

MoneyPumps Money Making System

*Learn how to create a secure and ever-increasing income
from the Internet.*

By Dan J. Blackburn and Mari Peckham

Maximizing Your Profits with Articles, Forums and Blogs!

The MoneyPumps Money Making System – Part Five

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Introduction

If you have followed the system training so far you should have:

1. Identified a profitable niche market.
2. Researched a topic for your e-book.
3. Written some sales copy to “sell” your e-book.
4. Created your e-book.
5. Your sales page uploaded and integrated with your autoresponder.
6. Your “article pages” online and displaying AdSense ads.
7. Your follow up messages loaded into your autoresponder.

If you have gotten this far, well done! You have set up the basic infrastructure of your website.

You are now ready to start driving traffic to your site and building your mailing list. Before we go any further though, go to your website and subscribe to your mailing list to make sure everything is running smoothly!

Make sure you that receive your first email and that the download link to your e-book is correct!

Once you are sure that everything is working as it should, it's time to start driving traffic to your website and building your mailing list!

Here's a little secret. The best way of driving traffic to your website is NOT using Google Adwords or any other PayPerClick program! Don't get me wrong, using PayPerClick is a fantastic way of getting traffic to your website really quickly, and I DO recommend you use it, but it is not the best way.

The best way of driving traffic to your website is to use “free” methods that will create an “unstoppable” flow of traffic!

The methods we will teach you in this e-book will *NOT* send a torrent of visitors to your site overnight, but they will build your traffic as time goes on!

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Building Your Traffic For FREE!

The best 3 ways of driving free traffic to your website are:

1. Marketing with articles.
2. Trading links.
3. Promoting through forums and blogs.

All of these methods can take some time to see results, but can create an ongoing traffic source that can last the lifetime of your business.

Yes, there are other ways to drive free traffic to your site, such as Start Pages, banner exchanges and FFA pages, submitting your site to search engines. (Note: Don't ever submit your site to search engines, not even Google. This is very important. Submitting your site can actually slow down the process of getting your site spidered and listed. By adding a link to a site already listed in the search engine, your site can be found and listed in a matter of days.) None of these methods will get you much traffic, unless you have built a huge downline in the start pages and banner exchanges, and even so, they will not generate many subscribers for you, as the traffic is generally very low quality.

Let's take a closer look at the **real ways** of generating free traffic, how you can use them and how they will benefit you.

Marketing with Articles

This is normally the easiest of the three to implement, as well as the most beneficial! You already have your articles written and ready to go. However, before you begin submitting them, it is important that you read this e-book.

How do you market with articles?

Basically, you will submit your articles and allow other webmasters/ezine owners to publish them on their website. You include a “resource box” in each article you submit which contains a link back to your website. This resource box must be published along with your article every time it is used on anyone’s site. The link back to your website should contain a relevant keyword phrase as a clickable link when possible.

How do you benefit by doing this?

Each article gives you a “one way” link back to your website from every article directory you submit to and also a “one way” link back to your website every time someone uses your article as a content page on their website.

In terms of search engine optimization and increasing page rank, nothing is more powerful than one way links back to your website. We will talk more about Page Rank and Search Engine Optimization in the next report.

Having your articles published in numerous article directories increases the possibility of someone using your content on their web page; this can only be a good thing for you!

Having your articles published on other people’s websites:

1. Increases your reputation as an authority/expert.
2. Builds your Page Rank and increases your search engine ranking.
3. Increases your traffic and builds your mailing list.

Preparing your articles for submission

Promoting with articles works better for you if the articles you submit are not exactly the same as the articles on your website. To get the maximum benefits, you want the content on your site to be unique and not used by anyone else. Unique content on your site makes your site more important to the search engines.

In light of this, it is very important that you edit your articles to make them different from the content on your site before you submit your articles to article databases. You can do this simply by making the articles that you submit shorter than the articles you have on your pages or rearranging the paragraphs and rewording a few

of them. In any case, you want to try to make the first 100-250 words of your articles as different as possible from the articles you have on your own web pages.

If you do not edit your articles before you submit them, the content on your site will not be unique.

This is why a longer article is better than a shorter article, since it is easier to create a shorter article from a long article.

Your Personal Bio

You want your Resource Box, or bio, to be attention grabbing. It should not, however, be too long. Most Internet readers don't care about the details of your writing career and will only take action if something interests them.

Your Resource Box should be a maximum of five lines. It should basically state your name and invite your reader to visit your site for more information on the subject and to get your free e-book.

Be sure to test your links in your bio after submitting it to article directory sites. It would be a shame for you to make a minor mistake that keeps your links from benefiting you without your knowledge.

Submitting Your Articles

The Internet is FULL of article directories; some allow you to submit for free, some charge for submission. Those that charge are usually worth paying for, but not always.

To get the most exposure and back links to your website, you need to submit ALL your articles to as many directories as possible. If you try to do this yourself by hand, you are going to spend the rest of your life submitting articles and that is no fun!

You have options, though. You can get the cool Article Submitter software by [clicking here!](#) The Article Submitter software does over 90% of the work for you. You have to create an account at all the article directories first, so make it easy on yourself and use the SAME log in information for each site.

Article Submitter software stores all of your information, resource box, and articles. It then will proceed one at a time to go to each of the articles sites for you, log you in

and auto fill all of your content including your name, your article, your author resource box, even an article summary on any sites that ask for it!

You will then need to manually select a category- this is the only real way to make sure your article ends up in the right place.

You can also use a service like ThePhantomWriters.com. Using software to submit your articles still takes quite a lot of work, but with ThePhantomWriters.com, you simply set up your account once, paste in the articles you want to submit and the site does the rest in seconds!

