# THE

# Keyword

# Minute

"3 guaranteed money making strategies to implement in under a minute!"

## by Brad Callen

Keyword Elite 2.0 BETA

# Integration Marketing on Steroids

The purpose of this report is to **quickly** teach you several money making strategies that you can begin implementing in under a minute. We all want specific, step by step examples of money making strategies we can implement **RIGHT NOW** and start profiting from, so that's what I'll be teaching in this report.

I have no idea how long this report will end up. Probably not long, but that's not the point. I could easily write a 100 page "eBook" on these strategies, but because this is a report and I know you value your time, I'm going to skip the "theory" and get straight to the steps involved in making the money. Cool?

**Alright, Let's get started!**

The first strategy I want to share with you is something that takes a technique that has become a bit more well-known to our internet marketing community over the past year or so. To be honest, it's probably still only **used by less than 1%** of all internet marketers, despite the fact that it works so incredibly well and is super easy to implement.

**I'm talking about integration marketing.**

The process of "integrating" your product offer into someone else's sales funnel.

The example you may have heard Mike Filsaime teach is the Coke/Pepsi example. You've probably never seen a Coke/Pepsi store, yet Coke and Pepsi are two of the most well-known companies in the world.

**How do they make money?** Simple; they "integrate" their product offer into other company's sales funnels (i.e. at baseball games, in restaurants when someone orders a meal, in vending machines at a gas station along with other soft drinks, in hotels, in bars, and so on and so forth).

They give the restaurant a small % of the sale made, and then they keep the remaining %. They don't have to worry about getting customers to their store because they just "mooch" off of other "store's" customers.

This also works **extremely** well online. So well, in fact, that Mike Filsaime hired a full-time employee to do nothing but get **HIS** offers integrated into other marketers sales funnels (i.e. their product "thank you pages").

Alright, so where are a couple of places that you could integrate your offer?

**I'll give you 2 specific places:**

**1.** Other people's product "thank you pages"

**2.** Other people's newsletter signup "thank you pages"

**BOTH** of these places are almost always unused real estate. Let's take #2 above, for example...

How many times have you signed up for someone's newsletter, and then see a message like this:

Thank You for Subscribing to My Newsletter.

We will keep you update on the Latest Internet Marketing
News & Solutions for your Business

The marketer is building a mailing list, yet is completely wasting the space 100% of people that sign up to his newsletter will see. Think about the profits this person could be making, if they had an offer on their newsletter signup "thank you pages".

**This real estate is much more valuable than a space somewhere else on their website (i.e. like a banner ad etc.)**

This specific space is valuable because **ONLY** the people that have proven themselves to be "action takers" are the ones that will see this page. Think about it. Someone that has just willingly filled out an email optin form for more information on a specific subject is the **EXACT** person that you should want seeing your offer for something related directly to that subject.

You're going to be getting extremely targeted traffic directly to **YOUR** offer, should you have the owner of this website add your offer to his newsletter signup "thank you page".

Alright, I'm assuming that at this point we're in agreement that doing this would 100% work and be extremely effective and valuable.

**So, the questions that remain are:**

**1.** Why would this person want to add your offer to their "thank you page"?

**2.** How would we find these people in the first place?

I'll address each question individually...

# Why would this person want to add your offer to their "thank you page"?

The answer is simple... When you approach these people, you wouldn't just say "Hey man, add my offer to your thank you page and it'll make me a lot of money and help me build a buyer list."

You would approach them and say something like...

> "Hi, I just signed up to receive your xyz report or newsletter, and noticed that after I signed up, your "thank you page" simply said ,thank you for subscribing. Check your email for the free report'. I have a way that I can guarantee you will make more money from every single subscriber without you doing anything but spending about 5 minutes, 1 time, to set up something on your ,thank you page'. I've done this with several other marketers and they've all been very happy with the results. (obviously only say that if it's true) I sell an eBook related to xyz, that is directly related to what you teach in your report. It compliments it very well.
>
> I sell the eBook for $29.95 on my website. I can give you some html code to insert on your ,thank you page'. It will be a small little ad for my eBook and will include your affiliate link. When someone signs up for your newsletter, they'll see the ad for the eBook on the ,thank you page'. They'll click it, purchase the eBook and you'll receive 75% commission for every single person that does that. You do absolutely nothing once this is set up. I'll even be happy to edit your ,thank you page' for you, if you don't have the time. As I said, I've done this many times, and it works very well and is a great way to increase the money you make from your newsletter, without doing any extra work. Interested?"

As you can see, it's a **complete win/win** for both parties. You could even offer them 100% commission if you have a nice backend product in place, to make your money from the process. Plus, by doing this, you're building a buyer list. A buyer list that you can sell to, over and over again in the future.

What's awesome about this, is that there are literally hundreds of thousands of people that have these newsletter optin forms on their websites, and simply have the generic "thank you for subscribing" message on their "thank you pages".

It's **unlimited** as to the number of people's "thank you pages" you can put your offer on! And once it's setup, it's 100% completely on auto-pilot. You don't have to worry about generating traffic etc. You simply let other people generate the traffic for you! What is easier than that? :-)

Ok, so the second question is...

# How would we find these people in the first place?

This is really easy. Watch...

**Step 1:** Go to Google and type in: topic name "your privacy is safe with us"

For example, if you sold an eBook on how to lose weight and wanted to find email newsletter "thank you pages" you could add your eBook offer to, you would go to Google and type in:

lose weight "your privacy is safe with us"



229 websites that have "thank you pages" you could potentially add your offer to.
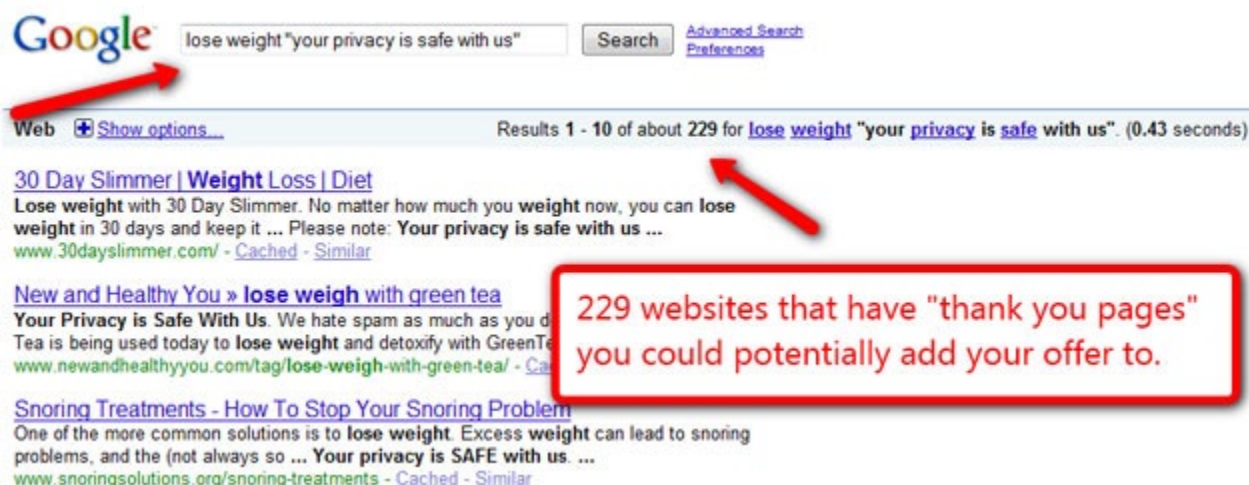
Why did we enter that phrase into Google. Because the phrase "your privacy is safe with us" is a very common phrase that people put directly below their email optin forms. By inputting the phrase: lose weight "your privacy is safe with us", we're telling Google to return web pages that contain the keyword "lose weight" and the phrases "your privacy is safe with us" on the page.

