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1. The Single Most Critical Factor in Making Money Online

You may be wondering who am I and what qualify me to give you video marketing advice. Well, my name is Meir Liraz. You may have stumbled on my name on the internet, probably in relation to my activities as a writer and publisher of business guides. This is just one side of me, the visible one. There has been another side to my online presence, a concealed one, as a leading player in the internet marketing arena.

I've been an active internet marketer since the first days of the Internet, back then the reigning search engines where dinosaurs bearing names like Alta-Vista, Infoseek and Lycos, while Google was just a vague idea in the minds of two brilliant Stanford University students.
As I don't believe in theories and opinions, I've tested dozens of Internet marketing ideas, strategies and variables. Some proved to be successful while others bombed (and served me well as learning experiences). I must've been doing something right as I managed to accumulate along the way a seven figure fortune. The bottom line is that I've come up with a simple strategy that has enabled me to make money online like crazy.

As a bonus, I've included within this book a special section where I describe exactly the simple strategy that made me an Internet Millionaire. This is a step by step guide that will allow you to mimic my method and make a killing online.

Why reveal my methods now? Well, I'm semi retired now and I've made enough money so that my kids do not have to work one more day in their lives (if they so desire). I've had my blessings and now I want to help others succeed as well, this is my way to give back.

Now look, 99% of the folks who try to make it on the Internet follow the same rout, the same set of activities. They all move in one big herd. Listen, In the highly competitive online arena, when you do the same things as anyone else you don't stand a chance to succeed - you are doomed.

In order to win the Internet marketing battles you must go off the beaten path, you need to do something different, you need a competitive edge - and that is where the simple strategy presented in the bonus section come into play. It will give you that "unfair advantage" to boost your sales, pile up profits and leave your competitors in the dust.

When a soldier goes into battle he seeks to equip himself with the best weapons he could lay his hands on. The same goes for the internet marketing battles. The single most important factor in utilizing this strategy successfully is equipping yourself with the right tools and services. The magic word is 'Automation'. You need to have the best tools and you need to know how to put them to best use. This is critical, some of the tools that I'll show you can actually heart you if not used correctly.

Look, in order to make money on the internet you need to get noticed by Google and you need to climb up the search engines' results pages (SERPs). Unfortunately Google gives preference to large and established sites. The little guy with a relatively new or small website does not stand a chance. You could of course go the "natural" rout. That will take you about 5 years to establish a site that will be liked by Google. I don't know about you, but I prefer to start making money with a new site much earlier than that. That is why you need to use some special tools, to take some unconventional measures - you need to be a little more creative. Sound complicated? don't worry, in the special bonus section, I'll give you exact instructions as of how to do it right.

Here's a list of the tools and services that I use while executing my strategy, later on I'll show you exactly how the strategy works and how these tools integrates perfectly within it to come up with the easiest, fastest, most effective way of making money online:
1. **Keyword Research Tool:** [Keyword Canine](http://www.liraz.com/canine) - a multi-featured tool for niche discovery, keyword research and backlink analysis (for more details see here: http://www.liraz.com/canine)

2. **Hosting Service:** [HostGator](http://www.liraz.com/hostgator) - a reliable web hosting. Has some extra features that makes it suitable for internet marketing activities. (for more details see here: http://www.liraz.com/hostgator)

3. **Wordpress Theme:** [Thesis](http://www.liraz.com/thesis) - much more than a theme, it's more of a design and template manager for Wordpres. Most suitable for a business site that is meant to be ranked high on the search engines. (for more details see here: http://www.liraz.com/thesis)

4. **Content Creator:** [Article Builder](http://www.liraz.com/articlebuilder) - produces high quality unique articles built around the topics and keywords that you give it. (for more details see here: http://www.liraz.com/articlebuilder)

5. **Email Marketing Tool:** [Weber](http://www.liraz.com/aweber) - automatically manage all email marketing activities: creates sign-up forms, collects and manages subscribers, sends out scheduled emails and more. Powerful yet very easy to use. (for more details see here: http://www.liraz.com/aweber)

6. **Article Spinner:** [The Best spinner](http://www.liraz.com/bestspiner) - a multi-featured tool for creating multiple versions of an article that will be seen as unique in the search engines. (for more details see here: http://www.liraz.com/bestspiner)

7. **Links Building knowledge:** [Link Building Course](http://www.liraz.com/linkbuilding) - a comprehensive link building learning framework that is constantly updated to reflect the most recent effective link building strategies (for more details see here: http://www.liraz.com/linkbuilding)


9. **Automatic Directory Submission:** [DeepLinkerPro](http://www.liraz.com/deeplinker) - automate the creation of manual directory links, allows the use of varied anchor text and also to drip feed the submissions over time to make it all look as natural as possible (for more details see here: http://www.liraz.com/deeplinker)

10. **Automatic Link Builder:** [Senuke](http://www.liraz.com/senuke) - a powerful backlinking tool which has been designed to assist with the time consuming task of creating a large number of links (for more details see here: http://www.liraz.com/senuke)

11. **Backlinks Indexer and Booster:** [Backlink Booster](http://www.liraz.com/backlinkbooster) - automatically increases the power of the backlinks to a website. It's both a backlink indexer aiming to get the backlinks indexed faster, and also a backlink booster to help boost the amount of link juice each of the backlinks sends to a website (for more details see here: http://www.liraz.com/backlinkbooster)
Now, the next chapter features great tips and ideas proven to kick-start your YouTube video marketing. Starting in chapter 3 I reveal the simple strategy that made me an internet millionaire.

2. 101 Great Tips and Ideas Proven to Kick-Start Your YouTube Video Marketing

1. Who on your team is the most motivating? Who is the best speaker? This is the person to put on camera on behalf of your company. You don't have to have the CEO or a sales person reading the sales pitch, instead focus on the person who will do the best job of selling your firm or products.

2. You should not be intimidated by video marketing. It's possible to create effective, appealing videos without A-list stars and pricey equipment, a tripod and camera are sufficient. You can show people how you manufacture products, demonstrate your products, or just talk to them directly.

3. Do not allow your shyness to stop you from taking advantage of video marketing. When you are looking into the camera, talk as if you were talking to an old friend. This is a very simple and effective way to help yourself get over the discomfort of talking to people you don't know.

4. A product review video is a great way to promote a product. Show how to set up or demonstrate the uses of your products. Discuss each feature and how it works. Mention any options that are available and don't forget warrantee information. Video reviews show your market why your product is the one to buy. Get started with video marketing and watch your sales increase.

5. Attempting to do everything on your own is not a wise move. It is not always easy to devise new and different ideas for a continuing video marketing campaign. Do some brainstorming sessions with friends, staff and colleagues to get an idea list you can concentrate on. Try to keep up with creative sessions like these, to maintain a strong presence in your niche.

6. When you post your video on YouTube, don't forget to use annotations. These allow you to point to other similar videos you have or to ask people to subscribe to your video. You can even use this with a "Pop-Up Video" effect to keep viewers engaged and entertained as they watch.

7. Whenever anyone asks a question in the comments on your videos, consider if you can answer them in another video. If you think about it, you can come up with a humorous answer which provides them with the information they seek along with a fun video if others would like to watch, all the better!
8. If you aren't good at videos, recruit outside help. Sponsor a video contest in which those who make the best videos receive prizes. Let the people know that for the prize, you'll start using the video they made as a commercial.

