

# Earning With Amazon S3 As An Info Marketer

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This is an out-of-the-box way to earn with Amazon that you might not have thought about. The fact is that Amazon offers so many different tools and services and ways to earn money that it's almost unbelievable. As an Internet marketer, the chances are high that you are an info marketer. If you haven't yet released your own digital products, it's likely that you'll want to—and Amazon S3 is a great tool to use as part of that.

Why? It's because people demand information. People are passionate about certain things. People are desperate for solutions for certain things. They need and want information and they often find it in the form of instant downloads from marketers just like you.

Maybe you want to create reports or ebooks for people to download. Maybe you want to create membership sites or courses. Whatever it is, you know that you want to get information out there that people can buy from you. You see it all the time – marketers earn fantastic incomes with their infoproduct empires. Again, maybe you have already started earning with your own info product empire... Amazon S3 is something you'll want to take a look at.

So, how does Amazon play into this? Well, if you haven't looked into the power, ease, Flexibility, and low cost of Amazon S3 as an info marketer, then you're missing out.

## **What is Amazon S3?**

Let's talk about what Amazon S3 is to start out with. Here's how Amazon describes it:

Amazon Simple Storage Service (Amazon S3) “provides developers and IT teams with secure, durable, highly scalable cloud storage.”

If that doesn't make sense to you, don't worry about it at all. Basically, Amazon S3 is going to allow you to store your files, whether they're PDF files, video files, audio files, or whatever it is, on their servers.

This way, people can very easily download what they purchased from you. You don't have to pay a ton of money to host videos for your membership site. You'll upload it to Amazon's servers and use that link for your customers to download and view, and you'll be good to go. This can save you a lot of money, and your own server will be far more responsive since the downloading and video playback, etc., will be on Amazon's servers. Amazon servers are very reliable... and did I mention? S3 is very inexpensive.

One of the things people like about Amazon S3 is that you only pay for the storage you use. There is no minimum fee and there is no cost to set things up.

There is a bit of a learning curve with Amazon S3. But, they do have good help materials and there are actually some pretty good tutorial videos on YouTube that can help you with any questions you might have.

Now, let's talk about how Amazon stores things – in this case, your infoproducts like your videos, audio files, reports, and ebooks.

Amazon S3 has buckets- think of these as being like file folders. Basically, you're going to have your S3 account and then you'll create buckets (which are essentially file folders on Amazon servers).

You'll name these buckets. You'll upload your 'objects' -- the products, the freebies you're giving to your subscribers, your course materials – whatever it is.

You will then choose what you want people to be able to do with each of these items. You can set the settings so that people can do nothing with the items – that only you have access to them.

Or, you can choose whether people can write, read, etc. to the objects.

By the way, objects can be up to 5 TB in size. That's huge... much bigger than you'd want on a typical shared server like might be using on a Hostgator account or something like that. Amazon S3 can be an answer to your prayers as far as file storage and product delivery is concerned.

Amazon notes that you can control access to the buckets, your access logs for your buckets, and choose the AWS region where the bucket is stored. This flexibility can help you save money.

Here are the features that Amazon touts for S3:

**Scale** – using S3 will allow you to scale your business up. In the case for you as an info marketer, you won't have to rely on your hosting account, which can be slow, costly, and so on. Amazon knows what it's doing and it provides you a lot of storage for a very small amount of money. You can scale up, pay less, grow your business, and earn more, all as a result of using Amazon S3.

**Durability** – Amazon notes that S3 is in 12 regions around the world and that they are adding more frequently. They use what is called a geographic redundancy option to replicate across regions.

**Broad integration with other AWS services** – you may or may not need to pay attention to this, but here is what they say about it – “for security, alerting (cloud watch, cloud trail and event notifications), computing (Lambda), and database, designed to integrate directly with Amazon S3.

**Cloud data migration services** – AWS storage uses specialized methods to help you get data in and out of the cloud.

**Lifecycle management policies** – objects can be moved between storage classes, which can help lower your cost and reduce management.

There's a lot more to it than that. In some cases, it does get pretty technical. But, you don't have to worry about that. I highly recommend that you only focus on the parts you need to know about Amazon S3 and don't pay attention to the rest.

### **Amazon's 10-Minute Tutorial**

Here is Amazon's 10-minute tutorial that will help you learn to store files with S3 in just a few minutes:

<https://aws.amazon.com/getting-started/tutorials/backup-files-to-amazon-s3/>

One of the most important things for you as an info marketer is that your data and downloads be readily accessible and that your data be protected. That's one of the main reasons why you'll want to store with Amazon.

