than enough to ensure none of your sites run into problems. Don't go for less than 10 Gigs.

My advice? Don't buy more than you need, even if it's cheaper than a package offering what you need. It's cheap for a reason, and that reason is usually greed, stupidity or deception.

The hosting provider I'm using for my sites at the moment is ThePlanet.com I have only recently moved here after experiencing disaster after disaster with my previous host (not cool to mention them).

ThePlanet does not offer phone support, even for my dedicated server, but their ticket desk is staffed well and I usually get a reply within 5 minutes... even if it's 9am my time, which is about 2am where the server is.

Autoresponders

The 3rd tool you need is an autoresponder. An autoresponder is essential to "follow up" with the people who download your special report and also to notify everyone when a new post is made at your blog and to automatically publish your newsletter every month.

When someone downloads your special report, they will be added to your autoresponder mailing list. They will automatically receive the follow up messages you have set up to remind them how awesome the product they have shown interest in is. The difference between doing this and not doing this can be having 0.5% or less of people who download the book eventually buying it and 50% or more of the people eventually buying it.

In addition, once someone has subscribed to your list, you can market to them for free! You know what they are interested in buying, they liked the last product they bought on your recommendation, why wouldn't they buy again?

As long as you are consistent and provide good information, there is no reason why they wouldn't... unless they don't want it or REALLY don't have the cash.

Often people think they do not have the money to buy something that will help them save more money than the cost, or give them more enjoyment in their life. As you become a better marketer, you will be able to make them see that they can afford, and should buy, what you are selling. Your autoresponder will help you to do this, it allows you to build up a relationship with your subscribers and helps them to see you as consistent and reliable.

If this system were a body and the traffic was the blood, the autoresponder has to be the heart. Your autoresponder is there to pump traffic back to your web site and make it possible for you to make more sales without paying for more traffic.

The autoresponder service I am using and highly recommend is Aweber. It's not the only autoresponder service available and certainly not the cheapest, but Aweber is widely recognised as the best.

It doesn't matter which autoresponder service you use with this system, as long as it allows you do set up multiple lists on the same account and gives you the ability to broadcast messages from your blog, in a newsletter, on a set schedule. Like once per week. This is done by plugging the RSS feed from your blog into your autoresponder. Aweber call it a "Blog Broadcast Message".

If you do not have Aweber already, sign up here.

When you have the essential tools you need sorted, you'll be ready to set up your first "money pump". Let's start by setting up an e-book campaign...

Setting Up An E-book Campaign.

In your PDF Power Brand members' area, you'll find a number of e-book marketing campaigns that are ready to be branded with your information. The zip file of each campaign includes:

1. The brandable PDF file
2. A "Squeeze Page" website (including autoresponder confirm page and download page)
3. A series of follow up messages for you to load into your autoresponder
4. An file with information on what you need to brand and how.

The list of books we have available will continue to grow. Each campaign we add is hand selected by myself or one of the PDF Power Brand Platinum member team and has been traffic tested to prove response before we make it available in the members' area. If you are a merchant, contact me to find out how you can have your promotions added.

To brand the campaign, just follow the instructions in the instruction file. If you need help, there are videos explaining what to do at every step in your PDF Power Brand members' area.

When you have finished, you should be able to...

- visit the "squeeze page" on your domain
- subscribe to your own list
- confirm your subscription
- receive the special report / e-book you branded delivered automatically by email
- download the book from the link in the email
- visit every website that is linked to in the book.

If you can do that, you have set up everything correctly.

It is absolutely 100% ESSENTIAL that you perform this final step before you drive any traffic to the site. You NEED to test that you have done everything correctly. You need to subscribe to your own list, download the book and click every single link that you branded to make sure it is going to your affiliate link. One bad link here could be fatal to your campaign!

You should have already tested every link in the follow up series you have loaded into your autoresponder. This is another essential step.

I have been doing this for years and I still make mistakes sometimes. Fortunately, I always catch them before they are promoted, because I am in the habit of checking every link I publish. The cruel reality is, one bad link and you can GUARANTEE that you will NEVER MAKE A SALE! Even people who are hungry to buy now will not be able to if they cannot get to the sales page... and all that could be missing from the link is a :

OK... now that things are ready, you can start driving traffic and making sales. Everyone who downloads the book will be on your mailing list until they unsubscribe.

