

This product is brought to you by

Ethan Poltrack

**Are You Frustrated by All the Useless,
Non-Actionable Internet Marketing
Information Out There??**

Me too! So I've decided to go against the grain, and share REAL information that WILL make you money. This is not the typical **non-actionable material** you find out there. There is no fluff and no beating around the bush—just rock-solid business-building information designed to help you build an unstoppable Internet marketing empire.

Every month I release BRAND NEW, cutting-edge reports and courses focused on helping you build a strong business foundation, so you can take your marketing efforts to the next level.

[Click here for my special offers only for you!](#)

YOUR RIGHTS: This ebook is restricted to your personal use only. It does not come with any other rights.

LEGAL DISCLAIMER: This ebook is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this ebook.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this ebook and to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet. Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this ebook is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this ebook.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website and company names sponsor, endorse or approve this product.

COMPENSATION DISCLOSURE: Unless otherwise expressly stated, you should assume that the links contained in this ebook may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this ebook. However the author/publisher/reseller disclaims any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

TABLE OF CONTENTS

Introduction	8
What Are Hot Trends?	9
Importance for Internet Marketers	10
<i>For Product Creators.....</i>	<i>11</i>
<i>For Affiliate Marketers.....</i>	<i>12</i>
Setting The Stage	13
Firefox	15
<i>Firefox Add-ons.....</i>	<i>16</i>
Google Account.....	19
Yahoo	20
MyYahoo.....	21
Roboform	25
Starting a Blog.....	27
Self-Hosted vs. Hosted.....	28
<i>Blogs are favored by search engines.....</i>	<i>28</i>
<i>More control over your blog.....</i>	<i>29</i>
Blogger.....	31
LiveJournal.....	33
WordPress	35
Setting Up Your Own WP Blog	37
Support.....	38
Easy WordPress Installation.....	39
What to Do with Domains	40
Installation of WordPress	41
Tweaking WordPress Setup.....	44

<i>Permalinks</i>	45
<i>Embed Media</i>	46
<i>Add a theme</i>	46
<i>Plug-ins</i>	47
Planning your success	51
Staying on top of current trends	52
Organizing and planning	54
Plan your work and work your plan	58
Spot Profitable Niches	60
Research Keyword Trends.....	62
<i>Google Hot Trends</i>	64
<i>Trending Now</i>	65
<i>AOL Hot Searches</i>	65
<i>Alexa</i>	66
<i>SEOMoz (now just Moz)</i>	66
<i>Quantcast</i>	67
<i>Flickr</i>	69
Research Shopping Trends.....	70
<i>Amazon Best Sellers</i>	71
<i>Amazon Movers and Shakers</i>	72
<i>Amazon Hot New Releases</i>	73
<i>eBay Popular Products</i>	73
<i>Google Product</i>	74
Research New Trends	74
<i>CNN</i>	74
<i>Alltop</i>	76
<i>Wall Street Journal</i>	77
<i>Google News</i>	77
Research Trends on Social Media.....	78

<i>Digg</i>	80
<i>Delicious</i>	81
<i>StumbleUpon</i>	82
<i>Reddit</i>	83
<i>Citeulike</i>	83
<i>Folkd</i>	84
<i>Technorati</i>	84
<i>Chime.in</i>	85
<i>Twitter</i>	86
<i>LikeButton</i>	87
Identify Profitable Hot Trends.....	88
<i>Drill down the trend</i>	89
<i>Easy to Monetize?</i>	90
Drive Traffic to Your Hot Trend Content.....	93
Pay Per Click - PPC.....	94
Social Bookmarking.....	98
<i>Digg</i>	99
<i>Technorati</i>	99
<i>StumbleUpon</i>	100
Using other blog's traffic.....	101
<i>Commenting</i>	101
<i>Guest Blog Post</i>	102
Social Media.....	102
<i>Twitter and Facebook</i>	102
<i>BlogCatalog</i>	103
Make Money With Hot Trends.....	106
Using AdSense.....	108
Amazon Affiliate.....	109
Clickbank Affiliate.....	110

CPA Affiliate..... 112
As a Blogger 113
Conclusion 114

CHAPTER 1

INTRODUCTION

Congratulations for making the decision to pick up this eBook!

You are going to learn one of the best kept secret in the industry that is so powerful and proven you will be able to quickly get ahead of the competition and drive a steady stream of traffic to your site. Traffic, that makes you money.

If you have been marketing online for a while, then you will learn how to implement some proven methods that will be sure to increase your traffic and sales. If you are new to Internet marketing, you will be able to create a rock solid foundation toward creating a new income stream.

Let's Dive Right In!

WHAT ARE HOT TRENDS?

Did you know that 50% of all searches performed online each month are new and unique to that month? This means that there are hundreds and thousands of potential hits out there each day that are yours for taking, if you have the foresight to predict these traffic trends.

“Hot trends” are what people are talking about OR looking for more information right now; they are the most searched for topics on the Internet at any given time. For example, during the presidential election, everything about the president and candidates were the hottest trends that people were searching for all the information they could find about them.

There are hot topics for just about any variety of topics from sports and entertainment, to electronics, automobiles and more. They are also what you are going to use to cash in on your marketing efforts in some huge ways.

I am also going to let you in on a whole variety of free resources so you don't have to spend an arm and a leg to get started. These include ways to quickly figure out what the hottest trends are. Just as exciting, you will be able to forecast which trends are going to stay hot for a while. With services, such as Google Trends and a few others, you will learn to reflect these trends in real time and break it down into graphical information that will further help you fine tune your efforts in the most profitable ways.

IMPORTANCE FOR INTERNET MARKETERS

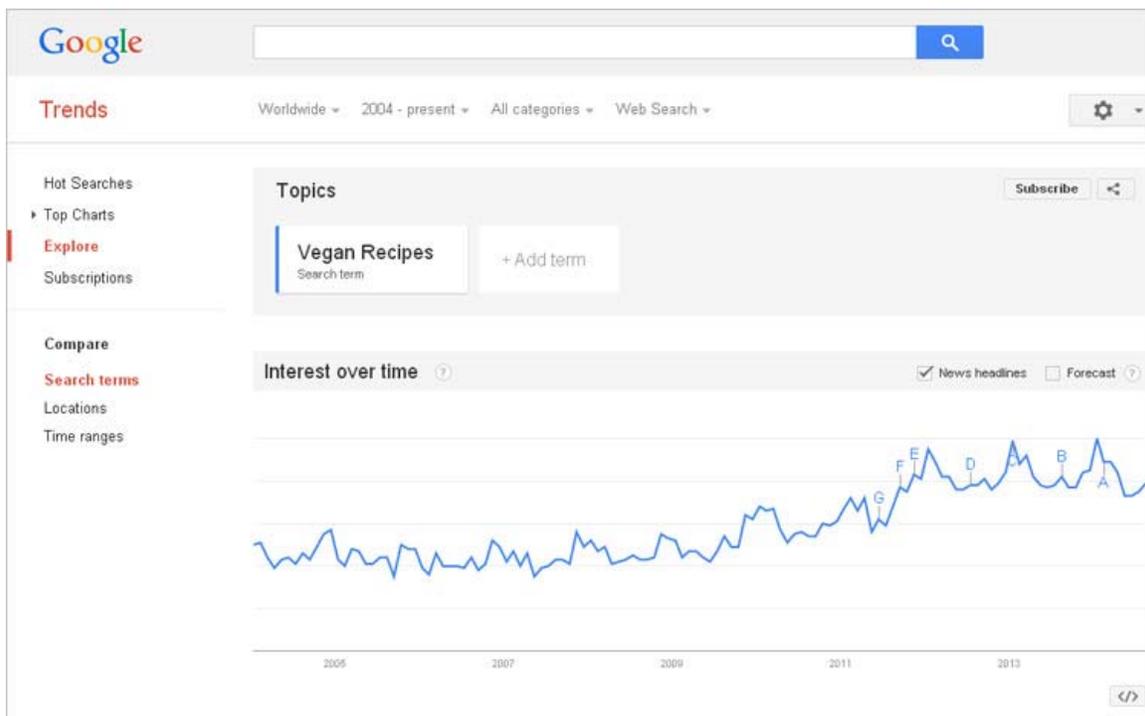
Being able to capitalize on the Hot Trends, as they are happening is worth its weight in gold for Internet marketers. This is true whether you are a product creator or affiliate marketer. These trends will tell you what the most needed products and services are, and exactly how people are searching for them.

For example, if you notice that millions of people are searching for information about the latest new diet craze, then that is where you want to set your sites for making the most amount of money. At any given time, there are Hot Trends you can pick and choose through, in order to, market products that you will know people are looking for. To further your success, you will know how to market those products in a

way that people will be able to find them faster and easier than your competitor's products. That's when you'll see the dollars rolling in.

FOR PRODUCT CREATORS

If you create and sell your own products, you will find Hot Trends is a critical part of knowing how to create your products in a way that will appeal to the largest portion of your target market. Going with the example above about the diet craze, let's say you know you want to write an eBook about a Vegan Diet.



The next step you would take is to find out how to create your product in a way that is sure to sell. Let's say this research provides the information that "Vegan Recipes" is the Hot Trend.

Since you know that “Vegan Recipes” is the Hot Trend, you can create an eBook that offers information about Vegan recipes that can be made quickly, you could simply call it as “Fast Vegan Recipes”. Since this is what the highest number of people are trying to learn about, you can feel assured that people will be interested in your product. That is how you will make the most amount of money for your time and effort.

FOR AFFILIATE MARKETERS

As an affiliate, you don’t have to create your own products; you can make a sizable income from selling other people’s products and services. This is where you earn a commission for each sell referred by you. It wouldn’t make sense to just grab a product and hope a lot of people want to buy it, that’s like taking a shot in the dark.

This is where Hot Trends come in for affiliate marketers. Through the research you’ll learn how to quickly and easily find out what most of the people are searching for. When you know this information, you can pick an affiliate product or service that is relevant to that search - and guess what? You will have the opportunity to make tons of more sales; because you are selling something that you know people are desperately looking for “right now”.

Another piece to know what people are searching for is leveraging your marketing efforts around those exact search terms. This is another part of Hot Trends that I’ll walk you through so you can take complete advantage of as you work through this eBook.

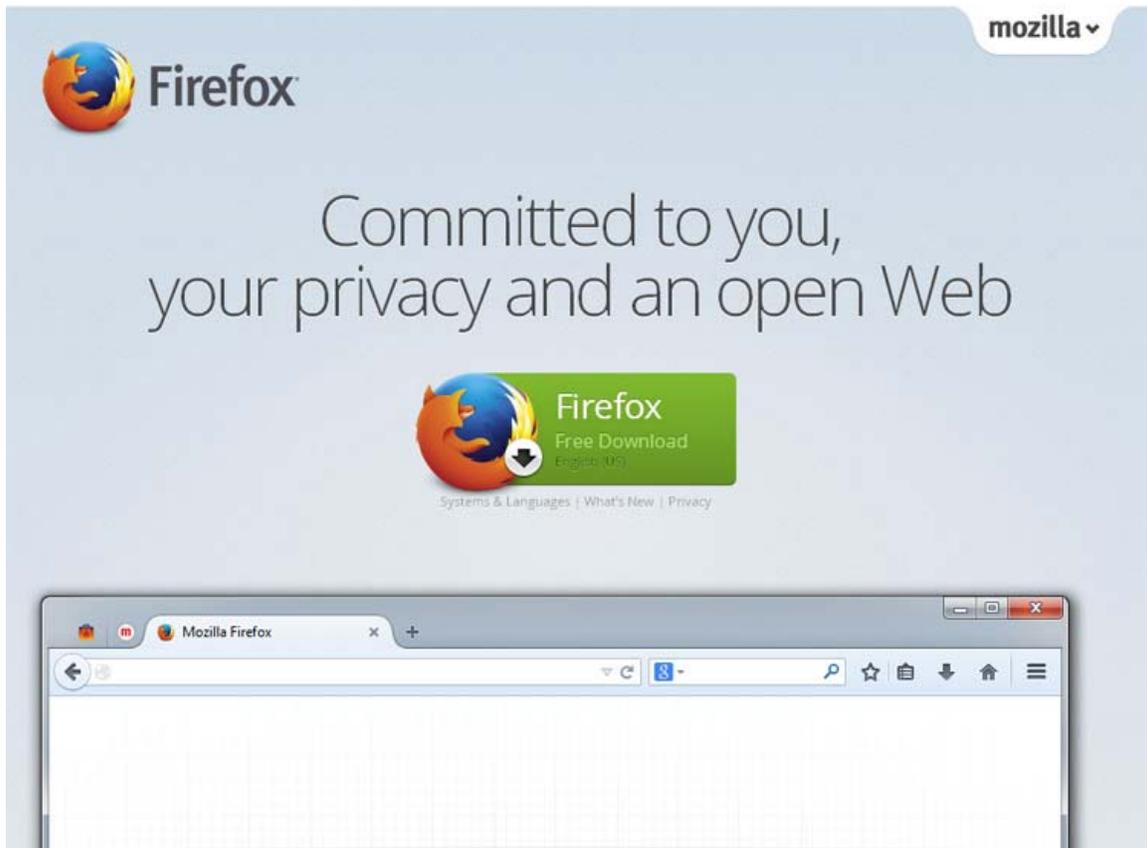
CHAPTER 2

SETTING THE STAGE

In order to save time and money when getting started with your marketing system, you would require particular resources in place. These are free services that will help you get and stay organized, along with making your job much quicker and easier in the long run.

You may already have some of the following resources in place, and if so you are one step ahead. Review the list and make sure you are signed up and have downloaded each of the following resources. Before you do though, create a folder in your “My Documents” and name it “Hot Trends Software” or some other name that you choose so you can quickly and immediately access any files or programs you need. Then, go through this list and make sure you have signed up or downloaded each resource:

FIREFOX



While there are plenty of browsers to choose from, [Firefox](#) is recommended because of its security settings and also for the Firefox Add-ons that are available. This web browser works much the same as Chrome, without the compatibility issues and is more intuitive and secure than Internet Explorer. As you can see above, there is a green “Firefox Free Download” button on the upper right hand side of the screen.

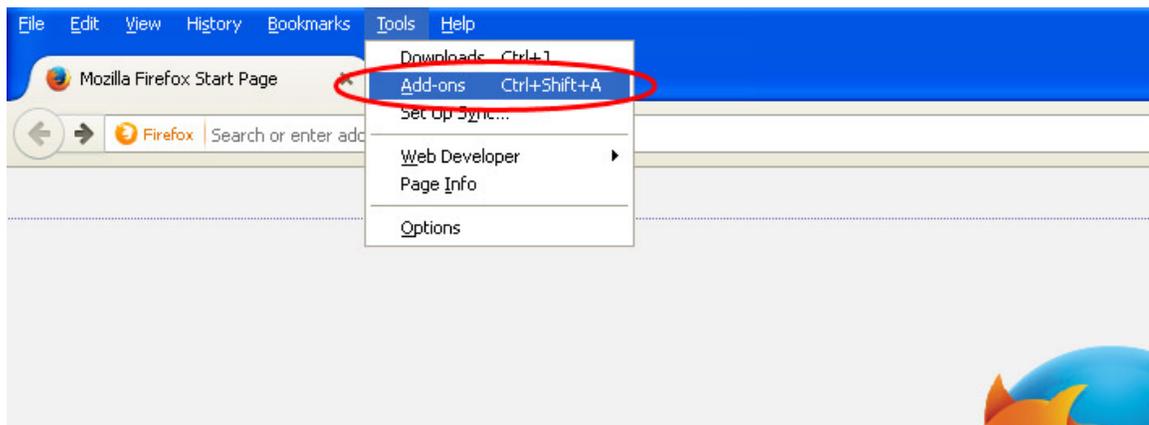
- Right click with your mouse on that button
- Click “Save As”

- Prompt file to be saved in the folder you set up for your Hot Trends software
- When the file has been saved, double click on it and complete the download process
- Open Firefox and take a few minutes to look around and get acclimated to the new browsing experience

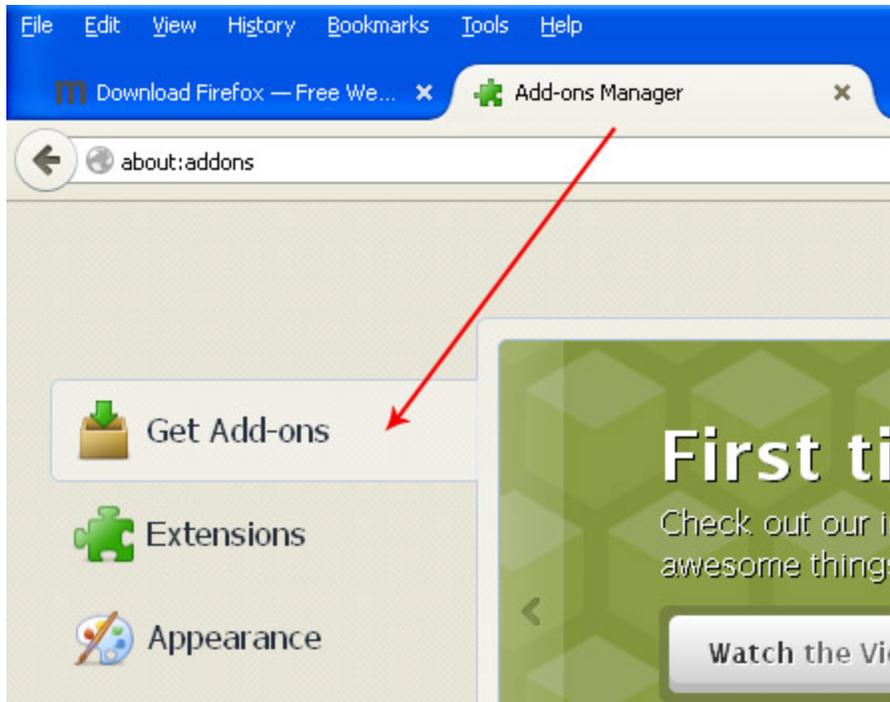
FIREFOX ADD-ONS

After taking some time to get used to Firefox, it's time to add some important additions. To get to Firefox add-ons:

- Click on "Tools" in the top left corner of Firefox to prompt the dropdown box



- In that box, you will see "Add-ons", click on that
- When the next screen comes up, click on "Get Add-ons" in the left hand navigation



As you will find out, there are Add-ons that will do just about everything imaginable other than wash your car. While you can pick and choose through those later, you want to find and add the following important Add-ons that you can quickly find by typing their names into the search bar on the Firefox Add-ons page.

GOOGLEBAR



The Googlebar will allow you to access important Google resources quickly and easily later on. Simply click on the “Install” button in the lower right hand area of the screen to add it to your Firefox browser.

You will then need to restart Firefox for the add-ons to show up. You will need to do this for every other add-on you install as well.

You will do more with the Googlebar later, but for now, just leave it alone and continue installing the other Firefox Add-ons.

SEO FOR FIREFOX ADD-ONS



SEO Tools

SEO for Firefox

Please bookmark this page on [Delicious](#) for your future reference.