9. If you are making a video about a new product, keep it simple and short. Not a single viewer is going to sit through a 10 or 15 minute video about your latest product. If they want more information, have your contact information listed and give them a one on one demonstration. For your videos, keep it short and to the point.

10. If there is one thing that people hate it is commercials or corny advertisements. Make sure that your sales pitch is subtle to help keep your viewers engaged. If you come across as trying to sell your product too hard it can turn people away. Make your videos interesting so they will keep watching.

11. Find someone to be the regular spokesperson in your videos. Keep in mind that this person should not necessarily be you or even a sales professional. It's important that your spokesperson be very energetic and have a smile and personality that will attract many people. Also, make sure this person will be regularly available for being in your videos.

12. If you decide to create a series of videos, it is important that you remain consistent. Try using the same length and format for your videos and use similar title pages and credits so viewers easily recognize your video marketing campaign. If possible, release your videos on a certain day of the week to build anticipation.

13. Avoid making your video a commercial. If your video looks like an ad or like spam, people will avoid watching it. People certainly will not share it. A successful video marketing video is interesting, fun to watch, and it provides information that the consumer is interested in learning about.

14. Responding to comments that your videos get is essential. There are times when people ask timely questions. You should always answer questions left by viewers; do not ignore them.

15. Get someone to watch the video before you post it. You may think you've made a great video, but you may not see some problems that another set of eyes can. Let a friend or a business colleague take a look first. That can help you fix any problems, and ensure that people are getting the message you intend to send.

16. Figure out a way to get your users to share your videos with others. It is free, it is effective and it will help you become more successful. To that end, make it simple to share your videos. Also, figure out how to come up with a call to action as well.

17. When making films for your video marketing campaign, make sure you show some personality. Although there are always professional guidelines to follow, people will like you more if they can see who you are. This will also set you apart from competitors, so display a sense of humor or profess your love for your wife, a football team or a great hobby like fishing.
18. Put helpful content in your videos. It doesn't require a fantastic camera to get viewed by millions of people. People would much rather watch a relevant video. That said, buying the best camera you can get can help you have a better quality video.

19. Video marketing is a great way to give customers an idea of what your products look like before they order these items. You should create some videos in which you demonstrate your products. Show the different functions, test the products in extreme situations and do a lot of close ups.

20. If you are too shy to show your face on the screen, you should try using something like Google Search Stories to help you. This is a good way to show your users all of the pertinent information you need to without worrying about having to show everyone your face.

21. Keep all of your videos optimized. Come up with different titles and descriptions for the videos that you upload to different sites. It is also important that you include target keywords, as well. Finally, include contact information so that your viewers can easily contact you for further questions they may have.

22. Video marketing doesn't give you much time to catch viewer attention. The initial 15 seconds are the make or break period. During this time, a video teaser should be used to draw in viewers.

23. Do you offer a variety of services in your business? If so, consider using video marketing to explain the common services in your business. Make a short video showing each type of service you do and how a customer can determine the level of service they need. This will inform your customer and likely increase sales. So, show with video all the things that make your services a cut above the rest.

24. Some of the most effective ways to gain an audience for your videos will be by using ads in social media or qr codes to direct people to yours videos. People who see these advertisements will already have the means (and likely the time) to watch the video. If they like it, they can instantly share the link with a friend, giving your business's video yet one more exposure!

25. If you can be the first person to discuss a topic, that's the best choice for content. Talk about things you truly are an expert in and provide tips, which can't be found elsewhere. When people see that what you're offering isn't found on other sites, they'll consider your site to be the expert in the field.

26. Do not assume that you must hire a professional video crew or rent professional equipment. If you have written your own content, have a quiet room and a webcam or digital camera capable of recording video, you can do it yourself! Make a few trial runs and upload them to YouTube but only for private viewership. This will let you see how to get it right without anyone seeing your trial and errors.

27. Have an action for your viewers to take when they watch your video. This "call to action" will get viewers involved in your campaign. Provide an attractive hyperlink
beneath video content and encourage viewers to register for services on the landing page. To make this work efficiently, it has to be easy to do for the viewers.

28. Whenever you post a video, watch the comments. This is the best way to see which videos truly begin a conversation and which are being ignored. Don’t forget to respond to people who comment so they know that you’re watching what's being said and learning from what they share with you.

29. Did you know that Google Webmaster Tools has a video site-map tool? Google can't crawl the content of a video, so you have to provide them information about the video, so they can index it and add it to their site. Check support.google.com for more information on how to create the XML file.

30. Use a catchy and descriptive title. In addition to being the first impression potential viewers get of your video, your title can draw internet traffic on its own. Keywords in the title of your video are seen by search engines and can help get your site ranking higher. Make sure your title is short, descriptive, and packs an impact.

31. A good video marketing tip is to just go for it and leave your reservations at the door. You might have put off video marketing because you’re too shy or feel you lack a presence. It doesn't matter if you're shy, all you really need is solid material and your video will be effective.

32. To show viewers that you are serious about your video marketing campaign produce videos regularly to share with others. These videos can be informational or conversational. Your viewers will appreciate knowing that they can depend on your for producing videos in a timely manner. Try to produce at least a weekly video for your viewers.

33. A good video marketing tip is to be consistent with your videos. Your marketing abilities won’t improve if you’re only doing the odd video here and there. By consistently uploading solid videos, your customers will take you more seriously and your marketing skills will just keep getting better and better.

34. Video marketing can often be informal. People like marketing efforts that don't look too forced or slick. They can seem too much like television commercials, and everyone has learned to tune those out. If your video is a little "rough," that is okay. Make it personal and genuine. You will likely attract more viewers.

35. Videos can easily be used to explain your products or services to potential customers. Seeing how a product works will help your customers understand how to use your product and why buying from you is preferable to other sellers. So, learning to make videos to explain what you are selling will easily help build your customer base.

36. If you decide to hire a video marketing professional to create a video for your business, check out their portfolio first. You need to hire a professional who can create some quality videos, address a specific niche and convince customers to purchase a product. Do not waste your time and money on a professional who does not have a good portfolio.
37. A big mistake in video marketing is to get caught up in production value. You do not necessarily need to spend a fortune to produce a high quality video. Even large corporations, like Dell, have been successful with simple demos made by employees.

38. Make sure that any video content you post online is optimized for search engines. Remember that search engine spiders cannot watch video content, so make sure that you have fitting titles, tags and descriptions. Fill them in the appropriate fields. You would be shocked to see how many video posters do not even bother doing this.

39. Product manufacturers or resellers should create videos showing how the product can be used in alternative ways. For example, while duct tape is great for ducts, Duck Tape has created how-tos for a million other projects, even how to create a wallet! This leads to amazing viral video success on their part.

40. For people who are new to video marketing, try to keep your videos short. Around 30-45, seconds is a good length to start. You really do not have a lot of time to get your message through with the viewers’ short attention spans. As you become more experienced, you will notice that you are able to get your message across within this time frame easily.

41. Keep in mind that some people surf the Internet using large screen televisions for their monitors. YouTube accepts large video files now. So, do not turn your nose up at high-definition content. Someone looking at your content on a fifty inch plasma will not buy from you if they just see pixels.

42. When producing a video testimonial for your products, let your satisfied customers do the talking. Instead of creating a 100 percent scripted dramatization, allow the customer to speak openly and naturally about their experience. Many consumers prefer to rely on personal testimonies over the canned words of a salesperson or marketer.

