

Income Fitness

by

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- And I simply cannot forget my karate senseis at my dojo; they've given me and my family far more than I can ever begin to repay.

Next, I am indebted to:

- **Donna Gillespie**, author of the life-changing books [The Light Bearer and Lady of the Light](#) – one of the most superb writers today.

Last but never least:

My family. My wonderful husband, Moses Ling, my terrific kids, my wondrous mooses, my absolutely fantastic parents - none of this would be possible whatsoever without their love and support. This one's for you, folks!

DEDICATION

To my husband:

Income Fitness is dedicated to my husband, Moses Ling...the man in my life who keeps me sane and gives me the truest meaning to my life.

I love you the mostest. Always.

Barbara Ling

Fortune favors the bold.

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Income Fitness

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FOREWORDS

Author's NOTE - Ever since I've been writing books (back to 1998!) I've always included forewords from people whom I admire. Please enjoy the following!

BILL VICK



Barbara Ling has been my inspiration and muse since I first met her at a recruiting seminar in 1997.

I was getting ready to launch a web site for recruiters (RecruitersOnline.com) which became a top 100 site and Barbara was looking for a way to generate a living using the Internet. She wanted to become a trainer or coach for recruiters in using the Internet long before 99% of the recruiting industry knew it existed.

I watch her become a Mom and she has watched me become a Grandfather. We have both enjoyed those journeys.

Since that time we have both seen each other and the Internet itself change. From what was primarily a text oriented universe of tools like Gopher and Newsgroups to one with rich media and video such as today's evolving Internet, Barbara somehow always keeps one step ahead of the curve and unfailingly prodded and cajoled me to do more online and not less.

Since 1997 I have launched and either still run, or have sold, dozens of web sites. **I still go to her almost daily with questions and to hear her take on my latest idea or insight** (which she most likely has already done and moved on with) and she is the person I turn to when making a buying or selling decision for a real world sanity check.

I've had a chance to peek at her latest effort, Income Fitness, and I am not only using it in my business but recommending it to all of my friends and contacts as a way to but do business online as well as how to do business. **It's a warm, humorous and real world approach framed in integrity and wisdom I do not find elsewhere.**

Thank you for this book and program Barbara and you deserve all of the success you enjoy in helping the rest of us.

Bill Vick

<http://www.BillVick.com>

A bit about Bill:

I'm all about your success...

The passion that drives me is helping others pursue and achieve excellence. Whether it's an organization or an individual seeking success I can help.

By definition I'm a Headhunter, serial entrepreneur, author, vlogger, publisher, big biller, speaker, career and recruitment industry consultant.

Please visit my [LinkedIn](#) bio, follow me on [Twitter](#), join me on [Facebook](#) or [Google](#) me for more information....

MELINDA BRENNEN

WAHMBiz Builder
Tips for a Profitable (and Sane) Work-at-Home Business



Making money online is not Rocket Science. It's common sense, learning constantly and having realistic expectations. You're not going to be making five figures next month on your first venture. Take time to learn what works and what doesn't. Try and try again. Play with it, have fun with the process. And for goodness sake, don't give up your day job until actually have enough money coming in to replace the income.



Here's 15 tips for people looking to make money online, in no particular order:

- 1. Be wary of scams and check everything out before buying.** Keep away from programs that promise you six figure income with no work – just as in the offline world if it sounds too good to be true then it probably is. We all know about spam emails and not to click them or buy from them, there are websites that are the equivalent of spam. Think before you sign up or buy and always, always, always check the fine print.
- 2. Be ethical and honest.** You can market products without telling lies. Always write your marketing copy and sales pages so your grandmother could read them without being embarrassed. Truth in advertising applies online. It also makes it a lot easier to sleep at night.

3. Be extremely clear who your product is for and who it's not for. [Know your target market](#). People will respect you for it and you'll have more satisfied customers. It won't reduce the number of your customers, on the contrary, a well written sales page that specifies who the product is for will attract precisely those people.

Marketing becomes a lot easier, you save money, energy and frustration. It's been said that 50% of the cost of advertising is wasted – when you know your target market and can direct your efforts directly to them then you cut that wastage down to a minimum.

4. Offer a money back guarantee. No questions asked. It gives buyers the confidence to buy if they know they can get their money back if the product is not right for them. And don't make them jump through hoops if they do request a refund. Give their money back with a smile. Believe me, they will spread the word if you don't.

5. Make everything as easy for your customers as possible. Your website should be easy to navigate. Tell your customers precisely what your product does. Make the buying process as simple and painless as possible. Never ever make your customer guess or hunt for something – they will click away and you've lost that customer and everyone they may have referred to you.

6. Keep your website clean and uncluttered. A website full of ads, flash graphics, blinking icons etc confuses the mind. A confused mind will always say no. A clean simple website will have more sales than one that distracts the eye. And please, keep away from sales pages with huge red letters and yellow highlighter everywhere. It is possible to write long copy sales pages without the hype.

Two articles that I wrote regarding this should be essential reading for anyone putting together a website. [Building a website Part I](#) and [Building a website Part II](#)

7. Diversify. Don't put all your eggs in one basket or in this case on one website. Have more than one stream of income, more than one website, more than one niche even. Always be looking for new products or new services that you can offer, or a new niche that you may be able to market in.

A lot of hosting companies will allow you to have multiple websites for one low hosting fee. I highly recommend you find someone with this option as it makes managing your websites easy and keeps costs down. I use [Hostgator](#) and they're great.

8. Find your market before setting up any online business or creating products. I know that sounds like it's the wrong way round, that you need to find your market before you can actually market anything, however you need to know that there's a market for the products or services that you're offering. Don't be an Answer looking for a problem – find your market's problem first and then design the answer to it.

9. Research your market. Make sure that there is a need to the product that you're offering and that you can compete for your market share of it. There is no point having amazing product if is already 600 million of those already being offered on the Internet. Unless yours is extremely outstanding, it's going to be very difficult to break into that market in the midst of all that competition.

10. Be prepared to invest financially in yourself and your business. There are some things that you can use for free, and some things that you need to invest some money in. Invest in [hosting](#); a good autoresponder that uses double opt-in (such as Aweber); quality graphics and design for your site; a paid wordpress theme is a great investment – I would recommend

either [Thesis](#) or [Headway](#) if you're putting the site together yourself; top quality [web copywriting](#) if you're not a marketing expert.

Two articles that discuss using an Email list and Autoresponders are [The Money is in Your Newsletter List](#) and a follow on post on [Why Your Mailing List Needs to be Easy to Unsubscribe From](#).

Most of all though, invest in yourself. Keep learning, become an expert in your field. You can't do that simply by reading the free content on the web. Read books, go to seminars and conferences, attend courses, upgrade your skills. Don't ever assume that you know enough, there will always be someone else who knows things you don't.

11. Realise that any online business is going to take time to set up and become profitable. You not going to be raking in five figures in next week. Take the time to set your business up so that it's strong and sustainable. Build your business on a solid foundation; plan your business thoroughly, plan your marketing plan, your products, plan your sales.

If you're aiming to be able to work the Tim Ferris four hour work week you need to recognise that you are going to spend hundreds of hours setting up your business before that is possible. Be prepared to put the time in.

Here's a tongue-in-cheek post on [How to Make Lots of Money Online Fast](#) 😊 I had great fun writing this one!

12. Be realistic in how much time you have available to invest in your business. If you're already working a full-time job, you're not going to have 100 hours a week to put into your business. If you're at home with young kids you are not going to be able to put in a lot of hours either – not at the same time as looking after the kids anyway. Be aware of how much time you do have and use that time well.

13. Always be learning. The online world is constantly changing, and very quickly. What worked last year may not work now and almost definitely won't work next year. Be aware of current trends, be an early adopter.

14. Be an Original, not a copycat. You need to be put your own slant on anything that you're selling. You need to put your own personality, your own opinions, your own thoughts and beliefs into what you sell. Don't simply parrot what somebody else said, information that you found on the Internet. It is of no value if your customers can find the exact same information on the internet, the same way you found it.

15. Get a Business Coach to work with. A coach will focus on your development, ask questions and keep you moving forward. Like a world-class athlete who has a coach to train them, keep them going and get their best performance out of them, a Business Coach will do the same for you and your business.



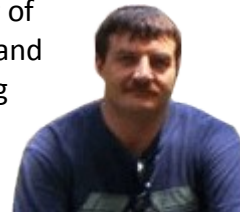
Melinda Brennan is a Business Coach who helps Work at Home Mums (actually, any work at home business) find clarity and direction amongst the chaos of working at home. She's been coaching for over five years and is a Certified Professional Coach, Neuro Linguistic Programming Practitioner and Time Line Therapist.

Melinda is a member of the International Coach Federation and Christian Coaches Network, and is President Elect for the Canberra Chapter of the International Coach Federation. You can find her online at [WAHM Biz Builder](#)

ALEX SYSOEF

NOTE: Alex is one of the most insightful folks I follow on the Internet regarding Wordpress and affiliate marketing. I asked for and received permission to include his post here as a foreword – I think you'll find it most insightful indeed! -- Barbara Ling

I'm not going to start digging for truth on "WHY" but the number of people interested to [make money blogging](#) grows at a fast pace and yet – most will fail, not able to even earn enough to cover hosting expenses. While the topic of [blogging to make money](#) is extremely extensive and there are many products that will teach you how, including my own ([Expert WordPress](#)), I want to write about what should be an absolute MUST have basics in order to succeed.



So dig into learning...

Idea behind this post is to serve as an introduction for new bloggers, to guide you into reading information that will help you get started faster, and achieve more by providing relevant information and relevant services. It is not intended to replace normal training we provide in Expert WordPress but rather help those who are on tight budget right now.

There are several steps that have to be implemented if you are seriously considering to make your blog profitable and we will discuss them one by one...

1. [Niche Research](#)
2. [Blog Design](#)
3. [Blog and eMail integration](#)
4. [Content Creation](#)
5. [Traffic Generation](#)
6. [Blog Monetization](#)

Please keep in mind that this post is designed to help you build a blog you will be actively posting to, often referred to as "Authority Blog", and not something you slap a bunch of PLR content into.

Niche Research Is The Key To Success

Niche research must be completed before you even register your first domain! Like it or not but your success or failure begins with this step.

You simply have to find topic you will be able to write about and separate yourself from anyone else, create your unique voice and your own version of the truth. Blogs are read not only for the content they provide but also for the opinion shared within that content! I find myself continually reading a few blogs, whose author I can personally identify with and share many of same ideas.

We are a community creatures and **associate with those we LIKE!** So become the one that others will like or hate, as strong emotions on either end produce best results and I have seen a blog filled with hundreds of comments based on nothing more then dislike of the blogger but I guess he can handle all the negative feedback and gets something out of it! *Hey, I'm not judgmental!*

Best Topics To Choose From:

- Your professional experience and knowledge that you feel passionate enough about and willing to create ongoing quality content
- Your life gained knowledge and experience that you love to share, much like I do on this blog
- Your hobby – if you feel strongly about it I bet there are hundreds of others who feel the same way about your topic of conversation
- Your unexplored interests. This could be any topic you always wanted to pursue and just never had a chance but willing to spend time to investigate, research and write about. And no – make money online is not a good topic, even if you are passionate about it! Remember – your goal is to create an authority blog and this specific topic has some heavy weights you simply will not be able to compete with!

I have found that best topic becomes one that you feel passionate about to write and that will continue to draw people, has enough demand for information and also has products you can sell as affiliate.

Be aware to disclose when you do affiliate marketing if you are in US as it looks like big brother pushing [FTC to control blogosphere](#) and can have very negative impact on you for failure to do so.

Posts To Help You With Niche And Keyword Research:

- [Allow Google Tell You What Search Results To Dominate](#)
- [How to Choose the Right Blog Niche: A Simple Three-Step Method](#)
- [How to Choose a Niche Topic for your Blog](#)
- [Making Your Blog Stand Out](#)
- [Keyword Research for Bloggers](#)

Blog Designed For Maximum Results

Second most important aspect of your blog is your design! And I'm not talking about creating some flashy look, although if creativity is what you want to convey to your visitors – feel free to do so!

I know I will be partial and have a vested interest but I strongly believe that the [FREE WordPress blog installer](#) we provide includes everything you need – latest WordPress.org blog, best plugins we have tested for compatibility and maximum benefits, custom theme and installation video to help you get it installed security and optimized for SEO.

Custom Niche Theme we provide with package is already optimized for SEO but is fully replaceable by ANY other properly coded theme. I can only recommend you review this post I wrote about free themes and SEO problems associated with them – [2 Reasons Your Blog Is Destined To Fail](#).

Theme Ideas For You:

- [10 WordPress Themes That Dazzle With Unique Design](#)
- [Blog Templates For WordPress Review](#)
- [10 Best Web 2.0 WordPress Themes](#)

Also if you would like to venture on your own or perhaps have an existing blog not fit for using EWP package – I want to share some other useful informational resources for you to optimize your existing blog.

1. **Identify your goals and lead your customers to those goals** by designing your sidebar properly. My friend Barbara Ling has

described it beautifully in her post [7 Of The most CONVINCING Ways To Boldly Make Money With Your Blog Sidebar](#)

2. **Use plugins to enhance your blog** and at least some very basic subset of them must be part of every WordPress blog, I have described it in my post [Build Minimalistic WordPress For Speed and Profit](#) (NOTE: WordPress Automatic Upgrade plugin no longer needed) and please be sure to actually use those plugins properly to avoid issues I described in this post: [Why Your Blog Traffic Sucks?](#)
3. **Integrate security into your blog!** I know this advice might seem out of place but a hacked blog can damage your reputation and as such opportunities to make money very fast – chose your options by reading my post on [5 Steps To Practical WordPress Security](#)

And once your blog is up and running here are [5 Steps That Must Be Completed For Every New Blog Promotion](#)

Blog And Email Marketing Integration

I simply cannot stress enough importance of the blog and email marketing integration. I know many have a bad taste from unscrupulous email blast campaigns and don't want to have anything to do with email marketing.

This is where you are making huge mistake! If you do it properly – you can truly separate yourself from your competitors by simply providing a convenience to your visitors and at same time benefit from a trust you can now build over time through email autoresponder sequence!

I personally consider that **Blog Broadcast** option provided by [aweber](#) was one of the **Biggest Impacts** on making my own blog profitable – FAST and I describe the process you can use to implement it on your own blog in my post [Want To Make More Money Blogging? Broadcast Your Blog!](#)

Email marketing works seamlessly when integrated into your blogging efforts and enables you to benefit from best of both worlds:

- **Blog** can be used for building a subscribers base, or community as I like to call it, and help you establish trust by delivering content people want and DIRECTLY requested from you

- **eMail marketing** can be used to deliver more traffic back to your blog each time you use blog broadcasting or when you want to announce an article you find beneficial to your readers.
- **Affiliate Marketing** can be used in both separately or combined – you chose the method but I can tell you from first hand experience – it is extremely effective. In fact when I talk to many of my IM partners, people find it hard to believe that *I get 20-40% open rate* on my emails when industry average is 3-5% and I believe it is due to the value I do my best to provide to people choosing to read my emails. I generally only promote something I tried, tested or found beneficial for myself (*yes, there are some rare exceptions when I act based on previous reputation of the product creator but those are very rare*)

Delivering value to your community via blog and via email should be your first and foremost goal and I guarantee you will see results! In fact for me investment into [aweber](#) begun to pay of on my second month and at that time my email list was below 1000.

I talk a lot more about the integration process during webinar [Blogging as Integral Part of Every Business](#) and you can watch the recording.

Content Creation

Content is what brings people back to your blog and helps you to be found through search engines. It is the very core that defines your blog and it should be what you concentrate on the most!

I don't consider myself an authority on how to create content and personally concentrate on delivering information that I know (*based on stats and feedback*) my readers find most useful and also deliver it in a way that optimized for Search Engines and Social Networks.

While the 2 have quite different need – they can be combined and used on same post and really boost the benefits of each other. Being able to make your post viral on social networks has huge implications on your traffic and as result your earning potential. Here are some article to help you with each:

SEO For Your Blog

- [White Hat SEO Video Lecture By Matt Cutts](#) – an older post that contains 2 video presentations by Matt Cutts of the Google 😊 and has all the info you need on blog SEO that is still quite relevant
- [Why “More” Is Better?](#) a tip from yours truly that helps me and hopefully will help you
- And of course nothing can beat the amount of information shared in [Stomping The Search Engines 2](#) , I recommend that you get it to learn the aspects of SEO for your business.

Viral Content Creation

I’m not very good at this aspect (*I blame my lack of proper education in English 😊*) so instead I want to share blogs I personally read to get inspirations and ideas, as well as tutorials on that part:

- **Maki** at Dosh Dosh is one of the best in my opinion when it comes to creating viral blog content and his posts are extremely educational – [Internet Marketing and Making Money Online](#).
- **Michele Fortin** at [Copywriting and Marketing Tips](#) is best of the both worlds – blogging and Internet Marketing and one resource I recommend you read, better yet – he has great content packed eZine, subscribe using options he provides.
- **Brian Clark** from [Copywriting Tips for Online Marketing Success](#) is another resource I want to mention that will give you answers to many questions you didn’t know you had.

I could list a few more people here I personally read but those 3 guys will deliver all you need and some of the highest recommended blogs on my list. And now that you have learned how to [create blog](#) posts optimized for Search Engines and Viral Marketing – we need to dive into really important aspect...

Traffic Generation

Traffic is a lifeblood of your blog and if you are just starting – you will discover that majority of your time will be spent on multiple traffic generation strategies and stats checking (*just kidding! 😊, hopefully that blogging disease will pass you by*).

There are multiple way to get traffic to your blog and some more effective then others, so instead of wasting you time on reciting them all – I will provide you with what seem to work best for my blog:

1. **SEO** of your blog and each of your blog posts! Google for me is one of the biggest sources of the traffic and I will not recommend to anyone ignoring SEO aspect and it will become easier as you learn more about basic steps. I have 36 articles to date on [SEO](#) that you can read, chose what you like!
2. **Blog commenting** – but not just on any blog, read my method in details here and I guarantee it will work for you, it does for everyone else – [CommentLuv Plus DoFollow Equal Unlimited Link Love](#)
3. **Link building** to get authority status for my blog and since this topic is quite extensive – I simply point you to my [One Way Link Building](#) series of articles. And make no mistake, if you use even some of those starategies – you will see results!
4. **Social Networking** is the last method I will mention here and it includes [Video Marketing](#), participation on Social Networks and multitude of other tasks that involve community based sites marketing. There are many things to be shared here and I have quite a bag of information you can find under [Social networking](#)

I don't want to overload you with too much information here and you will discover, as you grow alone with your blog that some strategies work better for you than others – just stick to them, while being on lookout for new techniques and you will see results!

Blog Monetization

In my personal opinion this is one of the most overused and underutilized aspects on the blog and for a good reason. Our blogs have limited space on which we can place affiliate banners or Sponsor Ads and too many bloggers, in attempt to earn more from their blog, simply overload it with multiple and sometimes conflicting messages!

Your blog monetization should be directly derived from your blog design and goals you have determined for your blog. It can be just about anything you want, from sharing your message to the world to generating blog income via AdSense as I have discussed in post [Google Text Ad Impact On](#)

[Blog Earning](#), just be clear on what you are trying to accomplish and implement it!

And while your goals will change as you progress alone, as an example until recently Sponsor Ads were not really an options on my blog, you must retain main thing – **Common Sense!**

Any monetization model you implement should never overshadow main value you have to offer – Content!

This is what people come for to your blog and the moment you forget it – you will pay for it! Here are some article I have written on the subject:

- [Monetizing Your Blog Without Annoying Your Readers](#) – I still use this very same strategy and it works extremely well for me. This script is HUGE income earner without annoying my readers. You can see it in action in top right corner of the blog.
- [What Is RSS And How You “Monetize” It](#) discusses the topic of earning from your RSS feed and works very well for me.
- [WordPress Banner Manager Plugin – OIO Publisher](#) – this is an affiliate review of the Banner Management plugin I personally use on this blog and highly recommend due to it extreme flexibility and effectiveness.
- [Banish Low Balling Ads To Earn More With Your Blog](#) talks about maximizing your blog AdSense earnings. A few simple steps will pay dividends.
- [Extending Blog Into Info Product](#) goes beyond a blog and suggests a way to create an info product. It can be simpler than you think and will be the biggest earner for you!

When you think about it – you only have 6 Steps to get right to be profitable! 6 steps done one-by-one and done correctly will ensure that your make money blogging efforts will not be wasted!

INTRODUCTION

WHAT YOU WILL LEARN IN “INCOME FITNESS”



Every day, millions of people use the Internet to build their businesses online. But just like when you build a house, you need a firm, stable foundation on which to grow, when you want to power up your online profitability, **you need to know not only WHAT**

steps to take....but the proper order in which to take them. This maximizes your financial return.

This is what you'll learn in Income Fitness. In other words....

Income Fitness is a dynamic process you can apply to any activities whatsoever that you enjoy online to grow your networking power and profits.

Step by step, it will take you by the hand and:

- **Teach you exactly what to do** and where to go to build your profitability foundation
- **Outline the exact actions** you need to accomplish to kick up your profitability to the next level.

Because I always view that success is an attitude and that life is the most character-building enterprise on which one

can embark, the steps involved are broken down not into chapters, but in the following Adventures instead. NOTE! Even if you already have a website or blog or market online, you don't want to miss a page of the new ideas I reveal!

- **Adventure 1 - Set Up Your Hubs** – Sets the tone for promoting YOU as the item of interest. This makes it easy to turn on a dime at a moment's notice
- **Adventure 2 - Set Up Your Promotion Process** – Shows you how to tie together a multitude of social networking profiles so you can post ONCE and update ALL.
- **Adventure 3 - Set Up Your Site** – Reveals the must-have critical plugins you NEED to maximize the 24x7 aspect of your site.
- **Adventure 4 - Set Up Your Affiliate Links** – Points you to the most profitable of affiliate network sites and also where to go to learn affiliate marketing.
- **Adventure 5 - Set Up Your FeedReader** – Critical! And missed so often by your competitors. Good stuff here.
- **Adventure 6 - Develop Your Unique Authority Voice** – Crucial! Discusses components you need to stand out from the crowd.
- **Adventure 7 - Spark Buzz About Your Brilliance** – How to get people to talk about you. Must have.
- **Adventure 8 – Promote Your Knowledge** – Easy steps for getting the most out of every action you take online.

- **Adventure 9 – Add Video Marketing** – Now that you have the pieces into place, it's time to tap into the huuuuuge audience Video Marketing can offer to you!
- **Adventure 10 – Tie It All Together** – Did you know that you can follow a specific process that maximizes the benefits of your online business efforts? It's found here!

Income Fitness walks with you, side by side, during the entire journey.

And that, of course, brings me to:

EVER HAVE THESE QUESTIONS?

Do you want to build your own business whatever it may be and make money on the Internet?

'course you do....that's probably why you invested in this blueprint!

I know, I know...sometimes I do ask rather bizarre questions. But stay with me here a wee bit – the past decade plus that I've spent making my living online has proven there's quite the method to my madness.

Quite! 😊

Almost every day, I receive questions in my inbox that ask me, *“Barbara, just what IS Income Fitness? Will it make me money fast? Can I set it and forget it? Will it literally take me by the hand and force me to make money? Will it spit out cash like a gargantuan ATM on hyperMondo steroids¹? Will it...”*

¹ Some of the more bizarre copy I've come across online....

Income Fitness

Introduction



And indeed, the above are very good questions! Let me demystify Income Fitness for you by first....telling you what IS....and what it is NOT.

Ready? Alrighty....take a deep breath, turn the page and behold:

JOURNEY PREP #1 – THE KEY TO UNDERSTANDING INCOME FITNESS



I always believe you should start out a blueprint with a bang!

And I like doing that by thoroughly grasping the reader's heart and soul and seductively

whispering the **biggest, boldest most crave-worthy secret imaginable.**

Ready for it?

The key to understanding Income Fitness is to internalize the following key points.:

First, there's:

- 1.) The more people who trust you, the more people will buy from you.*



Makes sense, right? After all, when you're in a buying mood online, if a multitude of people are selling a product....who's the first vendor YOU'LL choose?

Will it be...Joe Earlobe from FakeEmailAddress@gmail.com

Or instead

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Someone who has **ALREADY** proven their knowledge and expertise and customer service **BEFORE** the person ever became a buyer?

Hmmmm?

The fact is, people want to trust the folks from whom they buy. So...the more people who trust you, the more people will buy from you.

Let's now move to the second point:

2.) The more people who hear about you, the more opportunities they'll have to trust you.

Again, that's common sense too, right? If people **SEE** your name again and again in the niches where you sell (ie, niche forums, Twitter, Facebook groups, LinkedIn groups, etc.etc.etc.), **the more they'll start to RECOGNIZE your name.**



Think about this for a second. You could be tweeting great resources online about your niche, and the first time a potential customer sees it, they ignore it.

Perhaps they ignore it the second time.

But after awhile, they'll see YOUR name associated with THEIR niche...and curiosity will take over. They'll HAVE to check you out!

And once they're on your site, ideally **you'll have implemented all the techniques I reveal** in this blueprint to



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Journey Prep #1 – The Key To Understanding Income Fitness



capture both their interest AND their email address (thus growing your list).

With me so far?

The takeaway here is that the more people who trust you, the more people will buy from you...and the way to GET more people to trust you is to put yourself and your knowledge out in front of their eyes....numerous times. Walk the walk you talk!

Please read that tattoo that point on your forehead right now. Don't worry, I'll wait. 😊

The Income Fitness blueprint will provide you with the exact steps to accomplish this to great advantage.

Now, let me build upon these two points.

You want to get more people to trust you...and you want to get more people to know about you.