244 +1 147 Tweet 50 Share 383 Like

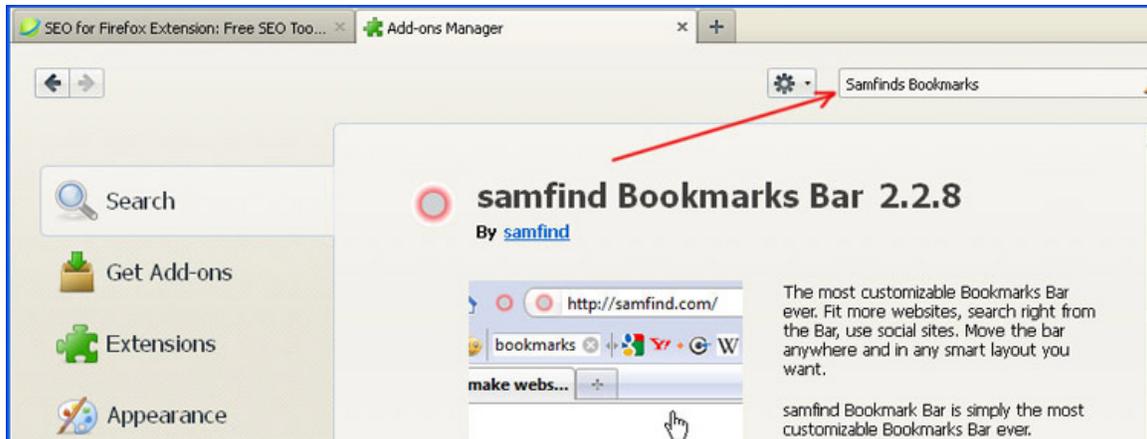


Set up your free [SEO Book account](#) and you will get this tool + 2 other SEO tools valued at over \$300 for free. Already have an account? [Log in](#) and your installation link will appear in the place of this message.

 Download Now

For the SEO for Firefox add-ons, you will need to go to <http://tools.seobook.com/firefox/seo-for-firefox.html>. Scroll down about halfway through the page to find this particular download. Remember to right click on the download button and “save as” to your Hot Trends folder. When the file is finished, you can double click and install. Then, restart your Firefox browser and the download will show up automatically.

SAMFIND BOOKMARK BAR



Firefox does have its own bookmarking system, but Samfind is an add-ons that helps better organize the sites you will eventually want to bookmark. To find this add-on, just do another search for "Samfind Bookmarks" and then "Install" add-ons. After you restart your browser, you can click on the little red circle to edit your bookmarks. There is nothing else you need to do with this for now, but it will come in handy later.

GOOGLE ACCOUNT

You will need a Google Account and that is easy to set up by going to [Accounts.Google.com](https://accounts.google.com). If you have a current Google Account, sign out of that one and create a new one. This is the best way to help keep your marketing efforts separate from anything else you have going on and will allow you to stay more organized.

Create your Google Account

One account is all you need
A single username and password gets you into everything Google.



Make Google yours
Set up your profile and preferences just the way you like.



Name

Choose your username

 @gmail.com

[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday

Month Day Year

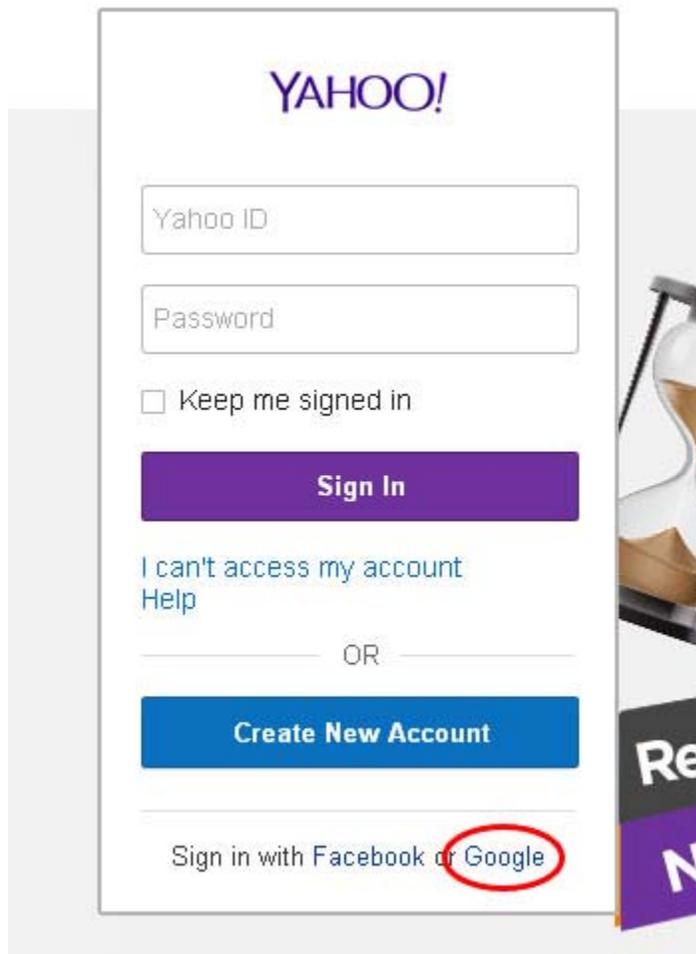
Gender

I am...

What account name you choose for yourself is up to you, but keep in mind you may or may not use it in the future for affiliate business or other professional activities, so you will want the name to reflect you on the highest professional image. Often times, using your first initial and last name, or first and last name is ideal. That would look like lastname (For first initial last name) or firstnamelastname (Without dots or dashes is best).

YAHOO

Stay signed in to your Google Account and go to Yahoo.com. You will be able to sign into Yahoo with your new Google Account. When you have clicked to sign in with your “Google Account”, click on “Mail” in the upper right hand corner, you will be prompted to create an email account for yahoo.



It's easiest if you use the same name for this account as you chose for your Google Account. You will need this in order to set up your [MyYahoo](#) page. This personal homepage will end up saving you tons of time.

MY YAHOO

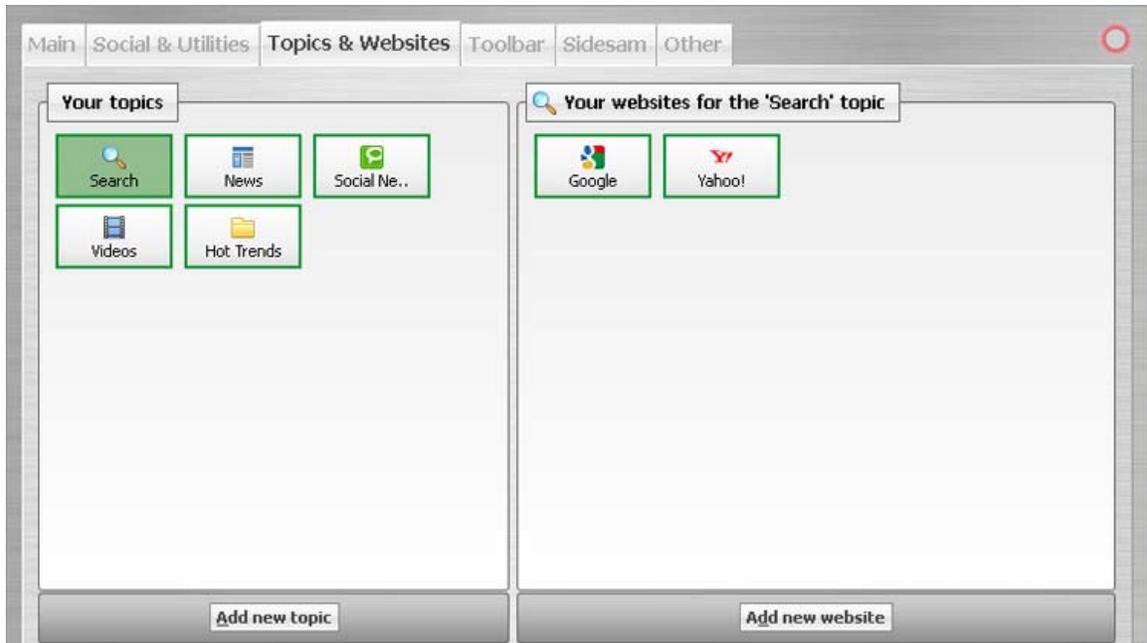
When you have landed on the "MyYahoo" page you will see the orange bar pictured above that asks if you want to personalize it to reflect your interests. Click Yes.



You will have an option to make MyYahoo your homepage and that is an excellent choice to help you immediately get to work on your marketing every day. If you don't want to add it as your homepage, click on your "Samfind" bookmarks bar, on the ellipse directly to the right of the red circle, on the far left:

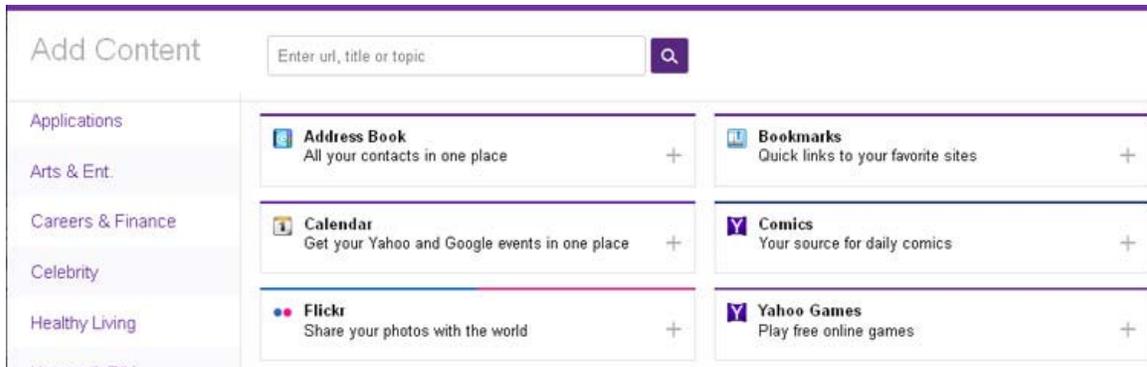


- Choose "Customize"
- Click on "Add New Topic"
- Name New Topic "Hot Trends"
- Prompt it to save the MyYahoo Page:



Then click on “Save changes and close” You will then be able to pull your MyYahoo page up quickly and easily.

After you have either made your MyYahoo page your homepage or saved it to Samfind bookmarks, click on the “Content” tab on the left hand side of the screen:



When you see this page, type “Google Hot Trends” into the search box - click “Add” to add Google Hot Trends to your MyYahoo page.

The next item you want to add is “Digg/Toplinks today:



You may also want to add a “To Do” list and Facebook, which are all available through this same search bar.

Next, scroll down your page and make sure you have “Trending now”:



If you see this then go back to the top part of your MyYahoo page and click on the yellow “I’m Done” in the adding content screen.

Take a few minutes and remove anything else on this page that you won’t be using and have the “Google Hot Trends” and “Trending Now” bar located at the top of your screen so it’s the first thing you see. If you are at all like me, it can be too easy to get distracted by something that will quickly take you away from your original objectives and down a path of becoming completely sidetracked if you aren’t careful. That

won't help you save time or make money any faster. In other words, try to avoid having distractions on your MyYahoo page and keep it all about what's going to help you with your business objectives.

You can add an additional tab if you like to further organize your MyYahoo page or put the more distracting types of content you are interested in for downtime. You can also change themes or do whatever else you like in order to create a custom page.

ROBOFORM

When you have completed setting up your MyYahoo page, you will want to download <http://www.roboform.com/>:



This password manager service will help protect your information and keep all your logins in one convenient place to help save time. Click on the "Download" button, this will give you a thirty day trial with options

of whether you want to keep using it for free or upgrade to a paid account.

Once the download starts you will be required to close your browser window, so make sure you are prepared to do that. Then, simply walk through the setup and you will be ready to start working on your blog.

CHAPTER 3

STARTING A BLOG

Before you start creating a blog post, you need to have a blogging platform. This is a type of software that hosts or permits you to store your blog entries before they get published on the World Wide Web.

There are varieties of blogging platforms out there, thanks to the popularity of blogs. However, there are two general things you can do with them. You can have your blogs self-hosted or hosted.

SELF-HOSTED VS. HOSTED

Let us define the two first. When you say self-hosted, it means that the blog is installed on your web host, and on your domain. e.g.

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

On the other hand, a hosted blog usually carries the extension of the platform used: **<http://yourname.blogspot.in>** or

<http://yourdomain.wordpress.com>. This is because you allow the platform itself to host or take care of your own blog. They do have an option to configure your own domain, but still you do not have a full control over it.

If you are going to choose between the two, it is best if you can have your blog self-hosted. Though it would mean additional cost for you since you need to pay for the webhost and the domain, it carries multiple benefits such as the following:

BLOGS ARE FAVORED BY SEARCH ENGINES

You need to have your blog indexed by search engines. Otherwise, it will be very difficult for your readers to find you. If you are trying to

earn money, you want to drive as many people as possible to your blog.

Hosted blogs can still be indexed; however, self-hosted blogs are favored by search engines and get a better ranking too. This may spring from the assumption that those who spend money on their blogs are dead serious in creating blogs for the long-term. In turn, they avoid committing unethical practices that might compel search engines to ban their blogs.

MORE CONTROL OVER YOUR BLOG.

You will still be limited to the tools and plug-ins available by the blogging platform, but you can have access to all of them unlike those who opt for hosted blogging. For example, if you self-host in [LiveJournal](#), you can remove unwanted ads.

LIVEJOURNAL

Creating a New Journal

1 Registration 2 Finish

USERNAME: Use latin letters a..z, digits 0..9 and single _
Your name on LiveJournal

EMAIL:

PASSWORD:

BIRTHDAY: Day Month Year

I AM:

PROVE YOU'RE HUMAN: Enter the following:

Your Answer **SOLVE media**

By creating an account on LiveJournal, you agree to our [Terms of Service](#) and [Privacy Policy](#).

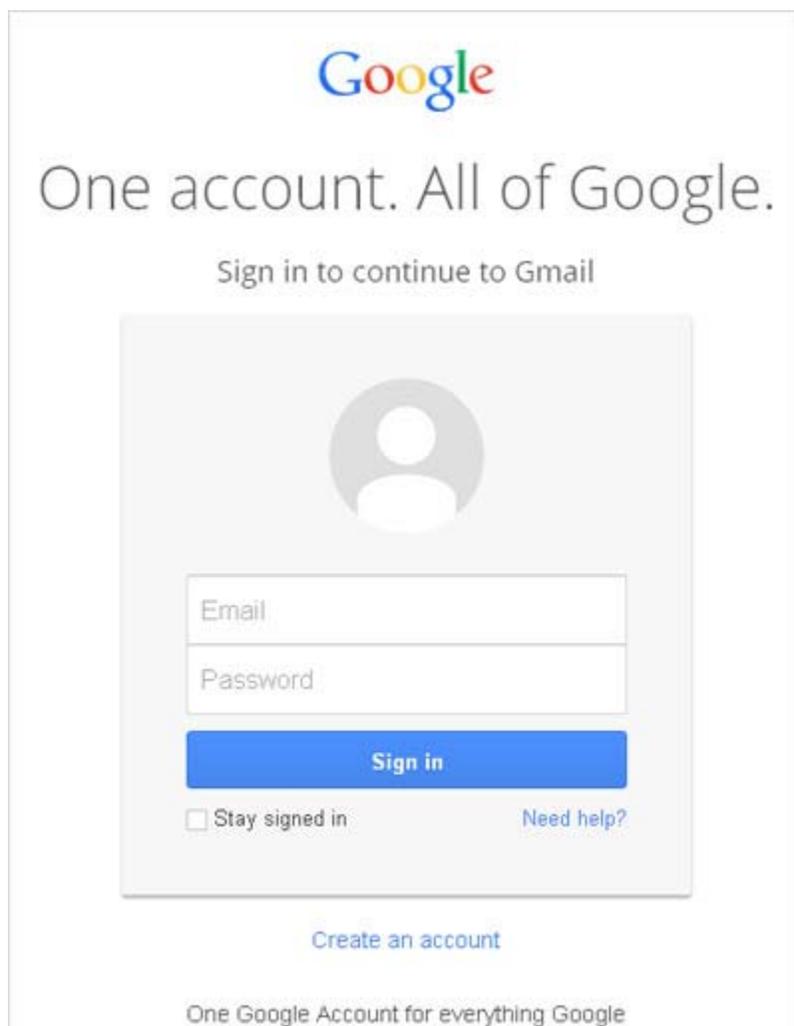
You can add [Google AdSense](#) or any other advertising widgets in [Wordpress](#), which you can never do if it is only hosted. You can also run other types of scripts. You can have as many pages as you want, as well as make use of plug-ins to better your search engine optimization (SEO) strategies.

Types of Blogging Platforms

As mentioned, there are many blogging platforms, but let us focus on the top 3 most popular ones:

BLOGGER

(<http://www.blogger.com>) The first one is called Blogger.



The image shows a Google sign-in page. At the top is the Google logo. Below it is the text "One account. All of Google." followed by "Sign in to continue to Gmail". In the center is a grey box containing a circular profile picture placeholder, an "Email" input field, a "Password" input field, and a blue "Sign in" button. Below the button are a checkbox for "Stay signed in" and a link for "Need help?". At the bottom of the grey box is a link for "Create an account". Below the grey box is the text "One Google Account for everything Google".

This used to be an independent one until [Google](#) purchased it. If you have a Google account, you can immediately sign up and start using it. You should have all ready signed up for a Google Account to use with your Hot Trends marketing, so you can just use that same login.

[Blogger.com](#) pales in comparison to other platforms when it comes to designer templates. Most of them are very common and bland, though new designs have been introduced lately. If you wish to add more eye-candy appeal to your blog, you have to be quite knowledgeable in CSS.

The main advantage of Blogger.com is that it integrates Google AdSense with ease, which is one of the easiest ways to make money for blogs. You simply have to set up a Google AdSense account and include the provided code into the template. You can then earn money every time any visitor clicks on the ads shown on your blog. Since Google powers it, the search engine easily indexes it.

You do not have to be a certified genius too to begin using Blogger. It has a very user-friendly layout page, where you can conveniently move your tabs and menus and create a somewhat different look for your blog. It has a WYSIWYG editor, which works very similarly to Microsoft Word. There are no issues attaching media files, from YouTube videos to your posts as well.

However, there are a couple of downsides. First, it is not too friendly with other type of plug-ins, simply because Google has produced its own for Blogger. There are restrictions importing external plug-ins to Blogger. For some strange reason, there are times when the pages are quite difficult to load. Blogger also deletes hosted blogs that are making use of automated software.

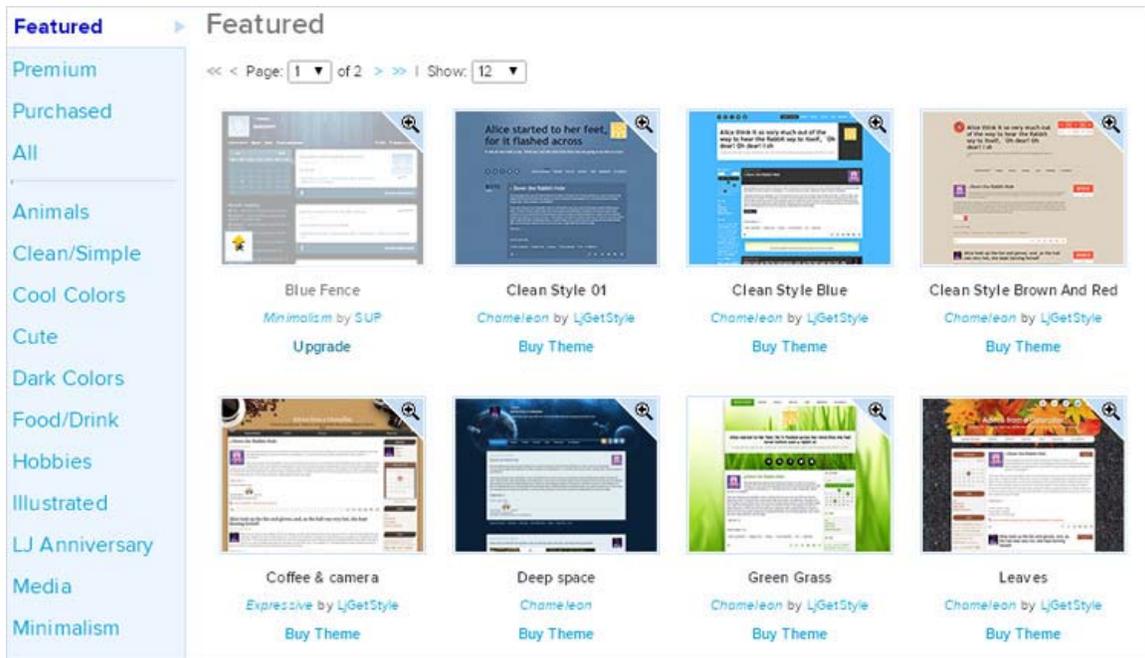
LIVEJOURNAL

(<http://www.livejournal.com>) If you are looking for a no-frills blogging platform, this will be it.



