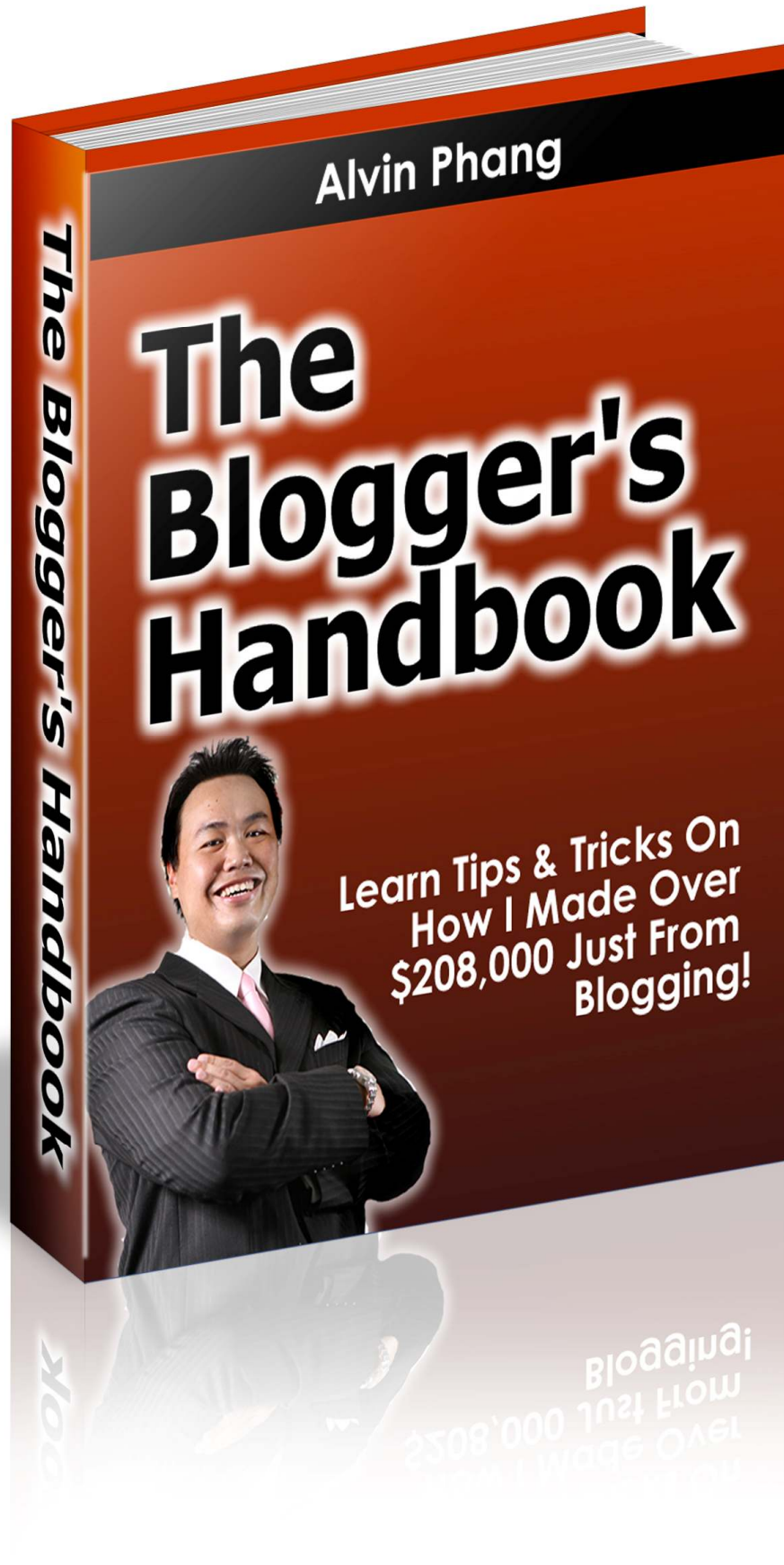




Alvin Phang's The Blogger's Handbook

A Publication By:
www.GatherSuccess.com



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3. You Have Rights To Bundle This Handbook As A Free Gift
4. Minimum Value To Be Shown For This Handbook Is US\$97
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6. You Have Rights To Give This Handbook To Unlimited Number Of People

Here's What You CANNOT DO

1. You Are Not Allow To Sell This Report For Profits
2. You Are Not Allow To Use The Content In This Handbook For Your Website Or Blog Without Permission

Disclaimer

The strategies and techniques in this report can be used to attract an enormous flood of visitors to a website. However, what you do with these techniques is up to you. Because I don't know you, don't know your skills and – most important of all - don't know how persistent you'll be, I can't make any guarantees.

Alvin Phang - CEO of www.GatherSuccess.com



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Introduction



Introduction

First off I would like to thank you personally for downloading my new 2009 eBook called “The Blogger’s Handbook”. It has been more than 2 years since I wrote a free ebook and update the Blogging Traffic Guide which have been downloaded by more than 3,500 people to date and is widely spread around the internet.

In this handbook, I have specially selected a list of useful and popular articles from my blog (www.GatherSuccess.com) and compiled them all in this easy to read eBook.

In case you have not heard of me yet, my name is Alvin Phang aged 27 and I have blogging since June 2006 at www.GatherSuccess.com and have achieved huge success from my efforts in blogging.

I have personally generated more than **US\$222,579.81** just from blogging online for my entire career and my goal for this year 2009 is to be a millionaire by the end of 2009! Just watch it happen! ☺

I am also the author of the popular blog guide called “Atomic Blogging” at www.AtomicBlogging.com which I have sold more than 6,500 copies to date and have helped thousands of bloggers around the world to start a profitable blog.

My main specialist skills would be in Blog Optimization, Blog Branding, and Blog Marketing Strategies and I also have much experience organizing talks at **Temasek Poly, NACLI, Bedok South Sec** and have featured on numerous publications such as **YourChoice Magazine, Shin Min & Zhao Bao** and **many others**.



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I am now widely known for my direct and technical approach to teaching blogging and in this free guide book that you just downloaded you will learn tips on how you can drive traffic and make money from your blog

Training & Speaking Experience

- Guest Speaker twice at Temasek Polytechnic twice about blogging
- Guest Speaker at NACLI
- Guest Speaker at Bedok South Secondary School
- Guest Speaker at NTU Alumni Club
- Guest Speaker at Asia Internet Congress 2008
- Blogging Workshop For Temasek Poly Lecturers & Students
- Blogging Training Workshop (12 batches of students since Feb 2007)
- Seminar & Tutorial Lesson on IT Training

Specialized Skills

- Web 2.0 Technology
- Blog Marketing
- Search Engine Optimization
- Traffic Generation
- Web Optimization
- Corporate Training

Published Publications



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- www.Socialmatic.com – My Social Portal
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- www.AlvinPhang.com – My Profile
- www.ShoutResponse.com – Auto responder System

**Special Offer For Blogging Traffic Readers
Get Atomic Blogging 3.0 (Additional \$10 Discount)**

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How I Began



The Real Life Story Of How I Began As A Newbie Blogger

I started my first venture in business way back in 2003. At that time I was really young and did not even go through any form of business school but started my first off line business selling corporate gifts through the influence of a book called "Rich Dad Poor Dad". In that book it says this "That 90% population of the world is poor and middle class people and the rest of the 10% are rich". It was also quoted in the book that the only way to be rich was to start a business and that was the only reason why I started one in the first place 😊

During the first 12 months of running the corporate gifts and event business I was not making much money. The highest profits I made back then in one month was only SG\$400, and that was not even enough to cover the rental (SG\$1,500 a month) of the shop I rented. To make things worse, I even had 3 other partners to work with in which 2 of them were sleeping partners and most of the marketing was planned and managed by me.

At that time, I did not worry too much about if the business was making money as I was still in the army at that time, and I used most of my savings and salary just to pay for the rental of the shop, and to gain lots of experience from running the offline business.

Doing Offline Business Is Hard!

If you ever tried running an offline business, I can tell you for sure that it's far worse than online marketing! You know why? It's because you have to be physically around the shop **EVERYDAY** just to generate sales and that's no fun guys! I can still remember the times when after work, I would rush down to the flea markets just to stand there the whole day to setup my store. After many hours of standing there trying to sell my stuff, the most I would make in a day was around SG\$100 and to make things worse the rental back then I paid was SG\$80 a day! So you can imagine how bad business was! I was really losing lots and lots of money!

Enough Was Enough I Closed The Company After 1 Year

As the business was not doing well and my partners were all basically too lazy to market the business, I told myself enough was enough; I want to close the company! In about 2 months, the business was closed and the nightmare came when we still had rental of \$1,500 to pay every month split between ourselves. I can tell you from 1st hand experience paying for rental and not making money out of it is a **HUGE PAIN** to your wallet!

Other Things I Did During Those 2 Years

On top of this business, I also spent well over \$6,000+ in joining mlm programs, sign up as an insurance agent for 1 week and quit, 😊 and I even went for training as a real estate agent for 1 week and quit that too! 😊 I virtually tried everything there was in the marketplace just to make money!

I Started Working As An IT Administrator

I remember when I told my parents about the failure of my business, my dad did not like the idea of me running my business but my Mum was always there supporting me all the way. So I decided to keep



cool after I closed my business and it just so happens that as soon as I left the army, I found a job as an IT Administrator.

Back then, my pay was only about SG\$1,600 a month. At first I loved my job, but as time went on there was more and more tasks allocated to my job. Because of this I started to dislike my job, especially when I heard companies were paying my company SG\$6,000 for one worker to work for them! I was really angry back then, why am I limiting myself to just this low pay of mine.

My Dad back then, was of course quite happy I had a job as he never really supported the idea of me starting any business back then where as my Mum supported me in almost in everything I tried. But that did not stop me from starting another one again 😊

Some Where In 2005, I Started Another Business

After about 5 months of working in the company, I just could not take the pressure of always getting under paid and over worked. I decided to find one of my old partners and founded a company call SGBULK back then (As Of Today Is Known As Socialmatic). This time round I was much smarter, I continued to do what I know best and that was corporate gifts and I setup an online shopping mall at www.SGBULK.com.

The great thing about this model was there were no rental to be paid for running the business and the cost to run it was less then SG\$100 a month 😊 However, business still did not run as well as expected when I started my first online business. So I therefore decided to start learning about Internet Marketing in June 2006.

I Was A Real Newbie Back Then

I did not know who was who back then and I was simply blindly learning from different Gurus. The shocking thing I realized back then which also applies in today context was that, there were many fake Gurus' out there and it was really hard to find a good honest Guru. For some reason, Corey Rudl came to me as an honest marketer. I then decided to buy my first online internet marketing course from him which cost me about US\$500 for a 10 set DVD set (Now known as [The Insider Secrets To Marketing Your Business on The Internet](#)).

In that DVD internet course, it actually taught me about creating a digital product and it said that selling digital products was really profitable. I was really skeptical about that back then but I did something which I think **90% OF PEOPLE WILL NEVER DO** which was I **TOOK ACTION** and did it anyway just to see if it works. So back then I decided to create my first ebook call [Dotatips](#).

I Was Amazed I Got 10 Sales In My First Month!

