

Method Six: Site Building Quick Cash

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Marketers absolutely love having a slew of affiliate niche sites-- they know their 'niche empire' can earn them a wonderful, passive income. It's a brilliant business model. Buyers are constantly searching for specific products online. Many of them like to read reviews or follow recommendations on these little sites before they buy-- affiliate marketers profit from this.

The problem is that, as easy as the sites can be to put together, many marketers loathe building them or don't know how. They are willing to pay some nice cash to get other people to do it.

You're going to cash in on that idea by building mini niche sites for people.

It helps if you already know how to build mini niche sites, but it's definitely something you can learn along the way-- you'll just be a bit slower until you get the hang of it. Luckily, there are some nice plugins and themes that make life easy for you.

The easiest type of site to build and sell is one that focuses on the physical products on Amazon. These mini niche sites are known for being high converting and fairly easy to rank in the search engines-- that's why you shouldn't have much trouble getting takers for your offer.

The Basic Method

First, you're going to build a sample site. These sites take just a few hours to do, so no stress. You can keep the sample site for yourself or even sell it to a client-- you can offer this as an upsell.

Your sample site will focus on one type of product-- a fairly specific type of product. You'll write a homepage article of around 800 words. Then, you'll write individual reviews of 4 of the related products. These product specific pages are designed to pull in easy search engine traffic.

Note that this is not a method that requires 'no work.' Fast cash doesn't work like that. But, you can and will get sales if you do a good job with this and frame your offer in the right way.

You're going to market your offer after you've finished the sample site. You'll offer 5 of these sites and get paid upfront. This will help you get some income fairly quickly, as you complete the work over the next week or so.

If you can do one site per day, you'll be set. There are a lot of details that go into this, of course, but I'll cover those things in the daily breakdowns.

Your clients will choose their niche/product type, domain name, and specific things they would like included on their site. You'll ask them for the Amazon associates tag they'd like to affiliate with this website. They'll love that you're going to monetize everything for them.

What You'll Need

You will need a domain name and a hosting account for your sample site. I recommend you use Namecheap for your domain name and Hostgator for your hosting. Ideally, you'll have hosting already. I mentioned earlier that this may not be the method for you if you've never worked with WordPress before.

You will also need a way to market your offer. I'm going to suggest the Warrior Forum for your purposes today. It's quite simply one of the most heavily trafficked Internet marketing marketplaces so you can make fast, targeted sales with little effort.

You'll either sell your offer to build custom sites for people as a Warrior Special Offer or in the Warrior Complete Web Sites for Sale section. Both of these are paid options, unfortunately. The WSO will cost you \$40 while the

Sites for Sale listing will cost you \$20. The benefit of the WSO section is that it gets a lot more traffic and can get you a faster sale. The benefit of the Sites for Sale section is that it's very highly targeted-- people are looking for exactly what you're offering. Take a look at both and make your decision from there.

When you sell a site, it's easiest to have the buyer register the domain name and point it to their hosting. You could do this for them but then it gets to be a pain to transfer or push the domain to them when you're finished building. Most buyers are fine with this since they'll have control at all times.

Day One

Create Your Sample Site

Today, you're going to create your sample site. This might be a slightly frustrating day if you are new to this. It will be a breeze if you have even a little bit of experience with WordPress.

Get into the right mindset before you get started. Take a look at other people's successful Amazon affiliate sites so you are inspired and know what's current.

Choose Your Product Type

The very first thing you need to do is find a hot group of products you can base your sample site around. The client will choose their niche, but they may ask you for some guidance so pay attention to these steps.

I suggest you choose a general niche. Go to Amazon's homepage at amazon.com. Then, choose the 'shop by department' option from the drop down menu at the top. Browse through the general topics and then drill down. For example, 'home and garden,' and then 'small appliances,' and then 'coffee makers,' and then 'programmable coffee makers.'

You want a niche that is fairly narrow-- something that will help you or your client rank easily in the search engines and get really targeted sales. Even if you could rank for 'coffee makers,' those who find your site won't really be in the buying mode yet. But those who are searching for 'programmable coffee makers' will be a little closer.

Next, choose the specific programmable coffee makers (insert whatever niche you've chosen instead, of course) you'll target. Use their specific brand and model name in your list-- Mr. Coffee programmable coffee maker is not specific enough. The Mr Coffee BVMC-SJX33GT programmable coffee maker is better.

Choose four specific products.