Right?

But a dark scary reality now descends upon us:

Remember, not EVERYONE who sees your site will buy into your opportunity the first time!



Heart-rending, I know. 😊

Therefore, you want to ensure they proactively HEAR from you, week after week after thrilling week....ideally because the stuff you share with them is SO insightful and useful for THEIR business, they welcome your words.

It is absolutely critical you understand the above! Let me repeat it one more time:

*Therefore, you want to ensure they proactively HEAR from you, week after week after thrilling week....**ideally because the stuff you share with them is so insightful and useful for THEIR business, they welcome your words.***

Do you know what I've just described?

It's something that every marketer and her mother shriek from the rooftops, but the majority of folk ignore...because the way THEY say it (marketers) comes across as too vague for the rest of humanity.

I've just described how

You BUILD YOUR LIST.

Caught you there, didn't I? There's a good chance that whenever you heard, *build your list (rah rah rah) build your LIST (rah rah rah) build your ~~okay I got the point~~ (rah rah rah) ...* you never realized it could be as easy as:

- Getting more people to trust you (*which causes*)
- Getting more people to tell their friends about you (*which causes*)
- Getting more people to see you (*which causes*)
- Getting more people to sign up for more goodies from you (*which allows you to*)
- **Build your list!**

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Doing those four steps well should automatically mean you are BUILDING your list....that is, growing the list you have of people who WANT to hear from you.



A huge list is a very nice byproduct of walking the path of Income Fitness. **I'm using to this day lists that I started back in 1999 (a decade ago)!**

So...internalize the following!

*Successfully implement Income Fitness,
and you'll gain a big huge list too.*

If you've never heard of that yet, don't worry....you will! So just keep this superb benefit in mind and keep it by your chest until you're ready for it.

Stay with me here...the following is key!

No matter WHAT business you have online...be it:

- Blogging
- Internet marketing
- Recruiting
- Consulting
- Services
- eBay
- Hobbies
- Sports
- Lifestyle

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- Entertainment
- Education
- WHATEVER!

*You will profit LONGTERM if you build
AND utilize your list.*



Your “list” can be built by giving away your

- Free newsletter
- Free ezine
- Free 7 day eclass
- Free white papers
- Free contests

You’re only limited by your imagination!

Now, before you think, Income Fitness is SOLELY about your list, that’s not true at all...it’s much much MUCH more indeed.

Growing your list is a NATURAL BYPRODUCT of IMPLEMENTING Income Fitness – it’s an additional BENEFIT.



But I certainly would be remiss if I didn’t introduce this concept...first and foremost to you. 😊

With that as a teaser, let me now take you by the hand and introduce you to:

(you’re supposed to turn the page if you didn’t yet 😊)

JOURNEY PREP #2 – WHAT INCOME FITNESS IS...AND IS NOT

BEFORE YOU BEGIN

You're in for a treat.

If there's one thing I've learned over my decade-plus of making a living online...it's that discovering the secret how-tos of someone who has ALREADY walked the path you want to explore....is a Very Good Thing Indeed. 😊

And let me tell you...**I've walked the path of Income Fitness now for over a decade**...and I'm truly pleased to be able to share the hard-earned knowledge that I acquired during this challenging time.

To help set the stage, so to say, let me go over the following key points.

- Income Fitness Is NOT A Fad
- Income Fitness IS a Lifestyle (not what you think!)
- Income Fitness is NOT Buying The Dream
- Income Fitness IS Slanting Success In Your Direction
- Income Fitness is NOT Painful
- Income Fitness Is Maintainable
- Income Fitness Is NOT Delusion
- Income Fitness IS Self-Honesty

Income Fitness

Journey Prep #2 – What Income Fitness IS...and is NOT

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These will be described below.

FACT 1 - INCOME FITNESS IS NOT A FAD



Losing weight by detaching your arm is a **fad**.

Making money with cookie cutter sites is a **fad**.

The “Sneeze Off Your Weight” diet is a **fad**.

*Income Fitness,
however, is NOT a fad. And here's why.*

The theme behind making your income healthy and fit for years to come is a long-term process. By definition, a fad is:

a temporary fashion; a craze, interest or activity that (some) people follow enthusiastically, but lasts for a short period of time

Now, you're a smart, savvy person, right? I'm pretty certain you DON'T want your income to be peachy neat for a month or so and then dive into the sewers of New York City, right?

In other words, Income Fitness is a long-term process. It's NOT something that you set-it-and-forget-it (*although such sites can be PART of your overall Income Fitness profile*).



Fads are just that...FADS. They quickly arrive with a fanfare of shallowness and just as quickly dissipate when the hype and froth dissolves online.

Income Fitness

Journey Prep #2 – What Income Fitness IS...and is NOT

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But you do NOT want that! No indeed...instead, you want something that is long-term and will NOT dry up should the economy change. In other words....

FACT 2 - INCOME FITNESS IS A LIFESTYLE (NOT WHAT YOU THINK!)



Just like your physical condition becomes fit and healthy when you change your lifestyle....

Your income fitness improves when you alter your overall outlook on being profitable on the

Internet.

Income Fitness IS a lifestyle. It requires that you

- **Internalize you must ALWAYS** be alert to when online conditions change
- **Be receptive** to when **other** income opportunities emerge
- **Be able to stop what you're doing** online to take down a precious note or two of something you must follow up with in the future



In other words, Income Fitness is the process by which you create your long-term success online.

And that means:

FACT 3 - INCOME FITNESS IS NOT BUYING THE DREAM



OMIGOSH.

If I only had a nickel for every human bean who asked me WHY an Iron Clad online money-making guarantee was NOT worthwhile....I'd be able to buy a

Starbucks Cinnamon Dolce Frappuccino Blended Coffee every hour!!

Please internalize the following.

- **A marketer's job** is to make something so incredibly appealing, you'd sacrifice your kids' college education to buy it.
- **A consumer's job** is to RESEARCH the claims and see just what REALLY is true...and what isn't.

Period, end of discussion. My article, [Why some online marketers hide the truth from you and what you can do about it](#), goes into more detail about this.



Take, for example, the following marketing email that showed up on my forums.

[\\$1,344,086 per hour \(yes, really\)](#)

The thrust of the email centered upon how casinos in Las Vegas rake up HUUUUUGE amounts of money (which is very true indeed!). Casino marketing is art.

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But the PS:

PS - If you're serious about making massive cash fast (which I know you are) then you need to learn from people and businesses who are already doing it.

*The people behind these businesses are raking in an obscene \$1.34 Million per hour and finally, for the first time, someone has dared to reveal their darkest marketing secrets **so you can copy them.***

Um.

Casinos have billions of dollars in budget.

Unless you're Bill Gates or close enough, there ain't no way in heck you can copy them....because you're entering the playing field as a ticket collector while they own the entire Superbowl.

Think about it.

Are you depressed yet? You shouldn't be...because you're about to understand that:



FACT 4 - INCOME FITNESS IS SLANTING SUCCESS IN YOUR DIRECTION



There are no guarantees in life. Right?

However, you can always slant the desired outcome in your direction.



Right?

No?

'COURSE YOU CAN! Let's say that you want to get your site out in front of your potential customers.

You can understand the merits of SEO and blogging, choose a [SEO-friendly Wordpress theme](#), and begin producing excellent content.

Right?

And THEN....you can submit your blog to the hundreds of blog directories and RSS feeds that are out there.

Right?

And THEN....you can start taking your blog posts that are already indexed in search engines and submit them as articles.

RIGHT?

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And THEN.... You can make sure you broadcast each of your posts via, say, Ping.fm to as many social platforms as you have.

RIGHT?????

See from where I'm coming?

Income Fitness means you give yourself the VERY BEST possibility there is for being profitable online.

You proactively get your site out in front of your targeted audience as often as possible...as effectively as possible.

Read from the beginning of this section one more time.

What do you see?

1. You start with a blog....
2. Then you submit your blog feed to various directories to increase its presence online.
3. Then you create articles from your blog posts to infuse another distribution channel.
4. Then you start broadcasting out your posts to other social media platforms where yet again, even more people will see it.

And that's just ONE aspect of slanting success in your direction.

Income Fitness strongly requires that you follow the Law of Proaction. **You Make Things Happen!**



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You do NOT sit around and hope.

Right now, you might be thinking....this sounds like it will be really difficult and painful. That brings me to:

FACT 5 - INCOME FITNESS IS NOT PAINFUL



It really isn't.

And that's because you're NOT forcing yourself to do something you despise.

Think about it. Let's say that you were seduced by a Make Money thingee that required Direct Sales... and you hated Direct Sales more than empty coffeecups.

THAT is painful.

THAT is forcing yourself NOT to be yourself.

Income Fitness means you're focusing on the subject you love. Sure, you might run into marketing difficulties or programming thingees or what have you....but the basic thrust of your business engages you.

And when something engages you, it will be much easier to stick to it when the going gets tough!!

Make no mistake about it – there are NO easy riches if you're a newbie or have no solid network in place.



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Income Fitness is long-term...but more importantly:

FACT 6 - INCOME FITNESS IS MAINTAINABLE



Income fitness means you are NOT relying upon any ONE means of bringing in money.

Certainly, you might focus on one specific niche, say, raising kids, freelancing, growing carnivorous plants,

excelling in football, building a rock star, etc.etc.etc.

HOWEVER, you should NOT rely upon any one income source.

For example, let's say that you have great rankings in Google and other search engines.

What will you do when (not if) Google kills your site and drops you to the 999th page in search engine results?

You had better hope you had built up your own reputation and following so you still have a steady stream of visitors to keep your income afloat until you can tackle the page redesign!



Income Fitness means you don't depend upon the whims of Google or eBay or Twitter or any other such entity.

And to fully embrace that, you need to internalize:

FACT 7 - INCOME FITNESS IS NOT SELF-DELUSION



Here's what you DON'T want.

You DON'T want to clear 250K in one year and become complacent about it...only to see it go up in smoke the next.

Trust me, I know this – it happened to me twice (okay, I'm a slow learner).

Thus...you do NOT want to fool and lull yourself into a false sense of security whenever things are going well...and think to yourself, "That's it! I'm done! My income will continue no matter what!"

Because that is NOT the case.

You also do NOT want to fool yourself.

You want to research **everything** you consider before you jump into building your online business.

And I mean EVERYTHING. You can never give yourself permission to yield to delusion when it comes to making money on the Internet – this is your lifeline and your family's security about which we're talking.

And that brings me to the final and most important point:



FACT 8 - INCOME FITNESS IS SELF-HONESTY



You know yourself best.

You know what works best for YOU.

NOT for the gurus online, not for your spouse, not for your Aunt Bertha...

YOU.

Let's say, for example, that direct selling is more painful than a do-it-yourself vasectomy complete with a rusted dull butter knife. In that case, you KNOW that ANYTHING that requires direct selling simply will not work for you.

I don't care if Donald Trump swears by it and Oprah sings about it and Yoda enables the Force with it. ...it will NOT work for you....and you must give yourself permission to say, hey! **That's okay.**

Income Fitness also loses the ego at the front door as well.

Trying different ideas and concepts online to see what works...it's NOT below you.

Testing out price points for various services and products... that's not below you either!

Now that I've answered some key components about Income Fitness, are you ready to begin your journey?

If so, turn the page and let's go!



JOURNEY PREP #3 – MENTAL TOOLS YOU'LL NEED

BEFORE YOU BEGIN



It's very tempting to dash headlong into making your income fit.

But just like you'd never start a marathon if you've been a

couch potato for the past decade, you should NEVER fling yourself willy-nilly into building your business online.

This is YOUR monetary future at stake...it deserves a good thorough planning and preparation to enhance your future success.



The mental tools you'll need for robust Income Fitness include:

- Legit Sources
- Support
- A Journal
- Clever Helpers

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- Gold Trumpets and Other Rewards

These are described in detail below.

TOOL #1 - LEGIT SOURCES



This is one of the most critical mental resources you need!

Unless you're bold and intrepid and don't mind wasting time, you need to find the legit sources of profiting online WITHIN your niche and learn from them.

After all, it's the smart person who realizes that nobody knows everything but everyone knows something! **Put all those somethings together....and you have one heck of a powerful resource at your fingertips.**



Here are some of my favorite resources:

Entrepreneurial:

- <http://www.openforum.com/>
- <http://www.youngentrepreneur.com/forum/>
- <http://ablakeforum.com/index.php>
- <http://forums.digitalpoint.com/forumdisplay.php?f=32>

Marketing:

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- <http://www.warriorforum.com/>
- <http://forums.digitalpoint.com/forumdisplay.php?f=11>
- <http://www.marketingprofs.com/ea/index.asp>
- <http://www.internetmarketingforums.net/>

Affiliate Marketing:

- <http://affiliate-marketing-forums.5staraffiliateprograms.com/>
- <http://www.wickedfire.com/>
- <http://www.abestweb.com/>

SEO:

- <http://forums.seochat.com/>
- <http://seoforums.org/>
- <http://www.highrankings.com/forum/>
- <http://forums.digitalpoint.com/>

Freelancing:

- <http://forums.freelanceuk.com/>
- <http://www.talkfreelance.com/>
- <http://www.elancetalk.com/>

Work At Home:

- <http://www.wahm.com/forum/>

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- <http://www.internetbasedmoms.com/bb/>
- <http://www.freelancemom.com/forum/>
- <http://www.work-at-home-forum.com/>

But what if you want to find specific forums dealing with your own particular niche?

Let's say that you want to make money knitting. You can search for

- [Knitting forum](#)

And come up with

- <http://www.knittingforums.com/>
- <http://www.knittinghelp.com/forum/>
- <http://www.knittinghaven.com/parlor/>

You can use this technique to locate forums for ANY niche. Check out the results for

- [Vinyl forum](#)
- [NASCAR forum](#)
- [Clicker Training Forum](#)
- [Warcraft Forum](#)
- [Karate Forum](#)
- [Twitter Forum](#)

Don't forget about searching for unique topics within forums too! Sites like



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- <http://www.boardreader.com>
- <http://www.omgili.com/>

allow you to find what boards are talking about your niche. It's most useful indeed.

The next tool to consider is:

TOOL #2 - SUPPORT



It's one of the most important things for your success!

While it is true that you and only you are responsible for your final success or failure, it's really nifty neat to have people cheering and rooting you on!

One of the biggest challenges when trying to build a living online is keeping a positive attitude, especially when the going gets tough. Support is critical at this time.



Additionally, you can network with your colleagues on Twitter or at the other forums as well.

But...there is ONE thing of which you should certainly be aware.

Sometimes...you get sucked into an Income Fitness path that simply does NOT work for you. It might be Network

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Marketing (MLM), it might be direct sales, it might be whatever....but the point remains:

It's costing you far more money than you get back, month after month.

You HAVE to give yourself permission to STOP after a certain amount of time...and recognize when you should turn on a dime and change your attack.

Sometimes you might find yourself incapable of recognizing this.

Scary but true! However, in such cases...chances are, your family members WILL bring it to your attention.

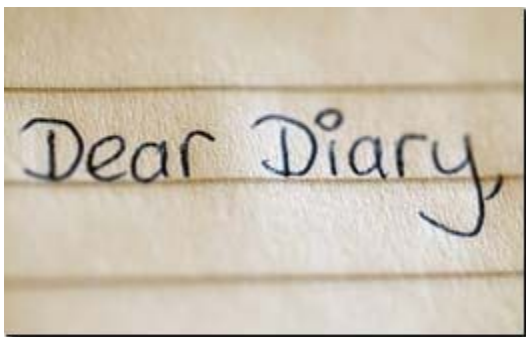
In the MLM world, this is called “dream stealing” or “dream killers” but let me tell, it’s the farthest thing FROM it.

If you should ever find yourself getting negativity from every side....do yourself a favor and research the opportunity you're working on online. You'll probably find out your family is entirely correct.



Another useful tool to help you develop your income's fitness is starting:

TOOL #3 - A JOURNAL



Online, offline, pen, blog, smoke signals whatever....keeping track of your Income Fitness progress is a great way to look

back in the future and see what worked...and what did NOT.

Take it from me, building a healthy income online takes time and patience and can cause an awful amount of frustration and the like!

Writing it down is a great idea.

But what IF.... (If I say).... Your most cherished support goes bye bye? Don't forget about:



TOOL #4 - WHEN SUPPORT GOES BYE BYE



It happens.

I'm talking in real life, mind you – online forum support almost always never stops.

Sometimes the people who love us the most show their human fragilities at the most inopportune

times.

Change can be scary. And when you're on the path to being success online, your family and friends might start to, well, just plain get jealous of your achievements.



So! Let's say that you're well on the path towards a fitter and healthier income...and your family starts in with the negative comments. What can you do?

It helps first to understand what they're afraid of, of course. Let's think about it for a second.

If you start to bring in more money, does your spouse or family think:

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- You'll get so confident you won't need them?
- You'll find someone more exciting online?
- You might become so confident you'll increase the other person's insecurities?

Remember I'm not a professional therapist, but I firmly believe the **best way to deal with these issues is to discuss them calmly and peacefully.**

It could be there are underlying fears that have never been mentioned before...and by bringing them out into the open, you might be able to achieve an understanding with the person you love the most.

Here's how I do this. Whenever I'm talking seriously with my husband, I'll begin the conversation like so:

"Husband, I have something I'd like to discuss with you. I really want to hear your comments; please let me first say everything that is on my mind and let me finish all of my thoughts."

After I finish, I ask him to repeat back to him what I said. This allows me to correct any mis-impressions I might have made. And then he asks,

"Did I get it right? Is that all or is there more?"

This gives me an opportunity for continued communication. I always take great pains to first own all of my emotions – instead of saying,

"You make me feel like..."

I'll say

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"I feel like ..."

I really believe that I must take ownership of all my emotions. It's really easy to tell someone, you make me feel lousy by your actions. Heck, it might be true...but then again, I'm then giving that person power to alter my own emotions and moods.



When I've finally communicated all of my issues (and remember, after every few sentence, I'll ask my husband to repeat back to me what I've just said), it's then his turn to react.

And we do the same thing – my husband will tell me his impressions of the difficulty, and I'll answer repeating back what he's said to me, and then asking,

"Did I get it right? Is that all or is there more?"

And so on, and so on.

Remember, admitting fear can be very scary for someone. Honor their efforts; it might take some time to really get at the root of emotional issues.

The above is one way to tackle regaining personal support when support is suddenly pulled out from under your feet. Some more resources for effective communications can be found at:



- [Communication Miracles for Couples](#)
- [Can We Talk – Improving Couple's Communications](#)
- [One-liners To Avoid In An Argument](#)
- [Communication Skills](#)

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- [Communication in Marriage](#)

Now, what about situations in which support is utterly devastated, and you only have yourself upon which to rely?

What then?

I firmly believe that every obstacle we come across in our path is our guardian angel's way of saying, it's time for your next spiritual and personal strength development. You never really understand the depth of your own inner strength until you are forced to the edge...and give yourself permission to rebound.

You cannot control the events and emotional traumas that swirl about you...but you CAN control how you choose to react to them. And that's key! You own your own emotions, you own your deepest, most personal feelings... and you have the power to decree who will affect them and who will NOT.



It's all part of building your self-confidence and deciding how you want to live your life. Here are some books that might be useful:

- [365 Steps to Self-Confidence: A Program for Personal Transformation](#)
- [10 Days to Self Esteem](#)
- [Confidence – How to Succeed At Being Yourself](#)

There are even forums that are dedicated to self-esteem and confidence like

- [Tips for Building Self Esteem](#)
- [Emotional Mastery](#)

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Remember, even if your own personal support system implodes, that doesn't mean you have to give up on your lifestyle change. You own yourself, you own your own feelings...and you owe it yourself to become as complete as possible.

Never let others derail your own goals.

Support, motivation and your own personal belief in yourself are great tools for building a healthy income online.

What about other resources that can be helpful as well?

Glad you asked! It's now time for:

TOOL #5 - CLEVER HELPERS



2008 AskOwlbert.com

I love "clever helpers."
They're a lifesaver for me.

A "clever helper" is merely something you use to enable you to stay on your income fitness path and achieve your goals.

Here's some of my personal favorites.

- **Neon sticky notes** - I've been swearing by neon sticky notes now since the late 1990s, ever since I started touring the country giving seminars on Internet recruiting. Neon sticky notes let you write clear, concise messages to yourself and then place them where you'll always see them!



I generally write down phrases like “witness the magic”, “failure is not an option”, “I can DO this”, etc. It really can boost your self-confidence.

- **Auto-discovery** – Feed readers like [Google Reader](#) or [FeedReader](#) can automatically alert you when new posts come in. It's a great attention-disrupter that requires only a few minutes to tackle....I don't have to remember everything myself.
- **Relaxing music** – True, my definition of “relaxing music” is quite weird – I blast the soundtrack of [Star Trek 2009](#) almost 24x7. I find it very inspiring indeed.
- **Aromatherapy** – I've been doing aromatherapy now since 1993...and yes indeed, some scents really do set the mood! I love sandalwood, rose and pine myself.

<http://www.spabodyworkmarket.com/> is where I go for my essential oils.

Finally, the last thing to consider regarding mental tools is:

TOOL #6 - GOLD TRUMPETS AND OTHER REWARDS



Ain't that a great headline? 😊

You should reward yourself, big, little, what have you, when you achieve the success you want. I rewarded myself back in 2006 by buying a

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Flip Oakes Wild Thing Gold Trumpet – insanely expensive but wow, truly wonderful for me (I adore trumpets – I even told my kids they could play any instrument they wanted so long as it was the trumpet).

To this day, I remember receiving it via FedEx, the sounds, the sensations, the overall WOW I FREAKIN' EARNED THIS MYSELF! emotions.

Always think of the way you want to reward yourself when your goal is achieved. You deserve it.

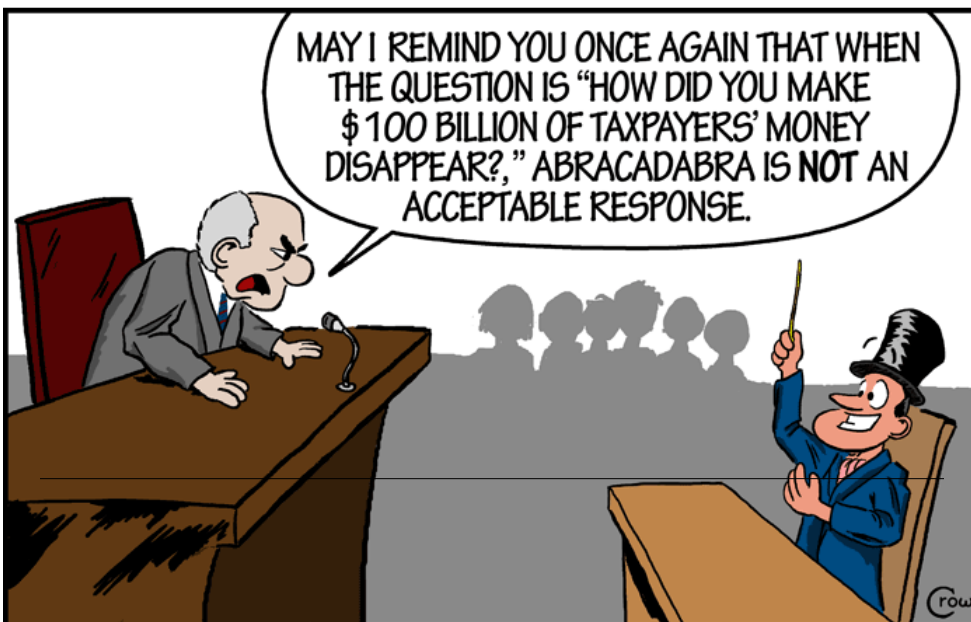


IN CLOSING

In this section, you learned about the mental tools you'll need to build up a healthy income online. It's time to start diving into the actual adventures of making it so!

Ready?

(and if you're in the mood for some humor, check out THE comic that's sweeping the Internet by storm: [Nicky510!](http://www.nicky510.com))



ADVENTURE 1 – SET UP YOUR HUBS



The first aspect of building a healthy income online is to get your base of operations done. This consists of the following steps:

- Buy Your Name Domain
- Formulate A Tag Line
- Buy Your Tag Domain
- Set Up A Blog

These steps are described on the following pages.

STEP 1 - BUY YOUR NAME DOMAIN



One of the most critical things you can do for your long term Income Fitness is to ensure you are branding yourself.

Not your products.

Not your blog.

But

YOU.

The reasons are many. First off, let's say that you begin in one niche...and eventually decide to migrate somewhere else. If people only know you by your blog "**Killer Moose Wrangling Tips**", it will be pretty difficult to move them to your next ideas, "**Political Commentary in 2012**".

You are NOT your blog! You are NOT your product!

You are YOU. You NEED a launchpad from which you can promote all of your past, present and future interests.



I cannot express enough the importance of buying your own domain name, even if you don't do anything with it NOW. Domain names are cheaper than ever – they range in cost from a few dollars to \$35 or so at the more expensive areas.

There are two expenses associated with your own domain name. One is the domain name itself as mentioned above... the next is the hosting fee.

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The hosting fee is what you pay for to get a space online where you can upload your blog or your pages or what have you.

Think of your website host like your home. In your home, you have all of your valuables...in your website host, you have all of your website's pages. It's very similar.

There are places like [DotEasy](#) that offer free hosting as well. I myself use [NewWebSite](#) – the service is superb and the prices are fantastic.



Other places you can consider are:

1. [GoDaddy](#)
2. [Host Gator](#)
3. [Host Rocket](#)

I personally would recommend that you use your full name if at all possible, for example:

- [BarbaraLing.com](#)
- [BillVick.com](#)
- [SuzieCheel.com](#)
- [JimStroud.com](#)

If that's not available, you can consider a .net or a .name address, or use your middle initial, or use your first name followed by your last initial, etc.etc.etc.