When I click on the top ranked site: 30dayslimmer.com, you can see that they have an optin form and that phrase. See below:



There are a TON of other phrases that many people place directly below optin forms, but this is the 1 example I wanted to use here.

If you know of other phrases, you could input those into Google and get an entirely new list of sites!

**Step 2:** That's it... There is no step 2. Just input that phrase into Google and BAM, you've got your list of websites to contact.

Now, as we all know, time is limited, so simply starting with the top ranked site and moving down is definitely not the best way to go about doing this.

Common sense tells us that it's best to start with the sites that are getting the most traffic, and then work our way down the list.

**So, how do we tell if a site is getting traffic?**

The easiest way is to do **2 things:**

**1.** Look at their Alexa traffic rank. The lower the Alexa rank, the more traffic they get (i.e. 5,000 is better than 500,000)

To view a website's Alexa traffic ranking, simply go to: http://www.alexa.com and input the website into Alexa.

If we went there and typed in: http://www.30dayslimmer.com, we would see that their Alexa traffic rank is: 508,762.
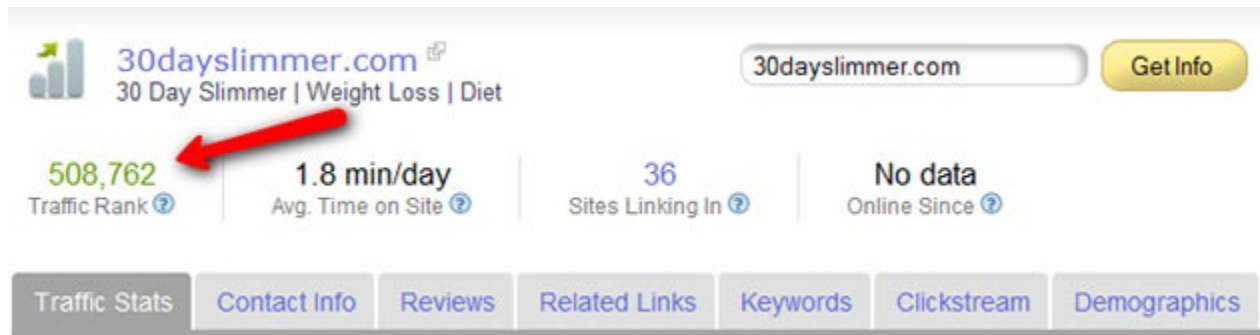


Sites with an Alexa ranking below 300,000 get a "decent" amount of daily traffic.

**2.** Look at their Google Page Rank. The higher the page rank, typically, the more sites link to them and the higher they probably rank for various keyword related to their site. Higher ranking = more traffic

To view a site's Google Page Rank, you'll need to install the Google Page Rank toolbar. I'm assuming most of you already have that installed, but if you don't, just go to: http://toolbar.google.com and downoad and install it. After it's installed, simply visit the website that you'd like to view their page rank and look at the green bar at the top of your web browser.
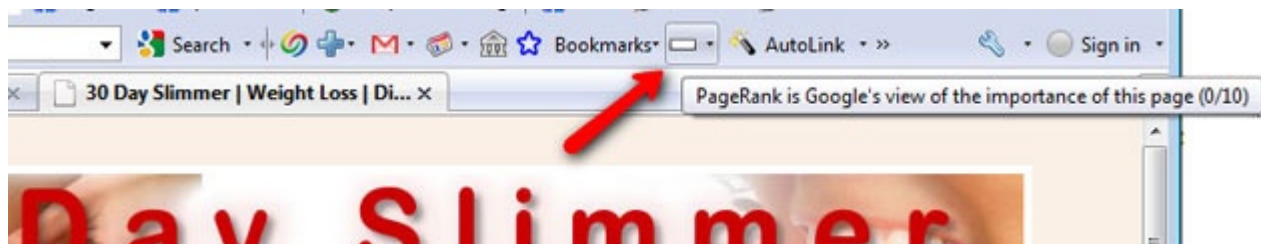


You can see that 30dayslimmer.com has a Page Rank of 0 and an Alexa rank of 508,762. So, while they were the top site on the list, it might be better to spend out time contacting another website first.

**\*\*\* This is why it's important to look up this information before we spend our time contacting and pursuading the website owners to add our offer to their "thank you pages".**

Alright, so there's strategy #1 that you can implement and start seeing results almost immediately. It works, so do it :-)

And because it's something that has been proven over and over to work, we've added this very function to Keyword Elite 2.0!

As I'm sure you know by now, I'm one that likes to automate whatever I can possibly automate. Time is **VERY** important to me. It's obviously the only thing we can't get more of. 24 hours in a day and that's it, no matter how you arrange it.

So, in the example above, it's pretty straightforward, but the time consuming part is figuring out which sites you should be spending time on. If you had unlimited time and resources, then sure, you could just go through the whole list of sites on Google and contact them all. But, let's be honest, that is not possible unless you had 7 million employees, each doing it every day, all day.

Let's take a quick look at how I use Keyword Elite 2.0 to automate this process...