43. A great way to engage users with video marketing is to leave a few questions unanswered or make your videos thought provoking. This will encourage your viewers to engage you with comments and will give you a chance to speak to them on a personal level. When you communicate with your viewers, you end up building a bond with them on a personal level.

44. Come up with a measure of the success rate of your videos. Do not guess how successful your video is by looking at the comment you get. It’s better to check out the hard data. Some things to track are the number of video views, as well as whether or not the video was watched completely.

45. To make video marketing easy try a video blog. In this type video you will be able to share what you are thinking about or working on every day. For example, if your business sells cooking supplies, you could make a video of a recipe, a how-to video on using one of your products or cooking tips.

46. A great way to generate new and unique content for your video marketing is to interview people at trade shows and conferences within your industry. This will generate buzz throughout your industry and these people will want to share the content that you
publish. You will create great content and establish yourself as a professional in your industry.

45. An excellent concept for video marketing is using a video contest as a way to generate interest. Have your viewers submit their own videos as part of your contest. They will be the ones who are creating new and useful content for your marketing and they will drive new traffic to your site by sharing their videos.

46. Invite feedback in your video. Include something controversial, but not too controversial. Leave unanswered questions at the end. Make a mistake on purpose, that viewers are sure to notice. Just telling viewers to comment won't work. You need to give them a reason to leave comments. If you do, the comments will come.

57. A video should not end with an answer, only a question. The viewers will remember the video, engage in conversation with you, and allow others to see it through their feeds.

58. If you end up with a topic which runs really long, cut it into separate videos. For example, a five minute video could be cut into five one-minute long videos and released every business day for a week. People will come back daily to see what's next and you'll have a whole week's worth of content in one video!

59. Make as many videos as you can. Constantly uploading videos is key to retaining your viewers. That way, you will also be able to discuss a wider array of subjects with your newly expanded audience.

60. Video is a great medium for conveying ideas. This works in business by showing customers what makes your business special. A short video describing your products or highlighting your experience will go a long way to making that sale. Remember to be clear and make any ideas your convey simple to understand so that your video marketing campaign will be a total success.

61. Place your video content on YouTube and link it back to your website. This can help your video be seen by a wide audience and potentially get shared and moved to the front page. The kind of exposure that YouTube provides, partly because it is owned by Google, is huge.

62. Try not to stress out if your video is not perfect. People are more likely to relate to a video that shows real people, rather than a polished ad that reeks of commercialism. Write your content out carefully, then practice saying it over and over. Then, shoot it and post it.

63. It is always wise to make a request of viewers within your videos. You will call your customers into action! For instance, to get viewers to register for a mailing list, request that they click your link in the video's description. The easier it is for people to sign up, the faster your mailing list will grow.

64. Videos can be used to give people a closer look at how your business operates. Take videos of the work that goes into your products and services, or give people a
quick peek at the more humorous side of your office. Customers will trust you if they get
to know you and see you being honest.

65. Know your audience. Videos that are compelling offer valuable insight and
information that the target audience wants to hear. Similar to written content, you must
understand the target audience and why they should watch your video over other
videos. When you know what you want to share, try recording your videos into smaller
chunks to make the information easier to understand for them.

66. Video marketing can seem like a difficult nut to crack. It is much easier to do if you
inject some humor into your videos. This will always entertain your viewers and keep
them coming back for more. Be careful with this strategy and show your videos to
others before publishing. You could end up not being funny and making your business
look bad.

67. Shorter videos can be more effective than long ones. Your viewers' attention will
wander if your video rambles on. You can go as long as five minutes, but anything over
that is truly overkill. A great motto to follow is to keep things short and sweet.

68. One of the tried and true techniques to video marketing is to use cliffhangers. They
have been used in television from the very beginning and are always effective. This will
keep your viewers engaged and have them anticipating your next video to answer the
questions raised in the first video.

69. Try doing a parody to get views for your online marketing video. Imitating a popular
video or personality with parody will generate thousands of views, especially if you can
coordinate your timing with real life happenings. Use politics and celebrities or mimic the
most popular ad on TV and see how fast your video takes off!

70. Do not be afraid of posting your videos. You may think that they are terrible, but for
the most part, you are your own worst critic. It is okay if you aren't a video professional
and don't have all the latest equipment. Create videos to the best of your ability, and
post them. Nothing ventured is nothing gained.

71. A great video can be ruined by bad audio. Spend a few bucks and by audio
equipment that can record you clearly. Do not rely on the microphone built into your
camera. If you publish a video where the viewer can only hear the wind or cannot hear
you speak, then it was not worth publishing to begin with.

72. Use videos to keep in touch with customers and other people who are interested in
your business. Get customers to submit any questions they have concerning your
products or industry and answer them in video form. If you need to generate some
interest, give people a chance to win a free product if they send you a question.

73. Publish videos on a regular basis if you want to hold the interest of your users. If
people are interested in you but you have not been showing them anything new, they
may become bored with you quickly. While you do not want to overwhelm them with too
many videos, you should try making them at least once or twice a month.
74. Be confident during your video. Your customers are going to see you as an ambassador for the product which means you should exhibit full confidence in its capabilities and value. Practice your presentation a few times to make sure you are building the right experience and interest for your potential customers.

75. Editing is essential to creating a quality video. While filming your video, do not hesitate to cut or do multiple takes. Upload your video files to your computer and use a quality editing software to put segments together, get rid of unnecessary scenes and perhaps add some captions or some music.

76. The content of your video is king. If it’s not fun to watch and providing great information, why would anyone watch it? You have to sit down and dedicate the bulk of your time to coming up with content which people actually wish to find and view so that your video becomes popular.

77. Many Internet users go online to learn how to perform a task. If you are using your video as a tutorial or step-by-step demonstration, the content will be more likely to appeal to consumers who are not getting the information they need from other sources. This is ideal for reaching out to consumers in niche markets. Once your expertise is shown, viewers will be inclined to explore more of your site.

78. While a single video can do a great job, a series of videos keeps viewers coming back for more. Have each new video pick up from where the last left off and you'll find people return to your site just to see what's coming next, and they might even buy while they wait.

79. Once you get a video or two up, start churning them out. Focus your efforts into a campaign, where each of your individual videos is a smaller part of a larger whole. Create a synergy around your total body of content. If you can get a new viewer with one video to look at more, your chances of a successful call to action rise.

80. Your videos should contain an incentive to buy your products or to contact you for your services. Get your viewers interested by mentioning a discount or sharing a coupon code toward the end of your video. You could also use your video marketing campaign to advertise a contest or a giveaway.

81. Figure out what kind of content your target audience wants to watch. In addition, how do those users come across the content that they are interested in? Is social media the route you should be focusing on or do these individuals sign up for mailing lists? Once you have a handle on this, you will know how to get started.

82. If your business is product based, consider creating a video demonstrating how your products are used. Think of it as an infomercial of sorts. When people see how a product is used, they are much more likely to purchase it. It also gives you a great forum to discuss the benefits of your product.

83. Create a script before filming. Don't ramble onscreen. Even if you do not use your script exactly, write out what you want to say beforehand. This will help you organize
your thoughts. That way, you can say what you intend to say. It will also help people get the message you want them to get.

84. Don't share videos only on YouTube. YouTube is extremely popular and you should definitely create an account on this site, but you should also post your videos to other sites your customers are likely to use. You could use surveys to learn more about your customers and which sites they watch videos on.

