

MoneyPumps Money Making System

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

By Dan J. Blackburn and Mari Peckham

Setting Up Your Website -- Part One

The MoneyPumps Money Making System – Part Four

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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 “viral” e-book.

Before you make a website to “sell” your e-book, it is important that you set up your mailing list follow-up sequence. I’ll share a very easy way of doing this!

First, create a web page from each of your articles and an “index” page that links all your article pages together.

If you have never made a web page before, don’t panic – it’s not that hard! This e-book will show you exactly what you need to do and where you can get a very good, free WYSIWYG (WHAT YOU SEE IS WHAT YOU GET) HTML editor! Using a WYSIWYG HTML editor makes creating web pages almost as easy as typing!

Here is what we are going to cover in this e-book:

- Getting an attractive template for your website.
- Creating web pages.
- How to FTP to your website.
- Making money by displaying Google AdSense on your pages.
- Creating your autoresponder follow-up series.

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Any income examples given in these reports are for illustration purposes and should not be taken as typical. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the Internet that we cannot foresee. Also, your success is dependent upon your dedication to following the system, as well as your own skill level. The use of our information should be based on your own due diligence, and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information.

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Creating the Right “Look” For Your Website!

The appearance of your web pages can be important. You want to have consistency throughout your site. This means that every page on your site should have the same look and feel, making your visitors feel at home on every page of your site.

To keep this consistency, you will want to use a template for your website. If you have the ability to do so, you can make one yourself, or you can easily have a template made for your website. You should have the same logo at the top of every page of your site with the “navigation” links in the same place on every page of your site. This makes every page of your site familiar to your visitors and easy to navigate.

If you do not have any HTML skills and/or you are unable to make a good attractive logo yourself, then you are going to have to hire a freelancer do to this. We went into detail about hiring freelancers in the last report.

At sites such as ScriptLance.com and Guru.com you should be able to get a website template and logo created for under \$100. Just tell them how you want your logo to look, where you want your navigation links to appear, etc. and they will make it for you.

Once you have a template made, creating your pages will be very easy. All you need is a WYSIWYG HTML editor.

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Creating and Uploading Your Web Pages

Getting Organized

Before you begin making your pages, create a new folder on your desktop, in your documents, or where ever you want to store your pages, and name it something appropriate, such as your domain name. Then within this folder create another folder called ezine. The article pages you are going to make are effectively your ezine, so save all the pages within your ezine folder.

Where to Get a WYSIWYG HTML Editor For Free!

With a WYSIWYG (What You See Is What You Get) HTML editor, creating web pages is as easy as typing! We personally use Dreamweaver 8 to create our web pages, but Dreamweaver is rather expensive. You can, however, get a WYSIWYG HTML editor with almost all the features of Dreamweaver for free! It's called NVU and it's available from:

<http://www.nvu.com/>

NVU has everything you need to create basic websites. If you don't have a WYSIWYG HTML editor, such as FrontPage or Dreamweaver, give this one a try.

All you have to do to create your pages is open up your template in your HTML editor and start typing!

When making your article pages, your content is already written for you, making it even easier to create your pages! Simply copy and paste the text (from a PLAIN TEXT FILE, not Word) into your template and you are almost done!

Each of your article pages will need to have a link back to your article index page and you MAIN index page, we have not made this yet, but the link to it will simply be your domain name. You may also want to have a link to each of your other article

pages, making it easier for both site visitors and search engines to access every page of your site.

Using Keywords in Your Page Names & Link Anchor Text

It is very good “on site” search engine optimization practice to place the keywords you are targeting for a particular page in the link text that links to that page, both on your article index page and on each individual page too.

For example, if you are linking to a page that is about “pool cleaning products” specifically, you would have the link text say “pool cleaning products”.

Also, use the keywords for each individual page in the page name, with hyphens instead of spaces.

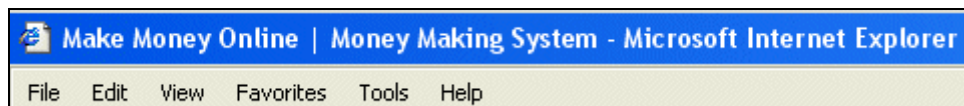
For example: pool-cleaning-products.html

Setting Your “Meta Tags”

Meta Tags are elements of HTML coding on a website that are used by search engines to index a website. The most important tags are the title, description and keyword tags. Since each page on your website is different, each page should also have its own set of unique “Meta Tags” relevant to the page they are on.

