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## Introduction

For many people the holiday season is their favorite time of year. There are festivities and parties, special times with family and friends, and a general spirit of excitement in the air. Of course getting and giving gifts adds to the fun.

But the holiday season is also stressful for many if not all of us. The number of things that we have to accomplish in a day seems to rise exponentially as we get closer to Christmas day.

Busy and even frantic shopping can lead to tension and frustration as people try to get the right gift for the right person. So while there is a general atmosphere of holiday cheer, there is also an underlying pressure to get all of these things done on time.

In increasing numbers, people are turning to the Internet to help them save time and effort in their Christmas shopping. Yes, in one sense it's fun to be out on the streets or in the shopping malls, looking at all the festive displays and participating in the atmosphere of the holidays.



**But more and more, people are discovering that they can get all of their shopping done online without having to battle traffic, long lines, frustrated fellow shoppers, and overworked store clerks.**

The Internet has completely changed the Christmas shopping experience. It will never totally replace the brick-and-mortar retail shops – nor should it – but the convenience and efficiency of shopping online has definitely taken hold for many people.

Just think about it: do you really enjoy driving around or stuck in traffic, standing in line at retail store, or worse, arguing with a fellow shopper over that last remaining item that your child absolutely must have? Or would you rather be sitting in your pajamas at home on your sofa, sipping hot chocolate, and browsing the Internet? I know what the answer would be for me!

**So what does this mean for you, the Internet marketer looking to make extra money during the holidays? It means a lot. If you have the right product and the right shopping experience, you can make a lot of money during the holidays. People are already looking for what you have to sell.**

And, as in any industry, the folks who are making a lot of money online during the holiday season may not be inclined to share all their secrets with you. Can you blame them? But that's where we can help. In "Christmas Profits" we're going to show you how to tap into that holiday gift giving and make some extra money during this season. You may also end up with lessons that you can apply all year round and customers who stick with you for a lifetime.

## Get Started Early

We've all been there. For whatever reason, we wait until the last minute to buy that special gift for that special someone. Have you ever been in a store two minutes before closing time on Christmas Eve? If you have, it's not an experience that you want to repeat.

The same principle holds true for you as an Internet marketer. You want to be ready to go well before the peak holiday season, or you may regret procrastinating. If one little thing goes wrong, you could miss the entire shopping season.

**Remember that the earlier you start selling, the more money you'll have in your bank account.**





Now is the time to get your marketing campaign, products, and strategies lined up and ready to go. By making sure that everything is in place as soon as possible, you can take advantage of classic buying triggers which online and off-line marketers have identified in shoppers of all kinds.

### Scarcity

There's nothing worse for a Christmas shopper than to go from store to store only to discover that the one item at the top of the list is sold out and no longer available. Likewise you as a marketer can imagine the power you would have in being the merchant with only a few items left. The pressure for customers to buy dramatically increases as you reach the end of your inventory. Whether you're selling physical products or electronic products, the scarcity principle still applies if you manage it correctly. And when a potential customer discovers that your product typically sells out well before Christmas Day, you have an ace in the hole and will probably make the sale.

### Pricing

Are you a student of television advertising? If you're in Internet marketing, you should be. What strategies work for traditional retail stores during the holiday season? If you study the marketing around you, you'll notice that advertisements around the holiday season stress discounts, special holiday pricing, irresistible incentives – anything to pique the customers' curiosity and get them in the store. Consumers are savvier than ever before, and you should anticipate that they have researched what is available online and off-line, comparing prices, discounts, and special bonuses. If what you are offering is the lowest price



or best price that they are likely to find, your Internet customers are more likely to buy without delay.

## Emotions

Any beginning marketing student can tell you that the most powerful appeal in advertising is not logic but emotion. Most people don't buy a product after building a spreadsheet and comparing benefits and pricing. They buy because they feel something pleasurable associated with the product. If you study the sales copy being used by other Internet marketers, or the tone and wording of television advertising during the holidays, you'll be convinced that experienced marketers target customers' feelings more than their logic. A good marketer can take casual Internet browsers who don't even want the product and lead them through the sales copy, building their desire. By the end of the process, they are convinced that they can't live without this product. If you can create a strong sales message like that, most of the time you'll get the sale.