85. Encourage your viewers to comment on your video and share it with friends. The more buzz your video generates, even if it is slanted negatively, can be very advantageous. Sharing the video helps spread your message to other people with no effort on your part, and people are more likely to view something sent from a friend.

86. If you want to film yourself talking about your products or demonstrating them, you should put together an outline for your video before you start. Make a list of all the points you feel are important and organize them logically so your video is easy to follow. Remember that you can edit your video to organize different points in a logical order too.

87. The very first thing you need to do is simply get your videos out there. Start making some and see what catches people's eyes. You need to find out what topic you know the most about and figure out a way to make it interesting. People want to be entertained.

88. Make sure that your videos are promoted in a two-fold fashion. Let your existing core audience know that new content is up, via your blog and email or newsletter list. However, also make sure to promote it to new readers through social media posts and search engine optimization techniques within your budget.

89. Product reviews help visitors learn about different products. This type of video is the least used video marketing tool. Do not only concentrate on your products, but also include reviews about products that complement your products. For example, if your business specializes in shampoo, do several product reviews on hair styling products.

90. Watch the statistics available for your video, whether it be your server stats or on YouTube. This will help you compare each video you make so you can easily tell which are successful and which should have been left on the cutting room floor. This is the only way to continue building your campaigns skyward.

91. Don't forget to post videos to your website, but exercise some caution when doing so. You do not want to make your page run too slowly, and video can definitely impact your load time. Therefore, it is best to select only a couple of videos that showcase your best work.

92. Interview a prominent business person and share that video in your video marketing campaign. This can not only help you build your client list, but can also help the person you interview build their client list. This type of video marketing can help set you apart as an industry leader.
93. Include an HTML link in the description of your video. When a video is posted to a site such as YouTube, there is an option to write a short description of the video. This is the perfect opportunity to drive traffic to your site, so take advantage of it. The link should be in a prominent place, before the actual video description.

94. Videos make your site more interactive but keep in mind that they are not an ideal solution for your search engine optimization campaign. You can optimize your videos by choosing descriptive titles filled with keywords and adding a transcript or a summary of the content of the video you want to feature.

95. If your customers are having trouble using a product, then you should make a video to instruct them on proper usage. This helps you teach customers how to use your products correctly while showing potential customers how well your products work.

96. A personal connection with customers can be built through video marketing. Shoot videos of some behind-the-scenes action at your company, including things that might make viewers chuckle. Your customers will enjoy this personal little glimpse into your business.

97. Never skip your call to action. Your video should have the purpose of netting a sale or click-through. Always ask the viewer to do something at or near the end of the video. It can be anything from actually buying your product or service to just making a comment about the video itself. Always elicit a response.

98. Use colors that are appealing. This is true for the set, clothing and make up. Some colors are just not attractive and can easily turn people off to your video. Primary colors are classic and appealing to most people. On the other hand neon colors can turn a lot of people away.

99. A great way to generate new and unique content for your video marketing is to interview people at trade shows and conferences within your industry. This will generate buzz throughout your industry and these people will want to share the content that you publish. You will create great content and establish yourself as a professional in your industry.

100. A great way to create content for your videos is to work with a team. Don't overlook the skills of your friends and family in your search. Credit them near the end so that they can see their names.

101. If you are still experimenting with video marketing, you should select a small audience of customers and ask them to watch your videos and give you some feedback. This is a good way to make sure your approach to video marketing is relevant to the target audience you are addressing.
Special Bonus: The Simple Strategy That Made Me an Internet Millionaire

3. The First Step: Discovering Profit-Driving Keywords

There is a special breed of Online-Millionaires that are making money on the internet like crazy. You've probably never heard of them. They keep themselves and their activities under the radar. Why? because they follow a certain simple strategy and they don't want you or anyone else to discover it. This strategy has created more millionaires than you could ever think possible.

How do I know? I am one of those Millionaires, and I'm going to reveal to you now each and every component of this incredible strategy.

My name is Meir Liraz. You may have stumbled on my name on the internet, probably in relation to my capacity as a writer and publisher of business guides. This is just one side of me, the visible one. There has been another side to my online presence, a concealed one. And there is where I've been taking advantage of that simple strategy to accumulate my seven figure fortune.

So why reveal my methods now? Well, I'm semi retired and I've made enough money so that my kids do not need to work one more day in their lives (if they so desire). I've had my blessings and now I want to help others succeed as well, this is my way to give back.

Now look, 99% of the folks who try to make it on the Internet follow the same rout, the same set of activities. They all move in one big herd. Listen, In the highly competitive online arena, when you do the same things as anyone else you don't stand a chance to succeed - you are doomed.

In order to win the internet battles you must go off the beaten path, you need to do something different, you need a competitive edge - and that is where my simple strategy comes into play. It gives you that "unfair advantage" to boost your sales, pile up profits and leave your competitors in the dust.

When a soldier goes into battle he seeks to equip himself with the best weapons he could lay his hands on. The same goes for the internet battles. The single most important factor in utilizing my strategy successfully is equipping yourself with the right tools and services. The magic word is 'Automation'. You need to have the best tools and you need to know how to put them to best use. This is critical, some of the tools that I'll show you can actually heart you if not used correctly.

Look, in order to make money on the internet you need to get noticed by the search engines and you need to climb up the search engines result pages (SERPs). Unfortunately Google and the other search engines give preference to large and established sites. The little guy with a relatively new or small website does not stand a chance. You could of course go the "natural" rout. That will take you about 5 years to establish a site that will be liked by Google. I don't know about you, but I prefer to start
making money with a new site much earlier than that. That is why you need to use some special tools, to take some unconventional measures - you need to be a little more creative.

As a matter of fact, one of the best kept secrets of the cyber-millionaires is what tools they use and, more importantly, how they make use of them for maximum benefit.

Now I'm going to show you exactly how this simple strategy works and how the tools integrate perfectly within it to come up with the easiest, fastest, most effective way of making money online.

The way my strategy works is simple. You focus on creating quick little sites that each target a laser targeted long-tail keywords. Once you complete one site you quickly move onto the next. So you don't want to spend too much time on any one site. This way you create, one by one, an army of passive income websites that keep producing cash for years.

I'll show you exactly how to create and promote your first money making website, than you just rinse and repeat to create as many websites as you wish, the more sites you create the more money you make. The only limit is how far you want to go.

Now let's not waste any more time and move directly to the first component of the strategy which deals with deciding on the keywords your site is going to target. This is a crucial decision and a fundamental part of achieving success online. You could do everything else perfectly, but target the wrong keywords and your site will be a total failure. in this chapter I'll tell you exactly what to look for when searching for good solid keywords.

Most Internet Marketing "experts" and the self-proclaimed gurus will tell you to use the Google Keyword Tool (now called: "Keyword Planner" and is only available to Adwords account users) for your keyword research. This is a big mistake! if you only use the Google tool you'll end up going in circles with the rest of the herd achieving no success. Why? although the Google tool will provide you with a nice list of several hundred keyword variations, it will tell you nothing as to the competitiveness of the terms. You have no clue as to how hard it will be to rank in the search engines for any specific term. This is critical. Most newbies will choose a term from the Google Tool that is too competitive and end up hitting a brick wall. You certainly don't want to be spending any time or money building a site that will never rank in the SE's.

In order to implement the strategy successfully you need to utilize for your keyword research a tool named Keyword Canine (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/canine).