**Step 1:** Open Keyword Elite 2.0 and run JV Diamond Finder
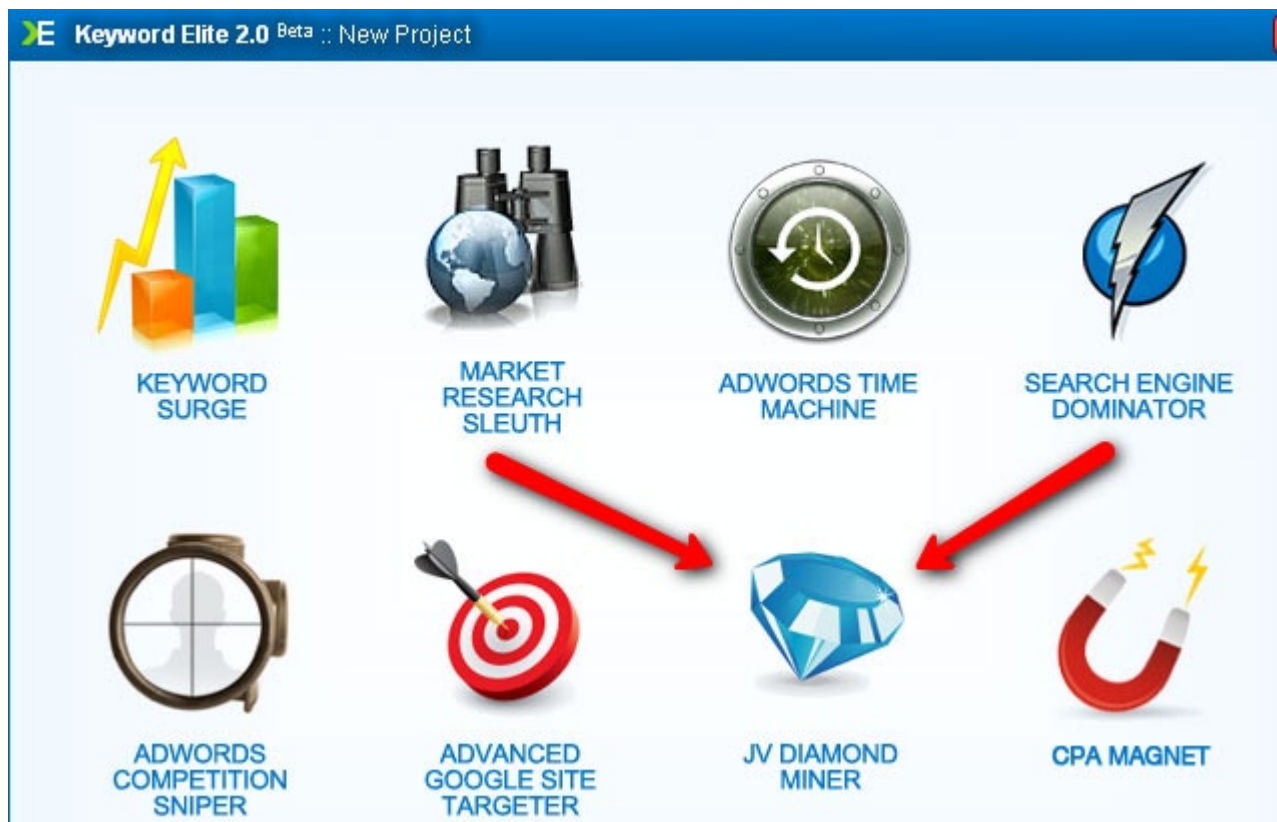
**Step 2:** Input the keyword "lose weight". Set the number of JV partners to 50 and click "start".
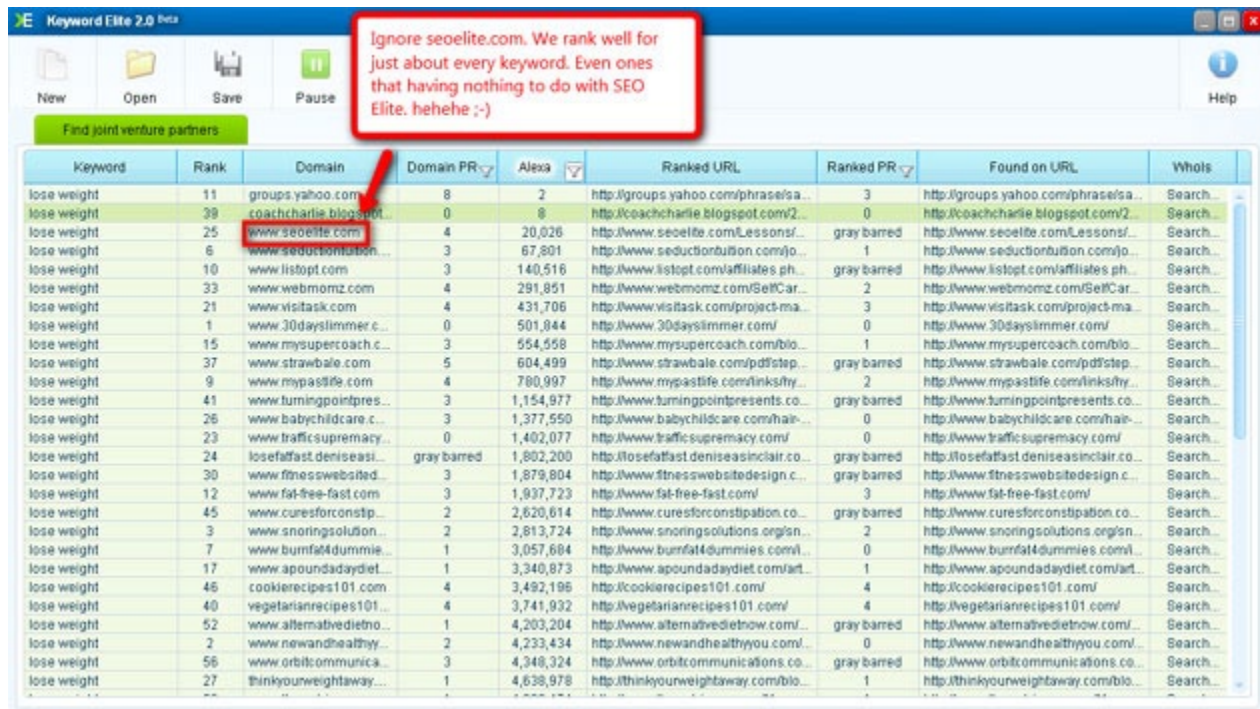


JV Diamond Miner will begin running and it will return a list of websites that have optin forms related to the keyword "lose weight". It will also automatically return the Google Page rank **AND** the Alexa rank of each website.

**Step 3:** Sort the Alexa column by clicking on the column header. When you do this, you'll see that there are 6 websites with Alexa traffic rankings below 300,000. One is a Yahoo groups page. 1 is blogspot. and one is our seoelite.com website, which we accidentally rank well for random keywords because we're totally awesome. hehe... Kidding :-)

The other 3 of the websites are ones that you should spend your time contacting. Once you contact those 3, I would re-run JV Diamond Miner and input another keyword related to "Lose Weight". Maybe "Weight Loss" or "Dieting". Go for **really broad** terms to get the largest amount of sites returned.

**Step 4:** Sort by Google Page Rank and look for sites that have a Page Rank of 3 or higher. Contact those first.

**Step 5:** An easy way to get the contact information for the owners of the sites is to use the "search for whois info" feature within Keyword Elite 2.0. Just click the link and it will open up a window with the contact information for each website owner. You'll be able to find both their email address **AND** telephone number if you want to have even more of a personal touch.

| PR | Found on URL | Whols |
|---|---|---|
| | http://groups.yahoo.com/phrase/sa... | Search... |
| | http://beachcharlie.blogspot.com/2... | Search... |
| rred | http://www.seoelite.com/Lessons/... | Search... |
| | http://www.seductiontuition.com/jo... | Search... |
| rred | http://www.listopt.com/affiliates.php. | Search... |
| | http://www.webmomz.com/SelfCar... | Search... |
| | http://www.visitask.com/project-ma... | Search... |
| | http://www.30dayslimmer.com/ | Search... |
| | http://www.mysupercoach.com/blo... | Search... |
| rred | http://www.strawbale.com/pdf/step... | Search... |
| | http://www.mypastlife.com/links/hy... | Search... |
| rred | http://www.turningpointpresents.co... | Search... |
| | http://www.babychildcare.com/hair-... | Search... |
| | http://www.trafficsupremacy.com/ | Search... |
| rred | http://losefatfast.deniseasinclair.co... | Search... |
| rred | http://www.fitnesswebsitedesign.c... | Search... |
| | http://www.fat-free-fast.com/ | Search... |
| rred | http://www.curesforconstipation.co... | Search... |
| | http://www.snoringsolutions.org/sn... | Search... |
| | http://www.burnfat4dummies.com/i.. | Search... |
| | http://www.apoundadaydiet.com/art.. | Search... |
| | http://cookierecipes101.com/ | Search... |
| | http://vegetarianrecipes101.com/ | Search... |

* Important, never spam anyone using their who is information. You should be courteous and treat others as you would like to be treated.