Why you need this for Income Fitness

You need your own domain name that has YOUR name within it because it's another opportunity for you to be indexed within search engines.

Your own name domain name will greatly increase the chances that Google will return your site should someone search on your name.

Not reviews about you.

Not your products.

But YOU. Your Site.

Your Name Domain Name is absolutely critical.

Steps To Buy Your Domain Name

1. Choose your domain name wisely.
2. Buy your domain name at
 - [GoDaddy](#)
 - [Host Gator](#)
 - [Host Rocket](#)

Next:

STEP 2 - FORMULATE A TAG LINE

**What 2 or 3
Words
BEST
Describe
What
YOU OFFER?**

Once you have your own domain name, you need to create a tag line for yourself.

For example, my tagline is Virtual Coach.

Go ahead, search for

[Barbara Ling, Virtual Coach](#)

Not only is my name branded online...but it's also associated with my overall product.....coaching.

Key!



You will use your tagline whenever you comment at relevant posts, at popular forums...any place, in fact, in which you want to simply get your tagline associated with you.

Now...what can you use for your tagline? I'd recommend keeping it between 2 to 4 words, making it simple, and making it easy to remember. If you can devise a tagline that nobody else is using, chances are...there's a domain name with it available too (witness the [Virtual Coach Forums](#))

Here are some resources for creating your tagline:

- <http://www.businessknowhow.com/marketing/tagline.htm>
- <http://www.copyblogger.com/create-a-tagline/>

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- http://www.marketingprofs.com/ea/qst_question.asp?qstID=11130
- <http://www.dailyblogtips.com/the-best-website-taglines-around-the-internet/>
- http://www.contentmanagementsoftwares.net/tagline_creation_tips.htm

Remember...you will be using your tagline in your marketing online. Your forum posts, your blog posts, your signature...it will incorporate your tagline.



Do this often enough, and Google will associate your tagline with YOU. So you want to ensure your tagline contains your keywords as well.

Need some action words for your tagline? Consider:

absolutely | alternative | amazing | approved | attractive | authentic | bargain | beautiful | believe | benefits | better | big | bonus | colorful | colossal | comfortable | complete | confidential | convenient | crammed | delivered | dependable | direct | discount | discover | easily | easy | endorsed | enormous | excellent | exciting | exclusive | expert | famous | fascinating | fast | fortune | free | fresh | full | fun | gain | genuine | gift | gigantic | greatest | guaranteed | happy | healthy | helpful | highest | how | huge | immediately | improved | informative | instructive | interesting | largest | latest | lavishly | learn | liberal | lifetime | limited | love | lowest | magic | mammoth | miracle | money | more | natural | new | noted | now | odd | original | outstanding | perfect | personalized | popular | powerful | practical

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| preview | professional | profitable | profusely |
proven | pure | quality | quickly | rare | reduced |
refundable | reliable | remarkable | results | revealing
| revolutionary | right | safe | satisfying | save |
scarce | secret | secrets | security | selected |
sensational | simplified | sizable | solution | special |
startling | strange | strong | sturdy | success |
successful | superior | surprise | terrific | tested | to
| tremendous | unconditional | unique | unlimited |
unparalleled | unsurpassed | unusual | useful |
valuable | value | wealth | weird | win | wonderful |
yes | you |

Other resources you can consider include:

- <http://www.seekingsuccess.com/articles/art110.php>
- http://www.quintcareers.com/action_skills.html



Let's say that your product or service online deals with, oh, Insurance. You could use the tagline

Barbara Ling – Innovative Insurance

(ideally with a different name, of course. 😊).

Alas, the domain name InnovativeInsurance.com is taken....but Innovative-Insurance.info is not.

What if you didn't like the word "Innovative"? **You could visit [Thesaurus](#) and see what synonyms exist:**



[avant-garde](#), breaking new ground, [contemporary](#), cutting-edge, deviceful, [ingenious](#), innovational, innovatory, [inventive](#), just out, leading-edge, [new](#), [newfangled](#)*, [original](#), originative, [state-of-the-art](#)



Several domains with those words are available at the time of this writing.

Why you need this for Income Fitness

You want your name to be associated with your brand and industry niche. By ensuring your tagline focuses on your niche, is intriguing, AND pops up all over the place on the Internet, you're compelling the search engines to associate your name WITH your industry.

Steps To Formulate A Tag Line

1. Read suggested links
2. Devise tag line
3. Share with friends/business for critiques

Your next step is to:

STEP 3 - BUY YOUR TAG DOMAIN

BarbaraLing.com



Once you have your tagline down, I would highly recommend buying the domain name that goes with it.

This ensures you end up with 2 domains that have the following relationship:

- Your Name Domain will **focus on YOU...the person.**
- Your Tag Name Domain **will focus on what you're SELLING.**

Thus, if you ever decide to switch focus and move in a completely new direction, you'll STILL have your original name domain...and you can keep your current tag domain focused on whatever you are currently working.



Trust me, this works unbelievably well. You can see how Virtual Coach evolved over the past decade:

- <http://web.archive.org/web/19980111193523/http://virtual-coach.com/>
- <http://web.archive.org/web/19990125092551/http://virtual-coach.com/>

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- <http://web.archive.org/web/20000229143828/http://www.virtual-coach.com/>
- <http://web.archive.org/web/20010201200200/http://virtual-coach.com/>
- <http://web.archive.org/web/20020125093346/http://www.virtual-coach.com/>
- <http://web.archive.org/web/20030207011709/http://www.virtual-coach.com/>
- <http://web.archive.org/web/20040101125711/http://virtual-coach.com/>
- <http://web.archive.org/web/20050122091604/http://www.virtual-coach.com/>
- <http://web.archive.org/web/20060110084533/http://www.virtual-coach.com/>
- <http://web.archive.org/web/20070102150915/http://www.virtual-coach.com/>

As you can see, I've re-invented myself quite a number of times!

But the benefit is....all my prior pages are STILL indexed within search engines...and STILL delivering targeted visits as well. 😊



Thus, for 10 years I have had the keyphrase

- Virtual Coach

Associated with

- Barbara Ling



You really can't put a price on that.

Get your tag name as a domain – it's a very sound business move.

Why you need this for Income Fitness

Having your tagline as a domain name goes yet another step further in assuring that search engines associate YOUR NAME with the industry/keyword in which you specialize. This will go lightyears towards helping build your own brand.

Steps To Buying Your Tag Domain Name

1. Choose your tag domain name wisely
2. Buy your domain name at
 - [GoDaddy](#)
 - [Host Gator](#)
 - [Host Rocket](#)

Once you have your domain ready to rockNroll, it's time to:

STEP 4 - SET UP A BLOG



Once you have invested in your domain name or tag line domain name, you need to populate it.

I highly (as in very, as in DO IT!) recommend putting a Wordpress blog on it.

Blogs are no longer just journal entries.....they are also a very effective means of running an website as well.



entire

I also recommend Wordpress because it has thousands of useful plugins you can get for free, thousands of layouts you can get for free, and Google just adores indexing blog pages. 😊

You can download wordpress from:

<http://wordpress.org/download/>

and you can learn about setting up Wordpress and the like by:

- http://codex.wordpress.org/New_To_WordPress_-_Where_to_Start
- <http://www.wpbeginner.com/>

Income Fitness

Adventure 1 – Set Up Your Hubs

NOTES

- <http://www.blogadr.com/tutorials/free-wordpress-blogging-tutorial/>
- http://codex.wordpress.org/WordPress_Lessons

Once you have a domain name set up, you can most likely install Wordpress from your domain control panel.

Why you need this for Income Fitness

You will be using your Wordpress blog to showcase not only your name brand, but also your products, your services...in short, anything that you want to be seen on the Internet.



Wordpress makes updating and SEO (search engine optimization) very very easy. You can be searchable in Google within hours of putting up a blog.

Steps to Setting Up A Blog

1. Look in your domain control panel for “Install Wordpress” and do it.
2. If #1 doesn't work, [download Wordpress](#) and [manually install it](#).

Wasn't that simple? :)

IN CLOSING

In this adventure, you learned how to:

- Buy Your Name Domain
- Formulate A Tag Line
- Buy Your Tag Domain

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Adventure 1 – Set Up Your Hubs



• Set Up A Blog

You'll notice we haven't YET set up all the goodies involved with a blog, however! And that's because I want to emphasize how a blog or website is only one part of your income's fitness.....being able to promote your writings and products and the like are a very big aspect as well!

And that brings me to:

ADVENTURE 2 – SET UP YOUR PROMOTION PROCESS



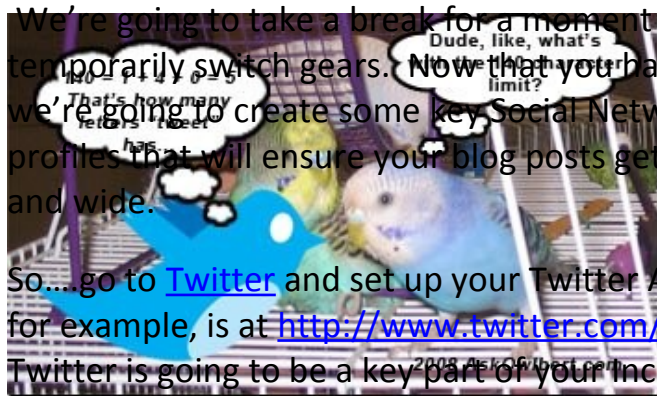
The next aspect of building a healthy income online is to set up how you can easily promote your writings. This consists of the following steps:

- Set Up Your Twitter Account
- Set Up Your Facebook Account
- Set Up Your LinkedIn Account
- Set Up Your StumbleUpon Account
- Set Up Your Wordpress.com Account
- Set Up Your Gravatar Account
- Set Up Your FriendFeed Account
- Set Up Your Squidoo Account
- Set Up Your Ping.fm Account

These steps are described on the following pages.

STEP 1 - SET UP YOUR TWITTER ACCOUNT

We're going to take a break for a moment now, and temporarily switch gears. Now that you have a blog set up, we're going to create some key Social Networking Platform profiles that will ensure your blog posts get distributed far and wide.



So...go to [Twitter](https://twitter.com) and set up your Twitter Account. Mine, for example, is at <http://www.twitter.com/barbaraling>. Twitter is going to be a key part of your Income Fitness.

Got questions about Twitter in general? Check out:

- <http://www.deannazandt.com/2009/02/26/a-non-fanatical-beginners-guide-to-twitter/>
- <http://www.twitip.com/13-twitter-tips-and-tutorials-for-beginners/>
- <http://support.twitter.com/entries/13920-frequently-asked-questions>
- <http://www.1stwebdesigner.com/design/beginners-guide-twitter/>

Ideally, use your name for your twitter account first, or your tagline second. Remember, tweets get broadcasted all over the Internet (which gives you another opportunity to get your name in search engines too!)....so you want to take advantage of that and ensure your niche keywords are (all together now!) associated with YOU.



Why you need this for Income Fitness

Twitter is a staple in online marketing. People can tell their networks about your posts or products (called "Tweets").

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Adventure 2 – Set Up Your Promotion Process

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Heck, Twitter can be used for fixing washing machines (*check out my posting at <http://www.barbaraling.com/insights/twitter-rescue/> to see how I ended up with a free service call from Sears!*).

More importantly, though, Twitter can be used to alert your network about your site updates, get the word out about current trends and much more. You definitely need a [Twitter Account](#). Make sure you remember your name and password.



Steps to Setting Up Your Twitter Account

1. Visit [Twitter Registration](#)
2. Sign up.
3. Set up your [Profile](#).

Twitter is just the beginning, however! Next,

STEP 2 - SET UP YOUR FACEBOOK ACCOUNT



There are more social networking sites out there at which you can shake a stick!! The challenges for you in boosting your own Income Fitness is you want to choose those 3 or 4 or 10 or 39 sites that best fit your needs. I myself generally update only 4 or 5...you could be far more productive and choose to attack the [whole enchilada!](#)

The next social networking site you will set is your Facebook account. Facebook is ‘way more than a “Jeepers, let’s network with our former high school and college friends!” place....it offers you the ability to make fan pages, to join relevant groups, to broadcast your posts/products/etc. and more.

Thus, set up your [Facebook](#) account and take note of your Facebook ID.

NOTE! Not everyone wants to share their personal updates with their business connections. So...you might want to think about having two profiles – one for personal life, and one for business. That’s what I currently do myself.



Why you need this for Income Fitness

Facebook will give you another opportunity to get the word out about your blog posts and products and create/manage a growing following.

Steps for Setting Up Your Facebook Account

1. Visit Main Page of [Facebook](#)
2. Fill in First Name, Last Name, Email, Password, Gender and Birthday.
3. Customize your [Facebook Profile](#).

Next,

STEP 3 - SET UP YOUR LINKEDIN ACCOUNT



The next social networking account you will set up is your [LinkedIn](#) account. This is considered the business professional's social networking service – your executives, managers, recruiters, etc. use it as their

professional landing page as well as an brief online resume/portfolio.

LinkedIn is considered quite important in the services/career sector....meaning for one thing, recruiters heavily use it when searching for job candidates.



Recruiters are also very well-versed in networking, so if they see your profile has a quantity of industry-related updates and happy customer testimonials, they'll most likely take notes on you and spread your information to their niches as well.

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Adventure 2 – Set Up Your Promotion Process

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Thus, set up your [LinkedIn](#) account now...and remember your LinkedIn ID.

Need ideas for beefing up your LinkedIn Profile? Check out:

- <http://www.jibberjobber.com/blog/2009/07/15/linkedin-profile-tips-a-linkedin-profile-makeover/>
- http://blog.guykawasaki.com/2007/01/linkedin_profile.html
- <http://imonlinkedinnowwhat.com/category/linkedin-profiles/>
- <http://windmillnetworking.com/2011/02/25/tips-integrating-social-media-linkedin-job-search-2011/>

Why you need this for Income Fitness

Several broadcasting service like Ping.FM will send the updates you write to your LinkedIn profile. This makes keeping your information fresh very easy indeed!



Remember, the more you are able to get your name out there and active on the Internet, the greater the chance people will stumble across your services and see what you have to offer.

Steps for Setting Up Your LinkedIn Account.

1. Visit [LinkedIn](#).
2. Enter your First Name, Last Name, eMail address and passwd.
3. Click Join Now.

LinkedIn all ready? Great! Your next step is to:

STEP 4 - SET UP YOUR STUMBLEUPON ACCOUNT

The next social networking account you want to set up is your StumbleUpon account...and then download the [Stumbleupon Toolbar](#) to make your stumbles easy.

StumbleUpon is a place where you can recommend or “stumble” sites that then get propagated across the Internet. Ideally, a stumbled site will receive huge amounts of traffic.

Why you need this for Income Fitness

StumbleUpon can tie you directly into the power of Internet popularity. When people ‘stumble’ a site, it often sends a flood of traffic (even targeted traffic) to that site.

Your goal is two-fold – you want your site stumbled by your visitors, AND you want to return the favor by stumbling quality sites in your niche as well. That way, you’re assisting your colleagues in your niche, plus building up your reputation as someone who finds and shares useful information.



More tips on StumbleUpon can be found at:

- <http://www.bloggingtips.com/2009/04/07/the-right-way-to-use-stumbleupon-for-blog-promotion-part-one/>
- <http://www.fridaytrafficreport.com/stumbleupon-tips/>
- <http://brunoauger.com/21-best-stumbleupon-tips/>
- <http://www.shaunlow.com/a-definitive-stumbleupon-guide-driving-traffic-to-websites/>

- <http://www.socialnetupdate.com/2011/03/7-stumbleupon-tips-to-increase-your.html>
- <http://www.mahalo.com/how-to-use-stumbleupon-like-a-pro/>

Steps for Setting Up Your StumbleUpon Account.

1. Visit Stumbleupon at <http://www.stumbleupon.com/>
2. Click on the Sign Up Now button
3. Download/install [Toolbar](#)
4. Customize your StumbleUpon Profile (<http://johnhaydon.com/2009/03/pimp-stumbleupon-profile/>)

The next step is something you probably wouldn't consider:

STEP 5 - SET UP YOUR WORDPRESS.COM ACCOUNT



Did you know you can set up a free blog at

<http://www.wordpress.com> ?

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Adventure 2 – Set Up Your Promotion Process

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Check out mine now at <http://barbaraling.wordpress.com>

~~Notice anything bizarre about it?~~

~~Yep, it simply holds my collections of updates that I send to the Internet!~~

NOTE! That was what I suggested back when it worked well. However, Wordpress alas doesn't apparently like that.

But, the point does remain that having your own brand name as a Wordpress account is a very good thing...because your posts can get indexed in search engines which means your future customers have yet one more way of discovering you. 😊

Why you need this for Income Fitness

The broadcaster Ping.FM can automatically post updates to your Wordpress.com blog. This just helps getting the word out and REMEMBER – do NOT post ONLY tweets!

You'll get your account suspended...and that's NOT a good thing whatsoever.

But regarding your wordpress.com account...more importantly...when you reserve your named Wordpress.com account, you're ensuring someone ELSE is NOT using it!

For example, back when I was losing weight, I set up my product/site at

<http://www.fabfitmom.com>

Imagine my surprise when my Google Alerts service sent me the following link last year:



<http://fabfitmom.wordpress.com>

That's not me. It seems to be nice enough person, mind you, but that's not me (but it does use my niche name).

I reserved <http://barbaraling.wordpress.com> the next day.



Steps for Setting Up Your Wordpress.com Account Account.

1. Visit Wordpress.com
2. Click on the **Sign Up Now!** Button.
3. Choose your Wordpress.com account name – ideally, YOUR name or your tag. Make sure to remember your password too.

Let me pause for a second....and ask you a question clear out of the blue.

Ready?

Alrighty, it's this.

Ever visit blogs or sites where people have their cute little icon image happily standing next to their comments?

It's called a Gravatar! And it's easy to get. 'Matter of fact, let's now dive into:

STEP 6 - SET UP YOUR GRAVATAR ACCOUNT



Need a different explanation of a gravatar? Okay...hmmm.....

Ever hear of an avatar? It's a cute little image used to represent you. Forums often let you choose avatars to display next to your name.

Well, Gravatars are globally recognized avatars! So...if you comment at a blog that has gravatars turned on (and most of them nowadays do), you'll automatically see your picture pop up next to your comment.

Why you need this for Income Fitness

You want people to recognize YOU and relate YOU to QUALITY.

People are visual beasts...you want to train readers that whenever they see your smiling face, they KNOW they'll enjoy whatever they read next.

Steps for Setting Up Your Gravatar Account.

1. Visit <http://en.gravatar.com/site/signup/>.
2. Sign up.
3. Browse on your computer for a local picture of yourself.



4. Crop the photo and save.
5. http://www.scrappersguide.com/tips_ps/whats-a-gravatar_ps/ has some great tips!

Our next exciting task is to:

STEP 7 - SET UP YOUR FRIENDFEED ACCOUNT



Ooooo, Friendfeed is sooo nice! So nice, as a matter of fact, [Facebook](#) bought it.

Basically, it's a way to keep track of everything everyone is doing, to wit:

FriendFeed is a web service that allows you to add all your updates from social media websites, social networks, blogs and social bookmarking and micro-blogging services into one place, along with the more common feed types like RSS and Atom.

FriendFeed also allows you to subscribe to the streams of other people, such as family members, friends and work colleagues....[MORE.....](#)

Why is this so mega-spiffy? Well...

Why you need this for Income Fitness

It makes it EXTREMELY easy for people to keep track of what you're saying online.

And if you're tweeting or blogging or marketing or what have you...the more people who know about your actions, the better!





Steps for Setting Up Your FriendFeed Account.

1. Visit [Friendfeed.com](http://friendfeed.com) .
2. Click on Sign Up with your Email Address.
3. Read <http://www.labnol.org/internet/tools/friendfeed-tips-tricks-productive-uses-of-friend-feed/2835/> to give you more great ideas on how to benefit from it.

Once Friendfeed is done, it's time to set up something you'll use 'way later in the game. It's time to:

STEP 8 - SET UP YOUR SQUIDOO ACCOUNT



Oh, you are going to MEGA ADORE THIS!!

I cannot believe that I've overlooked the magnificence that is Squidoo for the past few years.

I only started Squidoo seriously back in May...and it

is a Must-Have for any marketers (heck, ANYONE's!) toolkit.

[Squidoo](#) basically makes it beyond simple for even your Aunt Bertha to create and customize pages about their passions.

But not only that! You can also add affiliate feeds from Amazon, eBay and.....well, feast your eyes on:

Why you need this for Income Fitness

Squidoo lets you drive traffic to your blog or site via creating simple lenses on their site.

Thus....you can use it to create destination stops that showcase your services/products/etc. online!

Here are some examples of my lenses:

- <http://www.squidoo.com/nicky510>
- <http://www.squidoo.com/grow-business>





- <http://www.squidoo.com/things-for-free>
- <http://www.squidoo.com/happy-contractor-customer>
- <http://www.squidoo.com/medieval-times-code>
- <http://www.squidoo.com/unlocked-iphone-how>
- <http://www.squidoo.com/heros-journey>
- <http://www.squidoo.com/virtualcoach>

I told you it was easy!

Trust me, you want to do Squidoo. Even if you don't yet know this....you WANT to. Other great sites from which to get more Squidoo ideas include:

- <http://www.squidoo.com/why>
- <http://moomettesmagnificents.com/blog/2009/03/08/why-squidoo-is-a-great-business-choice-for-a-wahm-guest-post/>
- <http://www.potpiegirl.com/2009/04/squidoo-doesnt-work-anymore/>
- <http://squidoography.com/>
- <http://www.squidogirl.com/>

Really.

Steps for Setting Up Your Squidoo Account.

1. Visit Squidoo.com
2. Sign up at Squidoo Member Registration.

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Adventure 2 – Set Up Your Promotion Process

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3. Visit [Squidoo Marketing](#) and get some cool ideas!

Now, it's time to add the one of the keys that's going to power your entire social networking updates. It's time to:

STEP 9 - SET UP YOUR PING.FM ACCOUNT



Let's take a moment here and recap some of the goodies you've accomplished.

You've set up your own blog/domain.

You've set up a Facebook account.

You've set up a LinkedIn

account.

You've set up a Friendfeed account.

And a bit more. 😊

The next thing you have to joyfully embrace is generating content on your blog/site...and getting the word out to as many people as possible.

Enter: Ping.fm!

Why you need this for Income Fitness

The neat thing about the Internet is that it's HUGE. **You can reach everyone you want!**

The soul-crushing thing about the Internet is that it's HUGE! **You have to TAKE steps to REACH everyone you want!**





Some people network on Twitter.

Others network on Facebook.

Others use LinkedIn.

Still others network via Google Talk!

*How on earth can you post an update
ONCE...and have it broadcast to multiple
sites?*

You use Ping.FM.

I've been using Ping.fm now for quite awhile and find it very useful indeed. Here's another example of using it well – I set up <http://barbaraling.wordpress.com> to automatically post all my updates. This is accomplished by Ping.fm.

Steps for Setting Up Your Ping.fm Account.

1. Visit <http://www.ping.fm>
2. Click on the Signup Button at <https://ping.fm/signup/>
3. Set up the networks you had created earlier at <http://ping.fm/settings/> (AGAIN! Do NOT post ONLY Tweets to your Wordpress.com account!)
4. Visit <http://thecoollestcouple.com/getting-started-with-ping-fm-101-tutorial/> for more great Ping.FM ideas!

Be CERTAIN you undertake this step...you have no idea how important it will be for you. In closing

In this adventure, you learned how to:



- Set Up Your Twitter Account
- Set Up Your Facebook Account
- Set Up Your LinkedIn Account
- Set Up Your StumbleUpon Account
- Set Up Your Wordpress.com Account
- Set Up Your Gravatar Account
- Set Up Your FriendFeed Account
- Set Up Your Squidoo Account
- Set Up Your Ping.fm Account

When you've done all of the above, you've effectively enhanced your personal promotion network!

But that's kinda sorta useless UNLESS you have your home base nicely spiffed up (ie, your personal domain or tag blog).

Let's now pounce upon:

ADVENTURE 3 – SET UP YOUR SITE



The next aspect of building a healthy income online is to set up your actual site and optimize it for writing and promotion. This consists of the following steps:

- Revisit your Domain Name Site and choose your blog theme
- Set Up Your Feedburner

Account

- Add Security Plugins
- Add SEO Plugins
- Add CommentLuv
- Add Social Networking Plugins
- Add FCK
- Install These Plugins Too
- Make Sure Your RSS Icon Is Obvious
- Make Your Site Sidebar Effective

These steps are described on the following pages.

STEP 1 - REVISIT YOUR DOMAIN NAME SITE AND CHOOSE YOUR BLOG THEME



Wow, we've prepared the ground quite a lot! Unlike the majority of people who start blogs and then wonder how to get them publicized.... You now have everything ready!

The instant you update your site or write a new article or find something stumble-worthy or what have you...not only will you be able to post your comments far and wide, but you also have the social networks in place that enable the greatest distribution.

Nice, eh? 😊

So! We're ready for phase two – it's time to get your domain name site up, running, magnificent, and ready to help you make your income as fit as it could possibly be.

Ready? Alrighty then, let's dive into choosing your overall blog/site theme.

What's the best way to do this?

Well, first off....you can go free or premium. I myself have used in the past the excellent affiliate-marketing theme [FlexSqueeze](#) – it makes building squeeze pages/promoting affiliate thingees very easy indeed.

If you are capable of hacking Wordpress code to customize it for the way you'd like, there are some really excellent free themes out there that will do you well indeed!