Keyword Canine (KC) will also provide you with a nice list of several hundred keyword variations but it goes beyond the Google Tool in that it will also analyze the competitiveness of each keyword variation. This is crucial and that is where you gain your "unfair advantage" over the 99% that only use the Google Tool.
How does KC do it? It has a special algorithm in its backend that looks at the top 10 Google search results for your chosen keyword and produces an accurate analysis in the form of "Very Easy, Easy, Moderate, Hard or Fierce" so you can literally plug in your keyword and get an instant answer.

Keyword Canine has a ton of additional features that can help you as an Internet marketer but for the purpose the implementation of my strategy, the competition analysis is what we need.

I'm not going to walk you here thru the steps of conducting a keyword research with Keyword Canine as they have pretty good tutorials explaining everything. Simply sign for the service and follow their instructions.

Now let's see what properties a keyword must have in order to make us the most money.

For starter it has to be of a commercial value. This relates to our business model, the way we monetize our site. I will elaborate on this in a later chapter but for now I can tell you that our income will come from two sources:

a. Google AdSense ads.

b. Affiliate Programs

To maximize our income from those two we need to look for keywords in markets that has AdSense advertisers and affiliate programs that are willing to pay us top dollars. In the appendix you can find a list of the 50 best paying affiliate marketing niches. These are the markets that has a high concentration of AdSense advertisers and affiliate programs that are willing to pay top Dollars for your referrals. If you plan to tap any of these niches you must take into consideration that these are also the most competitive ones. However, I think it is still possible to find gem keywords in these areas provided you do your keyword research right. Alternatively you can look at other, less competitive, niches and still make good money as long as you take into consideration their commercial value.

Another property that you want to consider when looking for good keywords is the search volume. Obviously, even a #1 ranking isn't going to do you any good at all if nobody searches for the keyword that you rank for. I would say that the minimum search volume you should look for is 500 monthly searches (Keyword Canine shows you the search volume right next to the keywords in the list). Some will say that this is too low to target, however I had many successes with pages targeting close to this number of monthly searches.

The next property you need to consider for a good keyword is how competitive it is, how hard it will be to have it ranked in the first page of Google's search results. This is critical, however if you use Keyword Canine it will do the competition analysis for you and come with a recommendation in the form of "Very Easy, Easy, Moderate, Hard or Fierce". I would not go beyond "easy" with a new site.
So to summarize, in order to find a good keyword you need to consider:

* Commercial value
* Search volume
* Competition strength

How many keywords should you target in one site? Some will tell you that you need to look for several terms and optimize each page in the site for a different term. This is not how my strategy works. For the small niche sites that we create it is best to dedicate each site to only one keyword and direct all our Search Engine Optimization (SEO) efforts towards the main page that is optimized for that keyword. We don't want to dilute our efforts by targeting several keywords in a site. With this concept in mind we don't want to waste our time looking for other keywords that will not rank anyway. Your time is better spent working on your linking structure (discussed later) or researching new keywords for new sites.
4. The Second Step: Monetizing Your Site

The Simple Strategy's business model is based on 2 sources of income:

a. Google AdSense ads.

b. Affiliate Programs

Which is better? there is no clear answer to this question. Some niches will produce better with affiliate programs while others with AdSense, you should test on a niche by niche bases. Usually you'll make more money with an affiliate site, unfortunately there may be many instances where you will find a good niche with keywords that can be easily ranked but no suitable affiliate program, in this case you'll use AdSense ads, and by the way, this will happen to you a lot.

Once you find a good keyword to target you start looking for an affiliate program that will go with this site. As a rule of thumb you should always prefer to promote digital products (eBooks, software, online services, etc.) over physical products. Why? because digital products come with higher margins which in most cases translate into higher commissions to the site owner.

Where can you find good affiliate programs to promote?

Your first bet should be the Clickbank Marketplace (https://accounts.clickbank.com/marketplace.htm)

Clickbank offers thousands of products, look for products that are 100% relevant to your niche and has a credible sales page.

If you can't find a suitable product at Clickbank try one of the following affiliate program directories:

Commission Junction (http://www.cj.com)
Affiliatetips.com (http://www.affiliatetips.com)
AssociatePrograms.com (http://www.associateprograms.com/directory/)
Affiliatesdirectory.com (http://affiliatesdirectory.com/directory)

If you still can't find a suitable affiliate program try a Google search that combines your keyword with the word "affiliates" and other similar variations. Sometimes this works and you will find one or more good affiliate offers for your niche.

If all of the above does not work and you can't find an affiliate program that is relevant to your target niche, monetize your site with AdSense ads. This is not necessarily a bad thing. I had AdSense ads that produced $5, $6 and even $9 per click.

Anyway, don't ever be tempted to post affiliate links that are not fully relevant to your target keywords! this will never produce satisfactory results.
Where should you place your affiliate links and AdSense ads on the page? The best spot would be right below the top article title and above the article body, if you are using Wordpress it would be directly below the post title and above the post content. This would be the spot that will by far produce the best results.

As for the AdSense ads, I always match the background and border of the ad with the background of the theme where the ad will be placed and I recommend you do the same - my tests show that this increases the effectiveness of the ads. You can use a plug-in for Firefox and Chrome called Colorzilla (http://www.colorzilla.com/) to help you do this quickly.

Another good option for the affiliate links is to embed them within the text, preferably towards the top part of the article.

As for affiliate links, my tests show that reviews and text ads will, in most cases, outperform banners. I guess some folks simply ignore banners altogether. I seldom use banners to promote affiliate offers, I've always found effective ways to present affiliate offers with text only. I will be the first to admit that my pages are not very pretty, but hey, I'm not in the business of creating cute pages, I am in the business of making money, and for this my "not pretty" pages are doing very well.

Below is an example of affiliate links embedded within an article:

![Free Car Insurance Deals](https://example.com/)

**Here's How to get Free Car Insurance Deals**

So you are interested in locating free car insurance deals. Well, I will show you now not just how to find those free deals but rather how to find the cheapest car insurance rate that is available in your area.

The single most critical factor in getting the best auto insurance deals is shopping around for as many quotes as you can. How many? you should go for at least 5 quotes from different auto insurance companies, less than that will simply not do the job.

Now, the problem is that shopping around for five quotes can be a tedious and time consuming task - well, not anymore, now it can be much easier for you.

We've reviewed numerous quoting services to bring you the best two. Each of the following free services can provide you with several competing quotes from various companies, thus enabling you to compare and pinpoint on the best rate that is available for your location. In order to maximize your chances of getting the best rate possible we recommend you use both services:

**InsurMe** - May save you hundreds on your car insurance. Simply enter in your zip code and get free quotes from providers in your local area that offer great rates.

**Kanetix** - Provides multiple company insurance rates, see how companies compete for your business. Offers great rates from quality insurers.

Once you have in your hands several quotes, you can use The Car Insurance Price

Here's is an example of affiliate links in a review format placed under the title of an article. By the way, I've used this format, "The 5 Best ...", multiple times with various niches. Over the years this format proved to be very profitable for me.
Build an Email List

The biggest sin committed by internet marketers is not building an email list made of emails collected from visitors and customers. In order to maximize the profit potential of your site you need to create an email list. Fortunately, all the aspects of building and maintaining a list can be, and should be, automated. Selling to your list is the easiest money you're going to make.

Now I'm not going to teach you basic Email marketing here, you'll find plenty of resources online. However, here are 4 important points that you should consider:

1. Build an opt-in form and integrate it into your home page. Place it "above the fold," so visitors can see it immediately and don't have to scroll down.

