

# My Secret Articles



**Volume 1**

**By**

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## 1.INTRODUCTION

This is going to be the first in what I plan to be a long series on Internet marketing. In this series I plan on covering a number of topics including, advertising, business start up, copywriting and a ton of other subjects. This may be the best free education you'll get next to the "MY SECRET PROGRAM" site itself. But I want to start off this series with an introduction to myself. Why?

There are a lot of people on the Internet giving out advice, whether it be free or paid for. Some of these people have wonderful credentials and really do know what they are talking about. Others really don't have a clue and are just feeding you a load of bull. So the first thing I want to do is establish some credibility so you might feel that reading these articles is even worth your time. Otherwise, this is just an exercise in typing. And I certainly do enough of that already.

About 4 years ago I was out of work because of downsizing and health problems. It was January of 2003. I was 45 years old and virtually unemployable at that age. My skills were outdated and quite honestly, I was also pretty sick of working for others. Still, I had to earn a living. I had a \$1700 a month mortgage and a daughter who was just entering high school. College was just around the corner. In other words, I was in deep trouble.

So, I decided that I was going to make money through the Internet. At first I went to Monster.com and looked for actual jobs in my field. The requirements were staggering. I never realized how outdated my skills were. Still I began my search. It was futile. For 3 months I did this and couldn't even get an interview, or whatever they call it online. Finally, I just gave up on the idea of working a "job" online and decided that I had to start my own business. I don't have to tell you that I had no clue how to start.

In April of that year, I found "MY SECRET PROGRAM". At the time, the program was much different from what it is today. There were no 20 steps program. It was mostly based on traffic generation using traffic exchanges, safelists, and a number of other methods. Obviously some people were having success with these as I had heard some stories, but I was not one of them. I was getting nowhere fast.

Then in June of that year I found an FFA Hosting system that I latched onto. I seemed to have a natural flair for writing ad copy and in just my first 8 days I made my first 3 sales ever on the Internet.

By July of that year I was up to earning \$1200 plus a month. It wasn't a fortune and I certainly couldn't live on it, but I had hopes that it would increase over time. It didn't.

Two and a half years later, around September of 2005, I checked back in with "MY SECRET PROGRAM". I was still a member but was only using it for the FFA leads as I felt they were worth the membership alone, not to mention the free web hosting. Michael sure did give you a lot of bang for your \$19.98 back then. But when I checked back in, I found something about article writing. I read it and figured this is something I could do, since I was writing most of my life. Michael will tell you that up until recently when I had to stop because of health issues and just not enough time, I was his most prolific article submitter. In my first year of submitting articles to Michael I submitted 1032 of them that I can account for. I didn't keep records before November. It's probably closer to 1100 or even 1200. If I ever find the time again, I may resume. But I will probably spend that time contributing to this forum.

But the article writing thing gave me an idea. Surely there had to be other places online that would pay you for your articles. So I did some research. What I found was a goldmine. There were tons of quality sites out there.

And then I thought to myself, "Why don't I put these sites in a book and tell people about this opportunity?"

But then I realized. The book had to be more than just a list of sites to submit articles. Nobody would buy it.

And then the wheels really started turning.

I sat down and thought about ALL that I had learned over the last 3 years. That's when it became quite clear to me what I had to do.

The end result was an ebook package that is now 7 books long and over 400 pages of information. In it I shared everything that I had ever learned about making money on the Internet. I really didn't know if it would sell or not but I figured, what did I have to lose? So I put it together and put up a site.

I then took EVERYTHING I knew about advertising, which is actually one of the books in the package, and used it. Now was a chance to see if what I was telling people to do REALLY worked.

Long story short. I now sell a modest 100 ebooks each month. It's not a fortune, but it's a steady income that brings in, between book sales and all the backend that goes with it (you'll learn about backend in this series) about \$6,000 a month. Not too bad.

Was it a lot of work? Well, I don't know. Do you call 14 hour days a lot of work? I know I do.

Was it worth it?

Well, you can see the results for yourself.

Which brings us up to the end of this introduction and what you can expect to find in this part of the forum from this point on.

