

BREAKTHROUGH **Adsense Profits**



Shane Farrell & Bryan Harkins

Welcome!

Thank you again for picking up “Breakthrough Adsense Profits.” We are going to teach you our exact method for making up to \$300 a day in adsense without the pain of SEO, backlinks, submitting articles or anything remotely controlled by Google.

This method is very simple and we have broken it down into actionable steps so you can follow along and duplicate our results.

We have both been online marketers over 5 years now and for the past 2 years, doing very well. The key is finding a method and sticking with it long enough to see real results. We are going to show you how to make money from day 1 with this method, but those that have the drive, will stick with it more than a couple weeks and get life changing results.

We have tried everything ourselves in the past and finally figured out that there wasn’t anything wrong with each individual method that caused us to continue to fail, but it was the fact that we jumped from method to method, wso to wso, without sticking to one proven plan.

For both of us, that proven business model was list building. We met in a mastermind group about list building and began sharing our strategies and asking tons of questions of each other.

As you are going to learn in this report, Tier 2 subscribers, those from countries outside of the United States, Canada, Australia, New Zealand and Great Britain, often carry a lower “value” and can’t be monetized through traditional list building monetization strategies such as CPA offers and PPL offers.

They are often lower conversion when trying to sell an OTO and don’t carry the same weight for each those who want to clickbank, adswap or sell solo ads with.

So, suffice to say, we brainstormed not only how our Tier 2 subscribers could benefit us, but all subscribers on our list that we could just provide content to, and not have to sell, sell, sell or go crazy worrying about how to convert these subscribers into buyers or monetize in ways that lower the effectiveness of our list.

That is where we developed “Breakthrough Adsense Profits” and are going to teach it to you today. It combines a couple of our favorite traffic methods that we use every single day and automating the traffic to our Adsense blog.

Looking forward to seeing your success with this method!



Bryan Harkins



Shane Farrell

**IF IT IS IMPORTANT
TO YOU, YOU WILL
FIND A WAY.**

**IF NOT
YOU'LL FIND
AN EXCUSE**

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Module 1: Breakthrough Adsense Profits

Overview

This is an awesome passive method that we discovered kind of by accident a year ago but happy we tested it out and stuck with it!

We were both building our freebie lists the same way and monetizing as we are sure many of you do. You know the way;

- 1) Buy a solo ad and send the clicks to a squeeze page
- 2) Hope and pray they buy your OTO, which they usually don't
- 3) Click bank with the new subscribers and burn them out before they even knew you
- 4) Email spammy offer after offer trying to make money from that list.

Sure with a few tweaks, you can make some money that way but we wanted something easier and automatic. Our other problem was all the Tier 2 traffic on our lists. PPL and CPA programs only accept Tier 1 traffic (US, Canada, Great Britain, Ireland, Australia, New Zealand) so those subscribers didn't have much value. We needed to be able to monetize all subscribers.

Now we aren't knocking that method above, it can be solid when set up just right. We still use it ourselves on some funnel set ups but have you noticed how it's becoming harder and harder to make money of those funnels and who wants to spend \$40 a day for 100 clicks to keep feeding it when it's not returning the money to you? EXACTLY

So we needed to build a better method that engaged all subscribers, kept them on our lists longer, we didn't have to sell to them or have them really do much, it had to work for Tier 1 and Tier 2 subscribers and we wanted to actually provide value and not just hit them over the head with offer after offer. Oh yeah...no more spending money on traffic and we wanted to be able to duplicate and grow it in ANY NICHE.

That's where the idea grew for what we are going to teach you in Breakthrough Adsense Profits. As usual with our reports, nothing is left out, you don't need to go

out and buy more training or search for missing pieces. Just follow along with the steps we give you and TAKE ACTION.

The small amount of work to get this set up and supply yourself with an endless amount of subscribers is really quite simple. You'll be glad when you see the results of your work and your Google AdSense account is growing by the day.

By now I am sure you are wondering what exactly are you going to be learning and doing? Good question, here's the simple overview of the set up.

Choose ANY Niche

- 1) Set up Squeeze Page and Auto-Responder
- 2) Set up Your AdSense Blog
- 3) Write your Amazon KDP Reports
- 4) Post in Forums
- 5) Copy and Paste New Blog Pages
- 6) Send Daily Email with Link to New Blog Article
- 7) Profit from Subscribers Clicking AdSense Ads
- 8) Repeat

This isn't that much work at all for those who want to start duplicating our success with this method. Let's get started!

Module 2: Signing Up For Google Adsense

If you have a Google Adsense account already, you are good to go, skip this section and move on down to choosing your niche.

If you don't have an Adsense account yet, no worries. It's not that hard to get approved. Instead of applying right now, we want you to set up your entire blog first and fill with content and get the method running.

After your first blog is set up, with 5+ articles as we teach and the site is getting visitors, you can then submit your application and get approved.

This is because Google requires you to first have an active, running website before approving a new Adsense account. If you have another blog up and running, you can use that one to submit for approval. Once your account is approved, you can add the code into any site that meets their content guidelines. In the next module we show you the banned niches.

After your blog is set up and the entire system has been running for at least a week, sign up here and get approved: <https://www.google.com/adsense/signup>

Module 3: Choosing Your Niche

We talked about you being able to use this method with any niche and you can as long as it's within Google's guidelines. Just to get this out of the way because we know some of you are wondering...

NO....

- Adult content
- Content that advocates against an individual, group, or organization
- Copyrighted material
- Drug, alcohol, and tobacco-related content
- Hacking and cracking content
- Sites that offer compensation programs ("pay-to" sites)
- Sites that use Google Brand features
- Violent content
- Weapon-related content

That still leaves a couple hundred good niches to choose from!

Now, you can go the "passion" route and choose something that you love like a lifelong hobby or you can dig in more and go after a larger niche and do some research. Up to you! Over time you'll have multiple funnels built out, collecting subscribers and delivering AdSense clicks so you'll end up with a healthy mix.

Since our main traffic source is going to be Amazon Kindle ebook giveaways (more on that later), go over to Amazon Kindle Ebook section now and take a look.

<http://www.amazon.com/Kindle-eBooks/>

On the left hand side of the page you'll find the main categories under **Kindle eBooks**. There are 29 main categories and then again each category is broken down further after clicked.

You want to select a category that lends itself to daily free content. Remember you are going to be sending a short email each day with a link to a new article on your blog. So niches that lend themselves to daily content work best.

We've pulled out our favorite main topics and then you can check out the sub niches for more ideas.

- Business & Money
- Children's eBooks
- Computers & Technology
- Cookbooks, Food & Wine
- Crafts, Hobbies & Home
- Education & Teaching
- Health, Fitness & Dieting
- Parenting & Relationships
- Professional & Technical
- Reference
- Self-Help
- Sports & Outdoors
- Travel

All of those niches have sub-niches and that is where you should focus your niche research. Too many people leave out personal opinion. We want to focus on that because if you absolutely hate 'Dieting', don't go out and create a "Paleo Diet Recipe" AdSense blog. Although if you are into health and fitness, the Paleo Diet niche isn't a bad idea!

Create your first blog in an area that you have personal interest to drastically improve your chances of success. All of these niches can be monetized with AdSense and there is a ton of content you can repurpose for daily content.

Having a personal interest will keep you motivated and lead to more effort. Once you have the system up and profiting every day, branch out into higher paying niches that you have less interest in.

Just so you are sure about the "big picture" again as you pick your niche, we want to review a few things again.

You will need to write blog articles, ebooks and emails based on this niche you choose. That's why we recommend starting with something you love and not worrying about how much each niche is worth. Take action first, profit second. So choose something you are actually interested in so you stick with it.

Also within that niche you are thinking about choosing, is there enough content to keep your subscribers engaged and wanting to continue to read your blog articles?

And for you also to continue to create eBooks and emails in that niche?

Right now just choose your niche and later on when setting up your blog and articles, we will review how to find high paying keywords in your chosen niche to attack.

So takeaway from this module is to keep your niche selection broad and with something you have an interest in. That will keep you motivated and bring you into profit very quickly.

Module 4: Setting Up Your Funnel

When it comes to building a list, there are three essentials to get started. You need an autoresponder service, you need a squeeze page, and you need a free gift to give away to your subscribers after they subscribe. Below I will go into detail on what each of these three things are and how you can set them up.

Your Autoresponder

You are going to be building a big list of high quality subscribers, so we are assuming you all know that you will need some sort of autoresponder service. We personally use Aweber and GetResponse. You can't go wrong with either of them.

There are other companies out there, but you need to be very careful when choosing the company you will be using to store your list and send out emails for you. It is EXTREMELY IMPORTANT that your messages don't get sent to the spam folders when they are sent out, and both GetResponse and Aweber are great at actually delivering the email to the inbox and not letting them get caught in the spam trap.

There are a lot of companies out there that might be less expensive but almost none of the emails actually make it to the inbox. It's pointless to have a large mailing list if your emails will be going straight to the spam folder.

If you have an account with Either GetResponse or Aweber, great! If not I highly recommend you sign up for one. You can get started with GetResponse for free. With Aweber you can get started for just \$1.00.

We will go over your complete AR set up and email marketing portion in Module 9.

Your Squeeze Page

There are so many people that get fooled into thinking they need to pay hundreds of dollars to have someone put together a squeeze page for them. The truth is you

can put one together yourself for free in as little as 20 minutes. Here's a couple ways to do it:

1: Use A Free Template: There is a great template out there that you can use for free. I used to use this exact template and I got a great conversion rate from it. You can download the template here:

<http://squeezepagecity.com/>.

Below is a picture of what it looks like:



As you can tell, it's a pretty simple looking squeeze page. That's what I love about it! I have tested a lot of different squeeze pages and the simple, boring looking ones always outperform the ones with lots of images.

Now I know what a lot of you are thinking, you are thinking "but guys, I don't have a video to give away for free!". You don't need to give away a video, you can simply delete that video part in your HTML editor and put a picture of the free gift you are giving away (which we will talk about soon).

2-Using Wordpress To Create Your Squeeze Page: I use Wordpress for about 90% of my business and I know a lot of you guys do as well, so I thought I would include this section on using Wordpress to create your squeeze page.

Opt-in Links

My personal favorite plugin for Wordpress to create some INCREDIBLE squeeze pages is a Plugin by Kevin Strong called Opt-in Links which you can get from here: <http://www.optinlinks.com/>.

It comes with two extremely high converting templates, but it does a lot more than just that. Instead of trying my best to tell you everything it does, just head over to <http://www.optinlinks.com/> and check it out. If you give it a try you will see why it is by far my number one choice when it comes to creating squeeze pages using Wordpress.

Epic Squeeze

Another great plugin is called Epic Squeeze. I used to use this before I discovered Opt-in Links. You can create a squeeze page in a matter of minutes with this plugin. You can learn more about epic squeeze here: <http://epicsqueeze.com/>

WP Themes

Many of you are also rocking premium themes that specialize in marketing such as Optimize Press, Profit Builder, Insta Builder or Lead Pages. All of those are great options as well.

For those of you that can't afford to purchase those plugins or themes right now or just plain don't want to right now, here is a free option:

<http://WordPressSqueezePage.com>

You can also do a google search for free Wordpress squeeze pages and you will find a bunch of them. But like I said, if you can afford one of the paid options we would recommend it, it will make life much easier for you!

The Free Training

In order to get people to leave you their email address, you need to offer something of value to them. Nobody will give you their email address if they don't get something in exchange. This is where a lot of people freak out.

Many people think they don't have the ability to create a free gift or they don't want to put all that time into creating one. I used to hate that part of list building

also, creating free reports no one reads anyways. Well, I have good news for you, you don't have to create one!

With this method, they are opting-in to receive free daily content, your blog articles. This free training should be generic to each niche you are targeting so keep it broad in nature.

For Example:

If in Paleo Diet niche, headline on the squeeze page could read...

“Get My Daily Paleo Weight Loss Recipes, Strategies and Workouts”

That is generic enough attract a broad range of sub niches related to Paleo which is what you want, broad and attractive to subscribers from across all your ebooks in that niche.

Here's another:

If in the Small Business niche, headline could read...

“Daily Small Business Training To Grow Your Profits!”