2. Offer a lead magnet, something that has value that you offer in exchange for the visitor's email address. This could be a free eBook, a special report, a webinar, a list of tips, Etc. You have to tailor the offer to fit your niche so that you keep your list targeted, this is important.
3. Use Weber (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/aweber) to manage your list building and marketing activities. Aweber is the industry standard. It's extremely powerful yet very easy to use, most of the successful internet marketers use it. Working with Aweber is a breath, it will automate all your email marketing activities: creating your sign-up forms, collecting and managing subscribers, sending out scheduled emails and more.

4. Email marketing is about creating a relation with your visitors and customers, it's about trust. Do not abuse it by spamming your list with frequent blatant sales offers. Send them at list 3 useful, content filled, emails for each email that contains a sales offer.
5. The Third Step: Creating a Site That Will Attract Tremendous Amounts of Traffic

Once you have chosen your keywords you are ready to build your site. For your domain name you should strive for an exact match domain (EMD) if available. So if your keyword is 'women car insurance' you'll go for www.womencarinsurance.com. if this is not available try the .net, .info or any other TLD that happens to be available.

EMD domains used to get you a big advantage with Google - but not anymore. Unfortunately Google has changed their algo regarding EMDs but it can still get you some extra points, and of course anything that Google gives we are willing to take.

As for the hosting service I highly recommend you use HostGator (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/hostgator), They are reliable, responsible and very suitable for internet marketing activities.

The cheapest and fastest way to build an effective niche site is to use Wordpress. and by the way, HostGator is probably the easiest web hosting platform to install Wordpress on. Using a few clicks of the mouse, your HostGator-hosted Wordpress site will be up and ready in less than five minutes. look for instructions at their site.

Once Wordpress is installed on your server there are some modifications that you need to make to the site.

First you need to set Wordpress to present SEO Friendly Permalinks. Although we don't concentrate on the internal pages of our site, they often can rank in the SE's. So it is very important to set a good URL structure. Once logged into Wordpress, Click "Settings" then "Permalinks" and change it from default to "Post Name." This will change the structure of the URL's from default (site.com/?p=114 for example) to a good, SEO friendly version (site.com/title-of-post-goes-here).

Now replace the default theme with another one, simply find a new theme that is simple and "clean" - use the automated theme installation process from within Wordpress.

"Appearance" then "Themes" (while logged into Wordpress) then click the "Install Themes" tab. Leave all of the fields empty (they are by default) and then click the "Find Themes" button.

Next, Clean the theme from unnecessary elements - by default, most themes have the sidebar loaded up with useless things like META links, a calendar, archives etc. The footer also typically contains one or more links that can be removed and there are a few other useless things included by default as well. So the next step is to clean all of that up! We don't want excessive external links draining the authority we generate, which could be going back into our internal pages. And we want everything focused on the content and the ads.

Now you need to set the homepage to show only one article - it needs to look more like a static site and less like a blog. Primarily because it reduces canonical URL's and
duplicate content. To do this, you're going to publish the homepage article as a page rather than as a post!

Once you've done that, click "Settings" then "Reading" and select the "A static page" radio button and then next to "Front page" select the page that is optimize for your keyword and then click "Save Changes." Now view your site in a browser and you should see that article, and that article only, on the homepage.

Now Clean up the footer and the sidebar and remove any unneeded links like the link to the theme creator's website, the link to Wordpress, Etc.

What theme should you choose for your Wordpress site?

While there are many free Wordpress themes out there, I recommend you use a theme called Thesis (If the link doesn't work, copy and paste the following URL into a browser: http://www.liraz.com/thesis). This is much more than a theme, it's more of a design and template manager for Wordpress and it's the best theme for a business site that is meant to be ranked high on the search engines.

Now what about content?

You need to start with at list 6 article pages for a new site. Each article should be 500 to 1000 words long.

The best source for site content is a service called Article Builder (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/articlebuilder).

Article Builder produces high quality unique articles built around the topics and keywords that you give it. Each article is built by weaving together snippets to build an article based on your category and subtopic choices. They have tens of thousands of categorized snippets in the database, every time you generate an article, it's different!

If article builder does not have articles in your topic you'll have to contract someone to write the articles for you, this is not expensive. Simply run a Google search for "article writing" or "articles writers" and you'll get plenty of offers.

In addition to being a good source of content Article Builder has another extremely useful feature. It can post content automatically to your Wordpress site on the schedule you choose. Why this is important? because Google likes sites that are being updated with new material on a regular basis. It is recommended that you set Article Builder to post a new article to your site once a week or about 3 articles monthly, this way you'll gain some extra points with Google.

Now here is a trick to creating articles fast and cheap. This is not very ethical and I am a bit shame telling you I did it, but anyway since I pledged to tell you all my tricks (or at least most of them ;-) ), I fill obliged to tell you about this one too, just that you'll know that this is available.

Here's how it works, you run a Google search with your topic as the search term, you add the word 'tips' or 'Guide' to the search. Now you collect several snippets from
different good on topic articles that came in the search. Next, you combine these snippets into one article. Now you spin this article with a spinner software to get an entirely new article. Just make sure you use the manual spinning mode so that your article will make sense.

In case you are not familiar with the concept of "spinning articles" here are some explanations. With this process you utilize a simple software program that takes an original article and alter it using replacement words (synonyms via an automated thesaurus) in order to create entirely new articles without having to re-write them. It's called "spinning" an article. This have many uses in the Internet Marketing field and we will talk about it later when we discuss linking strategies.

The best spinner software on the market today is called... The Best spinner (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/bestspiner). If you wish to be a successful internet marketer you need to familiarize yourself with this concept. They have on their site a nice video explaining its uses. You should take a look.

**Optimizing Your Site For the Search Engines**

Once you have your pages and content in place it's time to optimize them so that your pages will rank as higher as possible on Google and the other search engines. In this section we'll deal with the "On Page" optimization.

While the "Off-Page" optimization, mainly the external linking structure (that we'll discuss later), is what will give you your unfair advantage - the on-page optimization is a pre-requisite for the off-page to succeed. What I mean to say is that if the on-page optimization is not done right, the best off-line optimization in the world will not help you one bit. So you need to pay attention here.

I'll walk you now step by step in what you need to do:

1. **Title tag** - this is an HTML tag that goes within the header section of the page. Title tags are the most important on-page factor for SEO. Your keyword should be included within the title tag preferably close to the beginning of it. This is what Google shows on its search results page so you should also make it attractive so that it will entice searchers to click on it. Don't just throw your keyword there, make sure that it is appealing.

2. **Headline tags (H1, H2, H3)** - make sure your page include one H1 tag with your keyword in it. This headline tag shows Google that the text within it is important to the intended audience.

3. **Meta Description tag** - while this does not have a bearing on the ranking of the page, Google still pulls the text of how it describes your page to other people from this tag - be sure to make it attractive so that more people will be clicking your page.

4. **Images** - you should include at least 2 images in each page. Also add one video to one of the pages in your site, you can simply embed a video from YouTube. Make sure one
of the images has your keyword in its ALT tag. All other images need to also have ALT tags but should not include your keyword in them. Too many ALT tags with your keyword can lead to an over optimization penalty by Google.