**TIP:** You can also filter your results by clicking on the small filter icon inside of each column heading. So, let's say you only wanted to view sites with an Alexa rank of 300,00 or less, you would just click the filter icon inside of the Alexa column and would input a range of 0 to 300,000.

So, there you have it. If you have a team of employees, you could just show them this part of the report and say "do this" for me. Just give them KE 2.0 and let them run it. It's just that easy and fast.

And... This is just **ONE** of the very powerful things you can do with JV Miner. I'll be teaching KE 2.0 users the other very very powerful strategy that can be done using JV Diamond Miner.

Alrighty... on to strategy number 2!

# Fool Proof Adwords Money Maker

Next up, a simple strategy that **anyone** can use to make money as an affiliate using Google Adwords, in conjunction with Clickbank.

This is a strategy that the **"smart"** Clickbank affiliates already know about **to an extent**, but only a few of the very smart ones are putting it fully into practice.

What we're going to be doing is promoting a product on Clickbank that has proven to be a popular product. (i.e. a product that is searched for, by name, on Google).

**That's the key.** It must be a product that has been around for awhile, or at least a product that people are going to Google and searching for by name.

To find this out, we're going to go to Clickbank and select a product that's ranked in, at least the top 30, of Clickbank's marketplace for its respective category.

Because this is a report you downloaded from our KeywordElite.com website, the product I'm going to choose for this example will be Keyword Elite.

**Step 1:** Go to Clickbank and find a product inside the top 30.

**23) Google Cash Sniper.** Get 60% Commissions On This Hot Selling Product. Selling At $77 Up Front With Forced Continuity Of $47 On The Backend. Based Around Free Traffic From Google - Awesome Conversion Rates. Http://gcashsniper.com/jv_invite.
$/sale: $40.40 | Future $: - | Total $/sale: $40.40 | %/sale: 60.0% | %refd: 82.0% | grav: 49.09
view pitch page | create HopLink

**24) Fireball Software.** Fireball Software Products At Http://FireballSoftware.com -- Current Promotion: Http://Memberfire.com Affiliates: Http://1AffiliatesArea.com.
$/sale: $57.18 | Future $: - | Total $/sale: $57.18 | %/sale: 50.0% | %refd: 84.0% | grav: 33.78
view pitch page | create HopLink

**25) Perfect Uninstaller - #1 Converting Uninstaller.** Earn 29+ Per Sale, 75% Comm And Bonuses! The Only One Uninstaller Product On CB! Any Kind Of Conversion Tracking & Multiple Landing Pages. Talk To Us! Http://www.cheesesoft.com/affiliates/perfect-uninstaller/.
$/sale: $29.39 | Future $: - | Total $/sale: $29.39 | %/sale: 75.0% | %refd: 47.0% | grav: 31.72
view pitch page | create HopLink

**26) Keyword Elite: New Keyword Software.** Go Here For Tons Of Affiliate Tools: Http://www.keywordelite.com/affiliate/ Create 1000s Of Adsense Keywords, Dominate Adwords.
$/sale: $76.90 | Future $: - | Total $/sale: $76.90 | %/sale: 60.0% | %refd: 83.0% | grav: 37.36
view pitch page | create HopLink

**Step 2:** Next, we'll use whatever keyword tool we have access to, to find out roughly how many times it's been searched for that month, using it's name only. (i.e. Keyword Elite)

Because I obviously own Keyword Elite, I would use it to give me this data. If you don't have it, just use Google's keyword tool here:
https://adwords.google.com/select/KeywordToolExternal

You can see from the image above that Keyword Elite was searched for roughly 40,500 times in June. This tells me that this product is a highly searched for and sought after product. One that people (i.e. buyers) are looking to purchase.

**Step 3:** Alright, now that we have our product that we want to promote selected, it's time to come up with a keyword list to use to promote the product as an affiliate.

Rather than coming up with a big list of keywords, which you should do, as there are many different keywords that could be proven as profitable, what I'm going to tell you to do is something that's as close to fool proof as you can get.

**Here are the words you should bid on...**

**1.** The product name (keyword elite)

**2.** The product name written backwards (elite keyword)

**3.** The product name with slight mispellings (keyqord elite, or keword elite, etc)

**4.** The product name without spaces (keywordelite)

**5.** The product's URL, with and without the www and/or http:// (keywordelite.com, www.keywordelite.com, etc)

**... and that's it.**

Sure, there are likely other words that will convert to sales for you. Words like "keyword research software, and so on...) but if you're in a rush and don't feel like testing keywords much and writing seperate ads, then just go with the 5 things I mentioned above.

This will work for **ANY** product on Clickbank.

So, for example, if you had chosen a different product. Maybe the #1 ranked product **right now**, which is Mass Article Control (I have no affiliation to this product and, at this time, have never read or used it), then you could just bid on the product name, the product name written backwards (article mass control) and so on...

**Step 4:** Now that we have the product we want to promote, as well as the keywords we're going to use to promote the product, we need to create a web page to promote the product from.

It's **VERY** important that we don't just direct link to the merchant's website (i.e. keyworde-lite.com in this example). There are a couple of reasons for this.

**1.** Google will only display 1 Adwords listing per URL, so if you linked directly to keyworde-lite.com with your affiliate link, you'll be competing directly against other affiliates and will **likely not** get your ad shown as much as you would like. Google will display the ad with the highest clickthrough rate.

**2.** You won't be able to offer bonuses as an incentive for people purchasing through your affiliate link.

Ok, so let's create our own web page to eliminate both of those problems above.

Our web page is going to have a nice headline to entice the reader to continue reading through our "pitch". The headline would say something like:

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## **"Get These 3 Elite Bonuses <u>Only</u> Available Through Me, If You Purchase Keyword Elite Through The Link At the Bottom Of This Page!"**

**Note:** These bonuses make Keyword Elite <u>completely</u> fool proof and nearly guarantee your success with the software...

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Below the headline, you should include some **nice pictures** of your bonuses. The bonuses could be some tutorial videos of you showing how you use the software. It could be a special report teaching users how you use whatever product you're promoting.

Basically, it just needs to be something that's highly related to whatever product you're promoting. Videos and reports that you've written yourself work the best.

**Tip:** Make sure you get a nice graphical image of the product created. Without that, your bonuses just won't look impressive enough for people to purchase through your affiliate link. You can get graphics made by many minisite designers.
Sean Lowery from minisitegraphics.com is a good one.

Then, below this, you should explain that you own the product you're promoting **(i.e. This should go without saying... you SHOULD own whatever product you're promoting)**. You should talk about the things that you like about it and mention a couple very minor flaws. Stuff that doesn't really affect a buying decision. Something like the file size of the software is rather large at 9mb.

This helps the readers guard to be lowered, knowing that you are being honest about the product and you're not just hyping it up.

Below this, you should talk about **WHY** your bonuses help compliment the product (i.e. Keyword Elite) and make it much better and more useful for you.

I NEVER liked the strategy that some use where they say the product is "incomplete" without your bonus, as that's not fair to the product creator.

What you should do is simply state that the product IS really good, but with your bonuses it make it just that much better.