I actually earned my first US\$100 online after I started marketing the website and soon after I was convinced digital products can be sold online and the best part was the profit margin was 100% not 40% like in my traditional offline business!

I started to become more interested into online marketing and started to venture further into it and for some reason I don't know how but I ended up I joining Success University. That program was basically a pure online muti level marketing program where people sign up for motivation courses online and you earn a commission from your down lines.



One of the major reasons why I joined that program was because the team back then in Singapore called Online Income Hub, led by Jaz Lai & 4 other partners conducted lots of really affordable Internet related courses to teach us how to market online business. I was really amazed by the content provided by the company as you could actually attend a full 3 hour internet course conducted by Jaz for only SG\$10 a session 😊 I got pretty much all of my basic skills in online business from attending all those \$10 workshops 😊 (Thanks Jaz)

My Downline Team Started To Grow And GatherSuccess Was Born!

I was pretty good at getting people to join the program and I had a huge team to support and they really wanted to know how I did my marketing so I decided to setup this [blog](#) just to give them updates of what was happening in the business.

So if you read my old posts on this blog, you will realize I promoted Success University a great deal. 😊 That is until I discovered Clickbank, it totally changed my life! The commission rate from Clickbank was really far more attractive compared to Success University as they pay as high as 70% commission. and the amazing thing I found was that it was much easier to sell digital products then it was MLM products. 😊

A Huge Turning Point Came In July 2006!

In July 2006, when my Dad was still driving a taxi full time. (he used to be the boss of Alvin's Claypot at Parkway Parade; you can read more [about my Dad here](#)). He actually was involved in a car accident in that year which caused him to be in the ICU for 7 days and I can tell you it's not a great feeling to see your own Dad in hospital.

My Dad became a bit of a handicap after the accident as he had a major injury to his forehead and had some memory issues. To make things worse, he also had a debt of SG\$80,000 from his credit cards which I had to resolve for my family. And, because of my father's condition my mother had to look after him 24/7 while my sibling still had to study, I was therefore the ONLY person in my family earning an income, and had to support my family (Just imagine the amount of pressure I had).

I Quit My Job In Dec 2006

Do note that while these events were taking place, I was still working. However, on 31st Dec 2006 I decided to make a major decision to quit my job once and for all! It was a really hard decision for me as you can imagine, as I also needed to support my family. 😊 However I did not just quit just like that, I was actually left with \$3,000 in my bank account and I told my Mother that if within the next 6 months I was not able to make at least \$1,000 I would find another job.

Also back then, I also had a goal and that was to make my first SG\$100,000 in that year and I told myself I was going to do all that all online! With the pressure of supporting my family and a "NEVER GIVE UP" attitude I was really all setup to meet my goals and worked very hard from then on!

In Jan 2007 I Started Blogging Full Time

Because I really had no other choice but to make money from my online business, I started to blog more seriously and provided as much content as possible on my blog and trying to market my blog extensively! And guess what, my traffic actually grew by almost 400% if not more, and that only happened because I took more action and became more serious about it



I Started Creating My First Blogging Product In Mar 2007

Many people now know me as the creator of Atomic Blogging but actually the very first product I ever created about blogging was called [BlogCashGuide](#). When I first launched that product and started to market it using blogs and ppc I was amazed my income from selling my products and other affiliate programs generated about US\$300 to US\$600 a month!

An Idea To Create My First Tutorial Guide Book Came In May 2007

While I was busy marketing affiliate products (as many Newbie's do when they start), I was at the same time also marketing this blog as I wanted to really monetize this blog. So whatever I did back then was also posted on this blog too 😊 The popularity of this blog started to grow really big and that gave me an idea. Why not create a tutorial guide about what I did on this blog and create a guide book for it! Soon after [Atomic Blogging](#) was born!

When I first launched Atomic Blogging online, it actually generated well over \$3,000 in the first 5 days and it was a real shocking moment of my life and I am finally hitting the thousand dollar mark. On top of that, there was more traffic coming into this blog and I was generating on an average US\$1,000 to US\$2,000 from my blog www.GatherSuccess.com from the result of my book being popular online.

Fast Forward To Today May 2008

I currently make in the of US\$5,000 to US\$15,000 a month from my efforts on blogging and selling affiliate programs and GatherSuccess today is ranked 5,858 out of 115 Million blogs around the world making it one of the most popular blogs in the world 😊

Also about my goal to make SG\$100,000 last year, I only managed to make about SG\$40,000 but I was really happy with this because it was a vast improvement compared to my lousy pay of SG\$1,600 from my previous job 😊

I have some big plans coming out this year and I am targeting to earn at least US\$250,000 by this year all online. I will be posting my updates as I go along this journey into making my Million Dollar so do [subscribe to my blog](#) to keep yourself updated 😊

Summary And Thoughts

If there is one thing I would like you to take from this story that I just shared with you it is **NEVER EVER TAKES THINGS YOU HAVE FOR GRANTED** and you must **NEVER EVER WANT TO GIVE UP THAT EASILY** because you can see from my story I have constantly failed in my business for the past 5 years, but have persevered to be able to be where I am today. 😊

Many times you will fail regardless how of hard you try. But the formula to success is you must learn to **LOVE TO FAIL!** Do you know why? It's only when you fail many times that you will be able to learn from your mistakes and **IMPROVE and GROW** your business.

If you are interested in getting more updates of my process to making my million dollar goal do remember to subscribe to this blog and do comment below on what your thoughts are about this article





To my Dad and Father: I always love and treasure every moment I have with you and I would like to thank God always for taking care and looking over their shoulders every single day 😊

Here's A Photo Of My Family 😊



(Left To Right: Brother, Sister, Mother, My Dad & Me)

My Key Believes

“The More You Give, The More You Shall Receive!

The More People You Help The More You Shall Receive Too!”

The Key To Success

Is NOT MONEY My Friend,

I Found My Success From Realizing What Is The Main Core Reason For

Doing Internet Marketing And That Was To Support My Family.

Find Your Inner Reason To Why You Want To Make Money Online And

Have FAITH In Yourself & You Will Make It BIG!

Trust Me It Will Because It DID FOR ME 😊



The Blogger's No.1 Problems



The Blogger's No.1 Problems!

There are 115 million and more **blogs** online today, but only a handful of people do make a nice living from it. Do you know why? Here's the [secret!](#)

Sorry to disappoint you, but actually THERE IS NOT SECRET!

The only reason why I am able to generate such a huge income online is because I work every day on my blog. Here are the things I do on a daily basis.

1. Build content on my blog
2. Drive traffic to my blog
3. Collect more [RSS](#) subscriptions and [email](#) database leads
4. Read and reply emails

There is one more thing to highlight and that is, you need to **LEARN TO SELL ONLINE.**

About Selling Online

To be really frank, I hate doing sales. I hated talking to people offline that is why I decided to do it online instead. Because at most times when you are selling online, it's not you who are selling, it is actually the website doing all the work for you 😊 I guess that's the beauty of [Internet Marketing](#).

I train hundreds of students internationally and I realized why some bloggers fail to make a sale on their [blogs](#) or online business. It is just simply down to only 2 reasons.

Reason No.1 - They Are Afraid To Sell And Not Sure What To Sell And Would Keep On Being Very Picky In What To Sell Online

Reason No.2 - They Lack The Motivation And Spirit To Drive Traffic & Collect Leads Consistently DAILY To Their Business And Blame Everyone Else Except THEMSELVES

How do I know this is common for everyone? Well I was also just like you 30 months ago that's is why 😊 I guess after more then 2 years of blogging, I realized having a systematic way of doing things is the only way to build a stable and strong business which is what [my guide here](#) is about.

Tips On Getting Your 1st Sale

Getting your first sale in just 3 days is really possible. Once you set your mind to it NOTHING is impossible. I have done it before and I wouldn't say it's easy but it's worth learning the skills on how to do it.

I remember the days when I only made a sale every 5 or 7 days and that I was considered a real newbie back then. So what did I do that not every else does?



Top 10 Mistakes In Blogging



Top 10 Mistakes In Blogging

I have helped thousands of bloggers around the world to blog more effectively and I can say that there are tons and tons of mistakes made by lots of people. So I am going to share with you, based on what I have seen so far from all my customers and subscribers, the top 10 mistakes to avoid in blogging.

1. Avoid Black or Dark Backgrounds

Time and time again, I have seen many new bloggers when it comes to selecting a theme. They decide to select a theme that has a dark background or the text are displayed on a black or dark background.

The recommended color for a background is always a light color or white. The reason why this is so is because, many readers who view a dark background website would associate it with a hacker's website or something that is not nice.

2. Always Evenly Space Your Article Post With Paragraphs

This may sound fundamental to many, but I see it all the time. Bloggers post up articles on their blog and forget to leave paragraph spacing for their articles. Let me show you an example of the before and after effect:

Here's an article without paragraph spacing

How Can Joint Ventures Build Your Business?

For instance, you got know a new person called Mr.X with a 10,000 email database. You decided to work with him to do a cross promotion, he promotes his database to your product and you promote his product. When this happens, both parties not only makes money but also increases the amount of subscribers database each person have 😊 That is exactly how those big gurus make millions of dollars in a few hours with JVs. With a list of more then 100,000 list it's impossible not to make any \$\$\$ 😊 Well my time is short, I like to share more about how you can go about to find these JV partners and how you can craft the email to invite them.

Here's an article with paragraph spacing

How Can Joint Ventures Build Your Business?

For instance, you got know a new person called Mr.X with 10,000 email database. You decided to work with him to do a cross promotion, he promote his database to your product and you promote his product. When this happens, both parties not only makes money but also increases the amount of subscribers database each person have 😊

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Well my time is short, I like to share more about how you can go about to find these JV partners and how you can craft the email to invite them.



You will notice instantly the major different when you have spaces in between your articles, as it will make it easier to read the article. **I recommend you start a new paragraph every 4 sentences.**

3. No Affiliate Programs Or Products Been Sold On The Blog

This is kind of a weird thing and simple thing to say but I have seen many bloggers who [blog online](#) that are trying real hard to make money. However, when I see their blog I note that they are not even promoting a single product on it.

Here's the thing, if you do not post up products you like to promote you will never make a sale online and you will never earn money online! 😊 So if you have yet to post any affiliate links on your blog, I would highly recommend you [go to Clickbank](#) and sign up for a [free](#) affiliate account and start selling products on your blog.

4. Always Use A .COM To Represent Your [Blog](#)

Most people who [blog online](#) would use [free](#) services like blogger to create their own personal blog. However by doing this, you are actually not helping yourself in branding your blog to be a professional blog. It is always recommended to get a .COM for your own blog site.

The recommended platform to create any blog is by using the Wordpress free open source software that can be found at [this website](#). If you are looking for Wordpress themes, you can [click here to claim](#) your free Wordpress themes created by me 😊

5. Post Articles Regularly On Your Blog

Blogging can be a real tiring thing to do on a daily basis. However, many fail to realize that if they do not update their blog often the chances of getting your blog exposed on the internet would be reduced.

In fact, I have blogged for more then 2 years and what I realized is that when you have more content on your blog, you have more chance of it been picked up by Google once you know how to target the right keywords on your blog.