You can also use Private Label Right ebooks for your free gift. You can buy the rights to an ebook for just a few bucks and you can use that as the gift you give away. Giving away a gift isn't necessary and another step that has started to lose effectiveness not to mention, I doubt many read them anyways.

Last Minute Tips On When Creating Your Squeeze Page

I know this isn't in the squeeze page section, but before you move onto the next chapter I wanted to give you a few last minute tips when it comes to putting together your squeeze page. The goal is to create a squeeze page that converts at a minimum of 40%. These tips will help you reach that number.

1-You Need An Intriguing Headline

The most important part of your squeeze page is your headline. Your headline needs to be general enough so it works for all of your ebooks across that niche.

Now I am not telling you to sit there and lie to them (even though most marketers do), but you need to make your headline intriguing and you need to make them want to sign up.

Again, that's where you will reference your absolutely daily content, training, tips, workouts, recipes, strategies etc...

2-Include A Call To Action

You will see in the picture a few pages up (the Squeeze Page City example), it actually tells the person to leave their email address in order to get the gift. That is a strong call to action and if you can find a place to include that within the copy of the headline or the sub-headline there is a good chance your conversions will increase. Sometimes people need to be told what to do.

3-Include An Image of The Niche

Again, using the Squeeze Page City example, instead of having the picture of the video, you can actually put in a picture of your niche. Diet, exercise, health, internet marketing, whatever your niche is, choose general positive picture.

Keep those three things in mind when creating your squeeze page. Remember the goal is to make sure your squeeze page converts at 40% minimum. When you start driving traffic to it just keep an eye on the conversion rates. If you follow those three tips it should be above 40%, but if it isn't you might need to make some small changes.

Now you have an autoresponder, you have your squeeze page set up, and you have your training niche content to give away to your subscribers. It's time to move onto what will be the backbone of your list building system!

Module 5: Setting Up Your Blog

Now that you have your squeeze page setup and ready to get new subscribers, you need to set up your blog that you will be monetizing with AdSense. In order to set up your blog you will need two things.

- 1) A domain name
- 2) Hosting

The domain name can be anything that matches your niche. You don't need to worry about getting an EMD (Exact Match Domain) since we aren't all that worried about SEO with this method, so don't stress too much about choosing a domain name. We use <http://GoDaddy.com> to purchase our domains.

For hosting, you want to go with a hosting company that has a Cpanel setup. The reason for this is because that makes it very easy to install Wordpress with a few clicks of the mouse. We use <http://HostGator.com> for our hosting.

Installing Wordpress

Once you purchase your domain name and sign up with a hosting account, you need to install Wordpress.

To install Wordpress, go ahead and log into your Control Panel (Cpanel) by going to <http://yoursite.com/cpanel>. That will bring you to the login page. Enter their information and log in.

Once logged in, you need to find something called QuickInstall which looks like this:



Once you click on that image it will take you to a page where you can choose to install WordPress. Just look for the button that says WordPress in the left column that looks like this:



Once you click on that, go ahead and press the button that says “Continue”. That will take you to a page where you need to fill in some basic information that looks like this:

A screenshot of the 'Install WordPress' form. At the top, it says 'Install WordPress' and 'Application URL (where you will find the app in your browser):'. Below this is a text input field with 'http://' and a dropdown arrow. Underneath is a section for 'Enable Auto Upgrades:' with a checked checkbox. Below that are five text input fields labeled 'Admin Email:', 'Blog Title:', 'Admin User:', 'First Name:', and 'Last Name:'. At the bottom left is an 'Install Now!' button.

The first thing you want to do on this page is choose the domain name you want to install Wordpress on. If you only have one domain name it should automatically be checked, if you have multiple domain names just click on the dropdown arrow and select the one you would like.

Admin Email: Go ahead and fill in your email address here.

Blog Title: Usually I just make this the name of my domain

Admin User: This is what your username will be to log in to Wordpress

First Name: Fill in your first name

Last Name: Fill in your last name

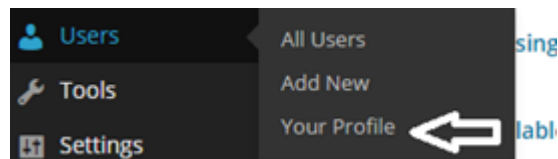
Now click the button that says “Install Now”.

That’s it! You have successfully installed Wordpress.

Right when you click “Install Now” It will show you your username and password to log into Wordpress. The password is temporary and we will change it right away.

Go ahead and log into the WordPress Dashboard by going to <http://yoursite.com/wp-admin>

Once logged in, on the left side you will see a link called “Users”. Just hover over that with your mouse and click on “Your Profile”



Now scroll to the bottom of that page and you will see a section where you can change your password:

A screenshot of the 'Your Profile' page in the WordPress dashboard, specifically the password change section. It features two input fields: 'New Password' and 'Repeat New Password'. Below the 'New Password' field is a hint: 'If you would like to change the password type a new one. Otherwise leave'. Below the 'Repeat New Password' field is a hint: 'Type your new password again.' There is a 'Strength Indicator' box and a hint: 'Hint: The password should be at least 8 characters long'. At the bottom left is a blue 'Update Profile' button.

Once you change your password, go ahead and click the blue “Update Profile” button.

Installing A Theme

The next thing you want to do is install a theme. This is a pretty simple process, you but you want to take your time when choosing a theme.

When choosing a theme, you don't want to just go with one that looks cool, you want to go with one that has been proven to get a high CTR (click through rate) for the adsense ads.

Both of us have tested quite a few different themes and the one that always seems to produce the best results for us is a theme called CTR theme which you can get from <http://CTRTheme.com>. Currently it is \$67.00, but well worth it. The amount of clicks that theme will generate for you will easily make up for the \$67.00 you spend.

But what if you can't afford to pay for a premium theme right now? No worries, we have been there! Your next best option is a free theme called EZYReader. This wasn't made directly for adsense, but it is a "minimal" theme which means it's free of distraction and all the attention is on the ads. You can download this free theme here: <https://wordpress.org/themes/ezyreader>

3 'Must Haves' Before Applying For Adsense

Now before you simply install a theme and apply for Adsense, there are three things your blog MUST have if you want to get accepted.

- 1) Unique Content
- 2) A Privacy Policy
- 3) A Contact Page

The first thing you need to do is add 5 new posts to your blog. These posts can be about anything you want as long as they are related to your niche. These posts should be around 500 words each and must be full of unique content.

The second thing you need is a Privacy Policy. Luckily there is already a Privacy Policy plugin you can install that is designed specifically for Wordpress. You can download that plugin here: <https://wordpress.org/plugins/adsense-privacy-policy/>

Once you download the plugin, just upload and activate it and you are good to go!

The third thing you need is a contact page. Again, this is really easy to create because there is a plugin that will do it for you. This plugin is called Contact Form 7 and you can download it here: <https://wordpress.org/plugins/contact-form-7/>

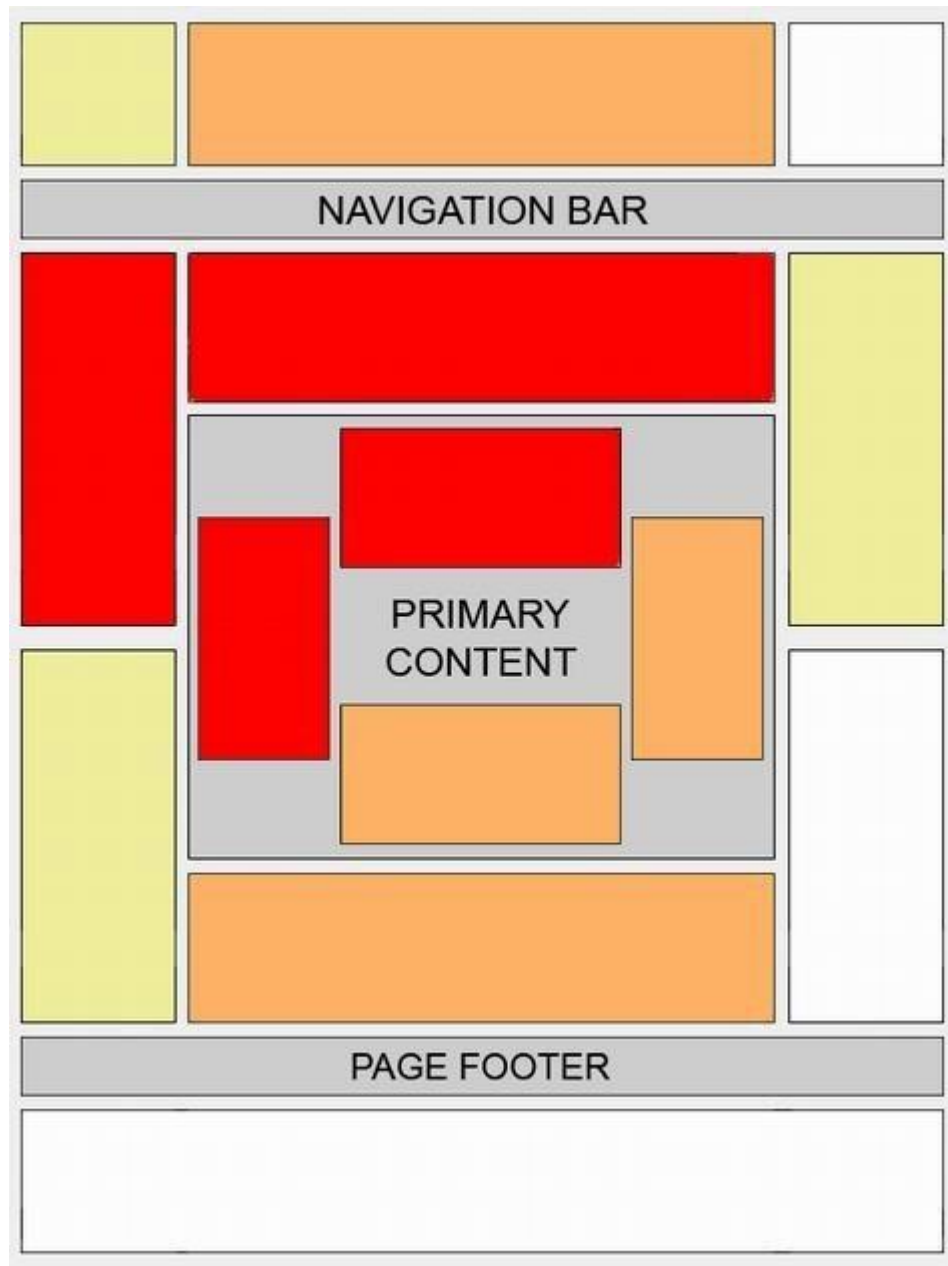
I would recommend putting the Privacy Policy and the Contact Page in your sites main menu, but you can also put them in the sidebar if you would like.

Once you have all three of those elements on your blog, you can apply for Adsense which we showed you how to do in the beginning of this guide.

Ok, I Am Accepted...Now What?

Once you get accepted into the AdSense Program, the first thing you want to do is put the ads on your site, but where exactly should you put the ads?

In order to answer this, we need to take a look at the AdSense Heatmap



The darker the color, the more likely it is that someone will click on an ad in that location. So in the heatmap above, the red areas are the areas you want to place your ads...and that is **EXACTLY** where we place our ads.

The first ad you want to place on your site is a 336x280 TEXT based ad right below the post title. This will be the ad that generates the most clicks.

The second ad you want to place on your site is in the left sidebar. You want to make this an IMAGE ad and it should be a 160x600 skyscraper ad.

Having 1 image and 1 text ad seems to increase Click Through Rates, so we have stuck with that layout.

Why No Third Ad?

For those of you that know Adsense well, you know you are allowed to have three ad units placed on each page, so why don't we include a third?

The answer is simple...not including a third ad actually makes us MORE money.

I know, it sounds kind of strange, common sense would tell you that the more ads you place on your blog the more money you will make, but that's not the case with Adsense.

The way Adsense works is they display the highest paying ads first, and the third ad block usually doesn't pay that much. So if you decide to not include the third ad block, the visitor can only click on the first two, resulting in more earnings per click.

Sure, your click through rate might drop slightly, but trust us when we say you will actually make MORE money.