It started on April 15, 1999 and has gone through so many hands and companies, including Six Apart.

It has a user-friendly word editor. It permits users to create voice posts (or records of entries), and there are plenty of great templates to choose from.



You also have 5 different account levels; some of them are paid ones. Earlier, it was difficult to earn from the blogging platform until it gave the users the option to participate in its moneymaking program through [Google AdSense](#).

You can also build a Friends' List and participate in Groups. This is ideal for Internet marketer since network connections help promote your business. Of course, you can create your own group and develop your own niche through LiveJournal.



However, it is not open to other external plug-ins. The sad thing is LiveJournal also has very limited plug-ins and tools you can use to

further promote your website. Unlike Blogger, which is supported by [Google](#), a huge search engine, it may take a while before a LiveJournal blog gets indexed.

WORDPRESS

(<http://www.wordpress.com>) Of all the blogging platforms out there, this is considered to be the best by many.



In fact, many popular blogs make use of WordPress. It is used by many Fortune 500 companies which just goes to prove that it has the capabilities to manage a huge amount of traffic and other website activities.

Sure, this also has many limitations. For instance, it is not that easy for you to customize CSS, though the numbers of themes you can choose have increased over the years. Unless you opt for a paid upgrade, it is difficult for you to earn money out of WordPress. You cannot settle for Google AdSense, text link advertising, and sponsored reviews. You are permitted to add only one link to your [Amazon](#) referral. It is so strict

that violating a few terms on the TOS (terms of service) will mean automatic deletion of your blog.

However, WordPress also has a wide variety of plug-ins, which compensate for its limitations. Majority of them are available even for those who are using the blogging platform for free. For example, you can utilize [Akismet](#), which is a default plug-in, so you can trap spam comments. These types of comments can hurt your traffic and ranking in search engines.

You can easily integrate social networking widgets such as Facebook and Twitter. You can also set up a [do-follow](#) or [no-follow](#) plug-in. This means those who want to link to your website can either benefit or not from your page rank.

The [WP-DBManager](#), is another useful plug-in that helps you create a backup for your WordPress blog. It also has an [all-in-one SEO](#) plug-in and [HeadSpace 2](#), which basically takes care of everything related to SEO.

[SuperCache](#) speeds up your blog by generating static html files of your blog. You can also make your weblog mobile friendly through [WPtouch iPhone](#) Theme.

With WordPress, you don't have to be a certified genius or a hard-core geek to set it up. The pages on your website do not need to be hand-coded, thanks to this dynamic CMS. You do not need to spend money on any programmer or website developer. You can update your very own blog without any extra help.

CHAPTER 4

SETTING UP YOUR OWN WP BLOG

I have been blogging for a lot of years and my experience has taught me two things: opt for a self-hosted blog and use the WordPress platform. This is what I am going to show you today.

Now, before we get into details on how to install your WordPress blog, you should know first how to choose the right web host. There are hundreds of them out there. In fact, it took me around 2 weeks before I found the right one.

It is not a good idea to just go for a cheap webhost. You want to know that your host company offers a good quality service and the tools you need to run your blog effectively. Some of the things you want to consider are:

SUPPORT

Your website may go down or face some issues. That's normal. What's frustrating is if it happens in the middle of the night, and there's no one to help you out. Top priority: pick a web host with a customer support available 24/7. No kidding.

It's also important; the person assisting you is accommodating, friendly and knowledgeable. It only adds to your disappointment if he or she is cold and doesn't possess the necessary skills to assist you solving your problem.

EASY WORDPRESS INSTALLATION

If you are a newbie, you might be a little bit nervous about using WordPress. But your web host actually holds the secret. They can provide you with a one-click installation through Fantastico.

Fantastico is an easy to use add-on provided by the webhosts, which allows one-click installation of many open source applications including WordPress. If you don't see Fantastico, you can also have full control over your weblog through its cPanel. Just login into your [cPanel account](#) and if you still don't see how to install WordPress, just do a quick search on "[How to Install WordPress](#)" and you will be walked through a step-by-step process.

One of the common questions people ask me is this: what type of web host should I get? Better yet, what type of plan? Here's my suggestion, for newbie; Go to <http://www.hostgator.com>, they have one of the most comprehensive plans I've seen. I definitely love their baby plan, which guarantees unlimited domain, disk space, and bandwidth. There's certainly room for growth for your blog site.

It also has an SSL certificate, which means all types of payment transactions are secured. That's a big plus for Internet marketers since buyers would definitely like to protect their confidential information such as their name and credit card number. If this isn't enough, you can get the plan for less than \$10 a month.

WHAT TO DO WITH DOMAINS

Of course, you can never have a blog without a domain. Consider it as your own address in cyberspace. Like your personal home address, you want it to be easily remembered and spelled out for friends and guests. You also want to keep it very short.

There are many places where you can buy your domain, which you can own for a year. Many would recommend [GoDaddy](#), but I seriously suggest you don't. The problem comes in when you're accused of spamming and then the registrar deactivates your domain and steals it

from you when it's not your fault, or if you can prove you are sending legitimate emails. No one had recourse.

There's tough competition there, and you'll get better support and service from other places such as <https://www.namecheap.com/>

A domain will cost you around \$10 a year, but if you're resourceful enough, such as looking for coupons in Google, you can reduce the price to almost \$2.

INSTALLATION OF WORDPRESS

There are two ways to install WordPress: manually and a one click process through "Fantastico De Luxe". The former option is a very long process; it can also get complicated, leaving a lot of room for mistakes. Thus, I suggest you opt for Fantastico.

Here's what you're going to do:

Step 1: Sign up for a web hosting account. I already provided you with the guidelines as well as the best website to go to for the plan.

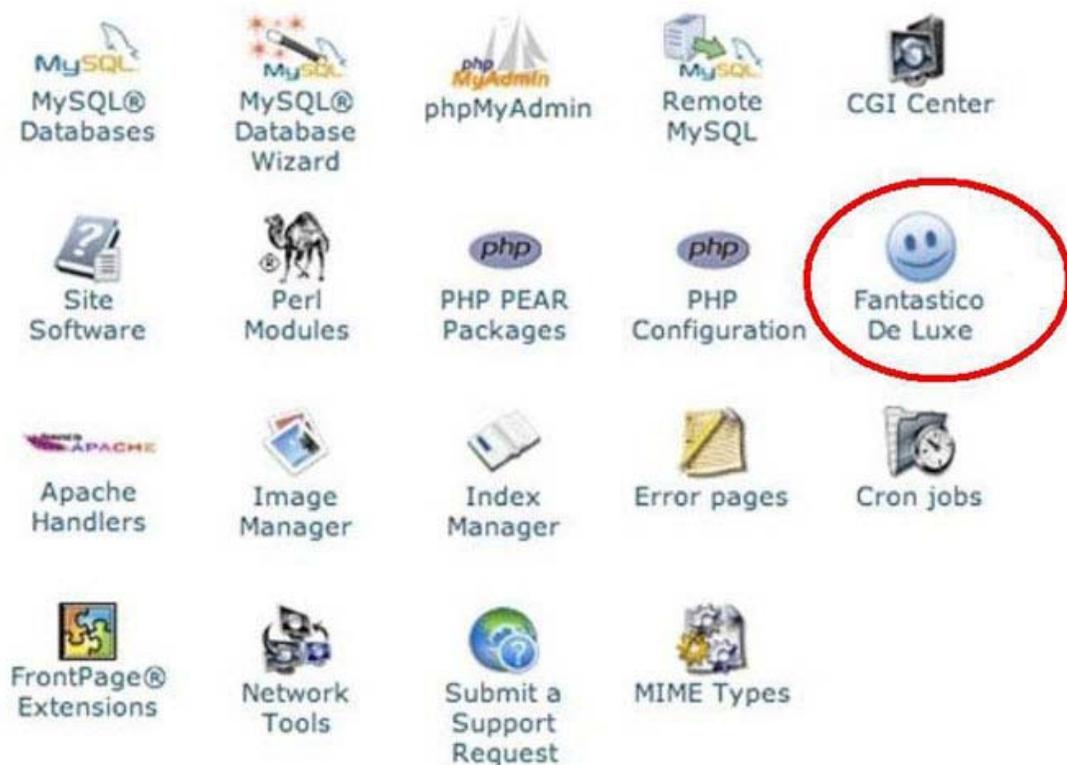
Step 2: Once you have a web hosting account, you'll be provided with the username and password. You can use the information to log in to your cPanel. At this point, open your cPanel.

The URL of your cPanel will be www.yourdomain.com/cpanel

Step 3: Look for the "Fantastico De Luxe" icon. Make sure that the web hosting account offers you this feature. Some don't, and you need to

purchase it. That's going to be costly at your end. The icon, by the way, is the one with a smiley face, and/or if you have narrowed down your choice of web hosting company to Hostgator, you can make use of their add-on "QuickInstall" as a Wordpress installation tool. You can find its installation guide here:

<http://support.hostgator.com/articles/specialized-help/technical/wordpress/how-to-install-wordpress>



Step 4: Scroll down until you get to the Blogs section. Among the list, choose WordPress by clicking the link.



Step 5: At the right-hand side, you will see information about the type of WordPress you're going to install. It's important that you get the latest version. Otherwise, refer the issue to your web host. If everything is okay, press New Installation.



Step 6: You will then be redirected to the one-click installation process. This includes determining the Installation Location, Admin Access Database Configuration, and E-mail Account Configuration.

Make sure you can leave the Installation Location blank if you want the weblog to be your main page. If not, create a folder that doesn't exist yet. This is



where you're going to install all information about your weblog.

The Admin Access Data is the area where you're going to create the username and password for your WordPress.

Base Configuration contains the details related to your blog, such as your nickname or username. You can be very creative about it, but it's best if you stick to your own name. This is the name that appears on every blog entry and reply you make on the comments. You will also create the name and description of your blog. Again, you can be artistic, but it's recommended you include targeted keywords or related description to your blog.

You don't have to set up the E-mail Account Configuration if you're not planning to blog through your e-mail.

Step 7: Press Finish Installation. You will then receive a notification confirming the successful setup of your WordPress blog.

TWEAKING WORDPRESS SETUP

Is it enough that you installed WordPress? The answer is no. You need to do some tweaking for a number of reasons. First, you want your weblog to rank in search engines, else, there's no traffic for your blog. You have to be friendly to the Internet users too. If they don't like your blog, don't expect them to visit you again.

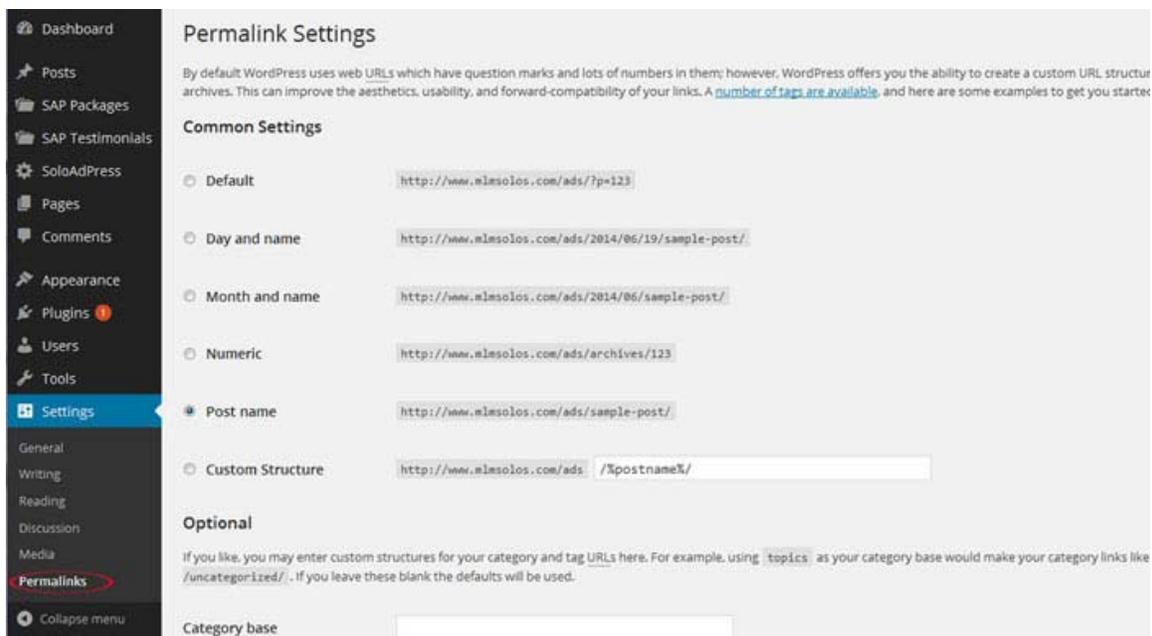
You don't have to be a Superman when you're tweaking. Start with the basics.

PERMALINKS

Change the permalink structure. Permalink means permanent link. This means it doesn't change. If the page gets indexed, it's the link that is cached. Natural permalinks are composed of a series of characters—numbers and letters—that are unreadable. The default WordPress permalink looks like "<https://yourdomain.com/?p=ID>". That's why they are not considered user as well as search engine friendly.

The good news is you can change the permalink structure. The bad news is doing this after a while is not ideal since issues will surely arise, such as wrong redirection.

To set up your permalink, go to WordPress Admin -> Dashboard -> Settings -> Permalinks. Select Customize Permalink Structure.



In my opinion the best permalinks options are:

/%category%//%postname%/

or

/%postname%/

or

/%postname%.htm

EMBED MEDIA

Include media files. I for one don't love to check weblogs that are based on text only. They remind me of the physics and chemistry books back in college. Entice your readers and expound your thoughts by adding media files, such as images, videos, and audio.

Here are instructions for you:

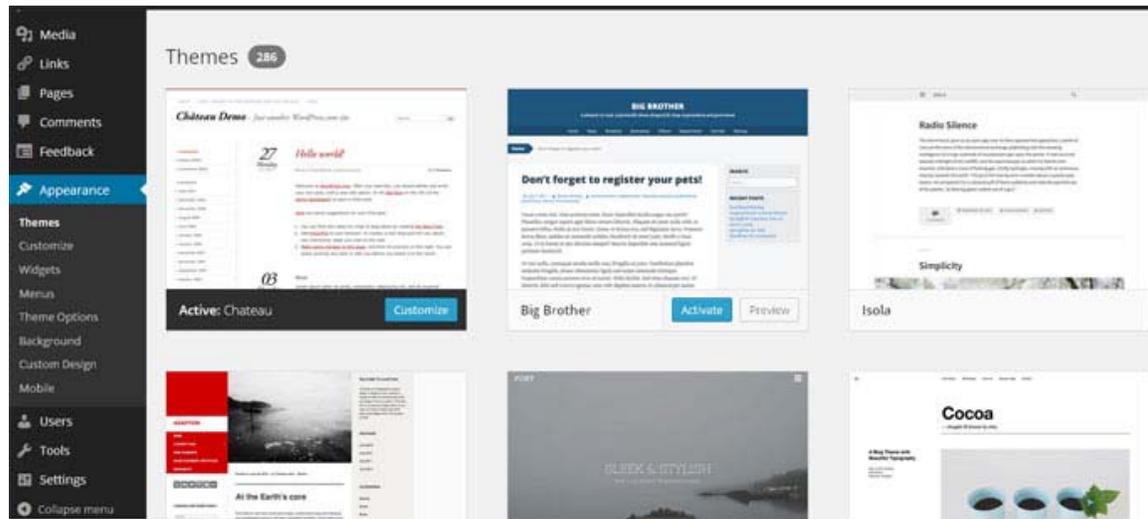
http://codex.wordpress.org/Using_Image_and_File_Attachments

ADD A THEME

The theme adds aesthetic value to your blog. You can just imagine a wall. You will be attracted to one that has more colors and designs than to something that's just plain white.

WordPress already has plenty of themes to choose from. To access them, open your account, go to your dashboard, click on Appearance,

and select Themes.



Here's the downside, though. As mentioned, you cannot edit them easily if you not a tech savvy. If you want something more personalized, you have to opt for a paid theme. For starters, though, just select any of the available themes in the Wordpress library.

PLUG-INS

I could never stress this enough. WordPress has become so flexible because of the plug-ins, and there are far too many to cover everything here. So let's start with at least five. For me, they are also the most essential ones. Make sure you can install them in your WordPress account even before you start creating your blog post.

Akismet (<http://wordpress.org/extend/plugins/akismet>) – This is a plug-in that traps spam comments.

1 Visitors submit comments on your blog.

2 Your blog runs each comment through Akismet.

3 Akismet tells your blog whether it's ham or spam.

Akismet

Akismet checks your comments against the Akismet web service to see if they look like spam or not.

[Download Version 3.0.0](#)

You don't want them in your website. Moreover, visitors hate spam, and they view any website with lots of it as completely unprofessional.

Google XML Sitemaps (<http://wordpress.org/extend/plugins/google-sitemap-generator>) – What's a sitemap? It's simply a place where you can find all the pages on your weblog.

XML Sitemap

This is a XML Sitemap which is supposed to be processed by search engines which follow the XML Sitemap standard like Ask.com, Bing, Google and Yahoo. It was generated using the Blogging-Software WordPress and the Google Sitemap Generator Plugin by Arne Brachhold.

URL	Last modified (GMT)
http://www.your-blog.com/	2012-07-14 16:11
http://www.your-blog.com/tags/	2012-07-14 16:11
http://www.your-blog.com/tags/seo/	2011-08-08 21:43
http://www.your-blog.com/tags/xml-sitemaps/	2012-08-10 22:35

Google XML Sitemaps

This plugin will generate a special XML sitemap which will help search engines to better index your blog.

[Download Version 4.0.6](#)

That's also the place spiders' crawl in, searching for pages to be indexed. If you want your blog to be friendly to search engines and

have as many pages indexed as possible, then you have to install Google XML Sitemaps. You can control the URL, date of crawl, and other important information.

Google Analytics (<http://wordpress.org/extend/plugins/google-analytics-for-wordpress>) – This is one of the most important tools for Internet marketers.



Google Analytics for WordPress

Track your WordPress site easily and with lots of metadata: views per author & category, automatic tracking of outbound clicks and pageviews.

Download Version 4.3.5

The bottom line of creating a weblog is to earn profits. However, you will never get to that point if you don't understand your visitors in the first place.

Google Analytics helps you with that. It tells you how many visitors are going to your website, which pages are checked, what types of keywords are used to find your blog/pages/posts, how long they stayed etc. They are useful because they help you in your marketing campaigns. It will help you understand if you're driving the right types of people into your weblog, if the keywords are working well for you, or if you're getting the right click-through rate for your weblog.

WP Super Cache (<http://wordpress.org/extend/plugins/wp-super-cache>) – You need this to load your pages faster.

In case you didn't know, Internet users stay for a very short time on any website. If it doesn't load within 10 seconds, expect them to leave and never come back.

All-in-one SEO Pack (<http://wordpress.org/extend/plugins/all-in-one-seo-pack>) – Don't stress yourself when it comes to SEO.