Here are some resources you can use:

<http://wordpress.org/extend/themes/>

(you can search like so:

- <http://wordpress.org/extend/themes/search.php?q=rounded+corners>
- <http://wordpress.org/extend/themes/search.php?q=widget>
- <http://wordpress.org/extend/themes/search.php?q=SEO+adsense>
- <http://wordpress.org/extend/themes/search.php?q=%22red%22>

Why you need this for Income Fitness

It's been said that first impressions count. Thus, you want to ensure that when people visit your site, they STAY to explore more, and don't run off screaming about panic attacks or anything similar. 😊



Your domain name site, or your tag site...those ARE how you are portraying yourself online. Make them reflect you, your quality, your values...the essence you want to convey to your future customers.

Steps for Setting Up Blog Theme

1. Choose your theme. Need help? Read:
 - <http://lorelle.wordpress.com/2006/03/29/how-do-you-choose-a-wordpress-theme/>



- <http://www.dailyblogtips.com/choosing-a-wordpress-theme/>
 - <http://weblogs.about.com/od/blogdesign/tp/HowtoChooseBlogTheme.htm>
2. If you weren't able to find themes in the previous links, check out:
- <http://designbeep.com/2011/01/15/30-free-wordpress-themes-with-brilliant-image-sliders/>
 - <http://www.yourdigitalspace.com/2011/01/100-awesome-free-wordpress-themes-for-2011/>
 - <http://www.topdesignmag.com/35-new-and-fresh-2011-wordpress-free-themes/>
 - <http://wordpress.pro/>
3. Install your new Wordpress theme:
- <http://meetstaci.com/installing-a-new-wordpress-theme>
 - <http://wpcares.org/how-to-install-a-wordpress-theme.html>
 - <http://www.youtube.com/watch?v=qPuBLvP8c6g>
 - <http://www.youtube.com/watch?v=o6bS1Kp-uRw>

The step-by-step instructions plus the videos you see will certainly be helpful!

Once you have your theme installed and activated, that takes care of the basic look and feel of your site.

But! There are so many more easy things you can add to really make your life far more easy and help your marketing along at the same time! Thus, let's dive into:

STEP 2 - SET UP YOUR FEEDBURNER ACCOUNT



Did you know that people can read your blog in numerous ways?

You're probably aware they can proactively visit your blog and read it, right?

Ever wonder how they actually FIND OUT you have a new blog post?

Quite often, it's because they're alerted to your latest post because of your RSS feed.

Don't be thrown off by the word RSS. It stands for

Ready to Share Stories

ie, whenever you make a new blog post, you're sharing a story. Your RSS feed is what distributes that post to places where your visitor will see it (their feed reader, a blog search engine, etc.).

Okay, RSS really stands for Really Simple Syndication. But I like the above description too, don't you? I learned about that over at

[How to explain RSS the Oprah way](#)



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Adventure 3 – Set Up Your Site

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It's really a great explanation! Do click on the above link if you're still confused about RSS – it should truly help. More great resources can be found at:

- <http://www.whatisrss.com/>
- <http://www.youtube.com/watch?v=g8G5dFddz8c>

So now that you know about RSS...what does that have to do with “Setting up your feedburner” account? And why on earth would you want to do that anyways?

Why you need this for Income Fitness

Here's why.

As I had mentioned above, people can find your posts by your RSS feed.

One of the tools they use to do that is called a **Feed Reader**.

Let's now apply this to your blog or site!

Ever see a Feedburner number on a blog? Ie, something like:



That's created by installing the FeedBurner plugin in Wordpress...and adding it to your site².

Now....the Feedburner plugin can do quite a lot more than simply display your RSS Subscriber count!



² *NOTE! Never show your feedburner subscription count if it's very small. It doesn't encourage people to read your blog. Wait until you have several hundred readers before displaying it.*

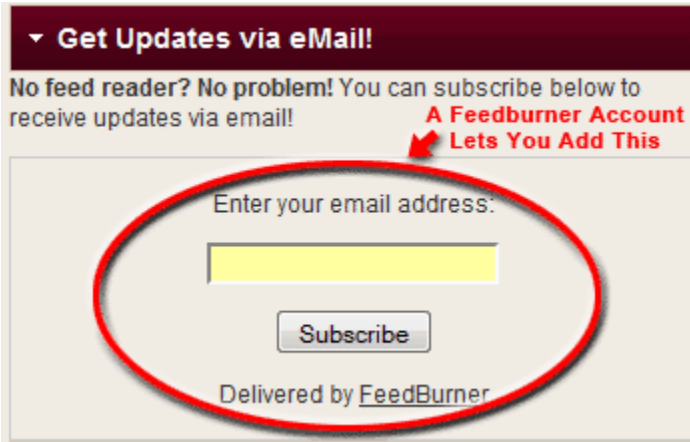
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Adventure 3 – Set Up Your Site

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It can also allow for your blog posts to be automatically emailed to anyone who would like to sign up for the distribution.

Here's an example:



The screenshot shows a subscription form with a dark red header that says "Get Updates via eMail!". Below the header, the text reads: "No feed reader? No problem! You can subscribe below to receive updates via email!". To the right of this text is a red arrow pointing to a link that says "A Feedburner Account Lets You Add This". The main form area has a light gray background and contains the text "Enter your email address:" above a yellow input field. Below the input field is a "Subscribe" button. At the bottom of the form, it says "Delivered by FeedBurner". A red oval highlights the input field and the "Subscribe" button.

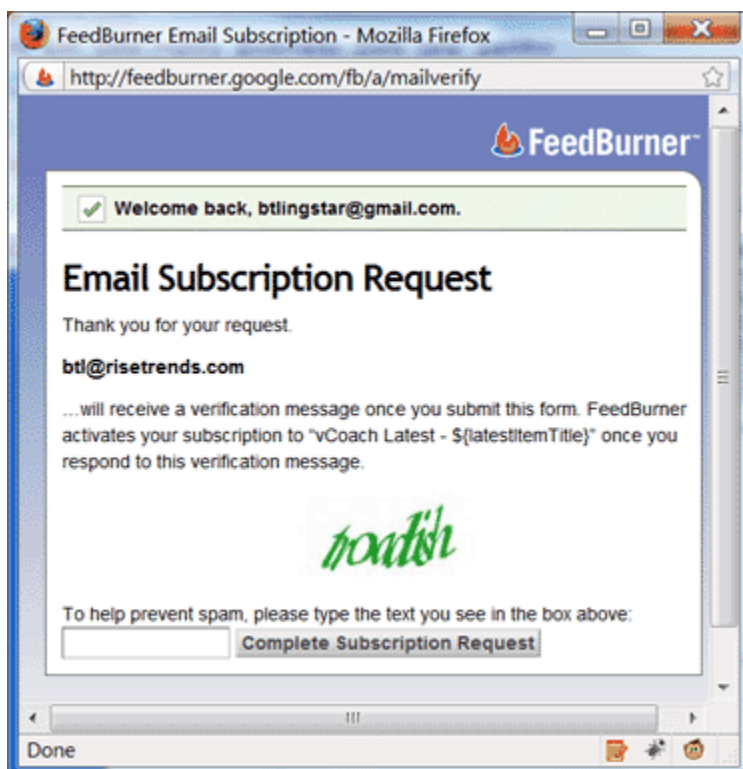
This nifty form allows for people to receive my updates so they don't have to visit my blog. 'course, I WANT them to visit my blog, mind you, as I have lots of delightful marketing thingees there, but hey...branding my name via email is also a very good thing too!



When someone adds their email, they'll see a popup like:

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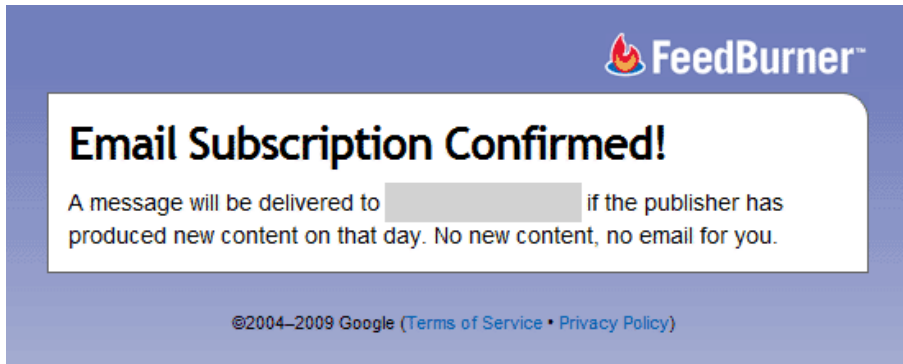
Adventure 3 – Set Up Your Site



After adding their email address and completing the subscription request, they'll see in their inbox:

To: btl@spamcop.net	New Post/Thread Notification: Income Fitness	2 KB
associatedhumane@yahoo.com	[associatedhumane] Digest Number 1739	40 KB
FeedBurner Email Subscrip	Activate your Email Subscription to: Virtual Coach	3 KB
SiberianHusky@yahoo.com	[SiberianHusky] Digest Number 3849	6 KB

And once they click on the link in the email, they'll be brought to:



Trust me...making it beyond idjut-proof to stay notified about your writings is a Very Good Thing To Do!

And the best news is, it's free. Here's how.

Steps for Setting Up Your Feedburner Account

1. Get comfortable with installing plugins. Need some help? Check out:
 - http://codex.wordpress.org/Managing_Plugins
 - <http://www.youtube.com/watch?v=G-Yire8GVmQ>
2. Visit <http://feedburner.google.com/> .

Add your blog feed. Need help? Check out

- <http://bloggeruniversity.momcentral.com/2009/06/how-to-set-up-your-feedburner-account.html>

and these sites will offer you great Feedburner tips:

- <http://www.dailyblogtips.com/6-useful-feedburner-features-that-are-normally-ignored/>



- <http://www.bloggingtips.com/2009/06/15/5-tips-to-enhance-your-blogger-blog-with-feedburner/>
3. Install the Feedburner plugin from <http://wordpress.org/extend/plugins/feedburner-plugin/>.

Couple of things to note – you can use Feedburner to really help publicize your blog! Here are some of my favorite tips:

- **Change the subject title of your email to your blog post title** - <http://www.webtrafficroi.com/using-dynamic-email-subject-line-for-your-feedburner-emails/>
- **15 Feedburner Feedflares You Can Easily Use to Promote Your Content and Website** – <http://www.doshdosh.com/15-feedburner-feedflares-you-can-easily-use-to-promote-your-content-and-website/>
- **101 Feed Flares** - http://code.google.com/apis/feedburner/101_flares.html

Alrighty now, we've added Feedburner to your blog...let's now tackle an issue near and dear to me heart.

STEP 3 - ADD SECURITY PLUGINS



'Tis a sad fact of life that there are icky folk out there who would love to destroy your site simply because they can.

Not only that, but one challenge of running a

Wordpress blog is to defy the Autospamming bots that troll the Internet and try to inject pathetically scum-like spam on your nice pristine blog. ☹

Not to fear, however! You can add security plugins to your Wordpress blog and cut that down to a bare minimum indeed.

Why you need this for Income Fitness

You want to spend your time making money with your site and services...you don't want to clean up junk.



Steps for Setting Up

1. Get comfortable with installing plugins. Need some help? Check out:
 1. http://codex.wordpress.org/Managing_Plugins
 2. <http://www.youtube.com/watch?v=G-Yire8GVmQ>

2. Sign up at <http://www.wordpress.com> to get your free Akismet anti-spam key. You'll need this to active your Akismet anti-spam plugin that comes default with wordpress.
3. Install and configure:
 - <http://wordpress.org/extend/plugins/wp-security-scan/>
 - <http://taragana.com/products/free-wordpress-plugins/wordpress-guard-plugin/>
 - <http://www.ilfilosofo.com/blog/wp-db-backup/>
 - <http://www.askapache.com/wordpress/htaccess-password-protect.html>
 - <http://wordpress.org/extend/plugins/math-comment-spam-protection/> (this forces people to answer a simple math question before commenting on your site. You have to activate it once installing it)
 - <http://wordpress.org/extend/plugins/bad-behavior/>

Once you've added anti-spam and security plugins to your Wordpress installation, it's time to consider how people will actually find your site to begin with.

One of the best ways is for your site to rank high in Google search engine results. Gaining this hallowed edge is actually not that difficult at all....I'll be writing more about that in the future!



But in the meanwhile, there are bleeploads of things you can do to help enhance your own site's search engine visibility.

Ready to continue your Income Fitness Journey? Alrighty then, dive right into:

STEP 4 - ADD SEO PLUGINS



SEO! Wheeee!

As mentioned before, SEO is simply Search Engine Optimization.

In words normal people use, it simply means building your pages in such a way that they

show up as close in the top 10 as humanly possible.

Were you aware that you can tweak the way your site displays your site and manipulate this?

It's true! I've been doing SEO now ever since Infoseek did real-time indexing back in 1997 (oh, those were the days!). Some things that help your SEO include:



- Keywords in your title tag
- Keywords in your URL
- Keywords in your categories
- Text density
- Alt tags in your images

Here are some nifty sites to learn more:

- <http://www.interspire.com/content/articles/13/1/Google-SEO-Basics-for-Beginners>
- http://www.neorunner.com/beginners_seo_tutorial.php
- http://www.456bereastreet.com/archive/200502/basics_of_search_engine_optimisation/

Why you need this for Income Fitness

Simply put, getting things for free is really nice!

And the higher your site ranks in Google searches, the more TARGETED traffic you receive. And that of course is a very Good Thing indeed!

Here are some examples – look to see where my site, BarbaraLing.com or FabFitMom.com, shows up. Ideally, it should be within the top 10 (unless my sites suffered a penalty):

- [2009 animal planet hero](#)
- [middletown nj karate classes](#)
- [how to be sexy after 40](#)
- [cunningham orthopedics](#)

Luckily, Wordpress makes it easy to SEO-ize your site! And here's how.

Steps for Setting Up Your SEO Plugins

2. Get comfortable with installing plugins. Need some help? Check out:

3. http://codex.wordpress.org/Managing_Plugins
4. <http://www.youtube.com/watch?v=G-Yire8GVmQ>

3. Install and configure:

- <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>
- <http://yoast.com/wordpress/meta-robots-wordpress-plugin/>
- <http://wordpress.org/extend/plugins/seo-slugs/>
- <http://www.netconcepts.com/seo-title-tag-plugin/>
- <http://wordpress.org/extend/plugins/seo-image/>

SEO is only one component of generating high search engine visibility, of course. Did you know there's another way to help boost your rankings?

Indeed there is! **You see, the more sites that point to your blog or business or website or what have you...the more chances people will stumble across your goodness.**



And the more people that include direct one-way links to your site...the more your site becomes known as an authority site!

One super way to generate these precious inbound links is comment intelligently at blogs or sites that use a particularly wondrous plugin. And that brings me to:

STEP 5 - ADD COMMENTLUV

Commentluv is

<http://comluv.com/>



In a nutshell:

CommentLuv enables you to reward your blog readers by leaving a titled link to their last post automatically whenever they comment thus encouraging more comments by more people on more posts!

It has been found to increase comments and traffic to blogs and their commentators.

It's a simple plugin that you can install in your Wordpress blog, your Blogger blog and several other platforms too!

And I'll bet right now you're wondering:

Why you need this for Income Fitness

The neat thing about CommentLuv is that it creates a DEEP link back to your site (ie, not just to your homepage, but to a page within your blog).

Thus! Let's say that your niche focuses on, oh, hmmm, fitness. You can search for blogs that use commentluv like so:



- [commentluv ajax fitness](#)

or

- [enabled commentluv fitness](#)

This will return to you sites that use the CommentLuv plugin. Comment intelligently at those sites, make certain to add your Blog URL....and voila, you'll generate a deep link back to your site.

Don't quite get how useful this is? Check out my results:

["Barbara Ling, Virtual Coach"](#)

Many of those sites use Comment Luv. 'nuff said. 😊

Okay, not 'nuff.....check out also the post I wrote about it over at

[How to make gratuitous profits with CommentLuv longterm - Part 1](#)

You'll see some of my ideas as well.

Steps for Setting Up CommentLuv

1. Visit <http://comluv.com/download/> and download, install and activate the plugin.
2. Visit <http://comluv.com/wp-signup.php> to register your blog.

Now, let's see...where are we? We have the SEO plugins, we have the security plugins....it's now time to help your readers spread the word about your offerings. Jump now to:

STEP 6 - ADD SOCIAL NETWORKING PLUGINS



You're only ONE component of your blog.

Did you know that?

Your readers and commenters are the other facet that will help

bring your blog tremendously targeted visibility in search engines, on forums, at social networking sites and more.

Here's ideally what you want to have happen when someone visits your site:

1. They read your article
2. They think to themselves, Jeepers! MY personal network would love this....let me tell them about it!
3. They add your page to [Stumbleupon](#) or [Twitter](#) or [Facebook](#) or [Digg](#) or You get the idea.

But! You don't want them to have to go out, visit the site, copy/paste the URL of your post, write the commentary and all that...ideally, you want to offer a one-click solution that does all of that FOR them.

That's where social networking plugins come in.



Why you need this for Income Fitness

The Internet is becoming more and more social. People are finding your sites not only by search engine visibility, but also by word of mouth as well. IE, they're learning about your goodness from Twitter, from what people share on Stumbleupon, etc.etc.etc. Get enough people promoting your posts and you'll see an uptick in your targeted traffic....for free.

And of course, that can only be described as a Very Good Thing indeed! ☺

Steps for Setting Up Social Networking Plugins

1. Get comfortable with installing plugins. Need some help? Check out:
 - http://codex.wordpress.org/Managing_Plugins
 - <http://www.youtube.com/watch?v=G-Yire8GVmQ>
2. Install and configure **ONLY 1** of the following:
 - <http://www.semiologic.com/software/bookmark-me/> (that's what I use)
 - <http://wordpress.org/extend/plugins/share-this/> (very popular)
3. Install and configure:
 - <http://wordpress.org/extend/plugins/meet-your-commenters/>
 - <http://richardxthripp.thripp.com/tweet-this> (includes Digg, Stumbleupon and more)

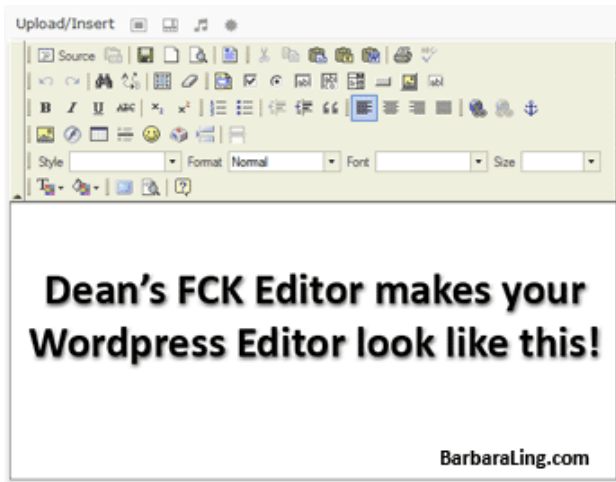
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Adventure 3 – Set Up Your Site



That takes care of plugins for your blog and website! Now let's shift our focus a bit and talk about how to make writing your site/blog easier for you. One of the best plugins for this is:

STEP 7 - ADD FCK



What's FCK, I hear you ask?

It's a Wordpress editor that turns the dinky old blah-like editor into a nifty neat rich text editor.

Why you need this for Income Fitness

It makes writing on your blog sooooo much easier. Trust me. Really really REALLY easier.

Steps for Setting Up FCK

1. Get comfortable with installing plugins. Need some help? Check out:
 - http://codex.wordpress.org/Managing_Plugins
 - <http://www.youtube.com/watch?v=G-Yire8GVmQ>
2. Install and configure:
 - <http://wordpress.org/extend/plugins/fckeditor-for-wordpress-plugin/>

Once you've done that, try to create a new post – you'll see you have a nice shiny new editor interface. It's pretty neat.

Next,

STEP 8 - INSTALL THESE PLUGINS TOO

There are literally thousands of plugins you can install on your Wordpress blog. By theory, they make your whole blog experience more enjoyable for you or your visitors or a combo of the two.



Why you need this for Income Fitness

Anything that makes your site sing....it's a Good Thing indeed! 😊

Steps for Setting Up Cool Plugins

1. Get comfortable with installing plugins. Need some help? Check out:
 - http://codex.wordpress.org/Managing_Plugins
 - <http://www.youtube.com/watch?v=G-Yire8GVmQ>
2. Install and configure:
 - <http://wordpress.org/extend/plugins/wp-greet-box/> (provides a custom message for visitors to your site depending upon their origin)
 - <http://wordpress.org/extend/plugins/wordpresscom-popular-posts/> (post popularity contest)
 - <http://wordpress.org/extend/plugins/subscribe-to-comments/> (allows visitors to subscribe to your comments for each blog post)
 - <http://wordpress.org/extend/plugins/rss-footer/> (lets you add a closing sentence to your



RSS, so you can offer a bonus for people who subscribe to it)

- <http://wordpressmobile.mobi/> (displays your blog nicely for mobile phones)
- <http://wordpress.org/extend/plugins/twitterlink-comments/> (lets commentors add their Twitter ID)
- <http://wordpress.org/extend/plugins/yet-another-related-posts-plugin/> (shows related posts)
- <http://organisiert.net/yatcp/> (Shows comments in a threaded manner so you can see who is responding to what).

Other people's views on Must Have Wordpress plugins include:

- <http://www.techtipsdigital.com/15-must-have-best-wordpress-plugins-2011/349/>
- <http://socialmediatoday.com/index.php?q=sarahhartshorn1/112339/18-must-have-wordpress-plugins-your-blog>
- <http://webdesigneraid.com/20-simple-and-lightweight-wordpress-plugins/>
- <http://socialmediatoday.com/pammoore/257476/top-50-wordpress-plugins-2011-zoom-seo-smo-audience-engagement>

Once you have your plugins in place, life is joyful and jolly and all that jazz indeed! But we're not done yet – it's time to tackle the following aspect of your blog. And that is:

STEP 9 - MAKE SURE YOUR RSS ICON IS OBVIOUS

What's RSS, I hear you ask?

Well, it's the way that you can broadcast out your blog to a bazillion other sites (like feed readers!).



- <http://www.rss-specifications.com/benefits-to-rss-feeds.htm>

goes into it more.

What you want to ensure is it is impossible for people to MISS where to sign up for YOUR feed.

You accomplish this by having a prominent RSS icon.

Why you need this for Income Fitness

The more people who sign up for your RSS feed...the more people who will be alerted to your posts and the more often your posts will be read.

It's most wondrous indeed!

Steps for Setting Up Your RSS Icon

1. Many blog themes already come with an RSS icon. But you don't have to stay with it if you don't want to...you can choose your own RSS logo, upload it to your site and include it in your website. So...first determine if you want to change your RSS icon. If so, move to:



2. Visit <http://www.tutorialchip.com/freebies/650-stylish-free-rss-feed-icons-for-bloggers/> and explore the sites where you can find free RSS icons. Choose the one you want.
3. Save it to your computer and upload it to your site.
4. Find the code in your theme where the RSS icon is defined and change it to reflect the new image.
5. Never touched wordpress coding before? Not to fear, check out what my 11 year old and I did.
 - <http://www.barbaraling.com/insights/middles-cooler-hacks-personal-wordpress-theme-makes-money-online/>

Once you're happy with your RSS icon, it's time to tackle one more aspect of your website (and this is really critical indeed).

Think for a second about how you will make money on your site.

Certainly, you can:

- Promote your own products
- Showcase your newsletter
- Include square ads
- Offer Google AdSense
- Display affiliate products

But did you ever stop to think where these goodies generally go?

I'll tell you where – in your site's sidebar. Which brings me to:

STEP 10 - MAKE YOUR SITE SIDEBAR EFFECTIVE

One of the most valuable real estate spaces your website has is the sidebar. That's where you can place income-enhancing resources. Check out the following example:

The image shows a screenshot of a website sidebar. At the top, there are three promotional banners: 'Is Your Income Fit As It Can Be? Find Out For Free!', 'Site Soon To Become Premium!', and 'Members Only Access... Soon!'. Below these is a 'Smash Your Learning Income Earning Curve' banner. The main content area features a tutorial titled 'TUTORIAL - 7 Of The MOST Fascinating Ways To Monetize Your Sidebar Part 1' with a date of 'Monday, April 29th, 2009 at 8:50 am'. To the right of the tutorial is a red circle highlighting a subscription form titled 'Stay Ahead of Your Competitors!'. The form includes a sign-up message, a small image of the '13 Ways You're Leaving Money On The Table' book, and input fields for 'Name' and 'Email', with a 'Please Keep Me Updated!' button. Below the form is a small 'About Virtual Coach' link.

For me, getting more subscribers and building my list is of paramount importance. So....the first item in one of my past blog sidebars is my [13 Ways You're Leaving Money on the Table](#) optin.



Your mileage, of course, may vary.

Why you need this for Income Fitness

Remember what building your income up on the Internet really involves. It can include not only your own products and services, but also long-term ideas like

- Building your list
- Expanding your social network
- Listing affiliate products
- Showcasing your own other posts to build trust

Your blog sidebar is very important indeed! Treat it like the profitable gem it is.

Steps for Setting Up Your Sidebar

1. Research what makes an effective sidebar. Some articles you'll want to read include:
 - <http://www.virtual-coach.com/offers-insights-on/earn-money-sidebar/>
 - <http://www.virtual-coach.com/offers-insights-on/make-money-sidebar/> (notice how I vary the keywords in the URL to help with my SEO)
 - <http://vandelaydesign.com/blog/blog-design/sidebars/>
2. If your blog has widgets enabled, visit your site's dashboard and reorder your widgets. Here's a tutorial for that:
 - <http://www.youtube.com/watch?v=8GlsWgyGCzQ>

Neat, eh?