I will do my very best to give you a few pieces of my wisdom. I certainly can't teach you everything in my books (it would take me hundreds of articles) but I will give you enough information that if you add it to what you learn here from "MY SECRET PROGRAM", will make a big difference in your results.

So take a deep breath, sit back, relax and get ready for some real knowledge from a real person who has had some real success, WITHOUT all the BS that goes along with it. Just straight talk from the hip.

## 2.WHERE TO START?...YES, WHERE???

Well, you've made the decision. You want to earn a living on the Internet. The problem is, you've never done this before, know nothing about the various ways that you CAN make a living and you're quite honestly, LOST. And I don't mean as in the TV show, though in comparison, those guys are on a picnic. At least they have each other. For the most part, you are on your own. Oh yes, there are those who can give you some direction (which I hope to do) but ultimately, you have to do the work. Eventually, as you build a name for yourself you may get somebody to go into a Joint Venture with you, but I'm getting ahead of myself there. The point is, at the beginning, you truly are ON YOUR OWN.

So there you sit, with your computer screen in front of you, staring at heaven knows what. And the first thing that comes into your mind is one question...

Where Do I Start????

If you think this isn't a scary thought, it is. I've been there. In my case I didn't even have people to turn to in order to ask questions. I was REALLY new to this. I had to do the whole thought process all on my own.

As a result, I made mistakes. TONS of mistakes, which resulted in months of no income or worse...expenses that were killing me. Man, do I wish I had some direction.

Well, I'm here to give you some. But if you're expecting that I am going to just lay out some step by step game plan, it's not just possible.

Why?

Let's say I said to you that the first thing you want to do is learn how to write really well because that is going to be one of the keys to making an income on the Internet, at least a good one, and you said, "But I hate to write!" Well, then obviously you're going to drift from the game plan right from the start. So instead, what I am going to do

is give you options. Lots of them. Because believe it or not, there is more than one way to make money on the Internet. Some will be more profitable than others at the start, but look at Michael and the money he's making JUST from Adsense alone. I'm not saying it's not a lot of work, but at least he doesn't have to be a prize winning author to run an Adsense business.

My point is, there is more than one way to skin a cat in this business. I will give you as many ways as I know of. I certainly don't know them all, or am an expert at them all. For example, I know nothing about selling on Ebay, though I hear that can be very lucrative. I just can't help you with it because I have never done it before.

So in the series of articles to follow, I will give you a number of ways to capitalize on your, what I call, "generic" starting point. So this is what I want you to do after reading this article, because this WILL be YOUR "Where To Start."

Sit down with a pen and paper (yes, get away from the darn computer) and write down ALL your interests. That's right, ALL of them. I don't care how silly they are or how unlikely they are to make money. Just write them down.

Here's my list.

1. Writing
2. Music
3. Computers
4. Games
5. Health
6. Sex (okay, this will probably be on EVERYONE'S list)

Okay, make your list and then we'll pick it up from there in our next chapter

### 3. COMPLETE INTERNET MONEY MAKING GUIDE

Well, not so complete really, but in order to at least familiarize you with some of the more common ways to make a living, or at least make a few bucks online, I have compiled this list. It is by no means exhaustive. Right up front, I will tell you that I have not included Ebay as one of the methods. Why? I try to keep as far away from that zoo as I can. Yes, you can make a lot of money on Ebay but I'm in no position to teach you how. It's probably one of the few areas on the Internet where I am clueless.

Having said that, not all the items below are even good. Some are downright bad or illegal. But you need to be aware of them in case you decide you want to get involved with one of them.

Disclaimer: The opinions on the items below are mine. I am in no way suggesting that these opinions are the be all and end all. They are based on my own personal experience of almost 4 years as of this writing. So read them with an open mind. Ultimately you will have to make your own decision as to what you want to get involved with.

As you remember, in our last article I had you make a list of your interests. What I want you to do, is keep that list near you and look at it while you're reading the following descriptions. If you think any of these descriptions fits something in your list, you might want to figure out some way to integrate them. If not, don't worry because in the next article, I'm going to walk you through your list and try to give you some ideas myself. But for now, let's take a look at some common ways to make an income on the Internet.

