



## >> Table Of Contents

- > Introduction
- > The Good and The Bad of Search Engine Optimization
- > The Good and The Bad of Pay-Per-Click Advertising
- > An Alternative: “Paying” for a “Free” Method?
- > So, Why Forums?
- > How To Create a High-Converting Offer
- > How To Create An Effective Signature File
- > How To Post For Maximum Effect
- > Why It's Better To Target Competitive Niches
- > How To Find The GOOD Forums in Your Market
- > How To Find The People Who Will Do The “Dirty Work” For You
- > How To Outsource Forum Posting
- > Examples of Bids You May Get And How To Evaluate Them
- > How To Deal With Your Workers
- > How To Track Your Workers' Performance
- > How To Scale Everything Up (More Posters, PPC)
- > Another Creative Idea
- > Summary and Quick-Start Guide
- > Profit Big With This Guide

## >> Introduction

Whether you just want to earn some extra change to have a more comfortable life or you want to be a total capitalist pig, the methods in this manual can help you immensely.

Many times we talk about "building a business" - but building a business is not for everyone.

For one, it requires a ton of focus and training.

In this guide you will learn how to get the ball rolling and start making money online ASAP in a risk-free way. And, if you play your cards right (and I'll show you how) you can also "build a business".

You will notice that this guide is not hundreds of pages long – and there's a reason for that. I wonder how “simple” a system really is if it takes someone hundreds and hundreds of pages to explain it to you.

Most Search Engine Optimization or Pay-Per-Click advertising guides are too long. That's because there's a HUGE learning curve with these techniques. The “Traffic Hybrid System” doesn't require any technical knowledge or hundreds of hours of setting it up.

I want you to go through the guide, taking notes when needed.

Then, just follow the quick steps (I have included a summary and a quick-

start guide towards the end of this guide) – and start making some money.

I have actually done most of the work for you. I have included text you can copy and paste so that you get others to do the work for you.

Ok, let's get started!

## >> The Good and The Bad of Search Engine Optimization

### The Good:

Every time someone clicks on one of your search engine listings and visits your website, you don't pay anything. You can have your listing there for free. That's basically the main positive of SEO.

### The Bad:

It can take **a lot of time** and careful planning to get to the top. The search engines need to index your site and then it will start appearing.

On Google especially, many webmasters experience what is known as the "sandbox effect." Basically a new site may appear high on Google initially - only to fall way back for a period of months until it "matures".

Search engines change their algorithms often. What used to work yesterday doesn't necessarily mean it will keep working today or tomorrow - especially if it's "tricky."

SEO is becoming more and more competitive. People listen to all these great tales about "SEO being free" and they jump on the bandwagon. It's human nature.

Of course, SEO isn't really free and I'm not talking about the time investment either. If you really want to rank well in competitive categories, you will likely need to invest in buying links, special software, plugins, content generators, hire writers for unique content, etc, etc...

## >> The Good and The Bad of Pay-Per-Click Advertising

### **The Good:**

Pay-Per-Click advertising has gained a lot of popularity in the last few years. And why not? When performed correctly, it's one of the most targeted forms of promotion. You can bid on specific keywords and get traffic that is very targeted to whatever you are promoting.

You can set up a campaign in a few minutes and have high-quality traffic coming to your site instantly.

### **The Bad:**

Unfortunately, as advertising media matures, it becomes tougher and tougher to compete. Years ago you could advertise on television and make a profit. Now, you would be happy if you are only 50% in the red - and you hope that you can make a profit on the back-end.

Pay-per-click advertising and Google Adwords specifically, have become more and more competitive.

Google has gone public and now has the shareholders to please. This means that they are trying to squeeze as much profit as possible from their advertisers.

Former Google employees have basically admitted that Google is used to taking the advertisers money and that's that. They don't care if you make money. Sure, they want you to get decent results so you keep coming back and back for more - but they will not let you do all the good things that could

make you some real money.

Did you know that, when most Google editors see a salesletter as your landing page, they consider it to be a scam? The longer the salesletter the worse!

Also, PPC is not so much "set and forget". You need to keep an eye on it. Many Google Adwords guides have been released in the last year. More marketers have become PPC-savy. Also, with new software programs that spy on your Google ads, you need to have an even thicker skin. Many people continue making a small fortune with Adwords - but why not make your small fortune without getting a stomach ulcer from anxiety?

## >> An Alternative: “Paying” for a “Free” Method?

Maybe it's time to consider a promotional channel that gives you more flexibility than SEO and PPC...

With this system, you can get good traffic even in the most competitive categories. Heck, the more competitive the category the better!

Now, I promised I would show you a way to advertise online that:

- Gets you traffic as fast as PPC
- Provides you with traffic as targeted as PPC (and often more targeted)
- Gets you as much traffic as PPC and, if you do everything I say, gets you MORE traffic than PPC
- Costs LESS per click!

That's why I have named this method the Traffic Hybrid System.

It's a hybrid between SEO and PPC.

Plus, as a bonus, this traffic method has many other advantages. It's more scalable than PPC traffic so you will actually be getting more than “56” visitors a day

Now, as I start explaining the concept, some people will start saying, 'oh, I know that.' Trust me, YOU DON'T KNOW THAT. You may have heard about pieces of this system here and there but nobody has put all the pieces together for you and handed it to you on a silver platter.



So, what is the system? I will summarize it first so you understand why we are doing each step and where we are going.

In one sentence, you are going to hire people to post on forums in your market.

There, I said it.

Now you know everything. There's no need to read any further.

On second thought, it's better if you actually do read the rest of the manual. There are MANY mistakes you can make here. I will give you a ton of great ideas you can use...

**IMPORTANT NOTE:** This is **NOT** about you posting in forums. Yes, I will show you how it's done in case you want to do it yourself, or if you want to give your workers more ideas. But this is really about having OTHER people do the work for you while you do the things you really enjoy.

You can quite easily add one automated income stream after the other in the same market or across different markets – even if you are too busy or too lazy to do any of the work yourself.

Forum posting works great but can be draining and time-consuming. We want to make money while having fun – so give this a try and tell me what you think. **END IMPORTANT NOTE :-)**

## >> So Why Forums?

The most popular forums in each market have many members that are passionate about what they do. The internet can be a very lonely place. Forums create a sense of community and a sense of "hey, there are others like me". People use forums every day in different ways:

- They can just browse the newest topics to see "what's new" - as most people hate missing out on new information.
- They can ask a specific question so that other members will give their opinions.
- They may be very knowledgeable and want to help other members by answering their questions.
- They are not always knowledgeable but they still want to give their opinion.
- They use the "search" function of the forums to gain knowledge about a specific aspect of their industry.