IN CLOSING

In this adventure, you learned about:

- Revisit your Domain Name Site and choose your blog theme
- Set Up Your Feedburner Account
- Add Security Plugins
- Add SEO Plugins
- Add CommentLuv
- Add Social Networking Plugins
- Add FCK
- Install These Plugins Too
- Make Sure Your RSS Icon Is Obvious
- Make Your Site Sidebar Effective

One thing you'll notice about your blog sidebar – you have the opportunity to add your affiliate links and advertisements in it as well!

And would you believe....

That's a very important topic...and one worth diving into right now. Let's pounce upon:

ADVENTURE 4 – SET UP YOUR AFFILIATE LINKS

Once your blog is ready, it's time to enable you to make money from other people's products (ie, affiliate marketing). This consists of the following steps:

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Adventure 4 – Set Up Your Affiliate Links



- Why Affiliate Links?
- Get Your Clickbank Link
- Get Your Amazon Link
- Get Your eBay Link
- Get Your CJ and LinkShare and .Link
- Check Out These Other Affiliate Networks and Resources

These steps are described on the following pages.

STEP 1 - WHY AFFILIATE LINKS?



Great question!

Affiliate links allow you to market, well, affiliate products.

In English, that simply means you put a link on your site that



has your identity (affiliate ID) encoded within it. If someone clicks on that link and goes on to buy the product in question, YOU get an affiliate commission.

Sometimes the commissions are very small, only a few percent. Sometimes they're 50% (lots of digital product authors like me offer a 50% commission – you can check out my affiliate program over at <http://www.barbaraling.com/affiliates> .

And still others will give you 100%, like the [Video Assassin](#)³.

Now...why is this so important for your Income Fitness?

You see, you have to remember what makes up your bottom line.

- Some people will buy your services.

³ I reviewed that product prior to its launch, it's very good for people who want step-by-step guides on [video marketing](#).

This is good.

- Others will buy your products.

This is also good.

But! What happens when someone is in the mood to buy...
but you haven't produced the item in question?

You check out to see if that item in question has an affiliate program...and you offer it via your affiliate link.

Stay with me here, the following is important. You do NOT have to write/produce everything your customer wants!!

Chances are, someone else in your niche/field HAS ALREADY written/built a product that would fit in swimmingly with your niche, your blog post, your webinar, your video, etc.etc.etc.



THAT is why you want to get affiliate links.

You want to help your visitors by providing them with the products they need....AND you also want to make money at the same time.

Affiliate products allow you to do this nicely indeed.

Why you need this for Income Fitness

While it's tempting to think you can stand alone on your own in your niche (and hey, there's no reason why you cannot but keep in mind, it takes a tremendous amount of effort), smart people use what's already there.

*You do NOT have to be the Be All and End
All of your customers needs!*

Affiliate programs and the affiliate links they offer allow you to make money off of other people's products. And we're not just talking about digital products like ebooks and such....big huge companies like

Amazon, eBay, Edmunds.com, Entertainment.com, Petco, etc.

offer affiliate programs you can use. It's definitely a Smart Thing for which to Sign Up!

Steps for Gaining Affiliate Marketing Knowledge

I'll cover specific affiliate programs in the next few sections. But for now, if you're a newbie at affiliate marketing, consider the following:

1. Read:

- <http://www.associateprograms.com/articles/156/1/Beginners-guide-to-affiliate-programs/>
- http://en.wikipedia.org/wiki/Affiliate_marketing
- <http://affiliate-blogs.5staraffiliateprograms.com/1845/beginner-basics-of-affiliate-marketing.html>

2. If you'd like to get the ins and outs of affiliate marketing from affiliate marketers, check out:

- [The Super Affiliate Handbook](#)
- [Affiliate Masters \(free!\)](#)

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Adventure 4 – Set Up Your Affiliate Links

NOTES

Now, affiliate marketing is great, wondrous and all-around peachy-keen, but what affiliate networks should you explore?

Glad you asked! Step to:

STEP 2 - GET YOUR CLICKBANK LINK



Clickbank is an affiliate network that specializes in digital products. It's very popular in the Make Money industry but also contains some useful resources in sports, home, education and the like.

Because anyone can write a digital product, you DO have to be careful with what you promote. Always research products FIRST before including them on your site! You can find gems on Clickbank (after all, that's how I some of [market my products](#)), you simply have to look for them.



Why you need this for Income Fitness

Clickbank products generally give you over 50% in affiliate commission. That's just plain nice. 😊

Steps for Setting Up Your Clickbank Link

1. Visit [Clickbank Signup](#)
2. Choose an affiliate ID that's between 5-10 characters long.

- To find products to market, visit the [Clickbank Marketplace](#) and search for your niche, ie, [Iphone](#)
- Check out the [view pitch page](#) to see if you'd like it (circled below in blue). If so, then click on **create Hoplink** (circled below in red).

1) iPhone App Secrets - MyPhoneRiches - New - Great Conversions. Earn Almost \$100 From Backend Sales On This Brand New High Converting Product - Only One Of Its Kind On CB - Get Affiliate Tools At - [Http://www.myphoneriches.com/affiliates.html](http://www.myphoneriches.com/affiliates.html) -

Step 1
Step 2

view pitch page | create HopLink

\$/sale: \$25.54 | Future \$: - | Total \$/sale: \$25.54 | %/sale: 65.0% | %refd: 88.0% | grav: 5.03

- You should see a popup similar to:

Affiliate Program: Promote Products Close

You can earn 65% for each paying customer you refer to this product. For details please enter your ClickBank nickname and tracking ID (if you have one):

ClickBank NickName:

Tracking ID (Optional):

1.) Type your Clickbank ID THERE

Create

No nickname? Click [HERE](#) to sign up first. It's free!

2.) Click the Create button THERE

Close Window

Type in your **Clickbank Nickname** (ie, your affiliate ID) and then click on **Create (circled in red above)**.

6. You'll be returned a link you can use in your blog posts or website or what have you to promote the product.

That takes care of the Clickbank affiliate network – let's now tackle:

STEP 3 - GET YOUR AMAZON LINK



Unless you've been counting sea slugs below the Titanic, chances are... you've heard of Amazon.com. It's one of the biggest retailers on the Internet! They're not just books whatsoever – you can get goodies like

- Food processors
 - Wii
 - Jewelry
-
- Baby thingees
 - Martial arts gear
 - HDTVs
 - Music
 - Furniture
 - Cell Phones
 - Etc.

True, the commissions are only around 5 to 10% or so. But! If you review/market a high-priced item like an HDTV, you can make commissions of \$50 and more. And yes, I've done that myself – check out this post here.

<http://www.owlbert.com/thinks/samsung-1080p-lcd-hdtv-discounts-and-reviews-almost-1000-off-savings/>

Making money with Amazon could fill a whole book by itself!! Suffice it to say....it's a very good program to which to sign up.

Why you need this for Income Fitness

No matter in what niche you specialize, Amazon.com probably has something you can offer to your visitors that they would be interested in learning more.

For more ideas about Amazon.com, check out:

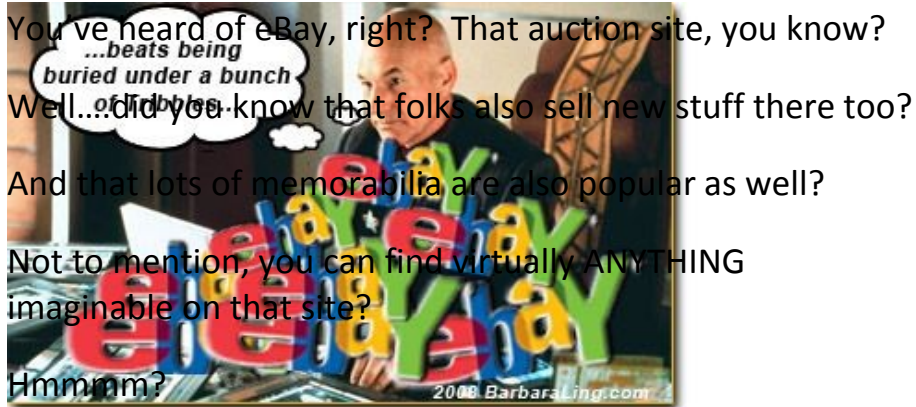
- <http://entrepreneurs.about.com/od/homebasedbusiness/ht/amazonaffiliate.htm>
- <http://www.problogger.net/archives/2007/06/29/amazon-affiliate-program/>
- <http://affiliate-blog.amazon.com/>

Steps for Setting Up Your Amazon Link

1. Visit the [Amazon Affiliate Signup Page](#).
2. Sign up.
3. Visit <https://widgets.amazon.com/> to see some of the nifty tools Amazon.com offers you.

Amazon.com is the first Must Have affiliate network you must join – the next is:

STEP 4 - GET YOUR eBAY LINK



Well, let me share another secret with you – eBay also has a nifty neat affiliate program and a sweet set of affiliate tools that can help you beef up your bottom line.

I cannot emphasize enough how important eBay and Amazon is for your overall Income Fitness! No matter in what niche you specialize...these two super sites will allow you to monetize it. Heck, I use eBay specifically for my [Macgyver'd themed blog site over HERE!](#)



'nuff said. 😊

Why you need this for Income Fitness

You need eBay for your Income Fitness because it's:

- Easy to use
- Effective



- Gives you great commissions

What more could one want? 😊

Steps for Setting Up Your eBay Affiliate ID

1. Got questions? Visit <http://www.squidoo.com/sign-up-ebay> to get the answers!
2. Then visit [eBay Signup](#) and, well, sign up.
3. Read <http://www.barbaraling.com/insights/make-money-with-the-ebay-affiliate-program-part-1-unlearn-what-you-have-learned/> for some more nifty ideas.

The next affiliate network you should explore and the next task you should do is:

STEP 5 - GET YOUR CJ AND LINKSHARE AND ...LINK



The big huge corporate mega mondo massively large sites online, like Discovery.com or Staples.com

or Apple or Edmunds.com or eLoan.com or

They use professional affiliate networks like Commission Junction or Linkshare or the like.

You want to get affiliate links to these sites. Here's why.

Why you need this for Income Fitness

People trust brand names! And if those brand names are offering you the opportunity to advertise them and make money off of them, it's only common sense to grab those links and make it so.



Here are some great resources about them:

- [Make \\$1000 with CJ and Squidoo Yet?](#)
- [Affiliate Profile: Commission Junction](#)
- [Must You Use Linkshare In As An Affiliate Marketer?](#)

Steps for Setting Up Your Links

1. Sign up for [LinkShare](#)
2. Sign up for [Commission Junction](#)

Wasn't that simple? Regarding affiliate marketing, let's close this part with one final goodie:

STEP 6 - CHECK OUT THESE OTHER AFFILIATE NETWORKS AND RESOURCES



There are more affiliate networks, of course! You should take some time to check out other goodies to see if they have products you'd enjoy promoting as well.

Why you need this for Income Fitness

Why not? The more opportunities you give yourself to make money online....the better. 😊



You should visit all of the bottom and evaluate them yourself. Here are some ways to evaluate networks:

- <http://www.5staraffiliateprograms.com/>
- <http://www.classifiedsforfree.com/free/how-to-evaluate-web-affiliate-programs-from-clickbank/>
- <http://payperclick.innovatewealth.com/affiliate/affiliate-networks/How%20to%20Evaluate%20an%20Affiliate%20Program.php>

Steps for Setting Up Other Affiliate Networks

Visit and sign up at:

1. [Share A Sale](#)

Income Fitness

Adventure 4 – Set Up Your Affiliate Links



2. [E-Junkie](#)

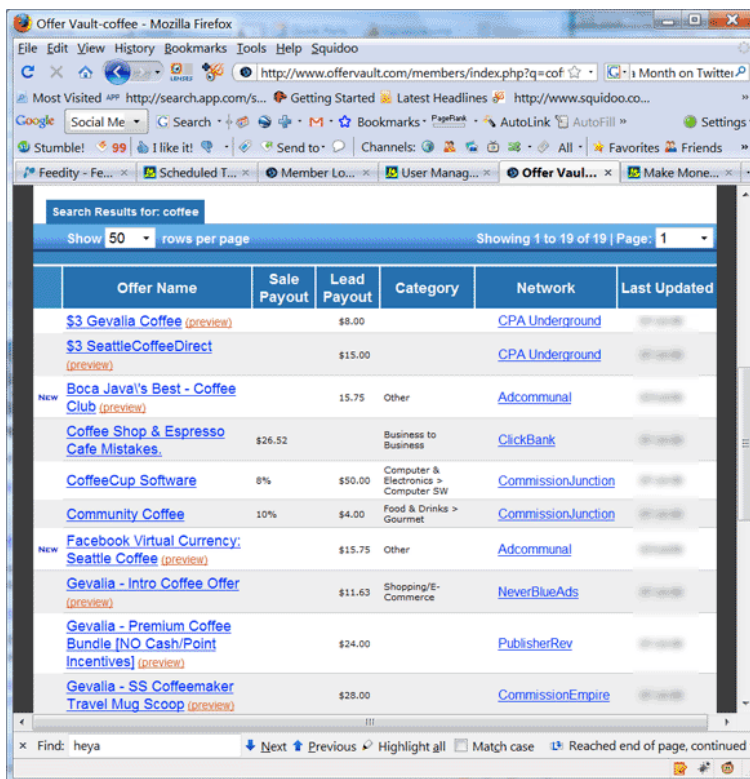
3. [CX Digital Media](#)

There are many more, of course. And here's a super-neat bonus for you – visit

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

It's a free service that lets you compare the payouts for specific products and services. For example, check out:

http://www.offervault.com/members/index.php?q=coffee&n=&ex=&x=0&y=0&search_what=All



The screenshot shows a web browser window displaying search results for 'coffee' on the Offer Vault website. The results are presented in a table with columns for Offer Name, Sale Payout, Lead Payout, Category, Network, and Last Updated. The table lists various coffee-related offers from different networks like CPA Underground, Adcommunal, ClickBank, CommissionJunction, NeverBlueAds, PublisherRev, and CommissionEmpire.

Offer Name	Sale Payout	Lead Payout	Category	Network	Last Updated
\$3 Gevalia Coffee (preview)		\$8.00		CPA Underground	07/11/11
\$3 SeattleCoffeeDirect (preview)		\$15.00		CPA Underground	07/11/11
NEW Boca Java's Best - Coffee Club (preview)		15.75	Other	Adcommunal	07/11/11
Coffee Shop & Espresso Cafe Mistakes	\$26.52		Business to Business	ClickBank	07/11/11
CoffeeCup Software	8%	\$50.00	Computer & Electronics > Computer SW	CommissionJunction	07/11/11
Community Coffee	10%	\$4.00	Food & Drinks > Gourmet	CommissionJunction	07/11/11
NEW Facebook Virtual Currency: Seattle Coffee (preview)		\$15.75	Other	Adcommunal	07/11/11
Gevalia - Intro Coffee Offer (preview)		\$11.63	Shopping/E-Commerce	NeverBlueAds	07/11/11
Gevalia - Premium Coffee Bundle [NO Cash/Point Incentives] (preview)		\$24.00		PublisherRev	07/11/11
Gevalia - SS Coffeemaker Travel Mug Scoop (preview)		\$28.00		CommissionEmpire	07/11/11

This can be a very useful service indeed when you're considering just what products to promote.



IN CLOSING

In this adventure, you learned about:

- Why Affiliate Links?
- Get Your Clickbank Link
- Get Your Amazon Link
- Get Your eBay Link
- Get Your CJ and LinkShare and .Link
- Check Out These Other Affiliate Networks and Resources

Once you complete this step, you have your affiliate links ready for when you need them. Let's now pause with this topic, and start to tackle another aspect most important indeed to your Income Fitness. And that is finding excellent blogs and sites on which to comment...to drive people back to your own personal domain blog!

Don't worry...it's quite simple to do this. All you need to do is:

ADVENTURE 5 – SET UP YOUR FEED READER

Your feedreader is simply the means by which you can scan blogs and posts and quickly comment on them (ideally creating a deep link back to your site).

Two of the most popular feed readers are

- <http://www.google.com/reader>
- <http://www.feedreader.com>

Your feedreader is key! And getting it working consists of the following steps:

- Get your FeedReader Set Up
- Categorize Your FeedReader
- Find & Add Niche Blogs To Your Reader

These steps are described below.

STEP 1 - GET YOUR FEEDREADER SET UP

It's as easy as worshipping coffee to set up your feed reader. You can sign up at

<http://www.google.com/reader>

or download

<http://www.feedreader.com>

and install it.

Why you need this for Income Fitness

Your feedreader is a huge component of your lifeline to the Internet! Because it proactively gathers all updated/new blog posts at which you can comment, it gives you a list of sites/blogs to visit so you don't have to resort to Googling or searching on Twitter for relevant sites.

I use my feedreader several times a day. You can add ANYTHING to it that has an RSS feed – blogs, forums, news sites, etc.



<http://www.youtube.com/watch?v=0klgLSxGsU>

is a must-watch to understand RSS in plain simple language.

Steps for Setting Up Your Feed Reader

1. Visit <http://www.google.com/reader>

or download

<http://www.feedreader.com>

and install it.

2. Need some help? Check out these videos and resources:

<http://www.youtube.com/watch?v=PvKFP67GwSY>

<http://www.feedreader.com/documentation>

Now, having a feed reader is truly a wonderful thing!

But an opportunity now arises. If you have thousands of RSS feeds in your reader like me, you probably want some way of differentiating them. Enter:



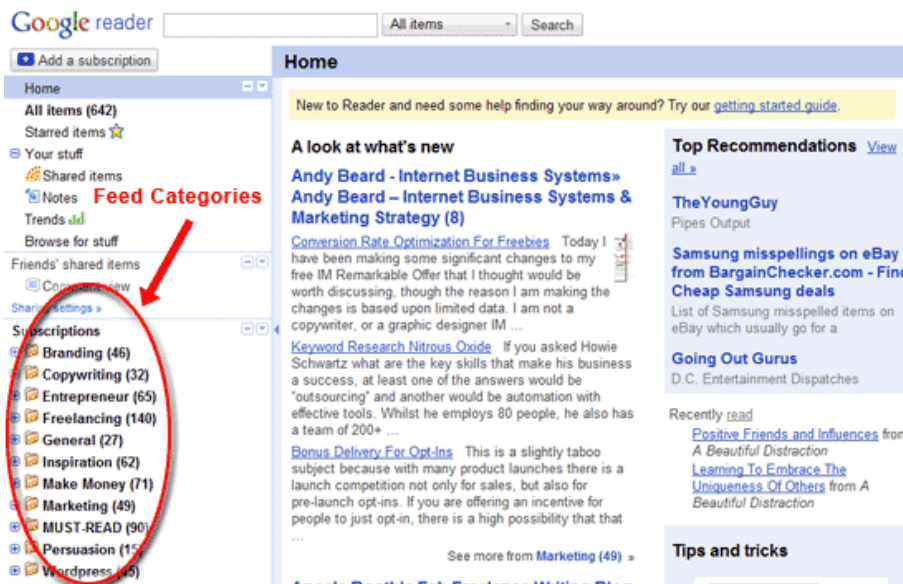
STEP 2 - CATEGORIZE YOUR FEEDREADER

You know how you can add categories to your blog to make it more user friendly?

What, you don't? Not to fear – check out:

- <http://www.gnc-web-creations.com/wordpress-categories.htm>
- <http://www.youtube.com/watch?v=Jc38V1EjzQ>

Anywhos, feed readers ALSO have categories! For example, check out one of mine:



Feed categories simply makes it much easier for you to zero in on current posts....posts at which you can comment intelligently and the like.

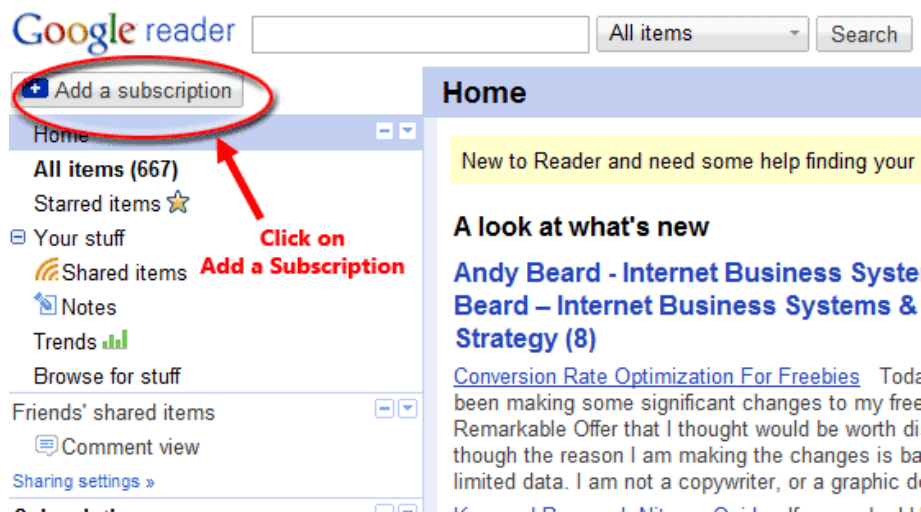
I highly recommend categorizing your feeds!

Why you need this for Income Fitness

When you're in major promotion mode, it helps knowing exactly where to zero in on particular blogs that are pertinent to your niche. It's a great time saver.

Steps for Setting Up Categories in your Feedreader

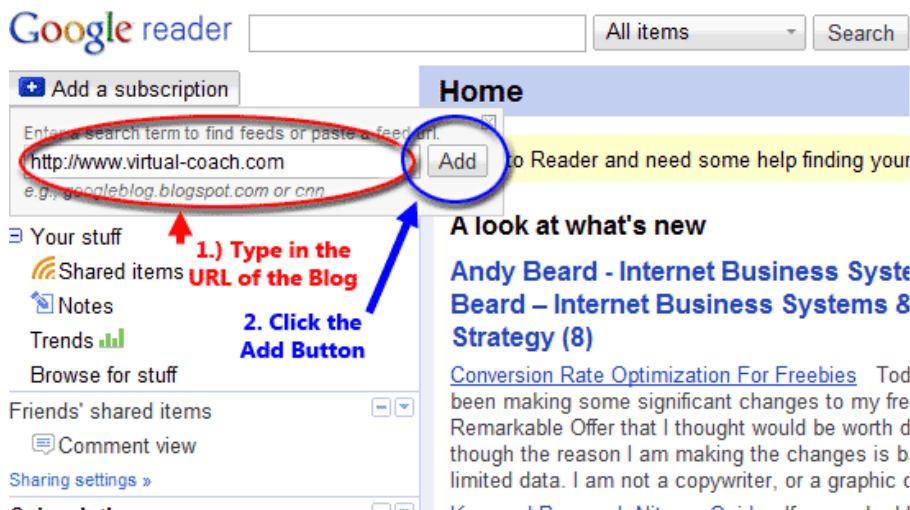
1. Open <http://www.google.com/reader> and click on Add A Subscription.



2. When you click the **Add a subscription** button, a new text field will appear. Type in a new blog like <http://www.virtual-coach.com> and click the Add button.

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Adventure 5 – Set Up Your Feed Reader



Once the new feed is fetched, click on the Feed Setting button and then select “New Folder” from the dropdown.

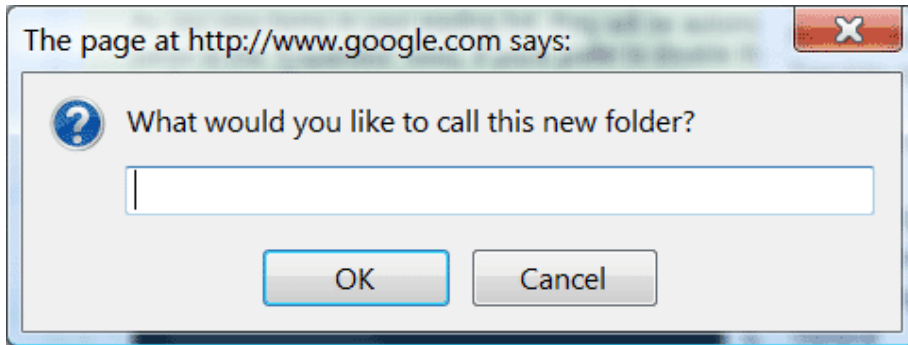


3. Type in the name of your new folder in the next popup and voila, you've created a new category in Google Reader.

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Adventure 5 – Set Up Your Feed Reader

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But a question now arises! Now that you know how to categorize your reader, how do you FIND the actual blogs to add?

Glad you asked! Turn now to:

STEP 3 - FIND & ADD NICHE BLOGS TO YOUR READER

One of the best ways to build your knowledge and reputation online is to get your name and your insights known far and wide.

Commenting at niche blogs is an excellent way to do this.

Why you need this for Income Fitness

Plain and simple, you want to drive **Key!** TARGETED traffic to your blog. You don't want a bazillion people who would never buy nor share your site to visit; instead, you want to grow your reputation amidst your future customers.

To do this effectively, you need to KNOW where to comment.

Steps for Finding Niche Blogs

1. Search Google for

Niche blog

le,

- [Car blog](#)
- [Fitness blog](#)
- [Tattoo blog](#)

See which ones appeal to you. Add them to your feed reader.

2. Search Google for

Niche blog commentluv



le,

- [Diet blog commentluv](#)
- [Parenting blog commentluv](#)
- [dog training blog commentluv](#)

See which ones appeal to you. Add them to your feed reader.

3. Visit <http://www.wefollow.com>, search for your niche like

[Squidoo](#)

[Comics](#)

[Marketing](#)

Visit the blogs of the Top Twitter follower folk in your niche and add them to your feedreader.