4. **Keyword density** - the exact keyword density is not important, I'll say it again, the exact percentage of the keyword density is not important. Simply include about 3 instances of your keyword in each page, one of them should be close to the beginning of the article, one of them can be in Bold or Italics and that will do (do not be tempted to overdo it - that's a common newbie mistake).

5. **Synonyms** - you can include 2 or 3 synonyms to your page that does not include exact words from your keyword.

6. **Article Topic** - this is important- your content should be on topic and match the niche and the keyword that is being targeted.

7. **Outbound link** - add one outbound link pointing to an authority site in your topic. This could be a Wikipedia page in a similar topic to yours. Place it at the bottom of the page, you can call it 'recommended source' or something similar. Ah, and do not add a 'no follow' tag to it, leave it in a natural state.

8. **Unique Content** - the page should be unique and not a duplicated one, if you are using a spun article it should be at least 75% unique. It should also be making sense and has decent grammar.

9. **Length of articles** - each page should be between 500 and 1000 words long. Be sure to vary the length of the articles in a site. Don't make all the articles exactly the same size.

Once your site is online and the on-page optimization is set, it's time to start creating links pointing to it. That's the subject of our next chapter.
6. The Fourth Step; Creating an External Linking Structure That Will Blast Your Site to the Top of Google

Search rankings for a specific keyword are primarily driven by the backlinks to your website using that keyword in the anchor text. But not all backlinks are treated equally. The more powerful a backlink is, the more "juice" it flows into your website. And the more "link juice" that flows into your website, the higher your website ranks in search results. So both quantity and quality of backlinks are important in ranking higher in search results.

Getting external links, the link building phase of the Amazing Formula is the single most critical factor for attaining high rankings and consequently making money online.

Your link building activities are what will make or break your online business. On one hand, when done right, it can blast your pages to the top of Google - on the other hand, even a small mistake can drop your pages into the Google abyss.

Too many links containing the exact same anchor text - Boom, Busted!
Too many links from low quality sites - Boom, Busted!
Too many links coming from just one genre (e.g. only from directories) - Boom, Busted!
Too many links coming from non relevant pages - Boom, Busted!

You get the picture...

That is why I strongly encourage you to acquire every piece of link building knowledge you can lay your hands on. Sorry pal, there is no way around it. if you wish to succeed in internet marketing you must know link building. Even if you are planning to outsource your link building tasks, you should be able to supervise everything that is done for you, and you should ask that they get your approval in advance for all the details of each linking campaign they run for you.

Listen to what happened to me once...

One of my sites had a page that was ranked #6 on the first page of Google's search results for a very competitive term for a couple of years. This page was earning me a nice sum of money day in and day out. One day I decided to try to improve its ranking, I contracted a firm from the Philippines to do a small manual linking campaign for this page. This firm came highly appraised on the forums and the people there were nice and seem knowledgeable. At that time I was busy with a big project and also a bit out of laziness I neglected to ask for a preapproval. To make a long story short, one month and 400 Dollars later my page sank to the fourth page of the Google SERPs.

Now there are two morals to the story:

First, don't count on anyone to do a link building job for you without your approval, in advance, of any small detail of it.
Second, if you have a money producing page ranked anywhere on the first page of Google - don't mess with it!

If you are curious as to what went wrong with this campaign. In the postmortem I discovered that they created too many backlinks with the exact keyword as the link text - and this is something that Google does not like.

Now, the best link building knowledge source that I know of is the Link Building Course (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/linkbuilding). I strongly encourage you to buy their course. It's a bit pricy but it is well worth the price. Look at it this way, each mistake that is not being avoided due to lack of knowledge can cost you many many times more than the price of this course.

OK, now we are ready to delve into the Amazing Formula's linking strategies.

For our external linking structure we are going to utilize the most effective most powerful linking strategy there is, called "Tiered Linking".

With Tiered Linking you build 3 tiers of links, the links in tier 1 points to your money page, tier 2 points to tier 1 and tier 3 points to tier 2. Basically you are building backlinks to your backlinks. This structure gives your first tier of backlinks more strength and authority. Over time your tier 1 backlinks will gain page rank and that link juice gets passed directly onto your site. It creates a knock on effect passing huge volumes of link juice and authority all the way down the chain to your site. Another advantage of this structure is that it gives search engine spiders thousands of paths and opportunities to land on your site which will further increase rankings.

Here's a diagram that gives you a representation of the Tiered Linking structure:

![Tiered Linking Diagram](image)

Now let's start with the process of building links for tier 1, these links point directly to your money site.
The links for tier 1 should be created manually and gradually. This means it should be done by you or outsourced to a firm that does manual linking - no automatic software at this phase. It should be spread gradually over two months, faster than that can trigger Google's penalty algos. You can’t speed up stuff like building tier 1 links, or else you’re going to get penalized.

If you don't have the time or the inclination to do the manual link building yourself, you can outsource it. This is what I'm doing. Manual link building is a tedious task so I usually hire someone else to do it for me. A good and reliable manual link building service that you can hire is [Rank Crew](http://www.liraz.com/rankcrew) (If the link doesn't work, copy and paste the following URL into a browser: [www.liraz.com/rankcrew](http://www.liraz.com/rankcrew)). I highly recommend them.

While building tier 1 you need to vary the anchor text as much as possible since Google discount too many instances of exact match anchor text. Follow these guidelines for the link text (anchor text) of your back links:

20% Main keyword exact match (e.g.: "main keyword")

20% Variation of main keyword (e.g.: "best main keyword resource")

50% Generic anchor text (e.g.: "click here, here, clicking here, good resource, see this, have a look")

10% URL of the page as the link text (e.g.: "www.mainkeyword.com" or "mainkeyword.com" or "http://www.mainkeyword.com")

Now to the actual link building. I can't teach you here all the aspects of doing basic linking, this is beyond the scope of this guide. You should be able to find plenty of resources for that online, or better off, buy the [Link Building Course](http://www.liraz.com/linkbuilding), this is the best resource of linking knowledge that I know of.

I will however give you some basic guidelines, point you to the right directions and provide you with a list of sites that can feature links pointing to your site.

**Important Note:** before you create backlinks with any site, make sure they are not adding the NoFollow tag to their links - do not create tier 1 links with sites that NoFollow their links.

Now here’s a list of site’s categories where you should build links for your tier 1 (find more sites in the Appendix):

**Web 2.0's** - great for creating mini sites with articles and videos that link back to your main site. You can use spun articles for the content. Here's where [The Best spinner](http://www.liraz.com/bestspiner) (If the link doesn't work, copy and paste the following URL into a browser: [www.liraz.com/bestspiner](http://www.liraz.com/bestspiner)) will come handy. You can use articles that are spun to 50%. Create 10 blogs here and post to them with your link embedded. Make sure the topics are relevant to your keywords, this is important.
Here's a sample of sites in this category (find more in the appendix):
wordpress.com
blogger.com
issuu.com
yola.com
tumblr.com
weebly.com
my.opera.com
livejournal.com
typepad.com
sfgate.com

Social Bookmarking - get your site bookmarked! 30 bookmarks will do it.

Here's a sample of sites in this category (find more in the appendix):
connotea.org
delicious.com
digg.com
reddit.com
slashdot.org
stumbleupon.com
citeulike.org
chime.in
bibsonomy.org
blinklist.com

Directories - web directories are a great source for links - strive for about 40 quality directory links submissions. Seems tedious? there is an excellent tool that can help you with this task. It will make creating manual links from directories a breath. I strongly recommend that you use it: DeepLinkerPro (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/deeplinker) It allows you to use varied anchor text and also to drip feed the submissions over time to make it all look as natural as possible.