Title – This is the most important of all “Meta Tags”. Some would argue that it is the ONLY meta tag that has any importance. The title meta tag will appear at the top of your visitor’s browser window when they visit your page and should contain the main keywords you are targeting on that page separated by a | (pipe).

Example...



Description – This tag is a brief description of what your page is about. Just one paragraph with no more than 250 characters.

Keywords – Place the keywords that you are targeting on the page separated by commas.

To create the code for your Meta Tags, you can use this [free software](#). Simply fill in the blanks and then save to a text file. Then view your website's source code and paste your meta tags code at the top of your page replacing the <head> and </head>.

Example...

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
  <meta content="text/html; charset=ISO-8859-1"
  http-equiv="content-type" />
  <title></title>
</head>
<body>
```

Paste your meta tags here

Creating Your Article Index Page

Your article index page will list and link to each of your articles. Each link should have a brief description of the article that it links to, as well as an active link to access the article. Name your article index page index.html

When you have done this, you have a nice mini-content site ready to upload. Let's get started by doing that now.

Using FTP Software

FTP stands for File Transfer Protocol, because it is the protocol, or procedure, used for transferring files to the Internet. It's a basically an easy way to upload your web pages to your hosting account so that they appear on the Internet. FTP works by connecting your computer directly to your web hosting account and allows you to transfer files from your computer to your hosting account.

To use FTP, you need FTP software. We use a great tool called ftp995, which is available free from <http://www.ftp995.com/>

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After downloading the software, connect to your hosting account by entering the domain name, username and password and clicking connect.

The left hand side of the software is where you can access files on your computer. The right side is where you can access files inside your hosting account.

On the left side, navigate to where the pages you have just made are located on your computer.

On the right side, navigate to your public folder; this will usually be called public_html. Just double click the public_html folder and it will open. If your public folder is not called public_html and you do not know what it is, ask your web host, or better still, upgrade your MoneyPumps membership to receive a fantastic hosting package. 😊

You **do not** want to upload your files directly to your public_html folder in this case, since the sales page for your e-book is going to be located here. You will need to create a directory or new folder within public_html to upload these pages.

All FTP software is different, so if you are using a program other than ftp995, use your help information through your software. With ftp995, simply right click your mouse on the right side of the software panel and select "create directory". A dialogue box will then open, allowing you to enter a name for your new directory. Call the directory something like ezine.

When you click OK the new directory will be created. This is the directory you want to upload your files to, so double click on it to open it.

Then, on the left hand panel of the software that shows your computer, select all the files you want to upload by holding the Ctrl key and clicking each one in turn to highlight them, then right click your mouse and select upload.

Alternatively, you can just upload the entire folder containing your ezine web pages directly to public_html.

The files will then copy from your computer to your hosting account and will appear in the directory you created to hold these files.

Once your files are uploaded, you should be able to go to:

<http://www.yourdomain.com/ezine/> (replace the word ezine with the name of the directory you created) and see your ezine index page. When you click any of the links on your ezine page, the relevant page should load. If it doesn't, it means there is a bad link in your page or you have uploaded the pages to the wrong place. Fix this and re-upload. Make sure you check that everything is working right before you continue.

Creating your main index page

If you have been following this system, you should already have written the “sales copy” to sell your e-book. Yes, you are selling it even if you are giving it away for free. You are, in fact, selling it in exchange for your visitors email address and permission to mail them.

Your index page should have a link to your ezine index page and a link to contact you (use the “spam free email script in [MoneyPumps HTML & Java Suite](#)) or you can create a page with a contact form. Do not use a mailto: tag or you will have unscrupulous marketers harvesting your email and filling your inbox with spam.

When we create more areas of your website, you must add a link to each area on your main index page. This ensures that all your content can be indexed by the search engines. When the search engines “spider” your index page, they will find every other page on your site too, because all your pages are linked together.

Creating your sales page should be just as easy as making your article pages. All you need to do is open your template in your HTML editor, paste in the sales copy that you have already written and set your meta tags.

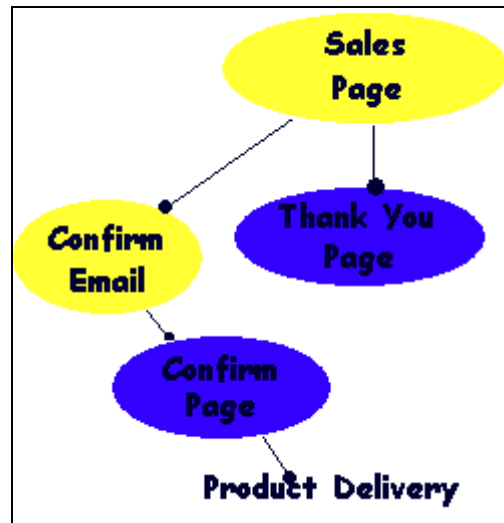
For now, let's say that you're going to give away your e-book for free and allow anyone to re-brand your book without charging a fee; we will go into detail of how to sell a deluxe version later.

In order to get your “free” e-book, your visitor must join your mailing list and give you permission to mail them. People requesting your e-book will want to get it right away – the Internet has trained people to NOT wait patiently for anything! Because of this, you will want to have an autoresponder subscribe form on your page to automate their subscription and the delivery of your e-book. You should also add a subscribe form to your article index page and perhaps your article pages, too. Once you are