**Step 5:** Create your Adwords ad. This part is pretty easy. You'll obviously need an Adwords account. If you don't have one, just go to: http://adwords.google.com

This isn't a Google Adwords tutorial, so I'm not going to go into what you need to click on to create a campaign, an ad group, and an ad. If you need to know how to do that, then take a look at our brand new PPC Mindset video course that you'll have a chance to get access to after Keyword Elite 2.0 launches. You'll get first dibs on this brand new course at that time. Anyway...

When writing your ad, you should write a descriptive headline that includes the product name (i.e. Keyword Elite). Something like "Get Keyword Elite"

The description should include the product name again, plus the words "free bonuses". Here's an example of the full ad:

Get Keyword Elite
Get 10 free videos plus special
Keyword Elite guide. Only here!
www.KeywordEliteBonuses.com

**Note:** I have no idea if KeywordEliteBonuses.com is a real site or not. I would suggest getting a domain name similar to that when promoting the product you choose to promote.

**There you have it.**

We have the product we're promoting. We have the keywords to promote with. We have a compeling web page adding value to the original offer. And we have the ad written.

The final thing is how we go about delivering the bonus to the people that buy through us. That part is also easy. At the bottom of our web page, we have a paragraph that tells the visitor that after they buy, to email us at whatever AT gmail.com (whatever your email address is) and include their name and Clickbank receipt number. We'll then verify that they purchased through us, and we'll email them the download link to their bonuses.

### DO NOT take this strategy lightly.

There are very few ways to use Adwords that are this "cookie cutter" and actually work. This is a strategy that you simply won't find in another free report anywhere.

**So, put it into action.**

Alright... **You're probably wondering how I know this works.** Well, the obvious answer is that I tried it and it made me money. But, how did I come up with the idea in the first place?

Guess what? I used a new feature in Keyword Elite 2.0.

It's called **The Adwords Time Machine**, and it allows me to view a 6 month Adwords history of ANY Adwords advertiser! In a couple of seconds, I can see how long an Adwords advertiser was bidding on a keyword, and I can see the ad they used, the web page they used, AND the keywords they used!

**Check this out.**

**Step 1:** Enter the keyword Keyword Elite into KE 2.0's Adwords Time Machine and click start

**Step 2:** Look at the data in the top frame. Keyword Elite 2.0 will return all of the websites that bid on that specific keyword you input (i.e. Keyword Elite) in the past 6 months. You will see a bar-like image to indicate if the advertiser advertised for each specified month.
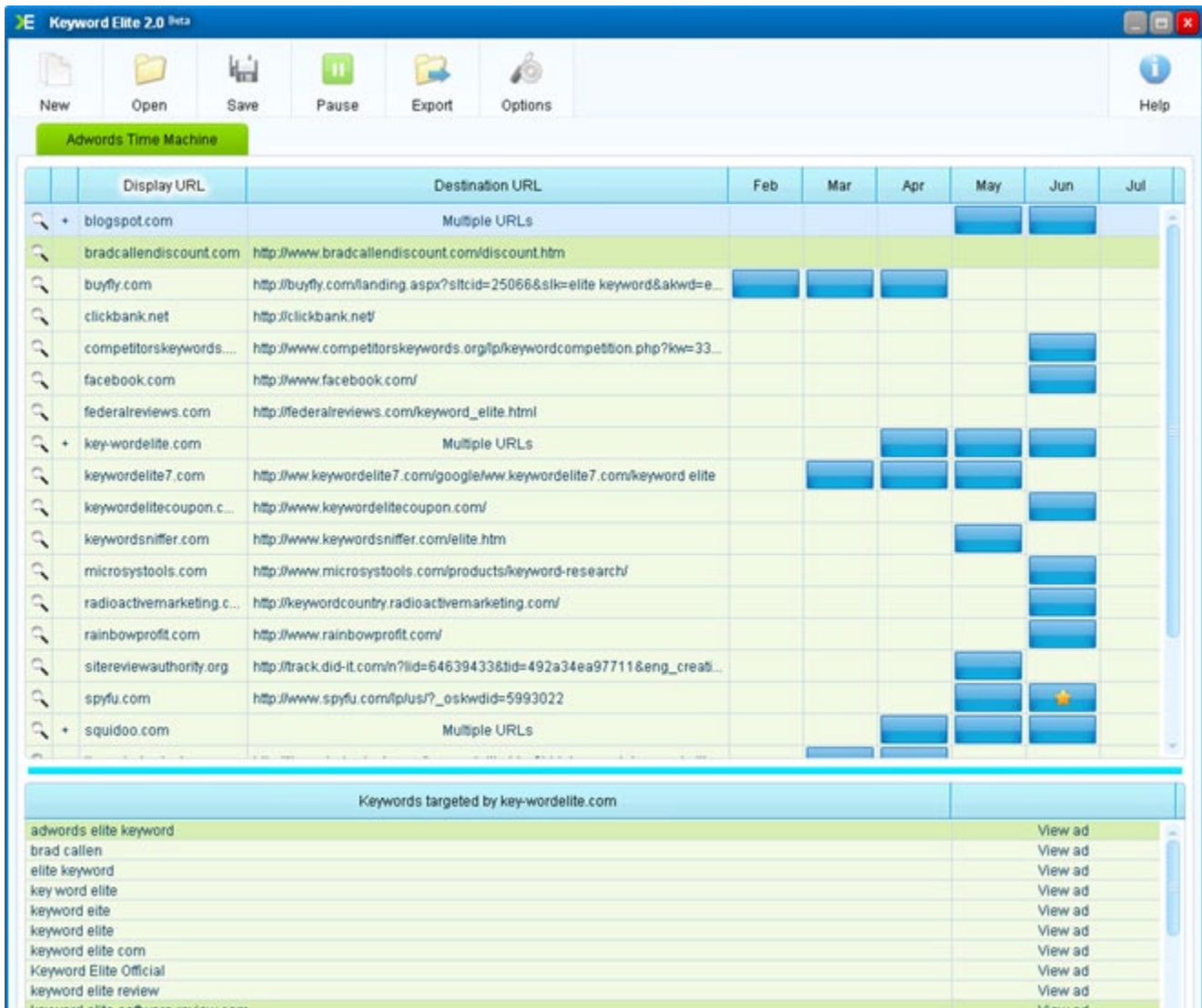


This data is invaluable! Rather than testing out the keyword: Keyword Elite, for 6 months to see if it works (i.e. makes me money) I can just look at the sites that already advertised with that keyword and see if it made/makes them money!

All I need to do is find advertisers that have advertised for the majority fo the past 6 months. From the screenshot above, you can see that key-wordelite.com has advertised with the keyword: Keyword Elite, for **4 of the past 6** months. That is a BIG indication that it's making them money.

The **next thing** I did was to find out what their web page looks like, and I found out that they are giving away a series of bonuses if someone buys through their link. Their actual sales copy is not very good at all, yet they're still able to profit from the ad. I know that if I can write a more compelling web page and offer better bonuses, I will easily be able to make money as well.

**Next**, I click on the magnifying glass on the left

... and it uncovered all of their keywords they are bidding on! I then also clicked on the magnifying glass of several other advertisers to get their keywords so I could have a larger list of keywords to bid with.