1. Paid To Read Emails or Other Paid To Read Programs - Let's get these out of the way. This is where a company pays you a certain amount per email or ad read. Every company has different pay rates. Some are pennies per email read. Others are hundreds of dollars per email read. As I said, I am not going to knock any program here but you need to use a little common sense when it comes to these. Who is going to pay you hundreds of dollars for reading an email? Read the fine print of the contract. You will see in most cases there is a catch. If you want the whole scoop in the Paid To Read thing, there are plenty of threads on the Internet. You will find that many of these programs



either shut themselves down or were shut down because they didn't pay. However, if you find a program like this that is legit, your earning potential is about a couple hundred dollars a month, if you include recruiting into the mix, which you can do. You will never get rich off of Paid To Read programs.

2. Survey Sites - These are sites that send you surveys which you take. If you qualify for the survey you can earn as much as \$25 to \$50 for one survey. Most surveys though are for points and discounts. If you spent a whole day doing these it is conceivable that you can make a few hundred dollars a month doing these. You won't ever get rich from them. Also, never pay for a list of sites that give surveys. This info is available for free.

3. Randomizers - These are programs where you join, pay your fee, whatever it is and then every time somebody joins a random payment is made to one of its members. One thing you need to be careful of these. PayPal is cracking down on them because they violate their TOS. So if a randomizer uses PayPal as a payment source you may want to think twice about joining. You can lose your PayPal account. Unless you do an awful amount of promoting for these things and get your own members, your potential monthly income is about \$20 a month. Randomizers are pretty much dropping like flies so you won't run into as many of these as you did a year or so ago.

4. Doublers - This is where you put in say, \$20 on January 1 and in 90 days, or whatever the term is, you get \$40 back. You've doubled your money. These are also not as common as years ago but they are still around. The problem with these sites is that they are also against TOS of PayPal and other payment processors. However, if you get into one of these early and put in a lot of money, you can make a bundle real fast. But you are taking a gamble because all of these eventually fold up because the structure can't support itself. Think about it. If you keep doubling your money every 90 days and never take it out you have this progression.

20, 40, 80, 160, 320, 640, 1280, 2560, 5120, 10,240, 20,480, 40,960, 81,920...etc...

Eventually after a few years they end up having to pay you millions of

dollars. Unfortunately, none of these doublers have lasted that long. So be careful with these.

5. Paid Typing Companies - These actually fall into 2 types. The real paid typing companies where you have to actually have typing skills to get a job and the ones that are nothing more than typing ads on the Internet and getting paid if people buy things. You can actually make a lot of money doing this, if you use the standard Google Adwords as your advertising medium. Your average person, with a limited budget, only makes about 2 or 3 hundred dollars a month. You do have to pay for Google Ads. They're not free. The legit typing companies will pay a standard wage for the work you do, whatever the market will bare at the time. Never pay to get one of these jobs.

6. Selling Advertising - This is actually a very big thing on the Internet. This is where you work for a company that sells people advertising packages or programs that they claim will effectively promote your business. This is another one of those things where you have to use a little common sense. If these advertising methods are so good, why is everybody using them to promote the company itself and try to get people to buy the advertising package or the tools themselves? Why doesn't ANYBODY use these tools to promote their OWN business? I'm going to let you answer that question for yourself. Like I said, I'm not going to knock anything in this review. The earning potential with these can be quite great depending on how much the packages sell for. Some are very cheap, a few hundred dollars, and some are very expensive, in the thousands. If you're going to promote one of these, think about how easy or hard you think it's going to be for you to get somebody to spend \$3,000 on an advertising program.

7. MLM - Stands for Multi Level Marketing. These are programs where you get people to sign up and hope that they do the same. Some of these programs can be 10 or more levels deep. You need to be careful with these. The ones that have no product or service and are simply pyramids are illegal and will eventually get shut down. What most of these companies do is include things like ebooks, auto responders, etc. so that they give the appearance of being legit. Some actually are. Most of the stuff given away by these are worthless. It's hard to know what has value and what doesn't unless you're a

seasoned marketer. Earning potential with these programs can literally be millions of dollars a year. But 95% of all people who join these fail. That is a statistical fact. You can look it up. The 5% who have some success range in income from a few hundred dollars a month to \$10,000 or more. Only about 1% make more than \$10,000 per month. Plus, the expense of some of these programs can be quite large. MLM programs have been the cause of many a family ending up in bankruptcy. So please be cautious with these.