This in return can help to bring more traffic to your blog and the best part is that it's all free! The recommended amount of articles to be posted is **at least one blog post every 3 days.**

6. Install Tracking Software To Find Out What Your Visitors Are Doing

There are various free [tools](#); you can use to track what your visitors are doing. It's an important element in online business that many people always fail to do. Two free pieces of software that I use personally are the [MyBlogLog tracking tool](#) and [CrazyEgg tool](#).

With these two [tools](#), you will be able to find out visually what your readers are doing on your blog and you will also be able to track what your readers like to click and read on your blog. This is important information for you 😊

7. Interact With Your Readers



An active and successful blog will only be good if it manages to connect with its readers. Getting your readers to interact with you is another important part of blogging. What I have realized is the more you are able to connect to your readers, the more they are willing to trust you.

Obtaining trust from your readers is important when it comes to selling products to them. Once they have trust in you, the chance of them buying a recommended product from you would also be higher 😊

8. Failure To Collect Leads On Your [Blog](#)

Collecting leads is an important process in making money online. By collecting leads from your readers, you will not only build a base for your own business but also create an online community where you can update them constantly with frequent updates and products.

9. Failure To Get Your Blog Index On Google

I was really surprised to find out there are actually many bloggers around the world that forgot to index their blog to allow search engines to search their [blogs](#). To allow search engines to search your blog is an important element no one should miss.

This is because, you can leverage from the [free](#) traffic that will come into your blog once you know how to optimize your blog correctly to get targeted traffic. To find out more about how to do that, you can find out more [in my guide here](#) 😊

10. Drive Traffic To Your Blog!

This part I would say is the most important part in blogging as many people who spend countless amount of time posting content on their blog always forget to drive traffic to their blogs. There are more than 77 ways you can actually drive traffic online and all you need to do is pick and master one or two methods to get your blog going.



Selecting A Profitable Niche



Selecting A Profitable Niche

I think this topic will generate lots of interest for you guys as I get lots of emails from people always asking and saying they have problems selecting a profitable niche.

First Thing What Is A Niche?

Well it's simply a small portion of a market within a huge market. For instance, you are in a market place where people sell lots of food and food has a huge range. But instead of selling everything like a supermarket you decided to be specialized and sell only raw fish. Selecting your market in the fish market compared to a big market has its advantages only when there is a demand for the niche.

Benefits Of Being In A Niche Of A Niche

Using the example above, if my store only sells raw fish will my store have a wider range of fish compared to a giant supermarket. Well chances are you will, and the best part is because you are specializing in only selling fish to people who want to buy fish, people will look for you first before going for the rest, because you can also give more competitive prices for your customers.

The trick in selecting a niche is you must always learn to focus only on the niche and nothing else. It's very common for anyone to be distracted and look into other things.

Selecting Your Profitable Niche

I selected my niche in blogging way back 2 and 12 years ago and I can tell you it was not an easy one. At that time, everyone thought blogging was useless and could never be profitable. However, I knew something that many others did not know and that was the trend of blogging would double in 1 year's time and I was right! 😊 The demand for blogging today is much more than before.

Do take note, when it comes to selecting a niche, there must be a demand for it and there must be people online willing to spend on it.

So here's a check list you can use in helping you to select your niche:

1. What is the future trend of the niche you are selecting?
2. What are the countries that have a demand for this niche?
3. Are people willing to spend money in the niche? (very important)
4. How much are they willing to spend?
5. How much demand in terms of hits per month is there on Google? (recommended 10,000 and above)
6. Are there people already selling products in your niche?
- If there is, how many products there are and what's the selling price

To help you find out the demand from Google, you can use Google's New Insight on which I wrote an article [right here](#) showing you how to use it. That will give you some guideline to your market.

Warning Not Every Niche Is Profitable Online



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You do have to take note that not every niche you select will be a sure winner. You have to do some split testing to test your niche and the product that you are selling, to see if it will be profitable.

It is advisable to stay in a niche for at least 6 months before you decide to move on to the next thing OR ELSE you will END UP failing like 90% of other marketers around the world. **Just remember the key to success is consistency 😊**



Getting More Traffic With Joint Ventures



Get More Traffic With Joint Ventures

If you have not heard of joint ventures before, this article is a must read for you as it will make or break your online business. There are many ways to drive traffic online but joint venture is THE most powerful traffic tactic there is.

What Is A Joint Venture?

Simply put, it's a joint agreement where two parties come together and work together to help each others business. There are various types of joint ventures and here is a list of them:

1. A Cross Joint Venture - you promote him, he promotes you in return
2. Joint Venture Project - you work with someone together and build a project together
3. Joint Promotion Venture - you offer value bonus to product owner and work with him to get a special package for your customers.

I have done all three above before and I would say doing the 1st one is the best among all the types of joint ventures.

How Can Joint Ventures Build Your Business?

For instance, you get know a new person called Mr.X with a 10,000 email database. You decided to work with him to do a cross promotion, he promote his database to your product and you promote his product. When this happens, both parties not only make money but also increase the amount of subscriber's database each person has. 😊

That is exactly how those big gurus make millions of dollars in a few hours with JV's. With a list of more then 100,000 it's impossible not to make any \$\$\$! 😊

Things To Take Note Of While Asking For Joint Ventures

Always think in a win-win situation, remember no one will promote you unless they have something in return. So when you email a possible joint venture always be nice to them and offer your help and services first before you ask for something back 😊



Get More Credibility The Easy Way



Getting Powerful Credibility The Easy Way

This was actually asked by Ben Pei in one of my previous posts where he asked, “how do you gain credibility if you are just starting out?” So I thought I would like to share with you some easy tips on how to increase your credibility.

Regardless of whether you have a website, [blog](#) or are thinking of creating a product. Credibility is the most important factor in any form of business. That is because people buy people not products. So your image to the public is really important.

I started off as a no one 2 years ago and today I have build much credibility from many experts stating that I am an expert in blogging so in this article I am going to teach you how you too can position yourself as an expert even though you think you do not have any skills.

Rule No.1 - Find A Niche You Want To Be Expert In

Before you start off getting credibility for yourself, you first need to choose a niche that you like to be specialized in. The no.1 problem here is most people cannot decide what they can be an expert in. My advice to you is just simply choose something you like the most and take that as your expert niche.

Next, Start Claiming You Are An Expert In The Niche

All right, now that you have selected what you want to be an expert in. It's time to tell everyone that you are an expert in that niche. The reason you want to do that is NO ONE will point out to you and say you are expert in something unless you start to claim it yourself.

You must be confident in saying that you are the expert and quote some tips and results to prove to them that you are an expert.

Get Started To Be An Expert By Posting Articles On Article Directories

Here's a great tip to get you started to position yourself as an expert. Start by going to article directories and post articles in there. For some article directories once you have submitted a certain number of article they would even give you an expert status. For example, EzineArticles would give authors an expert status once they have written 10 articles.

So next time when people ask you, who says you are an expert in that niche. You can just simply show them EzineArticles with your expert status 😊

Get More Credibility By Asking You Friends To Endorse Your Work

Because no one will know you as an expert apart from your closest friends, what you can do in your about me page in your website or blog is to ask your friends to post some testimonials or tips you have taught your friends about in that niche.

I know this may sound evil, you can even create the testimonial in advance for your friend and all you need to do is ask him for permission to put his name 😊

Buy Reviews From Credible People

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Need A More Detailed Step-By-Step Blogging Guide?
Get My Comprehensive Guide Today @
www.AtomicBlogging.com



What I did once when I first started was that I paid for a review to be done by popular bloggers around the blogsphere. After they had written the review, I would use that review as part of my testimonials for my products or website. 😊

I would say these tips that I have shared have been practiced by me and they really work. It's important to have credibility as you can charge more once you prove yourself good enough 😊



Things Do Not Always Goes As Planned, What Can You Do?



Things Do Not Always Goes As Planned, What Can You Do?

There are many articles and things that I have taught to thousands of people around the world and I have to be really frank with you and state that not everyone will succeed in everything that I have taught people.

The major reason is because; there is always an element of trail and error in everything we do in real life. We are not born to be perfect human beings who are always right all the time.

So then what happens when you learn something new, or you bought a new internet marketing course and you really follow through the steps, and do not achieve any success?

Here's What You Can Do First!

ALWAYS and I say again ALWAYS remember not to think of negative thoughts. It is really common that many people fail during the 1st attempt will tend to give up and think it will not work. Here's some facts .Most successful Internet Marketers do not make their first \$1,000 from their 1st attempt. In fact 99% of them only BECAME successful after testing and tweaking the strategies taught in materials.

So you happen to be one of those who already gave up after the 1st attempt I can tell you, you have not done enough yet 😊KEEP GOING!

Next Find Out What's The Actual Problem

I have recently lost SG\$400 on advertising a website and it's a huge pain to not make a single sale out of it. However, I did not treat it as a failure but I would say I treated it as a learning curve to ensure I do not make the same mistake ever again.

Traffic stats are the key in testing and if you do not know how much traffic you are driving to a page, you are simply marketing to a website blindly and you WILL end up disappointed without knowing why.

Now You Know The Mistake It Time To Test Out New Tactics

If you fail at something, it's always good to go back and see what the problem is and later on brain storm on other ways to promote the site.

Here's are some common possible problems so you do not make a sale

1. Not enough traffic promoting the website (at least 100 hits)
2. Sales copy do not convert
3. Wrong source of traffic
4. Adwords placements are misleading

There are many factors that may cause no sale, but regardless of what it is. YOU MUST and I say again YOU MUST at least collect their name and email [using an auto responder](#) so that you can follow up with them!



Test And Tweak Until There Is A Sale!

Once you have got a sale, the next thing to do is to find out how you got the sale. MANY people online who make their 1st sale do not know where the source of the traffic came from and even how many hits they promote the website to get the sale. It's really VERY important to know these numbers.

Here's an example to explain how important it is:

You are promote let say Atomic Blogging
And you drive: 100 hits to your affiliate link
Sales: 1 sale profit US\$25
Sales Conversion rate: $1 \text{ Sale} \times (100\% / 100 \text{ Hits}) = 1\%$

From the above example you now know that the efforts you did has have you 1 sale after 100 hits and that's 1% sales conversion rate. ONCE you know this conversion, how much you want to earn is really depends on how much traffic you generate.

So I hope you finally understand what to do when you fail and some final words I like to tell you is **“Love To Fail And You Will Succeed Faster”** 😊.



3 Powerful Marketing Ideas That Will Make More Money For You



3 Powerful Marketing Ideas That Will Make More Money For You

I started blogging way back in Oct 2006 and back then I would never thought I would be who I am today living a lifestyle of an internet marketer. I went through lots of pain and failures and I thought it would be nice to share with you some of the inner secrets and ideas that are rarely mentioned in any ebook on Internet Marketing.

Warning! Before you proceed with reading the following chapters , I have to let you know these are just known facts that I have experienced from 2 years of marketing online and no one talks about these. I believe in honesty and decided to share them with you 😊

Make More Money Creating Your Own Products

I see this time and time again especially in the Internet Marketing niche where Gurus often sell great ebooks on any topic related to Internet Marketing claiming they make huge cheques from Clickbank. But the true fact I realized is that many Millionaire Internet Marketers are making a huge amount of money from selling their own products.