## Layaway

It's back! More and more retail stores have tapped into what used to be a very common method of buying expensive items. The popularity of layaway began to fade when merchants discovered they could make more money selling on credit. Also, customers benefited by being able to take the product home right away, even if they took some debt in the process. However as more and more people struggle with credit card debt, they are attracted to the traditional layaway plan. The beauty of this system is that the customer doesn't incur any debt per se, even though they don't have

enough money to buy the product at the time. They can pull the item out of inventory (note the scarcity principle at work) so that other shoppers can't buy it. And an added benefit is that shoppers don't have to put the entire balance on their credit card.

## Deciding on Which Products to Promote

The decision about which products to promote is not as obvious as you would think. Of course it seems that everyone is selling holiday related items, but you may do better than the average Internet retailer by thinking outside of the box.

The fact is that the best products to sell all year round, not just during the holidays, are what we call evergreen products, meaning that they are not associated with the particular event, time, or season. Evergreen products are sought after all year round and all kinds of economic conditions.

**So what are some examples of evergreen products which you may want to consider marketing during the holidays? Here are just a few ideas:**

- toys and games of all kinds
- low-priced electronics
- special items for hobbyists
- athletic items
- books, magazines, and reports
- recipes, especially unusual or unique collections
- music of all kinds
- household gadgets
- almost any kind of clothing
- and much more.

You get the idea. Evergreen items don't go out of style, don't spoil, and don't have to be discarded after the season is over. They continue to sell month after month, year after year. This is a good place for you to start when considering any Internet marketing campaign.

Let's examine some specific evergreen products to stimulate your creativity.

### Self-help

The best-selling evergreen item in any economic environment is in the self-development niche. You may know this as self-help, personal development, success, or any variation of those names. The idea is that people are always looking to make positive changes in their lives, and they consistently turn to informational products to find out how to make those changes stick.

#### **There really are all kinds of groups within the self-help niche:**

- financial success
- freedom from addiction
- weight loss and fitness
- motivation and inspiration
- family, relationships, and children
- career training and job success

You get the idea. People think about these issues all year round, but especially during the holidays, when people tend to be reflective about the quality of their own lives.

The good news is that information products are available in a variety of places online, and you can purchase them for less money than you may anticipate. You can even hire ghostwriters to produce self-help reports for you. The traditional mail-order business is old and well-established, and

the Internet has only increased the accessibility and desire for this type of product.

If you are not familiar with the term "private label rights," you should be. **Private label rights**, or **PLR**, is a kind of copyright or license that allows you to change the content of a book or report which you bought, so that you can make it your own and perhaps even claim authorship. We'll talk more about PLR in a minute. But for now you can see the value of PLR and the concept of the self-help niche. Literally overnight you can become an authority figure in a particular niche simply by purchasing low-priced PLR products and repurchasing them for your target audience and listing yourself as the author. You could also create several small reports and bundle them together with promotional holiday pricing. If you're ready for an even more radical idea, you could do all of the above plus give your customers the right to resell the reports and keep all the profits. You can see your revenue increase exponentially in a situation like this.

Please don't make the mistake of assuming that holiday marketing has to be related to uniquely holiday items. Fortunes are being made every day by selling evergreen informational reports to help people change their lives.

## Information Products

The discussion about PLR leads us easily to the subject of information products. People have been buying how-to information in written form for centuries. Basic human nature never really changes: most people are willing to pay a small amount of money to get information about how to make their lives better. What radically changed this business model was the arrival of the credit card and Internet shopping, which allows the

information products to be downloadable and available immediately at the click of a button.

People are anxious to receive information quickly once they've purchased it. Sometimes they are even willing to pay more for an overnight delivery of the physical product if they are anxious to begin changing their lives.

So how can you tap into this demand? Perhaps an easy way to start is to visit a bookstore and look for books or magazines which target your niche. Study the articles, the advertisements, the layout, and even the classifieds. Use this information to understand what people are most interested in and how you can create an information product of your own to meet that demand for information.

For these reasons information products can be the easiest ones to sell, and the profits can be significant because the delivery cost of an electronic product is practically nil.

## Impulse Purchases

If there is ever a time that people act out of emotion, it's during the holidays. People are feeling festive, friendly, even excited about the festivities and the New Year to follow. Sometimes people buy something just because they want to without any logical reason. Perhaps they're feeling generous, or they just want to treat themselves or a friend to something fun. You can make quick money in this niche if you understand how people think. Perhaps you could even create desire out of thin air. Others have done it before you. Remember the pet rock fad? It doesn't always make sense, but if you can tap into a hot trend or fad, it could be very profitable for you during the season.