Once you get your blog set up with ads placed on it, it's time to move onto the next section which is about free traffic generation.

Module 6: Traffic Part I- The Secret Weapon

I am SO EXCITED we are finally on this section. The truth is, the Kindle KDP program is my secret weapon when it comes to building a large, high quality list for free. Remember in the introduction I told you that I tried just about everything to make money online?

Well, one of the things I tried and actually became decently successful at was publishing short books on Kindle. Now before you freak out and say you don't want to sit down and write a book, I PROMISE this isn't nearly as hard as it sounds. I will show you how to knock out these books ridiculously fast, and each book you create is going to drive a ton of traffic to your squeeze page for the rest of your life.

That's why I love this system so much. It's one of those things where you do the work one time and reap the rewards forever.

So please don't freak out about this, like I said you can write these books a lot faster than you think. I am going to take you by the hand and show you step by step how to do everything. From writing the book, to formatting it for kindle, and getting the cover designed all for free.

When you combine driving traffic to your squeeze page using the Kindle KDP Select program with one other traffic method we suggest, you will be amazed at how fast your list grows. I will cover other free methods that I still use today to grow my list, but honestly if you want to focus on just this Kindle method and one other, that is all you need to grow a massive list.

Before you move on, it would be a good idea to sign up for a free KDP account here: <http://KDP.Amazon.com>

What Is The KDP Select Program?

Let's start off by talking about what the Kindle KDP Select Program is. The Kindle KDP Program is Amazon's way of letting anyone publish a book on the

Kindle Marketplace. As long as you have a computer and an internet connection you can publish a book on the Kindle Marketplace.

KDP stands for Kindle Direct Publishing, which basically means you directly publish your book and don't need to go through a third party service to have it published.

The KDP Program gives you the opportunity to enroll your book in what's called the KDP Select Program right when you publish your book. The benefit to enrolling your book in the KDP Select program instead of just the KDP program is that you are allowed to give your book away for free in the Kindle Marketplace for 5 days out of every 90 days.

When you give your book away for free, you can get over 1,000 people to download your book without much effort on your end which will usually result in an easy 100+ subscribers...usually a lot more than that.

The only downside to enrolling your book in the Select program is that you are agreeing that you won't publish your book anywhere else except for the Kindle Marketplace for 90 days. That's ok though, we don't need to publish it anywhere else, we just want to take advantage of the days we are allowed to give it away for free.

Why The KDP Select Program Has Been Our Secret Weapon

This is the special sauce that will send you hundreds of visitors a day to your squeeze page over time.

At the very beginning of your book, right before the intro you will have a section that is thanking them for purchasing your book (even though most of them will have downloaded it for free).

You will basically say something along the lines of:

“Thank you so much for purchasing this book and putting your trust in me. As a valued customer, I just wanted to let you know I have created a special free training on NICHE. To get these free lessons/recipes/tips just head over to <http://Your-Site.com>, leave your email address and I will send you the free gift instantly.”

Then I leave the same picture that you used on your squeeze page right below that so they can see what they are missing out on if they don't head over to your squeeze page to download it.

I am going to show you all a LIVE demo of this in one of the books currently in the Kindle Marketplace on muscle building. Also, note that with this book there isn't a picture of the free gift I was giving away. (You can also set it up that way, giving away a PLR ebook as a gift to opt-in but we wanted to teach you the "training course" method.) Should probably go back and change that, but you know how it goes ;). Plus we switched focus over to the internet marketing niche.

You can view the book here: <http://www.amazon.com/Muscle-Building-Machine-Craig-Wallace-ebook/dp/B00C4AJ5JG/>

When you actually click on the book to view the inside of the book, you will notice how there aren't many chapters at all. That's because it's a really short book. You will also be able to see how the link to the squeeze page was left in. Here's a picture of what it said in case you can't view it on your computer:

Intro

Welcome!

Thank you so much for buying this book, I know you will find it to be full of tremendous value. I want you to know that I do not take your purchase lightly. In exchange for your purchase I am going to reveal to you some of the best ways you can bulk up with lean muscle even if you are a busy person who doesn't have much time on your hands.

I stand behind this method 100% and I am very excited to share it with you because I know it will work very well for you.

Before you continue reading this report, I wanted to let you know that I have written a free extensive workout program. You can download it at <http://www.solidmusclebuilder.com/health/free-gift.html>. I recommend you download the workout program before you continue reading this report so you can see how the workout program fits in with all the tips and tricks I cover in this report!

I will not fill this report up with a bunch of fluff. What you will get is actionable steps without the heart wrenching details of my life story.

Once you are done reading this book from start to finish, I have no doubt in my mind that you will know for sure that these tips and tricks to bulk up with solid, lean, mature muscle from the comfort of your own home or favorite gym will work for you just like they have worked for thousands of other people who have applied these same exact techniques.

I completely understand that life can get hectic at times. However, you will only need 20 minutes per day to achieve your body building goals and get the body you have always dreamed of.

Let's get started!

Please copy that word for word, but that should give you a good idea on how you can go about wording your intro.

Also leave something very similar to that in the conclusion of the book as a reminder to go download their free gift in case they haven't done so already.

Remember again, the call to action and URL link go at the beginning and end of each eBook you upload.

A Never Ending Supply of Free Traffic

We want you to notice what was said a few paragraphs above about the KDP select program... "You are allowed to give your book away for free for 5 days every 90 days". Notice that we said every 90 days. So it's not just a one-time thing and you never get to do it again.

This means that you spend just a few hours writing one book (which we will show you exactly how to do soon) and now you get to use that one book to generate subscribers for you for the rest of your life.

we really hope you are starting to see how powerful this can be for you. 90 days is about 12 weeks. Imagine what would happen if you wrote 12 of these simple short little books. You are allowed to give each one away for free for 5 days every 90 days. This means you can give 1 book away for free every single week and have a never ending supply of free traffic and you won't have to lift a finger.

I hope you guys are getting excited now! This is as close to automatic list building as you can get. Once the books are written and uploaded to the Kindle Marketplace, all you need to do is push a button to let Amazon know which days you want your book to be free, collect the subscribers you get when the books is free, It really is as simple as that.

The Power of PLR

I know a lot of you guys are probably wondering how the heck you are going to be writing these books. Especially if you feel like you don't know too much about your niche. That's where PLR ebooks come in handy.

Now before you go purchase a PLR book and try to upload it to The KDP Program, you need to understand that it is against KDP's policy to publish PLR content.

Instead, what you are going to do is either purchase a really cheap PLR ebook or find one online for free and rewrite the content in your own words. The more you do this the faster you will get at it and eventually you will be able to finish writing these books in 2-3 hours.

How To Write Your Kindle Book

Now you might be thinking there is no way you can rewrite a full 10,000+ word ebook in one day...and you are right. You would have to be an extremely fast typist to be able to pull that off.

But what you need to understand is that you only need to put together about 4,000-5,000 words of content before you publish it in the Kindle Marketplace. Truth be told, you don't even need that many words for it to be accepted, but you do want the people reading the book they downloaded for free to feel like it was at least decent quality.

So if you end up purchasing (or downloading for free) a PLR ebook that is 10,000+ words, don't freak out thinking you have to rewrite all that content. Just pick and choose a few of the chapters you thought were most important and rewrite those chapters and compile them into a book. It really shouldn't take more than a couple of hours.

Formatting Your Kindle Book

Ok so let's assume you got your PLR ebook, you picked what chapters you want to rewrite, and you rewrote those chapters. Now it's time to format this thing and get ready to upload it to the Kindle Marketplace and start getting those subscribers!

Many people have trouble formatting their word documents to work with Kindle, so instead of telling you exactly what to do, I am just going to give you my Kindle Template for free. You can download it here:

<https://www.dropbox.com/s/7dvhemewit98e3s/Kindle%20Template.docx>

All you need to do is download that file and copy and paste your chapters over. Here's some step by step instructions on what to do:

Title:

Simply write out the title of the book. Make sure you keep the same font type and size.

Subtitle:

If you have a subtitle that is where you would put it. If not, then just erase where it says "subtitle"

Author:

That is where you will write your name (or pen name).

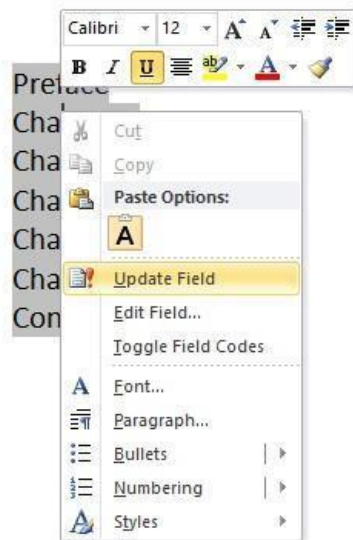
Copyright:

You can keep that as it is, no need to change anything there

Table Of Contents:

With Kindle, you want to make sure you have a clickable table of contents. The way this is set up, it is automatically clickable for people who download it on a Kindle Device. So when you are DONE copying and pasting the content over the Kindle formatted Word Document and you have changed the chapter titles to whatever your chapter titles are, head over to the Table of Contents, right click and select "Update Field" just like the picture below:

Table of Contents



Preface:

This is where you write your introduction and leave the link to your squeeze page

The Chapters:

Just change the chapter title to whatever you want and paste in your rewritten content where it says to. If you want to add more chapters, all you need to do is make the chapter title a “Heading 1” in Word. Also, it is very important to make sure you add a page break between each chapter instead of just pressing enter a bunch of times to go to the next page.

Page breaks have already been added for you in the formatted document you downloaded, you will only need to add page breaks if you need to add more chapters. Adding a page break is simple, you just press “Control+Enter”

Conclusion:

Add your conclusion and then leave a link to the free gift again and remind them to go download it.

Your Are Finished!

Once you get everything over to that Kindle Document, congratulations! Just save the book and get ready to upload your first Kindle Book!

Don't worry about creating the cover quite yet, we are actually going to do that during the publishing process.

How To Publish Your Kindle Book

At this point you should have copied and pasted all the rewritten content over to the formatted Word Document. If so, you are ready to upload your book.

Uploading the book is actually a very simple process.

Once you log in to your KDP account, you will be brought straight to your bookshelf. This is where you go to publish a new book. To start the publishing process all you have to do is click on the orange "Add New Title" button in the upper left that looks like this:



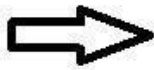
Once you click on that button you will be brought to a page where you will enter the details of your book. It will also give you the option to enroll in the Select program. The very first thing you should do is check the box asking you if you want to enroll in the Select Program. It looks like this:

Introducing KDP Select

Take advantage of KDP Select, an optional program that makes your book exclusive to Kindle and eligible for the following benefits:

- **Reach more readers** – With each 90-day enrollment period, your book will appear in the Kindle Owners' Lending Library (KOLL) and reach the growing number of Amazon Prime customers in the U.S., U.K., Germany, France, and Japan.
- **Earn more money** – Every time your book is borrowed from KOLL, you'll earn your share of the monthly KDP Select Global Fund. You can also earn a 70% royalty for sales to customers in Japan, Brazil, India and Mexico.
- **Maximize your sales potential** – Choose from two promotional tools including: Kindle Countdown Deals, time-bound promotional discounts for your book, available on Amazon.com and Amazon.co.uk, while earning royalties; or Free Book Promotion, where readers can get your book free for a limited time.

[Learn more](#)



☐ **Enroll this book in KDP Select**

By checking this box, you are enrolling in KDP Select for 90 days. Books enrolled in KDP Select must not be available in digital format on any other platform during their enrollment. If your book is found to be available elsewhere in digital format, it may not be eligible to remain in the program. See the KDP Select Terms and Conditions and [KDP Select FAQs](#) for more information.

It is very important you select that box, if you don't then you won't be able to give it away for free for 5 days every 90 days.

Now you can fill out the rest of the information. Here's exactly what you need to do:

Book Name: Just write the title of your book

Subtitle: Leave blank if you don't have a subtitle, if you do have a subtitle then write it there.