For example, Guru A created an X program that cost \$97 a copy. If he sells 1,000 of these that's \$97,000 in his pocket. So what happens for people who dare to sell higher ticket items like coaching programs that can cost as much as \$10,000 each?

Well Gurus are able to make \$1 Million dollars in a day or some even in 10 minutes because simply put, they have huge lists as big as 100,000 database, promoting a big item. To get a million dollars all you do is to sell 100 copies of a \$10,000 product. 😊 The strange part is they never once mention that to you! 😊

Also, most of the time the materials you buy later will explain just basic marketing stuff and most often do not show real life examples of how the Guru actually makes the money because the money actually comes from the teaching materials. 😊

Make More Money Conducting Training

If you are currently blogging or have a website with a pool of database, it's always a great idea to offer training services to your current customers.

For example, you can start a simple training class for a mere fee of \$300 for 2 days (that was how I started 2 years ago) and if you manage to get 10 sign-ups that's \$3,000 in your pocket. 😊

It's no secret, most online internet marketing make lots of money also from training but only a few choose to expose this secret and fact.

Make More Money From Providing Value Added Services



Let say if you are in the Forex niche and you already have a pool of customers, lets say 100 customers. What you can do today if you listen carefully can help increase your profits by at least 300% just by providing value added services.

For this example of the Forex niche, you can actually start a service where you help people to service and monitor their forex account for them. I have noticed in most niches there are many other services that you can brain storm to help your customers.

If you are not sure what they need, the best option is to just ask your customers what they need and just give them what they want 😊

I really hope when you have read this article that it has opened your eyes to some of the secrets to what we do. 😊



Advanced Affiliate Marketing Tips



Advanced Affiliate Marketing Tips

Affiliate marketing is the most basic thing that anyone who is interested to make money online must know. To affiliate someone's product, one must first have a [Clickbank account](#) to start with.

Once you have signed up for an account, the next problem that many people face is not knowing which product to choose to sell on their website or [blog](#). Here are some tips to give you on choosing a product to be an affiliate.

1. Ensure the product you select is related to what you write about on your website or blog
2. Ensure the product has some grav points on the product, the higher the grav point it means the products is more sellable online
3. Ensure the product you are selling does not have too much ref % as the more ref % there are it means there are lots of people selling the product

Other Popular Networks You Can Consider

- [PayDotCom](#)
- [CJ.com](#)

Once you have more or less decided which product to sell, it is also important to test your affiliate link to ensure the product owner pays the sale when you promote the link.

After you have tested the link, you most likely would also want to check out the sales copy if it is written professionally and does it convert to a sale.

When Do You Stop Promoting An Affiliate Product?

In affiliate marketing, it is always important to test a product by first driving massive traffic to the product page and your job is to find the sales conversion ratio.

For instant, you have selected a product in the golf niche and used tracking software to promote 100 hits to it, and had zero sales. If this has happened to you, I would recommend you looking at promoting other products instead.

Generally, most products online convert at a ratio of 1%. Therefore, out of every 100 hits, you should get a sale from promoting the product.

Recommend Niche Products To Choose

I have been selling lots of different kinds of products online and here's a list of products that I know sell really well.

1. Internet Marketing Related Products
2. Gambling Related Products
3. Weight Loss Related Products
4. Forex Related Products
5. Real Hyped Up Get Quick Rich Products
6. Investment Related Products



Alvin Phang's The Blogger's Handbook

A Publication By:

www.GatherSuccess.com

There may be more products than these in the list, but so far, I have sold some from some of these niches and I can say they are pretty profitable. 😊 However, I do have to warn you some of these products although they may sell really well, they may get a high refund rate too.



Getting Database On Your Blog Is Important



Getting Database On Your Blog Is Important

There is no doubt that blogging is getting more and more popular online each and every day. What I have realized why people fail to make money online most of the time is because they fail to do one thing .

Which happens to be the most important thing in online business. That is to collect database names and email addresses. If you are wondering what that is, well if you see the new layout on GatherSuccess, on your right, there is box which asks you for your name and email address. That is what I mean by collecting database.

Collecting people's contact details is really important when it comes to marketing online. How many databases you collect will determine how much you can make online.

Some tools you can use to collect databases would be services like ShoutResponse which is a great [tool](#) to use to collect leads online. Getting an auto responder service may be expensive for many and I have some good news as I am in the process of providing my own auto responder service called [ShoutResponse](#) 😊

I can promise the new service that I have coming out would not only be as good as the rest but at a much more affordable price compared to other service providers 😊

Here's Some Ideas You Can Use To Capture Leads

1. You can create a squeeze page to capture people's contact details. This is the most effective way to gather a database for any kind of business out there
2. You can make a free gift and give it away on your [blog](#) site like which you see on my blog
3. You can even do a survey page like what I [did here](#) to capture people's contact details.

Do Remember This And Remember It Well

Your income that you make online is always equal to the amount of leads and database you have. I have been in business for 2 years and so far I have gathered about 12,000 leads to date which to me it's really small. 😞 However, getting the numbers is not everything. You have got to ensure the leads you gather also convert to dollars and cents.

You can find out if your list can make money for you by simply emailing them once in a while to let them know of the latest promotions you have online.



Tips On Creating A Sellable Ebook



Tips On Creating A Sellable Ebook

It's no secret, I had a great success of creating & selling my popular ebook called [Atomic Blogging](#). That book was not my first ebook that I ever wrote. It took me lots of failures before I was able to understand what my customers actually wanted. Before I go into the details let's start from the beginning.

What's An Ebook?

An ebook is basically a digital book that is compiled into a digital format for readers with a PC to read on. At most times, the book is compiled in a PDF format to prevent people from copying the content.

When compiling your ebook to a PDF, you can actually set your ebook to be print protected and copy protected meaning people will not be able to print your book or copy any text from the guide and that is why most ebooks are given in PDF format.

Types Of Ebook

In my view, there are only two types of ebooks. One is normally written to be given away as a free gift and the other would be written to be sold as a product.

For a free book, it is always advisable to write at least 30 to 50 pages of content in the free guide to be given away. For the value of the book, you would want to give it according to the number of pages you have most of the time.

For example, if your free guide has 40 pages, you can give a value of US\$40 for that free guide. The reason why you want to give a value to it because you do not want to give your readers a concept that the guide is totally free it has some value to it.

For a paid ebook, it would be much different and at most times you want to add as much content as possible to over deliver what you are trying to sell. For instant, Atomic Blogging is now selling at only US\$47 which actually comes with 140 pages of real great content 😊

Selling Your Ebooks Online

To start selling your ebook, I would highly recommend you first sign up for a free account at [Clickbank here](#). Once you have sign up a Clickbank account, you will be able to add products to your account. There are a few things to take note in submitting your ebook to Clickbank to sell

1. Ensure you have a salescopy done for your ebook
2. Ensure you include a 60 day return policy written in your salescopy
3. Ensure you have contact details on the sales copy
4. Ensure the payment buttons are found on the salescopy
5. Ensure your thank you page is working with the PDF file

Once you have all that setup nicely, you would need to submit to Clickbank to verify it is all working fine and wait for approval. Upon approval you are required to pay a one time fee of US\$49.90 to list your ebook on Clickbank.



Tips To Make Your Book More Sellable

It's always recommended to get a professional graphic designer to do your ebook cover. Your cover and design would most likely determine the price and impression you give to your customers so having great graphics on your ebook is highly recommended.

On top of great graphics, you would also need to have affiliate [tools](#) that you can give to your affiliates to sell your ebook better. You can [click here for an example](#) of how I did it for Atomic Blogging 😊



3 Things You Can Do To Make More Money Online



3 Things You Can Do To Make More Money Online

Here's The 1st Tip - Start Finding Out What Is The Problem

Almost 99% of all marketers online who did not make money will not know what is the problem as to why they are not making any sales when promoting a product. Here are some things you should look out for to getting the sales you want.

First you need to check how many people actually saw the website you are promoting. It may be had only 10 visitors to it which means there isn't enough traffic to generate the sale. If you are doing Adwords, you also want to check what keywords are been used to promote the website and may consider changing them.

If you do get a sale and you took 200 hits just to get one sale, the next thing you want to find out is where those 200 hits came from and try to improve by trying different ad swipe copies.

Tip No.2 - You Are Not Spending Enough Time On Marketing

I have to be really super honest with you, not all the students I coach personally make money and at most times it's really not my fault, as I realized, most of the time. Out of maybe 100 students only 3% will succeed because they did something the rest are guilty of. Which is they are not doing enough **MARKETING!**

Many people have no sales or do not make money because they fail to remember that Internet Marketing is after all a business not a JOB! To make money you have to spend time promoting the website EVERYDAY, not once per week 😊(recommended as much as possible daily!)

If you think complaining about it would help, I suggest you start thinking about what went wrong instead, and think back to actually how much time you spend on generating traffic and learning new stuff.

I realize most people would rather learn new stuff and keep on learning and learning and complain about information overload but they **FORGOT** to **TAKE ACTION** on the things they just learn. So if you are reading this now, please do yourself a favour and start doing more marketing then keep on learning new stuff.

Tip No.3 - You Need To Plan And Organize Your Strategy

Most of the time, when it comes to making money online, people learn new stuff and they would straight away implement the strategies they learnt but did not plan to have a fixed period of trial testing before concluding the tactic words.

Some people just simply try a traffic tactic maybe just once and claim it did not work. Well the truth is that you are not testing enough to actually judge if it works. The thing is you have got to test in order to find out if something works.

It is recommended to test a tactic for at least 3 weeks daily, in order to conclude if the tactics works. And you will know it works when you have got traffic and sales 😊

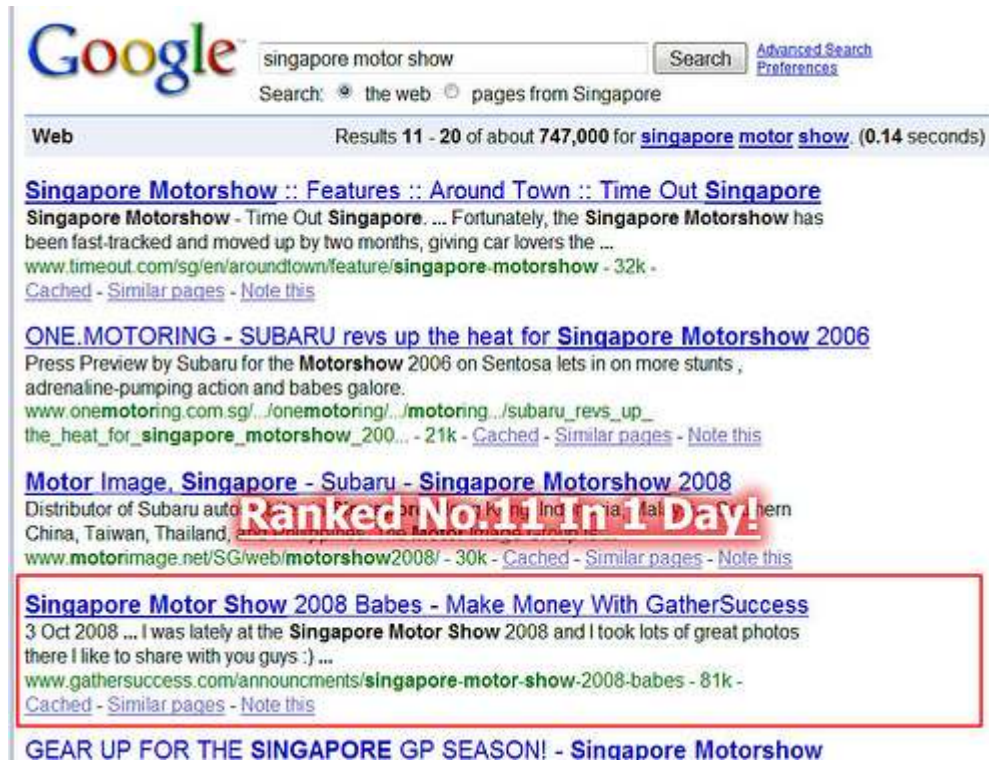


Must See SEO Tips To Ranked No.1



Must See SEO Tips To Ranked No.1

I got ranked No.11 for the keyword “[Singapore Motor Show](#)” in Google. Here’s a screen shot for you to see.



