

**Special Report**

# **How to Make Money Online with Content**

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Dear Friend,

Today just about everyone is looking for ways and means to make money on the Internet. And with good reason. It's now easier than ever to make money on the Internet. That is, if you know what to market and how to do it.

Unfortunately, therein lies the problem. While many people would like nothing better than to begin an online business and start reaping the rewards of making money online, there still exists a basic lack of knowledge regarding the Internet and the products that will really, truly sell as well as the unique marketing techniques that must be undertaken in order to succeed in this merchandising frontier.

In this special report I will explore some of the best ways to make money online—specifically how to make money using content you have the right to use or modify. I will present a step by step action plan that you can put into use to begin immediately tapping into the potential of this profitable and rewarding Internet niche.

The numbers of ways in which you can use materials from content to make money online are almost as varied and infinite as the Internet itself. In actuality, the ways you can take content and turn it into a money making enterprise are really only limited to your own industriousness and imagination. In the next few pages, I will present a look at some of the most common ways you can begin to immediately create an online business using content, but remember the possibilities are certainly not limited to the manners listed herein.

Before I begin exploring the different ways to make money using content and the Internet, I would like to discuss some of the best ways to obtain content that you can use, modify or brand with your own name. Obviously, the opportunities for making money online using content from the public domain are quite diverse. In order to tap into this huge income potential, however; you will need to know how to find content.

There are a few different methods out there for obtaining this type of material, but the best option would be to join a fee based membership site that offers content you can use and/or public domain material for a specified membership fee.

Some of you may balk at the word 'fee' at first, but before you turn a blind eye to this method take a moment to find out why this really is the best option available. As the old axiom goes, "You get what you pay for." Sure, there are some sites out there that will offer you content for free. What you need to consider; however, is what you are actually getting when you use free content.

First, you can practically bet that if you snatched up such an offer, so did at least tens of thousands other people. You must add author "resource box" with link to author's website which practically "steals" your traffic. You are now competing not only with the multitude, using a product that is not unique and not very original, but with author "stealing" your traffic through "resource box" link. The value of whatever you are trying to sell just instantly plummeted. The market is flooded.

In addition to the fact that the content you are receiving is better quality, the sheer fact that you are working with a membership site means that you won't be setting yourself up for failure with an overrun market. This is due to the way most membership sites are set up. Only a select number of individuals are allowed to join and take advantage of the offers through the membership; thus insuring a market edge for those members. Since only the individuals who belong to the membership will have access to the material, and not all of those people will be using the material for the same purpose, you don't have to worry about competing with the rest of the world. Furthermore, the surprising truth of the matter is that only a few of those members will do anything at all with the content they can access. I never cease to be amazed at how many people actually do nothing at all with what they can access.

The fee involved in joining a membership site usually varies, but the great thing about such a membership is that the producer of the site normally has already either purchased the rights to the material or taken care of any research needed to verify that the work is actually part of the public domain and therefore free of any copyright restrictions and potential problems.

Additionally, the products you receive through a membership will ALWAYS be in digital format. This benefit by itself can be a tremendous time saving advantage because it saves you from the headache of having to scan the material and format it. Furthermore, you will receive the source file so that you can then modify the content in any way that you wish. This makes it tremendously easy to both brand the content with your own information as well as change it as necessary to create your own unique product. With these kinds

of advantages, you can then proceed with using the content in any manner you wish, such as one of the many ways listed earlier, to make money online.

Some fee based membership sites will also offer advantageous perks to help you get started, such as sales letter templates, keyword tools or other types of marketing tools.

Now, that I have discussed the best ways to obtain your material, I want to move on to look at the many different ways you can put it to work making money!

1. Publish the material exactly the way it is and tap into incredible profits!
2. Create a specialty product that is in huge demand, like audio CD's.
3. Increase your newsletter subscriptions by offering content as 'special reports.' or even as bonuses.
4. Create ezines or newsletters to increase traffic or create an additional affiliate income stream.
5. Offer multi-part email courses using affiliate links to generate even more income.
6. Establish yourself as an expert in your field and watch your traffic and profits increase almost immediately!

7. Use content for affiliate marketing
  
8. Set up a website with a niche market and add content.

### **Publishing Content Exactly As Is**

Actually, this method for making money using content should more aptly be called re-publishing content. This method is one of the easier and simpler methods because it requires very little change to the original material.