We've reviewed the reasons that people buy especially during the holidays and also some ideas to get you thinking. Now we need to talk about how to make it happen.



## Research

That's not a very fun sounding word. But Internet marketing is a lot of work. The good news is that doing your homework at the beginning can make the selling process easier once you get started.

Let's pick an example to talk about. We'll select a handful of toys for children, and use this product as a model which you could follow for any physical product that you choose to sell.

The first thing to do is to see what is already selling. Spent some time looking at the major Internet retailers, such as Amazon, eBay, Clickbank, and even brick-and-mortar stores such as ToysRUs. Here are some handy links you can use to get started:

**Amazon:** <http://www.amazon.com/toys/b/ref=proceed07-20?ie=UTF8&node=165793011>

**eBay Pulse:** [http://pulse.ebay.com/Toys-Hobbies\\_W0QQsacatZ220](http://pulse.ebay.com/Toys-Hobbies_W0QQsacatZ220)

**Toys-R-Us:** <http://www.toysrus.com/shop/index.jsp?categoryId=4198206>

You could actually give yourself an excuse to go shopping at the mall, because you're doing research. The goal of this exercise is to identify the top-selling toys that you anticipate will bring in the most revenue quickly during the holiday season.

One of the best ways to research what's hot is by asking moms with young children, or by asking the children in your life directly. Ask them what they like, what they want for Christmas, what their friends are getting as gifts. If you have access to enough children in your life, this will

be perhaps the most revealing research you can do to learn what children are currently thinking.

**Based on research we have done, here's a list of some of the top-selling toys in the US today:**

- Hot Wheels cars
- Lego's toys
- Star Wars figurines
- Justin Bieber dolls
- Any Fisher-Price toy
- Barbie dolls
- And you can add your own example.

So what do you do now? Write a short article, perhaps 300 or 400 words, about each of the toys you have researched. You can even hire someone to do this for you if you don't like to write. The idea is to focus on a specific toy rather than just broad categories. You will want to be as specific as possible. You also have to decide if you want to sell expensive or economical toys, toys for boys or girls or both, educational toys, or toys in any other niche. Just remember that you want to target a precise toy rather than the category as a whole.

You may notice that you don't need to do your own research from scratch. Major retailers have been researching the same issues for months and spending lots of money to do it. You can piggyback on their research simply by visiting their websites or their retail stores. In the course of an afternoon you could easily learn the top 20 toys that are being marketed and sold around the country – all without spending a dime.

What's hot this season may of course not be of interest at all during the next season, so you'll need to do this same research each and every holiday season. But if you dedicate your time to the research process, you will be much more successful in generating sales during the holiday season.

## Private Label Rights

Let's spend just a few minutes talking some more about PLR and how you can increase your sales during the holiday season. One of the best ways to promote the specific toys you've chosen is by purchasing PLR articles which discuss those very toys.

If you have time and aptitude, of course you can write your own articles. This could be the best option because you would be speaking from your heart.

However, writing such articles is difficult for most people. It makes much more sense for most people to buy articles online because the prices are so low. In most cases you can spend one or two dollars per article and have content that is ready to publish right away.

If you spend just a little bit of time researching online, you will find an abundance of PLR providers covering every niche imaginable. At the time this report was being written, there were over 10 websites dedicated to nothing but Lego-branded items.

So if you chose 10 toys to promote, you could spend less than \$50 for a set of articles that you could customize, including your affiliate link within the body of the text. Considering the time savings, this is a small price to pay for ready-made content.



You can even outsource the job to a website such as [www.fiverr.com](http://www.fiverr.com) or [www.odesk.com](http://www.odesk.com), where writers bid for the jobs that you post. Yes, there is a small price for the services, but if you are anxious to get started quickly, you don't need to spend your time researching and writing articles that you can buy for a dollar or two apiece. It just doesn't make sense.

## Free Promotions

Of course if you have some money in your advertising budget, you can hire people to handle almost any task for you. However, if you're like most Internet marketers struggling to get started, you are still watching your expenses very closely. So let's spend some time looking at websites which allow you to promote your products for free.

■ A great place to start is with the affiliate program at Amazon. This may be one of the longest-running affiliate programs on the Internet today. You can sign up for a free account at <https://affiliate-program.amazon.com/>. Instructions are easy to follow, and while the commissions may not be high, the marketing plan for this affiliate program is very easy to promote.

