

Guide to \$100 a Day Online

www.PLRContentSource.com

There are many reasons why you might want to start making money online. Some want to pay off past debt, others want extra spending money, and some are building wealth to prepare for their financial future.

When you start looking into ways to make money online, and what's possible for your efforts, you hear experts talk about setting goals for yourself. Some of those goals will be task-related, such as writing 5 pages per day.

Others will be related to your cash flow, such as earning your first dollar online, or getting to the \$100 per day milestone. It's good to have goals like this because it keeps you motivated.

Here are some common sense steps to get you from \$0 to \$100 a day earnings in the shortest amount of time.

Step 1: Pick a Money Niche

Without the right niche, you're not going to be making anything, much less \$100 a day. But forget the whole slimy process of looking for one specific keyword that has just the right measure of traffic and the least amount of competition.

You may want \$100 a day, but your next goal will be to multiply that into something more, right? That means you'll need to have a niche you enjoy working in – and personal satisfaction also translates into more money – more so than keyword volume and competition stats do.

At the same time, you want something that has profit potential. You can't be careless about that part of the equation, either. What constitutes a money niche? Preferably, it includes lots of product creation and affiliate sales potential – maybe even in both the tangible and digital realms.

Let's go over a few examples so you can learn how to size up a niche right of the bat.

Everyone always wonders if they can begin in the "Internet marketing" niche. Yes! Even if you're not meeting your monetary goals, you can still teach someone who knows less than you on some topic, what they need to know.

For example, if you know any of these skills, you can teach other would-be Internet marketers about this:

- How to write articles or sales copy
- How to install a blog
- How to make a video for YouTube
- How to conduct keyword research
- How to use social networking sites

You have plenty of potential in this niche. You can recommend or create tons of how-to products in digital form, and you can also recommend tangible items like Dragon Naturally Speaking or books sold on Amazon about branding and leadership, email marketing and niche research.

Let's look outside of the make money online niche. Health is big – especially the evergreen diet and fitness niche. Here, you'll find a whole host of profit potential, including things like eBooks about how to lose weight or how to perfect specific parts of your body (think abs, legs or rear). You can also promote tangibles such as scales, treadmills, kettlebells, and more.

Or how about pets? Pet owners are a big online target audience – and they like to buy toys, clothes, treats and more – as well as download info products about grooming, healthcare and training.

You have to strike the right balance between narrow and broad niches. If you zero in on just one model of one brand of one product, then you're boxing yourself into a corner.

At the same time, if you try making \$100 a day on a broad site like "health" then it's so all-encompassing, it makes it harder to be seen as an authority in the niche and gain some footing for sales.

Step 2: Pair Products and Services

There's one thing people need to remember whenever you're striving for that \$100 a day goal – you need to work hard on all levels to make it happen for you. Some experts will advise that you pick one niche, one business model – and work on it from there.

Others will tell you to diversify from the very beginning. This is a great concept because it helps you cover all bases. When one branch isn't making as much money, you have the potential to bring in cash in other ways.

Some methods are residual, while others crank out cash one time only for you. It's a good idea to pair both services and products in your initial efforts.

Create products for a target niche audience. It can be in any niche that you want – but start working on creating something that *other* marketers will promote for you as your affiliate.

Ideally, you want an evergreen product that will build sales over time. You don't want something that's considered a flash in the pan. Create eBooks, video courses and membership sites that will generate interest and lure affiliates to your offer.

You don't have to have a \$100 product to make \$100 a day. You can create a narrow topic info product and sell it cheap and appeal to a wide audience where you have a price point that makes buying it a "no brainer."

Recommend other people's products to get your income up. It's easy to rank online for a specific product name when you review it on your blog. The key is to become a trusted reviewer – someone who tells it like it is and doesn't gloss over the "cons" of the product.

Don't just look for whatever's ranking well in the marketplace. Look for products that fit your target audience perfectly. Don't recommend anything without trying it, either. Always go through a course and give a thorough, deep review.