Other sites to offer tips on finding niche blogs include:

- http://www.readwriteweb.com/archives/identify_top_blogs.php
- <http://www.seoptimise.com/blog/2008/10/how-to-find-the-top-sites-in-a-niche.html>
- <http://www.evancarmichael.com/Tools/Top-50-Niche-Blogs-In-2009.htm>

Pretty cool, eh?



IN CLOSING

In this adventure, you learned:

- Get your FeedReader Set Up
- Categorize Your FeedReader
- Find & Add Niche Blogs To Your Reader

So...where are we now?

- We have our blog ready.
- We have our feed reader ready.
- We have our categories in our feed reader that will enable us to find relevant content very quickly.

What haven't we done yet?

Hmmmmm?

Yep, you got it...we haven't started writing at our blog yet!
But hang on, before we do that, you should first:

ADVENTURE 6 – DEVELOP YOUR UNIQUE AUTHORITY VOICE



Have you ever heard of your unique blogging voice? It's a very popular topic – I always say it means “singing your own song” and NOT copying

the big dogs in your niche.

It's a very important part of your income fitness, because you do NOT want to be perceived as a wannabe...instead, you want to be the [Real McCoy](#).

[My #1 Tip Plus 25+ Unique Blogging Voice Resources](#) is something I wrote about that awhile back. Other nifty resources for developing your unique blogging voice include:

- <http://www.vanseodesign.com/blog/blogging/blogging-voice/>
- <http://www.problogger.net/archives/2007/02/08/how-to-blog-with-voice-and-increase-community-and-readership/>
- <http://smartboydesigns.com/2009/05/06/blog-voice-a-lesson-in-standing-out/>
- <http://www.stuntdubl.com/2006/01/16/know-thine-blog-audience/>



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Adventure 6 – Develop Your Unique Authority Voice

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Now, that's all very well and good – developing your own unique blogging voice is a Must Do!

But not only that.

You also have to develop your....

Unique Authority Voice

That means more than your blog, more than your forums....it means that when reporters or A-list people want to get the scoop on an issue in your industry, they contact YOU first.

For example, the LA Times called me about the proliferation of Twitter scams online. You can read all about that over at <http://www.virtual-coach.com/offers-insights-on/twitter-internet-scam-tos/> .



Would that have happened if I was visible ONLY via my blog postings? Heck no! I'm extremely active on [Twitter](#), at the [Barbara Ling Inner Expert forums](#), on [Facebook](#) and many other social media platforms.

The addition of my contributions OUTSIDE my blog assisted me in building up my own Unique Authority Voice. And that's what we're going to tackle now.

We're going to do that by ensuring our main hub (personal name domain or tag name domain), plus other social media platforms, are optimized for our benefits.



This consists of the following steps:

- Revisit Twitter, Add Background and Twelcome
- Write About Me
- Set Up The Contact Me Page
- Set Up Blog Categories
- Set Up Permalinks
- Add Newsletter and Autoresponder Account
- Write Your First Post

These steps are described on the following pages.

STEP 1 - REVISIT TWITTER, ADD BACKGROUND AND TWELCOME



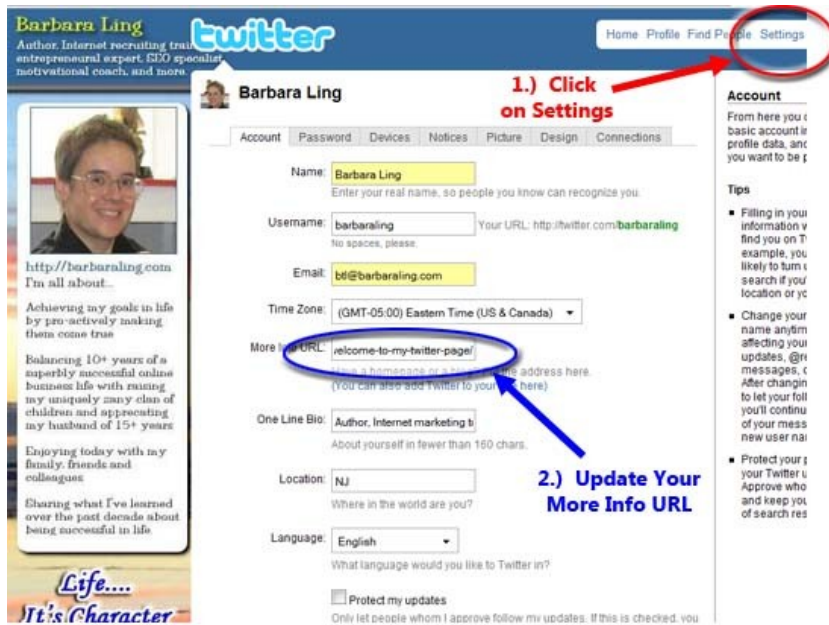
Used well, [Twitter](#) can be a big part of building up your reputation online. The thing is, a typical generic Twitter background and link to your blog is, well, boring! **So you're going to spiffy it up bigtime.**

Why you need this for Income Fitness

A first impression is priceless! And Twitter will enable you to make the best first impression possible.

Steps for Setting Up Twitter etc.

1. Login into your Twitter account and click on **Settings**.
The next page shows what mine looks like:



2. See that More Info URL text box? You could set it to your blog, of course, but as you KNOW folks will be visiting FROM Twitter, why not design a welcome page especially for them?

That's called your Twelcome page. Here's one of mine - <http://www.virtual-coach.com/insights/twelcome-to-my-twitter-page/> .

Your Twelcome page is simply a nice way to welcome visitors from Twitter.



3. Once you've written your Twelcome page, look into designing a neat Twitter background. Here are some resources for that:

- <http://www.virtual-coach.com/forums/income-fitness/343-how-can-i-make-good-twitter-backgrounds.html>

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- <http://www.virtual-coach.com/forums/income-fitness/3190-how-make-animated-twitter-avatar.html>
- <http://www.virtual-coach.com/offers-insights-on/free-twitter-backgrounds/>

Once your Twitter profile is set up, it's time to make your blog appealing as well. Let's now mosey on to:

STEP 2 - WRITE YOUR ABOUT ME PAGE

Your blog always come with a pre-made About Me link (not real content, alas).

But! What YOU want to do is make your About Me page sooo intriguing, it builds up your image within your readers mind.

Here's a snippet of [mine](#):

5438 Followers
twittercounter.com

Life....it's Character-Building! 😊

Welcome! My name is Barbara Ling, and I'm all about **Achieving my goals in life** by pro-actively making them come true



- **Empowering others to duplicate** what I've attained
- **Balancing 10+ years of a superbly successful online business life** with raising my unique clan of children and appreciating my husband of 15+ years
- **Enjoying today** with my family, friends and colleagues

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- **Sharing what I've learned over the past decade** about being successful in all areas life - financial, personal and coffee-enhancing.

You'll have a blast enjoying my site, as I draw upon over a decade of walking-the-walk when it comes to making money online.

You'll see my credentials a bit later on down the page, but in the meanwhile...if I were to sum up the personal theme of my writings, it would be:

I am big on taking ownership of personal actions AND personal reactions. People CANNOT hurt or disappoint me unless I give them that power over me....nor is anyone responsible for my successes or failures besides ME.

I cannot control how anyone decides to behave. However, I CAN take ownership of my own actions and reactions and consciously choose my next step.

I firmly believe we all choose to take a particular responsibility for our actions. Some choose....[MORE](#)....

See what I mean?

Your About Me page should captivate and convince people that you're someone worth following and getting to know better.



Why you need this for Income Fitness

You can make a first impression only once....so you want to ensure it's a great one!

Steps for Setting Up Your About Me Page

1. Visit your Blog Dashboard.
2. Find your About Page.
3. Update it. Need ideas? Check out:
 - <http://www.problogger.net/archives/2006/11/24/how-to-write-your-about-me-page/>
 - <http://www.skelliewag.org/how-to-write-the-perfect-about-page-by-numbers-150.htm>
 - <http://www.smashingmagazine.com/2009/07/01/best-practices-for-effective-design-of-about-us-pages/>
 - <http://johnhaydon.com/2009/08/writing-blog-about-page/>

Once you have your About Me page ready, put yourself in the mind of the visitor. What if your visitor is intrigued by what you offer, and wants to establish a dialogue with you?

It's time to tackle the next task:

STEP 3 - SET UP THE CONTACT ME PAGE



Nothing is more maddening for a blog visitor when they desire to contact you... and can't find out how to do so.

Yes, true, you can put your Contact information in your About Me page....but remember the creed of great Internet development:

Make Things As Idjut-Proof as Possible!

The best way to do this is have a Contact Me page.

Why you need this for Income Fitness

You'll miss out on great networking opportunities if you don't!

Steps for Setting Up Your Contact Me Page

1. Download, install and configure the **Wordpress Plugin Secure Form Mailer Plugin For Wordpress** at <http://www.dagondesign.com/articles/secure-form-mailer-plugin-for-wordpress/>
2. Start a new Page (not a post! A Page!) in your Wordpress Blog entitled **Contact Me**.
3. Add the Dagon Design tag you see at <http://www.dagondesign.com/articles/secure-form-mailer-plugin-for-wordpress/#quick> .



Additionally, you can add some nifty neat copy like I did over at <http://www.barbaraling.com/contact-me/>

Have something to share? I'd love to hear it!

Please drop me a note regarding things like:

- *I'd like you to guest blog!*
- *I'd like you to review my site!*
- *I'd like to pitch you!*
- *I'd like to fax you coffee!*

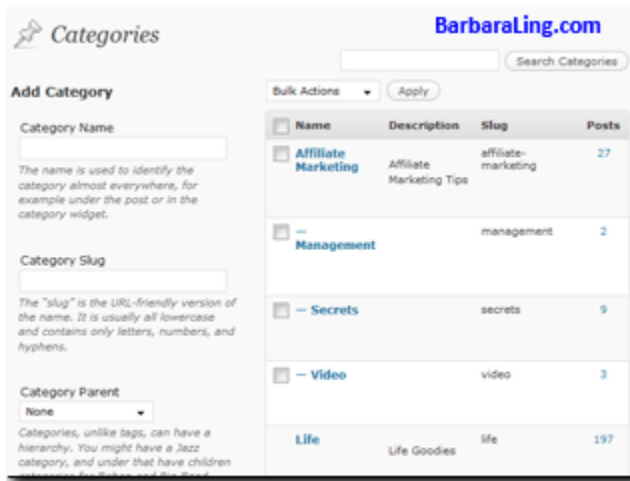


- *Other....*

Additionally, you might want to include your social networks, your phone number, your company address and the like.

Got your **Contact Me** page is ready? Great! Let's now change focus a weeeee bit and get your site categories up to snuff. It's time for you to:

STEP 4 - SET UP BLOG CATEGORIES



It never ceases to amaze me how many people leave their blogs

uncategorized. See it for yourself:

<inurl:category/uncategorized>

That's a grievous sin, I tell you! Grievous!

Why you might ask?

Well....remember how you set up permalinks earlier in this book? Search engines index permalink structure...**so if you include keywords in your categories, your site will become more visible in Google.**



More visible, ideally, means more targeted traffic!

This is a good thing indeed.

Why you need this for Income Fitness

I have never paid for traffic in my life. Free is much better than spending money! So....the more you target your Wordpress categories to your niche, the better the chance your site will be found from organic, general all-purpose searches.

Always think of your niche keywords no matter what the topic is – categories, blog titles, articles, you name it. Your income's fitness will thank you for it.

Steps for Setting Up Your Blog Categories

1. Visit your blog's dashboard and click on Posts and then Categories.
2. Click on Uncategorized and change the name to a keyword of yours. For example, if your site is about Motorcycles, you could change it to **General Mortorcycle News**.
3. Add 3 or 4 more categories that cover aspects of your niche. "Tips", "Design", "Research", etc.etc.etc.

Need some more ideas? Check out:

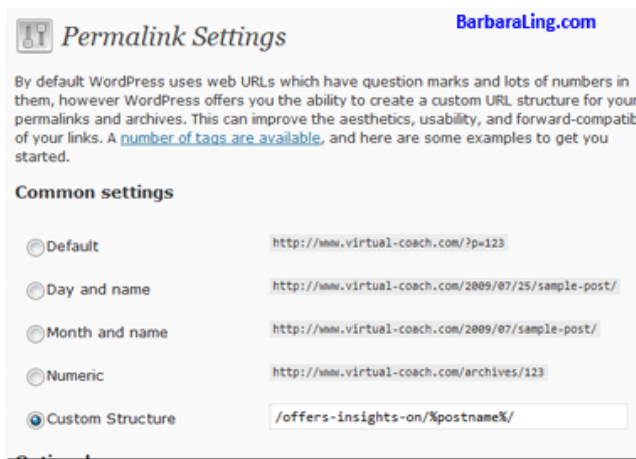
- <http://lorelle.wordpress.com/2006/03/07/putting-some-thought-into-blog-categories-and-tags/>
- <http://www.askowlbert.com/about-the-topic/simplifying-wordpress-category-hell-utilize-the-evil-temptation-of-overkill/>



- <http://www.wordpresscentral.com.au/wordpress-blog/the-joys-of-the-wordpress-category-function/>
- <http://www.youtube.com/watch?v=clm1EYRZ7Ik>

But now an opportunity arises! Your nifty neat categories will never be seen unless you do the following crucial, critical step. And that is:

STEP 5 - SET UP PERMALINKS



What are permalinks, I hear you ask?

Very simply, permalinks are 'permanent links' (ie, URLs) that visitors can

use to refer to your posts.

If you don't use permalinks, your site's posts will look like:

<http://www.yourdomain.com/p=4>

or some other number.

Why you need this for Income Fitness

Permalinks let you add keywords to your page URL (which search engines love). They're very useful indeed....because search engines index them.

And if you have keywords within your URL, your site can get better SEO visibility.

Steps for Setting Up Your Site's Permalinks

1. Visit your admin dashboard and click on **Settings** and then **Permalinks**.
2. Click on Custom Structure (circled in red) and then type in your permalink into the text field (circled in blue).



Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

Common settings

2.) Choose your permalink setup

The screenshot shows the WordPress Permalink Settings page. On the left, under 'Common settings', the 'Custom Structure' radio button is selected and circled in red. A red arrow points to it with the text '1.) Click on Custom Structure'. On the right, under '2.) Choose your permalink setup', a text input field contains the custom structure '/offers-insights-on/%postname%/' and is circled in blue. A blue arrow points to this field. Other options include 'Default', 'Day and name', 'Month and name', and 'Numeric', each with a corresponding URL example.

For my Virtual Coach site, I chose a permalink that added to the theme. You might want to use a keyword, a tag line, etc.

Couple of things. I do not recommend using the date in your permalinks....you don't want visitors to think your site is outdated!

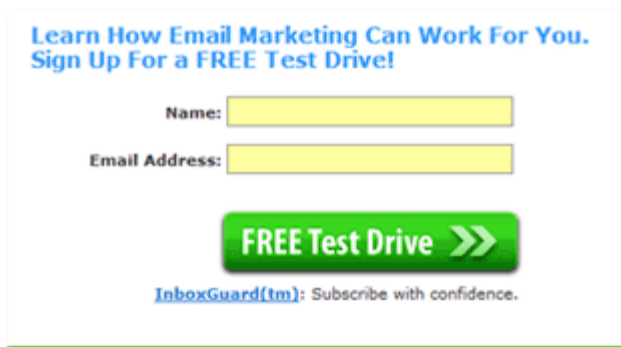
Need some tips in permalinks? Check out:

- <http://www.tubetorial.com/tubetorial-quick-tips-wordpress-choosing-permalinks/>
- <http://www.youtube.com/watch?v=BiCn6y6JU8o>

- <http://www.smartblogtips.com/best-seo-permalinks-url-structure-for-your-wordpress-blog/>

Once you have your permalinks ready, you're almost at the part you can start to blog creatively! But there's still one more thing you should consider, and that is:

STEP 6 - ADD A NEWSLETTER AND AUTORESPONDER ACCOUNT



Have you ever wondered just how the big dogs on the Internet make most of their money?

It's by sending email to their big huge mailing lists with offers of affiliate products. **Plain and simple, the money is in the list.**

Let me repeat that for you.

The money is in the list.



The above truth is one of the most important take-aways from this book!

Remember what you read when you first opened this blueprint? It was THE KEY TO INCOME FITNESS.

Your long term profits....they can be greatly increased by your LIST.

The way to really optimize your list is to invest in an [autoresponder](#) account (generally \$17/month or less). I myself use [aWeber](#) (and have been now for over 9 years).

You can do so many things with your business that it would require an entire book to reveal them all! For now, let's suffice it to say....you can use your autoresponder to power up your newsletter.

Why a newsletter, I hear you ask?

Great question! Let's tackle it at:

Why you need this for Income Fitness

When you run a newsletter, not only are you sharing goodies with your readers that they don't necessarily see on your blog, but you're also GROWING YOUR LIST.

This means that if you should hear about a spiffy affiliate product that would appeal to your readers...you can promote it and build up your income at the same time.



I cannot highlight enough the importance to investing in your own [autoresponder](#) and starting your own newsletter!

Steps for Adding a Newsletter To Your Site

1. Sign up at [aWeber](#).
2. Add a newsletter to your blog. Need resources?
Check out:
 - <http://www.optiniche.com/blog/245/add-a-newsletter-subscription-box-to-your-blog/>
 - <http://www.mat4.com/videos/wpoptin.html>

- <http://www.barbaraling.com/insights/add-newsletter-to-blog-right-way/>

3. Design your Subscribe Page and add it to your blog.

Here are some useful examples of that:

- <http://www.nicky510.com/signup-for-crows-etoons/>
- <http://www.barbaraling.com/newsletter/>
- <http://www.dailyblogtips.com/subscribe-to-my-internet-marketing-newsletter/>
- <http://www.mikemorán.com/biznology/newsletter.htm>

Alrighty now, got that done?

No? Not yet? Okay, I'll pause a bit more.....excellent!

And now...it's the moment for which you've been waiting!

It's now time to:

STEP 7 - WRITE YOUR FIRST POST



And I'll bet you were wondering just when I was going to get to this, eh?

Think about where you are now. You have your:

- Personal domain set up

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- Twitter and Facebook and LinkedIn etc. accounts set up
- Ping.fm account set up
- About Me page and Contact Me page set up
- Your Blog categories SEO'ized
- Affiliate links gathered
- And other various/sundry fun thingees done.

It's time to start rockin' and rollin' and (get this!) start sharing your insights with the Internet.

Why you need this for Income Fitness

'cause without it, you ain't got no command center from which to organize your income's fitness!!!! 😊

Seriously....this is the start of you getting off the ground. Remember:

To make money online, you need people to either:

- Buy your products/services
- Click on your affiliate links and then buy THOSE products
- Click on your adsense/PPC

To achieve the above, you need people to:

FIND YOUR OFFERINGS!!





To allow people to find your offerings, you need to put those offerings some place exciting on the Internet (ie, your personal domain blog).

Like I said, it's the beginning of everything.

Steps for Writing Your First Blog Post

1. I could write an entire book about this! 😊 But for your first blog post, you want to ensure that you just freakin' DO IT – it doesn't have to be masterpiece but it's a step you have to take!! So...visit your [blog's dashboard](#) , click on **Post** and then **New**, and write write write.
2. Need some ideas? Check out:
 - <http://www.searchengineguide.com/mack-collier/how-to-write-your-first-blog-post.php>
 - <http://www.bloggertalk.com/?p=30>
 - <http://eljonsalenga.com/how-to-write-your-first-blog-post/>
3. Publish your post and take note of the URL. Then, visit your Ping.fm account and broadcast out your latest post! You can type something like “NEW! (blog title) (blog URL)”, ie, something like

NEW! How to dramatically increase your optin list with ease - <http://www.virtual-coach.com/offers-insights-on/increase-subscribers/>

Ping.fm will automatically shorten the URL if necessary. Nice, eh?



IN CLOSING

In this adventure, you learned how to:

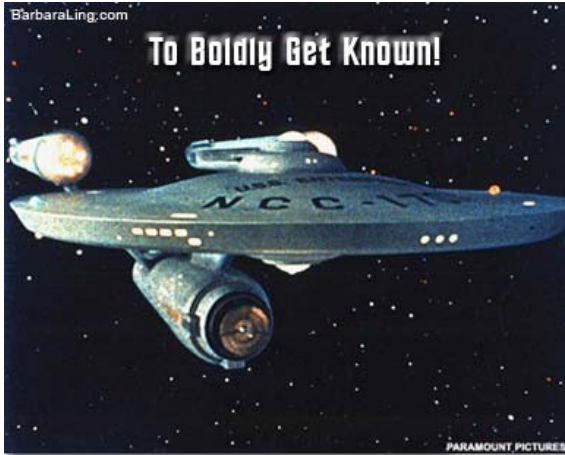
- Revisit Twitter, Add Background and Twelcome
- Write About Me
- Set Up The Contact Me Page
- Set Up Blog Categories
- Set Up Permalinks
- Add Newsletter and Autoresponder Account
- Write Your First Post

The essence and appearance and first post of your blog is done! Take a break and reward yourself with some coffee, you deserve it.

And when you return, can you tell me the following – once you have everything ready, how can you find places at which to get yourself know?

Glad you asked! It's now time for:

ADVENTURE 7 – SPARK BUZZ ABOUT YOUR BRILLIANCE



Now!

Finally!

Can you believe it?

It's time for you to start getting known online!

But...what's the best way to do

that?

By being helpful and answering people's questions, of course!

What's that? What did you just say?

Ah, what a great question! I'll bet you just thought to yourself

"Jeepers self, how does answering other people's questions get me known?"

It gets you known because the methodology you'll be following involves showcasing to your **niche the fact you HAVE answered the questions...**and compelling people to want to learn more about you and your offerings as well.

Let's get right to it!





This adventure consists of the following steps:

- Find Targeted Niche Forums
- Craft Your Signature
- Lurk For Questions
- Search for Twitter RT Questions
- Visit Google To Find Answers
- Master InTitle, InURL, Site.
- Write Blog Posts That Answer Question

These steps are described on the following pages.

STEP 1 - FIND TARGETED NICHE FORUMS



Targeted niche forums are fantastic! That's where dozens if not hundreds if not thousands of your future customers visit!

And if they visit and see your brilliant knowledge in action (read: they see you've answered questions), they'll start to recognize the fact that you're the real deal, the real McCoy, where the beef is

found and much much more. 😊

And because I love starting sentences with ~~and~~ they'll see your signature as well....and ideally visit your personal name site to learn more about you too.

How can you beat that?

Why you need this for Income Fitness

This whole section is CRITICAL for your income's fitness.

Remember – it's the size and responsiveness of your buying audience that counts towards your overall bottom line.



And the best way to increase your buying audience is to showcase again and again that you are a subject matter expert in your field.

Steps for Finding Targeted Niche Forums

1. Visit popular board reader sites like
 - <http://boardreader.com/>
 - <http://www.asksutra.com>
 - <http://omgili.com/>
2. Search for “niche help”, ie
 - Car mod help
 - Php coding help
 - Prenatal massage help
3. Take note of any niche boards that appeal to you.
4. Go to Google and search for “niche forum” or “niche community” or “niche messages”, ie,
 - [makeup forum](#)
 - [dating advice forum](#)
 - [Knitting community](#)
 - [warcraft community](#)
5. Again, take notice of any boards that look active and useful for your needs.

Once you have your forums selected, it's time to:

STEP 2 - CRAFT YOUR SIGNATURE


140 **Income Fitness** – <http://www.barbaraling.com>

True, some forums
don't allow for

signatures until you've posted a number of times, but hey, you never know. 😊

Your “signature” is simply your tagline that ideally will draw people back to your personal domain blog.

Why you need this for Income Fitness

You need a great signature because you want to intrigue readers to crave learning more about you....and clicking over from the forum TO your site.



Once they're on your site, ideally they'll sign up for your newsletter, your RSS, check out your other postings, etc.etc.etc.

Steps for Setting Up Your Forum Signature

1. Need ideas for creating your signature? Get inspired by http://coolsig.com/what_is_coolsig1.html .
2. Get some insights about formatting your forum signatures at
 - <http://www.howtodothings.com/computers/a2254-how-to-create-forum-signatures-sig.html>
 - <http://www.betternetworker.com/articles/view/forum-signature-how-to-make-it-and-how-to-pimp-it>
3. **Here's a neat trick – you can also use forum smilies to build your signature as well!** I like putting little Cloud9's in my [Virtual Coach signature](#).

Once your signature is ready, it's time to:

STEP 3 - LURK FOR QUESTIONS



Never underestimate the power of simple watching and learning what people want to know.

You can also simply use the forum search function and look for

- Help
- “How can I”
- Problem
- Etc.

Why you need this for Income Fitness

To showcase your brilliance, you need topics on which to expound! Searching for requests for help should give you plenty.