Choose Your Domain Name

Choose a main keyword related to your niche. Try to find a domain name that is very related -- something like programmablecoffeemakers.com is great, though probably taken. The point is, you want a very specific domain name that will call out to Google and those who find you through Google ("Hey! This site must have exactly what I'm looking for-- I will click this link.")

Be sure when picking a domain name that you don't pick a brand name, because it's likely trademarked, and you'll likely receive a 'cease and desist' order if you do use someone else's trademark in your domain name. So in this case mrcoffeeprogrammabledoffeemakers.com would be a very bad choice.

Register your domain name and point it to your hosting.

Gather Your Research

Next, you need to gather some fast facts about each of the products you have chosen to target.

Make a notes page for each of the products. The Amazon product page will have everything you need to know.

Include:

- The name of the product
- General specs/features of the product
- Main points in positive reviews people leave
- Main points in negative reviews people leave

That's it! You're only going to write one 400 word article for each of these. Save these notes for when it's time.

Install WordPress

At this point, you've registered your domain name and added it onto your hosting account. Please look up tutorials on YouTube if you have trouble with any step of that process-- there are screencast tutorials on anything you could ever hope or need to know.

Find the Fantastico icon in your hosting account, and add WordPress. Fill out the form they ask you to fill out with relevant information, and they will do the rest of the work for you.

Now that you have the basics of WordPress setup, it's time to make it your own. The first step is to delete the example post and page they've put on your site automatically-- there is no reason to have them.

I suggest you go into your dashboard and browse through the theme directory. Choose a theme that is clean and free from distraction. Choose one that will speak to those who might end up on your website to buy one of the products it features.

There are also a variety of plugins you can add. I suggest All in One SEO as a start. Install that (search YouTube if you are unfamiliar with this process or anything else) along with any other plugins you like to use.

At minimum, you will need an Amazon plugin. There are some free options out there, but I can't vouch for those.

WPAzon, WP Amaniche, and ReviewAzon are good paid options that will pay for themselves over time.

Do note that you shouldn't use a plugin you don't have developer rights to use. That's one reason to use a free plugin for the sites you sell. On the other hand, a paid plugin is more professional. Perhaps you can invest your profits from this into getting developer rights to a plugin for the future (you can even offer to upgrade the clients you get this week to a better plugin for a small additional fee-- that should cover your cost).

Write and Add Your Articles

You've done the research and your site is ready to add articles to. Take out your notes and write the four, 400 word articles. Include all the points I recommended, including the features, benefits, and positive and negative review points. Your goal is to connect with readers and be totally upfront with them. Paint a picture of what their life will be like with that product, and make a final recommendation.

Write a final, 800+ word article. You don't have to do any additional research for this article. You'll give an introduction to the product type and share personal insights. You'll give short overviews of the products you've already reviewed.

Add each of the product review articles as posts.

Add the homepage article as a page. Link each product on the homepage to its respective post. (so the homepage article should link to the four internal articles-- this is great for SEO and is something you can mention on your sales letter).

Monetize

If you are not an Amazon associate already, sign up to become one, using your sample site.

Follow the directions for the Amazon plugin you have chosen and add affiliate links to each article and to the sidebar. Don't go overboard, but

do give a call to action in each article and recommend they read more at Amazon.

Read Amazon's recommendations for what to put on your site as a disclaimer.

Polish

Take a look at your site. Would you buy it if you were in the market? You want it to look polished and high-converting. Tweak it, but don't go overboard-- this is about fast cash and you've done a good job.

By the way, I fully realize this might take you through tomorrow or even the next day to do. Everyone starts at a different place, particularly when it comes to article writing and tech stuff. Just take your time, use YouTube if you get stuck, and have confidence in your abilities.

Day Two

By now, you've read an overview of the method and hopefully have a sense of what you'll be doing. The great thing about this method is that you get the cash upfront and fulfill the offer after the client buys. That's the thing, though-- you can't just keep accepting orders for these sites or you'll quickly become overwhelmed. I suggest you start with 5 at first and see how you do from there.

Crafting Your Offer

You need to be a member of the Warrior Forum, so take care of that if you have not already. It does cost to join now, and then the cost for the War Room, and then the cost for posting your offer.

As a special note, if you want to do this but don't want to lay out the cash it will cost to do it on the Warrior Forum, I suggest you ask others to help you. I won't get into the specifics here, but consider contacting a marketer with a mid-sized affiliate marketing list. Offer to give them half of

your earnings, or whatever you decide, if they mail about your offer. They may go for it if they don't have something else to mail today or tomorrow.