The difference between using follow up messages and not using follow up messages is about 1 hour of your time and 800% more sales.

The great thing about the system you have set up so far is that is attracts subscribers and and customers, not just customers. Why is this good? Simply because there are a lot more subscribers than customers and someone is FAR more likely to eventually become your customer, after subscribing to your list.

You do not have to pay for traffic again and again when you have an active subscriber list. All you have to do is send a broadcast email. It's a LOT cheaper to market to people who are already on your list, than it is to use Adwords or really, any other form on online advertising. Also, someone who "knows you" is a lot more likely to buy from you. Your subscribers probably already know your name.

Setting Up Your Blog

You are likely to be running more than one promotion on each blog you set up, i.e. more than one e-book marketing campaign. So it makes sense to install your blog as the main site, instead of in a folder called blog/, for example.

If you haven't installed a blog before, don't worry. It's dead easy. You can do it in less than 5 minutes. The blogging platform I recommend you use is Wordpress. You will find videos on how to set up your blog and install some essential plugins in your PDF Power Brand members' area.

To Splog or not to Splog?

A Splog is a SPAM BLOG. There are of varying degrees of Splog, but a site set up purely to syndicate content from other places and provide no original content of its own could be classified as a Splog.

However, a site set up to syndicate and filter content from all over the place into one targeted resource can provide great value to the visitor, if it is done correctly. It saves them the time of searching out the good stuff for themselves. You CAN become an authority without actually creating anything yourself. All you need to know is what the people who are likely to see you as an authority would want to read.

If you vet the content sources you use carefully, you can provide a valuable resource for your subscribers through your blog newsletter, without having to do any real work, or write a word of it yourself. Of course, I am not saying that you shouldn't write yourself, just that if you do not want to, you do not necessarily have to. One resource you should check out is Article Content King. The articles submitted to Article Content King are vetted for quality by the members and given a quality score before they appear live on the site. You will find some excellent articles and authors at Article Content King.

There are 2 ways you can generate content without writing it, for free.

1. Use a syndication tool like "feedwordpress" to automatically publish content from approved sources in the relevant category on your blog.

2. Contact article authors (people submitting articles to article directories), tell them you respect them as an authority and ask them if they would like to become an approved author, writing unique content for your new Target Market blog. They will probably say yes.

Someone submitting articles to a "generic category" article directory should definitely be interested in writing articles for your "on topic" blog. They will get a lot more traffic from

your site than they will from the article directories, and the back links will have more value too. Those are the 2 main things they are interested in when submitting articles to article directories, so why would they refuse your free offer? Just visit one of the better article directories and look for the best authors in the field you are targeting.

Most ezine publishers do not write every article in every issue they publish; they have "guest writers". When they say "Guest Writer" they mean "I picked this article up from an article directory, I think you will like it".

Some "real world" magazines work in this way too. Many publish content from a content repository, as well as from their own reporters. You can do this too, by syndicating feeds from quality resources and attracting authors to write for your blog.

Here's an example email you could send to a prospective author.

<-- begin example email -->

Hello [name]

Please excuse me contacting you out of the blue. I have just finished reading your articles on [site] and can see you have a passion about [subject]. You write and engage the reader well. I like your informative "no hype" style.

The reason I am contacting you today is to offer you a position as "expert author" on my newly launched blog [blog name]. The position is not paid, but I assure you that you will get more traffic and stronger backlinks by submitting your UNIQUE articles to my [target name] blog than you will to any article directory. Your articles will be promoted for you to interested prospects, delivered directly into their inbox from a source that they trust, [blog name].

I prefer to spend my time attracting new subscribers to the newsletter than to write for it myself.

The most ideal marketing situation you can create is having someone a subscriber already trusts advocate you as an expert. That is exactly what I will be doing for you.

I am only looking for a maximum of 7 expert authors who want to submit one article per week to the site. No more, no less. Just one per week. If you would like to apply to be one of these 7, you are already qualified. I have checked you out and I like what you do already. All you have to do is reply and say "yes please" before I have all 7 positions filled. I have sent this email to a number of authors who I would like to work with... actually too many to say yes to them all. So reply now before all the spots are filled.