The image shows a screenshot of the WordPress.org Plugin Directory page for the 'All in One SEO Pack' plugin. The page header includes the WordPress logo, the text 'WORDPRESS.ORG', a search bar, and navigation links for Showcase, Themes, Plugins, Mobile, Support, Get Involved, About, Blog, and Hosting. A 'Download WordPress' button is also present. Below the header, the 'Plugin Directory' section features a login form with fields for 'Username' and 'Password', and buttons for 'Log in', '(forgot?)', and 'Register'. On the left side, there is a sidebar with categories like 'Extending WordPress', 'Plugins', 'Themes', 'Mobile', 'Ideas', and 'Kvetch!', along with a 'Search Plugins' section and 'Popular Tags'. The main content area displays a hand-drawn diagram with 'SEO' in the center, surrounded by boxes for 'SOCIAL', 'TECHNOLOGY', 'RANK', 'GLOBAL', 'MEDIA', and 'BLOG'. A man is shown pointing at the diagram. Below the diagram, the text reads: 'All in One SEO Pack' in a large font, followed by a description: 'All in One SEO Pack is a WordPress SEO plugin to automatically optimize your WordPress blog for Search Engines such as Google.' A 'Download Version 2.2.1' button is visible on the right. At the bottom, there are links for 'Description', 'Installation', 'FAQ', 'Changelog', 'Stats', 'Support', 'Reviews', and 'Developers'.

This is your ultimate superhero. It improves and optimizes titles, Meta tags and is designed to be compatible with WordPress e-commerce websites.

CHAPTER 5

PLANNING YOUR SUCCESS

We have gone through quite a bit of material at this point, so let's do a quick recap and make sure all the work you've done is organized and ready to go before we move onto the next section. We'll also walk through a bit of preliminary setup work to make it faster and easier as we move on through the next sections.

By this point, you should have Firefox set up with all the Add-ons, including Googlebar, SEO for Firefox and Samfind. You should also have your MyYahoo page set up with content such as "Google Hot Trends" showing up on the homepage along with "Trending Now" and any other hot news content you've decided to add and then got Roboform set up. This will come in handy pretty soon, so double check to make sure that is ready to go.

Finally, we worked on setting up your blog. If you have completed all this, do a little dance and celebrate! You are some giant paces ahead from when you first started reading this eBook and when this is all gets put into action; the effectiveness is going to amaze you.

STAYING ON TOP OF CURRENT TRENDS

When you're working hard to find and utilize the best possible online tools to benefit your business, it's obvious you'll want to stay on top of what's hot and what's not.

Unfortunately, what's hot online right now can change with lightning speed. New tools are released frequently and trends change just as often.

As each new change is implemented, it can have a drastic effect on the amount of web traffic you receive. If your traffic numbers are affected, it's likely this will have a flow-on effect and end up impacting the number of sales you make or the number of leads you generate.

Of course, there's also the issue of competition. Successful online marketers understand how to stay one step ahead of the competition simply by staying on top of what changes are happening in the industry at any time.

For example, what might be a really lucrative way to make money online today may be totally useless in a couple of years' time. This is evident simply by looking back at how some Internet marketers touted their success with previous hot trends that were smoking hot in their day, but are completely outdated now.

Nobody really knows how long one online moneymaking method will last and nobody can really predict when it might be replaced by something else.

Yet it's still very possible to continue making good profits from keeping up with hot trends. The key is to consider your business strategy carefully. Try to find a way to incorporate newer hot trends into your marketing strategy and work out ways to get these supplementing your existing business revenue streams.

Just be sure you don't throw all your eggs into the one marketing basket.

When new trends emerge, many marketers jump onto the latest bandwagon and completely abandon their previous strategies. While it's great to take advantage of new changes and reap the rewards, it still pays to leverage your previous efforts properly at the same time.

Your ability to keep up with the frequent changes can play a huge part in your continued success. The faster you can implement and leverage the potential of emerging hot trends into your marketing strategy, the better your position will be to dominate your market.

In order to achieve this, you'll need some careful consideration and forward planning.

ORGANIZING AND PLANNING

Have you ever heard the saying "by failing to plan, you are planning to fail"? Benjamin Franklin is attributed to saying this and it's so true!

The real key to profiting from hot trends is to find ways to implement and leverage the changes and quickly and efficiently as you can, once you find those new hot trends to incorporate into your plan.

With so much going on, taking the time to plan and then staying organized is the only way to help you maintain the profit levels your business needs to stay strong.

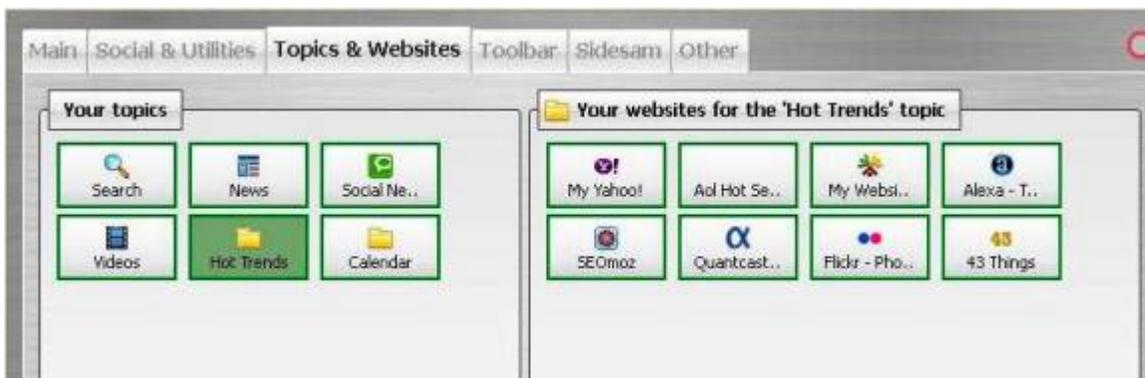
As I've mentioned, when you are first getting started, it will take you more time to make sure you are getting everything done in a way that is going to bring in the most amount of cash. The more organized and streamlined you make this process, the faster it will be to get through

it. You might be able to whittle the entire process down in a way that after just a few hours, you are ready to move on to spend time with your family, pursue your favorite hobbies or do whatever else you feel like while your money making system runs and collects the dollars for you.

Everything we've done up to this point has been done with the best practices for keeping you organized in mind. Now, let's get a few other things in place to keep you organized before we move on.

Go back to Firefox and set the following bookmarks up in your Samfind bookmarker. We'll get into the details in the upcoming sections.

1. Set up a bookmark for your blog in the "Hot Trends" folder in the Samfind bookmarker.
2. Add the following keyword research resources to the "Hot Trends" folder:



- [AOL Hot Searches](#)
- [Alexa](#)

- [Moz](#)
- [Quantcast](#)
- [Flickr](#)
- [43things](#)

3. Add a new topic called “Shopping Trends” to your Samfind bookmarker and then add the following to that topic:



- [Amazon Best Sellers](#)
- [Amazon Movers and Shakers](#)
- [Amazon New Releases](#)
- [eBay Popular](#)
- [Google Product](#)

4. Add the following to the "News" topic:



- [CNN](#)
- [Alltop](#)
- [Wall Street Journal](#)
- [Google News](#)

5. Add the following to the "Social Networks" topic:



- [Delicious](#)
- [Reddit](#)
- [Pinterest](#)
- [Citeulike](#)
- [Stumbleupon](#)

- [Folkd](#)
- [Technorati](#)
- [Chime.in](#)
- [Twitter](#)
- [Facebook](#)

PLAN YOUR WORK AND WORK YOUR PLAN

Knowing how distracting it can be to work online, and especially to work at home on the Internet when you know you can do pretty much anything you want, you will find it is way too easy to find hours going by with nothing more getting done than participating in some forum debate or checking out all your social media followers activities. Because of this, having a plan and working it is crucial to help you stay on track and get things done.

The beauty of working from home is that you can set your plan up however you like. I find honing in on a hot trend I want to capitalize on is best for me, while I drink my morning coffee. I then walk the dogs, feed the cat, shower and sit back down to monetize, blog, market, and do a few other odds and ends to get a good cash flow pouring in.

I am typically done with those activities for the day by late morning, early afternoon (I am an early riser). When I wrap my morning up, I do what I want and then sit back down later to do anything else such as emails or any other projects I'm working on after a quick workout and getting errands out of the way.

That's what works for me. What works for you might be totally different. One of my colleagues is a third shifter because he finds it best to work when the family has gone to bed for the night and is out of his hair and that's perfect for him. The point - find your best flow and build a plan that you can stick too so you don't find yourself feeling chained to your computer just because you spent too much time on unproductive activities when you could have been hammering out an excellent money making event instead.

CHAPTER 6

SPOT PROFITABLE NICHES

After you have gotten yourself organized, you can start to get into the meat of your work, and that is, finding the profitable niches. A niche is a piece of a market. For example “shoes” is a market or general product category, and “Ladies High Heels” would be a niche market in the broader shoe category.

To make the most amount of money and to make it fast, finding the profitable niches is your bread and butter. It is just too competitive to try to get an income flow generated by targeting a general market. Your marketing attempt will be just about invisible and remain that way and if you do make money, it will probably be more accidental or because your darling Aunt Edith buys something from you just because she’s your auntie.

Instead, finding the niche markets that aren’t as heavily saturated, so you have an easier playing field to compete in is what will bring in the big bucks. There is a fine line between finding your niche and getting too “niche-y” to the point that you only have one or two people in the entire world that wants to buy your product or affiliate product. That’s where researching the Hot Trends come into play.

When you find the “Hot Trends”, you know there are plenty of people who are searching them why else would it be called as: a Hot Trend. That makes your job easy, because all you have to do is find the trends, find a product that is a perfect fit for that trend and then go about building your marketing campaign around that.

There are a number of ways to find what’s hot and what’s not and we are going to cover all of them. You will find some that won’t apply as much for you as others, and that’s okay.

For now, go through each of them and you can continue to fine tune which ones are the best for your marketing efforts as you get more savvy about doing research and finding the most profitable niche products. For instance, if your blog is about food and cooking, you won't need to know what the hottest automotive accessories are. You will want to be able to find out what is hottest in the kitchen/food/diet industries though.

RESEARCH KEYWORD TRENDS

Po-tae-toe or Pah-tah-toe what's in a word? For Internet marketing it's EVERYTHING. Your work is to not just hone in on the trend, but to make sure you are going to be using the EXACT same words that a bigger percentage of your potential customers use to search for that trend.

What's the difference?

It could be thousands of dollars worth of differences. For example, if you find a hot new trend is about Yoga and you chose the keyword "Yoga News", you would get absolutely buried in the 343,000,000 results for that keyword. Chances are, you won't make a dime. Unless of course, Auntie Edith likes yoga, but one sale isn't going to pay the bills.

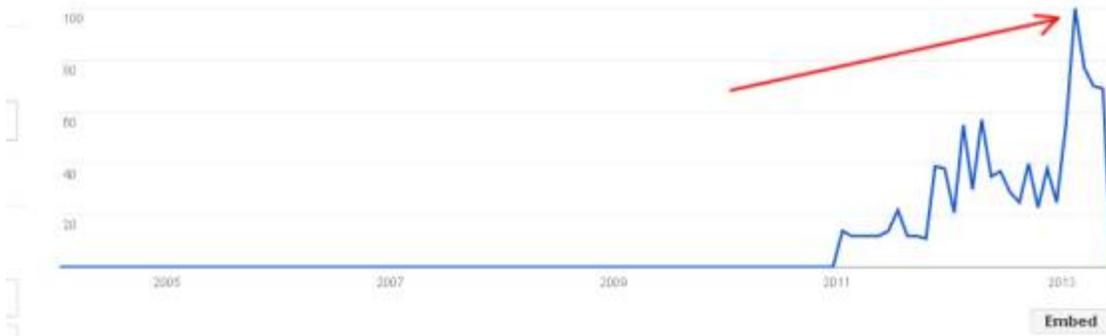
Adam Levine Yoga

Web Search interest: adam levine yoga, Worldwide, 2004 - present.

Interest over time

The number 100 represents the peak search interest

News headlines Forecast



Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
spot profitable niches	-	-	-	-	»

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
how to use keyword planner	390	Low	-	0%	»
profitable niches	170	Low	-	0%	»

However, you see that “Adam Levine Yoga” is not only trending, but it’s much less competitive to use as a primary keyword to sell yoga based products. Upon further research you determine creating a blog post about “Adam Levine Yoga Poses” or “Adam Levine Yoga Style”, and selling one of the top selling yoga products is what will pay off the highest amount for your health/fitness style blog. You can adjust that example for whatever topic you are most excited about and it will work out just the same.

There are two ways to use the hot search trends. One way is to enter your own keywords to figure out what trends are based on those keywords and what the best phrase is to use for that keyword. Or, you can simply find out what is hot and build your product or affiliate marketing campaign around that. Either way will help you churn out a winner every time.

GOOGLE HOT TRENDS

<http://www.google.co.in/trends/explore>

The screenshot shows the Google Trends interface for the United States, displaying hot searches for Tuesday, August 12, 2014. The top three searches are:

- 1** **Lauren Bacall** (1,000,000+ searches). Related searches: **humphrey bogart, lauren bacall movies**. News snippet: **Famed actress Lauren Bacall dies at 89** (CNN) -- Actress **Lauren Bacall**, the husky-voiced Hollywood icon known for her ...
- 2** **Hulk Hogan** (50,000+ searches). News snippet: **Watch Drew Brees, Aaron Rodgers and AJ Hawk wish Hulk Hogan a happy ...** (Washington Post (blog)) So, perhaps it should come as no surprise that Brees, Rodgers and Hawk resp...
- 3** **Real Madrid** (20,000+ searches). News snippet: **Cristiano Ronaldo flaunts Real Madrid pedigree in defeat of Sevilla**

Google defines a hot trend as searches that have significantly increased over any given period of time. It also offers regional information to show you where those hot trends are the most popular. This is helpful because it lets you know how to gear your marketing to reach your potential customers. You can choose to target these regions in your advertising efforts, and if you notice a hot trend is huge in one

region, you can even target the region by adding it into your keyword phrase, such as "New York Adam Levine Yoga Program".

You can learn all about how to maneuver around Google Trends in their [help pages](#).

TRENDING NOW

<http://news.yahoo.com/blogs/trending-now/>

Trending Now

Friends and Fans Alike Mourn Robin Williams on Social Media

Zain Meghji at **Trending Now** 16 hrs ago

**Steve Martin**
@SteveMartinToGo Follow

I could not be more stunned by the loss of Robin Williams, mensch, great talent, acting partner, genuine soul.

7:16 PM - 11 Aug 2014

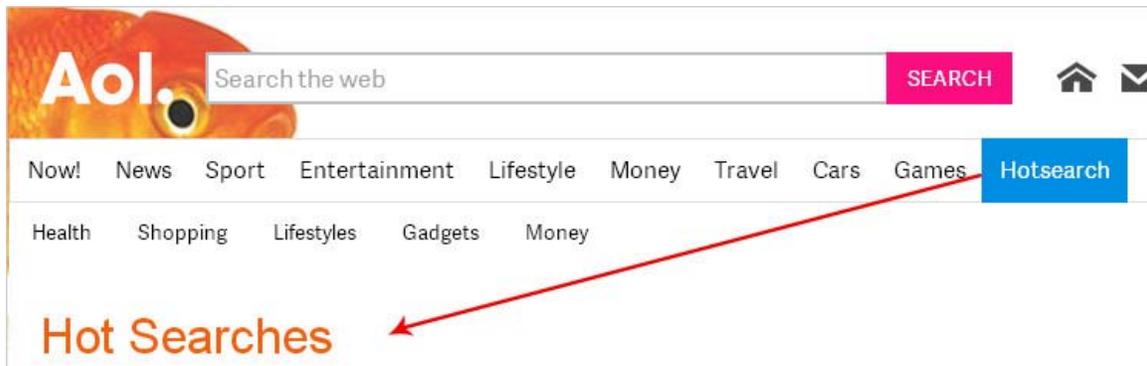
46,972 RETWEETS 80,267 FAVORITES

The big story today on social media is the passing of celebrated comedian and movie star Robin Williams. He died Monday at the age of 63 in his home near San Francisco from an apparent suicide. According to a statement issued from a representative, he had been battling severe depression of late.

This service used to be known as "Yahoo Buzz" but has since changed and is a service that shows you which news, blog posts and trending topics are getting searched on the most, shared the most on Facebook or getting tweeted about on Twitter. They update the "Trending Now" pages every day at 9 am and 12pm Eastern Standard Time. You might want to put one of those times in your calendar or things to do list so you can be one of the first to capitalize on the hot new topics.

AOL HOT SEARCHES

<http://hotsearch.aol.co.uk/>



AOL Hot Searches is similar to Yahoo's Trending Now. It shows you web pages from around the world and breaks them down according to what is most viewed, most commented on and the newest hot searches.

You can choose to search keywords to see what hot news topics are relevant to those keywords, or choose to look at the hot searches for Health, Shopping, Lifestyles, Gadgets or Money depending on what market you are attempting to capitalize on.

ALEXA

<http://www.alexa.com/whatshot>

Alexa bills itself as "The web information company" and breaks down just about everything going on throughout the World Wide Web including information about websites, and of course, "What's Hot". It has "Hot Topics", "Hot Products" and "Hot Pages" all on one easy to scroll through page.

SEOMOZ (NOW JUST MOZ)

<http://moz.com/>

This web resource has quite a few tools and while there is a free thirty-day trial, it can get pricey pretty quickly to sign on with a monthly contract. But the [SEOMoz toolbar](#) is free and gives you quite a few resources that will come in handy for all of your Hot Trends activities such as being able to quickly find out link metrics for Google, Bing and Yahoo along with other important SEO functions.



Create Custom Searches



SERP Overlay with Detailed Metrics



Highlight Links and Keywords



Analyze Page Overlay

You can also sign up for the [Moz Top Ten emails](#) that delivers information about the latest and hottest SEO news and trends. The tips and information you can learn will turn out to work well in your favor. Make sure to use your Hot Trends Google email that you set up to help keep these types of emails separate from your personal and other emails.

QUANTCAST

<https://www.quantcast.com/>

This resource will help you get into the nitty-gritty of what makes your particular market tick. You can just type in the website addresses of your top competitors and find out how the traffic breaks down according to sex, income, ethnicity, whether they have children or not

and what other topics they are most likely to enjoy. It will also tell you where the bulk of their traffic is coming from and if it is coming from personal or work computers.

Get Inside Your Audience

Quantcast Measure provides free, accurate and dependable audience insights for over 100 million web and mobile destinations. Get the best understanding of your audience through demographic and geographic data, along with detailed information around interests that includes similar websites your audiences frequent. Access your data on the Quantcast website or via the Measure API.

[GET MEASURE](#)

Age Combined | Male | Female

segment	this site vs. total internet	index
< 18	59	59
18-24	216	216
25-34	167	167
35-44	74	74
45-54	73	73
55-64	50	50
65+	31	31

Internet average

composition

Age Group	Percentage
< 18	11%
18-24	27%
25-34	29%
35-44	14%
45-54	13%
55-64	3%
65+	2%

Age Young Adults

This information will help you know who to focus your Internet marketing efforts on, how to do it and when to do it. For instance, if you know that most of your target market is searching for your topic from their home computers, then you can guess they are more than likely logged on during the evenings and weekends, not during regular

business hours. That is, when you would target any social media marketing activities to get the biggest amount of viewers.

FLICKR

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



This is an image sharing website and while you won't learn about hot trends, you will be able to see what the most interesting images are to use for your blog posts. Using the highest quality, most interesting images is important because people are highly visual. Capturing your potential customer's attention is immediately is much easier to do when you use images.

The images you decide to use won't just show up on your blog, they will show up on your social media networks and most of your bookmarking sites, to give an additional boost of success, because when people see an interesting image, they want to click on it.

Make sure you name images with your most important keywords and that the image is at least somewhat relevant to the topic you are using it for. Include tags and links back to whatever post you are using them for to get the best results.

RESEARCH SHOPPING TRENDS

There is no better way to find out what people are buying online beyond digging deep into the shopping trends. Knowing what the most sought after products are in your specific market will allow you to choose comparable items or products that you can market as being “Just like...” “Better than”, “Less Expensive”, or “Just as good and maybe even better than” the top selling product. Or, you can just sell that product if it’s not all ready completely saturated in the marketplace.