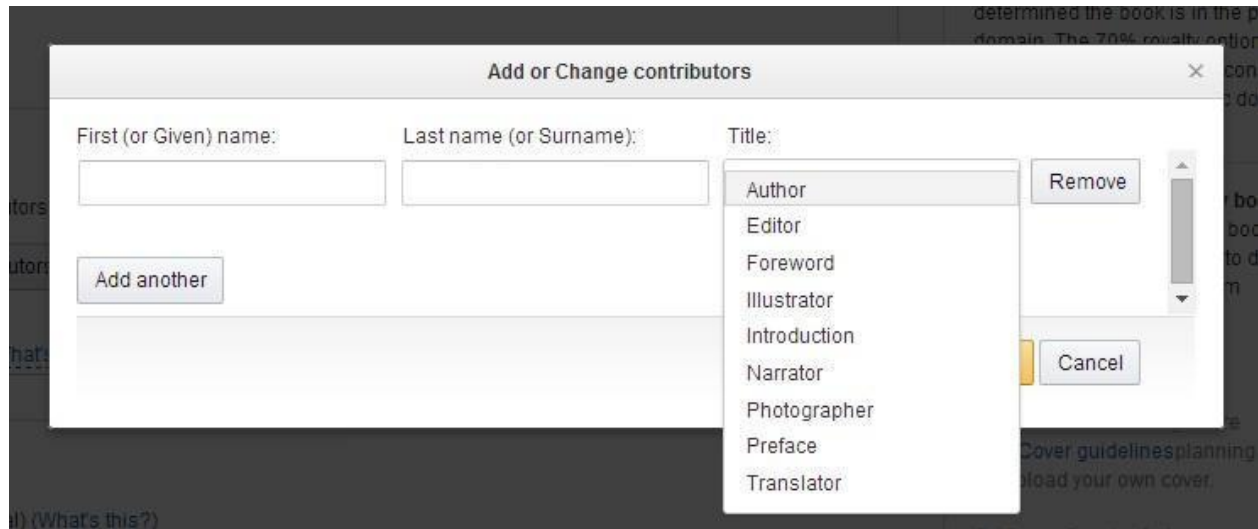
This Book Is Part of A Series: Leave that unchecked (unless of course your book is part of a series)

Edition Number: Leave that blank

Publisher: Leave that blank

Description: This is where you will leave the description of your book. This is where you want to let people know what your book is all about and why they should purchase (or download) it. I usually take some time to fill this part out, I notice that when I have a good description I tend to get more downloads when the book is free.

Book Contributors: Just click on the “Add Contributors button. When you do, this will pop up:



Just write your first and last name (or the first and last name of the pen name you want to use). Then select “Author” and click save.

Language: Select the language of your book

Publication Date: Leave this alone

ISBN: Leave this alone

Verify Your Publishing Rights: Select “This is not public domain work and I hold the necessary publishing rights.”

Categories: Simply select two categories that best fit your book.

Age Range: Don’t need to do anything to those options

US Grade Range: Don’t need to do anything to those options

Search Keywords: Type in 7 keywords that fit for your book. You are allowed up to 7 so you might as well use them all up.

Now you are at the part where it will be asking you to upload your book cover. This is the fun part because we get to quickly and easily create our own cover :).

Select the “Launch Cover Creator” button. It will look like this:


4. Upload or Create a Book Cover

Upload an existing cover, or design a high-quality cover with Cover Creator. (optional)

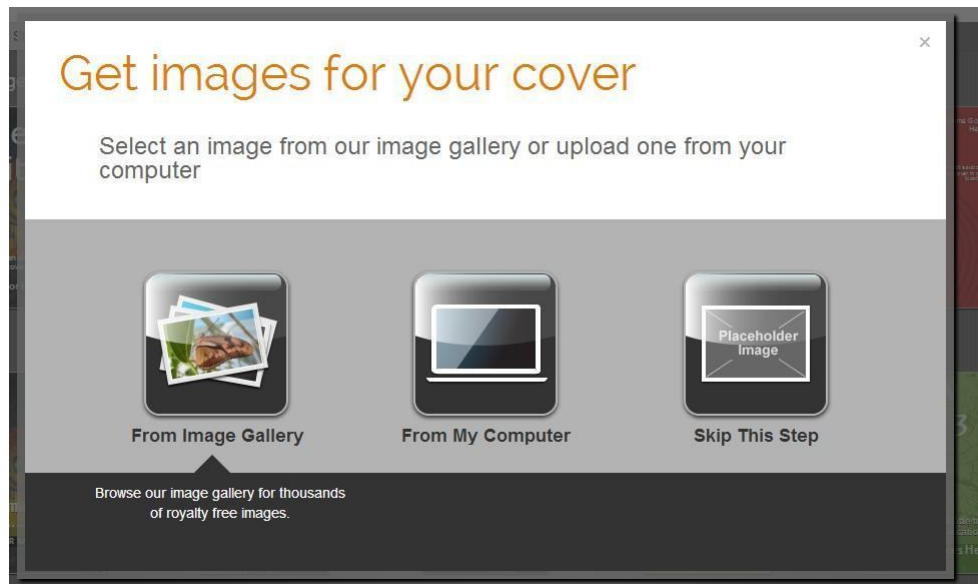
No Cover Available

I have a book cover designed and ready to upload
Please read our [Cover guidelines](#)

I want to design a cover using the Cover Creator (beta).



When you click on that button, you will be brought to a screen that looks like this:



You have two options here, you can either choose an image from their gallery or you can choose an image from your computer.

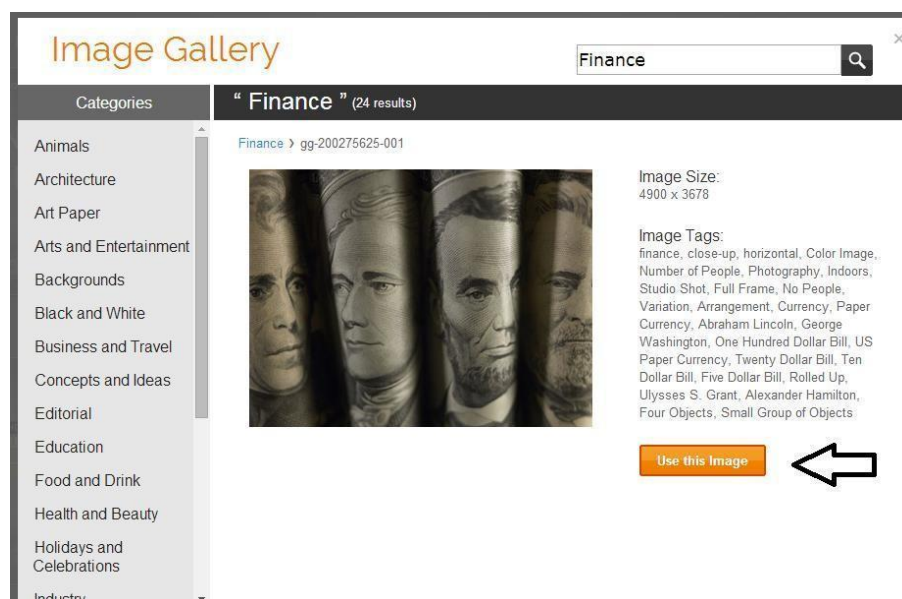
Their gallery does surprisingly have some good images to use, so if you want to select an image from the gallery feel free to. However, if you would rather go out and download your own picture to use, you do have that option.

If you will be using your own picture, you need to make sure it is a picture that you have the rights to use. There are a lot of stock photo websites out there that have images you can use, but the problem with most of them is the fact that it costs money in order to use the photo. That's why you want to find a free photo site.

There are a lot of them out there, but my personal favorite and the one I find myself using most of the time is <http://www.freeimages.com/>.

In this example, I am going to use a photo from Amazon's image gallery, but if you search through the gallery and can't find a photo you like, just head on over to <http://www.freeimages.com/> and see if they have one that works for you.

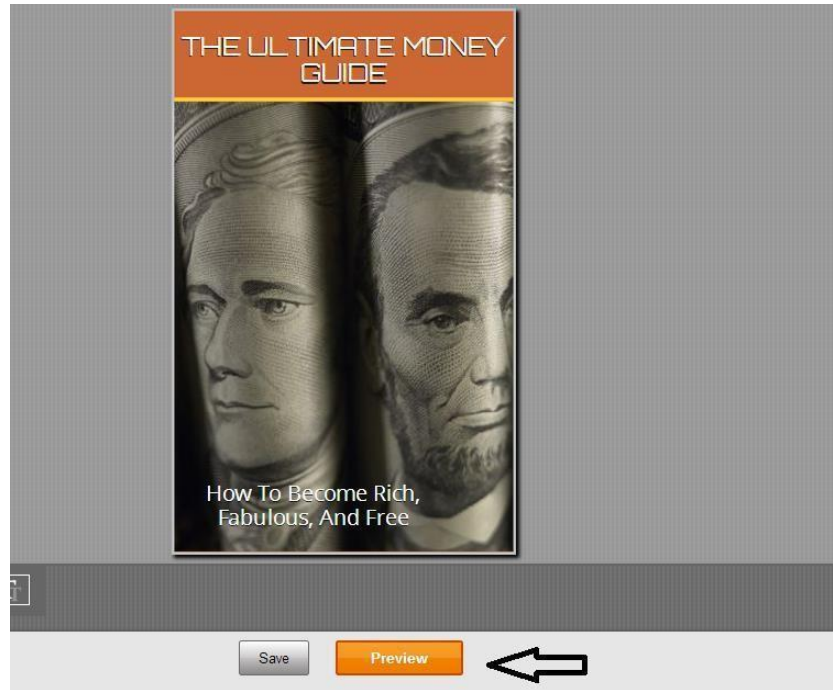
Alright, so now I am going to browse through Amazons Gallery and find a photo I like and click on the "Use This Image" button:



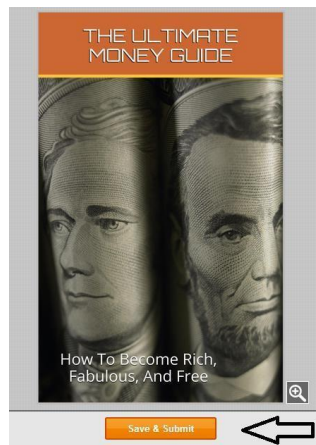
Now it's time for you to choose your design. It will show you about six different designs you can use with that photo, just select whichever one you like the best and

from there just follow the instructions on the screen and design it however you would like.

Once you are happy with what you have click the “Preview” button at the bottom:



Then if everything looks right, click the “Save and Submit” button.



Once you do that you have officially made your very own cover for free :). Now if you look at my cover, you will notice that it really isn't the best cover in the world. I am ok with that. The cover is important but it doesn't need to be anything incredible.

Just as long as you have one that looks decent, that's all that matters. I don't want you guys to sit around for hours trying to design a cover. Remember, we want to publish as many of these short books as possible so don't spend too much time on cover creation.

Now you will be brought to step 5 where you will actually upload your book.

5. Upload Your Book File

Select a digital rights management (DRM) option: [\(What's this?\)](#)

- ☐ Enable digital rights management
- ☒ Do not enable digital rights management

Book content file:

Browse

Make sure “Do Not Enable Digital Rights Management” is selected, and then click on the “Browse” button. You want to select the file that has been properly formatted for Kindle. Once you do that Kindle will make all the conversions that it needs to make. Wait for Kindle to finish making those conversions. Once it is finished you can preview it if you would like, or you can just click on the “Save and Continue” button at the bottom.

Once you click on that button you will be brought to the page where you can select the rights and set the prices.

The first thing you will be asked is to “Verify Your Publishing Territories”. Make sure you give it “Worldwide Rights”.

Next you want to select your royalty. Choose 70% and set the price at \$2.99.

That's the cheapest you are allowed to go and we want to set it for as cheap as possible because you will actually be getting sales and making money directly from this book on the days where it's not free. Pretty cool huh? :)

Step 9 is going to ask you if you want to enroll in the Kindle Matchbook program. There is no need to do this so you can leave that unchecked.

Step 10 is asking you if you want to allow lending. This should automatically be checked for you, if so make sure you leave it checked. If it isn't checked make sure

you check it.

Now the only thing that is left to do is to select the box saying you have all the rights necessary to publish the book and that you agree to the TOS. Select that box and click “Save and Publish”.