Hanging out on forums is a great way to gain insights into your market. They can reveal things that keyword research tools just can't. People go there to bitch and moan about all the problems they face. They can complain about this and that. This is great for you because you can understand what the real problems are that people have.

You can also pick up on trends and what some of the "subniches" in your

niche are. For example, if you are in the weight loss industry, you may see many threads about weight loss pills, diets that don't make you hungry, exercise programs for busy people etc. Take your pick.

Your job is to post regularly in these forums (or, as you'll see later, have others post for you cheaply). Then, people who read your posts, will read your signature file (a paragraph that says something about you or your offer) and, hopefully, click on your link, visit your site and buy something.

## >> How To Create a High-Converting Offer

Nothing happens until the sale happens. If you want to make money, you need to sell something. You have a number of options.

In this section, I will give you several ideas. You may know some of them - but I can almost guarantee that you haven't put much consideration in several of these...

**Option 1:** Find a digital product and join as an affiliate. There are affiliate networks that sell digital products like <http://www.clickbank.com/marketplace> or <http://www.paydotcom.com/> .

**Option 2:** Join a membership site as an affiliate. It's better to do the work once and get paid for several months. Don't just think of a 'one-off' sale. Many people who do Pay-Per-Click advertising like Google Adwords are willing to pay MORE than the first month's commissions. Why? Because they know that they will get it all back and more in the next months. Aaahhh... nothing like passive income...

**Option 3:** Find a physical product to promote. You can search networks like <http://www.cj.com> or <http://www.linkshare.com> . Or, even find independent sites that sell a product you like and contact them to see if they have an affiliate program. There are also companies that I refer to as "network/company hybrids."

These are big companies have products in several different niches (mainly pills) and they have their act together. They typically pay 30-50% commissions plus 5-10% 2nd-tier commissions. Forget those puny 10% commissions on the first level only. I love it when a company pays 10% and makes it almost sound like they are doing you a favor – LOL..

Anyway, the GOOD companies have good salesletters, content for affiliates, they pay on time etc...

This is great, because, once you promote one of their products and see that they pay on time, you have that much more assurance that you will get paid when you promote their other products. You will also be getting one check or Paypal payment for all the products of the same company you promote - this helps keep things focused.

You will also save time. Instead of searching for the next niche, just pick the next program in the company's list to promote. These companies don't create products unless the demand is there.

Every time you sign up for one of these affiliate programs, you don't need to sign up again in order to promote their other products. You just grab your links (maybe even create a tracking campaign) and you are good to go.

One of the companies you should at least look into is:

<http://www.joebucks.com>

I haven't purchased the products they sell (mainly pills) – but they always paid on time. I have used a company with similar products but they never paid up so I can't recommend them!

**Option 4:** Find a Pay-Per-Lead offer. You can get paid even if your visitors don't buy anything. You can make money simply for someone filling in a form.

Don't feel guilty about this. Companies who are willing to pay you good money per lead are making a killing. Many of them actually follow up with your lead by phone and have a high close ratio. Or, they even resell that lead to other companies. There are many games played here but don't worry about it now.

Some of the places you can look into to find a CPA offer include:

<http://www.copeac.com>

<http://www.hydramedia.com>

<http://www.azoogleads.com>

<http://www.modernclick.com>

<http://www.rextopia.com>

<http://www.cpaemire.com>

<http://www.firelead.com>

<http://millnicmedia.com>

<http://www.maxbounty.com>

Stay away from offers that pay you \$1.00 per lead. There are offers that pay you \$10, \$20 or more. That's where you need to be.

Companies who offer so much money for a lead, usually have superior mechanisms to "close" those people later (like following up by phone). They hope that they will make their money on the back-end. Whether they will succeed in doing so or not shouldn't concern you. You will get paid for the lead regardless.

**Option 5:** Promote your own product. I don't care if you sell a digital product or a physical product. Selling your own product rocks for many reasons - not the least because you get paid instantly and you keep almost 100% of the purchase price. You can send people directly to your salesletter – or even through a squeeze page.

**Option 6:** Create a review page reviewing the top 3-4 products in your chosen industry. Review sites sell like crazy. People online are afraid of getting scammed. Creating a review site makes you an authority. That's right - many times people can see you as an authority simply because you say you are one!

**Option 7:** Create a squeeze page to build your list. It doesn't matter if you are an affiliate for someone else or if you promote your own products.

Here are some good squeeze pages from different industries that you can get ideas from:

<http://www.doubleyourdating.com>

<http://www.adwords-revealed.com>

<http://www.FattyFatty-BumBum.com>

<http://www.marketingmakeovergenerator.com>

<http://www.superaffiliatecoachingclub.com>

<http://www.marketingwithpostcards.com>

Some things you need to keep in mind when creating an offer to send traffic to are:

Your offer has to generate a high visitor value. This is the average amount of money each visitor spends with you.

If you sell a \$100 product and you make 50% commissions and 1 out of 100 visitors buys, then you make \$50 for every 100 visitors - or \$0.50 per visitor.

If you were getting the traffic from PPC and you were paying \$0.20 per click, on average you would be making \$0.30 per click you generated.

Here are some ideas to help you increase your visitor value:

We need to go back to the old-school, meat-and-potatoes techniques of marketing. Don't just search for 'sneaky, cool tricks' to make money online.

Some of the things you can use include:

- Up-sells: on the order page of your site, or on the thank you page, you can have an up-sell. Just offer a related product to the one you just sold at a discount. There's no question whether up-sells work or not. They DO - up to 50% of the time or more in some cases.
- 
- Down-sells: if people try to leave your site, you can make them an offer



to join a list or buy the 'lite' version of your product - or just send them to another site. You should also ask them why they didn't buy. You can use an exit popup that “guesses” when your visitor is about to leave and will not get blocked.

- 
- Backend promotions: If you are building a list, then follow up with those people offering them several more products down the line. The money is in the relationship with your list. Someone who purchased a \$27 product through you may buy a \$497 product as well.

Ok, assuming you have created an offer that you want to send traffic to...  
Let's move on...