When you find the hot trending products, you can then position your marketing efforts in a way that will let shoppers know what you are offering is worth their time to check out. You will also gain valuable information in regard to what keywords to use, where the shoppers hang out that buy those types of products and any other information you need to be able to leverage your own marketing success.

Researching for shopping trends will help you choose products to create if you create your own products. Creating your products in a way that allow you to capitalize on the bestselling products in regard to marketing and design elements will go a long way in boosting your sales rates.

An instance of this is if you are creating an eBook that helps people improve their soccer skills. By finding out what the top products are that are comparable to your eBook will allow you to find out who your top competitors are marketing to, what the best ads are for marketing that type of product, and other incidentals that will give you a model to follow that will most likely bring you the biggest returns.

AMAZON BEST SELLERS

<http://www.amazon.com/Best-Sellers/zgbs>

The screenshot shows the Amazon website's 'Best Sellers' page for the 'Books' department. The page features a navigation bar with the Amazon logo, 'Try Prime', and links for 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. Below the navigation bar is a search bar with 'Books' selected in the dropdown menu. The main content area is titled 'Amazon Best Sellers' and includes a sub-header 'Our most popular products based on sales. Updated hourly.' A sidebar on the left lists various book categories, with 'Books' selected. The main content area displays three best-selling books:

- 1. If I Stay** by Gayle Forman. Paperback, \$6.01. 164 used & new from \$3.05. (2,066 reviews)
- 2. Publication Manual of the American Ps...** by American Psychological Association. Paperback, \$24.07. 1074 used & new from \$13.00. (1,515 reviews)
- 3. Colorless Tsukuru Tazaki and His Year...** by Haruki Murakami. Hardcover, \$15.57. 44 used & new from \$13.76. (21 reviews)

Everyone shops at Amazon, so using this website for your research is an excellent way to figure out what the best sellers are at Amazon. If you are an Amazon affiliate you can use this list to choose which products to sell and if you are just using it for research, you can look at the products to figure out how they are being marketed and what types of keywords are drawing people to that target.

The Amazon Best Sellers list is updated hourly and that's about as close to real time information you can get as far as who is buying what online.

AMAZON MOVERS AND SHAKERS

<http://www.amazon.com/gp/movers-and-shakers>

The screenshot shows the Amazon website's 'Movers & Shakers' section. At the top, there's the Amazon logo and navigation links like 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. Below that is a search bar and a 'Shop by Department' dropdown. The main navigation bar includes 'Best Sellers', 'Hot New Releases', 'Movers & Shakers' (highlighted), 'Top Rated', 'Most Wished For', and 'Gift Ideas'. The 'Amazon Movers & Shakers' section title is followed by the subtitle 'Our biggest gainers in sales rank over the past 24 hours. Updated hourly.' On the left, there's a list of departments under 'Any Department'. The main content area is titled 'Toys & Games' and features three product cards. Each card shows a product image, its name, a sales rank increase percentage, the current sales rank, and the previous rank. The first product is 'LEGO Technic 9398 Rock Crawler by LEGO' with a 17,150% increase and sales rank of 40. The second is 'LEGO Ninjago 70723 Thunder Raider Toy by LEGO' with a 4,100% increase and sales rank of 6. The third is 'Fisher-Price Brilliant Basics Baby's First Blocks by Fisher-Price' with a 987% increase and sales rank of 306. Each product has a star rating and a count of reviews.

Rank	Product Name	Sales Rank Increase	Sales Rank	Previous Rank	Reviews
1	LEGO Technic 9398 Rock Crawler by LEGO	17,150%	40	6,900	33
2	LEGO Ninjago 70723 Thunder Raider Toy by LEGO	4,100%	6	252	58
3	Fisher-Price Brilliant Basics Baby's First Blocks by Fisher-Price	987%	306	3,329	988

The movers and shakers for Amazon are the products that are selling the most over a twenty-four hour time period. While a hot new product might make the best sellers list for a few hours, it won't make this list unless it is selling in big numbers for a full day. Often these are products that will continue to be top sellers for at least the close future.

AMAZON HOT NEW RELEASES

<http://www.amazon.com/gp/new-releases>

amazon
Try Prime
Your Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department - Search All - Go

Best Sellers Hot New Releases Movers & Shakers Top Rated Most Wished For Gift Ideas

Amazon Hot New Releases

Our best-selling new and future releases. Updated hourly.

Any Department

- Appliances
- Appstore for Android
- Arts, Crafts & Sewing
- Automotive
- Baby
- Beauty
- Books
- Camera & Photo
- Cell Phones & Accessories
- Clothing
- Computers & Accessories
- Electronics
- Grocery & Gourmet Food
- Home & Kitchen
- Home Improvement
- Industrial & Scientific

Video Games

[See more Hot New Releases in Video Games](#)

- 

The Last of Us Remastered - PlayStation 4 by Sony Computer Entertainment
★★★★★ (231)
- 

Mario Kart 8 - Nintendo Wii U by Nintendo
★★★★★ (604)
- 

Destiny - Xbox One by Activision Inc.

The Hot New Releases for Amazon are the hottest new products listed. This list is updated hourly and you will notice that this list often crosses over in the Best Sellers list as well. It's worth checking out both lists though, especially if you want to find out how the newest releases are getting so big so quick.

EBAY POPULAR PRODUCTS

<http://popular.ebay.com/>

"eBay Popular Products" has replaced "eBay Plus" and is where you can find the top selling products on eBay. Whether or not you use eBay for your marketing efforts, it helps to check out what is listed. It will give

you a good idea of what people are looking for, so you can apply the other information to your other research efforts.

GOOGLE PRODUCT

Checking out Google Shopping to see what products are “Popular this week” is another way to help you find out what people are buying. It’s also good to find out what kinds of keywords are being used, how products are being positioned and how you can use that information to model your own products.

RESEARCH NEW TRENDS

Some of the best trends you’ll find will come straight from the news. When you are able to talk about what is going on in the world, as it relates to the products you are marketing, you will end up light years ahead of the competition. You may even find new niches that you will want to create or become an affiliate for.

A great example is, if your blog is about home and family, and the latest news that is trending happens to be about another natural disaster. If you put the entire process in place for a safety-planning product to help families survive those types of disasters, you stand to make a significant amount of cash.

CNN

<http://edition.cnn.com/>

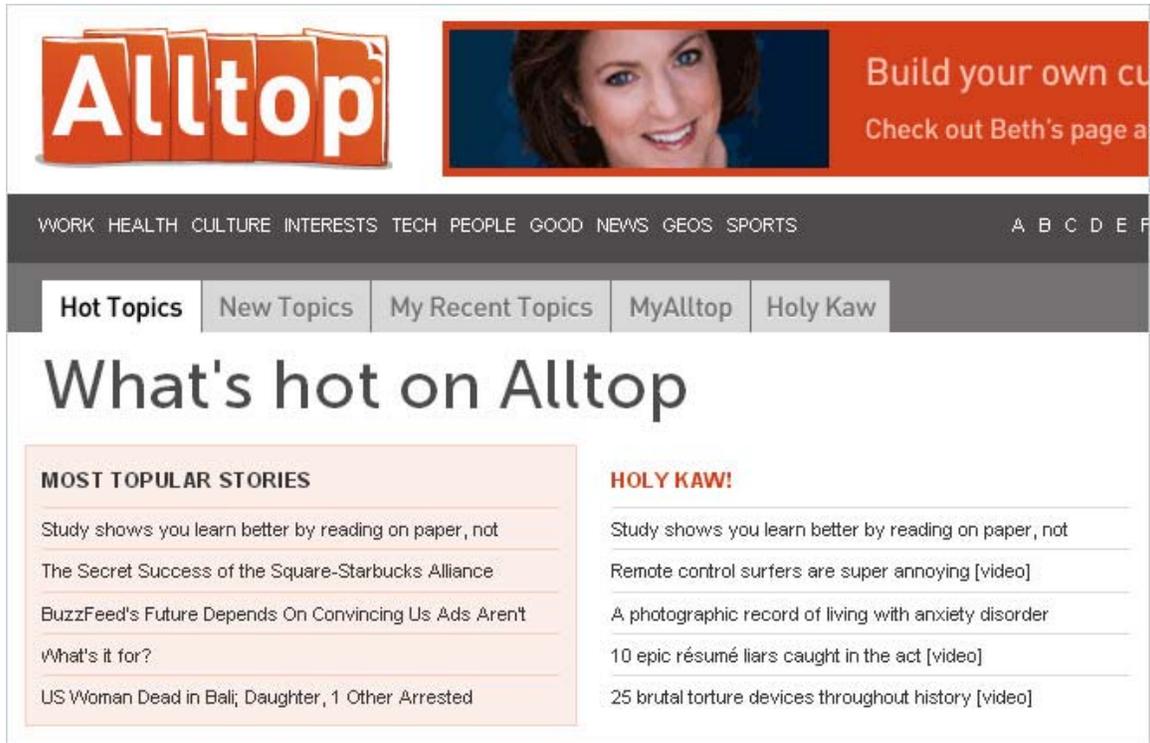


CNN is the biggest news site to stay up to date on the most current news. You can quickly get the top trending stories by looking in the left hand navigation of the homepage under "The Latest" or "More Top Stories".

To focus your efforts on topics that will fit into your blog topic, you can click on the top navigation buttons. An example would be "Lifestyle". You will see the top stories. When I searched, I found a story titled "Camping: Horror or bliss?" that is the perfect kind of story to sell a product about family camping tips, camping safety tips, camping first aid kits or anything else that has to do with helping campers better enjoy their excursions.

ALLTOP

<http://alltop.com/>



The screenshot shows the Alltop website interface. At the top left is the Alltop logo, which consists of the word "Alltop" in white text on a red background with a slight 3D effect. To the right of the logo is a banner featuring a woman's face and the text "Build your own cu" and "Check out Beth's page a". Below the banner is a dark navigation bar with categories: WORK, HEALTH, CULTURE, INTERESTS, TECH, PEOPLE, GOOD NEWS, GEOS, SPORTS, and a search bar with letters A, B, C, D, E, F. Below the navigation bar is a secondary menu with tabs: Hot Topics, New Topics, My Recent Topics, MyAlltop, and Holy Kaw. The main content area is titled "What's hot on Alltop" and is divided into two columns. The left column is titled "MOST TOPULAR STORIES" and lists five items: "Study shows you learn better by reading on paper, not", "The Secret Success of the Square-Starbucks Alliance", "BuzzFeed's Future Depends On Convincing Us Ads Aren't", "What's it for?", and "US Woman Dead in Bali; Daughter, 1 Other Arrested". The right column is titled "HOLY KAW!" and lists five items: "Study shows you learn better by reading on paper, not", "Remote control surfers are super annoying [video]", "A photographic record of living with anxiety disorder", "10 epic résumé liars caught in the act [video]", and "25 brutal torture devices throughout history [video]".

Alltop is a news aggregate site that lists the top stories from around the web including the world's top blogs. You can create a free account and personalize it by choosing the blogs that are most relevant to your content. This will benefit you in several ways:

- You can get inspiration for new products or new ways to market your products
- You can comment on the top blog posts for linking purposes and to help gain exposure

- You can find out the Hot Trends that the top bloggers in your market are talking about

WALL STREET JOURNAL

http://online.wsj.com/public/page/most_popular.html

WSJ ASIA | WSJ LIVE | MARKETWATCH | BARRON'S | DIX | MORE

News, Quotes, Companies, Videos | SEARCH

THE WALL STREET JOURNAL

FROM ONLY **US\$ 8** for 8 Weeks / [BE A READER NOW >](#)

ASIA EDITION | Wednesday, August 13, 2014 As of 8:58 AM EDT

Subscribe | Log In

Home | World | Asia | China | India | Japan | SE Asia | Business | Markets | Tech | Life & Style | Real Estate | Management | Opinion

QUICKLINKS: Today's Paper | Risk & Compliance | CFO | Alerts & Newsletters | Interactives | Blogs | Video | Heard on the Street

LATEST 4:25 PM **Energy Journal: Sarah Palin Returns**

WeChat Boosts China's Tencent
Chinese Internet giant Tencent posted a 59% jump in second-quarter net profit, as its popular chat app helped drive users to its mobile games and paid services. 3:15 PM

Weak Data Pose A Test for China
China's credit growth

Markets >

	LAST	CHG	%CHG	RANGE: 1 DAY
Asia Dow	3265.93	+10.75	0.33%	3250
Nikkei 225	15213.63	+52.32	0.35%	3250
Hang Seng	24890.34	+200.93	0.81%	3240
Shanghai	2222.88	+1.28	0.06%	3240
Sensex	25918.95	+38.18	0.15%	3240
Singapore	3301.41	-1.98	0.06%	3240

MORE ASIA COVERAGE >

Market Data | MoneyBeat | Portfolio | Customize Watchlist

You can immediately find out what the trends are through the Wall Street Journal by going to the “Most Popular” page. This page will show you the top topics, what topics are being the most emailed about and what stories are the most viewed among others information.

You can also choose to get feeds to the topics that are relevant for your market through Google Reader or some other RSS readers. That can save you some time from having to weed through information that you either aren't interested in or would be too distracting.

GOOGLE NEWS

<https://news.google.com/>

You can personalize Google News to show you the top stories from any type of topic. Do this by logging into your Hot Trends Google Account, go to Google News, click on the gear icon on the right toward the top of the page and add the news topics that you want to be able to get information for quickly.



As you scroll through the important news topics for the day, you can scroll over to the upper right of that news item. Arrows that show up will allow you to get related articles so you can do further research for the topics you think will help you with your marketing.

RESEARCH TRENDS ON SOCIAL MEDIA

Social media is like the heartbeat of what is really going on. It's real time and as close to "real life" interaction you can have with people who might become loyal customers of yours someday. While the search engines and news sites can give you a great reflection of what those people are most interested in at any given time, the social media networks make up a large portion of how the other sites are gaining the information about what is hot in the first place. Often you will get latest breaking news, even before the news stations if you are paying attention.

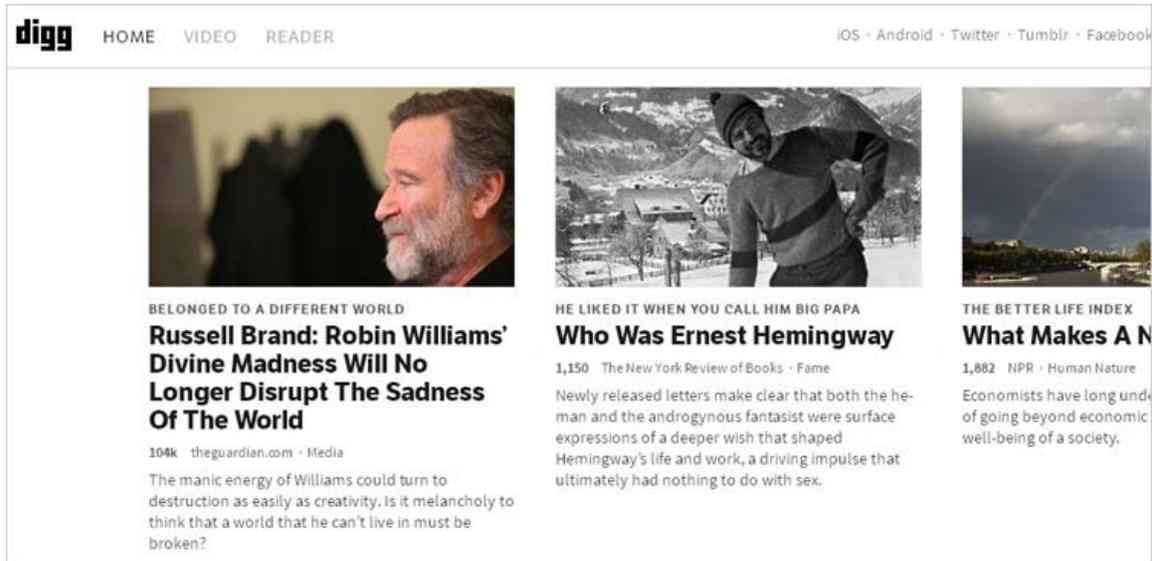
Digg, Facebook and any other available feeds should all ready be set up on your MyYahoo page and the rest of the social media sites should be set up in your Samfind bookmarker. This should help you save time checking in with the social media sites. If you do this regularly you will be able to find out what the most current buzz is that revolves around your marketing topic.

To save yourself from getting too swept up and distracted when you visit the social media sites, make sure you have a goal and stick to it. The best goal I've found is, to quickly scan the top stories/posts to see if there is anything relevant and make a few quick notes as I go, such as "Digg - Story about camera phone" might provide something valuable for someone who markets camera and electronic products. After I've scanned and made notes, I can see if there are any trends that are coming up in more than one space, or which one I think is the best to keep researching.

This is a pretty extensive list and thinking about checking each one of these out every day is overwhelming for the best of us. Some, such as CiteULike won't apply to you unless you offer products in the scientific realm. The best thing to do is take some time to get acquainted with all of them and then pick a collection of them that you find are the best for your marketing goals.

DIGG

<http://digg.com/>



The screenshot shows the Digg website interface. At the top left is the 'digg' logo, followed by navigation links for 'HOME', 'VIDEO', and 'READER'. On the top right, there are links for 'iOS', 'Android', 'Twitter', 'Tumblr', and 'Facebook'. The main content area features three article cards. The first card on the left has a profile picture of a man and the headline 'Russell Brand: Robin Williams' Divine Madness Will No Longer Disrupt The Sadness Of The World'. The second card in the middle has a photo of a man in a winter hat and the headline 'Who Was Ernest Hemingway'. The third card on the right has a photo of a landscape with a rainbow and the headline 'What Makes A N...'. Each card includes a sub-headline, a source, and a brief introductory paragraph.

digg HOME VIDEO READER iOS · Android · Twitter · Tumblr · Facebook

BELONGED TO A DIFFERENT WORLD
Russell Brand: Robin Williams' Divine Madness Will No Longer Disrupt The Sadness Of The World
104k theguardian.com · Media
The manic energy of Williams could turn to destruction as easily as creativity. Is it melancholy to think that a world that he can't live in must be broken?

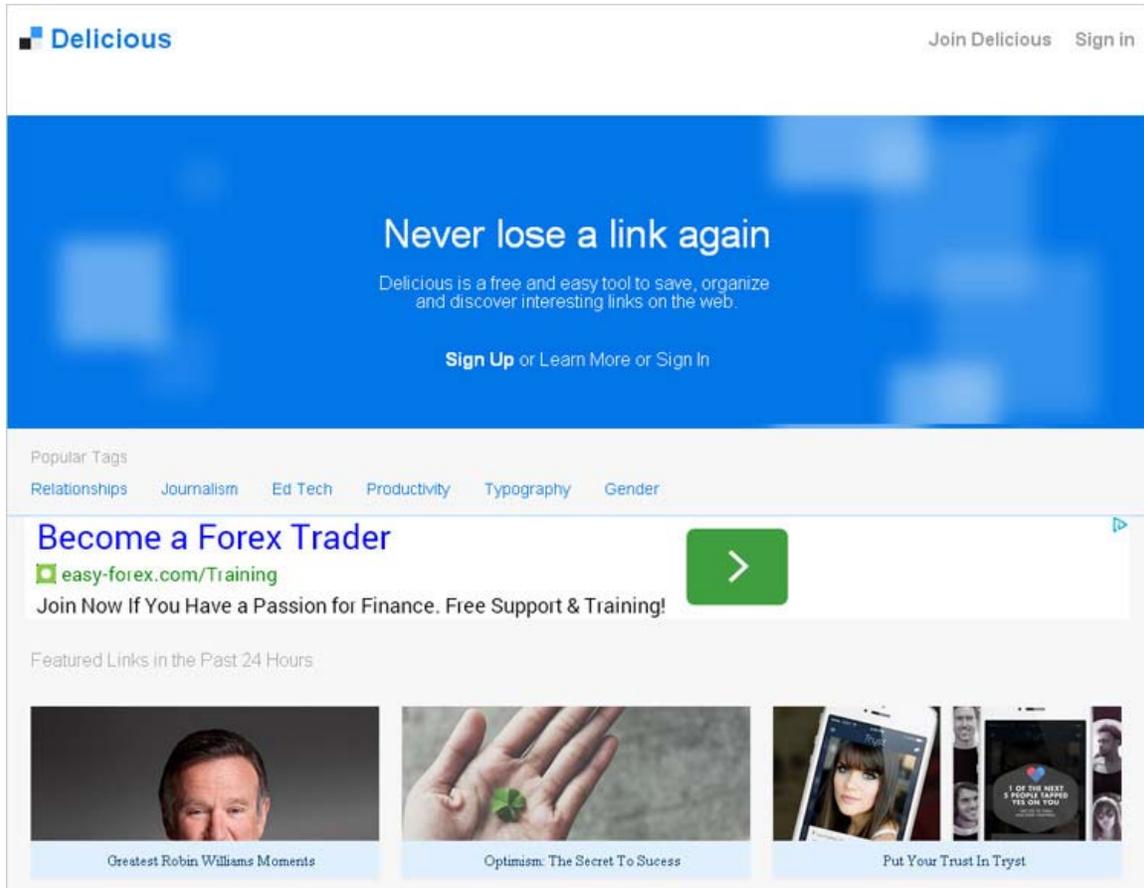
HE LIKED IT WHEN YOU CALL HIM BIG PAPA
Who Was Ernest Hemingway
1,150 The New York Review of Books · Fame
Newly released letters make clear that both the he-man and the androgynous fantasist were surface expressions of a deeper wish that shaped Hemingway's life and work, a driving impulse that ultimately had nothing to do with sex.