If you are interested, please contact me A.S.A.P

Respectfully
YOUR NAME
YOUR PHONE
YOUR IM ADDYS

<-- End Example Email -->

Contacting "expert authors" to write for you is a LOT better than syndicating content using a a plugin that scrapes RSS feeds. If you use this approach, your site will have more authority (if you select your authors wisely), and you will get more traffic, as you can motivate all your expert authors to link to and promote the articles they publish on your site. Making someone 1 of 7 marketers "considered experts" on a site will make them happy to brag about it. And

when all 7 start bragging about it, everyone gets more traffic.

But that is not the only benefit. Through this method, you will now know 7 experienced experts who will be happy to help you make more money. People who may be happy to republish every newsletter you publish to their own personal lists, because they are featured in it. You may not understand just what a powerful asset that could be to you right now, but it's big... potentially VERY big.

Your site will work a lot better if you have expert authors both publishing well written, informative content on your blog and promoting the blog for you. Give them an "expert author image" to display on their site and link back to your site and encourage them to promote and syndicate their author feed at your blog on their social networking profiles etc.

How to set up both automatic syndication through a feed and how to allow expert authors to publish on your blog is explained on videos available in your PDF Power Brand members' area.

Now you have content for your blog sorted, it's time to set up an automatic newsletter to deliver all the great articles your authors write for your subscribers every week.

Setting up Your Automatic Newsletter!

For this you need an Aweber autoresponder or an autoresponder that allows to to publish emails from a feed. Most do these days, even some that you install on your own domain like the free script PHP list. Aweber is best.

If you are using anything other than Aweber, you will have to work out how to do this on your own. But once you understand the concept of what you are doing, you should have no difficulty doing it and I am sure they offer help on the site, which ever autoresponder you are using.

Aweber calls it a "blog broadcast". A "blog broadcast message" works by sending an email to every subscriber on your list, using the content that has been published on your blog. You can set your broadcast to go out the instant a post is made or on a set schedule like every Wednesday at 7am GMT.

Your newsletter will consist of headlines and summaries of all the articles that have been published since the last issue, with a link to go and read the full article at your blog.

You have a lot of control over the template design of your newsletter blog broadcast and can select from a number of professional newsletter template designs at Aweber.

It's really easy to set up. Simply access the "blog broadcast" area of your Aweber account and enter the feed of your blog, select a newsletter template and edit as required. You can run ads within your template, even sell the space to your subscribers or other merchants in your marketplace.

When you are happy with your template design, set the schedule on which you want the message to be delivered. I recommend once per week, at the same time on the same day every week. (Consistency counts).

You can set things up so that your subscriber receives the newsletter automatically when they subscribe to download your free e-book, but you have to be careful about doing this.

It's important that you only plug your blog broadcast newsletter into ONE of the e-book promotions that you run from your blog, i.e. the first one. Otherwise your subscribers would get a newsletter email from every list promoted through the blog, that they are subscribed to. This would be very annoying and cause a lot of your most responsive people to unsubscribe and cry SPAM.

For example... Imagine you offer E-books 1, 2, 3, and 4 all related to the "health and fitness" market and all promoted from your health and fitness blog. Each book has a follow up series attached that you want the subscriber to receive after downloading the e-book, so you set up an autoresponder for each of the books.

If you plug your blog broadcast into all these promotions and someone comes along and eventually downloads all 4 of your free books, they will get the newsletter 4 times every time you send it! Without knowing it, you will be annoying all your most active subscribers!

Instead you should plug the blog broadcast into **just one of your promotions**, and then promote sign up to this list through every other list you build (in the email follow up messages you send). Don't worry about this too much for now, it only becomes an issue if you want to do more than one promotion from the same blog, and only then after you set up your second promotion. Just be aware of what can happen and how to avoid doing it. Don't send the same newsletter to the same subscriber twice... this can happen if the newsletter is published to every individual list you promote in this market.

When you have everything set up, you can put a subscribe form on your blog offering the free e-book download and you are ready to start driving traffic to your squeeze page.

You will find more videos showing you how to set up a blog broadcast and how to add a subscribe form to your blog in your PDF Power Brand members' area. If you need help, I am here for you.

Summary

That's it! That's how to set up an automatic money pump and keep the site active with traffic without having to continuously work on it. Because of the way you have set up your site, it will continue to grow in value as time goes by. All you have to do is make sure your "expert authors" are active and behaving, and to find products that the people who subscribe to your list might want to buy.

You may still be at a loss for exactly what to do, but don't worry. Everything is explained step-by-step in your PDF Power Brand members' area.

You can be an expert marketer, without being an expert on the market.