■ Another program which allows you to advertise your products for free is Sales Spider. Use this link to get started: [www.salespider.com/classifieds\\_post\\_ad.php](http://www.salespider.com/classifieds_post_ad.php)

■ One of the best sites for free classifieds is US Free Ads. Click here to get started: [www.usfreeads.com](http://www.usfreeads.com)

■ Craigslist is being used by many small businesses and can be very effective in your local area. Check out their link: [www.craigslist.com](http://www.craigslist.com)

■ WordPress is the platform of choice worldwide for blogging. There are many free tutorials online to show you how to get started. If you want to blog, we recommend that you start from the beginning using the best tool in the industry: [www.WordPress.com](http://www.WordPress.com)

■ While WordPress.com is a great tool, remember that you want to use affiliate links to sell products. To get a blog set up for advertising your affiliate links, go to [www.blogger.com](http://www.blogger.com)

- A social media site which is great for exposure and for building back links to your site is Hubpages. Go here to sign up for free: [\*\*www.hubpages.com\*\*](http://www.hubpages.com).
- The granddaddy of all social media sites is Facebook. You really can't say you are marketing online without having a presence on Facebook. It's easy to set up, and almost anyone you meet is familiar with this site and how it works. Go here to get started: [\*\*www.facebook.com\*\*](http://www.facebook.com)
- A handy website with a weird name is Squidoo. You build "lenses" to talk about yourself and your products. The name is a bit unusual, but the website is great. Go to [\*\*www.squidoo.com\*\*](http://www.squidoo.com) to learn more.
- Another site you should check out is [\*\*www.Weebly.com\*\*](http://www.Weebly.com) to promote your presence online.
- In order to process online payments, you'll need credit card processing software, or at least a way for people to send you money. This is an especially sensitive area for online shoppers, because they must feel that their information is secure while they are shopping on your site, even if you don't sell products directly. Since the setup is free, you should go ahead and get an account at PayPal. This is the worldwide leader in online payment processing. If you don't have PayPal and want to use some other software, some shoppers may wonder why you're not using PayPal. Go here to open an account: [\*\*www.PayPal.com\*\*](http://www.PayPal.com).
- Your next assignment is to get listed with the number one search engine in the world – Google. The first thing to do is to create a free website by clicking on this link:  
[\*\*http://www.google.com/sites/help/intl/en/overview.html\*\*](http://www.google.com/sites/help/intl/en/overview.html) . Later as you grow your online business, you want to establish your own domain name. But for now, go ahead and set up a site on Google so you can get started quickly and without expense. Next you want to create an account at Google Maps so you can list all your information about your business. Go here to get started:  
[\*\*https://www.google.com/accounts/NewAccount?service=local\*\*](https://www.google.com/accounts/NewAccount?service=local).



■ Don't get tired or discouraged! We're almost done. Next you want to open an online advertising account to promote your holiday items through e-zine advertisements. E-zines are just electronic magazines or newsletters that people subscribe to. Since the readers are normally very interested in the topics being discussed, they often read and pay attention to carefully placed advertisements in their favorite e-zines. Go to <http://www.mywizardads.com/> to get started.

■ Just a few more accounts to go. We'll talk a little bit later about article marketing, but for now go to one of the best directories for online articles, which is GoArticles. This site allows you to post your articles with links to your free websites advertising your products. Use this link to get started: [www.goarticles.com](http://www.goarticles.com)

■ For many online shoppers, the company that started it all was eBay. This is possibly the most recognized online shopping website in the world. You can take advantage of the traffic that this site receives by listing your products in the classified ads section. Note that this is not free advertising, but it can be extremely cost-effective considering the amount of people who visit eBay every day. You'll have to pay about \$10 for 30 days' worth of advertising. Go here to get started: <http://pages.ebay.com/help/sell/classified.html>.

■ An innovative new website is called Fiverr. Here people bid on all kinds of jobs for five dollars. You could do a lot of your outsourcing here, but you can also find people to promote your products on their sites for five dollar fee. At the very least, you need to check this out from time to time to see what people are willing to do for five dollars! Here's the link: [www.fiverr.com](http://www.fiverr.com). Take a look around, and you may come up with some creative ideas about how you could make five dollars for yourself.