## >> How To Create An Effective Signature File

Here are some ideas for you to set up a "sig file":

If you promote an affiliate product (or even your own product), you can just copy the headline from the sales letter and then include a link to the sales letter.

For example, if I wanted to promote a product like "The Super Ebook", I would copy the headline of the sales letter, and then paste it as my signature file. Then, I would include a call to action like "Click Here".

Or, I would hyperlink the name of the product and then include the headline of the sales letter.

If the product is yours, use the name of the product hyperlinked as I just explained. This is a good way to "brand" your product. For example:

- [The Super Ebook](#)

If you are an affiliate, you can use a "blind" promotion and not mention the name of the product. Let curiosity get the best of people and then click on your link.

Or, you can create a short, sweet and controversial description of the product you promote.

For example:

[Adsense Arbitrage Voodoo](#): The dirtiest Adwords and Adsense tricks ever told.

Another thing you can do is set up a landing page and offer a positive review of the product you promote as well as an added bonus for people who purchase through your affiliate link.

Especially if you have used the product yourself and have gotten great results, I can tell you that this can work extremely well.

For example, if you used weight loss pill XYZ and lost 27 pounds of fat in 3 months, you could create a sig file that says something simple like:

[How I Lost 27 Pounds of Fat in 3 Months Without Feeling Hungry](#)

And you would link that to your landing page that would say something like:

"I had tried everything and couldn't lose weight - but then I discovered weight loss pills xyz and I started losing fat like crazy. In 3 months I had lost 27 pounds of fat.

If you purchase weight loss pills XYZ from the special link on this page, forward me your receipt and I will send you a special report with the exact exercise program I used to lose all the weight." (And guess what – that special report can have affiliate links to exercise equipment you use. Think "monetize" every step of the way).

I obviously used a short version of what you could say here - but I think you get the point.

If weight loss pill XYZ is extremely well-known in your industry, you can use the name of the product in your signature file. Like:

[Read My Case Study of Using Weight Loss Pills XYZ - And Get The Exercise Program That Helped Me Lose 27 Pounds in 3 Months](#)

Something else that can work very well is to make a special offer for members of each individual forum. For example, if you post in a forum called "Atkins Diet Board", you can say something like:

[Special Offer For Members of Atkins Diet Board](#) (that's it). Point that to a landing page that restates the fact that this offer is for members of the "Atkins Diet Board".

Of course, you can do the same with another forum called "Super Fat Loss Forum": [Special Offer For Members of Super Fat Loss Forum](#). And you would link that to a page mentioning a special offer for the "Super Fat Loss Forum."

Another thing you can do is have several links to several different products separated by a "pipe" (|) - just click your right Shift button and the button immediately on its right.. There's no "law" that prohibits you from linking to more than one resource. For example, you could have a signature file that looks something like:

[Weight Loss Pills XYZ Review](#) | [Lose Weight Quickly](#) | [Atkins Diet Tips](#) | [Fat Loss Workout](#)

You can have each link pointing to a different landing page of yours. You can use your desired "anchor text" in your signature file. So, if you do keyword research and you see that some specific keywords get many searches (and you can provide a solution or a product to point people who search for them to), you can use these very keywords to link to your landing pages.

Over time, more and more links will be pointing to your landing pages. Links that will be on the same forum page (the same thread), different threads on the same forum or even several different pages across different forums you post on (more on that later).

The popular forums in your industry are considered huge authority sites and they have a lot of "weight" in the search engines. If you don't believe me, search for 10 random terms. You'll see that many times, some of the top results are nothing more than forum threads.

Having these sites link to your page is a great "side effect" of you using a well-thought-out signature file. Many links from different authority sites can make your landing page(s) rank high on the search engines.

Note that you can modify your sig file at any time. You can promote a different product, add another product, stop promoting a specific product etc...

If you suspect that a new product will start gaining popularity in your market (or if it's painfully obvious that this is the case), you can simply create a new landing page promoting that product and then add a link in your signature file to your new landing page.

Similarly, if you want to target a new keyword in your market, for example "High Intensity Bodybuilding Workout", you can add the term High Intensity Bodybuilding Workout to your signature file and link to a review of an ebook about secret bodybuilding workouts from mother Russia that build inhuman muscle mass in 1 month with only 20 minutes, 3 times a week. Or whatever.

Boom – just like that you can have hundreds of links pointing to your page. And those will grow "naturally" over time as you continue adding posts on forums.

- If you have a product in the "make money"/ "work from home" industry, another thing you can do in your sig file is promote your affiliate program. Link to a page talking about your product, why it's good and why people should promote it. You will get some good affiliates that way.

Now, a signature file is like a very short classified ad. It needs to entice the viewers to click. So, what's another thing you can do to get ideas? Simple: View the current ads on Google Adwords, Yahoo Search Marketing and MSN Adcenter!

Those people are PAYING for those ads - so you bet they have put some thought into them.

Just go to:

<http://www.google.com>

<http://www.yahoo.com>

<http://www.msn.com>

...and search for your main market term. See the ads that appear at the very top and the right of the screen. Note down the phrases in the ad that make you say "hey, this is smart!"

Also, visit their landing pages. See what they are doing and, again you guessed it, note down good ideas you can use. See the products they promote. PPC is a cut-throat business. These people are paying good money - so their pages had better convert.

Note: I can guarantee you that some of the advertisers are making stupid mistakes and are losing money. But the value in doing all this is to get good ideas - not to blindly copy what they do. Create an "all star" landing page and an all star ad. And then get qualified traffic to your site cheap! Sound like a plan?

Also, you can spend some time on the forum and actually see what other signature lines look like. And, you guessed it - you can look at ideas of how those signature lines are structured and the products that are promoted there!

If you want to draw attention to your signature file you can have it be **bold**, *italicised*, **coloured** or even with a bigger font. Not all forums allow it but many do. I personally use just a normal font size and colour - but that's just me. Also, some forums allow you to add "smilies" in your signature file. An image will draw more attention and clicks to your signature file.

Also, when people see a “happy picture” next to something (a link for example), they associate that link with pleasant things. This means that they will be positively preoccupied when they reach your site.

Oh, before I forget: Before your worker starts posting, you need to actually create the forum account. I like doing it myself so any confirmation emails come to my email address and I have total control over the forum account (you never know what happens down the road).