I'll be sticking to the assumption that you'll be using the Warrior Forum for the remainder of this 'how-to,' however.

Take a look at the other offers in the Complete Sites for Sale section: <http://www.warriorforum.com/complete-web-sites-sale/>

What have they included in their listing? What is their subject line? Which offers seem to be doing really well? If you read the site flipping tutorial, then you're already aware of how to do this. In this case, though, you want to look at the offers that are similar to this one-- where someone hires you to build a custom site from scratch for them.

Take some notes and really think about what you want to include in your offer and what might persuade people to hire you. What sets your offer apart from similar offers out there? What is it about you or what you'll do that will really close the deal? If you don't know, brainstorm something. You need this if you're going to make fast sales.

Here are the elements I recommend you include in your offer, at minimum:

- An enticing subject line and headline-- draw people in by focusing on the benefits of your offer (hands-off site building, easy rankings, easy sales since Amazon does a good job of cross-selling their products, etc.)
- A link to the sample site (or a screenshot, highlighting certain sections)
- A bullet point list of everything that is included (original content, full research, extensive reviews, 800+ word homepage article that is great for Google, on-page SEO optimized, monetized, etc.)
- A breakdown of what the site is *worth* (really build the value)
- Finally, your offer-- limited pricing for the grand opening, just 5 spots available (or 3, or whatever you've decided)

- Give a bonus-- say, an extra written review of their choosing, but only for the first buyer (this will get you cash very quickly as people race to be the first one)
- Give the price point-- very low if you're going for a fast sale (\$67-\$147 depending on the style of site and your desperation)

You can use a PayPal link (check the merchant area in your PayPal account), set this up through e-junkie.com, or JvZoo.com (this is good if you don't want to pay for your listing outright) to take sales.

Post the Offer

Choose either the Warrior Forum Special Offers section or the Complete Web Sites for Sale section. Follow the directions on the stickied post on either forum. Submit your sales letter and wait for approval. Pay the fee once it's approved.

You're live!

Be on hand to answer questions.

Post the link to your offer in your signature file in the settings area of your username. Go contribute to discussions, ask questions, and offer help (particularly if it relates to affiliate marketing-- don't be over-the-top...just join in conversations as normal. This should drive additional traffic to your offer.

Consider posting the link to your offer on your social media accounts, if you are 'friends' with other marketers. You never know who is going to grab that offer.

Day Three

Continue brainstorming ways to drive traffic to your site offer. Ask friends to pass the word along, email past business clients, and be active on the Warrior Forum. Answer questions and be there to respond.

With a reasonable price, the fast action bonus, and a great sample site, you should have your first client quickly. Additional sales should come in through today and the rest of the week.

Start working on your first client's site as soon as the order comes in. You want to do an incredible job so you can get early, great feedback on your thread. If they are happy, ask if they wouldn't mind leaving a comment on your thread, and point them to it for convenience. This will serve as social proof since you are new.

See how that works? You got that first client with the fast action bonus, and subsequent clients will be much easier to get now that you have social proof.

What to Do When You Get Your First Order

You've gotten your first order...now what?

Email the client and thank them for their order. Be very friendly and professional.

Ask/Tell them:

- Their preferred niche on Amazon (mention that it's best to target a specific type of product)
- You'd be happy to help them research and brainstorm
- Their specific product preferences, if any
- To choose their domain name and get it set up on their host
- Their Amazon affiliate tag for this site (mention it's best if they create one for this site for tracking purposes, vs. using their general one)
- Their hosting login information (or mention they can install WordPress if they prefer-- they'll then give you that login information)

Get started as soon as you have the information-- you want to exceed expectations.

Day Four

Continue following up on your thread and fulfilling orders. By this point, you've probably learned some things about framing your offer and you have a better handle on the types of questions people ask you.

You get cash in hand right away, and there is nothing quite like that.

Day Five

Continue following up on your thread. Do not forget to temporarily shut the offer down once you reach five orders. You don't want to overwhelm yourself.

Do set up a page on your website where you have people fill in their name and email address if they want first dibs when you open up again-- this builds the excitement and adds the element of scarcity.

Day Six

By this point, you hopefully have a few orders. You'll want to stay in frequent contact with your clients to update them on the progress of their site.

Day Seven

Have you finished all the orders? Open up shop again! This is another method you can use to build a full time income. Just don't get burned out-- building 30 sites in a month is a lot. As you start to get more orders, consider increasing your price. It will lower demand, but you'll make a lot more while working on fewer sites.



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