Steps for Lurking for Questions

1. First....create a subfolder on your computer that you’ll remember, and name it “Forums”. Within that subfolder, open a blank text document (via Notepad or Wordpad or Word etc.) and name it “Questions.txt”.
2. Use the forum’s search function like described above. Whenever you find a useful question, copy it into

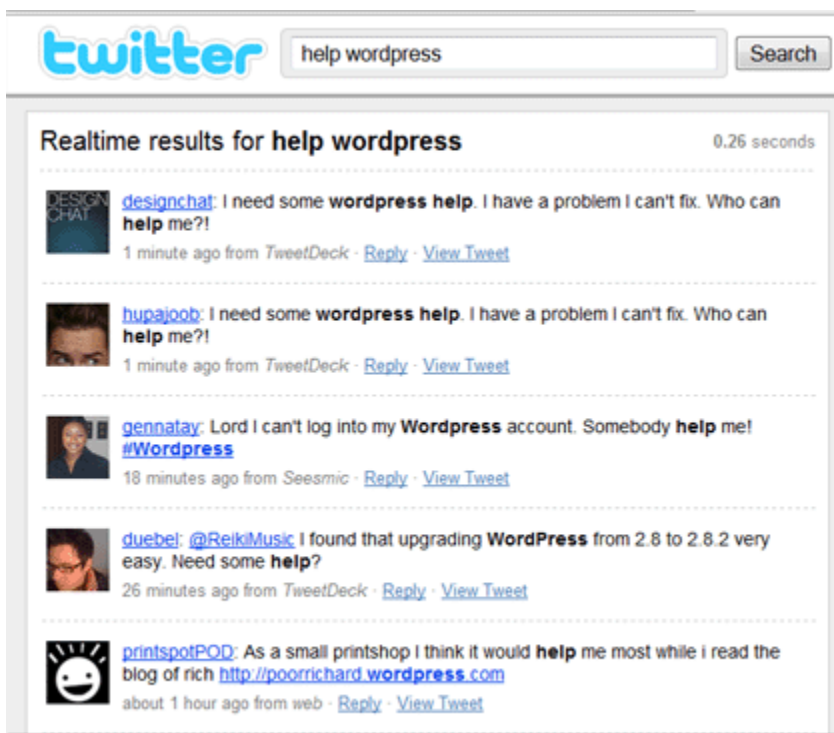


your Questions.txt file. Also take down from which forum the question originates.

3. Additionally, look at the latest popular threads in the forums as well. Take down any question that is generating interest.

Forums aren't the only place where you can find questions to answer, however! You can also:

STEP 4 - SEARCH FOR TWITTER RT QUESTIONS



[Twitter](#) is an excellent hunting ground for relevant questions to answer! People know that hundreds of like-minded individuals use Twitter, and will spring to help if they post a plea for assistance.



Why you need this for Income Fitness

Twitter is a staple in building up your income's fitness because of the ease it allows for your reputation to grow. People can recommend you, retweet you, thank you, add you to [Follow Friday](#), etc.etc.etc.

It's definitely one of THE best resources to help grow your reputation.

Steps for Finding Good Questions to Answer

1. Visit Twitter Search at <http://search.twitter.com>
2. Search for "RT help niche" or just plain "help niche", or "niche problem" ie
 - [Jogging help](#)
 - [RT parenting help](#)
 - [Wordpress problem](#)
 - [snoring problem](#)
3. Take down any useful question you find and in this case, also the Twitter ID of the person who asked it.

Once you have a whole heap of problems that need solving, it's time to, well, solve them!! 😊 Luckily, this is child's play to do. Next:

STEP 5 - VISIT GOOGLE TO FIND ANSWERS



When in doubt,
Google it out!

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Adventure 7 – Spark Buzz About Your Brilliance

NOTES

It astonishes me how many people do not know how to search effectively online to find answers to their problems.

For the past decade or so, I have been able to answer every question put my way, no matter if it was Internet marketing, recruiting, sales, real estate, dog training, carnivorous plant raising, coffee brewing or what have you....simply because I know how to find craved answers.

And you can do the same thing too.

Why you need this for Income Fitness

When you solve people's problems, they start to think of you as a subject matter expert.



This will do wonders towards building trust between your future customers and you.

Steps for Understanding Google Search

1. Read
http://websearch.about.com/od/searchingtheweb/Web_Search_for_Beginners_A_Beginners_Guide_to_Web_Search.htm
2. Then read
<http://www.google.com/help/cheatsheet.html>
3. Then read
http://www.googleguide.com/advanced_operators_reference.html
4. Then read
<http://www.thegeekstuff.com/2009/06/expertise-in-google-search/>

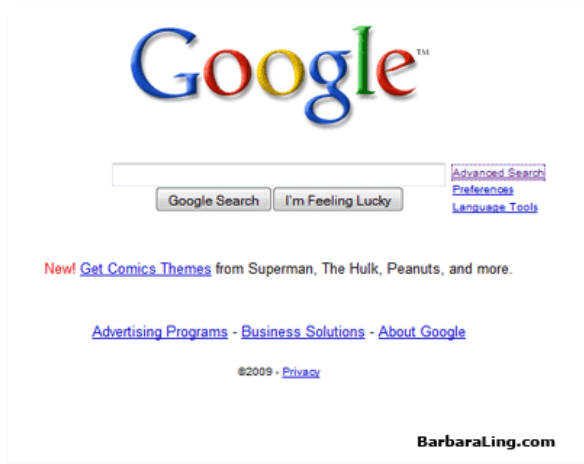
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Adventure 7 – Spark Buzz About Your Brilliance

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Methinks that's enough. 😊 Out of all the possible searches, however, I really like:

STEP 6 - MASTER INTITLE, INURL, SITE...



One of the niftiest things Google lets you do is fine-tune your searches for title tag search, url search, etc.

For example, let's say that you want to find pages

where the phrase "view resume" shows up in the title tag. You can specify that via:

- [intitle:"employee directory"](#)

Or perhaps you want to find blog posts about Twitter by respected authorities like Prologger:

- [site:prologger.net intitle:twitter](#)

Mastering the advanced search operators is an excellent way to find the answers your audience is seeking.

Why you need this for Income Fitness

This helps build confidence between you and the rest of the Internet....people will start to realize that when you answer questions online, you'll be providing quality information that they CANNOT find themselves.



Stay with me here, the following is key!

Let me repeat that:

People will start to realize that when you answer questions online, you'll be providing quality information that they CANNOT find themselves.

Can you see how valuable this is?

Steps for Mastering Advanced Search Operators:

1. Read <http://www.googletutor.com/google-manual/web-search/adding-advanced-operators/>
2. Then read http://about.ask.com/en/docs/about/adv_search_tips.shtml
3. Follow that with: <http://blog.linkedin.com/2009/01/08/advanced-search-operators-for-the-linkedin-pro/> ... I mean, why not?
4. What's that? Twitter Advanced search? Dive into <http://webworkerdaily.com/2009/07/10/take-advantage-of-twitter-search-operators/>
5. And Facebook search? <http://battellemedia.com/archives/004947.php> has some rants....
6. **And Bing! Can't forget about Bing! Hey! That rhymes with Ling!** Wheee! (yes, it's the wee hours of the morning that I'm writing this – why do you ask? ☺) - <http://www.aboutonlinetips.com/quick-bing-tips-and-tricks/>

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Adventure 7 – Spark Buzz About Your Brilliance

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Once you know how to find answers to the questions, dive fingers-first into:

STEP 7 - WRITE BLOG POSTS THAT ANSWER QUESTION



Go back to your already set-up blog (*now do you see why we spent so much time on that earlier? Just think how much more effort you'd have to take if your blog wasn't ready!*), open your

dashboard, and write the post that will cause the angels to sing and the unicorns to prance and in other words, showcase your brilliance admirably.

Why you need this for Income Fitness

It's kinda sorta difficult to demonstrate you're a subject matter expert if you don't write about anything of interest. 😊



Steps for Writing that Killer Blog Post

1. Think of a headline. Type it in. Make a mental note to revisit it.
2. Write your blog post. Remember – short chunks of text with bullet points/headings etc. work far better than big huge bleeping amounts of words words words.

Here's some resources for effective blog post writing:

- <http://www.chrisbrogan.com/writing-effective-blog-posts/>



- <http://www.problogger.net/archives/2008/07/10/nine-signs-of-an-effective-blog-post/>
- <http://www.frugalmarketing.com/dtb/killer-blog-posts.shtml>
- <http://www.copyblogger.com/5-simple-ways-to-open-your-blog-post-with-a-bang/>

3. Revisit your headline. PLEASE PLEASE PLEASE....make it appealing! You want to intrigue, you want to entice...you don't want to bore people soooo much they don't even check out what you have to offer.

Tips for good blog headlines include:

- <http://www.copyblogger.com/magnetic-headlines/>
- <http://www.copyblogger.com/the-cheater%E2%80%99s-guide-to-writing-great-headlines/>
- <http://www.jimgoolsby.com/2009/01/06/write-killer-headlines-part-1-8020-rule/>
- <http://modernl.com/article/how-to-write-great-headlines>
- <http://www.aminstitute.com/headline/index.htm>

Publish your post and then grab a cup of coffee or tea....because now the REAL work begins. ☺



IN CLOSING

In this adventure, you learned:

- Find Targeted Niche Forums
- Craft Your Signature
- Lurk For Questions
- Search for Twitter RT Questions
- Visit Google To Find Answers
- Master InTitle, InURL, Site.
- Write Blog Posts That Answer Question

But once you actually DO write those critical blog posts...how can the waiting Internet learn about them?

Hold onto your socks, it's now time to:

ADVENTURE 8 – PROMOTE YOUR KNOWLEDGE



Remember, Bill Gates didn't become famous because he was too shy to tell the world about his nifty neat new invention. 😊

The same thing goes for you! You've just written a killer blog post that answered

critical questions!

You don't want to waste that. Now...it's time for self-promotion!

This adventure consists of the following steps:

- Go Back to Forums, Post Snippet
- Tweet Your Post
- Look For Blogs With Commentluv and Comment
- Tweet the Blog Post at Which You Commented
- Stumble Blogs At Which You Commented

These steps are described starting on the next page.

STEP 1 - GO BACK TO FORUMS, POST SNIPPET

Intrigue the reader to want to learn...

MORE!

Remember those questions you jotted down?

Remember how you also took note of from what forum they originated?

Go back to those forums now and post a followup to the original question.

Don't post all of your blog post, of course, instead...just post a snippet and include a link back to your site.

Why you need this for Income Fitness

Your main goal (besides becoming known as a subject matter expert) is to compel people to WANT to learn more about YOU. The best way to do that is to see your Personal Domain site! And that, of course, would be listed in your signature.



Steps for Posting a Followup

1. Visit the forum in question and if at all possible, make certain your signature is ready.
2. Find the post in question and follow up with something like:
 - “I was researching that idea myself and found the following facts...*fact...fact...fact....* You can read my entire findings over at (list blog URL).”

3. Close with “Hope that helps!”

Couple of things to keep in mind. One, some forums prefer you’ve posted a bit before allowing a link to be included. In that case, simply post a larger snippet of your text. You’re still offering great information!

Once you’ve posted at a forum, you can next:

STEP 2 - TWEET YOUR POST



The more your link and your name gets out there on the Internet...the more chances that someone will see it and start to learn about what you have to offer.



Steps for Tweeting Your Post

1. Log onto your Ping.fm account.
2. First write “Solved!” and follow that by the headline and then the URL. Ie,
 - SOLVED - Where should I place Google Adsense or Ads? <http://ping.fm/2UOBY>
 - SOLVED – How do I make myself invisible in gtalk? <http://ping.fm/c9TTI>

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Adventure 8 – Promote Your Knowledge

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- SOLVED – aWeber form with #Squidoo not working for me anymore. <http://ping.fm/34gg8>
#permission #marketing

The “**SOLVED**” part always catches the eye. And the words that have a “#” in front of them – that’s called a hashtag and is used to track keywords in Twitter.

<http://www.searchenginejournal.com/twitter-hashtags/9419/>

You can also use the word “**NEW**” or the phrase “**Here’s my take, share yours!**” etc.

Once that’s completed, it’s time to:

STEP 3 - LOOK FOR BLOGS WITH COMMENTLUV AND COMMENT



Wouldn't it be peachy neat if you could get a direct deep link back to your brilliant post on relevant blogs?

You can! When you use Commentluv.

Why you need this for Income Fitness

Commentluv will include your blog headline as your link. Assuming you've crafted a killer headline, it will be second nature for people to (all together now!)



Want! To! Learn! More!

I always try to take at least 10 minutes after writing a new blog post to comment at Commentluv-enabled blogs. Just look:

[barbara ling, virtual coach last post](#)

See?

Steps for Finding CommentLuv Enabled Blogs

1. I wrote about this earlier in the book, but in a nutshell, go to Google and search for
 - o Ajax commentluv niche datele,
 - [AJAX COMMENTLUV COFFEE 2009/07](#)
2. Create a category in your feedreader, name it CommentLuv, and visit sites like:
 - o <http://www.inlineseo.com/blog/2008/04/13/the-ultimate-list-of-commentluv-blogs/>
 - o <http://www.digitalproductsreview.net/blog/link-love-for-commentluv-blogs-part-1-of-3/>
 - o <http://rakebacktakeback.com/poker-blog/the-consummate-commentluv-blog-list>
 - o <http://zebida.com/main/why-i-created-my-100-fresh-blog-list-of-commentluv-for-daily-comments/>

Add what appeals to you.

Once you've commented at specific blogs, your task isn't done YET! Here's one of my favorite secret techniques for generating tons more traffic to my site. And that is to:

STEP 4 - TWEET THE BLOG POST AT WHICH YOU COMMENTED

HOLD IT RIGHT THERE!

Whoa, glad I caught you!

Think for a second what you just did.



You commented at a blog post, right?

You generated a deep link back to your site, right?

Why not help drive traffic by now tweeting that blog post?



Hmmmm?

Why you need this for Income Fitness

When you tweet that blog post, you'll be sending people to said blog post...where they'll see your name and last post title and comment at the end as well.

They'll start to recognize your name!

This is a very good thing indeed.

Steps for Tweeting That Commented Blog Post

1. Fire up Ping.fm

2. Write a tweet about the title of the blog post and the URL (add good hashtags too) and send it off.

Wasn't that simple? But wait!

There's more!

There's one more great social networking action you can take that's not only a Good Thing for you, but for the owner of the blog at which you commented. And that is:

STEP 5 - STUMBLE BLOGS AT WHICH YOU COMMENTED



Ain't this brilliant?

Think about it. You've just commented at a blog post. Why not help drive even more traffic to it (**and hence to**

your deep link in the comments) by stumbling the post as well?

Why you need this for Income Fitness

Stumbling posts is a Good Thing for people – it helps drive targeted traffic AND generate goodwill online.

I try to stumble posts every day.

Steps for Stumbling the Blog Post at which You Commented

1. Go back to the original blog post in question (often that means pressing the back button, because when



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Adventure 8 – Promote Your Knowledge



you comment, you're brought to the comments page).

2. Highlight a descriptive sentence or two, **press Control C to copy it to your computer's memory**, and then click the Stumbleupon icon in your toolbar (what's that? You don't HAVE the Stumbleupon icon in your toolbar? Visit http://www.stumbleupon.com/download_autostart.php to add it today!).
3. You'll be brought to the Stumbleupon Review page for the blog..and would you look at that? The text you highlighted and copied now shows up as your review!
4. Add the relevant tags and submit your stumble.

And then you simply rinse and repeat.

Nice, eh?

In closing

In this adventure, you learned these steps:

- Go Back to Forums, Post Snippet
- Tweet Your Post
- Look For Blogs With Commentluv and Comment
- Tweet the Blog Post at Which You Commented
- Stumble Blogs At Which You Commented

Can you believe how far you've come?

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Adventure 8 – Promote Your Knowledge



All of what you've read...is what I myself have been doing now myself to build up my reputation and knowledge and income online.

Now it's your turn! Do yourself proud – you deserve it.

ADVENTURE 9 – ADD VIDEO MARKETING



Yes, I know.

There's a wee bit of a chance that you and video marketing is as perfect together as a typhoon and an outdoor wedding.

Still, though, video marketing is here to

stay...and you will only do yourself a favor if you explore it bigtime!

This adventure consists of the following steps:

- Embrace the basics of video marketing
- Pick your most popular post in your blog and make a video about it
- Upload it to Tube sites
- Feature it on your site
- Promote!

These steps are described starting on the next page.

STEP 1 - EMBRACE THE BASICS OF VIDEO MARKETING



Do you hate the idea of making a video because you're camera-shy?

Not to fear – I've written up several useful posts about it. For example....how are these top 10 video marketing tips for beginners?

**Beginners Video Marketing Tip #10.)
Videos can be simply you showing**

how to do something in a browser.

You know, whenever I heard 'video marketing', I used to panic and gulp and shriek to meself:

"EEEK! I'm shy! I hate videos! ARGH!!!!!!!"

You know, something kinda sorta like:

[The Killer Rabbit!](#)

Okay, not quite like that. 😊

But the point remains – Camera-shy person that I was, I never believed it was something I could do!

But then I realized the following bizarre fact.

A marketing video can simply be a thingee that focuses on me using the browser and... well....demonstrating something.



In other words....

My gorgeously magnificent face doesn't have to be there at all!

Think now about what you can do with your eyes closed with your browser.

- Find secrets on Google?
- Uncover answers to the Times Crossword puzzle?
- Beat Tetris?

Record yourself doing the above and BAM!

The beginnings of one video has been created.

Next,

Beginners Video Marketing Tip #9.)

Marketing videos should be less than 5 minutes long.

You can see from my very first video that I kinda sorta didn't know how to keep track of time.

And it shows.

Boooooorrrring!

Marketing videos should capture the attention of your viewer and excite and intrigue them...not make them yearn to discover some paint to dry.

So....try to keep your videos short enough to entrance your viewer...but long enough to compel them to want to learn more.



From this tip, let's move to:

Beginners Video Marketing Tip #8.)

Sex sells. So does humor.

It's true.

And I'll confess the following.

Give me a marketing video that has a naked Macgyver selling Kajabi, and I'll watch it.

I won't buy it, mind you, but I'll adore it none the same. 😊

After all, compare:

[Old Spice!](#)

to:

[The Most Boring Commercial Ever!](#)

Now take that last video and tweak it juuuust a wee bit like so:

[The Most Boring Commercial Ever Slightly LESS Boring!](#)

It's still boring as heck, but I'll bet a lot more people would watch it. 😊

So when you make videos, try to include either naked Macgyvers, dancing ninjas or if everything else fails...well, the following marketing video speaks for itself. 😊

[Outrageously Funny Commercial](#)

Next!



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Adventure 9 – Add Video Marketing

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Beginners Video Marketing Tip #7.)

Videos can be a collection of pictures with you talking over them.

Remember my [coffee video](#)?

That was made simply by using pictures, music, and words.

My voice is not heard, nor is my utterly gorgeous model-ready face seen.

But admit it – once you start it, it's tough *not to finish! 😊

Do you have a collection of screen shorts?

Pictures that can tell a story?

If so, you can use Windows Movie Maker, drag and drop them in, add music and the like and voila – instant marketing video.



Neat, eh?

Which reminds me!

Beginners Video Marketing Tip #6.)

Videos do NOT have to include your face.

Did I emphasize that enough up there yet?

My first few videos did *not* reveal me whatsoever!

True, after I got comfortable with being on camera, I started incorporating my cheerful smiling tremendously magnificent tall self, but until then....

None of my marketing videos had *me*.

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Adventure 9 – Add Video Marketing

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So....if you're shy of being on camera, there's hope! Which brings me to:

Beginners Video Marketing Tip #5.)

Videos do NOT require cameras (yay for the camera shy!)

Again.

It bears repeating.

Marketing videos can simply be:

- Screen captures set to music
- Screen captures with you talking over them
- You doing incredible thingees with your browser

You do **not** need a camera.

No no no.

You do **not**.

However, camera or not, you **do** need to remember:

Beginners Video Marketing Tip #4.)

Marketing videos should end with a call to action.

ie, something that reads,

Click (wherever) to learn more!

Make it big and make it bold and tell your viewer **what** to do.

Ideally, you've used your marketing video to intrigue your viewer to **want** to learn more....

So do not lose that momentum.



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Adventure 9 – Add Video Marketing



Tell them what to do next.

And if you want to add neat transitions between one section of a video to another, did you realize....

Beginners Video Marketing Tip #3.)

The free software MovieMaker provides all those cute little transitions

Yep.

It's all done via drag and drop.

Nothing more, nothing less...you simply add the transition you want and voila – it gets added to your video.

Boy did that surprise me when I realized that!

And remember, videos are simply another way of getting your links/products/etc. out there on the Internet. 'matter of fact...

Beginners Video Marketing Tip #2.)

You can SEO videos!

You can optimize your videos to help you pop up in Google search engines.



[Video SEO](#)

- [Video SEO Guide](#)
 - [Getting Video SEO Right](#)
 - [How Web Video SEO is Finally Coming Of Age](#)
-

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Adventure 9 – Add Video Marketing



are some resources about that...and
<http://www.barbaraling.com/insights/video-seo-2/>
describes it in detail.

And my most important beginners video marketing tip:

**Beginners Video Marketing Tip #1.)
Ain't nobody gonna do it for you!**

It's the facts.

Unless you pay someone to make a video for you, it just ain't gonna get done.

***So really..you *have* to give yourself
permission to lose your fear.***



Because if you don't...you'll never experience the benefits of video marketing.

And I personally think you deserve them and more!

But it's to you to make it happen.

Not your mentor.

Not your spouse.

Not your inner circle.

***You*.**

So make it happen.

Why you need this for Income Fitness

Fact is, many many people really love visuals (ie, video).

They can captivate.

They can intrigue.

They can get folks to click for MORE!

<http://www.cybergenica.com/blog/business-post/in-2011-video-marketing-is-mainstream/>

<http://www.webvideomarketing.org/news.html?cat=Marketing%20Data&atitle=Video%20Marketing%20Statistics%20and%20Industry%20Data>

http://www.webvideomarketing.org/video_marketing_news.html?cat=Marketing%20Trends&atitle=Online%20Video%20Marketing%20Industry%20Trends

will surely give you some powerful ideas on which to think.

Steps for embracing video

1.) Read:

http://www.ehow.com/how_4449901_make-video-using-powerpoint.html

<http://www.halldavidson.net/PowerPointMovie%20.htm>

<http://www.barbaraling.com/plaza/videomarketingblueprint/>

2.) Make sure you have Windows MovieMaker (it's free!).

<http://explore.live.com/windows-live-movie-maker?os=other>

Use Mac instead? Check out

<http://en.softonic.com/s/movie-maker:mac> .

3.) Make it so by giving yourself permission to try.



There are many tutorials out there on making videos. If you're looking for handholding, [Video Marketing Blueprint](#) has some great resources, and if you're looking for free ideas, checkout:

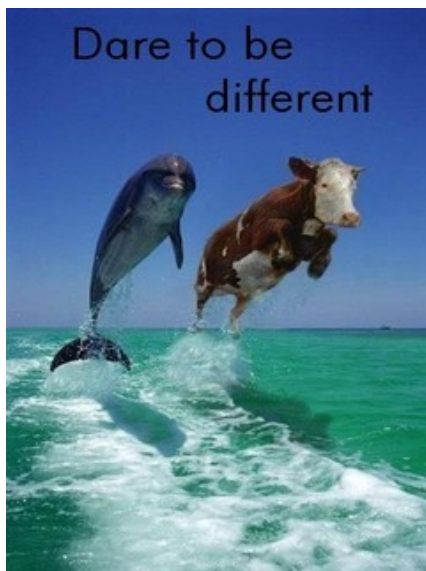
<http://idratherbewriting.com/2008/09/11/how-i-create-video-tutorials/>

<http://makeavideo.net/>

<http://www.youtube.com/watch?v=Hu4y54N0WGY>

Once you've girded your loins and are ready to give into

STEP 2 - PICK YOUR MOST POPULAR POST IN YOUR BLOG AND MAKE A VIDEO ABOUT IT



Sometimes it's very easy to pick out a topic on which to make a video...and other times, you have to really thrash around for some useful ideas.

This is where your most popular blog post can come in handy!

Think about it. Ideally, your blog post already has bunches of comments and folks have heard about it first.

Thus, you could simply update that blog post after creating the video...or write a brand-spanking new post that highlights your new video and contains further calls to action (ie, an autoresponder to which to sign up, an affiliate product you're marketing, etc).



Why you need this for Income Fitness

Like I said, alas...video marketing is here to stay.

So, if you use video, you can definitely appeal to a whole 'nother aspect of your audience!

Steps for finding your most popular post and making a video

If you're running Wordpress, you can install the free plugin:

- <http://wordpress.org/extend/plugins/wordpresscom-popular-posts/>
- <http://wordpress.org/extend/plugins/wordpress-popular-posts/>

to help you determine the most popular post.

Need some tips in writing a popular post?

- <http://bloggerdesign.com/354/most-popular-posts/>
- <http://thinktraffic.net/how-to-write-your-most-popular-blog-post>
- <http://www.searchenginejournal.com/how-to-write-a-killer-blog-post/16514/>
- <http://www.copyblogger.com/how-to-write-a-killer-how-post-that-gets-attention/>

Once your video is done, then of course you upload it to Youtube...but also realize you can:

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STEP 3 - UPLOAD IT TO TUBE SITES



Did you know there's more than simply Youtube out there to upload videos?

Not only that, but there are resources that do the uploading for you?

- <http://www.reelseo.com/upload-multiple-sites/>
- <http://womeninbusiness.about.com/od/internetmarketingseo/tp/video-submission-services.htm>

reveals some great resources for you, and off the top of me head, here are the more popular tube sites:

- <http://www.blip.tv>
- <http://www.dailymotion.com>
- <http://www.metatube.com>
- <http://www.ovi.com>
- <http://www.viddler.com>
- <http://www.videojug.com>
- <http://www.wonderhowto.com>
- <http://www.youtube.com>



Why you need this for Income Fitness

It's very simple....the more opportunities people have to stumble over your videos, the more visibility you'll gain and ideally, the more people who will sign up for your site, buy your products and the like.

Really can't beat that!

Steps for uploading videos to multiple sites

You can simply do this manually like so.

1.) Create a new folder in your browser bookmarks/favorites.

- <http://support.mozilla.com/en-US/kb/Bookmark%20folders>
- <http://windows.microsoft.com/en-US/windows7/Managing-your-Internet-Explorer-favorites>
- <http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95714>

offers you tutorials on how to do that.

Name the folder "Upload Videos".