8. Freelance Writing - This falls kind of in the job category as you get paid for the work you do. The problem with this is that it's hard to find these jobs and they don't pay much. If you worked 8 hours a day doing this you'll probably make about \$2500 a month. Most people do this in their spare time and maybe make a couple hundred dollars monthly. The trick is finding companies that offer this service or people who will pay you to write for them.

9. Internet Researcher - This is very similar to freelance writing and also very hard to find these jobs. The pay varies greatly depending on the job itself. If you can do this full time, you'll make a little bit more than a freelance writer since research requires a lot more work. You're looking at about \$3500 a month for 8 hours a day. But this is a tough gig and not easy to find.

10. Mystery Shopping - Actually, this isn't really an Internet based job. You need to have a car and be able to travel to where they send you. Depending on where you live you can either get a ton of jobs or very few. Geography plays a big role in this. This is something that you can make about \$1000 a month doing if you did it full time and got that much work, but most people make a couple hundred bucks a month at most. With the rising gas prices this isn't as attractive as it used to be.

11. HYIP - Stands for High Yield Investment Program. 99% of these are illegal and the feds are cracking down on them. The list of HYIPs that have fallen is a mile long, including the big fiasco with 12 Daily Pro. Yes, if you get in early, you can make an amazing amount of money with these if you put in a lot. Even if they do pay 12%, 12% on \$20 isn't going to pay you much money. To earn big you must invest big. If you can afford the risk of losing all your money, which many

people have done, then you may want to go in for a quick killing on one of these. The earning potential is unlimited.

12. Selling Other People's Products - This is called affiliate marketing and can actually be very lucrative if you put in the time to promote. Ad expenses can chew you up and if you pick products that nobody is interested in you can end up making very little. Clickbank is one of the biggest companies offering this service. It is best to do a lot of research on a product before you decide to try selling it. Because there are so many existing products out there to choose from, this process can take a long time. The earning potential here is unlimited if you have the resources. But again, just like with MLM, 95% of affiliate marketers don't make any money because they don't advertise properly. The other 5% earn anywhere from a few hundred dollars a month to \$10,000 a month or more.

13. Creating Your Own Business - This is where you make your own ebook, or start your own service, or maybe even create a product and sell it. The potential with your own business is unlimited depending on what you're selling. When I say your own business, I don't mean to join one of these sites that say "We'll give you your own business." These are just cookie cutter sites that thousands of other people have. And there is nothing wrong with them. But you will be limited to what you can do with them as most have pretty fixed sales templates. Some are better than others. So do your homework on them if you don't want to build a product and website from scratch.

There you have it. Like I said, it's not totally complete but it's most of what you are going to find out there.

In the next chapter, we're going to go over your list and see what we can do with it to get you started.

## 4. NARROWING DOWN YOUR INTERESTS

In this chapter, we're going to go over the list that you made in article number 2. If you haven't made your list yet, go back to article number 2 and make it. I'll wait...

All done?

Okay, so now you've got your list. The question is, "What do I do with it?"

In order to answer the question, let's take a look at my list, since I can't possibly know what's on yours. Don't worry, the same principals apply.

My list:

1. Writing
2. Music
3. Computers
4. Games
5. Health
6. Sex (okay, this will probably be on EVERYONE'S list)

Now, in my case, I have an extra problem that some people may not have. I really do enjoy ALL of these things a lot. If somebody told me I could only do one of these six things the rest of my life, I would have a hard time deciding which one. Music has been part of my life since I was a child, writing the same and computers and games are just way too much fun to give up. Health has been a big issue for me since I became ill and now I am really into alternative treatments for diseases.