This is <u>exactly</u> how I realized that all of the successful affiliates (i.e. the ones bidding on that website/keyword combination for the majority of the past 6 months) were bidding on the exact same list of keywords, for the most part.

**BINGO!**

What's cool (well, more like freaking amazing) about the Adwords Time Machine is, this is just 1 silly little example I showed you. You can use this program and come up with endless ways to make money. Seriously. It's the closest thing to guaranteed success with Adwords that you can get.

**It's like having Google knock on your door and say:**

*"Hey Joe, here's a list of website/keyword combinations that are making people money right now. All you have to do is mirror their strategy, which I'll show you, and you'll also make money."*

So, there you have it. Now get out there and use this strategy to start making yourself more money as an affiliate. **No excuses now.** I've shown you exactly what works, so get to it! :-)

# "You Really <u>Should</u> Consider Becoming A Bum"

Ok, in this final chapter, I'm going to teach you something that I can't take credit for. It's something I've learned from Bum Marketing mastermind, Travis Sago.

This is something that people all over the world have been doing successfully for several years now. Inventing brand new strategies and techniques to make money is **ALOT** more difficult that just copying a system that's already been proven to work for years.

The system I'm referring to is **Bum Marketing**. Bum marketing is essentially where you:

**1.** Write an article revolving around a long tail keyword phrase, like "how does the foreign exchange market work".

**2.** You include an affiliate link in the article for a related product that you found on Click-bank.com

**3.** You then submit your article to a few of the popular article directories. In most cases, it's just ezinearticles.com

**4.** You get a couple backlinks pointing to the page your article is listed on, and voila... you get a top ranking for the long tail keyword phrase.

Top Google ranking for long tail keyword = targeted traffic, which equals affiliate sales for whatever product you're promoting.

Now, for those of you out there that are already Bum marketers, I realize there are **a lot** of other things you can add to this process, but to break it down into as simple as you can get, that's Bum marketing in a nut shell.

The key to making money via the Bum marketing method is to write articles on the "right" keywords. If you choose the wrong keywords, your article won't rank highly in Google... therefore, you won't get traffic and obviously won't make money.

### How do you find the right keywords to write an article on?

Simple.

You write articles revolving around long tail keywords that have between **500 and 6,000** competing web pages in Google.

You want to find long tail keywords that have little competition AND are searched for a considerable amount each month.

When I say "considerable", it can really be any amount. Obviously, the more it's searched, the more visitors you'll receive, but it's better to write 10 articles on 10 keyword phrases getting 1,000 searches per month, than it is to write 1 article on a phrase getting 10,000 searches per month. (These are the typical ranges that bum marketers use)

**The reason...** Because more than likely, the 10,000 searches per month keyword phrase will eventually get more competition, whereas the 1,000 searches per month phrases likely won't. This way, your articles will continue to rank well for a **MUCH** longer time. Make sense? Good.

There are many different keyword tools on the market. Like I said earlier, because I obviously own Keyword Elite 2.0, that's what I would be using to find these keywords that meet this criteria. It allows me to quickly find long tail keyword phrases better and faster than any other tool. **More on that later.**

If you havenm't purchased a keyword research tool that allows you to, both, create a list of long tailed keywords, and display the number of times that phrase has been searched the previous month... then just use Google's free keyword tool. It's good enough to get you by for the time being.

https://adwords.google.com/select/KeywordToolExternal

You should go there and input a keyword phrase that you believe to be a pretty hot topic right now.

**I'm going to choose:** Forex trading

... because that's becoming quite the hot topic the past couple of years in the online "make money" world.

After I enter this keyword into the Google keyword tool, I get a list of keywords related to forex trading. I'll click the column heading labeled "local search volume" to sort the search counts in ascending order. Then I'll scroll down until I find a keyword that is searched for around 1,000 times/month.

**I found one:** Forex mechanical system trading

| | | | |
|---|---|---|---|
| forex trading tool | | 1,300 | 1,300 |
| forex trading times | | 1,300 | 1,600 |
| forex trading school | | 1,300 | 880 |
| forex trading mentor | | 1,300 | 1,000 |
| forex trading advice | | 1,300 | 1,000 |
| forex trading accounts | | 1,300 | 1,900 |
| forex mechanical system trading | | 1,300 | 590 |
| genuine online trading forex | | 1,600 | 1,600 |
| forex trading tools | | 1,600 | 1,900 |

Next, I'll go to Google and perform a search on that keyword surrounded by quotes, in order to see how many competing web pages there are for that term. Remember, you should generally stay within the 500-6000 competing sites range.

**Note:** It's important to surround it in quotes because this tells Google you want to find only web pages that have that **EXACT** phrase.

Web  Images  Videos  Maps  News  Shopping  Gmail  more ▼                                                    Sign in

**Google** "forex mechanical system trading"  | Search |  Advanced Search
Preferences

Web  ⊞ Show options...                          Results 1 - 10 of about **7,130** for "forex mechanical system trading". (0.30 seconds)
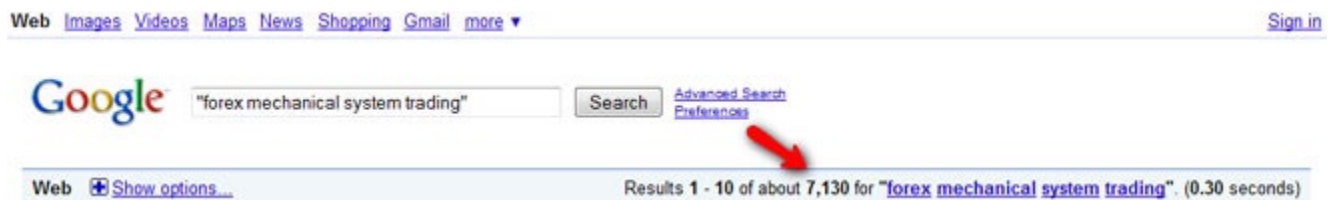
You can see above that the keyword I chose is slightly above the range. In **this** example, that's ok :-)

I'm lazy and while writing this report, don't feel like manually checking to see if one of the other keywords fits within the range, so we're just going to go with this one. And being only 1,000 sites above the range is not really that big of a deal.

You'll still get the idea... (by the way, when I use Keyword Elite 2.0, it automatically tells me how many competing sites there are for **ALL** keywords. So, all I have to do is sort the column and pick a keyword. I much prefer that route)

**Anyway, moving on...**

Now that we have our keyword, it's time to write an article revolving around that specific keyword phrase (forex mechanical system trading)

This part is easy. If you're not a good writer, it really doesn't matter. What you should do is go to Google. Perform some searches on the phrase you've chosen, or variations of that phrase. Read a few web pages so you're familiar with the term. Then open up notepad and start writing.

**Travis simplifies the article writing process like this, and I thought it was very good so I'll just quote him:**

*In the intro: Tell them what you are going to tell them in the article.*

*In the body: Tell them!*

*In the summary: Tell them what you told them!*

*BIO Box: Very Important...give them a sentence or two about you... and then lead into your promotion... this is most commonly done like this:*

*"Did you find those tips on XXXX useful? You can learn a lot more about how XXXX can help you by clicking here: [include affiliate link].*

I could have paraphrased that to make it more simple, but that's about as simple and straight forward as you can get. I like Travis' style :-)

Alright, now that we have our article written, we should probably find a product that's related to the article we just wrote. The best way to find a product to promote is by either going to Clickbank.com and browsing through their marketplace **OR** visiting some of the popular CPA networks like Neverblue.com.