listed in the search engines, you never can be sure what page your traffic will be coming to and exiting from.

If you are using MoneyPumps autoresponders, you will find a video on how to do this in the “Autoresponder” section of your member’s area. You must be a Standard Extra or PRO member to get access to the autoresponders.

The sign up process goes like this...



You should ALWAYS use a double opt-in process for your subscribers. This means that everyone who joins your mailing list has to confirm their email address after signing up. The system will send a confirmation email to your subscribers email address, and your subscriber must click a link inside the email in order to be added to your list. They are then directed to a confirmation page which tells them they have been added to the list.

You can also place an “upsell” offer on your confirmation page and offer a product or service that they would be interested in. We will get into this more in a later report.

Once your subscriber confirms their email address, your e-book will be delivered to them via email in the first message of your follow-up series. You should NEVER place a download link directly on your thank you page. This will discourage people from entering fake addresses just to get your e-book for free without subscribing to your mailing list.

After filling out your subscription form, your new subscriber will be directed to your “thank you page”. This page basically instructs your subscriber how to confirm their email address and “white list” your email address, so that they can receive your follow up messages.

The page I generally use as my thank you page is something like...

<http://www.moneypumps.com/successful/thankyoucb.html>

This page contains instructions on how to white list my email address with the most popular email providers. Please feel free to copy this page and replace my information with yours and use it as your thank you page.

When you have created your main sales page, name it index.html and save it in the main directory you created earlier. **DO NOT** save it in the ezine directory you created within this directory or you will overwrite your ezine index page.

Upload this page, your thank you page and your confirm page directly into the public_html folder on your hosting package.

You should now see your sales page when you access your domain directly.

For example: <http://www.yourdomain.com>

Check that all the links work on your index page and fix them, if not.

Tip: (Just one little typing mistake in a url, no matter how small it may be, will cause the link not to work.) If you have a link that is not working when you click on it, double check the url very closely because usually you will find some little mistake.

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Setting Up Your Follow-up Series

Following up with your prospects and customers is essential to your success. When someone joins your mailing list, they will automatically be entered into your follow up series and begin to receive the pre-written messages you have loaded into your autoresponder. You are going to use the article pages you have just created as your follow up series.

Here Is How You Do This...

The first message will be sent instantly when someone confirms their email address. In this message you should thank them for subscribing, provide a link to download your e-book and encourage them to get back to you with feedback.

Simply upload your e-book to your server and provide a link to it in the message.

Always include as much contact information as you can in every single one of your follow up messages. Email address, phone number, street address and Instant Messenger IDs. Putting your contact details in your messages builds credibility and trust. It also enables you to build a deeper relationship with your most responsive subscribers by allowing them to contact you directly. Spending five or ten minutes on the phone with someone does a LOT to build the relationship, especially in the faceless world of the Internet, so make sure you add your phone number and answer calls when ever you can.

I understand you may have reservations about putting your home telephone number in your messages. My answer to that is -- DON'T DO IT!! You can get a direct phone line with free voice mail from [Skype](#) for around \$30 a year. This is what I use as my business line and it works great! Calls are very inexpensive and you can even have them forwarded to your cell phone when you are not online, if you want.

To create your remaining messages, simply write a short introduction to each of your articles and provide a link to access it online. If you can, provide positive feedback you have received from your subscribers in the messages.

Set the second message to go out two days after the first message, the third message to go out five days after the second message and every subsequent message to go out every seventh day so that your subscribers will receive the majority of your messages at the same time on the same day as they initially subscribed. Why? Because there is a good chance they will be online!

If you use MoneyPumps autoresponders, you have space for 52 follow up messages, but you only have 12! So what do you do? Well, you can write more articles and load them into your series before your subscribers get to the last message, or use your same 12 articles over and over again until you have filled all 52 messages.

The better way is to write more articles. By doing this, you create more pages on your website and you can create another “viral” e-book from every batch of 12, which you can sell to your list or use to make your sign up offer more attractive. This will gain more subscribers for your list, since you not only have a more attractive offer; you also have more than one viral e-book being distributed by others!