Here's a sample of sites in this category (find more in the appendix):
wordpress.org/showcase
abc-directory.com
cssdrive.com
cuedirectory.com
dirbull.com
dirnext.com
Elecdir.com
elsf.org
envirolink.org
freeprwebdirectory.com

Blog Directories - If you have a blog get it listed on these sites.
Here’s a sample of sites in this category (find more in the appendix):

- technorati.com
- alltop.com
- blogs.com
- globeofblogs.com
- blogcatalog.com
- topix.net/dir
- blogtopsites.com
- blogtoplist.com
- ontoplist.com
- hotvsnot.com

**Quality Article Directories** - You can use spun articles for submission to these directories. Note that the better directories will review your articles before accepting to their site, so make sure they are grammatically correct and make sense. Submit to 30 directories here.

Here’s a sample of sites in this category (find more in the appendix):

- TheFreeLibrary.com
- Ezinearticles.com
- GoArticles.com
- SelfGrowth.com
- Gather.com
- ArticlesBase.com
- ArticleDashboard.com
- ArticleSnatch.com
- ArticleCity.com
- Isnare.com

**Video** - create some videos and submit to video sites. You can find at fiverr.com folks that will create a nice video for you for 5 bucks a piece. 3 or 4 video submissions will do for this category.

Here’s a sample of sites in this category (find more in the appendix):

- youtube.com
- vimeo.com
- dailymotion.com
- metacafe.com
- truveo.com
- videoegg.com
- videobomb.com
- veoh.com
- liveleak.com
- ifilm.com

**RSS Directories** - Create a RSS feed and submit to these sites. Submit to 30 directories here.
Here's a sample of sites in this category (find more in the appendix):
topix.net
blogdigger.com
feedage.com
feedcat.net
finance-investing.com
jordomedia.com
medworm.com
redtram.com
rssmountain.com
swoogle.umbc.edu

**Doc Sharing** - Submit a PDF file or a PowerPoint presentation here.

Here's a sample of sites in this category (find more in the appendix):
issuu.com
slideshare.net
scribd.com
docstoc.com
thinkfree.com
keepandshare.com
memoware.com
yudu.com
ziddu.com
docs.zoho.com

**Press Releases** - a good source for backlinks and news coverage - most of them cost money though.

Here's a sample of sites in this category (find more in the appendix):
businesswire.com
prlog.org
betanews.com
i-newswire.com
pitchengine.com
pr-inside.com
prlog.org
businessportal24.com
cgidir.com
free-press-release.com
information-online.com

**Blog Guest Posting** - guest blogging is a powerful link building strategy, however, it’s a time-consuming pain in the butt! This can boost your rankings but it is not mandatory to the Amazing Formula.

**Link Favors** - ask friends, Acquaintances and family to place links pointing from their sites to yours.
Creating links for tier 2 and tier 3

Once you have all your tier 1 links set it is time to start building your tier 2 and tier 3 links.

While with tier 1 we were careful to create our links manually in order for them to appear as "naturally" as possible, with tiers 2 and 3 we can let the quality slip a bit and increase the overall quantity of links that we build.

We still want our links to be contextual and relevant, but we can now use auto generated content on a second tier without a problem. We can worry a lot less about the overall authority and page rank of the domains we are building links from as we start to move the focus away from quality and towards quantity.

For tiers 2 and 3 we are going to leave the "manual" path and move to the "automatic" path. We are going to use a tool that will generate all our tiers 2 and 3 automatically. The best tool for this task is Senuke (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/senuke). This is the tool that most successful Internet marketers use.

Senuke is a very powerful backlinking tool which has been designed to assist with the time consuming task of creating a large number of links. I'm not going to describe here how Senuke works as they have videos on their site that describe it better than me. What I can tell you is that with Senuke you can create tired link structures. As much as Senuke is powerful it is very easy to operate, creating tiered links is as easy as moving images on a screen - you need to see it to believe, just go to their site and watch the video. Now, what you do with Senuke is create a 2 tiered structure. It looks like a pyramid - one tier points to another tire that points to one of your tier 1 links - you need to build a different structure for each of your tier 1 links. Use their schedule feature to spread it over time.

Some say that it is safe to also use Senuke for creating the tier 1 links. They may be right, however being the cautious guy that I am, I am not yet ready to test this Hypothesis. I would stick with using only manual methods for the tier 1 links and I strongly advise you to do the same..

In addition to Senuke The Amazing Formula calls for the use of yet another powerful tool called Backlink Booster (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/backlinkbooster). Backlink Booster automatically increases the power of the backlinks to your website. It's both a backlink indexer aiming to get your backlinks indexed faster, and also a backlink booster to help boost the amount of link juice each of your backlinks sends to your website (use it on your tier 1 backlinks).

Now, if we have Senuke why would we also need Backlink Booster? The fact is that many of the backlinks you are building are never found by Google thus seriously diminishing your linking efforts. What Backlink Booster does is it builds backlinks to your backlinks in a way that all of those backlinks that Google didn’t find, are now found by Google. This not just help Google discover all of your backlinks, it also "boost" them so
that now more link juice gets passed to your site thus the authority they all possess is multiplied, which flows through to your website! So the end result is more, stronger backlinks!

My tests show that operating Backlink Booster in addition to Senuke creates a strong synergetic effect that translates in a much better Google rankings. It's the one-two punch that will get you that elusive Unfair Advantage. Anyway, in order to rip the full power of the Amazing Formula you need to activate both Senuke and Backlink Booster.

This concludes The blueprint of my simple strategy for making money online. Once you completed to create tire 2 and 3 links with Senuke and have Backlink Booster do its thing, all you have to do is sit back and watch your site climb the search engines rankings and the money that is pouring into your bank account.

Here's To Your Success

Meir Liraz

#
##
###
####

Go to Top
Appendix 1: The 50 Best Paying Affiliate Marketing Markets

The following are the best paying affiliate marketing markets:

- Acne
- Aging
- Allergies
- Anxiety
- Arthritis
- Asthma
- Auto Insurance
- Back Pain
- Beauty
- Cancer
- Cats
- Cosmetic Surgery
- Credit Cards
- Credit Repair
- Debt Consolidation
- Depression
- Diabetes
- Dogs
- Email Marketing
- Employment
- Fitness
- Forex
- Hair Care
- Hair Loss
- Health Insurance
- Home Improvement
- Home Mortgages
- Home Owner's Insurance
- Home Security
- Homeschooling
- Insomnia
- Internet Marketing
- Life Insurance
- Muscle Building
- Network Marketing
- Nutrition
- Online casinos
- Online Poker
- Parenting
- Payday Loans
- Personal Bankruptcy
- Personal Development
- Personal Finance
Appendix 2: Sources for Backlinks Sorted by Category and Page Rank

This list includes the following categories:

* Web 2.0’s
* Bookmarks
* Directories
* Blog Directories
* Quality Article Directories
* Video
* RSS
* Doc Sharing
* Press Releases

**Important Note:** before you create backlinks with any of the sites on the following list make sure they are not adding the NoFollow tag to their links - do not create tier 1 links with sites that NoFollow their links.

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diigo.com 7
bravenet.com 7
newsvine.com 7
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jugem.jp 7
tripod.lycos.com 7
salon.com 7
goodreads.com 7
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spiritsearch.com
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Doc Sharing

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