Did these rankings help me get some traffic? Since yesterday I have seen about 10 hits to my blog from people who were interested to find pictures of the event 😊

Although these visitors may not be targeted to make money from that online niche, I just wanted to demonstrate to you that getting ranked No.1 on Google is pretty easy once you know what you are doing.

So How Did You Do It Alvin?

Well it’s very simple; first off you have to create a blog post with the target keyword you want. In my case I wanted the keyword “Singapore Motor Show”, so I used that keyword as my title but I added babes to it.

However, this tactic will not always work if a keyword that has a really high amount of competition. For my keyword it was only less than a million so it was really easy to get ranked high for that.

More Tips To Attract Visitors

1. The first example I made was using event keywords to attract people who are looking for information for that event.
2. A movie that is about to launch in the coming months



3. An actress name of a new movie that is coming out.

4. A new product that is launching soon

If you choose any of the four above, chances are the competition for the keyword is really low and getting ranked high for them is as easy as posting about them.

You will realize at most times during the opening or duration of the launch of an event, there will be a lot of people start visiting your blog if it ranks high before the event.



3 Tips On Making Your Blog A Money Machine



3 Tips On Making Your Blog A Money Machine

Do you want to run a successful [blog](#) online? Well then you would want to read every single word I am about to say as I am going to reveal some real secret tips on creating a profitable blog. If you follow the following tips below I can guarantee your blog business will increase at least by 20% to 30% depending on if you are willing to implement them 😊

Tip #1 - Add In An Auto Responder On Your Blog

It's really obvious but strangely only a handful of bloggers actually do put an auto responder on their blogs. What is an auto responder? Well if you look at the top middle orange box where it says grab your free book that's an opt-in box. 😊 As a blogger, your goal and objective at all times is always to get your readers information as much as possible. It may be from an opt-in, or simply from just putting a comment on your blog. To explain

The main things you would want to collect will be their name and email address and you can easily grab this information with an opt-in box or people's comments on your blogs. However, you do not simply want to put an opt-in box in for the sake of it. You would want to also offer an incentive to explain why I should give my name and email. The best incentive I would recommend is to give away a free report or join a newsletter.

Building a list of subscribers is really powerful if you understand the meaning of leveraging. If you do not have an auto responder I would highly recommend you use www.ShoutResponse.com. I am using this myself with great success and the good news is they also offer a free lite version for you to test as well 😊

Tip #2 - Do Not Use Any Common Blog Theme

There are over 115 Million blogs all around the internet and there are also thousands of free themes you can download all over the internet. However what is the difference between successful bloggers and the rest? Well if you have not noticed it yet, it is all successful bloggers have a unique blog design on their blogs. THEY DO NOT USE off the shelf free themes. Even if they do, they would customize the blog to their own needs.

A tip for you if you are currently using someone's theme. It's highly recommended to at least get a banner done on your blog to brand your blog to make it look different from the rest. The key thing is to make your blog unique and special so that people will remember your blog based on your logo and not the theme design.

DO NOT under estimate the importance of branding. Branding itself is really important and it will determine how much you can make online so do spend some effort to re brand your blogs or websites.

Tip #3 - Stop Using Blogger or Any Free Blog Platform

If you want to have a very successful blog, you would not want to use a free blog platform to market your business. No.1 reason is because you do not have control of your blog and at any moment the owner of the program can shut you down if they feel your blog is not doing something right. I got first hand experience of this when I first got a blogger account and it closed down within the first 3 weeks and you would not want that to happen to you! 😊



Instead of using free platforms, I would recommend investing some money to get a web host (I am using Hostgator) and install a hosted Wordpress platform for your blog. With a hosted solution blog, you will be able to take advantage of the many free plug ins and themes available online.

I have more to share, but I do not want to expose too many secrets just yet as I am in the process of writing my new free traffic book, to replace my existing book. It's about 15 pages so far and I am still working on getting more powerful content into the free book. If you would like a copy of that when it releases just fill in your name & email at the top of the post and I will email it to you when it's ready, for free 😊



Powerful Tips On Writing Blog Articles



Powerful Tips On Writing Blog Articles

Writing on a [blog](#) is like writing a magazine. Just like building a new web site, you need content on your blog to get people to be interested to read your blog. The single most important thing in an article is the title when it comes to writing.

How To Title a Blog

The title is basically the name that you will give to your blog. This title is different from the title you use for each article you post. For instant, the title of this blog is called GatherSuccess. When choosing a title for your blog, you want to choose something that is related to what your niche is about.

For my case, I really wanted to create a blog to share my success with everyone and gather all of them in one simple website and that was the reason I named the blog GatherSuccess.

When deciding on your blog title, if possible you should also try to use your keyword research to target the best keyword or phrase to use in the title of your blog.

Choosing Great Blog Article Titles

In my experience, the best article titles are the ones that capture both search engine traffic and audience at the same time. It is always recommended to insert keywords into your title to get the maximum exposure from Google search.

For instance, if you want to start the keyword "Golf Tips". You must have the word "Golf Tips" in your title. For example, "10 Great Golf Tips To Play Golf". The tricky part in choosing titles is it also must be attractive to your readers at the same time to ensure they are interested in the topic.

It will take you some time to practice it and find out what titles are great for your blog. The best way to find out is to install tracking plugins on your blog to see what your readers love to read on your blog.

Using Keyword Effectively On Your Articles

As with any website you want to always optimize your website pages to get high ranking in search engines. To do so, you want to repeat the keyword in your article a few times in the text of the article itself. Even if you are simply posting a simple announcement post, you can write a brief introduction about yourself and mention the keyword once or twice in the introduction. 😊

Writing Articles On Blogs

Writing can sometimes seem like a daunting task to many, if you are new to it. I couldn't agree more as it requires oneself to have a creative mind and have a strong command of English. However, learning how to write is THE most important skill to learn to make money online. 😊 In my experience it's always great to write articles that are right to the point and straight forward.

To get ideas for your articles, you can actually visit article directories like EzineArticles.com to see what others are writing about in your niche. Or perhaps, while you were outside and some how got an idea for a topic to write about you may also want to pin down those thoughts on a piece of paper. Once you are back home, you can refer to that paper for ideas on your topics.



Recommended Number Of Words Per Article

When writing an article on a blog, it actually is not much different from a website. Thus, an article should always be in the range from 200 to 1,000 words of unique relevant content. However, do not freak out if you just could not squeeze out 100 words just take your time to write and it will slowly get easier as you practice more 😊 Just remember it is always better to provide quality than to rush into it and just publish it.

While writing your article, do always remember to apply and include the keyword phrases within the article content to optimize your article to search engines.

There are no rules in blogging, so you are free to write as you see fit for your blog site. However, from my experience a long article with great content is always the best for any blog.

What To Write About?

Well you definitely do not want to write rubbish on your blog. Before you set off to get yourself into writing the topic of your article, you must first look at the keyword research that led you to discover the niche within your blog.

Begin with that keyword research and start writing based on what are the best keywords in your list. When you start expanding on the topic and write to a point you no longer have any more ideas, you can start offering opinions on the things you just wrote about to add in more words.

Reading other people's blog like mine 😊 will also help you generate ideas for your articles but you have to be careful not to copy people's content as that is not right.

Do also spend some time to think about how to get your articles ranked well in Search Engine Results Pages (SERPs). Get topics from your keyword research data, and input the phrase all over your articles.

How To Label Categories

The no.1 common mistake made by many bloggers is they always forget to categorize their post and most often people would categorize their post under "uncategorized" which is really wrong! It is always a good idea to break your blog up into different categories to create a nice filing system within your articles.

This will also allow your readers to find what you have posted on specific topics that you have written on your blog. More importantly, tagging your articles also helps in search engine rankings too. If you fail to tag your article with the right keywords, you are missing a great opportunity to get your articles ranked high in search engines.

Linking It Right On Your Blog

If you are currently running a blog and have no links on your blog, you are basically throwing all your chances of making money down the drain. It is really important to create links on your blog. Basically there are two types of links you can create on your articles. One of them is what we called an internal links and the other is the external links.



Tips On Internal Links

At most times, internal links are used to inform your readers of previous articles you have written but it can also be used to trick search engine into acknowledging the keyword is related to a posted article.

Here's an example of how you can let search engines know that an article is important to a keyword. *E.g. This article on [Make Money Online](#) is a great article to read on.* If you noticed I used the keyword "Make Money Online" as the keyword to link to the article.

What this will do is that it will inform search engine spiders that the keyword Make Money Online is related to that link and the chances of being ranked higher on a search would be higher if you do this type of internal linking.

However a word of caution, you are not allowed to overdo it as search engines will know and it will just make things worse if you over do it.

Tips On External Links

For external links, I would always recommend everyone to insert affiliate links within the post to sell affiliate products.

However, you do not want to just put the website link to sell an affiliate product. A more sneaky way of linking to your affiliate product would be this way. *E.g. For the past 12 months, I have been blogging really actively making more then \$203,000 in sales just by applying [this secret guide book](#) I have been reading about.*

You will notice from the above example, I make a link with a sense of curiousness into it to make you click the link. This works really well for me and you may also try it too on your blog 😊

Frequency Of Posting

Blogging on a [blog](#) can be a real tiring thing to do on a daily basis especially so when people are more demanding now in today's world. They expect more from your blog, and in order to satisfy them you need to try to post a new article to your blog every day!

Yes my friend it may sound crazy but if you fail to do that, the more you delay, the chances your readers not coming back to your blog would also be higher. That is what I realized whenever I go for my holiday trips and forgot to post on my blog 😊

The bare minimum is there should be a post every 2 to 3 days within the week, making it 3 posts a week. However, you do not want to post all three at one go but you want to give it some delay to keep people interested. Like what I have just done by breaking this long article into a 4 part series 😊

Your main motive in frequently updating your blog is that you have to give your readers a sense that your blog is been actively maintained and there is always fresh content to read. This will also keep search engine spiders coming back regularly which mean better rankings for you 😊

Handling Comments



It is a real common problem that you will receive tons of spam comments when you start blogging on your blog. Do not panic as its normal to receive them, in fact the more you receive means you are doing something right as you are getting more attention on the internet 😊

All blog platforms have different ways to filter away comments but always try to have a spam filter installed into your blog site if possible to save you all the trouble of filtering them yourself. If you have disabled comments on your blog, I would highly recommend you to enable it as it's the best way to interact with your readers.