And that’s it! You have now successfully uploaded your first Kindle book!! That wasn’t too hard now was it?

Now Kindle needs to read through and approve your book. There is a good chance your book will be approved after just a few hours. However, if for some reason your book isn’t approved Amazon will send you an email letting you know why. Just make whatever changes they tell you to make and then submit it again.

If your book isn’t approved for some reason, don’t worry about it. Every once in a while I get a book that doesn’t get approved and I just make whatever changes Amazon tells me to make and it always gets accepted after that.

Giving Your Book Away For Free

First off, if you have done all the steps up to this point you should give yourself a HUGE congratulations. You just did a lot of hard work, but this hard work is going to continue to work for you over and over again on autopilot for the rest of your life!

Now let’s talk about how to give your book away for free. Once your book gets approved, you are allowed to set the “free” dates. This is actually incredibly easy to do. Once you log into your KDP Account, you will be taken straight to your bookshelf.

Next to your book you should see a button called “Manage Benefits”. It looks like this:



Click on the “Manage Benefits” link. You will then be brought to here:

Run a price promotion for your book on Amazon

Create a new promotion

Sign your book up for one of the following promotional programs.

Only one promotional program can be enabled per enrollment period. Please select either Kindle Countdown Deals or Free Book Promotion.

Kindle Countdown Deal
Free Book Promotion

> Create a new Kindle Countdown Deal for this book

> [Learn more](#)

Promotions for this book

No promotions have been created for this book

Select “Free Book Promotion” and then select “ Create A New Free Book Promotion Deal For This Book”

Run a price promotion for your book on Amazon

Create a new promotion

Sign your book up for one of the following promotional programs.

Only one promotional program can be enabled per enrollment period. Please select either Kindle Countdown Deals or Free Book Promotion.

Free Book Promotion

> Create a new Free Book Promotion Deal for this book

> [Learn more](#)



That will bring you to a page where you can select which days you want your book to be given away for free. This is completely up to you, and remember you are allowed to give the book away for 5 days out of every 90 days. Personally, I like to give it away for free 5 days in a row on Monday-Friday. That seems to work well for me.

Once you select your dates you just click the “Save Changes” button:

Create a new Free Book Deal

Choose when the promotion will start and end

Kindle Free Book Deal promotions can run for up to 5 days.

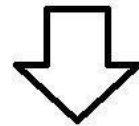
Start Date: June 16, 2014



End Date: June 20, 2014



Free promotion days used: 5 / 5



Cancel

Save Changes

And that's it! Your book is now ready to go out for free on the dates you selected which will result in a TON of free downloads which will equal a lot of free subscribers for you :).

[Getting Even MORE People To Download Your Book](#)

Before I talk about how to get even more people to download your book for free, I just wanted to say that this step is optional. Simply letting your book go free on the Kindle Marketplace for 5 days in a row is enough to get you a lot of downloads and subscribers.

However, if you are like me and you want to maximize the results of your work, this step is for you. And the good news is it really doesn't take any longer than 15-20 minutes, so there really is no reason to not do it.

There are some sites out there called "Book Announcement Sites". These sites were made so you can let others know your book is going free and then let them know which days your book is going free.

Like I said, there are a lot of these sites out there, but I really only submit my books to one site because I have noticed a big difference in the amount of free downloads I get when I submit my book to this site. The site is <http://authormarketingclub.com/> . Go ahead and create a free account with them right now. Once you do that, return to this guide and we will go over how to submit a book announcement to them.

Once you have an account, head over to <http://authormarketingclub.com/members/>

At the time of writing that page looks like this:

QUICK LINKS TO GET STARTED

FOR FREE MEMBERS

TRY THESE LINKS...





- ★ Free Book Submission Tool
- ★ Demo: Amazon Enhanced Description Tool
- ★ Book Widget Creation Tool
- ★ Training Videos
- ★ Paid Promotion List of Sites





FOR PREMIUM MEMBERS





TRY THESE LINKS...





- ★ Amazon Enhanced Description Tool (Full Access)
- ★ Book Widget Creation Tool (Full Access)
- ★ Amazon Reviewer Grabber Tool
- ★ \$99 Book Friday Promotional Opportunity
- ★ Premium Members Home Page





Select the “Free Book Submission Tool”. Then keep scrolling down and you will see this:





























You can submit your book to all those sites to maximize your downloads, but I only submit my book to the Author Marketing Club one, which is the one I have the big arrow pointing to.

When you click on that, you will get a pop up that walks you through submitting your book. Here are the fields you will have to fill out:

Author Name:

Email Address:

Your Book Title:

Your Book Sub-Title (not required)

Amazon link to your book

Need a landing page or blog for your book? Try our [free landing page service](#).

What is your Amazon ASIN or ISBN #?

What genre is your book?

Tell the reader about your book (maximum 500 characters):

What date will your book be free? (Format: 02/11/2012 or month/day/year)

Author Name: Just put your name or your pen name

Email Address: Your email address

Book Title: Title of your book

Your Book Subtitle: If you have a subtitle, write it there. If not, leave it blank.

Amazon Link To Your Book: Amazon will have sent you an email with a link to your book. Just copy and paste that link in this field.

What Is Your Amazon ASIN or ISBN #? This is really easy to find. Just head over to the Amazon Link to your book and scroll down to product details. Your ASIN is within the product details.

What genre is your book? Select the appropriate one

Tell The Reader About Your Book: This is your chance to make someone want to go download it. This doesn't have to be long but just write what your book is about and why you think they should download it.

What Date will your book be free? Just write the date in the format they are showing you.

Once you fill that all out just click "Submit Form" and then you will need to confirm your submission on the next page. Once you do that, that's it. Your book will now go out in their announcement on that date you selected and that will increase the amount of free downloads you get.

Now unfortunately you do have to do this for each day your book will be free, so you will have to go through and do that for all five days. That is why I recommend copying and pasting all that information into a Notepad document, that way you don't have to write it all out again.

How About a Brainstorm List Of Ideas Good for Any Niche

You can use this list for ANY niche. Not only for eBook ideas but also to guide your blog articles. This should keep you busy for a long while!

30 Days to ____
____ In a Week
____ In 365 Days
____ in 24 Hours
____ in an Hour a Day
10 ____ Tips
10 ____ Mistakes
10 Ways to ____
10 Commandments of ____
7 Deadly Sins of ____
How to Easily ____

How to Make Money ____ing
How NOT to ____
The Step-By-Step
Things You Need to Know About ____
From the Experts
The ____ Planning Kit
How to ____ Better
What I Wish I Knew Before ____
Common Myths/Misconceptions
Best Websites/Blogs
Most Valuable Tools
Greatest 5 ____ Ever
Best Quotes About ____
Software Instruction
Interviews
Group Interviews
Tutorials

Recap And Final Thoughts On KDP Select

Wow, we just covered a lot didn't we? We can't stress to you enough how powerful this method is, and even though it does seem like a lot, to be totally honest you can publish about three of these books per week if you wanted to. We've had some weeks where we'd publish a new book every single day, and even though it was some hard work

And totally ok with that because those books are still bringing us subscribers to this day and we don't have to do a thing!

We just wanted to use this time to say that we really do want you to give this a shot. Even if you only dedicate 30 minutes per day to rewriting chapters from a PLR ebook and compiling them into your own Kindle book, you can finish it within 3 days and once you get the hang of the whole process you can knock out 3-4 of these books every single week.

And again, we REALLY hope you guys see the power in this method. We encourage each of you guys to publish at least 12 books, you can do it a lot faster than you probably think you can, and once you get

12 books out there you will literally have a never ending supply of free traffic.

12 books is enough to allow one book to go free every single week for a total of 90 days. Once the 12th book is finished with its 5 free days, you can set the first book to go free again and then restart the cycle.

This is some seriously exciting stuff and it's a method that nobody really seems to talk about! Now imagine if you had 24 books out there, you can have two books go free every single week for the rest of your life which will double the amount of your subscribers!

And if that weren't enough, let me tell you about one more awesome benefit of doing this...

On the days your Kindle books aren't free, there is a good chance you might get some sales on some of them. Right now I have 36 books out there and I get about 2-3 sales every single day. So not only are these Kindle books building your list for you, but you are also making money from them!

If that doesn't sound awesome to you we don't know what will. So please, please, please don't skip this method. Give it a try and we promise you that you will be blown away by the results, and there is no greater feeling than knowing once you do it once, that book will be working hard for you for the rest of your life.

Module 7: Simple Niche Subscribers

This is a “not so new” method of getting free traffic that I am sure a lot of you have heard about before, but very few people actually do it. I really have no idea why people don’t do this because it’s such an easy way to drive traffic to your website for free.

In this section we are going to go over forum posting, how to properly do it, and how to use it to generate a good amount of traffic to your squeeze page.

Don’t Skip This Section!

Before we get started, I know a lot of you might be tempted to just skip over this section. When I was trying to figure out how to build my list, I bought countless WSO’s on list building and a couple of them said to post in forums. I always just skipped past that section because I didn’t believe you can really generate much traffic at all through simply posting in forums a couple time per day, but I was wrong!

Once I started to consistently post in forums I noticed the power of making a couple high quality posts every single day. If you want to build your list as quickly as possible, forum posting should be part of your everyday strategy.

This can be applied to ANY niche. So no matter if you choose gardening, paleo, internet marketing or anything in between, forum posting will drive you targeted REAL visitors to your squeeze page.

Find A Couple Forums

If you are in the internet marketing niche, I can tell you right now the only forum you really need to join is WarriorForum.com. Yes, there are other internet marketing forums out there, but The Warrior Forum generates to most traffic by far.

If you are in another niche, you might want to find a couple forums to join. Finding forums is actually really easy.

You can use Google to help you find forums. Just head over to Google and search “Your Niche + Forum”. Once you search that, Google will return a bunch of forums. Go through them and figure out which ones are the most active and join the most active ones. However, before you join make sure they allow you to leave a link in the signature. Most of them will but there are a few that won’t allow it.

Adding Your Signature

Before you start making posts, you want to leave a link to your squeeze page in your signature that way below each post you make there will be a link to your squeeze page which will get exposed to thousands of people.

Here is an example of what my signature link looks like in The Warrior Forum.



That simple signature has been responsible for driving a couple thousand visitors to my squeeze page these past few months.

You Know More Than You Think

It seems like each time I tell someone they need to start consistently posting on forums, they always tell me “but guys, I don’t know enough to help out other people”. Feeling like you don’t know enough is not an excuse for not posting.

I can guarantee you that you know a lot more than you think. If you browse through some of the threads in Forums, you are going to find some threads you can post in and give your input. The main problem is some people just lack confidence and are afraid they are going to give their opinion and then have others start an argument with them and tell them they are wrong.

Unless you say something completely false and start spamming the forum, this isn’t going to happen. Forums are meant for opinions, sure there might be times

where someone doesn't agree with you, that happens to me all the time, but as long as you aren't rude to them they won't be rude to you.

If you feel like you REALLY don't know anything about your niche, then you can still do forum posting. Just make sure you do a little bit of research before you make a post. There's nothing wrong with going to Google to look up an answer and then reporting back with what you learned.

So don't let the fear of "not knowing anything" or the fear of getting in an argument on the forums stop you from making daily posts.

Post On New Threads

If you want to get the most out of your forum posting, you should try to post on new threads that don't have many (if any) replies yet. If you are one of the first three responders to a new thread, you have a much greater chance of someone reading your response which means they will be exposed to the link in your signature.

If 10-15 people have already replied your reply will get stuck somewhere in the middle and most people don't read that far down which means they won't see your reply/signature.

Value Value Value

I think this could go without saying, but I am going to say it anyways because it is extremely important. When you guys make your posts, you need to make sure you are actually adding value to the forum. Don't just go out and make as many short little posts as you can, that's not really helping anyone.

Make sure you actually read the persons question and then do your best to give them an answer or chime in with your opinion.

Your Forum Posting Strategy

The thing I love about forum posting is that it doesn't take long to do at all and I actually find it kind of fun. You get to engage with others who have the same interests as you and drive traffic to your squeeze page at the same time, sounds like a pretty good deal to me!

So how many times per day should you be posting in a forum? I would say to make about 5 high quality posts every single day. 5 posts does not take a long time at all, and once you make 5 posts for about a week straight you will see how much traffic you can actually drive to your squeeze page on a daily basis.