THE BETTER LIFE INDEX
What Makes A N...
1,882 NPR · Human Nature
Economists have long und... of going beyond economic well-being of a society.

This social bookmarking site is one of the top visited websites, so paying attention to the top stories and popular stories is one of the “must stop” places when looking for new trends. There is a search function, but I’ve found a lot of the hot topics that I’ve found through Google Trends aren’t always showing up in the search, so you might want to save that effort for another one of the sites.

DELICIOUS

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



The screenshot shows the homepage of the Delicious website. At the top left is the Delicious logo, and at the top right are links for "Join Delicious" and "Sign In". A large blue banner features the text "Never lose a link again" and "Delicious is a free and easy tool to save, organize and discover interesting links on the web." Below this banner is a navigation bar with "Popular Tags" and links for "Relationships", "Journalism", "Ed Tech", "Productivity", "Typography", and "Gender". A featured link for "Become a Forex Trader" from "easy-forex.com/Training" is displayed with a green arrow button. Below this is a section titled "Featured Links in the Past 24 Hours" with three featured items: "Greatest Robin Williams Moments", "Optimism: The Secret To Success", and "Put Your Trust In Tryst".

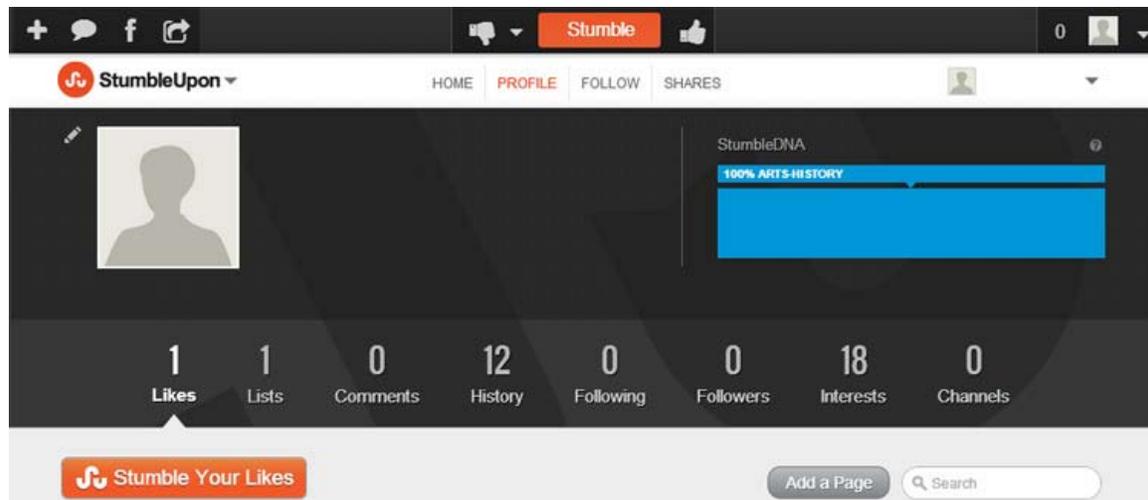
This bookmarking site makes it easy to find what's trending. As soon as you sign-in, click on "Discover" in the navigation bar. The page that comes up will show you the most recent tags. When you click on any of the tags, related tags will show up. This can help you find out what trends might be getting ready to burst into the scene.

This site doesn't tell you how popular any of the bookmarked posts are, so other than a quick check to see what some of the new tags are, it's

not worth spending too much time trying to find out what posts are hot or not.

STUMBLEUPON

<https://www.stumbleupon.com/>



There are two ways to quickly look up trends for StumbleUpon. One way is that StumbleUpon recommends content based on how you set up your account. For this, you want to make sure your blog topic is set up to reflect your interests. To do this, log on and click on “Following” in the top navigation. Then scroll through and click on the topics that are interesting for your marketing efforts. Next, click on “Lists” and do the same thing.

The second way to find out what’s hot on Stumble is to click on “Trending”. You might find some trending news that didn’t show up in your recommended feed.

REDDIT

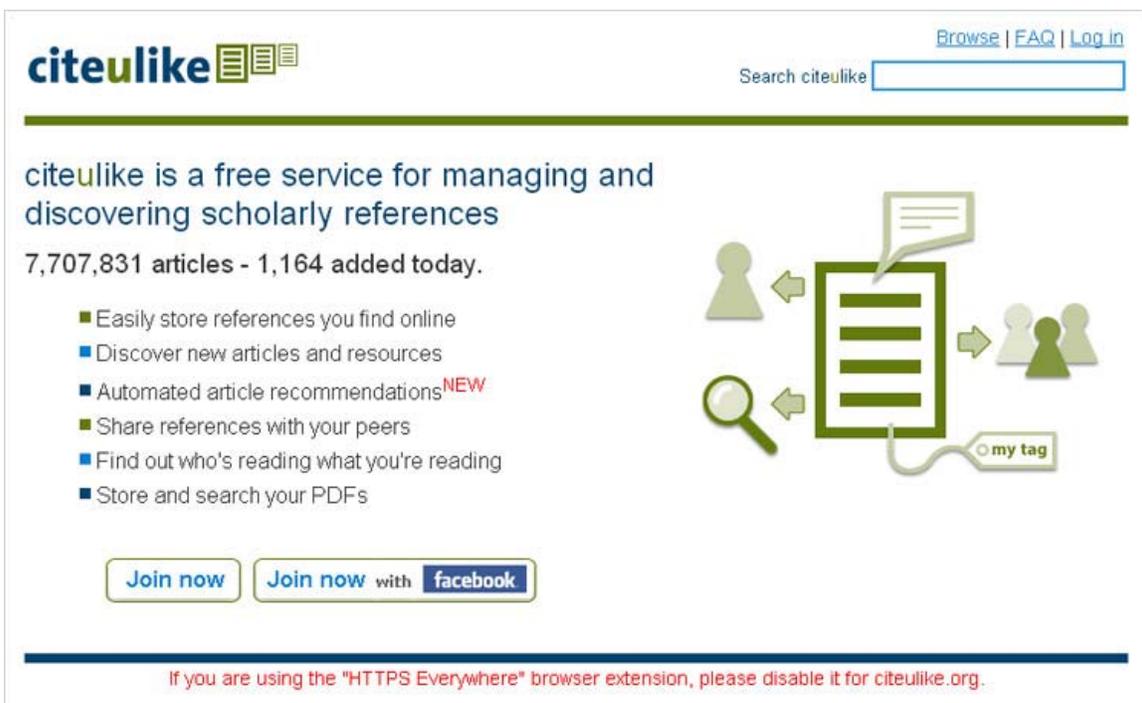
<http://www.reddit.com/>



If your potential customers are made up of the “young and hip”, “trendy” or “techie”, then Reditt is definitely a social media site you will want to keep up with. There are “hot”, “new”, “rising” and other tabs you can quickly click through to find the hot topics.

CITEULIKE

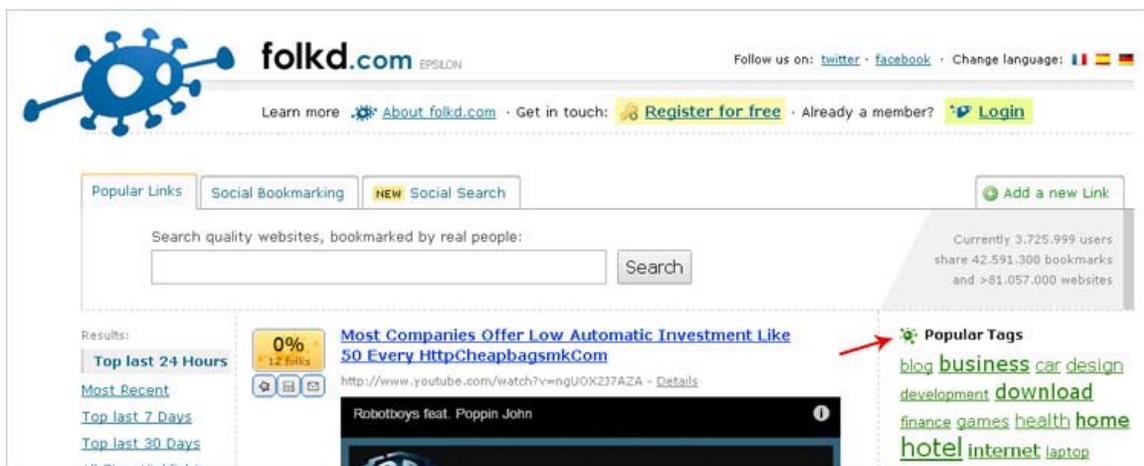
<http://www.citeulike.org/>



This is a scholarly paper library. If you are marketing products that are technical or will require citations, this is a good resource. You can add research fields to get the most relevant new articles for your topic. Otherwise, it's not a site you will visit often to find Hot Trends.

FOLKD

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



To get to the trending topics at this social bookmarking site, look on the right hand side of the screen for “Popular Tags”, click on “Explore More” and the hot topics will come up. If any of those tags are relevant to your topic, you can click on them and explore the latest links that have been shared here.

TECHNORATI

<http://technorati.com/>

You can quickly find out the top blogs and tags at this site without even having to sign in.



A way to get some of the hottest information is to use the search bar. Because only the highest authority results show up, you can feel sure that the information you are getting is coming from one of the best resources on the Internet.

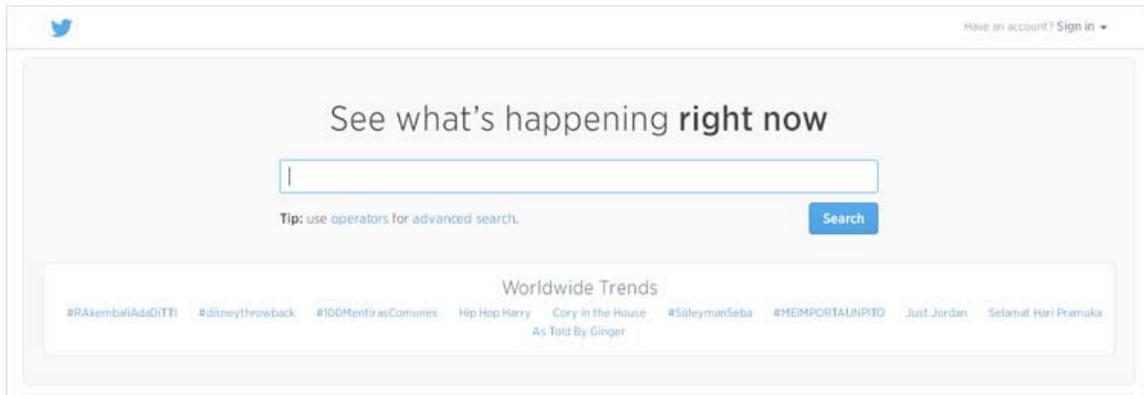
CHIME.IN

<http://chime.in/>

This site is still in Beta, but it does show you what the top chimes are. You can search on interests, follow Top Chimers and otherwise stay in the loop. Think of it as a Facebook for sharing “What’s Hot”. While it is still one of the newer social sites, it looks as if it could become a great resource for learning the most popular new topics.

TWITTER

<https://twitter.com/search-home>



No other social media site contains as much hot news, on the fly as Twitter. The best way to take advantage of finding out what is trending is by setting up “Tailored Trends” and make sure you are following people that tweet about your marketing topic.

An example of this would be if your marketing topic is about guitars, following famous guitar players, guitar manufacturers and other movers and shakers in the music industry should help you stay up to date on what is hot in the guitar industry.

You can also click on #Discover or make use of the search function. When your search comes up, click on “Top”, at the top of the screen to find out what the most popular tweets are in regard to whatever search you’ve done.

You can also search on trending topics through their [trending topics search page](#).

LIKEBUTTON

<http://likebutton.com/>



The screenshot shows the LikeButton website interface. At the top, there is a blue header with the "likebutton" logo on the left and "Login Using Facebook" on the right. Below the header, a grey bar contains the text: "Like Button is powered by the Facebook Like Button and Social Plugins. It is a great way to see the popular posts, globally and socially, on the internet right now." Below this, a blue bar shows a "Like" button and the text "11,495 people like this." The main content area is divided into three columns. The left column is a sidebar with "Categories" and "My Favorites" sections. The middle column is titled "Huffington Post News" and features a "Log in" button and two trending items: "Obamacare Contraception Mandate Constitutional, Judge Rules" (10,761 recommendations) and "Boxer Orlando Cruz: 'I Am A Proud Gay Man'" (9,007 recommendations). The right column is titled "YouTube Videos" and features a "Log in" button and two trending items: "La Asuncion de Maria" (354 recommendations) and "Volkswagen Polo -- 'Polowers' case" (672 recommendations). The far right column is titled "CNN News" and features a "Log in" button and two trending items: "Robin Williams dead; family, friends and fans are 'totally devastated'" (616,761 recommendations) and "Israel hits back over Swedish organ harvesting article - CHIL.com" (1 recommendation).

To find out what's trending on Facebook, go to LikeButton. This site will show you what is getting the most likes. You can look up the most likes according to "News", "Entertainment" and an assortment of other popular searches, or set your own page up with favorite sites that you want to keep an eye on, such as your largest competitors.

Don't let this huge list of resources overwhelm you. You can set up a "To do" list of which ones you want to search on to keep on track, and as I mentioned earlier, you will find out which ones work the best for you as you gain experience. Once you weed down to the top six or so resources, you will be able to breeze through them before you've finished your morning coffee.

Keep in mind; your goal is to find the Hot Trends that are relevant to your market topic. Those trends aren't going to mean anything if you can't monetize them. While hearing all about the hot new Justin Bieber

escapade might be interesting, if it's not a hot trend that you can monetize for your marketing topic, it's not worth your time. Keep that in mind and you should stay on track and find that next new money making campaign so you can start earning cash in a hurry.

IDENTIFY PROFITABLE HOT TRENDS

The entire goal of doing the research to find the hottest trends is so that you can make money from them. You might also notice you will become a much more interesting conversationalist, because you know all the latest news, but that's only a pleasant side effect of what you are doing to make money.

If you are very creative it won't be difficult to find the trends, attach a product and start your marketing process. Plus, the more experience you get, the easier it will be to spot a trend, and decide how to monetize it. The trick will be figuring out how to find the profitable trends for your market topic.

Choosing a broad topic, such as sports, entertainment, fashion, health, diet, etc. will give you more wiggle room to pick out different niche products under that category to find products for.

If you are running a diet blog, and notice that "Easy vegan recipes" is a hot trend, then you can easily find vegan recipe eBooks, courses or video series of vegan cooking classes to sell. Since they are trending, if you put them through the best marketing paces, you'll make some money. You can continue building on that with new diet trends or

vegan trends and build upon your efforts in that manner until you have built a moneymaking empire.

Other trends can be a little tricky to match up to a product, but there are almost always products that will work well when you can pinpoint what the trend is about and what you think people who follow that trend are going to be most likely to be interested in buying.

DRILL DOWN THE TREND

Taking the trend down to a simple form can help you figure out how to monetize it. For example, Selena Gomez is a hot trending artist right now according to Google Trends. More research points out how most of the buzz is about how Selena Gomez is making Justin Bieber jealous.

Now, that can't be monetized that well. If you sell beauty products, eBooks about beauty or other products in the beauty niche though and use "Get the Selena Gomez Eye Makeup Routine" or "Make Your boyfriend as Jealous as Justin Bieber" you will have a hot trending topic that every young woman is going to want to check out.

The trick is to relate the product to the topic in some way. Using a star to sell beauty, fitness, movies, music or fashion is hot. Using them to sell eBooks about high tech gadgetry is probably not going to work out very well unless you are talking about a Star Trek or Hobbit star. For that market, Leonard Nimoy is still going to be a hotter topic hands down over some teen heartthrob.

Another bad idea would be trying to sell pick up dating advice by using the Hot Trend of "Abraham Lincoln Quotes". A much better idea for this

would be to use “David Beckham” which is also a current Hot Trend, as in “How to Make Women Think You are Hotter than David Beckham”. No matter how much you like Abraham Lincoln, he is not known for getting game. But, everyone knows that soccer star, David Beckham, is just about every woman’s dream come true and any guy would want to be hotter than him.

So, thinking about what you want to market, and what hot trends are going to be the hottest for the potential customers you want to attract. It will give you the golden key to earn the big bucks.

EASY TO MONETIZE?

This system is created to be a breeze to get through, and it will become that way the more you create good habits. One of the best habits to create is to find the hot trends that are going to be the easiest to quickly monetize. The more experience you get, the more quickly you’ll know if a hot trend is going to be easy or not. In the beginning that might take a little work. It helps if you create a list of three or four different hot trends that you think you can easily create a relevant proposition around.

After you’ve done your “Hot Trends” research and found that list of several hot trends you think you might be able to work with, that is when you have just a bit of additional work to do. That work will start by logging into your affiliate accounts to see if there are any particular products you can promote related to the hot topics you listed.

You might already have a product that you are marketing, and just need blog posts to help drive traffic to your website so you can put

readers through the sales funnel. If that's the case, will the hot topics you've listed be able to be created into a valuable post for your readers? Again, remember your market and choose the topics that will be the hottest for them. As interesting as the latest news about Monsanto might be for you, if you are selling pet supplies, it just might not be an easy subject for you to monetize no matter how hot it is. You are better off creating a blog post about the best ways to train your dog or how to care for your new kitty.

That holds the same if you make money through Google AdSense. You will want to see if the hot trend has some competition going on. Let's say, you sell pet supplies and notice "Female Cat Names" is a hot trending topic. The best way I've found to find out what types of AdSense ads are running for any given keyword is through [KeywordSpy](#). Simply type in the name and you'll see what ads are out there about it.

The screenshot shows the KeywordSpy interface. At the top, there's a navigation bar with links like Home, Research, Tracking, Pricing, Free Trial, Download Plug-in, Live Chat, and Help. A search bar contains the text 'female cat names' and a dropdown menu is set to 'United States'. Below the search bar, there are radio buttons for 'Domains', 'Keywords', 'Destination URLs', and 'Ad Copies', with 'Keywords' selected. The main content area displays 'Keyword: female cat names' with volume 'Vol: 33,100/mo' and CPC '\$.12'. There are tabs for 'Overview', 'Ads (14)', 'Related (0)', 'Similar (24)', 'Misspell (2)', 'PPC Competitors (7)', and 'Organic Competitors (40)'. The 'Ads' tab is active, showing a table of search results.