Is there anything wrong with recycling your content over and over? Not really! You WILL gain a LOT more benefit if you write more articles, but if you think that everyone who downloads your ebook is going to read it, and that everyone who subscribes to your list is going to read every message you send, you are being extremely optimistic.

What Happens When Your Subscribers Get To The End Of Your Follow Ups?

You recycle them! If you are a Standard Extra or PRO MoneyPumps member and are using our autoresponders, you have the option to reprocess all archived contacts. You should use this feature every week once all 52 messages have been sent to your first subscriber. But do not send them the initial thank you message or they will get confused!

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Following up with your subscribers happens until they unsubscribe! At the bottom of each of your messages is a link to allow them to opt-out from receiving any more messages. Yes, they may unsubscribe when they realize they are receiving the same messages over and over again, but the fact is that, if you do not stay in contact with them in some way, then they will not be responsive to the offers you make anyway and are just taking space up on your list!

It is important that you save all your follow up messages in a folder called follow ups or something like that, because you will be editing them as you progress through this training. These messages can sell the products and services you recommend on autopilot, too!

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Making Money with Your Pages

The best traffic you can generate to your website is free, targeted traffic! By directing your subscribers to read your articles online, you are able to generate free targeted traffic.

You should now have a nice, little 13 page content site uploaded to your hosting account. This is Internet real estate that you own and can make money from. The easiest way to start making money with these pages is to display Google AdSense ads on them.

Displaying AdSense ads on your website can be a great way to make money! There are other ways to make money from your content too, but AdSense alone can create a full time income and more for those who know how to do it right! You will need more than one site to make a full time income with AdSense. This is another reason why MoneyPumps PRO membership should be attractive to you.

Getting Approved To Display AdSense Ads

If you do not already have an AdSense account, then the first thing you need to do is submit your site for approval. To do this, simply [click here](#), click on the Google banner, then fill out the application form. Submit a link to one of your **article pages** for approval. You should have no problems at all getting approved as long as your site is easy to navigate and all your pages load correctly.

It will take about 3 days for your site to be approved. Once it is approved, you will have the ability to display ads on your pages and you will make money every time someone clicks on one of those ads.

Some people make TENS OF THOUSANDS of dollars every month using AdSense. They don't make money creating loads of junk pages with no content. Instead, they set up content websites, just like the websites we are teaching you to make with this system.

If you want to learn how to pump the most possible money out of the AdSense ads you display, I highly recommend you hook up with Michael Cheney. He has put together an excellent video training program that teaches exactly what he does to make an average of \$19,156 a month just from AdSense!

[Click here for more info](#) ← We HIGHLY recommend that you buy this video package!

Displaying Ads on Your Pages

When you have been approved to display AdSense ads on your pages, you need to place the ads into the copy of your web pages and re-upload them. You are able to display three AdSense for content type ads, one links ad and one search box on each of your pages.

I am not going to go into a lot of detail here, because teaching you how to get the most out of the AdSense ads you display is a product in itself. I would never be able to create something as good as Michael Cheney's course, so I really recommend that you buy it! [Click here to get your copy](#). You can even get a free video on the website that will teach you a lot of things to increase your revenue. These free videos cover quite a lot, so even if you cannot afford to buy the complete training package, make sure you watch the free videos on the site.

In addition to displaying AdSense ads on your pages, you can also add links to relevant affiliate products that you make a commission on; we will be going into more detail on this in a later report.

Once you have added AdSense ads to your pages, re-upload the edited pages.

As you work through this system, you are going to learn how to get a lot of traffic to the pages you have just made. If you purchase Michael's product, you are going to learn how to get a lot of your visitors to click on your AdSense ads.

Please understand that the MoneyPumps Money Making System is not really a course on how to make money with AdSense. Placing AdSense ads on your pages is just one small way you can make money with your website. The rest of this training is going to teach you more ways to make money. We have only just begun!

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Homework!

Yes, it's that time again! Time for you to do the work required to get the system working for YOU!

Your homework for today is:

1. Create your "article pages" and article index page.
2. Create your main index (sales) page.
3. Add a subscribe form to your pages.
4. Set up your follow up series.
5. Upload your website using FTP.
6. Get approved to display Google AdSense Ads.
7. Add AdSense ads to your pages.

In the next report, we are going to talk about ways to drive traffic to your website to build your mailing list!

Are you continuing to do your [Simpleology](#) daily praxis?

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

[Maximize Profits](#)