When selecting a forum username, don't use "bg234rty". Use something like "Spiderman's Uncle" or "Big Bad John". Or whatever. Just make it easy to remember. Also, some forums allow you to add an Avatar next to your name. This is basically a small picture.

Some forums even allow you to use animated images. You may want to take advantage of that option as it will draw more attention and eyeballs to your posts (your worker's posts).

Now, I need to say something **really important**. Since you will be outsourcing the posting, this may not apply to you. But you may want to let your workers be aware of this so they work more efficiently (for this project and in the future posting projects you give them):

You need to be clear about your goals. You are visiting the forums to offer value and make money - not to spend all your day there. Plan the day before. Know how long you will spend on the forums.



Let's say that you want to spend 2 hours reading and replying to posts. Use a stopwatch. Have it countdown from 2 hours to zero.

1:59:59

1:59:58

1:59:57

...

0:23

etc...

It's easy to spend all your day on the forums without purpose - thinking that you are "working on your business". Don't fall into this trap. You need to manage your time.

Also, stop visiting each thread you posted in just to see if someone else posted in it and if you need to reply.

Stop trying to see if "people love you" and they said you made a great post. Most people couldn't care less if you had a kidney transplant. Get used to it. Just finish posting on the 1st forum and then move on to the second. And then the third one. The next day you can start all over again.

If you want to be more active and post again and again (if needed) during the same day, just click the link that says "subscribe to this thread" or "subscribe to this topic". That way, you will receive an email notification every time someone posted in the thread. Just clicking the link in your email will take you directly to that thread and, if needed, post again.

## >> How To Post For Maximum Effect

If you know that you spell poorly in general, make sure you spell check your posts before you actually click the "Post" button. I used to paste my post in Microsoft Word, have it spell checked and then post on the forum. But now I use Mozilla Firefox and there's a built-in spell checker that underlines with a red line every word that appears to be spelt incorrectly. If you right click on that word, you will get some recommendations of what the proper spelling is.

Also, you can preview your post before making it. If you are not sure if your post will come out looking ok, click the button that says "preview" instead of "post". Then, you can safely make any modifications you want before you actually post.

Or, even if you do make an error somewhere, you can go back and edit your post. All forums that respect themselves will have an "edit" icon on your post so you can click it and edit your post. Note that you can only do that when you are logged in with your username - so the forum can recognize you.

And of course, nothing stops you from creating your own threads. That way, your post will get more eyeballs since it will be the top post and will not be buried within other replies. Make sure to tell your workers to start threads themselves when they start posting.

Especially if you know that a subject polarizes an audience, by all means go for it. For example, many people hate popups while others hate pop up blockers. In this case, you could post something along the lines of:

"Hi guys,

I know that some people hate popups. But I also know that they still work and they can add to your bottom line. Which camp do you belong in? Do you love popups or hate them?"

You can get quite the heated debate going there. If you have a popup blocker or a popup generator in your signature file, even better :-)

Or:

"Hi guys,

Do you prefer paying for your advertising and getting fast results? Or do you prefer free promotion methods that may take longer to see results from?

Post your thoughts!"

Again, the two camps of free and paid advertising can have a very interesting discussion. If you promote a Google Adwords Guide or an SEO Software in your sig (or both), you can do very well.

Make sure you post again after other people post. You want your posts and sig file to be seen throughout that entire thread.

In general, try to start threads that are very related to the product(s) you promote in your signature files.

I can tell you that forum threads can rank at the very top of Google,

especially when the term is a product name that is about to be released.

Product names have very little competition (plus, people who search for them are great buyers). Let's say that a new ebook called "The Super Ebook" is about to be released.

If someone starts a thread around it, make whatever possible to post as many times in there as possible. Even if you haven't seen the product yet and you aren't promoting it yet. As the name of the product will be repeated throughout the thread, that thread can rank very high on the search engines.

When the product does go live, many people will start searching for it online. Next thing you know, they see the forum thread, they visit it and they start reading the posts.

At that point, it would be wise for you to read the product, set up a landing page for it offering a review and a bonus for people to buy through your link and, of course, add a link in your signature file saying something like: "The Super Ebook Review".

All your posts will now have a link to your review of the new product. And of course, nothing stops you from posting again in that thread. People usually read the very last post on a thread.

You can even be direct and say something like: "I just bought The Super Ebook. Check out my review in my sig file".

If you see a forum thread on one forum that has generated a lot of interest in

a forum, you can just start an almost identical thread on another forum in your market. You should get some solid action going.

If you have posted an answer and, several days later, you see the same question being asked again, you can just say something like: "See my reply in this thread as well." Or, you can just copy and paste that answer in the new thread.

## >> Why It's Better To Target Competitive Niches

As I mentioned before, this system is about paying people to post on forums for you. What you need to understand is that you are going to pay your posters the same whether:

- The market is fiercely competitive or is a very small niche market
- The forums they post in have 10 members or 10,000 members
- The products sold generally cost \$10 or \$100.
- Google AdSense pays \$0.04 per click or \$0.40 per click

Since you will be paying the same, do I need to make the point that you should target the markets that will pay you more? I hope not.

Now, if you happen to have a passion about a super tiny niche, that's ok. But I'd prefer that you stick with the big markets like weight loss, dating and relationships, financial issues etc.

## >> How To Find The GOOD Forums in Your Market

Important note: In the next pages, I will show you how to do the work yourself. Many people want to perform a task themselves before they outsource it – so they know the ins and outs of it (I'm like that too). But remember that the success of this system hinges on you paying OTHERS to do the job for you. Remember, we are lazy.

Later in this manual, I will show you how to outsource the process completely. I will give you “copy and paste” templates you can send to someone and have them do this for you cheap.

Ok, here goes:

If you are already a "member" of your industry and you know it inside out, then you may already know what the top 2-3 forums in your industry are.

If not, then you can search on your favorite search engine. Just type "market forum" in Google, Yahoo and MSN. For example: "weight loss forum." It's simple.

Also, instead of "weight loss forum" you can search for "weight loss forums." You will likely find a site owned by someone knowledgeable in the industry who knows all the main forums - forums that for one reason or another you would be able to find on your own.

Here are some resources to help you find more forums, more easily:

<http://www.big-boards.com>

<http://www.forumzilla.com>

[http://www.board123.com/forum\\_directory.php](http://www.board123.com/forum_directory.php)

<http://www.foruma-z.com/directory.php>

**Before** you decide to target one of these forums, you need to make sure that it will be worth it.

First of all, does the forum allow for signature files? And I'm not referring to the forum software – I'm referring to the owner of the forum.