The first step in your action plan for this option is to obtain the rights to a book or piece of content that interests you. As mentioned previously, one of the best ways to do this is to work with a fee based membership site. Through this type of maneuver you can gain access to many different books and content from books.

After you have obtained the rights to the material, you will then need to obtain keywords to market the product. If you are working with a type of membership site, it's quite possible that you may receive all the keywords and keyword related information that you need to go ahead and get started right away. If not, you'll need to do some research or utilize a keyword tool to obtain a list of the most popular keywords for that particular subject.

Once you have your keywords, you are ready to launch a pay per click campaign. All you need to do to get started is register a domain name and set up an account

that will allow you to accept online payments. Paypal.com and Clickbank.com are both excellent examples.

At this point you'll need to load your files onto the server. To draw customers in, in addition to keywords, you'll need some sales copy and autoresponders. If you purchase the rights to your material through a membership site you may receive some sales letters or templates that you can immediately load onto your server. If not, you will need to either write your own sales copy or hire someone to handle it for you.

The final step is to purchase some cheap traffic from pay-per-click search engines. You might consider Overture.com or Google.com Adwords. Now that your site is set up with your own unique product, it's time to sit back and relax and watch the profits start to roll in!

### **Create a Specialty Product by Changing the Format**

Changing the format of content takes more time and can initially be more costly, but the benefits can be well worth it. While it is much easier to promote content as is, the truth of the matter is that most content is sold that way. If you want to harness the power of something unique and different, changing the format of content is definitely the way to go. This idea can help you to create an instant profit revenue for yourself.

Take a moment and consider how easy it is to burn a CD today. Most computers these days contain the equipment and software to burn a CD and its quite easy

and inexpensive to purchase blank CD's in bulk. In fact, you can practically get them for almost nothing. You can even use specialized software to create your own personalized jewel cases to really give your CD that professional look. Now, stop and think about how much more people would pay for a product they already want if it is in a more convenient format like an audio CD.

Today, people are more rushed than ever. They don't have time to sit down and read a book, even if they want to do so. Their quest for knowledge hasn't dimmed-in fact; people are more hungry for knowledge today than ever. The problem is that they simply don't have time to read. What most people do have an abundance of time; however, is commute time. Time sitting in the car during traffic jams for the commute to work. Time sitting in the car shuffling the kids from one event to the next. Time sitting in the car going from one appointment to the next, running errands.

Audio books used to be the 'hot' thing. People snatched them up to listen to as they drove to work, rode the train during their daily commute or even to listen to while flying. With the advent of CD players, audio books have pretty much faded into oblivion. Unfortunately, there haven't been a lot of audio books on CDs to replace them.

With the ability to burn a CD you could either simply download the text material directly onto a CD from which the user could browse the information whenever they found time or you could have the material narrated and then burned onto a CD that the user could listen to during their hours of commute time.

The steps for getting this money making method set-up are not a lot different from the previous method mentioned. You will still need a website setup along with keywords and sales copy as well as some cheap traffic from pay-per-click search engines.

The big difference in getting this method up and going is in getting your content changed to a different format. With a CD burner, this is relatively easy to take care of. Blank CDs can be purchased in bulk at your local discount store and from that point; it's quite easy to begin transferring your content to your new format. Once a purchase is made, all you need to do is drop it in the mail using a CD mailer and you're done.

### **Use Content to Create Special Reports**

One of the most important keys to a successful online business is not JUST having a list of mailing list or newsletter subscribers... It's about building a trusting relationship with your subscribers (ie, "cultivating" your list)...

By sending informative articles (content) to your list on a regular basis you will establish yourself as an expert on your topic of business, as well as gain the trust of your subscribers over time. As a result, your subscribers will be EAGER to take advantage of your "paid" product and service offers. (Just make sure that you NEVER take advantage of the relationship you develop with your list by offering products or services of poor quality just to make a quick buck!)

Think about the profit potential linked to being able to create special reports that provide valuable and useful information consumers both need and want. Special reports can either be sold or used as a free bonus or hook for another product.

With special reports, you will most likely need to change up the format of the content, but the basic information will remain the same for the most part. To change the format so that it is more suitable to the format of a special report you might consider breaking the material up into sections. Also, since special reports are typically no longer than 25 pages or so, you may also need to read through the material and cut it down to a more manageable length. When you take away any material that is superfluous and retain the ‘nuggets’ of the main body of work, this is fairly easy to accomplish.