■ Okay, you made it to the end. Congratulations! Actually, to be honest, your work is just now getting started. But for today, you've done a lot so far by setting up accounts at all of these sites. Keep in mind that the Internet is changing constantly, and you will need to continue to research new

opportunities for marketing your products. This last step covers one of the ways that you can stay in touch with new developments. Using the major online search engines (Google, Yahoo, or Bing), search for forums that deal with the products you are selling. The forum is just an online gathering place for people to discuss a certain topic. You want to be careful not to jump right in and start tooting your own horn. All forms have their own rules about what members are allowed to post. Be sure to read the rules before you get started. But once you've established your presence in the forum, most likely you will be able to add a signature file to the bottom of your comment, which will include a link to your site if people decide to check out the product you have offer.

## Affiliate Marketing for Major Retailers

As we discussed in the previous section, there many places in which you can promote an article for free simply by pointing readers to an affiliate link from eBay or Amazon. If you've not yet signed up as an affiliate for either of these companies, it's very easy.

**Just click here for eBay:**

<https://www.ebaypartnernetwork.com/files/hub/en-US/index.html>

**and here for Amazon:** <https://affiliate-program.amazon.com/>.

Once you are set up with eBay and Amazon, take a look around and study their tools for affiliate marketers. They have been doing this for a while, so you can be assured that they want their affiliates to succeed.

But you may be wondering," So how do I do this exactly?"

Here's what you do. What you have your affiliate ID from the retailer, take the article that you have written or purchased and posted as a comment on your blog or free website. For example you could set one affiliate link to point to the product you are targeting on eBay, and perhaps another link to direct the shopper to that same product on Amazon. Without cluttering your articles with too many affiliate links, you could easily add three or four links with in the context of your article without calling attention to them.

If your content is good, then it's likely that search engines will send visitors to your article, where they will learn more about the product and have an easy link to click on in case they are interested in purchasing it. All of this happens automatically without your direct involvement. Yes, you

did work on the front end, but this process of people reading your content and clicking on your affiliate link will happen all throughout the day and night, whether you are aware of it or not. That's the beauty of affiliate marketing.

We need to point out that the reason people search online is to find information. They are not primarily interested in your affiliate link; they're looking for content to help them with their problems. Your page needs to be attractive and have a lot of good content, or people will simply click away and go somewhere else to find out what they need to know.

A well-designed page with attractive images and an easy-to-find "Buy It Now" button built using your affiliate link will hold the attention of the people who visit your site. The longer they stay on your site, the greater your chances for sales and increased cash flow during this holiday season. All you're doing is helping them find what they were looking for and directing them to a store where they can purchase it.

This may be the easiest way ever to make money during the holiday season.

In the next section will talk about scheduling your tasks so that you can calculate how much time you'll need for each step to make sure that you get started soon enough. This whole process will take about four weeks if you take it easy, but if you're in a rush and take the accelerated schedule can be up and running in a couple of weeks.

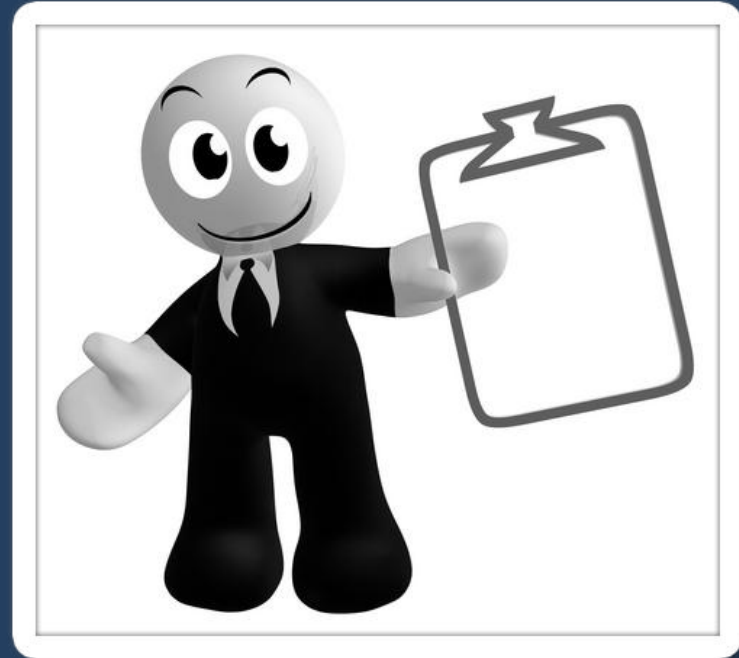
## Task Scheduler

Did we mention that you will have to work? Yes, there is some work involved, but it's not too difficult, and the more you do it, the better you become.