Many webmasters build forums in order to monetize them with AdSense or with “sticky” threads (threads that always stay on top) that contain the products they want to push. And, these webmasters don't allow their members to post with a signature file.

Click on a few threads – especially those with many responses. Do you see any signature files? If yes, that's a good sign.

Something to keep in mind: Sometimes, you may not be able to see any promotional signature files right off the bat. Especially in industries outside the “make money” or “internet marketing” ones. I have found that sometimes you can register for the forum with a signature file and it will get accepted normally! This can be a great opportunity for you!



The second thing you need to do is find out how many members the forum has. If there are only 46 members on the forum, it will be hard for you to make the math work down the road. I personally like going for Forums that have at least 4,000-5,000 members – and sometimes as high as 50,000 or more.

To find out how many members a forum has, you MAY need to sign up for the forum itself (in many cases you don't need to). There's usually a link at the top of the forum that says “Members”. If you click it, you will see how many members the forum has. Or, there may be a link at the bottom of the forum saying something like: “This forum has 6,352 members. Most members ever online were: 432”.

As I said, I will later show you how to outsource this step completely. I have some pretty cool stuff to share with you.

## >> How To Find The People Who Will Do The “Dirty Work” For You

Now, you can do all the above yourself or hire someone else to do it for you. If you wish, you can give them some of the above tips so they can do an even better job for you. Ok, here's how to find others to locate forums for you and post for you:

I recommend that you go to some of the freelance sites like:

<http://www.elance.com>

<http://www.rentacoder.com>

<http://www.getafreelancer.com>

These are the sites I have gotten the best results with for these particular types of projects.

You can find people to:

1: Locate the popular forums in your chosen industry

2: Post in the forums.

Sometimes, the same people who will find the forums will be the ones who actually post in the forums as well. But usually I like keeping these tasks separate.

You can use a description like the one below. You can even post on more than one of the sites above simultaneously. Be proactive and make things happen - don't just say to yourself "I did what I was supposed to do so nobody can blame me."

Take MASSIVE action. I have done everything in my power to make this system as simple and "lazy" as possible. It won't take you more than 5 minutes to post the project description in each of the sites above.

Ok, here's a description you can use to get ideas from (or, you can use it as is), in order to have someone find forums in your industry:

*Hello,*

*I'm looking to find popular forums in the WHATEVER industry that allow the use of a signature file at the bottom of my posts.*

*The forums should have at least 5,000 active members. I'm looking to find about 8-10 such forums.*

*This should be an easy task - especially if you are already a member of this industry.*

*Please let me know of your bid and how long it will take for you to provide this information.*

*Payment will be sent immediately after completion of the project.*

*Looking forward to working with you :-)*

Feel free to copy and paste this exact description for your own project (just change “WHATEVER” with the name of your industry).

The first time I used this description, I got several bids. I finally decided to go with a person from India who had bid \$50. Let me paste below some of our initial discussion via Private Message Board:

*Hi*

*I am (the same)[NAME OMITTED] from INDIA.*

*I have bid for your Forum Posting Job. [I HAD A FORUM POSTING PROJECT SIMULTANEOUSLY]*

*I am already gone through and searching Google for [INDUSTRY NAME] Forums that accept Signature and have more than 5,000 members. I am having GOOD RESULT.*

*If you are interested, PM me. Still I am digging Google for you.*

*Thanks,*

*[NAME OMITTED]*

Ok, this guy showed some willingness to work. He had actually started working before me even selecting him. I replied:

Hi,

*How many forums have you found until now? (no need to show me the links - just how many). Remember that they need to have at least 5,000 members each and allow signature files.*

*Thanks... :-)*

*I found 4 Forums till now. But I got one great source where I can get a list of a few Top-level Forums. Most of them are having members more than 5,000.*

*But, now I have some personal+technical problems. If you want Forum URLs, I can deliver them from any Browsing Center. But, if you want me start the Forum Posting Job, I am unable to start the work now.*

*Sorry for the inconvenience. If you want, you can omit me and select someone else for Forum Posting.*

*Regards & Thanks*

Although there were people who had bid less than \$50, I wanted to speed things up and go with this guy. So, I selected him.

So, how did it go? Read on...

After a few hours, he sent me an Excel spreadsheet with several forum URLs – and he asked that I release the Escrow payment of \$50 I had made.

I went through the spreadsheet and, oddly enough, I saw a forum URL that I had found myself a day ago. I had rejected that forum because I didn't see any signature files. I checked a second forum url and noticed the same thing.

So, I sent him a brief email:

*Hi [NAME],*

*Hmmm.... are you sure these allow promotional signature files as I mention in my project description? I checked a couple and couldn't see any sig files.*

*Let me know.*

*Thanks*

He then replied saying that he posted a signature file to a thread and showed me the thread. I could see his post but not the sig file! Did he post it and the moderators deleted it? Or was he trying to “pull a fast one” on me? Oh, and he asked me to release the escrow payment once more.

I emailed back asking for a clarification as well as tell him to make sure that ALL the forums accepted signature files. He replied back with the same answer that he had posted the link and he could see it. He also made some other comments. And, *he asked for the escrow once again*. I replied like so:

*Hi [NAME],*

*In reply to your last email:*

*Every Forum will accept your 'Signature', if you do it in a proper manner.*

*Actually, that is not correct. :-) There are forums who don't accept signatures period. Most webmasters who create forums in the [INDUSTRY NAME] industry do it because they want to promote their own offers but don't allow the members to post sig files.*

*There, I clicked my Thread...*

*[URL OF FORUM]*

*I clicked on this link again and all I see is:*

-----

*[CONTENT OF THE POST]*

-----

*I visited the thread with both Internet Explorer and Firefox and I don't see the signature file. Not sure what is going on.*

*This project is about at least 8 forums that have at least 4,000 members and that accept signature files. I really have no time to start verifying the results. That would beat the purpose of outsourcing this task.*

*I need to be sure that all 8 forums accept signature files.*

*Please, release the Escrow.*

*I noticed that you mention this in many of your emails. :-) I can assure you that I will release the Escrow payment as soon as the project is complete. I'm new to GetAFreeLancer but more established on Scriptlance. Here are my reviews:*

*[LINK TO MY SCRIPTLANCE.COM REVIEWS]*

*Feel free to see my reviews and you'll see I always pay on time.*

*Also, I would appreciate it if the project could be completed in a timely manner as you specified in your bid (24 hours after accepting the bid).*

*Looking forward to hearing from you*

After that email, he realized that I wasn't going to be an easy prey for him. The next day I woke up and found an email from GetAFreeLancer.com saying that the programmer had retracted his bid. If he was “right”, why didn't he complain to GetAFreeLancer.com? Maybe he was hiding something? Maybe he knew that he hadn't done a proper job? You tell me.