Depending on your purpose, whether you are intending to sell the report or use it as a bonus or hook for another product, you will need to set up-or adjust your website accordingly. Remember, that you will need to obtain keywords for this product and you will also need to handle sales copy; even if you are simply using it as a bonus. If you have joined a membership, you may have all the tools you need to take care of this step with the marketing tools that were provided to you when you registered as a member.

### **Create your Own Ezine or Newsletter with Content**

For individuals looking for a way to keep a finger on the pulse of the people visiting their website, there is no better opportunity than offering an ezine or newsletter. Both of these publications are usually offered for free; however the

benefits you reap in learning critical information about the demographics of your audience is priceless. In addition, such publications can create an additional venue for affiliate income.

The problem with creating and publishing an ezine or newsletter for most people is that it takes a lot of content to create a publication that will be of actual interest to readers. For many people that means either writing it themselves or hiring a writer; both of which can be time consuming and even costly.

When content material is used to fill an ezine or newsletter, however; it couldn't be any easier. This is information that consumers want and need and by providing it to them you can instantly increase your number of subscribers and profits!

The first step in setting up your ezine or newsletter is to develop a template. When you have a ready-made template, this makes it much easier and faster to fill in with your selected content. This is especially true if you happen to be in a rush and need to get an edition out rather quickly. Although you could set up your own template in a desktop publishing program, there are several sites that will offer you ready-made templates for free. They are fairly easy to customize in terms of color and font so that you have a unique and easily recognizable format for your newsletter or ezine.

You will also need to think about how often you want to send out your newsletter. Some editions are sent out weekly while others are sent out monthly. This is strictly an individual decision, although the subject of your material may affect this decision somewhat. For example, if your chosen subject happens to be one

that tends to have late-breaking news often you might want to consider a weekly edition instead of a monthly edition.

After you have your template and have decided the frequency by which you want to send out your ezine or newsletter it's time to begin filling it with your content. Even content taken from books can be broken up into chunks that can be easily inserted into newsletters to form interesting and informative articles. You might consider a series; for example.

Another great thing about newsletters is that while they are usually offered for free as a way to beef up the membership of an existing site, you can also fill your ezine or newsletter with affiliate listings to earn some additional money.

After the newsletter is all set-up; the last step will be to let people know about it. One way to do this is to invite subscribers to recommend the site to friends who are interested in this same topic. You could also add a special spot on your site for visitors to tell a friend about your site by inviting them to enter their own email address. This allows them to become the sender of the message and you to avoid the potential of spam complaints.

### **Use Content to Create Multi-Part Email Training Courses**

Another option would be to create an automated cash flow by using content to formulate multi-part email training courses with related website or affiliate links "sprinkled" throughout each course. For example, you might offer a 5 part training course delivered over a 5 day period.

Formatting your content for the purpose of a multi-part email training course is very much like setting it up for a newsletter. You will simply need to break up the material into logical, sequential blocks. In most cases, the material will flow so well with appropriate breaking points that you will need to do very little formatting on your own.

Don't forget the important step of obtaining affiliate links to place inside your training course. This is, after all; how you will make your money from the training course!

After you have the actual training course formatted, you'll need to find a way to let people know about it. Obviously, the first place you would want to do this is your own website and newsletter, if you have one. You might also consider purchasing some advertising spots in other relative sites as well.

You can use an auto responder service to automate the delivery of your training course, so that it requires very little time on your part once it is actually set up. Several places offer free auto-responder services.

### **Establish Yourself as an Expert Using Content**

One of the most important keys to a successful online business is not JUST having a list of mailing contacts or newsletter subscribers. It's about building a trusting relationship with your subscribers; cultivating your list.

By sending informative articles to your list on a regular basis you will establish yourself as an expert on your topic of business, as well as gain the trust of your

subscribers over time. As a result, your subscribers will be eager to take advantage of your “paid” product and service offers.

You can also submit ready-made articles to “content hungry” websites and newsletter publishers with your resource box attached. The resource box, a 3-6 line bio about you and your website along with a link to your site can go a long way towards generating no cost traffic and visitors for you. You can make sure that your content and relevant info gets passed around by allowing reprints of the article, with the stipulation that your resource box remains attached.

When looking for places to post these types of articles, you might want to concentrate on discussion groups or forums that are specifically related to your market or niche.

### **Affiliate Marketing**

Affiliate marketing is a great way to make money with content or books that you have the rights to because it doesn't put you in the position of competing with websites that might offer similar information. Instead of trying to beat them, you instead join them and earn profits by complimenting these sites.