You may be excited about this concept but you don't know where to begin. That's why we've created this schedule for you so that you can lay out the activities that you need to do in the exact order in which you need to do them.

The matter what type of person you are, you'll most likely benefit from the schedule we have organized. Even though you may be reading this material online, we recommend that you print out the schedule and posted any convenient place so that you can refer to it frequently.

As we mentioned before, you can follow a slow and steady schedule, which will take about four weeks to complete. Or, if you're in a hurry, you can follow the fast track schedule and be selling products online in about two weeks.



Here's the kicker: you will need about two hours of uninterrupted time each day no matter which schedule you follow. This is an important point for us to stress. If you're looking for a turnkey, pushbutton system that takes about five minutes to set up, then this method is not for you. You will have to work at the beginning to get this going. So you'll need discipline and perseverance, and you'll have to work sometimes when you don't feel like it.

That's why we recommend that you print this schedule on a piece of paper and put a check mark or an "X" next to each task as you complete it. Besides holding you accountable, checking off the tasks as you do them will give you a sense of completion so that you don't get discouraged.

Before we get started, we need to remind you that the dates you select for your tasks need to be four to six weeks prior to the launch date of your holiday sale if you're following the slow and steady schedule. Of course your launch date will be well before Christmas Day. So you need to consider the timeframe in your own personal schedule and work from there to arrive at a starting point.

Also we should mention that life is full of interruptions. If there is an unavoidable delay, you may need to do two to three days' worth of work on the weekend to get back on schedule. Don't worry - this is completely normal. You just have to stick with it and not quit.

Ready to get started? Let's go!

### **Day 1**

1. Decide on the product or category of products that you are going to promote as an affiliate. If you decided against being an affiliate for a retailer's product, then decide which product you will sell and what price you will charge for it.

2. Sign up as affiliate for the program we've chosen. Be sure to respond to all of the setup e-mails that you receive from the company to make sure that your account is active and ready to take orders.
3. Be sure to keep good records of all your sign-on's, passwords, affiliate codes, special URLs for members of the affiliate program, etc. We recommend writing this down on an old-fashioned piece of paper, not just saving the e-mails electronically.
4. Do some research to determine the best keyword phrases that potential customers would use when they go to an online search engine to research about their product. Again write down those keywords, preferably on a piece of paper and put it somewhere where you won't lose it.

### Day 2

1. Decide on the social marketing site you would like to use to promote your holiday products. You may remember some of the websites we discussed previously: **[www.blogger.com](http://www.blogger.com)**, **[www.wordpress.com](http://www.wordpress.com)**, **[www.squidoo.com](http://www.squidoo.com)**, **[www.weebly.com](http://www.weebly.com)**, **[www.digg.com](http://www.digg.com)**, and **[www.hubpages.com](http://www.hubpages.com)**.
2. Open an account with the site and use the keywords that you learned from the day before as the title of your site. You may even choose to make the title of your site an exact match with the product you are promoting.  
But be careful about copyright or trademark violations. You can tell if an item is copyrighted or trademarked by looking for the © symbol or the TM symbol.
3. Next spend some time customizing your site. Again be sure to write down the website address (also known as the URL) for your sign on page, as well as all of your account information and put it somewhere safe so you can't lose it



### Day 3

1. Write five articles of about 400 or 500 words each, all based on the product you're promoting. Be sure not to “stuff” your article with too many references to your keywords. Make sure your content reads smoothly.  
Remember that you are writing for a person to read your article; don't write solely to attract the attention of search engines. However, do keep in mind the keywords that you chose from your research and sprinkle those selectively throughout the text.
2. Of course if you don't want to write the articles yourself, then you can outsource this task and move onto something which is a better fit for your skills and use of time. However, don't assume right away that you can't write good articles. You can ask someone that you know to show you how to do it, or you can research articles online to get a feel for what makes an article appealing and effective. You can do a simple search online for article directories and spend some time reading through them to learn how you could write your own articles. Or of course you could simply pay someone to do it.
3. Now you just add the five articles to your new site.

### Day 4

1. Write five more articles using the same strategies that you have learned.
2. Read over the articles carefully to make sure that they flow naturally and will appeal to someone who is looking online to learn more about your product.
3. Add those articles to your site.