No.	Ad Copy	ROI ↑	Affiliate	Position	Days Seen	Last/First Seen
1.	2014 Trendiest Cat Names - Vetstreet.com Check Out The Top Ten Trendiest Pet Names For Male And Female Cats vetstreet.com	1	N/A	Last: 2 Avg: 2.0	1/1 days	30 Jun 2014, 10:06 PM
2.	Cat Names Stuck On What To Name Your Cat? Check Out Top 10 Trendiest Names! vetstreet.com	0	N/A	Last: 5 Avg: 5.0	1/18 days	13 Jun 2014, 08:24 PM
3.	Popular Female Cat Names Search for Popular Female Cat Names. Find Expert Advice on About.com. about.com	0	N/A	Last: 4 Avg: 4.0	1/18 days	13 Jun 2014, 08:24 PM

As you can see, the top three Google ads are running for this keyword. As you gather more information, you'll find that the click through rates for these ads are increasing (Notice the red "up" arrow by ROI means the return on investment is going up which is always a good indication. This all means these ads would probably do well if you are a member of the Google Affiliate Network.

The beauty about affiliate networks including being a member of the Google Affiliate Network is, you can peruse each of them to find the product to market that you believe will make the most money for you.

Once you find the most lucrative way to monetize your Hot Trend for the day, the only steps left are to create your blog post or sales page and start driving traffic

CHAPTER 7

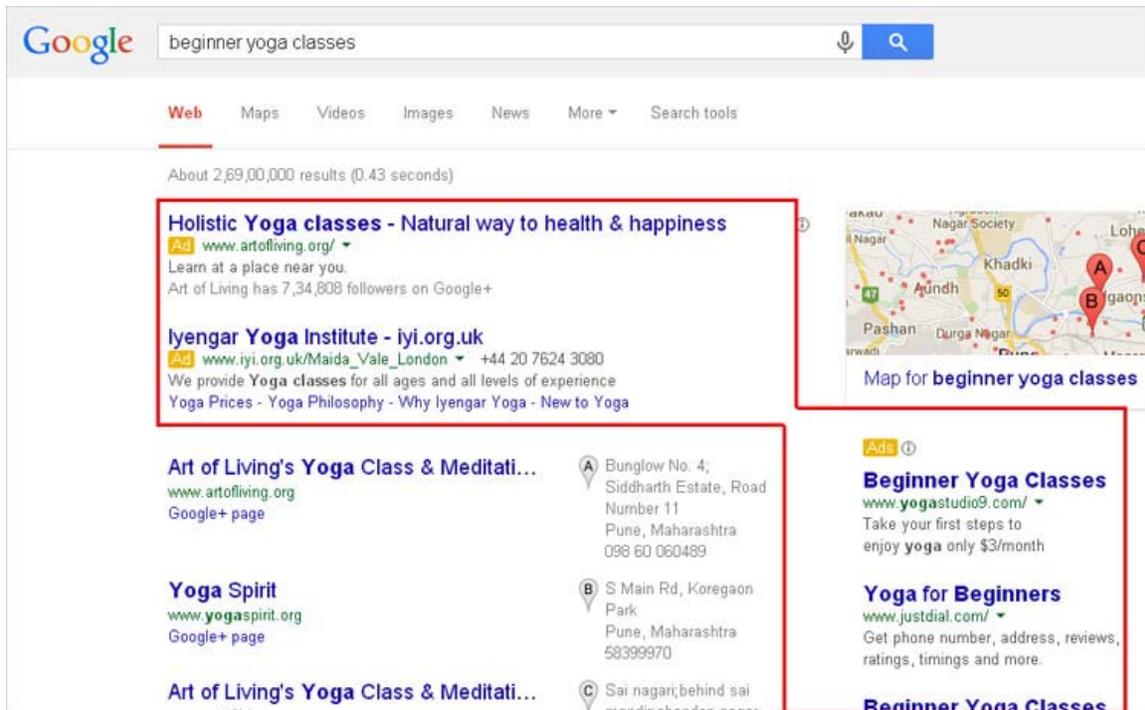
DRIVE TRAFFIC TO YOUR HOT TREND CONTENT

Getting the “Hot Trend” you want to work with, and monetizing it are the initial steps. Creating a sales page or blog post with compelling, high quality content is the next. Then, your main priority will be getting traffic to that page. That is where the whole process gets to be exciting, and where you start making money, which is why you started this process to begin with.

The more traffic you can get stopping by to see what you are offering, the better business you will do. By traffic, you especially want to focus your efforts on targeted traffic. This type of traffic consists of those who are most likely to want to spend money on your services. When you have a good idea of how to target your efforts, then you can pick and choose through a variety of free and paid marketing opportunities, sit back and watch the traffic start to flow.

PAY PER CLICK - PPC

Pay Per Click (PPC) ads are the ads you see on the search engine pages, to the right of the organic search results. They show up on plenty of other websites to through affiliates as well.



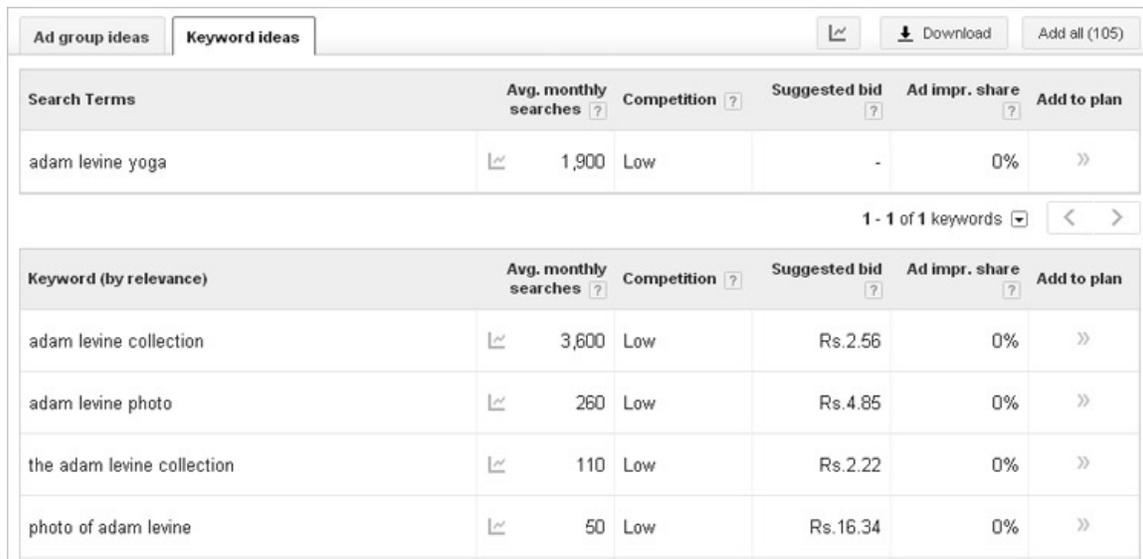
These types of ads are affordable and best of all, offer immediate results. [Google Adwords](#) or [Bing Ads](#) are both pretty similar. They are called Pay Per Click (PPC), because you pay every time someone clicks on them. Pricing can be set up according to a daily budget and ads can run from under a dollar per click upwards depending on how many people are also bidding on the keywords you want to choose for your campaign.

Using keyword you have extracted from "Hot Trend" will set you far from the competition because chances there will be few OR no advertisers bidding on that keyword.

So, let's say, you choose a \$10 per day budget and your ad costs \$.50 for every click. Google, Bing, or affiliate sites will run the ad until its reached \$10 for the day, in this case twenty clicks. When the budget is reached your ad won't show up again until the next day and you can choose how many days you want to run the ad.

The best formula for quickly and easily setting up a PPC campaign is:

1. Choose the keywords you want to use for your campaign. Google Keyword Tool is the absolute best for this. It helps if you choose medium competition keywords that get the most amount of traffic. High competition is usually too saturated and you would get lost, and low competition, unless you see there are tons of searches won't give you the highest number of results.



The screenshot shows the Google Keyword Planner interface. At the top, there are tabs for 'Ad group ideas' and 'Keyword ideas', with 'Keyword ideas' selected. To the right, there are buttons for 'Download' and 'Add all (105)'. Below the tabs is a table with the following data:

Search Terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
adam levine yoga	1,900	Low	-	0%	»

Below this table, there is a dropdown menu showing '1 - 1 of 1 keywords' and navigation arrows. Below that is another table with the following data:

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
adam levine collection	3,600	Low	Rs.2.56	0%	»
adam levine photo	260	Low	Rs.4.85	0%	»
the adam levine collection	110	Low	Rs.2.22	0%	»
photo of adam levine	50	Low	Rs.16.34	0%	»

For the search in the above image, the keyword phrase “Adam Levine Yoga” was used. As you can see, that is a low competition keyword phrase that gets about 1,900 global searches per month. It would be better to choose “Yoga Workout” that gets 90,500 searches per month or “Yoga for Beginners” which is also a medium competitive keyword that gets 110,000 global searches per month. “Adam Levine Yoga” phrase can still be worked into

the ad, such as “Get the Adam Levine Yoga Workout” in the description part of the ad.

2. After you use the Keyword Tool to find the keywords, you can login to [Google Ads](#). Google does a great job walking you through setting up your campaigns and choosing the rest of the keywords to use in your campaign, so when you settle on those you can place your ad.
3. Make sure your headline immediately captures your targeted traffic’s attention. You have about three seconds to do that, so the words you choose here are of utmost importance.
4. Use important keywords throughout your ad, but use them in a way that makes sense to the reader.
5. Create a compelling call to action.
6. Create a couple of different ads and test them against each other. Starting with a low budget for several different ads and testing them against each other will let you figure out which ad works best. That is the one that should get a bigger budget to continue on with.
7. Set your budget and track your ad’s progress.

All that’s left from that point is to collect the money. If you notice, you are getting a lot of click-throughs and not a lot of sales though, you might want to adjust your call to action on your blog post or sales page though to get a higher conversion rate.

SOCIAL BOOKMARKING

Social bookmarking sites will help you gain a significant amount of traffic. By this point, you have probably all ready signed up for the bookmarking sites all ready mentioned in “Research Trends on Social Media”. If not, set up your account and make sure to add an image and fill your profile out completely using your best keywords and branding image.

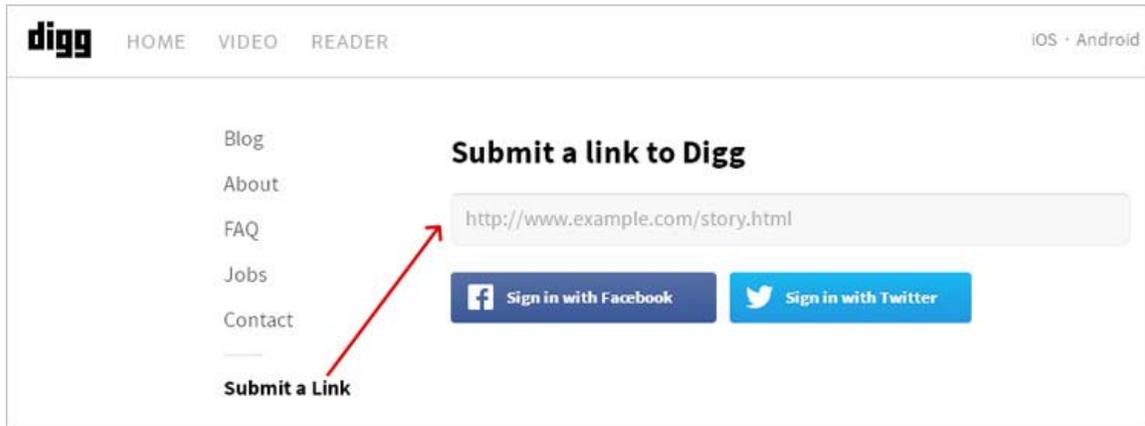
Posting your blog page to these sites, and the other social sites is easy when you’ve set up sharing on your blog or installed a “share” button on your toolbar, or you can just go to each page to submit your link.

Tag your bookmarks with the keyword you have extracted from hot trends, this will help getting your bookmarks on the top list or front page of the bookmark site.

The key to gaining weight, popularity and making sure your social bookmarking efforts payoff is, don’t just submit your own site’s bookmarks and not do anything else. Share other important resources that are relevant for your marketing topic, share, comment, or like other people’s submissions, follow other users and gain followers.

Spending just a few minutes every day or a couple times a week at each site is all you need to build up a following and gain popularity. This way when you submit a link, it will get a much higher amount of traffic and be viewed as a more important resource.

DIGG



The “submit a link” button at Digg is at the very bottom of the page. It’s easy to copy and paste the link to your blog post here and takes less than ten seconds. Digg will do the rest of the work after you’ve submitted the link.

TECHNORATI

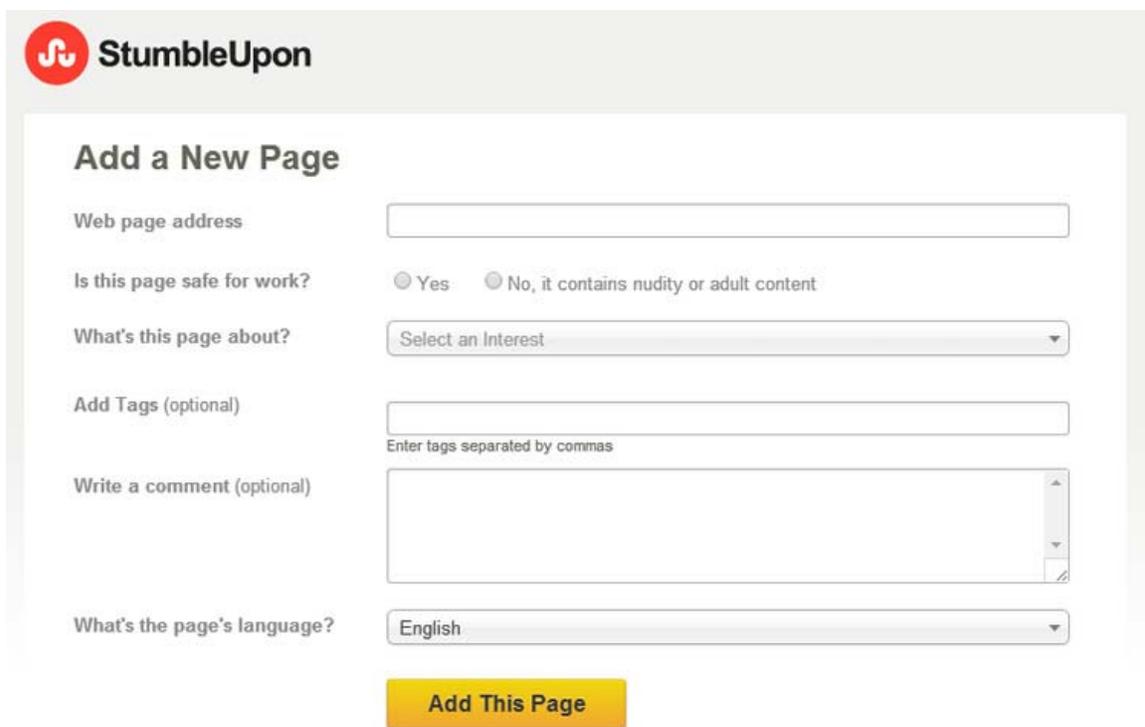
There is a onetime setup to claim your blog at Technorati. They won’t list all blog posts. If your blog is relevant to the topics covered here, it is an excellent free resource to get tons of traffic from.

If you think your blog is relevant, and you are setting up your account you will see where to claim your blog. There is a short process for this including adding a claim code to your post. When you have gone through this process and your blog has been verified, Technorati will add it to their list of blogs to crawl.

STUMBLEUPON

I get an unusually high amount of traffic back to my website through my own Stumbleupon account, and you can end up getting tons of traffic too. Make sure when you “Stumble” your blog post that you add a compelling description and use your most important keywords and tags for the best results.

Here is what the submission page looks like:



The image shows the StumbleUpon submission form. At the top left is the StumbleUpon logo. The form is titled "Add a New Page" and contains the following fields:

- Web page address:** A text input field.
- Is this page safe for work?:** Radio buttons for "Yes" and "No, it contains nudity or adult content".
- What's this page about?:** A dropdown menu with "Select an Interest" as the current selection.
- Add Tags (optional):** A text input field with the instruction "Enter tags separated by commas" below it.
- Write a comment (optional):** A large text area with a small icon in the bottom right corner.
- What's the page's language?:** A dropdown menu with "English" selected.

At the bottom of the form is a yellow button labeled "Add This Page".

When you take time to “Stumble” other people’s posts and otherwise engage at this site, you will have much higher success rate. My own rule of thumb is to stumble at least five other pages that are relevant, but non-competitive for every one of my own. Otherwise “stumblers” think you are only advertising your site and they don’t seem to value it

as much. Besides, when you are stumbling other people's pages they seem willing to reciprocate and stumble your pages so they increase in popularity and value.

USING OTHER BLOG'S TRAFFIC

A great way to get some quick traffic coming in is, to create a presence at other blogs, especially blogs that have a high amount of engagement. The best way to do this is to stay on the lookout for blogs that are relevant to the product you are marketing, but not competitive. For example, if you are marketing a recipe eBook, then finding blogs about kitchen accessories, dieting, fitness or "mommy" blogs is always a good bet.

COMMENTING

When you find popular blogs that are complementary to your market topic, browse through the blog posts and leave comments. Make sure to include the URL back to your own post so readers can quickly click through.

Make sure your comments are thoughtful and relate to whatever blog post you are commenting on or they won't be published. They don't have to be overly long and involved, but when you take some time to craft a thoughtful comment, more people will be interested in figuring out who you are, and will want to learn about what you offer. You will also get the additional search engine optimization benefits from having links posted at other sites.

GUEST BLOG POST

When you create a blog post for someone else's blog and add links back to your own blog post, it can be like money in the bank. Not only will you be able to capitalize on the blog post by sharing it with your social media and bookmarking sites, but the other blog owner will also help market your post to make sure it reaches the highest amount of exposure possible. You also get the benefits of having links back to your site from other sites, which is a great search engine optimization bonus.

To guest post blog at someone else's website, send them an email asking if they accept submissions. Make sure you offer high quality blog posts for them to post that will add value both for their site and for your marketing efforts.

SOCIAL MEDIA

Sites like [Twitter](#), and [Facebook](#), these social networking sites have been increasing in popularity with every passing day and in the last year or so Internet marketers have realized the benefits using these two sites to drive traffic to their blogs and products.

TWITTER AND FACEBOOK

Like any form of marketing or traffic generation method you have to make sure that you are reaching people who are interested in your niche. While it might be tempting to just rack up Twitter followers by the thousands, or Facebook fans if these people are not interested in your niche then your efforts will be wasted.