When you enable comments, do remember to enable the moderating mode so that you do not simply allow spam message to hit onto your blog site. Do note when you approve comments, try to avoid allowing your readers to insert hyperlinks in the messages that would affect your rankings.



Making Money From Lead Generation



Making Money Online From Lead Generation

In order to have a really successful online business, one must first know the most important part in business and that is collecting customer's database (also known as lead generation). In lead generation, there are three types of leads that you can collect online and they are, cold list leads, affiliate leads and buyer leads.

About Cold List Leads

Cold list leads are basically leads that come into your website providing their name and email that have not bought anything from you before. A real live example of such leads captures is like the one you see above this [blog](#) where it asks you for your first name and email to get a free blog guide book.

At most times, these leads are the hardest to convert to sales as you need to spend time building trust from your customers to get them to buy something from you.

About Affiliate Leads

Affiliate Leads are a gold mine in your business; basically these leads are people who are willing to promote your business. The more affiliates you have the more money you can generate for your business as they will be promoting your business

About Buyer Leads

Buyer leads are the most valuable type of leads you can get online simply because they have bought something from you and trust you enough to give you their details.

They are often much easier to convert to sales and you want to grab as many buyer leads as possible!

So How Can You Start Generating Leads?

The easiest way to capture leads is to first offer some form of gift to give to your readers. For example, you can see from this blog above, I offer a free download of my popular blog guide in exchange for your name and email.

You can easily capture people's contact details by using an [auto responder service](#). The one that I would highly recommend would be using is ShoutResponse.

If you are interested to find out how you can setup your own lead capturing page, I have also prepared a video tutorial showing you how to setup one for free at this special [video link here](#) 😊

Tips On Converting Leads To Sales

First rule in marketing is always providing more than what your customers are expecting from you. In online marketing, what you can do to over deliver is to provide quality content to your customers and support.

You want to first teach them something before you proceed to sell them a product. In most cases, it is best if you offer them the product on a free trail before they actually decide to buy.



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As you can see from the above article, I have actually just done that to you by educating you about generating leads to promote Shoutresponse 😊

Also known as soft selling, this tactic of selling is proven to convert more sales for you and works really well in any market.



Top 3 Common Problems Faced In Making Money From Blogging



Top 3 Common Problems Faced In Making Money From Blogging

I have been blogging for more than 2 years and I have encountered tons of problems. Because of all the encounters, now I have a great habit to start to love problems. Why do I love problems? Well you get to learn as you encounter more and more problems. The secret to my success was I learnt to love problems and I solved them really fast!

I do notice lots of loyal readers have been reading my [blog](#) and wondering what are the problems encountered in blogging so here's the top 3 common problems faced by myself from my experiences in making money from blogging.

1. It's Not Easy To Get People's Attention Online

When it comes to blogging, your content is the key to attracting your readers to stay onto your blog. To get readers to stay on your blog is not an easy task as at times the content will just simply piss people off if you did not craft your article well. So what content you type on your blog does have an impact on your traffic too.

What type of content should you write Alvin? Well as you can see a real example which I just did recently. I actually asked my readers what they like to read about and I just basically write what they want to know.

In that way, you are writing towards what your readers want and that would mostly likely keep your readers coming back. Or you can simply try real quality content on your blog and your readers would love it too 😊

2. No Traffic To My Blog, HOW ALVIN!

Well it's no point crying over it right? Well the solution to traffic is to DO MORE of the traffic tactics! That's the only solution to it. What traffic tactics would I recommend? Well here's a list of marketing tactics you can choose from.

1. Blog Marketing
2. Forum Marketing
3. Article Marketing
4. PPC Marketing
5. Press Release Marketing

There are many more methods you can adapt but I would recommend you to choose just one and focus on it to get the best results.

Try to get into the habit to choose just one traffic tactic and go with it for at least 7 days with at least 2 hours per day to get the most out of it. In that way, after 7 days you will be able to measure how much you have improved.

3. I Am Not Technically Sound?



Many people who want to learn to make money online have very little experience or knowledge in IT and that's really important to have in online marketing.

For me I am pretty lucky as before I got into the blogging business, I already had many years of experience in web design and programming so picking up Internet Marketing was pretty easy for me as I was really good with computers.

The only solution to solving this problem is YOU HAVE GOT TO TRY learning step-by-step from courses or books. I have seen people with no IT skills take almost a year to make their first dollar but the key to that is **DO NOT GIVE UP** 😊

If you are really lazy then I would recommend you can outsource all the technical stuff to others, that's another solution 😊

Which Traffic Tactic You Like Me To Cover More On?

I was thinking since I was writing this article, I thought of covering more on some of the traffic tactics that we use online. These are the traffic tactics you can choose from

1. Blog Marketing
2. Forum Marketing
3. Article Marketing
4. PPC Marketing
5. Press Release Marketing



The Most Powerful Blog Marketing Tactic!



The Most Powerful Blog Marketing Tactic!

The ability to understand and interact with every reader on your [blog](#) and solve their problems and issues as soon as possible! This may sound really stupid for some but to build a huge empire of readers on your blog and create lots of loyal readers, you must first get your readers to **trust you and benefit** from your materials.

There are many countless popular bloggers out there but only a handful of them actually take the effect to get to know their readers on their blog.

Here's Some Guidelines To Help You Out

1. Always try to response to every email your readers has sent you, even if it's a stupid question 😊 However to me there is never a stupid question because everyone was once a newbie anyway 😊
2. Response to the comments your readers have written on your blog
3. Show your readers you care by providing materials that they have required and give them for free; they love it!
4. **BE HONEST!** DO NOT start writing information or crap that you are not sure about! Always stay honest and you will build up your creditability
5. Ask your readers questions and ask them what their problems are and on top of that REMEMBER to answer them too 😊
6. Write from your heart and be open to share all the information you know 😊
7. Do not try to hard sell your readers and give value information to get them coming back for more
8. In general, I realized people love to read long post of information and solution based titles are great to show your readers some guidelines on your topic
9. Make it as simple and straight forward as possible for your readers to [subscribe](#) to your blog, for example if you like this post you can [clicking here to subscribe](#) 😊



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The Top 4 Reasons Why People Fail To Make Money Online



THE Top 4 Reasons Why People Fail To Make Money Online

I realized many people fail to make money online and I want to point out some great tips to help you get what you want which is to **START MAKING MONEY ONLINE NOW** 😊

#1 Reason - Information Overloaded

I remember when I first started doing Internet Marketing 2 years ago as a newbie I was filled with lots of tactics on how Gurus make money online. What I later experience was really tons and tons of information to learn and did not know what to apply. Worse of all for those with no IT knowledge, many did not know how to apply them at all 😞

#2 Reason - Not Willing To Try Or Spend Time On It

I really hate it when sometimes as I coach and teach people how to make money online but they reply to me that they have no time! I mean **COME ON**, if you want results you have to **dedicate some time to it**. There is no such thing as a **FREE LUNCH!** You can't just **SIT THERE** and **DO NOTHING** and **EXPECT TO SEE SOMETHING?**

You have got to wake up the fact that in life, nothing is easy and to achieve results you need to put some effort in to it. Do put effort in it to reap rewards from them 😊

#3 Reason - Not Willing To Invest Money To Learn

Most people who first started in marketing are very afraid to spend money to learn from trainers or Gurus to learn how to do the trade. I would recommend to everyone to always invest in a book or trainer to coach you how to start an online business. Simply because it's not easy to do it on your own 😞

But please be warned, do not exceed your budget in spending money to learn as I have personally seen some people have spent more than \$10k in learning and still get nothing and that's because most of them fall into the Reason #2 category which they are not willing to try and are just plain **LAZY!**

#4 Reason - Need To Learn How To Focus And Test Your Results

I strongly believe every training material out there, regardless of whether they are free or paid are great. I do buy materials online to learn everyday as I know there are always new things to learn. However, the information you get will not be useful if you do not use them and test them.

Here's my secret key to my success, just take any traffic method out there and do it for at least 30 days and just doing that you will see results 😊 Key to success is knowing how to focus and try not to do new things all the time!

Some Recommendations To Solve These Problems



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You can read this article on a [Quick Starting Guide On Making Money Online](#) to help you out 😊 Also I would also strongly recommend you to [click here to subscribe](#) to my [blog](#) for the latest updates on how to make money online 😊



Blogging Survivor Tips To Fight With Your Competitors



Blogging Survivor Tips To Fight With Your Competitors

No.1 Tip – Love Your Competitors

In every business or niche that you want to do online there will surely be competitors. You cannot deny the fact that there is always competition almost everywhere and you cannot run away from that.

I have learned to adapt as what God always says “Love Your Enemies”. That is what I have done for more than 2 years already, I am not really afraid of competition as unlike many people I do the opposite I actually love them and most often what I would do is even invite them for a Joint Venture 😊

What does loving your competitors got to do with blogging you may ask? Well it has got to do with everything you do. If you want to grow your readership on your [blog](#), the biggest tip I can give you is always try to do joint ventures with other bloggers on the internet enough though you know he is your competitor talking about the same topic.

Once a successful joint venture is made which can come in many forms, he or she can start writing about you and you will get massive amount of traffic just by being open with us.

Tip #2 – Always Show That You Care

I have read countless number of bloggers, especially in the make money niche. They will try really hard always to hard sell in their blog post and by you doing so you are actually throwing away really quality readers on your blog.

When you are writing on your blog, you always want to show your readers you care for them by paying attention to their comments and start writing topics on what they want.

Why should you show care about your readers? Well very simply if you show them you care more about them than they care for themselves chances are they would trust you more and by doing so the chances of them buying a recommended product of yours will also be higher too, make sense? 😊

Tip #3 – Blog Very Often On Your Blog

It a fact that people who read blogs love updated information and in many cases they would not want to visit a blog where the writer has not updated his website for many days.

If you blog consistency on a daily basis and keep on doing it for the next 3 months, you will soon realize your readership on your blog will slowly increase and it's a fact that people love to read new stuff 😊

Tip #4 – Write Quality Stuff On Your Blog

In my view, I feel there is not such a thing as a bad post but in every post that you write on your blog you want to ensure there is a fair amount of quality content that actually helps people.

Things that you may not want to write about are your day to day stuff that you do at home or with your friends. No one really bothers about that unless you are a celebrity 😊



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Start to write content that actually helps people and people will love you for it and will keep on coming back for more



8 SEO Tricks To Get More Traffic To Your Blog



8 SEO Tricks to Get More Traffic to Your Blog

So, you've started a [blog](#); however, more than likely you want to work on getting more traffic to come to your blog. Increased visibility can help you drive more traffic to your blog, making it more profitable to you. Not sure where to begin? Well, here are a few great SEO [tricks](#) that will help you get the traffic you want coming to your blog.

SEO Trick #1 - Incorporate Keywords in Titles

First of all, if you want to increase the traffic to your blog, make sure that you incorporate keywords in the titles of all your blogs. Remember, people search by keywords, and using keywords in blog titles can help make it easier for people to find your blog.