**Note:** Most CPA networks require you to register with them before you can browse through their listings. (I've got a trick to get you around that though, which I'll show you later on)

I'm sure all of you are familiar with Clickbank, but here's the link to take you directly to the Clickbank marketplace: http://www.clickbank.com/marketplace.htm

Once there, just pick a product related to your topic. It's personal preference, but I believe you should own the product and review it first, before ever promoting it. Many times, you can just email the product owner and tell them you want to review their product and create a web page about it to sell it, and they'll give it to you for free.

Once, we have a product, we'll insert our affiliate link into the bio of our article.

**Next, we'll go to 1 of 2 article directories:**

**1.** [Ezinearticles.com](Ezinearticles.com)

**2.** [SearchWarp.com](SearchWarp.com)

I prefer Ezinearticles.com, as it's pretty much emerged **FAR** ahead of the competition to be the only major article directory on the internet that ranks highly in Google.

Once there, create an account. Submit your article and then either:

**1.** Sit back and wait for your article to appear on page 1 of Google, while writing another article on another subject.

**2.** Start getting some links pointing to the article you just wrote. There are many ways to get links. I won't go into them here because this isn't an SEO tutorial.

**and that's it! Rinse and repeat :-)**

This is **not** a new strategy by any means. It's something that has proven itself to work over and over and over again. In a minute, I'm going to show you something that is new. Something that will speed up, and make this process considerably more effective.

Remember...

<div align="center">

**Money making methods that work for several years =
Something you should probably join the bandwagon on.
(if it's ethical, of course)**

</div>

Alright, now above, I promised I would show you a much faster and easier way to do this... and to follow the same format as the last 2 chapters, I'm going to follow suit here.

**I use Keyword Elite 2.0** for all Bum marketing related analysis. We've purposely made it very Bum marketer friendly because there is nothing currently out there that automates everything in its entirety **quite like** what we've come up with.

**Let me show you what I mean...**

**Step 1:** Open Keyword Elite and select the Keyword Surge program. Once open, input the word "forex trading" or whatever word you want. Uncheck the "use the keyword elite engine" option.

**Important Note:** this is the only time I would suggest unchecking the keyword elite engine checkbox. You can still use that option for Bum marketing, but for this example, I want a ton of super long tailed keywords, so I'm only using ask.com. The keyword elite engine will create keywords the **FASTEST** way possible, but some will not be **"extremely"** long tailed.

All other times, and I repeat, all other times, you should mostly use the Keyword Elite engine.

Click the advanced tab and select "ask.com".

Doing this will allow us to create the single **BEST** long tail keywords that you could possibly come up with, related to the keyword phrase you input. There is no better way to do this, period.



Click start.

**Step 2:** KE 2.0 will return a list of words, along with the times they've been searched for the previous month. Click on the filter button above the "num words" column and change the range to 4 to 100



Ok, when we do this, it's going to show us only the long tailed keywords that were generated. These are long phrases that are 4 words or more.

| Keyword | Parent Keyword | Found on | Num. words | Num. chars | Searches/month |
|---|---|---|---|---|---|
| ways to make money | ways to become a mil... | Ask.com | 4 | 18 | 332,760.00 |
| quiz to tell if he likes you | forex signals free | Ask.com | 7 | 28 | 60,480.00 |
| clues that he likes you | forex signals free | Ask.com | 5 | 23 | 21,810.00 |
| best way to invest money | stock investing softwa... | Ask.com | 5 | 24 | 21,510.00 |
| signals that a guy likes you | types of flirt signals | Ask.com | 6 | 28 | 16,890.00 |
| sure signs he likes you | currency signals | Ask.com | 5 | 23 | 15,540.00 |
| foreign currency exchange rates | foreign currency trading | Ask.com | 4 | 31 | 15,120.00 |
| how does the stock market work | stock market software | Ask.com | 6 | 30 | 14,160.00 |
| stock market for beginners | stock market software | Ask.com | 4 | 26 | 14,040.00 |
| free romantic compatibility reports | free astro compatibilit... | Ask.com | 4 | 35 | 12,720.00 |
| what on earth catalog | signals catalog | Ask.com | 4 | 21 | 10,860.00 |
| a printable blank family tree | free printable family tr... | Ask.com | 5 | 29 | 10,830.00 |
| ways to tell a guy likes you | free stock trading soft... | Ask.com | 7 | 28 | 9,840.00 |
| stock market for dummies | stock market software | Ask.com | 4 | 24 | 9,450.00 |
| printable weight loss charts | free weight loss chart | Ask.com | 4 | 28 | 8,250.00 |
| historical dow jones averages | forex historical data | Ask.com | 4 | 29 | 7,920.00 |
| male body language flirting | currency signals | Ask.com | 4 | 27 | 7,590.00 |
| beginners guide to investing | stock investing softwa... | Ask.com | 4 | 28 | 6,660.00 |
| signs that he likes you | men behaviors flirting ... | Ask.com | 5 | 23 | 6,360.00 |
| what is a hedge fund | forex arbitrage | Ask.com | 5 | 20 | 5,790.00 |
| teach me to trade | reviews of stock tradin... | Ask.com | 4 | 17 | 5,490.00 |
| ways to know a guy is flirting | men behaviors flirting ... | Ask.com | 7 | 30 | 5,130.00 |
| free online compatibility tests | free astrology chart co... | Ask.com | 4 | 31 | 4,350.00 |
| stock market investing for dummies | stock investing softwa... | Ask.com | 5 | 34 | 4,140.00 |
| free birth chart interpretation | free birth charts | Ask.com | 4 | 31 | 3,870.00 |
| best stock to invest in | stock investing softwa... | Ask.com | 5 | 23 | 3,210.00 |
| free natal chart analysis | free birth charts | Ask.com | 4 | 25 | 3,180.00 |
| free astrology birth charts | free birth charts | Ask.com | 4 | 27 | 3,180.00 |
| free stock market game | stock market software | Ask.com | 4 | 22 | 3,090.00 |

Note that some won't be related to forex trading, but most will.

**Step 3:** Click the drop down arrow on the top right and select "surround keywords in quotes". This will allow us to search on exact match searches in Google.



**Step 4:** Click on the "select all" button to select all of the keywords:



Then "right-click" and select "send to market research sleuth"

| | | |
|---|---|---|
| 4 | 35 | 12,720.00 |
| 4 | 21 | 10,860.00 |
| 5 | 29 | 10,830.00 |
| 7 | | |
| 4 | | |
| 4 | | |
| 4 | | |
| 4 | | |
| 4 | | |
| 5 | | |
| 5 | | |
| 4 | | |
| 7 | | |
| 4 | | |
| 5 | | |
| 4 | | |
| 5 | 23 | 3,210.00 |
| 4 | 25 | 3,180.00 |

Copy
Delete
Mix up keywords

Send keyword(s) to Market Research Sleuth
Send keyword(s) to Search Engine Dominator
Send keyword to Adwords Time Machine
Send keyword to Advanced Google Site Targeter
Send keyword to JV Diamond Miner
Create content page(s)

Export to TXT
Export as groups to TXT

Negative keywords list:

From here, just click "start". We'll be able to quickly analyze how many sites are competing for each term. We'll be able to see if people are spending Adwords money on the keyword.