### Day 5

1. Now it's time to spruce up your site. You need to add some graphics to make your website more appealing to visitors. You can pick headers, banners, advertising

graphics, or images. Most affiliate programs will offer you such images that you can use to market their products. One word of caution: just because you see an image online doesn't mean you can use it for free. You'll need to make sure that images you post are not protected by copyright. If you need to acquire some stock photography, a good place to search is [www.istock.com](http://www.istock.com) or [www.fotolia.com](http://www.fotolia.com).

2. Add the graphics to your site and evaluate the overall look. Don't assume that having more graphics is necessarily better. You don't want your site to look busy, although you do want to look attractive.
3. Research for similar products that you can include on your site, but focus on products which are closely related to the main items that you are promoting.
4. You can create a little box to include a link to these similar products just in case someone visiting your website is interested in learning more about other products. You could use wording such as, "if you are interested in X, you might also like Y." This is a common tactic used by major online retailers, and it can be quite effective.

### Day 6

1. Now is the time to sit back and think objectively about your site. You may think it's the most wonderful website in the world because you created it, but you need to evaluate it critically and without emotion, as if you were a potential client visiting your website for the first time. You can also ask a friend to give you an honest opinion. Feel free to tweak your site, but don't be a perfectionist.
2. Open your account with an article directory website. These websites collect articles on a variety of topics and make them available for webmasters just like you to include on their sites. However, you're going to do something a little different. Instead of using their articles on your site, you're going to submit your articles to be listed on their directory. Two good examples of such article directories are [www.GoArticles.com](http://www.GoArticles.com) and [www.buzzle.com](http://www.buzzle.com).
3. And here's the most important thing: be sure to include what's called a "bio box," which is simply a sentence or two at the bottom of the article, perhaps enclosed in a box, which talks about you, who you are, and includes a link back to your website.

This is your way of advertising your website. Webmasters who wish to use your article will most likely follow the rules and post the article just as it is, including your bio box. This allows people who read the article on their site to click through to your site.

### Day 7

So how hard was this process? No matter your experience level, if you made it to this step, then you are an Internet marketer. Now it's time to take your marketing to the next level.

1. For some of you this step will be very easy. Each day add a small comment or story about yourself or your experiences, including references from time to time to the product you are promoting. This should take you no more than a few minutes. Be sure that this content doesn't sound like a sales letter. People should have fun reading what you write. Of course you can feel free to talk about the product any time there is a natural fit just as you would in a conversation with a friend. People are not offended if you refer them to a product, as long as your content is helping them solve a particular need.
2. Spread the word. There's no shame at all in promoting your website through the use of business cards, refrigerator magnets, or simple word-of-mouth. Ask your friends or acquaintances to visit your blog or website and leave a comment.
3. Search online for websites which offer free classified advertising, and post ads which market your product. While some would argue that paid advertising is the only viable option, there is no harm at all in using this kind of free advertising if it results in a sale from time to time.

### Day 8

Here's some good news: all the hard work is already done. From this point onward, it's simply a matter of tweaking, maintaining, and learning. While you spent some time working through these steps, feel free to go back to

the beginning of this guide and start the process over again with a new idea. And remember that the best Internet marketers are always students. They research and think about new ways to sell their products. It's a never-ending learning cycle.