ThePhantomWriters.com charges from \$20 - \$35 per article and will get you top exposure! They have the ability to distribute your articles to over 17,000+ ezine publishers and webmasters eager for fresh content.

Paying for submission is well worth it! When you consider the time it would take you to do this yourself, the cost is pennies on the hour!

Submitting your articles to article directories is an absolute ****must****. The cost of either the software or submission service should not be a factor for you here.

Why is this so important?

The way that search engines decide who gets listed in position one is simple. It is the website that has the most links pointing to their website using the terms that are being used in the search as a clickable link that gets the top ranking.

The more links you have coming into your website that contain a certain keyword phrase, the higher you will rank in the search engines for that phrase. This is the way it has always been and it is the way it will always be!

The best “cold” traffic that you can generate is search engine traffic. The only thing that is better than search engine traffic is “warm traffic”, which comes from someone recommending your website to their mailing list or from their website. When they do this, the people who visit your page are warm, because they trust the recommendation of the person who referred them.

When your articles are published in someone’s newsletter or on their website, the traffic that you receive should be quite warm, as they are clicking through to your website after receiving a recommendation for your article from someone they trust!

Traffic you receive from the search engines is “cold”. The people who are visiting your site probably do not know or trust you, but they are highly targeted because they just typed in a phrase relevant to your site to get there. They are actually interested in what you have to offer.

As you are offering a free report or e-book that addresses their needs, the chances are good that they will sign up and join your mailing list. This allows you to turn them into “warm” prospects by building a relationship and establishing yourself as an expert.

Why is this one of the best ways to drive traffic to your site?

The traffic that you generate from submitting articles is unstoppable; even if you wanted to, you could not stop the traffic. Why? Because the traffic you are receiving is coming from websites that you do not control. Even if you shut your website down, the domain would still receive traffic. This is why expired domains are big business!

So what’s the bottom line? The more articles you submit and the more places you submit them, the more traffic you will receive. This traffic will come from search

engines, the article directories themselves and (hopefully) from other people's websites as they use your articles!

Marketing with Forums

This is another excellent way of driving targeted traffic to your website and building one-way links for free. Everyone who visits a forum in your niche market is your potential customer. What a great place to build relationships! We talked about marketing with forums earlier in this series, so you should already be active in a few forums.

There is a great tool for managing your forum promotion available at Your-Forum-Fortunes.com Pick up your copy today!

Promoting with Blogs

I have a confession to make. Although I know that running your own "blog" can be a great way of multiplying your sales and building your traffic and search engine ranking, I have never actually done it! It's just plain lazy of me. If you are using MoneyPumps hosting, you can install a fantastic blogging script called "Word Press" automatically through "Fantastico"

Your blog can be a great place to market your website, promote affiliate products and build relationships with your readers, as they are allowed to add comments to your posts. You (we) really should incorporate a "blog" into your overall marketing strategy; however, running an active blog can take work and, if you are like me and prefer to work in multiple niche markets, you may find this to be more time consuming than you might like. The benefits of running your own blog can be great through, so I am told.

Because I have never actually done it, I am not really qualified to advise you here. I have read quite a lot on the subject, but never got around to actually setting up my own blog. The best book I have read on Blogging is called "Blogging to the Bank". Although this book does recommend some "black hat" techniques, (methods of marketing that might not be considered ethical or proper), it's still very informative. You can get a copy of this book by [clicking here](#).

Another way to benefit from blogging without running your own would be by posting comments on other people's blogs.

There are many software programs available that will automatically post your comments on other people's blogs. To tell you the truth, I hate this "spammy" technique, but have to admit I have tested it and it does seem to work, or it did at the time, anyway. If you want to use this "black hat" technique, [check out this software](#).

The preferred "white hat" way of doing this is to search for blogs relevant to your niche market, read the posts that have been made and post intelligent comments to the thread. The posts that you make usually have a link back to your website (if you enter it into the submission form). By using keywords you want to target as your name, you can often get a clickable link containing your keywords.

HTML tags are usually allowed when posting to blogs, so it is possible to add a link to your website containing your keywords. Be careful though! Many people will delete your posts if they feel you only made a comment to get a link on their blog.

The reason why I prefer to use the "white hat" way of posting on blogs is 2 fold.

1. Blogs can be a great resource of information. You can learn a lot by reading the blogs of experts in your niche market and get ideas for your own website, articles, products etc...
2. By reading blogs often and making regular comments to posts made by the blog owner, you can forge a friendship with someone who is "into" the niche market you are targeting. A potential "JV partner and someone who can help you a lot.

Although "spammy" software may be tempting, but there are far more benefits to your overall blog marketing strategy when you take the time to do things manually.

Just search your favorite website for KEYWORD Blog and you are sure to find lots of places to post comments.

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Homework!

Your homework for today is:

1. Prepare your articles for submission. Make them as different as you can from the content on your site.
2. Write your “bio” which will be included in each article.
3. Submit your articles to as many directories as you can in relevant categories. Use [Article Submitter](#) or [ThePhantomWriters.com](#)
4. Continue to be active in forums
5. It really is a good idea to set up your own blog or at least post comments on other peoples blogs.

In the next report we are going to talk about reciprocal linking and how trading links with other websites can be very beneficial to your website promotion.

Recommended reading

7 Fast Ways To Get Great Links To Your Website – This video e-book is available in the “bonuses” section your MoneyPumps member’s area (Along with several other great books by Louis Allport) if you are a paid member.

[Blogging to the Bank](#)

9Click the link below for the next report in the series.

[Link Trading](#)