SEO Trick #2 - Allow People to Subscribe

Allowing people to subscribe to your blog is a great idea as well. This is called syndicating your blog. Make sure you do your best to make signing up very easy for the visitors to your blog so they'll come back again and again.

SEO Trick #3 - Use Keywords in Blog Categories

When you set up your blog categories, you'll help to increase your blog traffic if you use keywords in those blog categories. When you create categories that have good keywords, it will make a url for each post that is SEO friendly.

SEO Trick #4 - Comment on the Blogs of Others

Another way to bring more traffic in to your blog is to comment on the blogs of others. However, these posts should make sense and add value. Make sure that you use your real name or the name of your blog and avoid using keywords in the name field.

SEO Trick #5 - Use the Right Keywords

The right keywords on your blog can make it hot and help to get even more traffic to the site. Take some time to do some keyword research so you incorporate the best keywords. This will make it easier for people to find you via search engines, since you'll be using highly visible keywords.

SEO Trick #6 - Make Use of Blog Directories

There are many blog directories out there today, such as GoGuides, DMOZ, and JoeAnt, to name a few. Make sure that you make use of these directories. Usually they have special categories for blogs that will allow you to have your blog listed in a specific related category. This can help you bring more traffic to your site.

SEO Trick #7 - Track Backs Can Help

If you happen to talk about a quote from another blog and the blog is relevant to the subject you are talking about, you may want to use a track back. This helps to build the popularity of your links and you



may get some readers from that site to come to visit yours. Basically a track back will show a list of blogs that refer to a certain blog post.

SEO Trick #8 - Offer RSS Feeds that Deliver to Emails

Last of all; consider using RSS feeds that deliver your blog posts to emails. Many people prefer reading blogs by email instead of actually having to visit the blog each day. So, this is a great way to increase traffic and make sure that you keep your readers as well.



Top 5 Reasons Why People Refund Products



Top 5 Reasons Why People Refund Products

I was reading through my emails (2,000+ of them) and I have to admit no one is perfect in this world even I get unhappy customers sometimes too 😊 I thought of sharing this information as I felt it would be important for people who are thinking of creating digital products.

A digital product listed on Clickbank normally gets a refund rate range of 5 to 15% in any form of online product that is sold. In some cases the refund rate can get as high as 90%! So do not be fooled by big Gurus that have sold lots of products but their refund rates sometimes can be rather high 😊

Anyway I have been selling digital products for more than 2 years and I would like to share with you the top 5 reasons why people refund products.

1. Unable To Download Product

Yep the No.1 reason in most cases that I experience most people who refund their products is because they did not manage to get their product. So try to ensure to make the download process as fool proof as possible.

Most often the problem lies with some non-IT savvy people who forgot to click on the receipt invoice after their purchase to proceed to get their downloads (when it's clearly written there "Click here to proceed"! 😊)

2. They Want A Free Copy Or To Steal Your Product

Yes this is another shocking reason why people refund is because they just simply purchase and within the next 2 hours they would ask for a refund immediately just to get a free copy 😊 it's sad to see this but time and time again I see this happen to me .

Some even went to the extreme thinking they are really smart and sent me a complaint email stating they made a purchase and did not get their download but after I checked my invoices I realized they did not even purchase in the first place! (simply put they lie that they made a purchase).

Lesson learnt here is always to request for a receipt number from Clickbank before you give the download details (there are always people out there who simply lie 😊)

3. They Are Not Free To See Your Product

I am not sure how true this is, but the no.3 reason is I always get people emailing me stating the reasons for asking for a refund is they said they got into some accident or simply they are not free to look at the product (pretty strange reason huh 😊 imagine you bought a book at MPH and 2 weeks later you felt you are not free to read it you ask a for refund.

4. They Did Not Get What They Wanted To Learn About

In some cases, after they have read the salescopy and find out what they bought was information they have already learn before and felt the money spend was not well worth paying as it's just duplicate content for those experienced marketers.



5. Product Is Not Of Good Quality

So far, for myself I have no complaints on the quality of my products so far but this is also another possible reason why people may refund because simply put if your product is not of good quality people will not be happy about it and will request for a refund.

To prevent this from happening, what I normally do is too really under promise and over deliver with tons of bonuses and content for my members to go through to help them as much as I can 😊



Trade Secret Tips On SEO That Gurus Do Not Want You To Know



Trade Secret Tips On SEO That Gurus Do Not Want You To Know

This is a really powerful article about Search Engine Optimization (SEO). I highly recommend if you can, to try to read through this article more than twice as I am about to expose to you a really deep secret about SEO. Before I proceed do remember to [click here](#) to [subscribe](#) to my [blog](#) as I will expose more secrets on my blog 😊

First Of All What Is SEO?

Simply put it, SEO is all about ensuring your website is friendly to search engines so that people are able to find your website online. Why do people pay so much attention to getting their pages SEO ready? Well if you do it right, you get ranked high for powerful keywords you will get lots of free targeted traffic to your website 😊

A Secret Not Many People Know About The Value Of SEO

I have been doing online marketing for about 2 years, I will not say I am a total expert in SEO but I have enough knowledge to get myself ranked high on search engines. To be frank SEO is about 4 main things most of the time. These four things are meta tags, url tagging, title & backlinks.

The shocking truth that many do not realize and therefore think some SEO experts are really that good, is that you can easily get ranked in search engines for long tail keywords which NO ONE or hardly anyone would normally really search on .

For example if you are trying to get ranked high for the keyword "How To Make Money In Asia", do you actually think there are lots of people online that actually typed that phrase on search engines compared to the keyword "Make Money Online"? To make things even more shocking, if let's say the keyword "How To Make Money in Asia" only has about 1,000,000 related websites, you can easily get ranked high by just posting a few articles on your blog with that title and within days you get ranked No.1.

But what not many people know is that being ranked No.1 for the keyword "How To Make Money In Asia" is as good as nothing because NO ONE types such a long phrase online! Instead, what you actually want is to get ranked high for short and high demanding keywords that thousand of people search for online.

So the next time, some SEO expert claims he knows SEO and shows you he is ranked No.1 for some really long phrase word he is just telling you B.S.

Another Shocking Truth About SEO

I remember 2 years ago I was really interested in SEO and would easily spend about 5 hours each day just trying to get ranked no.1 in search engines. Let me tell you something really shocking, so far out of 10 SEO friends I know of most of them do not make lots of money for being ranked no.1 in search engines. No doubt they may get traffic but they do not make lots of money for keywords ranked no.1, unless it's a really high demanding keyword that people search by the thousands everyday.



The real income that comes from SEO is actually from consultancy services, do you know the cheapest price you can charge just to get ranked no.1 in MSN is at least US\$3,000 just for a few keywords ranked no.1 in MSN. So you can see from this example, most SEO experts earn more from doing such services than being ranked high in search engines.

So How Do You Get Ranked High In Search Engines? What's The Secret?

Well to be frank there is no book on the internet or expert out there that can tell you for sure how to be ranked no.1 on search engines as they do not work for Google and they change their calculations of rankings in search engines really often. But what I know for sure is at most times to get ranked high on search engines, you basically just need lots of related backlinks from related sites to get yourself ranked high on search engines.

Other Useful Things You Can Learn From Getting Ranked High In Search Engine

Because there are many people online that do not know keywords that are not high in demand can already be ranked high in search engine pretty easy. Many people therefore use the unpopular search phrases from search engines just to sell their websites.



The Biggest Secret I Ever Exposed About Making Money Online



The Biggest Secret I Ever Exposed About Making Money Online

So What Is This Big Secret Alvin?

I was reading through some reviews of what people were talking about me on other blogs and some of them already have guessed right. We do not make money online just from blogging. If you notice all popular blogs online have multiple streams of income from various sources 😊 I wish I could show them to you guys but that would basically kill my own business as some of the online business I do are really in a niche that if I exposed it to the public I am asking for more competition (so you cannot really blame any marketer for not exposing their trade secrets 😊). That is just one part of the secret; the next big secret is....

People Love To Buy Hyped Up Products

This is no surprise. People love to buy information products online because marketers would always try to promise them overwhelming results with so called “shortcuts” to success to make money online just to give you the impression that you get to make money really fast. But the truth is there are no such things as shortcuts, I have been doing this for 2 years now and I know very well there is no such thing as a “quick fix” to make money online fast! If you are still thinking there is such a thing **please stop thinking that way.**

But the question also some of you guys may be thinking is if I say all these products that are so hyped up and people still buy them but do they actually work? Well the **TRUTH IS THEY DO MOST OF THE TIME!** I truly believe every digital information product out there is a good product but the problem does not lie in the product creator but the problem only lies **IN YOU!**

The truth is **SYSTEMS ALWAYS WORK, PEOPLE DONT!** You will be surprised some of the things I learn from blogging I actually learn them from really cheap \$7 ebooks that you will see the same information in expensive programs too 😊 With 2 years of experience of selling digital information and coaching I realized that most people who bought my stuff are not getting the results they want is because they did not spend enough time to actually try to get results.

Especially so when I created Atomic Blogging, there were numerous people who did benefit from the product and got really great results that I even had hundreds of great testimonials to back up my claims of my products 😊 But of course we cannot satisfy everyone, to be frank there are also a small group of people who simply say it did not work for them, simply because (not to offend anyone here) but they are just **plain lazy to try it out** and just simply ask for a refund and worst of all email me say my system doesn't work 😊 (but why has it worked for hundreds of others who tried it, pretty strange huh? 😊)

Back to hype marketing, is doing hype marketing really ethical? Well to be really frank I did not like the idea of hyping stuff at first but I realized it is actually alright to hype some stuff as long as you are not lying 😊 And it's important to learn how to hype stuff up to brand yourself as an expert that's the reason why I am writing this article, to teach you how 😊

How Do People Hype Stuff Up?



The first type of hype I ever learned in my experience is how to play around with sales numbers and commission. Some of you guys may not like this, but all I want to do here is to expose to you the truth behind how we hype stuff so that you are aware of what we do 😊 Very often in selling information products especially so when it comes to products that says you can make huge lots of money we would always show really nice cheque figures.

Are these figures for real? Well in most cases yes because you can actually can sued for lying or posting fake claims 😊), but some of you guys may not be aware the cheques shown may totally relate to what the guy is actually selling.

For instance if someone claims they make huge cheques from a program and show cheques of their earnings. However the truth is sometimes the cheques shown are actually coming from promoting other programs that were much more successful. Basically what we do is to recycle the cheques screen shots to be displayed to make the money cheques “look nicer”.

Are they lying? Well not really, you can still use them but all you need to do is to craft your sales copy to say like “Here Are The Cheques I Made Online” but did you notice I did not say where it’s from 😊 So that’s a small example of what hype marketing is about. You only expose some portion of the story but not the whole story or you take something that is actually a really small thing but just that you have blown up some facts you already have 😊

Some Examples Of Hype People Do

- I Earn Well Over US\$5,600 In 7 Days Online
 - Fact: He really did earn that US\$5,600 but what some do not know is he has spent US\$4,000 on PPC to make those earnings 😊
- I Generate Well Over 500,000 Hits In 7 Days With No Leads, No List, No Money
 - He has a pool of joint ventures mailing his website with each person with at least 10,000 or more in his list 😊

So as you can see from the examples above, you will notice hyping is about making a story big but simply you don’t expose the entire truth behind all claims. You just expose the good side of it 😊 However if you feel this is really unethical then I **strongly recommend** you **don’t** do it. But what I want to say is everyone online who sells digital information is doing it and sooner or later you will realize if you want to make really big money online you have to do it 😊

Why Do You Want To Learn How To Hype Stuff Up?