So if you are like me and you have always put aside forum posting and said it's not for you, I challenge you to try it for just one week. Make 5 posts every single day for one week and watch how many new subscribers you get. After that week you can decide whether or not it is something you want to continue with. Once you see how many new subscribers you got from doing it I am sure it is something you will want to continue doing.

Posting on forums in your niche is also going to present you with dozens and dozens of blog article ideas and Kindle reports. You will get to see what questions are being asked over and over and really get to know your visitors and what your subscribers want. Again, please don't neglect the power of forums for engaged, laser targeted traffic.

Module 8: Blog Content and Keywords

In an earlier section in this guide, we went over setting up your blog and writing 5 articles to place on your blog. Those 5 articles were to simply help you get accepted into the Google Adsense Program.

Now that you are accepted, you want to choose the right keywords to make a blog post about.

Now I know what you are thinking “Why do I need to choose keywords if it doesn’t matter where I rank in Google?”

The answer is because the keywords you choose determine how much money you earn per click, and obviously you want to earn the most money per click.

The good news is Google makes it very easy to see which Keywords will pay us the most money.

To view this information, head over to the Google Keyword Planner here:

<https://adwords.google.com/KeywordPlanner>

If you don’t have an account, it will ask you to sign up for one on that page. If you do have an account you can simply log in.

Once you are logged in you want to click on the “Search For New Keyword and Ad Group Ideas” button:

What would you like to do?

▶ Search for new keyword and ad group ideas



▶ Get search volume for a list of keywords or group them into ad groups

▶ Get traffic forecasts for a list of keywords

▶ Multiply keyword lists to get new keyword ideas

Now you want to enter whatever your niche is in the search bar. Going back to the “paleo diet” example, you would just want to search “Paleo Diet”

What would you like to do?

▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

paleo diet

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting ?

United States

English

Google

Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

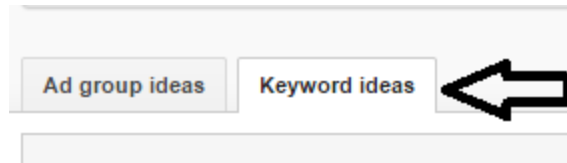
Hide keywords in my plan

Keywords to include

Get ideas

Once you enter your search term just click the blue “Get Ideas” button.

That will then bring you to the “Ad Group” ideas, but you actually want to be on the “Keyword Ideas”. To do this just select the tab that says “Keyword Ideas”.



This will show you all the possible keywords for that search term...but we actually want to organize these from highest paying to lowest paying. To do this just click on the “suggested bid” button:

Avg. monthly searches ?	Competition ? ▼	Suggested bid ?	Ad impr. share ?	Add to plan
70	Low	\$15.65	—	»

Now that this list is organized from highest paying keywords to lowest paying keywords, you want to go down that list and pick out at least 10 keywords that you feel would make for a good article on your blog.

Once you find at least 10 keywords, we need to upload a post for each keyword.

Finding Content For The Keywords

If you really want to, you can write your own unique content for each keyword, but the truth is we just use PLR content, and you can do the same if you want.

There are two ways to go about using PLR content for the articles on your blog. The first way is to purchase an “article pack”. To give you an example, if we were sticking with the paleo niche, I would head over to a PLR website and search for “Paleo Article Pack”. You will be amazed at how many article packs there are for each niche.

The other way you can do it (and the way we prefer) is to purchase PLR books and use each chapter as a separate article.

Why do we prefer doing it that way? Because when you do it this way, each article is related to the previous, which means people will continue to come back to the blog because they want to read the newest article.

So using this example, you can purchase the rights to this guide for just \$7.00 <http://www.exclusiveniches.com/living-life-the-paleo-way-plr-ebook-with-video.html>

That is an 8 chapter report, which means it will equal 8 blog posts...not bad for \$7.00!

Putting Your Keywords and Your Articles Together

Ok, so at this point you should have your list of about 10 keywords and you should have purchased either a PLR article pack or a PLR ebook.

Now you want to match up keywords with articles. This is actually surprisingly easy to do.

Let's say your first keyword was "Paleo Diet For Women", but the first chapter in the PLR book you purchased was called "What is The Paleo Diet".

You can simply combine the two and make your blog post title something like this: "What is The Paleo Diet and is it Right For Women?"

Even though we didn't include the exact phrase "Paleo Diet For Women", we did include every single word in that phrase at some point in the title. That is all you need to ensure the Adsense ads will match up with that keyword and that you will get paid as much as possible for each click.

So those 10 keywords you found are going to be included in the post titles, and each chapter from the PLR ebook you purchased are going to be the content for each post

Now obviously nothing is stopping you from only having 10 posts, you should be adding more posts on a daily basis, but 10 is a good number to get started!

Once you get those 10 posts on your blog, it's time to start emailing your subscribers and making some serious moolah :). Let's go over exactly how to do that in the next section.

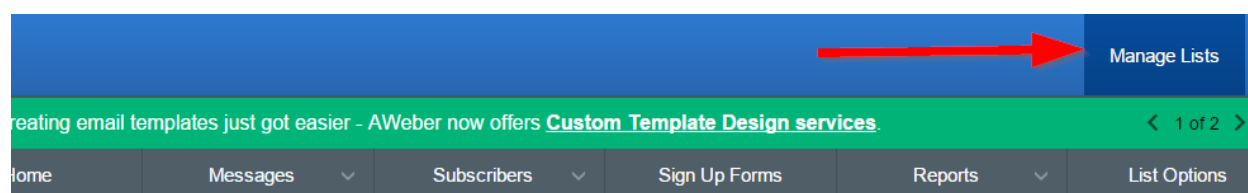
Module 9: Auto-Responder & Emails

Your email auto-responder (AR) will be the brains of the system. If you don't have one yet, use what 99% of marketers use and go with Aweber or Get Response.

You'll be using your AR for collecting emails via your squeeze page and then sending your subscribers a very short email every day with link to your new blog article.

First we need to create a "New List" in either Aweber or GetResponse.

In Aweber click "Manage Lists" on the main dashboard and then "Create a List."



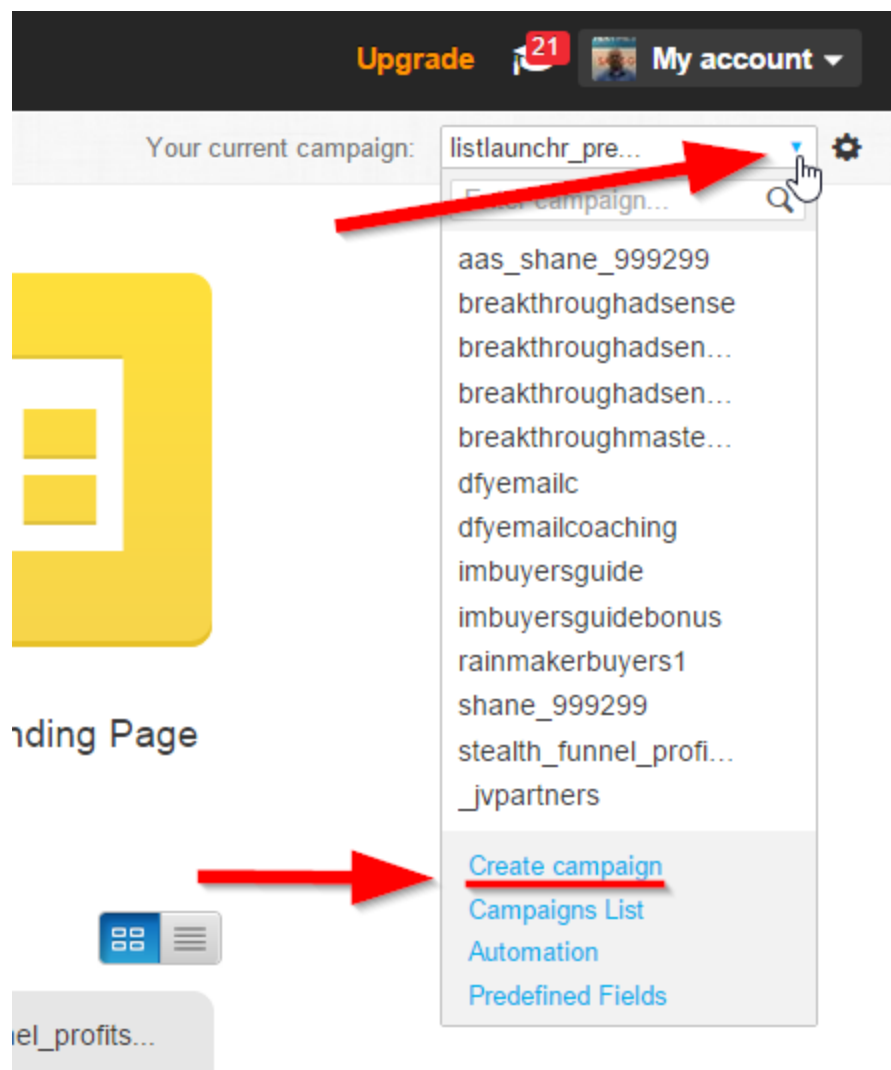
Manage Your Lists Create new lists, back up & deactivate lists.

[Back Up & Export All Active Lists](#)

Email Marketing & Analytics



In GetResponse, click the drop down arrow in the top right listing your campaigns. Then select "Create campaign" near the bottom of the list.



Go through the few steps of setting up your new list by adding your personal details and some basic information about your training.

During the steps you have the option of forwarded the new subscriber to any URL of your choice. Traditionally you know that after someone opts-in to a squeeze page, they are redirected to a 'thank you page.' With this method, we are going to still send them to a thank you page, but in this case, let's bring them to your niche blog.

Create a new page "Thank You for Joining Us"

On this page, thank the reader again for buying your eBook. Even though they most likely downloaded during your free promotion and clicked the link, it makes the subscriber feel like they are really getting a deal.

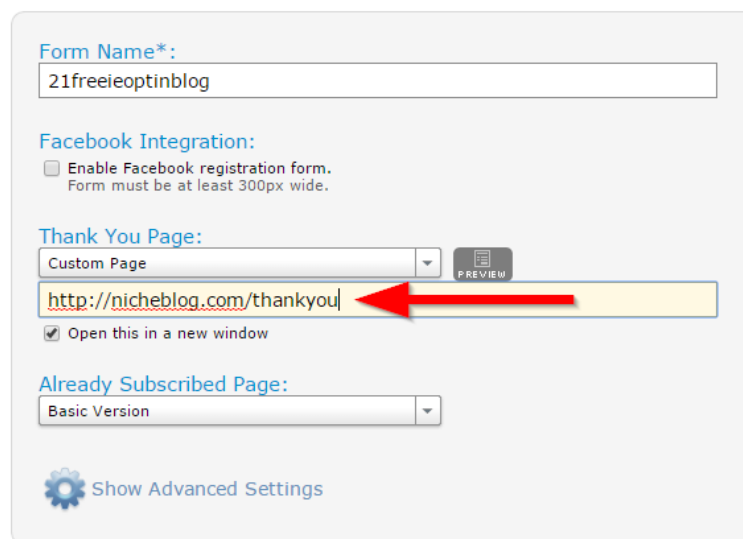
Introduce yourself and why they are going to love getting your daily tips, strategies, methods, etc....

Let them know you look forward to speaking with them everyday and hope they take advantage of whatever free content you are going to be providing.

Simple. After you create that page, copy the URL and you'll paste that in your form settings in either Aweber or Get Response. Here's what it looks like in both.

Aweber:

Basic Settings Customize your forms properties.



The screenshot shows the 'Basic Settings' section of the Aweber interface. It includes a 'Form Name*' field with the value '21freeieoptinblog'. Below this is the 'Facebook Integration' section with a checkbox for 'Enable Facebook registration form.' which is unchecked. The 'Thank You Page:' section has a dropdown menu set to 'Custom Page' and a 'PREVIEW' button. A red arrow points to the URL field in this section, which contains 'http://nicheblog.com/thankyou'. Below the URL field is a checkbox for 'Open this in a new window' which is checked. The 'Already Subscribed Page:' section has a dropdown menu set to 'Basic Version'. At the bottom of the settings area is a gear icon and the text 'Show Advanced Settings'.