**IMPORTANT NOTE:** By no means should the above deter you from posting a project. You will also get many good and honest workers! Even in the specific incident above, I didn't really lose anything. It's all good.

I know some people would have preferred if I hadn't included such a “lengthy” email exchange here – but I decided to do so for a reason. You have to learn to be PATIENT and stick to your guns. Remember: YOU are in charge!



## >> How To Outsource Forum Posting:

When looking for people to post on the forums, I always like going with people who are actually MEMBERS of the industry.

For example, if you are in the weight loss industry, you want someone who are actually involved in that. Someone who has already lost weight, is trying to lose weight, exercises regularly etc...

You want the "naturals". Different body types do differently in different sports. Is it a coincidence that most basketball players are tall? Did they become tall by playing basketball? Of course not! They gravitated towards basketball BECAUSE they were tall and this is a desirable trait in this specific sport. A dwarf could try to "tough it out" but I seriously doubt he would become an NBA Most Valuable Player.

Likewise, don't hire "ghostwriters" who can "research the subject". Find REAL people who are ALREADY a PART of the industry. Those will become your heroes. Trust me on that.

Ok, here's a description you can use for this. I will use the example of the weight loss industry:

*Hello,*

*I'm looking for someone who is knowledgeable on the subject of weight loss to make friendly and thoughtful posts in forums related to the subject.*

*You need to speak good English (your posts shouldn't have grammar errors or be difficult to understand).*

*You will be making an average of 20 posts a day for a test period of 10 days.*

*The average length of your posts should be a couple of paragraphs per post.*

*However, you shouldn't be too "ritualistic" about it. Some posts may be a couple of lines and some posts may be 3 paragraphs. Just like a "normal" person posts.*

*Let's say that the average post length should have about 300-350 characters. (Don't just post "I agree" but don't write an essay either :-)*

*I will give you the usernames and passwords of the accounts you will be posting under in the forums (there will be 2-3 forums).*

*If this goes well, you can continue working on this project for longer periods of time after the end of this first "test" phase.*

*Please let me know a little bit about you and why you think I should choose you for this project. There's no need for you to be a professional nutritionist or anything like that - but you should be a fitness enthusiast (this will make the task less boring :-).*

*An average of 20 posts a day for a period of 10 days is 200 posts. So, bid accordingly.*

*Looking forward to working with you!*

As you see above, I'm being very **specific** on what I'm looking for and, more importantly, what I'm NOT looking for.

- I don't want just a “ghostwriter” - I want someone who is actually a member of the industry.
- I don't want someone who will spam the forums with incoherent crap
- I don't want someone who will just post one line of text, call it a post and demand to get paid for that.

## >> Examples of Bids You May Get And How To Evaluate Them

In this section, I will give you some actual examples of bids I received and what I was thinking as I was going through them. Some of them may sound amusing – but keep in mind that I haven't included these here for your amusement (well maybe that too) but mainly so you avoid some pitfalls others fall in.

Ok, this is a project for 200 posts over a period of 10 days (about 20 2-paragraph posts a day). I asked people who are actually members of the industry to bid:

***Bid: \$25***

***Hi!I'm [NAME DELETED],I'm from Romania and I want to make this job for you!  
A little description about me:I'm a 16 years old boy I'm at high scool in the 10 grade  
at the profile mats-info intensiv english.If you want to know more about me please  
contact me!***

***I'm looking forward to heard from you!***

***Thank you!***

***P.S:If you want I can do this for a lower price!***

So, basically this is a 16-year old kid with terrible grammar who is willing to make a post for about \$0.10-\$15. You get what you pay for. Definitely no.

**Bid: \$35**

*Excellent writing and typing skills, have won 1st place in a professional public speaking contest.*

I don't care about your 1<sup>st</sup> places dude. You didn't mention anything about the industry (parenting for example). This is a cut-and-paste one-liner response to my project description. NEXT!

Remember: Some of the bidders on the freelancing sites will try to push their “agendas” on you. But you have to remember to “do your own thing.” Play your own game with your own rules.

Here's another bid:

*Hi, I would love to take on this project! I am very familiar with both weight loss AND message boards. I'm an active member of cincymoms.com with over 2000 posts since February, but I've been involve in online communities for years.*

*I worked in a gym for over a year, and was also an active member. I am very enthusiastic about healthy weight loss and I have a strong grasp on nutrition, fitness and health.*

*I would be happy to provide you with samples of my posts on cincymoms, and I can start immediately.*

*Classes and my current job are both part time commitments for me, and I am home every evening and could easily accrue twenty quality posts per day, averaging 300-500 words, for ten days or longer.*

Bingo! This person is a “real human”, friendly, enthusiastic, a member of the industry and willing to work. My project description mentioned 300-500 CHARACTERS (a couple of paragraphs) – but she would have been ok even with a much higher load (she mentioned 300-500 WORDS per post).

Of course, I later explained that I wanted to work with her – and not kill her so the posts only need to be a couple of paragraphs long. This is the person I actually chose for this project.

I can't quite explain this – but you'll get a very positive “vibe” about the person who is right for the job.

## >> How To Deal With Your Workers

One of the biggest mistakes made by entrepreneurs who try to outsource is that they treat their "workers" like slaves. Do me a favor and don't become the boss you have hated in the past. You need to create a good relationship with your workers - something that builds loyalty.

If they do a good job, TELL THEM SO. People don't stay with companies just for the money. They also stay for the recognition. Most of the people who "pimp" themselves on outsourcing sites almost NEVER GET RECOGNITION - they are treated like objects.

If a poster asks you for \$100 to make 200 posts and in the end you make \$500 from those posts, you can send them an extra \$20-\$50 bucks. Say, "Here dude - you did a great job".

That will blow their mind away. Getting money they never asked for? Where do you find that today? And I can guarantee you that you didn't just "lose" \$20-\$50 here - you are actually going to make EVEN MORE money because of this action down the road.