But you can't do everything at one time. That's one of the biggest mistakes that new marketers make. They jump from program to program and never give anything a real chance. Nothing is going to make you a gazillion dollars overnight so get over it. You need a game plan and that game plan **MUST** focus on dealing with **ONE THING AT A TIME**. If that isn't clear enough, I will say it again.

You need a game plan and that game plan MUST focus on dealing with ONE THING AT A TIME.

Okay, so let's take my list and see how we narrow down what we're going to do.

I know this is painful, but the first thing you have to do is look at your list and pick out ONE item. It doesn't even have to be your favorite item on the list, though that will probably help as you want to do something that you really enjoy. Why? Because you're going to be spending countless hours doing it so you better at least enjoy it to start or you don't have a prayer. Building a business based on something that you have no knowledge or interest in is looking for disaster. You will lose interest quickly and never get your business off the ground.

Okay, I've made my choice. I'm going to pick Health.

Now, health is a very broad topic, kind of like medicine or doctors. There are many types of medicines and many types of doctors. A proctologist is sure as hell not going to perform brain surgery on me, though most people would say that in my case it's pretty much the same thing.

The point is, we want to narrow health down at least a bit. Health is what we call, in the marketing world, a keyword. A keyword is something that people type into a search engine when they look for something on the Internet.

For example, let's say you're searching for info about the new Ipod. You'd probably go to Google and type in "Ipod" and get a ton of results. But what if you're just looking for articles or reviews on the Ipod so you can get a decent idea if it's something you want to buy? In that case you might type in "Ipod articles" or "Ipod reviews." See what we've done? We've narrowed down our keyword search. Now, when we do our search, we don't get as many results. This is why we want to break "health" down a bit so we can narrow in on a very specific niche. You may not even use the word health in your final choice but it will be related to it in some way. In my case, I narrowed health down to "Alternative Medicine."

Now, that alone is still pretty broad. But from it, we can come up with a number of subsets, such as "Alternative Treatments" or "Alternative Cures For" and so on.

Then, we can get REALLY specific, like...

"Alternative Treatments For Acne" or "Alternative Cures For Cancer" and so on.

The list of things we can focus and narrow in on, just from that one keyword, can literally be endless.

Take music. Good heavens. Off the top of my head, I can come up with "Music of the 60s", "Music of the Beatles", "Music Notation Software" and on and on and on.

Do you see where I am going with this? Take your main interest, whatever it is, and break it down as much as you can. Get it to the point where you are focusing on one VERY specific thing.

In the next chapter, we're going to take your narrowed down "keyword phrase" and run with it.

## 5. IS YOUR NICHE WORTH GOING AFTER?

Okay, you've taken your list of interests, you've picked one item on that list and you've narrowed it down to a very specific keyword phrase. If you haven't yet done this, go back to article 4 and read it. I'll wait.

You now have your keyword phrase. Guess what?

This doesn't necessarily mean this is what you're going to be focusing on for your business.

Huh? Did I hear that right?

Yes, you heard that right. See, just because you have an interest in something, doesn't mean other people are going to have an interest in it. And even if they do, if you're going to go up against a million other sites promoting the same niche, you are going to have one heck of a tough time getting your piece of the pie. This is why I advise people to stay AWAY from Internet marketing. Why? It's a jungle. Yes, you can make it work. I did. But why beat your brains against a stone wall when you can find something that is more like hitting a pillow.

So let's take my own choice of health. I decided to go with the more narrowed keyword phrase "Alternative Treatments For Acne."

Great, now what?

Well, let's see what our demand and competition is.

How do we do this?

Well, the competition is easy. Just go to Google and type in, with the quotes YOUR keyword phrase. I'll type in mine.

I get 37,000 sites coming up with that keyword phrase. Okay, not too bad.

Now, let's see how many monthly searches we get.



To do this, go to a keyword suggestion tool and type in the same phrase.

I use many. Here's one of them.

<http://www.wordtracker.com/trial/step1loadframes.php?sid=011de33637ae9c28eb057ba9beffef2c>

It's not the easiest tool to use but with Overture now gone, outside of paid tools, there's not a lot out there that even works anymore.