Save Your Form

Go To Step 3

Get Response:

Design Settings Publish

Web Form Name:

Confirmed opt-in: ☐ OFF
Confirmed Opt-In is recommended. [Here's why.](#)

Subscription via Facebook ☐ OFF
To find out more, visit our [GetResponse Blog](#).

☐ Default Thank-you page
Choose the default Thank-you page.

☒ Custom Thank-you page
Use your own Thank-you page url!

☐ Stay on current page
Stay on current page.

To recap, place the “Thank You Page” URL inside the Thank You page field in your AR. You don’t need to send a welcome email as your thank you page will serve as a welcome to your list as well.

You’ll also be presented with the option of turning off “confirmed opt-in” or commonly called double opt-in. You can choose to set your list to “single opt-in” or “double opt-in.” With double opt-in, the subscriber has to go back and click a confirmation in an email to get on your list. With single opt-in, no such confirmation, the person is added to your list as soon as they enter their email.

Here are the Pros and Cons of each. FYI: We currently test both and soon believe all of our lists will be switched to double opt-in.

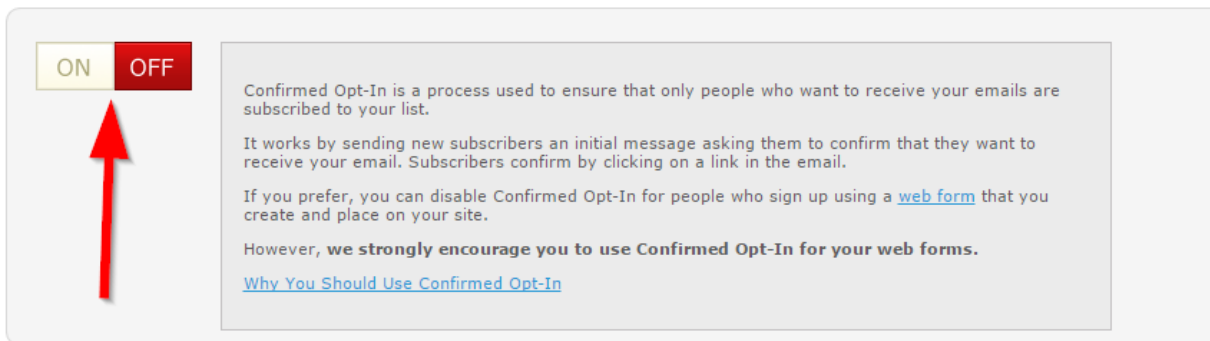
Double Opt-In: Pros- More engaged subscribers, higher delivery and open rate on emails. Cons- Less subscribers, slower list growth.

Single Opt-In: Pros- fast for list building and higher conversion rates on squeeze page. Cons- Higher bounce rate and lower open rates.

If you do nothing, the lists will be kept on double opt-in automatically. To set to single opt-in during this process, here you go...

In AWeber, from the “Confirmed Opt-In” tab, Step 3 of setting up your list in AWeber, scroll down and uncheck the green ON button to red OFF. Your list is now single opt-in.

2 Require Opt-In on Web Forms We strongly recommend leaving confirmed opt-in ON.



Confirmed Opt-In is a process used to ensure that only people who want to receive your emails are subscribed to your list.

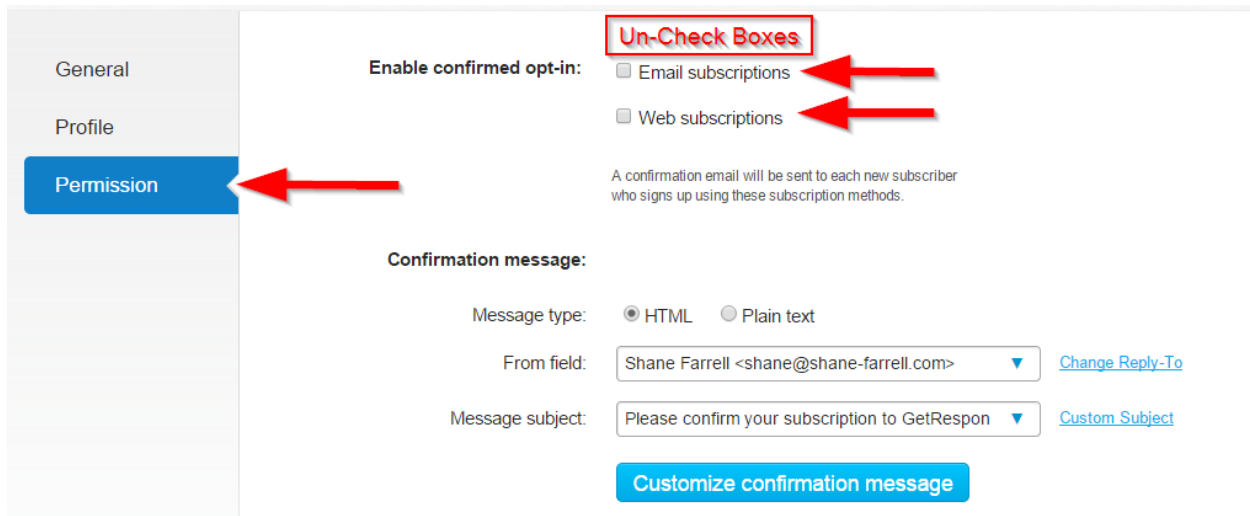
It works by sending new subscribers an initial message asking them to confirm that they want to receive your email. Subscribers confirm by clicking on a link in the email.

If you prefer, you can disable Confirmed Opt-In for people who sign up using a [web form](#) that you create and place on your site.

However, **we strongly encourage you to use Confirmed Opt-In for your web forms.**

[Why You Should Use Confirmed Opt-In](#)

In GetResponse, from the “Permissions Tab” of your list settings, uncheck both of the boxes labeled “Email subscriptions” and “Web subscriptions”. Your list will be then set to single opt-in.



Un-Check Boxes

Enable confirmed opt-in:

- ☐ Email subscriptions
- ☐ Web subscriptions

A confirmation email will be sent to each new subscriber who signs up using these subscription methods.

Confirmation message:

Message type: ☒ HTML ☐ Plain text

From field: Shane Farrell <shane@shane-farrell.com> [Change Reply-To](#)

Message subject: Please confirm your subscription to GetRespon [Custom Subject](#)

[Customize confirmation message](#)

After you have created your list, you’ll need to create a “Web Form” and add your “form code” into your squeeze page. This will add the subscriber to your list and ready to receive emails from you.

Next you need to match your emails with blog articles. For every blog article, you’ll add an email in your AR that will introduce the content and invite the subscriber to click the link to be taken to the blog article page.

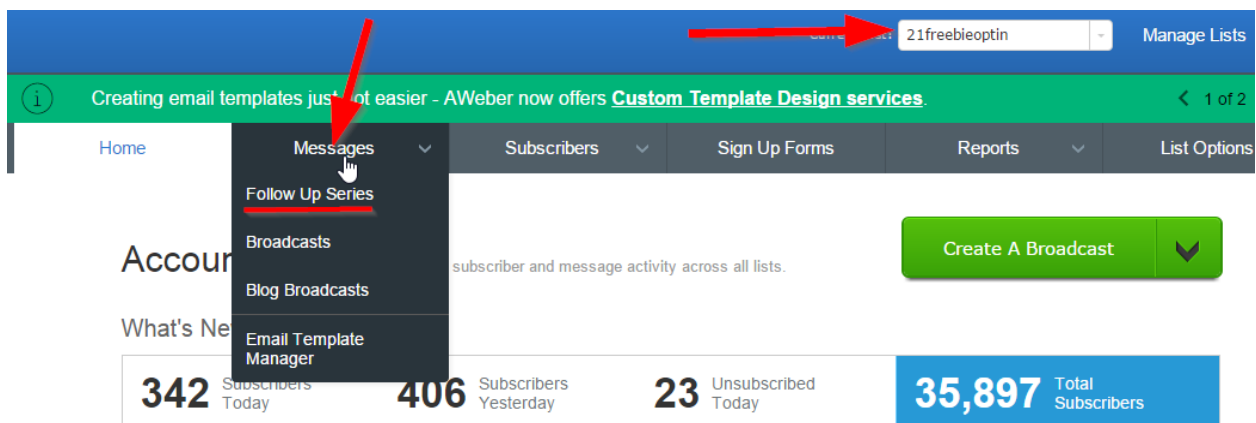
Next you need to set up your AR to automatically deliver emails to your subscribers and decide on how often you will email your list. It really depends on your niche how often you can email. Every day, every other, twice a week, random

intervals. This will take some adjusting as you go. If you notice high unsubscribe rates or a drop in the open rates after a couple weeks, then start spacing out your emails.

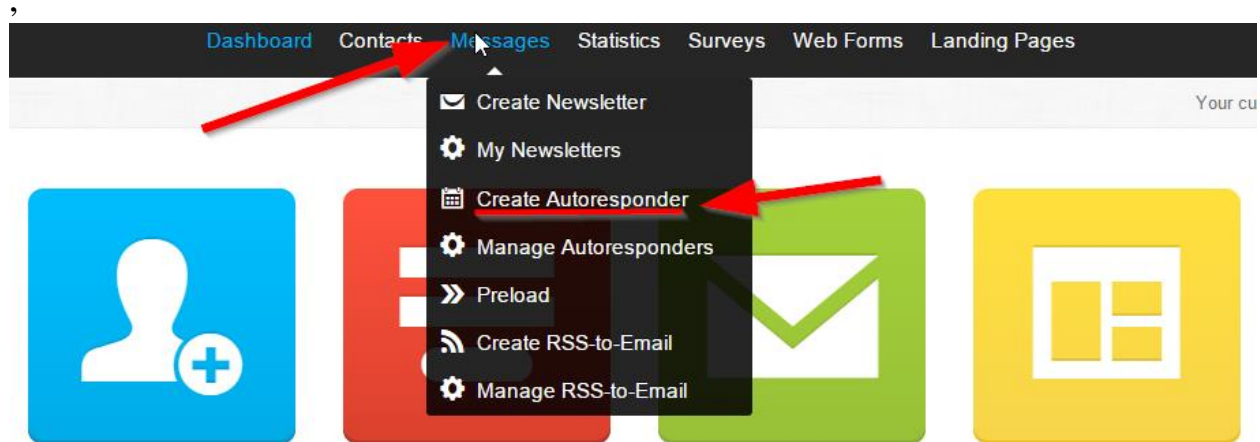
Luckily with the ARs, this is simple to do and helps keep your business automated and easy to run.

Aweber and Get Response are slightly different in their set up but both can accomplish the same task.

In Aweber, from your dashboard, just choose your correct list on the top- right hand side and then from the “Messages” tab choose “Follow Up Series.”



In Get Response, from your dashboard choose the correct list again and from the navigation bar choose “Messages” and then “Create Autoresponder.”



Each new email you create, will be added here. New subscribers will start on Day 1 and you don't have to worry about constantly creating content for new subscribers.

If you choose to mail every day, we'd suggest you start with 5 blog articles and emails to give yourself a head start before sending traffic. This way you can stay ahead by working a couple hours once a week adding another pack of article and email combinations to the back of your Auto-Responder.

The other benefit of doing it this way is DATA! You get to see which headlines and then emails are bring the most open and clicks. Also if you see drops in open rates you can tweak headlines or look at your emails or content as being a reason.

Doing it this way gives those who are serious about their business, a real chance to constantly keep improving it. Small tweaks that increase open rate 5% can add up to hundreds or thousands of dollars over the course of a month.

Like we said, you want the email to match a little of the content of the blog article but still leave some wonder so the subscriber clicks your link and visits the blog.

Don't stress over this part, just keep the emails casual and conversational. You aren't selling anything or asking anyone for money. You are providing useful information that they asked for, so you are just helping them out. Hope that helps take some of the pressure off.

Here would be a sample email if you were in the Paleo Diet niche:

Welcome back today and really hoped you liked that last article I sent on simple Paleo desserts.

Today I have something really neat for you. I went out and found the top 5 Paleo weight loss hacks.