Provide services to go along with your product creation and affiliate marketing efforts. Services are always in demand, and since you're becoming a marketer yourself, why not tack on some tasks that you can do for others?

What kinds of tasks are you doing for your own business that you can offer to busy marketers willing to pay?

- Ghostwriting
- Social Marketing
- Search Engine Optimization
- Graphic Creation
- Website Development
- Customer Service...and more.

You can rely heavily on services to get started and then wean yourself off of them as your income nears closer to \$100 a day with residual product and promotion earnings.

Step 3: Blog Daily

Blogging daily is important for you to achieve your financial goals. Blogs are well received by Google and other search engines, and they're also easy to run and rank quickly in the SERPs (search engine results pages).

Line up a set of blog topics for your niche. Don't worry as much about keywords as you do writing for your target audience. Keywords don't buy from you, humans do.

Use keyword research as a guide to help you discover what your target audience wants. But steer clear of writing some perfect formula of words that ramps your content up to a specific density level. It will read awkwardly to your visitors.

In addition to keywords for ideas and guidance, use forums in your niche to pick the brains of your target audience. The questions they're asking and the problems they're talking about provide you with prime opportunities for cashing in on your blog.

Not only does frequent blogging provide your search engine bots with more fodder for them to index, but it keeps your human visitors returning because they know they can always find fresh content and news on your site.

You'll be revered as the person who always has an ear to the ground – someone guiding the way in the niche they're tuned into. If your blog becomes stagnant, not only do search bots come less frequently, but humans will see the blog and believe you've given up – or simply don't care anymore.

Step 4: Socialize Your Site Well

Many marketers get all excited about online marketing, so they pick a good niche, create great content and slap it up on their blog, intending to wake up the next morning with their very first sale.

Only, this isn't a situation where if you build it, they will come. You have to spread the word about your site, and online, that means socialization. Social networking sites are those like Twitter, Google Plus, and Facebook.

It also means getting the word out on forums within your niche. Socialization is done in two ways. The first thing is to get into the habit of socializing each blog post you make.

As soon as you hit publish, post the link, with a bit of text that encourages people to click through – on Twitter, Facebook and G+.

Interact with others on these social networking sites, too. Follow people who are interested in your niche. In many cases, they will follow you back. Comment on their posts and share theirs once in awhile and most people will reciprocate.

On Facebook, don't socialize your site to your personal friends and family. Instead, create a fan page where people can Like the page and share your statuses with their own friends.

You can log in as your page and Like similar pages and interact on their pages. People will follow your link to your page and Like yours, too. So for example, let's say you're in the diet niche and you create a "Losing Fat Over 40" page.

You can log in as your page and go like other diet and fitness sites. Participate (genuinely) on their pages and it will be logged in as "Losing Fat Over 40," promoting those who are 40 and above and overweight to click on your page link.

Step 5: Prepare a Lucrative Joint Venture

Networking in this manner helps you connect with other marketers in your niche. No marketer wants to be left completely alone in their online efforts. Everyone enjoys finding like-minded niche leaders because it provides ample profit potential.

Don't approach another marketer with a cookie cutter offer for them to promote you. There is a certain amount of etiquette involved. To start with, promote their products if you believe in them so much.

Connect with them about your affiliate status and how your customers are enjoying their products. Approach them about the possibility of your product being a good fit for their own audience.

This requires you to spend some time getting immersed in their online community and seeing what it is their customers want and feel they get from that other person.

When you approach them, don't just ask if they want to see if your product is a good fit, send them the download links or access to the product and a bevy of tools they can use to promote it if they want to, including their affiliate link!

Getting to the \$100 a day level isn't difficult. It just requires a lot of action taking and planning. Don't let competition or technicalities get in your way. Plow through it with enthusiasm and baby steps and it will help you achieve your monetary goals in no time.



PLR CONTENT SOURCE

Your Source For High Quality, Private Label Rights
Content That You Can Actually Afford and Profit From

www.PLRContentSource.com