If you are thinking of making really lots of money online, it’s undoubtedly a fact that people love to buy info products that are really hyped up! However, let me give you some warning when you hype things up **DO NOT GO OVER THE LINE** and lie as it will backfire on you and simply bring your business down!

Here are some tips and rules in doing hype

1. Always and ALWAYS only show real cheques
2. Never lie about your earnings, people will know!
3. Show sales figures rather than net amounts to make your earning larger 😊



4. Show earning spikes that you have earn in short periods of time, example I earned US\$5,000 in 7 days but make sure you have the screen shot to prove it
5. Always use screen shots to prove yourself
6. Be honest if possible

For those of you who are currently doing Internet Marketing would think I am crazy to expose such a big trade secret but my aim here is to reveal to you the real secret behind all those big launches and so called big claims of millions.

My mentor used to teach me this “**Fake It Till You Made It**”, until today I have to frankly admit to you I still do it sometimes but just don't lie and you should be fine 😊

Alright I think I have exposed more then I should have already to be in huge trouble 😊 If you like this article and love to get more tips on making money online from me, do remember to subscribe to my blog by [clicking here](#) . If you have further tips on hyping things stuff you like to share do drop your comments below (if you are shy about sharing and exposing your name just comment with a nickname 😊)



4 Powerful Tips On Writing Content That Makes Money For You



4 Powerful Tips On Writing Content That Makes Money For You

I was browsing around my email and I noticed there were lots of people who want to [blog](#) but have no clue what to write on. So I thought why not I share with you my secrets tips of how you can find ideas easily and start writing powerful content for your blog.

Before I go into the details, I like to share with you also how do you know if content you write on your blog is quality content. The best proven method to find out is to write only content that has benefited you before and share it with your readers. In that way, you know what you write will be useful for others because it has helped you before in your experience 😊

Tip #1 - Survey Your Readers

If you have a mailing list, I would highly recommend you try doing a survey with your readers to ask them what they would like to know. In blogging, you want to try to interact with your readers as much as you can. By doing a survey, you are not only able to understand your readers better but you can deliver content based on what your readers tell you.

In that way, you will be able to satisfy your customers and readers better and that will surely increase your chances of gaining their trust. You can use [PollDaddy](#) which is a free web based survey software to do a survey 😊 To view a sample of how I did it you can [click here](#).

Tip #2 - Read What Other Bloggers Are Talking About

To get more ideas and topics to write on, you can easily find more ideas by simply visiting other people's blogs to see what they are writing about. However, you are not allow to copy word for word from other bloggers but what you can do is use the topics and ideas heshe have generated in other blogs and start writing content based on what you have found.

Or you can simply even write reviews on what you have found on the internet and tell your readers 😊

Tip #3 - Go To A Bookstore And Look At The Content Page

I love to do this a lot and no one uses this really often except me I think 😊 What you need to do is, let say you have selected a niche topic like "blogging". All you need to do is head on to a bookstore and pick up at least one book or two and look at the content page of the book. You will be surprised; you can find lots of topics you can write about just by looking at the content page of your book. I get lots of my ideas and topics mostly from books which are proven stuff people want to know about in that niche.

Tip #4 - Get More Topics From Online Article Directories

Another great way to find content is by searching in article directories on your topic to find topics to write on. You will be amazed the amounts of topics you can find in any subject you are researching on.

Some Important Pointers



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In writing content, here are some important pointers you should also take note to safe guard yourself.

1. You cannot copy people's content word by word, but you can reword them 😊
2. If you are to copy someone's article you must give credit to the person who wrote it in your article
3. Ideas and concepts are not copyright, so you can use them to your advantage.



Planning A Successful Marketing Plan To Make Money Online



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To be really successful in any online business you really need to know how to plan your time and things to do in your business. Because without planning and taking massive action on your plan you will not be able to measure your results to your efforts to get the end result you want.

I would not say this is a full proof marketing plan, but what I share here is basically what I have been practicing myself and it works for me 😊 In any business regardless of if it's online or offline you **MUST** have a marketing plan. Just in case you do not know what that is, a marketing plan is basically a sequence of stuff you plan to do within a certain amount of time to market a product or service.

To start making money from your marketing plan, you first need to write down what are your goals and objectives and time frame for your marketing plan.

Marketing Plan Example

Goal: 100 hits

Duration: 7 days

Marketing Method: Article Marketing Only

Amount Of Work Per Day: To publish 1 articles every day

Product To Marketing: Atomic Blogging

Targeted End Results: At least 1 sale (US\$35 Commission)

*Do note you do not want to set your money goals or target goals too high, as you will get yourself disappointed easily, it is only advisable to set only achievable goals and targets to ensure you do not stress yourself too much 😊

Once you have already decided on your plan of action for your marketing plan. This is the part where most people fail; you really need to be consistently taking action on your marketing plan and seriously doing it **EVERY SINGLE DAY** to get the most out of it! So for the example above, I will actually post an article every day just to target to hit 100 hits in 7 days.

You MUST Check Your Results Every Day

Then after, at the end of each day there is one more thing you need to do that many people always fail to do which is to track your results you get from your efforts. Let's say you posted one article to promote a product. You have to find out using tracking [tools](#) how many hits actually went to the product page to determine your results. Say then you only gets 5 hits from just posting 1 article in 1 day.

From there, you will need to evaluate your results. Will you be able to achieve your 100 hits by the end of the 7 days if you continue to do just 1 article a day? Well the answer is obviously **NO!** Well with only 5 hits in 1 day with 1 article that's really impossible, so that means you need to make some adjustments to your plan and increase the amount of effort needed, which is to post not just one article but maybe 5 or more articles per day 😊

As each day passes by, you will track the results at the end of each day and adjust your efforts as you go along. One note PLEASE DO NOT STOP doing this process and be consistent and do it all the way



to the end of the 7 days. Even if half way through you met your goals as mentioned above, you must still continue the process of marketing until the end of the 7 days please.

At The End Of The Campaign Here Is What To Do!

At the end of the 7 days, what you will do again is to summarize your results in one nice excel sheet with the hits and results you got on each day and how many sales you got. So let say after 7 days you get 100 hits from submitting 15 articles and resulted in 2 sales which is equal to US\$70. So what you need to do with these figures is to find out what is your conversion ratio number to sale. So you will take $(2 \text{ sales} * 100 \text{ hits}) / 100$ which is 2% conversion.

With this conversion number you now know that every 100 hits you get from article writing you get 2 sales to make US\$70. So let's say you want to make US\$240 next week just target to get 300 hits from articles it's that simple to be successful online 😊' just involves really lots of effort guys no kidding 😊

I really hope this article has given you some tips and tricks I use in my business, I know this is not related to internet marketing but this process I felt was important for you guys to know before you embark into any form of marketing tactics to drive traffic.

And trust me if you really do what is mentioned above in the next 7 days you will see results 😊



3 Tips To Make Money From Email Marketing



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If you have been doing Internet Marketing, you would know that the money is in the list. But it's not the number of people you want in the list, to be more accurate the money is in a hyper active list. Simply put, if you have 1,000 people in your email database. The number of people who actively open your emails are the ones that make money not the number of people in your list.

Just recently, during the launch of Atomic Blogging 2.0, I had a couple of friends whose list was a size of 10,000. However, what I realized was only a handful of them actually were active (only about 500). So what happened to the other 9,500? Well they are called a dead list!

In email marketing, it is really important for you to actively keep your list updated with information at least once every 2 weeks in order to keep it active. So what I am going to share with you are tips on how you can make your list more active.

Tip 1 - Send Out Regular Email Updates

If you are on my email list, you would know I normally send out an email newsletter at least once every 3 to 4 days (sometimes more). The reason I do that is not only to get a closer relationship with my readers but also to keep them active reading my stuff.

Just by keeping your readers active with you, you actually make people remember who you are and want to learn more from you. The more you are able to keep a reader connected to you, the more you will be able to sell later on 😊

Tip 2 - Always Have A Call To Action In Your Emails

When you are sending out emails to your readers, you would only want to keep to only one type of call to action in your emails. It can be a call to action to ask them to go to a website, or maybe reply to a survey question. The thing is you are only allowed to have ONE CALL TO ACTION! Do not put so many things in one email because that will confuse your reader.

Tip 3 - Keep Your Emails Short And Simple

You will be surprised that only a handful of people always only read the 1st 2 paragraphs of any email sent out by me. How do I know that it's because there are times, I put the important information in the 6th paragraph and I get lots of people sending me emails to ask about the details I mention in the email.

It is best to keep your emails short, about 4 paragraphs, especially when you are recommending a product to someone online and keep only about 7 words per line in your emails with not more than 5 lines per paragraph.



5 Great Ideas To Find Things To Blog About



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It is very common for people to have trouble in finding things to post about on blogs, so I thought I would share some valuable tips on how you can find ideas to write about based on my experience.

Here are 5 key ideas and questions you can use to get your post running

1. Write about what you did today at work or at home

Most often people will not bother about what you actually do or achieve, but one thing I noticed when you [blog](#) about something you are complaining about or talking nice about someone, there are people actually interested in this stuff and people will actually comment to agree!

Caution when you blog about those topics, not to put in names or companies names to prevent being sued. A famous local blogger named XieXue actually talks about the government and uses lots of bad words and interestingly there are people so interested in her blog. She currently get daily 10,000 visitors just to listen about her lifestyle, seems like she is another Paris Hilton but Singapore version.

2. Compile a list of 5 problems you encounter about your business or work and write about them

You can actually sit down and compile 5 of your latest problems and you can write about the current problem people faced or if possible also include in solutions to the problems. The better you are at blogging about solving people's problems your blog content will be of more quality.

3. Review people's blog

When I first started, I did not know what to write as what many bloggers are facing daily. So the next thing I would do was talk about other people's blog.

Here are a list of thing you can talk about other people's blog

- What you learn from their blog
- Why do you actually frequent that blog?
- Talk about topics the blogger talk about

4. Read articles online and duplicate content

I love to do this the most as I not only improve my knowledge but am able to generate more ideas for my business. Normally what I would do is visit an article directory and just type in the keyword I am interested to blog about.

Next I will read about 2 to 3 articles and I will copy their content but rephrase them into my own words. Warning about doing this, you cannot copy any sentence from the article as in the past I got a complaint email just by copying 1 sentence of an article so do ensure you rephrase every word there is.

5. Blog about your experience

I find this the most meaningful and you will be surprised when you start to blog about your experience, people will be able to relate to what you write and respond!



Alvin Phang's The Blogger's Handbook

A Publication By:

www.GatherSuccess.com

But do not simply blog about good experiences you must also share bad experiences too so that you can tell people what to avoid when you are blogging it.

So that's 5 ideas you can use to gather more content for your blog, if you find this post useful just drop a comment below.



Final Words

I hope you find this handbook useful and if you wish to print it out as a reference copy you may do so, but you are not allowed to sell it for profits or use the content for your own commercial use.

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