Those people will become more than your workers. They will become your fans and they will actually WANT to do great work and please you - instead of just trying to "punch the clock".

Once you find a good poster (and you WILL find several), don't let them go. Cultivate a "semi personal" relationship. Be friendly.

Don't be a soulless cyborg. Don't get me wrong - you DO need to keep a "safe distance" - and know where to draw the line - but be likable.

You never want to say to these people: "Ha, ha, ha - I just made \$500 from your efforts you moron!" Don't think that "you're it" or that you are a demi-god. It's in your best interest that they never understand what you are doing exactly and how much money you are making.

If they ever ask you (not that it has ever happened to me), never say that you made \$500. Say that you made just \$100-\$150. What you make is none of their business. Make it sound almost like you are getting the bum deal.

Make them feel like they are the ones who are in an advantageous position. Heck, don't even tell them that you make sales or that you rank high on Google for term so and so (not that they will understand marketing most of the time).

Just tell them that you are trying to do some "branding" for your sites. Literally make them think "Ha - I'm here posting about my favorite hobby and getting paid to do it - must be dreaming! And this guy is not making anything from all this!"

What if a person insists on getting paid upfront (especially before you get to know them)? Simple, don't hire them. I don't care how good they say they are (yeah, as if they had a similar project in the past).



I pay my people through the freelance site I hired them as soon as they complete the project. And, after that, provided that we keep working together, I just pay them directly via Paypal 10 or 20 or 30 days later (and all that time they are posting for me).

What if initially they want to get paid by escrow? Escrow basically means that, if you agree on \$100 for 200 posts over a period of 10 days, you need to deposit that amount in the freelance site you hired them from and release it to them as soon as they complete the task .

It's an act of good faith from you. If you get a good vibe about that person, I say go for it. Besides, they will be posting initially for just 10 days (or even 3 days if you wish - you make the rules!) Just make sure that they are doing a good job early on.

As soon as they start posting, login to the forums and see the latest posts in your account. See if they are good posts or not. If you are looking for something different, let them know immediately!

Again, you make the rules here. Trust me, if they want to get paid (and they do), they will do exactly what you tell them.

It's usual practice to check someone's past work before you hire them. The thing is that I doubt these people had a similar project in the past. In that case, you need to pay attention to how they communicate with you. Are they friendly and do they communicate well?

Or are their messages full of grammar errors? An error here and there may be ok - they are humans and you actually WANT them to sound "normal" when they post. But, if they look like English isn't even their first language, find someone else (don't worry - you'll get plenty of takers).

When you post initially, don't just post in one site and then wait in your email for bidding notifications to come in. Have some self respect! You will post on more than one sites (2, 3, 4 or more). Then, for the net 12 hours or so I would relax. Don't obsess over it and don't worry. Don't waste your time initially - remember, this whole system is about saving you labor and time!

After the first 12 hours, THEN visit the freelancing boards, login to your accounts and see what bids you have received. Trust me, if you have received, say, 5 bids on one of the sites, you will immediately get a GOOD vibe for a couple of them - and you will get a BAD vibe for others. Just ignore the ones you get negative vibes about. Only deal with the good ones.

Now, if you find several good people (on the same board or across several boards) you may not be able to hire them all at once, because you may get confused. What you can do is award the project to the person you get the best vibes from.

But what about the others? Simply, note down their usernames (as well as the freelancing boards you first "met" them on). Then, after some time, if you want to use another poster or just "expand your operations" and have 5 or more of these people posting for you, you can just create a separate project for each one and invite each one separately to bid on your project.

### **>> How To Track Your Workers' Performance**

An important part of your success with this system is tracking. You need to know how much traffic and sales a specific forum or a specific worker generates for you.

Imagine this scenario:

Let's say that you hire a worker to post on three (3) different forums in your industry. The worker will be making an average of 10 posts per day in each forum for a period of 10 days. And, she will be paid \$100 for this project.

After the 10 days are over, you see that you received 900 visitors to your affiliate offer. And, you made 9 sales that paid you \$20 each for a total of \$180. Great, you made \$80 without doing any work yourself.

If you repeat this, you should make another \$80 in the next 10 days (all things being equal).

But, if you are not tracking, how do you know exactly which forums brought the traffic and sales? You don't! That's why you need to track. Although it's possible, I seriously doubt that each of the forums brought you exactly 300 visitors and 3 sales each ( $300+300+300=900$  visitors.  $3+3+3=9$  sales).

Instead, things will be looking something like:

<b>Forums:</b>	<b>Visitors:</b>	<b>Sales:</b>
Forum 1	100	1
Forum 2	500	5
Forum 3	300	3
<b>Total:</b>	<b>900</b>	<b>9</b>

If you knew all the above, would you say that your worker should continue spending the same amount of time on Forum 1 as in Forum 2? I hope not.

Instead, for the next “round” of 10 days (or whatever the duration of the next working period you set for your poster is) you should tell her to STOP posting on Forum 1 and instead use that time to post on Forum 2 twice as much. Or, you can even explore a new forum.

Basically, take the posting time of your worst-performing forum and apply it to your best-performing forum.

All things being equal, in the next 10 days your stats should look something like this:

<b>Forums:</b>	<b>Visitors:</b>	<b>Sales:</b>
Forum 1	0	0
Forum 2	1000	10
Forum 3	300	3
<b>Total</b>	<b>1300</b>	<b>13</b>

So, this time you would pay again \$100 but you would make  $13 \times \$20 = \$260$  in commissions. So, you actually made a profit of \$160.

That's DOUBLE of what you made in the previous 10-day period. And all you had to do is take the posting time from one forum and apply it to another. Ok?

Testing and tracking is where the money is made and NOBODY'S DOING IT!

If you want to track how effective your signature files across different forums are, you can use a tracking link instead of pointing directly to your landing page.

If you want to take advantage of the links in your signature file with a specific anchor text, in order to build link popularity for your site, then don't use a 3rd party tracking service. Use a tracking link that will be on the same domain as your page and just add a variable at the end of the link. For example, if your landing page is:

yoursite.com/WeightLossPage.html

... then you could use a tracking link like:

yoursite.com/WeightLoss.php?source=ForumName

And that page would then redirect to yoursite.com/WeightLossPage.html

Then, just by checking your server logs, you would be able to see how many visitors came from that specific tracking link. You can use the same landing page no matter what forum you link to it from. Just use different tracking links in each forum. For example:

yoursite.com/WeightLoss.php?source=AtkinsDietBoard

yoursite.com/WeightLoss.php?source=SuperFatLossForum

You may have noticed that some of the pages above have the extension “.php” instead of “.html.”