The first step in earning a profit using this method is to obtain information, preferably, and the right to use, modify and resell it. This is important because you'll want to brand the book with your own name so that you can then market it and sell it at your own price just as though you had created it yourself.

After you have finished this step, you can then get started setting up an affiliate program and offering a percentage of each sale to anyone who assists you in selling your ebook. Think about it this way. You could potentially have thousands of websites out there, all working for you; selling your ebook for you.

It's relatively simply to set up an affiliate program. You will need to obtain a list of keywords related to the subject of your ebook. Once you have that list of keywords you can do a little research to find other websites that offer information related to your book. At this point, you can then begin contacting the webmasters of these sites and make them an offer. In your offer, you give them the opportunity to join your affiliate program and earn a percentage of each sale of your product they refer. The percentage you offer will be up to you.

### **Earn Money Using AdSense and Content**

Of course, if you already have a website set up; there is just nothing like adding old-fashioned content to your site to really get the traffic lines buzzing. This is a really exciting way to use content, because content is the best way to increase your traffic and your search engine rankings is by having quality content on your website.

Content is the information that you place on your site to entice visitors. That's it. It's that simple. It's your hook, so to speak. It's what grabs readers' attention and literally propels them to your site. It's what they are looking for when they hop on the information superhighway.

You can literally boost your search engine ranking and daily visitor county by posting keyword rich articles and content on your web site. For example, if your business involves offering products and services related to fitness, posting fitness related articles and content will attract unlimited prospective customers on a regular basis.

To make all the traffic that you receive from your use of content payoff, you can implement more earning potential using AdSense. With AdSense you can earn money when you simply post content on your site that is entertaining, informational and useful. In other words, information that people need and want to read. Using this type of method, you can even set up a blog site and still earn money because the focus will be on the content for the reader and the ads as an income source for you.

This type of set-up gives you the opportunity to provide a valid service while earning money from companies and individuals who are willing to pay for customers that come their way when they click through ads posted on your site. Basically the way this works is that Google places ads on your site based on a relevancy to your site content.

To get started making money with AdSense you'll need some type of site set up. Keep in mind that it can even be a blog site. You will need to decide on a theme for your site and then post relevant content information.

Getting signed up for AdSense is fast and easy. All you need to do is complete a short online application and then can be set up and ready to roll within just a few minutes.

### **Set up a Website with a Niche Market and Add Content**

I have saved this option for last because of the fact that there are a few more steps involved in setting up this method. That said; however, the potential for earning a profit is also extremely high with this method. In essence, you are simply devising a way to become your own affiliate.

If you do not already have a website set up, you should know that one of the quickest ways to make money online is to find a niche market and set-up your own web site. With this option you could use books that you have the rights to in order to create your own product to market on your website (as mentioned in Method #1) or you could simply use the content you obtain to draw in visitors and then use other methods such as affiliate links to make money.

Whichever method you decide to use, you'll need to determine the subject of your website. This could be just about anything. For example, it might be something that is of personal interest to you.

If you do not already have an idea in mind, you might start with a quick brainstorming session to get the ideas flowing. Using either a pen and paper or a computer; whichever you prefer start jotting down a list of products, businesses and industries.

The next step in the process is to come up with a list of keywords for each of these ideas. While you can probably come up with a good list of words and phrases that you think someone might use to look up that particular subject on the Internet, it's also a good idea to take it a step further and use a program like Overture Keyword Selector or Wordtracker. This can make it much easier to find high traffic keywords for the niche that interests you.

Once you have your list of keywords, you'll need to do some research. Using one of the keywords from your list, type it into Google Answers. This can tell you exactly what questions are being asked and more importantly; how much people are willing to pay for those answers. You want to concentrate on the keywords with the highest number of questions.

After you have your keywords, you can begin setting up your website and adding content as well as getting your site set up to earn a profit. When adding content, remember that four or five articles will be sufficient to start. Keep in mind that it's important to add new content each week to keep the site fresh.

Your final step will be to get your site set up to earn a profit. There are a couple of ways you can do this and they are quite easy. In the first method, you would simply insert affiliate links to products and services that are related to your subject. There are literally thousands of free affiliate products and opportunities out there, just waiting.

Keep in mind that when you are inserting affiliate links and advertisements you have different options. One would be to post affiliate links right into your content articles and another would be to set up a link list and post them there.

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