Now, the tool will also give you alternative keyword phrases, because not everybody is going to type in YOUR phrase. Wordtracker will give you a decent list.

Okay, type in your keyword phrase, again with the quotes, and see how many monthly searches you get.

In my case, not too good. My original phrase only got 2 monthly searches. And even the best word in my list, "Acne" only got 1688 monthly searches and it's not very targeted. What I mean by targeted is this.

Does everybody who types in acne into a search engine want an alternative treatment? Some may simply be looking up what causes it. That's why you want your target phrase to be as specific as possible.

So let's see what we have.

1688 searches for a non targeted phrase and over 37,000 sites to go up against. I don't know about you but I don't like those odds. Now, I'm not saying you shouldn't pursue this, but if you do, I just want you to understand what you're going to be up against. It will be an uphill battle.

Ideally, you want to find a keyword phrase where you have about 1000 - 2000 competing sites and about 5,000 to 10,000 searches a month. Believe it or not, these ratios exist. They're not easy to find but they do exist. And when you latch onto a niche with very little competition and a good number of monthly searches, you've basically

found yourself a goldmine. The key is cashing in on it.

Just keep repeating the above process until you find a niche that you are happy with. It may take some time, but it's time well spent.

In our next article, we'll begin to build our business.

## 6. STARTING YOUR BUSINESS

Okay, so you've picked a niche to make your killing in. You've done your research, found something that has lots of monthly searches and not a ton of competition. The only thing you have to do is put together a game plan for promoting your niche to the masses. Of course, before you even do that, you have to figure out how you're even going to get your niche up on the Internet. But before you even do THAT, you better be prepared to do business online.

This is where most people get caught with their pants down.

Why?

Because they don't realize all the things that they can run into.

Why?

Because they're brand new to this. They're entering a world that is so foreign to them that the things I am going to list here wouldn't even dawn on them. So, in order to keep you from waking up one day and wishing you had this stuff, I am going to outline for you a few things you may want to get BEFORE you actually start thinking about building a web site and advertising it to the masses.

1. You're going to need a backup for your computer. I don't care whether you get a zip drive or an online service or dual RAID drives. If your PC crashes and you don't have all your important files saved somewhere, you are going to be in for some serious hurt. I am speaking from experience. I never thought of these things until they happened to me.

2. You're going to want to get a professional email account. You'll normally get one of these with a hosting package. Why do you want a professional email account? Without going into a long boring rant about spam and spam filters and how tons of email just simply doesn't get delivered to these free email accounts like AOL, Hotmail, Yahoo and on and on, just do yourself a favor and get a pro email account. The last thing you want to happen is somebody writing to you inquiring about your business and their email either lands in your

bulk folder or doesn't get delivered at all. Get a pro email account.

3. Get a safety deposit box. If your house burns down, no backup is going to save your valuable papers and contracts, not to mention all the passwords you're going to accumulate for all the sites and services you're going to subscribe to. And make no mistake about it, you'll have TONS of passwords. Write them all down and maybe once a month, go to your safety deposit box and put the updated papers in it. This way, if you have to start from scratch, you'll at least have every site you belong to, along with your username and password on a sheet of paper. Saves a ton of time.

4. Get a business phone. If you're going to communicate with potential JV partners or customers, the last thing you want is for somebody to call home and have your kid answer the phone. If you're going to run a professional business, get a business phone. Even a private cell phone is fine.

5. Anti Virus and Firewall protection. The Internet is a nasty place. The last thing you want to do is go online to any site and risk getting hit with a trojan or worse. It happens. Not to mention some of the things you're going to find in your email. In today's Internet, going online without anti virus and firewall protection is like sending a blind man through a mine field.

There are other things that you're probably going to want to get over time such as a text editor, a budget and expense program, a filing cabinet and high speed Internet connection, but the 5 things I mentioned above are a must. It's just plain suicide not to have them and they're not very expensive.

In Volume 2 of "My Secret Articles" We'll talk about Domains, web hosting, creating a web site and getting into Internet advertising.

See you there.

Sincerely,

Steven Wagenheim

[Creator Honest Income Program](#)