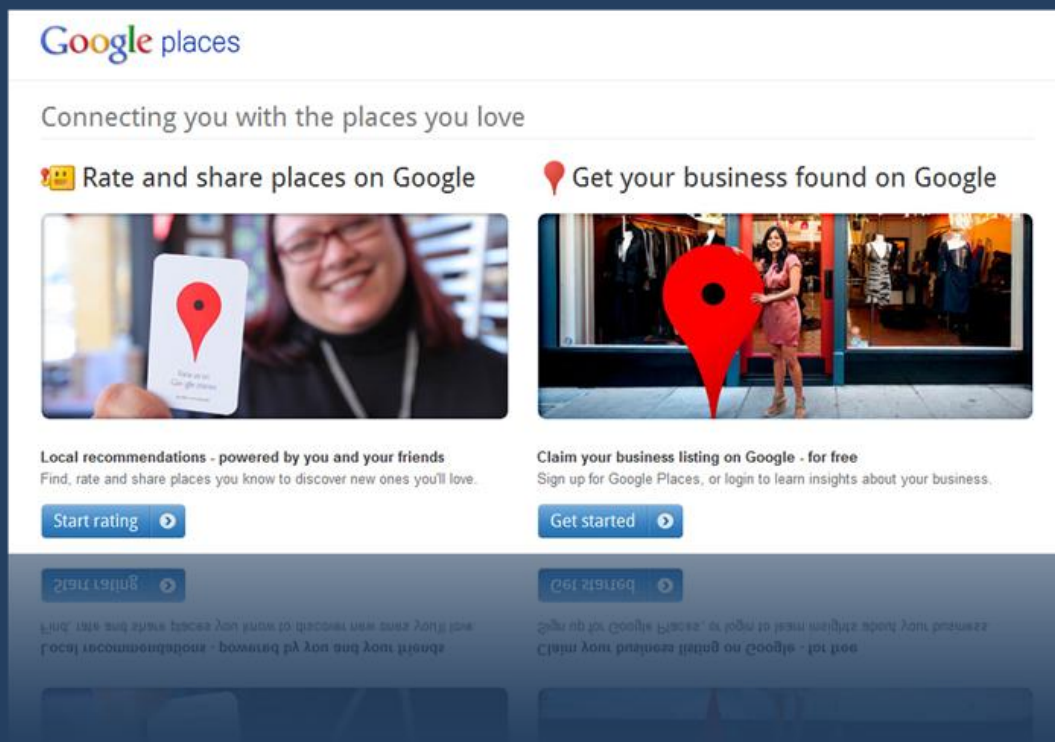
## Using eHow to Make Money

Now that you learn some of the key concepts in marketing a product online, we'd like to share with you some other ideas that you can make money during the holiday season. Remember that this process doesn't have to be complicated, expensive, or burdensome. You want to have fun and make a little money at the same time. Each of the ideas that will discuss does not require online expertise. You can try all of these ideas locally in you hometown. Of course, now that you are an experienced Internet marketer, you will never think the same way again about promoting products and making money. Feel free to let your mind wander about ways that you could expand these ideas to your online business.

## Free Marketing

If you're not familiar with Google Places, you really should check it out. This is a great tool to allow consumers to find your business and ultimately purchase the products which you have for sale. There are lots of websites which offer this service, but the main advantage of being listed on Google Places is that you can offer coupons once your website is approved. This means that you can give customers a discount for buying your products if they find you on Google Places.

This is a great way to build interest in your website and increase sales – all at no cost.



## Even More Ideas

You didn't think we were down, did you? In this section would like to show you lots more ideas to get your creative mind working. There are limitless opportunities to make money especially during the holiday season.

**Here are just a few of the ideas you may want to consider:**

- start a service shopping for others
- help people who are unemployed work on their resumes
- serve as a personal assistant for busy families or small businesses
- babysit so that parents can have free time or do Christmas shopping
- make special holiday crafts and sell them to friends or at flea markets
- open your own temporary work agency
- offer to wrap Christmas presents at your favorite store
- work as a housesitter or a pet sitter
- create a website for someone else (now that you know how!)
- write PLR articles for busy webmasters
- cook holiday meals
- start a taxi service for senior citizens
- run errands for family or friends
- address Christmas cards and envelopes
- bake cookies and sell them door-to-door to small businesses
- set up a tutoring company
- charge people to haul off bulky trash
- coordinate garage sales for percentage of the profits

We'll stop here but there really is no limit to what you can do to make extra money, as long as you are creative and have a little initiative.



## Conclusion

We hope you have as much fun reading this information as we did in putting it together for you. The one lesson we would like you to remember is that there are many ways to make extra money during the holiday season. Our hope is that your head is spinning with all of the ideas that we have discussed. Your challenge is to pick only one of them so that you're not distracted by too many ideas at one time. Focus on one, implement it well, then move on to another idea.

We also hope that we've introduced you to the idea that the holiday season does not have to be time of debt and stress. Wouldn't it be nice to make more money than you spend during the holiday season can you imagine having more money left over than when you started?

And once you have this system in place, you can use the skills you've learned to make money with evergreen products all throughout the year.

Of course there is a lot more to learn, including setting up your own website on your own domain and expanding your network. But for now, we hope we have given you enough to get started, so you'll soon see money flowing into your bank account rather than out of it!

**Best wishes as you continue in your efforts to become a successful Internet marketer.**