Amazon lists its service at 99.999999999% durability and 99.99% availability of objects over a given year. That's great news for you and for your customers.

### **Getting Started With Amazon S3 as an Infomarketer**

You can get started with Amazon S3, or AWS, today. To give it a try, you can use the "try Amazon S3 for free link. Here's that link:

<https://portal.aws.amazon.com/gp/aws/developer/registration/index.html>

The AWS free tier includes, "5 GB storage, 20,000 Get Requests, and 20,000 Put Request with Amazon S3."

## **Amazon S3 as an Infomarketer: Income Potential**

The great thing about using Amazon S3 is that the income potential is virtually limitless. You can get started today and upload a freebie that you want to give away as a list builder. And, as with anything, I highly recommend that you focus on building your list.

When you build your list in a profitable market, you can start out earning a part-time income and soon zoom up to a full-time income.

When you release info products, you can start selling these to your customers. You can get affiliates on board to promote these for you. You can sell products at low price points and high price points. And S3 can store all of your files so you can easily deliver them and make them available to your customers.

Whether you want to earn a part-time income or a full-time income, Amazon S3 is a fantastic hosting solution for you. It will definitely not create a large overhead for you. It's a fantastic tool for your business that will help you earn more, and allow you to scale up.

### **Step One**

The first step is to sign up for Amazon S3.

Here's Amazon's help document on how to do that:

<http://docs.aws.amazon.com/AmazonS3/latest/gsg/SigningUpforS3.html>

Amazon notes that you won't be charged to use Amazon S3 until you use it. So there's no worries at all about signing up.

Just go to:

<http://aws.amazon.com/s3/>

And click sign up.

Follow the instructions that Amazon gives you.

Then, you will create a bucket. Remember, this is really just a file folder like you would have on your computer. It's an organizational system. Don't get confused by the terms Amazon uses—and browse their help files if you find anything confusing. There are some good tutorials on YouTube as well.

One thing that is a little unexpected for first time users of Amazon S3 is that each bucket name must be unique within the Amazon S3 system. In other words, if you choose a name that is very common, maybe "bucket1", it will be rejected if someone else has previously chosen the bucket1 name for their data.

So in actuality, you can think of it as similar to your own computer desktop, where you can't have 2 folders with the same name, can you? But then, within each unique folder (or bucket) you then have no restriction on the file names.

Therefore, you will probably only have a small number of buckets defined to Amazon S3, and organize your files within those buckets as you see fit.

On Amazon's help page, they describe how to create and manage buckets. They also describe viewing an object, moving an object, and deleting an object or bucket. Definitely go through all of these help documents because they really will help you if you have any questions.

## **Step Two**

Depending on how you need to use Amazon S3, you may want to learn how to use their API and advanced options. Amazon has their Amazon Simple Storage Service Developer Guide, for example.

But, definitely do not worry about this if that does not sound like something you need.

Here is their 'Where Do I Go from Here' document for additional reference:

<http://docs.aws.amazon.com/AmazonS3/latest/gsg/ImplementingS3.html>

### **Step Three**

Start to brainstorm how you are going to best use Amazon S3 as an info marketer. If you've been holding off on using video in your marketing, for example, then now's the time. Use the fact that you can store videos so simply and cheaply on the S3 server as an excuse to get it done.

Use S3 to host your freebie downloads so you can build your list.

Use Amazon S3 to host the files for your courses so you can move up into high-end marketing and earn more.

Use S3 to host and secure your files for a small cost.

There are so many ways to integrate S3 into your business.

### **Step Four**

If you need advanced help, then you might consider going to the AWS forum to learn more.

Here's that link:

<https://forums.aws.amazon.com/forum.jspa?forumID=24>

Soon, though, it will become second nature for you to host your reports, ebooks, video files, audio files, and more on the AWS S3 servers. This can help you grow your business and scale up.

Develop a plan and remember that this is just a tool. Using Amazon S3 isn't going to make you rich on its own, but it will enable you to save money on your own hosting account, or perhaps even avoid the need for a hosting account of your own. Using this as a tool to help you scale your business up can help you earn more money.

### **Get Started With Amazon S3 as an Info Marketer**

Again, don't be intimidated. Amazon S3 does have a learning curve, but I think you'll get the hang of it very quickly. It's a good way to host your files so they are secure, easily accessible, have great uptime, and are very inexpensive.

There's a reason Amazon is known for being so reliable and why so many very well-known companies use these servers.

You can get started for free. You don't have to be a big powerful company even though so many big and powerful companies use these servers. This can help you scale your business up as an info marketer... or get it started in the first place. Use these servers to help you build your list, sell more products, and move forward in the info marketing space.





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