2.) Within that folder, visit the upload page on each tube site and create a bookmark/favorite for it.

le, pages like:

- <http://blip.tv/dashboard/upload>
- http://upload.youtube.com/my_videos_upload



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- <http://www.graspr.com/MyProductions/Upload/>

Choose the video tube sites that you yourself plan to use.

3.) When you want to upload videos...simply open **all** the bookmarks in one tabbed browser

That way, you can mechanically go from site to site and upload your new video. Once it's been uploaded, close that tab to remind you that that particular site has been processed.

Need actual products? Consider:

- <http://www.barbaraling.com/learnmore/videouploadpro.php>
- <http://www.barbaraling.com/learnmore/videosubmissionuploader.php>

Once your video is uploaded to various/sundry tube sites, it's now time to:

STEP 4 - FEATURE IT ON YOUR SITE



It makes sense, right?

*I mean,
after
you've
gone thru
alll that
effort to
make
your video*

rock, you want to ensure it gets out asap!

And posting it/featuring it on your blog is the first step to take.

Why you need this for Income Fitness

When you highlight your video on your site, you're giving search engines another opportunity to index it and rank it online.



If you've done SEO well for it, bam! Another great opportunity for visibility!

Remember...the more opportunities you give people to stumble across your information online, the more people have the opportunity to do your call of action (sign up for your list, click on an affiliate link, etc.).

And that of course, is can only be described as a Very Good Thing indeed!

Steps for featuring it on your site

1.) Write a killer headline.

It doesn't matter how tremendous your post is...if nobody clicks on it to open it!

So by far, the most important thing is to get people to actually open the blasted thing in the first place. :)

By far, the very best resource to learn how to write killer headlines is:

<http://www.copyblogger.com/magnetic-headlines/>

Read it, embrace it, live by it. 'Tain't nothing better out there.

2.) Make sure to embed your video in your blog post

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Adventure 9 – Add Video Marketing

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Key!



Did you know that there's a free Wordpress plugin that allows you embed videos automatically?

- <http://wordpress.org/extend/plugins/wordpress-video-plugin/>

Other plugins include:

- <http://wordpress.org/extend/plugins/embedly/>
- <http://wordpress.org/extend/plugins/tentbloggers-vimeo-youtube-rss-embed/>

You can even add a whole video gallery plugin too!

- <http://wordpress.org/extend/plugins/cool-video-gallery/>

3.) Make sure you have a tangible call to action

When people visit your page, you don't want them **just** to say, Jeepers! How lovely!

You want them to do something!

You might want them to sign up for a list, click on an affiliate link to a product, what have you.

Thus...make certain your TELL your visitors what they should do next.

le,

“Intrigued? Click below to learn more!”

or

“Found this post helpful? Please feel free to share it with your network!”



<http://www.barbaraling.com/insights/resumes/>

is one example I use to compel people to sign up for my career tips; <http://www.barbaraling.com/insights/video-newbies/> is an example of driving people to specific product recommendations.

<http://www.stevescottsite.com/blog-optimization-convert-search-engine-traffic>

is another terrific post you must read!

And once your post is up, your last step is to:

STEP 5 – PROMOTE!



It would be wondrous indeed if the whole world would beat a path to your blog post and video etc. without you lifting a finger, toe or left earlobe.

Alas, that just doesn't

happen.

So now, you need to apply what you've learned earlier in Income Fitness – let your entire network **know** about your latest goodness.

Why you need this for Income Fitness

Simple.

Unless you have a bazillion followers, if you don't promote it....nobody else will.

And that's not good at all, eh?

Steps for promoting

1.) Follow everything you've learned so far in this book.

Wasn't that simple? :)

2.) Make sure your other social networking platforms mention your video/post.



Do you have a Facebook Fan Page?

- *Post it there!*

Do you have a Tumblr blog?

- *Post it there!*

Do you have a following on various and sundry forums?

- *Post it there!*

Get what I mean? :)

Remember sites like:

- <http://www.ping.fm>
- <http://www.hellotxt.com>
- <http://andysmart.org/sociable>
- <http://theinternetmarketingresourceguide.com/blog/tools-to-manage-multiple-social-networks/>

They're all resources to help you manage your updates across all your social networks.



IN CLOSING

In this adventure, you learned these steps:

- Embrace the basics of video marketing
- Pick your most popular post in your blog and make a video about it
- Upload it to Tube sites
- Feature it on your site
- Promote!

We're nearing the finish line!

Now that you have everything at your fingertips...only one thing remains.

Turn the page and let's go!

ADVENTURE 10 – TIE IT ALL TOGETHER



You now have all the steps...and now you have to tie them all together. 😊

But what's the best way to do that?

So glad you asked! This adventure consists of the following steps:

- Determine your best working hours
- Determine what actions you need to do every day
- Use a timer and craft a schedule that works for you

These steps are described starting on the next page.

STEP 1 – DETERMINE YOUR BEST WORKING HOURS



It makes sense, right?

After all, if you're a night owl, you probably do work on the quality of toddlers on valium if you got up at 4am to start the day!

And if you're a morning person, the sheer awesomeness of the work

you accomplished at 10pm would rival that of, oh, gee, I don't know....King Tut as he translates modern Pokemon!

Point made, aye?

Unless you have a schedule you simply must keep, do yourself a favor and work during the times you are the most productive.



Why you need this for Income Fitness

You need this for Income Fitness because your profits are determined by the quality of your work, plain and simple.

And if your work is shoddy due to the fact you're falling over your belly button with a desire to imitate a half-snoozing zombie...you're up the paddle without a creek!

So you want to not only work hard...but work SMART as well.

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Adventure 10 – Tie It All Together

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Steps to determine your best working hours

Take stock of your family.

When are you off-duty for them?

- Can you choose to work during that time?

When are you the most alert?

- Can you ensure you are left alone during that time to create masterpieces of wisdom?

Etc.etc.etc.

Determine what time works best not only for you...but for the people you love as well (*ie, your family*).

Next:

STEP 2 – DETERMINE WHAT ACTIONS YOU NEED TO DO EVERY DAY



Sounds simple, right?

For example, perhaps you need to blog daily.

Well, hmmm...that includes:

- Determining what topic on which to write
- Promoting that article
- Commenting daily at other blogs

Or maybe, you need to get products up on your website.



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Adventure 10 – Tie It All Together



That requires:

- Writing the product
- Packaging the product
- Adding the product to your sales funnel
- Promoting the product
- Asking for affiliates to promote the product

Let me give you another example.

Perhaps you're simply dipping your left toenail into social networking.

You need to:

- Network on Twitter
- Update your Facebook Fan Page
- See what new posts pop up at your favorite forums

See what I mean?

My gosh, where does the time **go**?

Why you need this for Income Fitness

You need to determine your daily actions so you can simply not go crazy with spinning your wheels without a definitive plan.

Your time is valuable!

End of discussion.



Steps to determine what actions you need to do every day

1.) Ask yourself, what are your major goals?

If you're starting out, you can simply write down just one particular goal.

Advanced Income Fitness students who can parallel process can try for two or more.

2.) For each goal, write down exactly what steps they require.

For example, writing a blog post requires:

- research
- commenting
- promotion

Participating in forums requires:

- researching solutions
- answering questions

3.) Step away for 15 minutes.

This is good for giving yourself time to breathe and then revisit it all.



4.) Share with your colleagues and then ask your peers, Did I miss anything?

Chances are, one of your friends or colleagues will flag something that's so obvious....it passed you by.

That's what friends are for! :)

Next,

STEP 3 – USE A TIMER AND CRAFT A SCHEDULE THAT WORKS FOR YOU



Make no mistake.

This IS very difficult....but honestly, having a set time and place in which to accomplish specific tasks can be very beneficial indeed.

Think about it.

You might have a schedule like:

- 5am: Wake up, make coffee, boot up body
- 5:15am: Scan thru feedreader to see what topic you can write about.
- 5:30am: Start your new blog post.
- 6:00am: Wake up family, get them ready for school/work/etc.
- 8:00am: Send off family, return to blog post
- 8:30am: Publish Blog post
- 8:35am: Begin commenting/stumbling at CommentLuv posts
- 10:00am: Finish commenting

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Adventure 10 – Tie It All Together

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- 10:05am: Go thru your Twitter feeds
- 10:30am: Go thru your Facebook feeds
- 11:00am: Write more for your current product.....

See what I mean?

So....if you know what needs to be done, and you're disciplined enough, you can start achieving far more during your day than you ever thought possible.



Why you need this for Income Fitness

Again, it's common sense. Having a schedule and knowing that every day, you'll be able to get farther along in specific goals by following a laid-out plan.....

It really does alleviate stress and help productivity.

Steps to determine how to craft a schedule

1.) Take the list of actions you have to accomplish from the last step.

You should now have a definitive number of tasks that has to be accomplished every day spread out in front of you.

2.) Ask yourself....what times are best for each specific task?

Some tasks are better done in the morning, others need a regular business day from 9 to 5, etc.

3.) Download a Grandfather clock or other useful time piece to your computer. I myself use Yahoo Widgets Grandfather clock, available at <http://widgets.yahoo.com/widgets/grandfather-clock> .



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Adventure 10 – Tie It All Together

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Configure your clock so it bongs every half hour or ever 15 minutes.

This will help notify you when it's time to change to a new task.

Need more help in making a schedule that works for you? Check out:

- http://www.mindtools.com/pages/main/newMN_HTE.htm
- <http://www.help4adhd.org/en/living/organdtime/WK11>
- <http://organize.lifetips.com/cat/11391/time-management/index.html>

and if you'd like to use mobile phone apps, consider:

- <http://www.getjar.com/mobile/20357/eternity-time-log-lite/>
- <http://www.getjar.com/mobile/37583/time-chime/>
- <http://www.getjar.com/mobile/51958/time-tracker-android/>
- <http://www.macworld.com/appguide/article.html?article=136847>

IN CLOSING

In this adventure we covered:

- Determine your best working hours
- Determine what actions you need to do every day

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Adventure 10 – Tie It All Together



- Use a timer and craft a schedule that works for you

Would you believe we're almost done?

All we have now to explore is:

IN CLOSING

SUCCESS....IT'S AN ATTITUDE

Wow, what a journey, eh? I truly hope you have benefited from this ebook – I follow all the steps about which I wrote myself, day after day. It's not only what has helped me create my current Income Fitness...but what also enabled me to grow it magnificently as well.

Remember...when it comes right down to it, the only person on whom you can depend for your success is YOU.

Not your spouse, not your friends, not your mentor, not your upline, not your Starbucks barista, not your Twitter pals....**YOU.**



You are the one who can choose to break out of analysis/paralysis and make things happen....but YOU have to take ownership of your future success and simply make it happen.

Oh, and one final thing – if you've found this book to be useful, did you know you can tell your friends about it too and make money to boot? I offer a powerful affiliate program over at <http://www.barbaraling.com/affiliates> and provide a complete affiliate marketing tutorial to boot.

With that, I shall close....

To Your Success!

Barbara Ling

APPENDIX A – RECOMMENDED TOOLS

Throughout my years of making my own living online, I've come across some rather superDeDuper tools and resources that make my life much much easier! You should definitely consider them for your own site too.

They include:

[AWEBER AUTORESPONDER](#)

Pro
new



***Mailing List
Software***



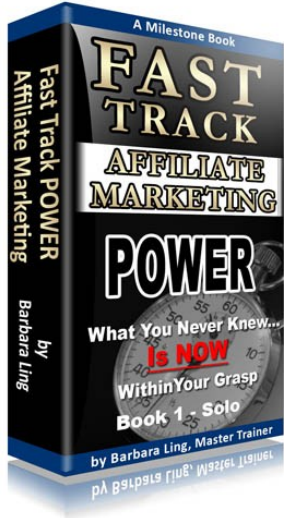
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[MAKE YOUR OWN EBOOK COVERS](#)

If you want hand-holding for making photo-quality ebook covers and don't want to use Photoshop, check this out – tutorials, video help and more.

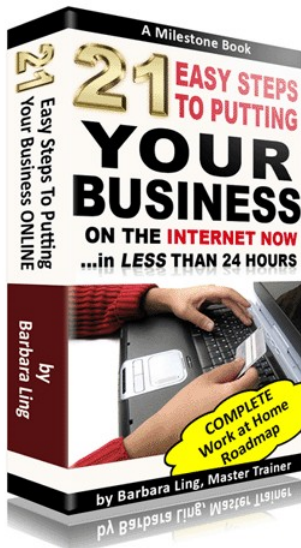


FAST TRACK AFFILIATE MARKETING POWER



... and tricks that I've learned during the
now at your finger tips!

21 EASY STEPS TO PUTTING YOUR BUSINESS ONLINE IN LESS THAN 24 HOURS

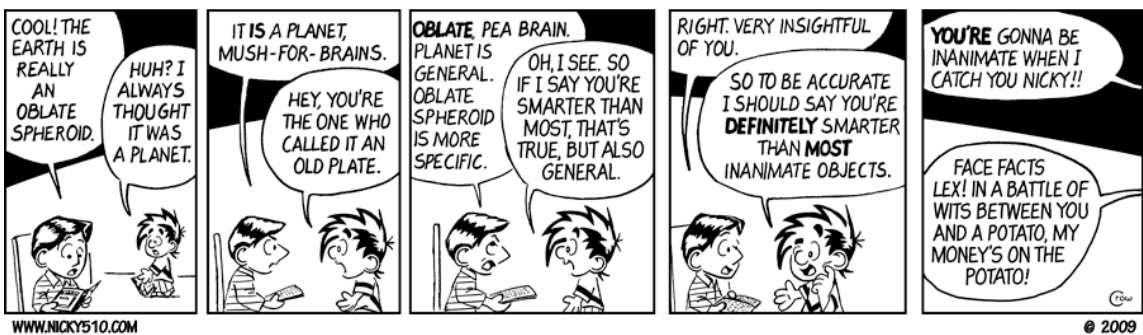
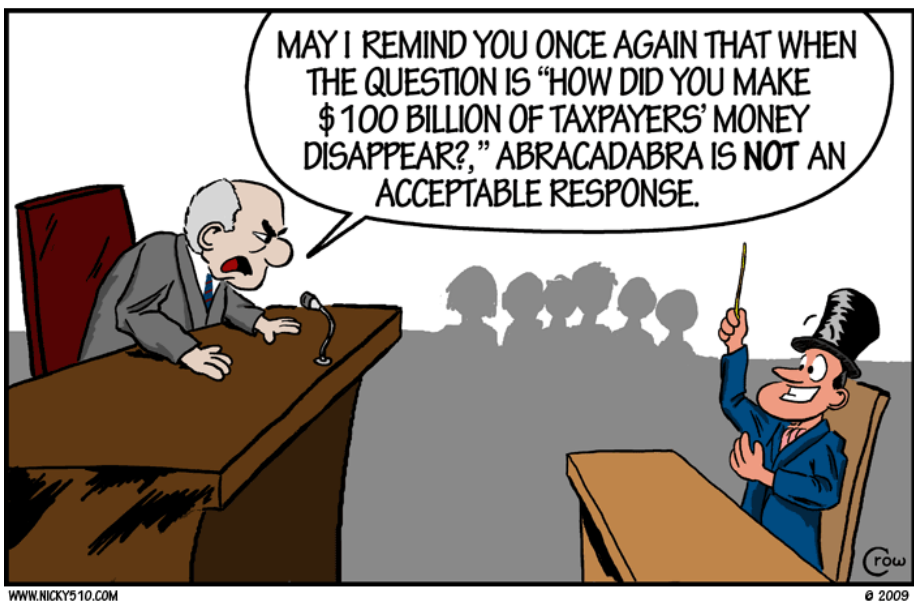


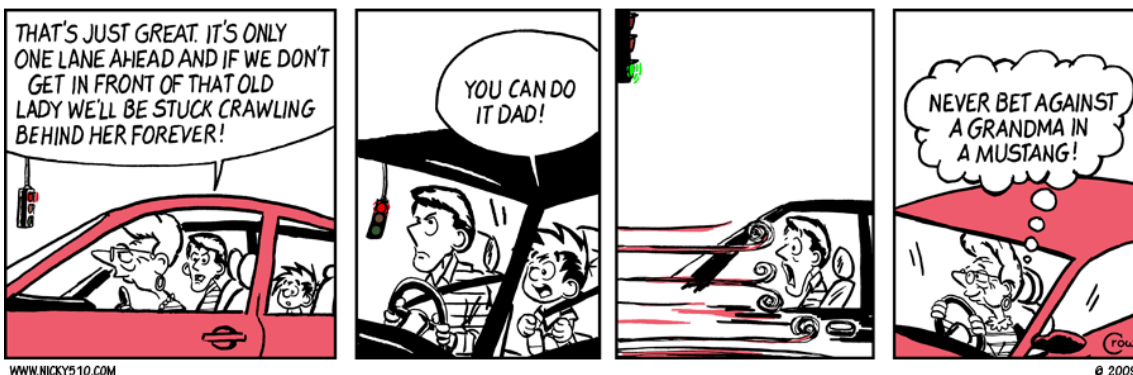
Here I reveal just how easy it is to get
your business online...quicker than
you can ever imagine.

APPENDIX B – HUMOR!

One thing I always enjoy sharing in my bonuses is one of my favorite comic sites, <http://www.nicky510.com> !

Here are some that are guaranteed to make you smile. Do visit the site, you'll want to share it with your friends!





Hope you like them at <http://www.Nicky510> as much as I do!

ABOUT THE AUTHOR



Life....it's Character-Building! 😊

Welcome! My name is Barbara Ling, and I'm all about:

- **Achieving my goals in life** by pro-actively making them come true
- **Empowering others to duplicate** what I've attained
- **Balancing 10+ years of a superbly successful online business life** with raising my unique clan of children and appreciating my husband of 15+ years
- **Enjoying today** with my family, friends and colleagues
- **Sharing what I've learned over the past decade** about being successful in all areas life - financial, personal and coffee-enhancing.

You'll have a blast enjoying my site, as I draw upon over a decade of walking-the-walk when it comes to making money online.

You'll see my credentials a bit later on down the page, but in the meanwhile...if I were to sum up the personal theme of my writings, it would be:

I am big on taking ownership of personal actions AND personal reactions. People CANNOT hurt or disappoint me

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unless I give them that power over me....nor is anyone responsible for my successes or failures besides ME.

I cannot control how anyone decides to behave. However, I CAN take ownership of my own actions and reactions and consciously choose my next step.

I firmly believe we all choose to take a particular responsibility for our actions. Some choose:

- **None at all** (those are the amoral folk who scam for a living, seduce others for their own selfish pleasures and then abandon them after securing and then destroying their emotional love...)
- **A small amount** (those who have a conscious understanding of right and wrong...and try to live by the 80/20 rule)
- **The right amount** (those who pro-actively choose to take ownership of their own emotions, beliefs and actions...thereby delivering control back into their hands)
- **'Way too much** (those who sacrifice their own happiness for people who care less about them than they do renegade soap scum)

Opportunities to sell one's soul to the devil can always abound! People with my background (ie, 10+ years entrepreneuring online, a seasoned problem-solver, etc.) could:

- **Take the low road of many Internet marketers**, use their 10+ years' reputation and join in the ranks of Send Me Your Money and I'll Send You Lots of Dreams route.
- **Or they could easily take advantage of those folk with less life experience**, play with their emotions,

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take what they wanted and then watch them realize, my gosh, my feelings were just simply irrelevant to her or her

- **Or they could easily promise the world to folks who follow my suggestions** and then change the parameters so they end up owing nothing, while taking everything.

But were I to do that...I'd sacrifice my own integrity.

And that goes direction against my personal Law of Protection. How about you?

Couple of things to note - I always try to include my family in my postings as well! Thus, you'll hear about my Mooses and my Twitter Budgies like so.

Here are my two mooses. Notice their sizes.



Moose 1 (the actual moose-sized doggie) is a Malamoose/Collie cross and has jaws the size of a bear trap (*gentle Jaws, mind you*), and Moose 2 (*known as "MiniMoose"*) is a husky cross. Both of them are rescue

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doggies (rescue doggies rock! You can learn more about them [HERE](#)).

Notice how neat and clean their paws are? Well now, check out what mooses look like after a delightful romp in the great outdoors!





And we can't forget the all-powerful Parallel Universe Twitter Budgies that reside in my home as well!



Yep, those are my birdies, and you too can see how MIT-educated birdies solve common Twitter problems that angst the most sophisticated of users. [Click HERE to enter the world of the TwitterBudgies!](#)

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And folks think I have too much time on my hands. HAH! :
) Btw, you can [follow me on Twitter HERE](#) if you'd like as well.

With that as an admittedly short introduction, here's me in a nutshell! 😊

Short bio: Barbara Ling:

- Online entrepreneur who has authored 25 books/ebooks on various consumer and business related topics on the Internet
- Pioneer in [Internet Recruiting](#)
- Website design innovator since 1991
- Coffee Fan
- Online trainer/motivational speaker
- Maverick mother to 4 children and [15 parakeets](#)
- Martial Arts enthusiast
- **Guest post at John Chow.com** - [Empower Your Children To Out-Earn Their Professors](#)
- **Interview at SEOMOZ** - [Barbara Ling: Secrets of a Veteran Webmaster](#)
- **Interview at HowToSpoter** - [Expert Interviews: Barbara Ling](#)

Popular writings include:

- [Mastering the ART of Netiquette \(Internet blogging etiquette and more\)](#)
- [81+ Enchanting Power StumbleUpon Destinations](#)
- [Waiting For Your Eyes Only](#)
- [A friend is ALWAYS a priceless gem and you're never too old for more](#)
- [57+ Tasty Resources for blog NEWSLETTERS, aWeber, autoresponders etc. you MUST see](#)

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- [Easy way to receive mobile phone messages from your Wordpress blog](#)
 - [Wordpress for iPhone, download now! \(PLUS 20 other resources\)](#)
 - [Is your Wordpress blog naked?](#)
-

Long bio: Barbara Ling has been consistently in the right place at the right time when it comes to demystifying the Internet for consumers across the globe. She:

- Authored the only Internet recruiting resource, The Internet Recruiting Edge, that received [5 stars from Inc magazine](#) when it debuted
- Was a [Microsoft Small Business Success Story](#)
- Wrote:
 - [Avoiding The Contractor From Hell](#)
 - [The Internet Recruiting Edge - 7th edition](#)
 - [The Safe and Smart Internet Weight Loss Edge](#)
 - The Real Estate Pro's Internet Edge
 - [Make Them Beg To Hire You](#)
 - [New Client Profits](#)
 - [Job Posting Profits](#)
 - [7 Days To Your Auction Success](#)
 - [Lingstar Learning Teach Your Child to Read](#)
 - [Auction Search Profits](#)
 - [24 Hour Digital Product Creation](#)
 - [Way of the Rich Hermit](#)
 - [Dynamic Affiliate Profit Linking](#)
 - [Online Search Profits](#)
 - [Easily Find Free Resumes Online](#)
 - The Internet Marketing Edge
 - Others no longer in print
- Appeared on the Sallie Jesse Raphael Show and [CNN](#)
- Has been written up in the Wall Street Journal

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- Pioneered the first [Internet recruiting eSeminars series](#)
- Traveled the country giving tailored, customized recruiting training seminars
- Broke the Google code in 2004

Currently, Barbara teaches consumers via her avid blogging in several venues including her [Affiliate](#) Brainery site and her [Virtual Coach](#) site. Other highlights include

- Seeing her Real Estate industry book *The Real Estate Pro's Internet Edge* become a **Product Pick from The National Association of Realtors magazine** (even though she's not a Realtor. She simply got to know her audience and found out what needs they wanted solved)
- Being the **Small Business Success Story** showcased at the Microsoft Site
- **Being mentioned in Inc newsletters** by the following tag - *When Barbara Ling Talks, We Listen.*
- **Single-handedly creating and presenting to thousands** of recruiters/HR the dynamic content for the [RISE Internet e-recruiting seminars](#). The time required from concept to delivery of the first official seminar in Toronto (including content, workbooks, CDROM, laminations and more) was merely three short months. Extremely successful, she has conducted dozens of workshops around the country.
- Coaching many business and personal colleagues on how to **achieve their personal and business goals** in rapid fashion.

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- Appearing on the **Sally Jesse Raphael Show** regarding her experiences with the Contractor From Hell
- **Speaking at companies including:**
 - Deloitte Touche
 - Campbell Soup
 - Continental Airlines
 - The American Chemistry Society
 - The Society of Human Resources, Mid-Atlantic Region
 - The Society of Human Resources, Granite State
 - The Society of Human Resources, Massachusetts
 - The Association of Legal Professionals
- **Being spot-lighted in key publications including:**
 - The Wall Street Journal
 - Inc. Magazine
 - Family Money
 - Ms. Magazine
 - Computer World
 - Internet Business
 - The American Chemistry Society Inc.
 - Texas Realtors Magazine
 - Realtor Magazine
 - New Jersey Magazine
- Originating of the concept **Becoming The Recruiter Of Choice**. She's correctly forecasted several recruiting trends.
- Being a columnist for several publications including **The Boston Herald**
- **Creating three Internet newsgroups** including comp.text.interleaf, rec.pets.birds and att.xksh

- **Achieving a 8-fold increase in targeted website visibility for Recruiters Online**

Her over-a-decade of employment at firms like AT&T, Lucent and IBM as a Internet consultant, lead unix systems administrator and systems engineer has taught her effective problem-solving techniques that greatly benefits her research. She have been profiled in many publications and sites, including **Monster.com**. Additionally, her years of educating others how to use their software and environments has enabled her to teach in an easy, informative fashion that emphasizes creativity instead of rote activity. She love training and teaching. And that just comes out in her writing, works and motivational seminars.

IN CLOSING....

Remember.....

Fortune Favors The Bold.

Go Out and

Make Yourself Fortunate.....

Today!