And we'll be able to see what people are actually spending on the keyword, if anything at all. All of these things give us an indication as to whether we should be pursuing the keyword phrase.

**Step 5:** Let's take a look at the report screen. We'll click the "results" filter icon to only show us keywords that have competing pages (i.e. results) between our range... 500-6000. **Immediately** we'll cut through the big list of long tailed keywords we have and see which ones are worth messing with.

**Step 6:** We'll sort the avg CPC column by clicking on the column header. This will allow us to see the amount that people are actually paying, via Google Adwords, for each keyword.

| Keyword | Searches | Results | R/S Ratio | KEI | Avg. CPC | Avg. Pos | Est. Clicks Organics | Est. Clicks Ads | Campaigns |
|---|---|---|---|---|---|---|---|---|---|
| "stock trading software reviews" | 1,000 | 1,850 | 1.85 | 540.54 | 5.28 | 1 | 190 | 19 | 7 |
| "forex trading software signals" | Insuficient data | 687 | N/A | N/A | 4.27 | 1 | Insuficient data | | 11 |
| "free stock market software" | 2,400 | 4,200 | 1.75 | 1,371.43 | 2.89 | 1 | 400 | 40 | 3 |
| "currency exchange rates international" | 1,600 | 5,790 | 3.62 | 442.14 | 2.20 | 1 | 40 | 4 | 0 |
| "free technical analysis software" | 720 | 3,130 | 4.35 | 165.62 | 1.90 | 1 | 150 | 15 | 2 |
| "wireless public radio catalog" | 590 | 3,880 | 6.58 | 89.72 | 1.77 | 1 | 80 | 8 | 1 |
| "historical stock price data" | 1,000 | 3,490 | 3.49 | 286.53 | 1.17 | 1 | 230 | 23 | 3 |
| "free printable family tree charts" | 390 | 4,050 | 10.38 | 37.56 | 1.05 | 1 | 250 | 25 | 0 |
| "male body language flirting" | 1,600 | 5,590 | 3.49 | 457.96 | 0.38 | 1 | 3,000 | 300 | 0 |
| "compatibility of zodiac signs" | 880 | 1,100 | 1.25 | 704.00 | 0.27 | 1 | 630 | 63 | 0 |
| "signs that he likes you" | 1,000 | 5,860 | 5.86 | 170.65 | 0.18 | 1 | 2,980 | 298 | 0 |
| "types of flirt signals" | 1,440 | 1,910 | 1.33 | 1,085.65 | 0.05 | 1 | 670 | 67 | 0 |

**Step 7:** We'll then look for the keywords with the highest avg. cpc and highest monthly searches number. Once we've found the word that matches this criteria, we've found the word that we should write an article for. **Piece of cake!**

| Keyword | Searches | Results | R/S Ratio | KEI | Avg. CPC |
|---|---|---|---|---|---|
| "stock trading software reviews" | 1,000 | 1,850 | 1.85 | 540.54 | 5.28 |
| "forex trading software signals" | Insuficient data | 687 | N/A | N/A | 4.27 |
| "free stock market software" | 2,400 | 4,200 | 1.75 | 1,371.43 | 2.89 |
| "currency exchange rates international" | 1,600 | 5,790 | 3.62 | 442.14 | 2.20 |
| "free technical analysis software" | 720 | 3,130 | 4.35 | 165.62 | 1.90 |
| "wireless public radio catalog" | 590 | 3,880 | 6.58 | 89.72 | 1.77 |
| "historical stock price data" | 1,000 | 3,490 | 3.49 | 286.53 | 1.17 |
| "free printable family tree charts" | 390 | 4,050 | 10.38 | 37.56 | 1.05 |
| "male body language flirting" | 1,600 | 5,590 | 3.49 | 457.96 | 0.38 |
| "compatibility of zodiac signs" | 880 | 1,100 | 1.25 | 704.00 | 0.27 |
| "signs that he likes you" | 1,000 | 5,860 | 5.86 | 170.65 | 0.18 |
| "types of flirt signals" | 1,440 | 1,910 | 1.33 | 1,085.65 | 0.05 |

Above are **4 long tail phrases** we could write an article on. If I scrolled down inside KE 2.0, I could show you a bunch of others, but this should serve the purpose.

Like I mentioned before, you will get a few random phrases that don't have anything to do with your topic, like "male body language flirting" etc, but there is an option where you can easily filter those out.

Also worth noting, is you can take a look at the number of campaigns running for each keyword. The more campaigns running for the keyword, the greater the probability that it's a word that **"buyers"** are searching on. buyer searches = more money in your pocket.

| Ads ▽ | Campaigns ▽ | Search trends |
|-------|-------------|---------------|
| 7 | | |
| 11 | | |
| 3 | | |
| 0 | | |
| 2 | | |
| 1 | | |
| 3 | | |
| 0 | | |
| 0 | | |
| 0 | | |
| 0 | | |
| 0 | | |

You'll also be able to see the search trends for each keyword, so you'll get an idea as to whether the specific keyword is on an **"uptrend"** and is being searched more often the past few months. Keywords that are gradually being searched for more and more are obviously ones you would want to write articles on.

The only other things left to do are to write our article **AND** select the product we want to promote as an affiliate. The article writing needs to be done by hand, BUT the process of finding an affiliate or CPA offer to promote can be done much easier and faster in Keyword Elite 2.0.

**Watch...**

**Step 1:** Open up the program in KE 2.0 titled CPA Magnet. This will allow us to quickly find a product we can promote. Input the main overal topic of our article. In this case, it would be "forex".

**Step 2:** Look through the offers and pick the one you like :-)



You'll be able to search through **13,000 affiliate and CPA networks** to find the perfect product to promote. Instead of first having to sign up to a CPA network to search through their listings, you can do it right inside of Keyword Elite 2.0!

Note: You will still be required to join the network to promote the product you found, but you won't have to join multiple CPA networks in order to, first, find that perfect product. And there are links inside of KE 2.0 that take you straight to the CPA site to sign up.

You can see above that I found a CPA offer related to Forex Trading that pays out **$33 per lead**! Good stuff :-)

**Random Side Note:** ALOT of money can be made with CPA marketing in conjunction with Keyword Elite, but I don't have time to go into that in this report, but a few guys I would recommend (at this time) learning the ins and outs of CPA marketing are, in no particular order:

- Gauher Chaudhry

- CPA Ninjas

- Chris Cobb

So, there you have it. The fool proof, Bum Marketing method done faster and easier than it could have ever been done before KE 2.0! :-)

For those that think this is too much work, I would say to just forget about it... but there is an option for the extremely lazy people out there as well...

**Just outsource it!**

These 3 things are all "cookie cutter" strategies that can be repeated by basically anyone. So, just go through these 3 chapters and create a screen cam video for an employee and say "go do this", and you'll be set to go.

That's all for now. I hope you've enjoyed reading this guide, as I've tried to pick 3 of the most straightforward, fool proof, methods for generating income online. While some of you may have known about a few of these, I hope this will motivate you to take action on those things you already knew or "thought" might be effective, but have never tried.

You can grab a copy of Keyword Elite 2.0 by visiting http://www.keywordelite.com

All the best,

**Brad Callen**
Bryxen Software, Inc.