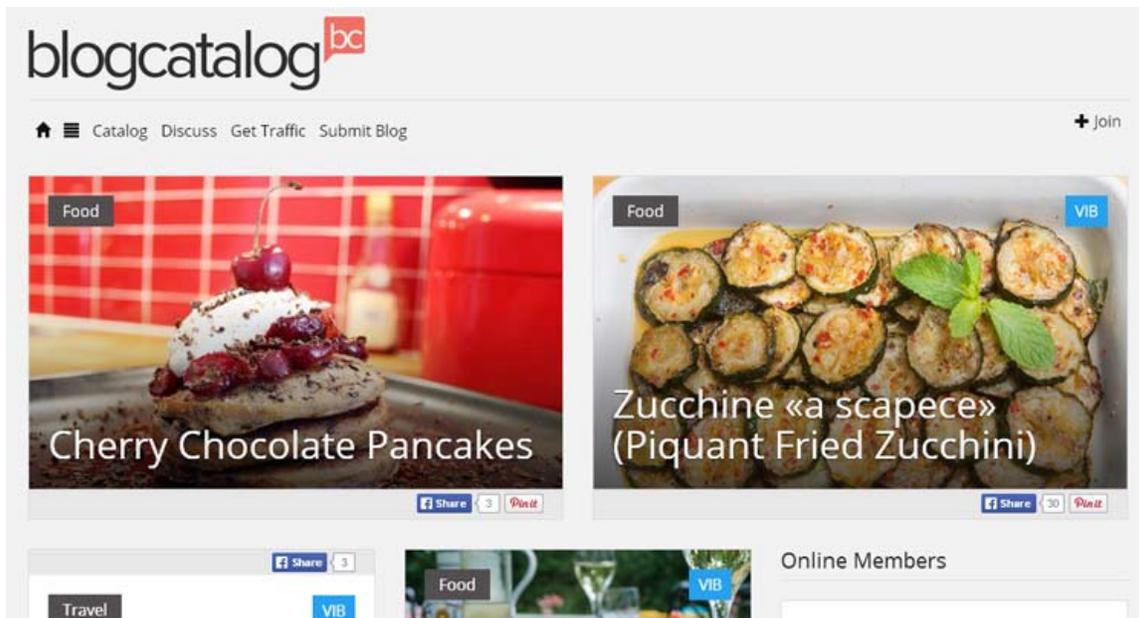
Another thing about using Facebook and Twitter is that a lot of Internet marketers just keep sending out sales promos and they don't offer any relevant information to their followers or fans. Doing this is just going to result in people "un-following" you and "un-liking" you or just ignoring your messages and news.

The challenge in using Twitter certainly is conveying useful information in 140 characters, but it can be done. One useful tip is to find news articles about your niche via [Google Alerts](#) and posting a shortened link to that to your Twitter followers. On your Facebook account, you can set up fan pages and post all sorts of information on their including news items. Don't forget that the blog posts you do on your own blog can also be broadcast through Twitter and Facebook so you can attract a bit of a following through there as well – it all adds up to increased traffic.

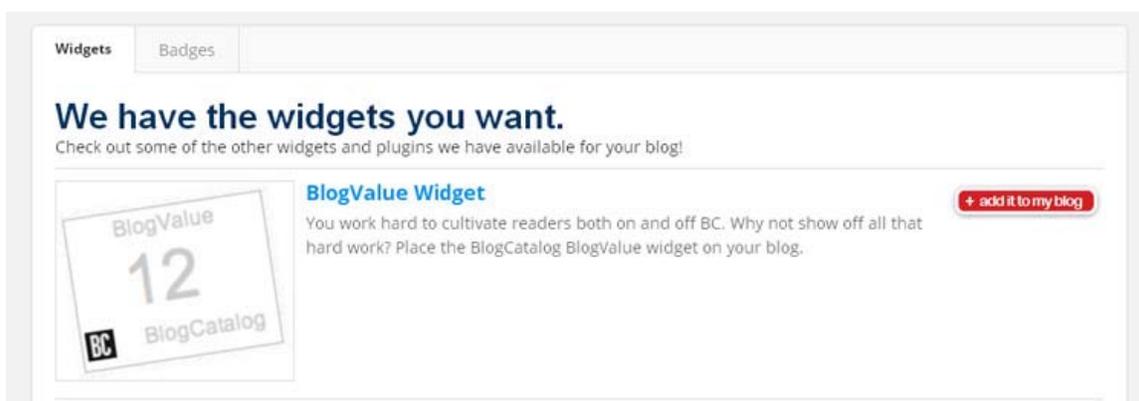
BLOGCATALOG

Something that is a little newer in the social networking world is: sites that are set up specifically for bloggers to promote themselves, join groups and communities and get some great advice. We are going to take a quick look at two of these now.

[BlogCatalog](#) is directory site where you can post your blog – newest blogs get to spend a little bit of time on the home page, which can help with a traffic surge.



They also have an active forum where you can ask and answer questions and there are a lot of blogs listed on the directory where you can find JV partners, places to add your comments too and so much more. While you are signing up you should also take a look at their tools section, because there are a lot of widgets, plug-ins and share tools that will help you increase the amount of traffic to your blog, and improve the viewer experience when they get there.



TINY TIP: When using any form of social media try and allocate your time wisely otherwise you can lose a

whole day being distracted by messages from friends, new things to try out and that type of thing. Stick to a schedule of maybe 1 hour per day to do social networking, and then get back to the other things that will make your money and help your blog grow and prosper.

CHAPTER 8

MAKE MONEY WITH HOT TRENDS

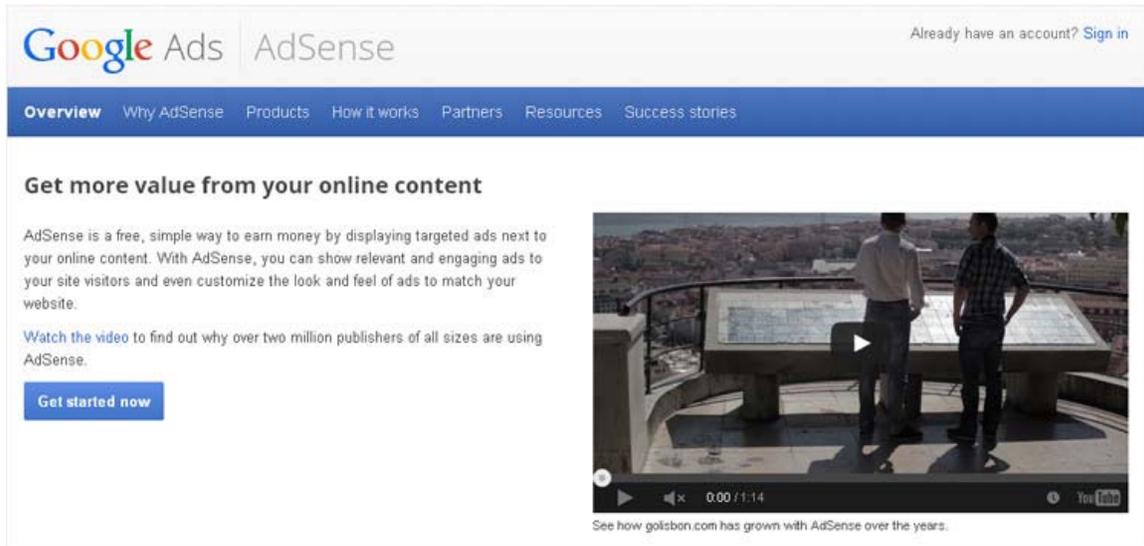
The absolutely best way to make money with the “Hot Trends” is to combine a variety of income streams. When you do this in a systematic way and make sure to fully market each one, you will have that many more opportunities to get a sale.

You do want to have something of a balance, though as offering too many products may not only confuses customers to the point they don't buy anything, it can also junk up your site pretty fast unless you are opting for an eCommerce type of site such as an Amazon Store, and even then you don't want to overdo it. People are more apt to buy if they have less choices than if they are bombarded with too many of them.

If you are not creating your own product or products to market, becoming an affiliate can help you because getting additional income from other sources is a great choice. Besides, you can often sell more affiliate products if they are well known to help build your reputation and exposure so people trust you more. That will help you gain huge results because without trust, no one will want to buy from you anyway.

USING ADSENSE

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



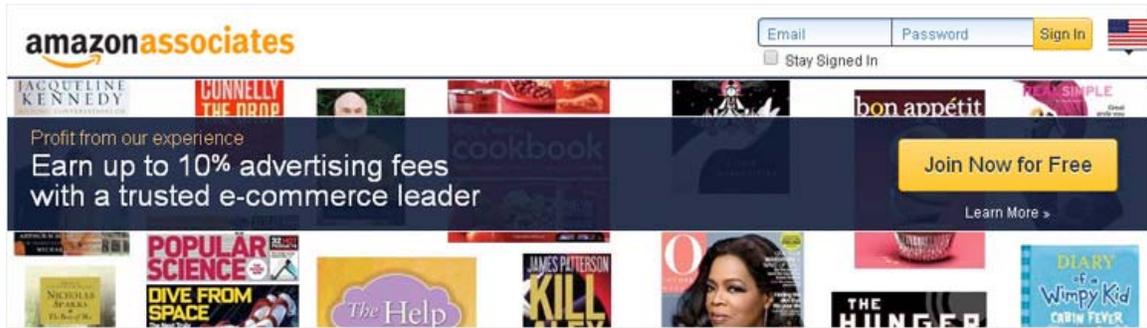
The screenshot shows the Google AdSense website. At the top left is the Google Ads logo, and to its right is the AdSense logo. In the top right corner, there is a link that says "Already have an account? Sign in". Below the logos is a blue navigation bar with the following links: Overview, Why AdSense, Products, How it works, Partners, Resources, and Success stories. The main content area has a heading "Get more value from your online content". Below this heading is a paragraph of text: "AdSense is a free, simple way to earn money by displaying targeted ads next to your online content. With AdSense, you can show relevant and engaging ads to your site visitors and even customize the look and feel of ads to match your website." Below the text is a link that says "Watch the video to find out why over two million publishers of all sizes are using AdSense." and a blue button that says "Get started now". To the right of the text is a video player showing two men standing on a balcony looking at a large map or screen. Below the video player is a caption that says "See how golisbon.com has grown with AdSense over the years."

Google AdSense allows you to place other people's ads on your site. When people visit your site and click on the ad, you make money. How much money depends on the click through rates, some ads are pennies, others can go up to around \$3.00 per click. As you can imagine, making a feasible income as an AdSense affiliate means that you need to get a heavy amount of traffic. When you set it up right though, you can end up making a nice chunk of change.

To make Google AdSense make money for you, finding a "Hot Trend" and making sure it is profitable is your first step. How the ads are placed and what they look like is up to you. Google does the rest of the work to make sure the ads are highly targeted.

AMAZON AFFILIATE

<https://affiliate-program.amazon.com/>



As an Amazon Affiliate, you stand the chance to rake in some big bucks, especially if you are choosing higher priced products to earn a commission from. There is an entire collection of tools you can use to quickly and easily choose products to market, choose if you want text links, banner links, what sizes, etc. so that you can create the perfect marketing campaign in just a couple of minutes time.

When you log into your affiliates page through Amazon and scroll down, you will see some of the best selling products. Picking relevant ones for your “Hot Trend” topic takes a lot of guesswork out of what is going to sell the most. The following image has the best selling products set to “Home & Garden”; you can see the dropdown box to the left to scroll through to pick your most relevant topic:

What's New? [See all Associates blog posts](#) | 4 of 6

DVD and Blu-ray Deals - Hurry! Offer Only Good Through 4/6
 Check out this week's DVD and Blu-ray deals. Blu-ray deal of the week - Save 67% on RVBX: Ten Years of Red vs. Blue Box Set. TV deal of the week - Save up to 58% on select Showtime shows... [Read more](#)

Best Selling Products Filter by Amazon Home & Garden

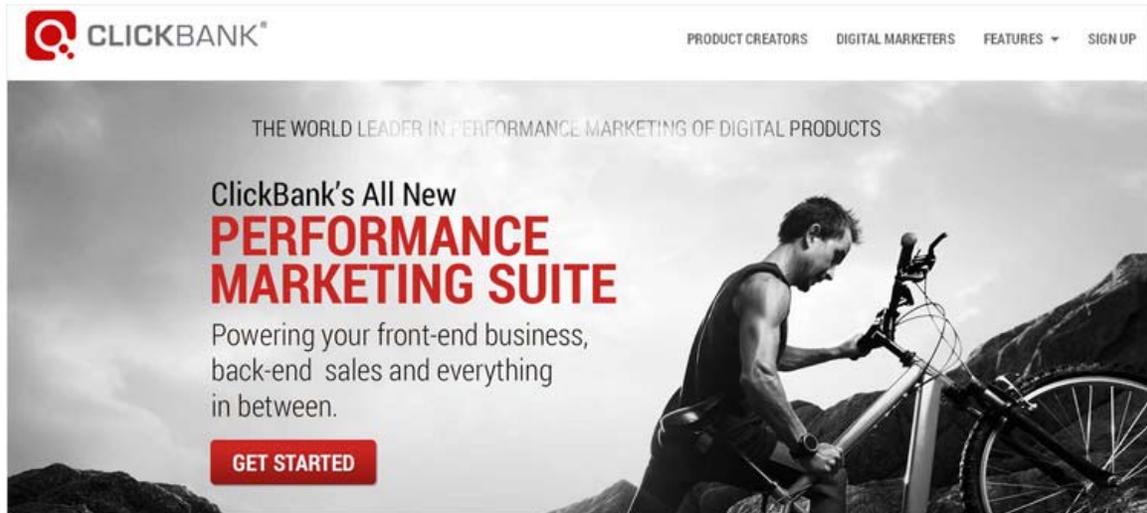
				
<p>Kindle Paperwhite, 6" High Resolution Display with Built-in Light, Wi-Fi - Includes Special Offers by Amazon Digital Services Inc.</p> <p>Get Link</p>	<p>Kindle Fire HD 7", Dolby Audio, Dual-Band Wi-Fi, 16 GB - Includes Special Offers by Amazon Digital Services Inc.</p> <p>Get Link</p>	<p>GE MWF Refrigerator Water Filter, 1-Pack by GE</p> <p>Get Link</p>	<p>Maytag UKF8001 Pur Refrigerator Cyst Water Filter 1-Pack by Maytag</p> <p>Get Link</p>	<p>San Francisco Bay Coffee OneCup for Keurig K-Cup Brewers, Fog Chaser, 80-Count by San Francisco Bay Coffee</p> <p>Get Link</p>

Amazon, like the other affiliate programs pay out on a monthly basis, and you need to have at least \$10 in commissions before you get paid. Each affiliate network will have its own payment threshold, but \$10-\$50 is standard, then you can be paid via PayPal or even direct to your bank account depending on which affiliate program you are using. With the amount of product options and using the Hot Trends marketing process, making the threshold and getting paid should not be a problem.

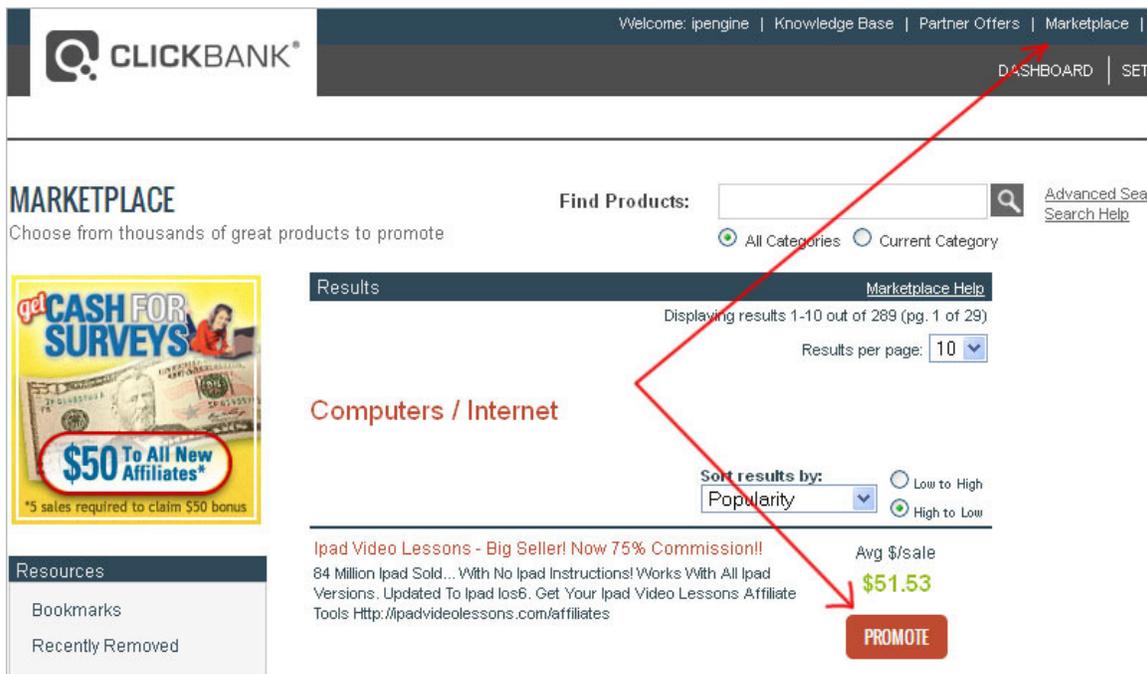
CLICKBANK AFFILIATE

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

Clickbank offers digital download products, and the highest commission rates out of all the other affiliate sites. Often you can find products to market that pay 75% or more for each sale. This is another quick and easy process to sign up for and to pick the popular products.



After you've registered at Clickbank, scroll through the marketplace to find the relevant products you are interested in marketing. When you find one that interests you, just click on "Promote".



You will get an affiliate code and many of the products will have affiliate tools you can use such as text link ads, banner ads and even

articles. While those are all great, I suggest writing original articles based around the “Hot Trend” topic you’ve chosen as those will produce better in the long run instead of using copy that people may have all ready read before.

CPA AFFILIATE

CPA is “Cost Per Action” or “Cost Per Acquisition” and becoming this type of affiliate means that you choose opportunities for people to sign up for free information, or purchase a product. For example, writing a hot trend topic about dieting and offering reader a free eBook in exchange for their email address is one form of CPA marketing. You would get paid every time someone registered, his or her, email address through your site.

The best CPA Affiliate networks, I’ve found in my experience to sign up with are [Commission Junction](#) or [LinkShare](#). They work with some of the top name brand advertisers, have been around for quite some time now and make the entire set up process simple.

With any of these affiliate opportunities, you can create an account, choose your products and get started making money within minutes. Well, maybe a half hour or so if you are new to affiliate marketing and want to look around for awhile, but as you get used to it, you can literally log in, choose your product, get your affiliate code and start making money from it in less than ten minutes. Crafting your blog post may take another ten or fifteen minutes depending on what type of writer you are. The point is, it takes a minimal amount of time to get through this part of the process.

AS A BLOGGER

As your blog gets more popular and you are gaining more traffic, you can also make money by selling advertising space. You can do this on your own by creating an “Advertise with Us” page that walks businesses through the process of how you accept ads and what costs are involved, or you can join an advertising site such as [BuySellAds](#). This website works with advertisers and publishers to match them up to the best fit.

For example, if your website is about sports, you might find interested advertisers that sell sports equipment or other health and fitness products. The bigger your site and the more traffic it gets, the more money you make. There are advertisers on this site that make well into the thousands, so it’s a worthwhile goal to pursue along with your other income streams.

CHAPTER 9

CONCLUSION

Congratulations! By making it to this point, you have learned absolutely everything you need to start creating a profitable and sustainable business. I hope you will make use of the many tools and resources that you've found in this book. How you decide to put it to use is up to you, but if you complete the instructions, you will make an income and can continue to repeat the process and build a business that can provide a nice lifestyle for you and your family.

Make no mistake, this process comes with work boots on, but the lengthiest part is to get everything set up including Firefox, Firefox extensions, your MyYahoo page and Samfind bookmarker. From that point you can set up your social media sites, bookmarking sites, affiliate accounts and website. Take your time with this process by completely filling out profile forms, getting used to the different features of each resource and creating a solid foundation because these will be the places you refer to time and time again.

When everything is set up, it starts getting much easier. Search for the Hot Trends, find the ones that are relevant for your website topic and which ones can be easily monetized. When you have your "Hot Trend", pick a product for it, create a compelling blog post or sales page and hit up the marketing activities. Remember to spend time engaging at your social media and bookmarking sites, but not too much.

The more you go through the process, the more streamlined it will be and you can have income generating within just a couple of hours. What you do for the rest of your day will be up to you. There is really no limit to how much money you can make by using this process, so it's your choice about how much you want to make. Imagine sitting down

to your computer in the morning and finding out there is more money in your bank account. That is what happens when you use the information in this eBook and you can get started right now!

All the best! 😊