Please, don't freak out when you hear the term PHP. Here's what you need to know about it in a paragraph:

PHP stands for Hypertext Pre Processor. It's just a way for the server to show some dynamic elements on a page - don't worry about it now. To create a .php page, just give it the extension .php (instead of .html).

I prefer using php redirects because they make redirections more "invisible." Again, don't worry about it. Just do it. :-)

To create a .php redirect, you can copy the code below and paste it in an empty text file (Notepad for example). Then save it as whatever.php

```
<?php
$URL="YOUR_REDIRECT_LINK_GOES_HERE";
header("Location: $URL")
?><a href=" YOUR_REDIRECT_LINK_GOES_HERE">Enter The Text You
want to Appear Here</a>
```

If you are linking directly to an affiliate program through your affiliate link, then make sure you set up a different tracking campaign inside your affiliate control panel. Practically every decent affiliate program today allows you to use different “sub-campaigns” so you track your performance better.

Yes, I know that you may have never used the tracking capabilities of your favorite affiliate program but I can almost guarantee that this capability is available inside your control panel. Probably under a tab called “sub campaigns”, “tracking” or something similar.

In a similar manner, you can track the performance of individual posters. Let's say that down the road you have two people posting on the same forum promoting your favorite affiliate program.

One of them will probably make more intelligent and enticing posts and generate for example 6 sales - while the other may generate only 2.

Guess who of these two posters you will keep working with and who will you discontinue your business partnership with?

## >> How To Scale Everything Up (More Posters and PPC)

“Ok George, I have been doing this for the last 3 weeks and getting great results. Now what?”

What do you mean "now what" man (or gal)? Scale that up! If you have one poster, why not find more? Heck, why not find 10 more? You can have them all send traffic in the same industry or even in completely different industries!

Would you rather make \$100 and pay \$30? Or make \$1000 and pay \$300? Or make \$10,000 and pay \$3,000? You get the point. You can have two or more people posting in the exact same forums. TIP: DON'T let them know about each other - and use a **different** signature file for each of their forum accounts.

Don't try to build a "virtual team" with people "communicating with each other". You want each one to have "their own project" and think they are the only ones. This gives them pride.

Or, you can just spread across different industries like dating, weight loss, parenting, financial issues etc...

Remember that you will be paying your posters AFTER they have made the posts (let's say for a period of 20 days).

You really want to keep the good posters near you. If you see someone doing a good job, you can tell them to post on even more forums, or even make more posts on the same forum. Give them as much work as they can handle!



Some of the posters will be doing a better job than others. And some will be obviously doing a not-so-good job. Sometimes you really need to let these people work for sometime before you can tell what they are all about. Let go of the inefficient posters and give the good posters more work.

What about PPC?

Many "gurus" will tell you that you should always start with Pay Per Click like Adwords when trying to "crack" a market. But tell me if this sounds familiar:

You start a campaign. You spend \$180. You make \$160. You lose \$20. You get discouraged with that product.

You start another campaign. You spend \$170. You make \$155. You lost \$15. You get discouraged with that product too.

You want to start yet another campaign. But why bother? You'll probably lose even more money (or so you think). And you abandon that market - even though you know that there are people who make money in your market with the right products.

And then you repeat the above process with another market.

And then you get even more discouraged because you know that you are smart and that you work hard but you have nothing to show for it.

But - if you use the system I outline in this guide, you can start forum marketing with 3 different products in your signature file. Let people decide what they want to click on and "play with."

After a while, you can see which one of the products does the best - and you can take THAT product to PPC. Advertise it on Google and even promote it on Google's content network and have hundreds of sites in your industry send you traffic and sales.

This manual is not about PPC (actually, it's a little anti-PPC) - but, if you have the right offer, you can make a small fortune with PPC. The Traffic Hybrid System can help you locate that offer before you spend hundreds of dollars on the wrong offers and you get depressed.

## >> Another Creative Idea

You can visit a forum (in any niche) and then click the "members" link. This will give you a list of all the members in the forum. You can usually sort that list by name, number of posts, etc. If you sort by number of posts, you can find the members that are really active on the board. Perhaps you can select a few of those members and "cut a deal" with them.

For example, you can tell them that you would like to "rent" their signature file space for the next 30 days for X amount of money. If they say yes, you now use all the techniques you learned earlier and you set up their signature file so that it makes YOU money.

You'll get many backlinks to your offers instantly. Also, since these members post a lot, your offers will continue getting exposure. Plus, members who search for older posts will almost be sure to find some of the older posts of the members who now have YOUR signature file - and follow those links back to your website.

In fact, I just saw a signature file on a forum that reads like this (I copy and paste):

***Buy my Sig for \$5 /month any style any placement just send me a pm.***

Likewise, when you are looking for people to post on forums, you may get some who say something like: "Hey, I already post every day on forum so and so." You can offer to rent their signature too!

Keep in mind that, when renting a signature, the other person is the owner of the forum account and can change their password at any time. That's why I prefer creating my account (that is activated through my own email address) – so I have more control over the signature file etc...

## >> Summary and Quick Start Guide

So, here's the summary of the system and how to get going quickly and easily:

- Select a market to target. I recommend the "biggies" like weight loss, dating, quitting smoking, financial issues etc. Those get the most amount of traffic
- You can search online to find forums in your market that have at least 4,000-5,000 members and that accept signature files. Or, you can just copy and paste the "Find Forums" description in this guide and post on the freelancing sites.
- After you find 2-3 forums, copy and paste the "Post On Forums" description in this guide and post on the freelancing sites.
- Decide on 2-3 offers to promote. One of your sites or an affiliate site that pays per sale or per lead.
- Signup for the forums with a memorable username and set your signature file to promote your offers.
- Let your posters start doing the work and take it from there. Scale up as needed.

I really don't think I can make this any easier for you. You just copy and paste some text in a few forms, you exchange a few emails and presto. If there's a simpler and more risk-free way for the "little guy" to start earning a living online, I'd surely like to know about it!

To higher profits,



Anders Eriksson, Six-Bucks.com