⇒Click Here to Check Them Out

I really like #4 and have already implemented it into my routine.

I'm pretty sure you will also!

Enjoy the article today and keep moving towards your goal!

Shane

P.S. ⇒#4 makes this diet the best

I whipped that up in a few minutes. Just link to your article and leave some suspense. You want those clicks through to your site and profits from AdSense clicks.

So again for each blog article, you'll need an email that links to that blog page. Set up emails now for any blog posts that you have and schedule them according to how many days a week you are running.

Some niches lend themselves to every day emails. Health, Diet, Exercise, Internet Marketing and Small Business all seem to handle being emailed every single day. Niches outside those heavily marketed ones do better with 1-2 days in between each email.

Just keep that in mind moving forward and since you'll have data available on open rates and click throughs, you'll be able to adjust when you see the numbers change.

Module 10: Keeping the System Moving

You have made it! Your blog should be set up with a few articles, auto-responder set up, squeeze page ready to rock and ready for traffic.

While you spend an hour each day on Kindle eBooks, pop into a couple forums here and there throughout the day and get active. This is the easiest way to get traffic flowing while working on the bigger picture eBooks.

To also continue growing your new Breakthrough Adsense Profits system, continue to write ebooks, articles, emails and forum posts. It's really that simple. Once you start getting checks or deposits from Google each month (and even Amazon from your Kindle Books), you can start outsourcing articles or eBooks. This will allow you to double your output and increase the growth rate of your list and income.

Passive FaceBook Integration

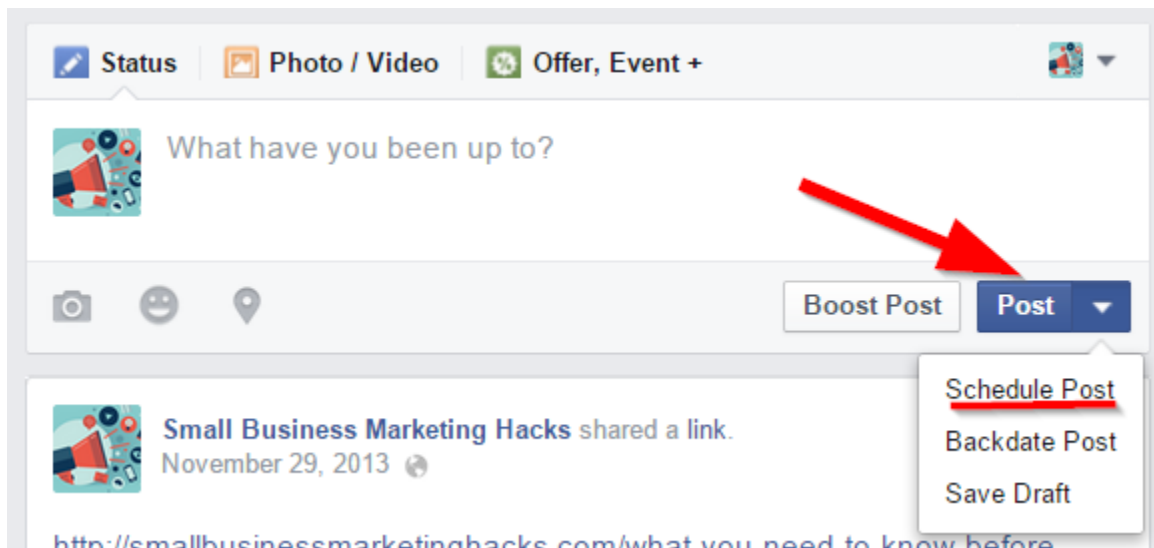
You can also add a niche Facebook Page. Each day post a link to a new blog article and then also put a WP FanBox Widget on your blog so subscribers will 'like' the FB page and this will give you an additional place to stay in front of your subscribers, fans and drive more traffic.

The free WP plugin can be found here: <https://wordpress.org/plugins/wp-facebook-fanbox-widget/>

Or you can also search from your WordPress dashboard on the "Install New Plugin" page. **"WP Facebook Fanbox Widget"**. Then install the FB widget into your sidebar. If you haven't seen one, this is what they look like:



On your actual Facebook Fanpage, name it after your blog and schedule your blog posts to go out once a day. If you are adding this into the mix at the beginning, each time you complete a new blog article, post to your FB page and use the schedule feature to drip out new content.



Leveraged Article Marketing

Your ebooks can be chopped up into email content and blog articles. They can also be chopped up and submitted to article directory sites and link back to your squeeze page. Article directories used to be all the rage for SEO and backlinks. They are worthless for that purpose now but you can still get steady traffic to your squeeze pages which is all we are concerned about anyways.

The three article directories for you to submit articles to:

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

<http://goarticles.com/>

<http://ezinearticles.com/>

This is something that you can spend an a couple hours on your day off every month and submit in mass all your new content. If you hate the idea of this, use your profits to outsource this. There are people on Fiverr who will gladly work for \$5 a hour submitting all of your content each month and you get to relax.

Leveraged YouTube Videos

Your articles can also be turned into simple YouTube videos. Create a PowerPoint presentation and record yourself reading the slides. Link back to your squeeze page in the YouTube description.

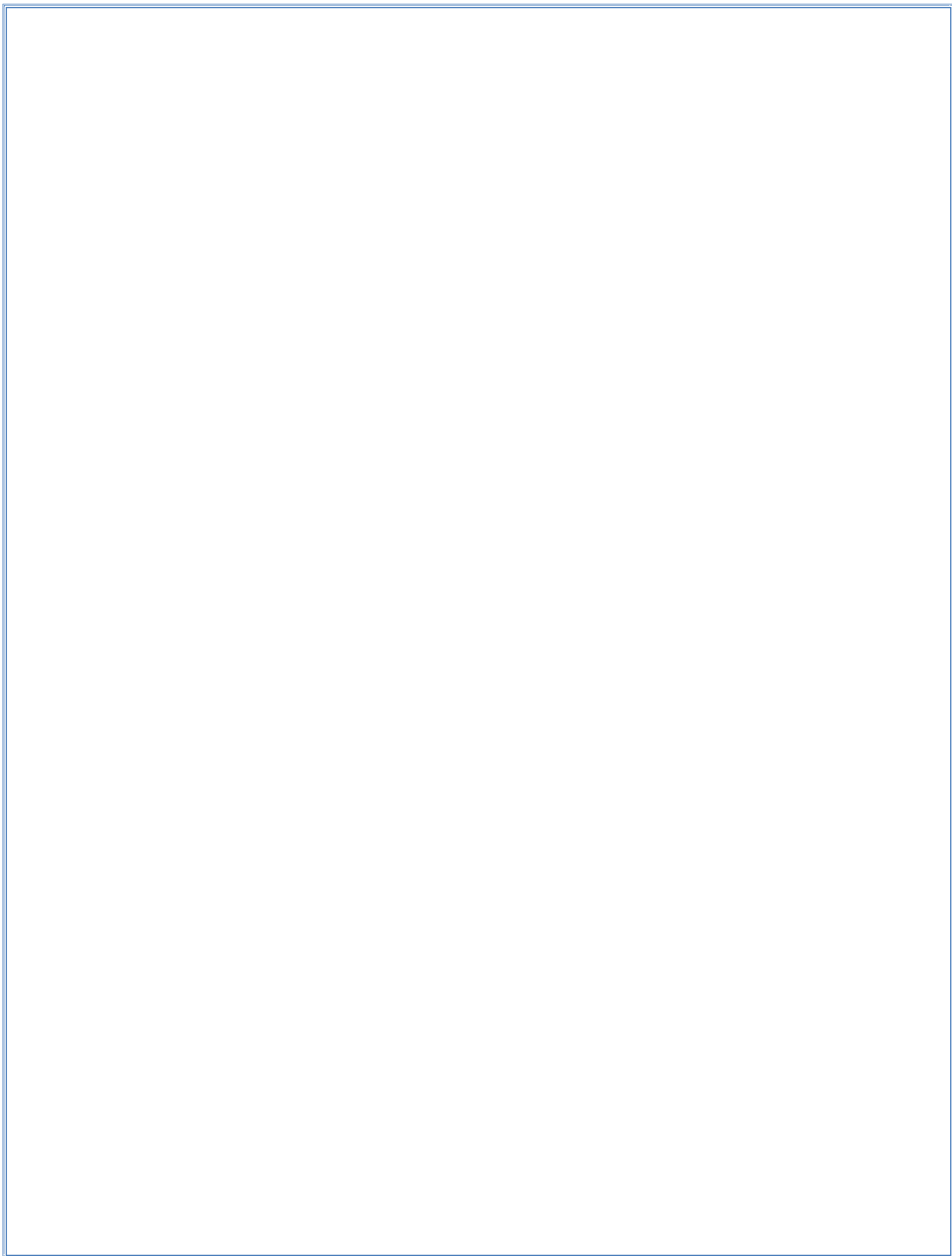
For an awesome free option: Use [Screencast-O-Matic](#)

It's more than enough to get you started without spending money. A paid option that we use is [Camtasia by Techsmith](#). They have a 30 day trial before you have to make a purchase decision.

It seems like there are hundreds of YouTube guides out there and they are all basically the same. Simple Google Search will tell you everything you need to get views on videos and rankings but these guys keep selling reports every week. Look, here is all you need to know about ranking videos on the easy side.

- 1) Make your file name match the keyword you are tagetting.
- 2) Title and description. Same thing, match the keyword and include the keyword again a couple times in description. Longer description is preferable. You can ever just copy and paste the article into the description.
- 3) Add some tags of related keywords. No need to go crazy, they don't count much more for SEO. 5 will do you just fine.
- 4) Include a link back to your blog article.

Thats all we worry about for ranking videos. Remember this is just something extra you are doing for residual traffic. No need to kill yourself wasting time and effort trying to SEO video rankings. Just get them out there and let them bring you subscribers.



Module 11: Frequently Asked Questions

Do I need to create blogs and lists in multiple niches?

This is up to you. We find it easier and more efficient to focus on one complete set up and grow that out then spreading yourself thin trying to grow multiple niche lists and blogs.

Once you start earning \$100+ a day, you can take some of those profits and outsource your content creation to open up more niches. Until you reach your first daily goal, we recommend you do stay with one blog.

How many Kindle eBooks should I write?

Ideally you want at least 12 ebooks. This will give you one available free for download every week for 90 days. You would still be missing two days a week. 18 ebooks will cover you for every single day of the week.

Most people reading this right now will get 2-3 books up we are guessing and call it quits. Don't be in the majority! Give 10X effort and knock this out! 1 hour a day of focused writing will get this done faster than you think.

Can I use other traffic methods to get subscribers?

Sure can! Just because we didn't teach it in here, doesn't mean it isn't good. We showed you what we do but we know some of you are traffic hungry and want even more. Just don't go out and waste a ton of money on paid traffic. For one, you can lose money and secondly, it's not for life like the methods we shared.

Do I need to worry about SEO or rankings?

Not at all! Part of the beauty of this system. You will get natural organic rankings for long term keywords as your blog article count increases but we are driving traffic from our email lists to the blog so any organic traffic is just a nice bonus.

What about Click banking?

If you are in the Internet Marketing niche for your blog, it would be very easy to click bank with your new subscribers. You send them 50 clicks, they send you 50 clicks back. We have found this to diminish the quality of the subscriber and leads to lower open rates and higher unsubscribe rate.

Plus since a majority of your subscribers are coming in from Amazon and outside typical solo lists or adswaps, don't start allowing your new subscriber down a IM back hole. Treat them right, and they will treat you right with this method.

Do I need an opt-in page on my blog?

You can add one after you have everything set up and you have been running your system for at least a month. Once you get enough articles and other traffic methods such as videos or FB group in action, then you can add a simple side bar opt-in to your blog. You don't want a "Pop-Out" opt-in because you'll just be annoying your subscribers. Same goes for an "Exit Pop" script, don't do it!

Module 12: B.A.P Conclusion

Congrats on making it to the end! We truly hope that you have or are going to follow through these steps and set up the Breakthrough Adsense Profits system that we use every single day in our business.

It is a long term solid business that once set up once and maintained once in a while with more blog articles and email swipes, it will continue to grow in income every single month.

To recap the fun we had in the report...

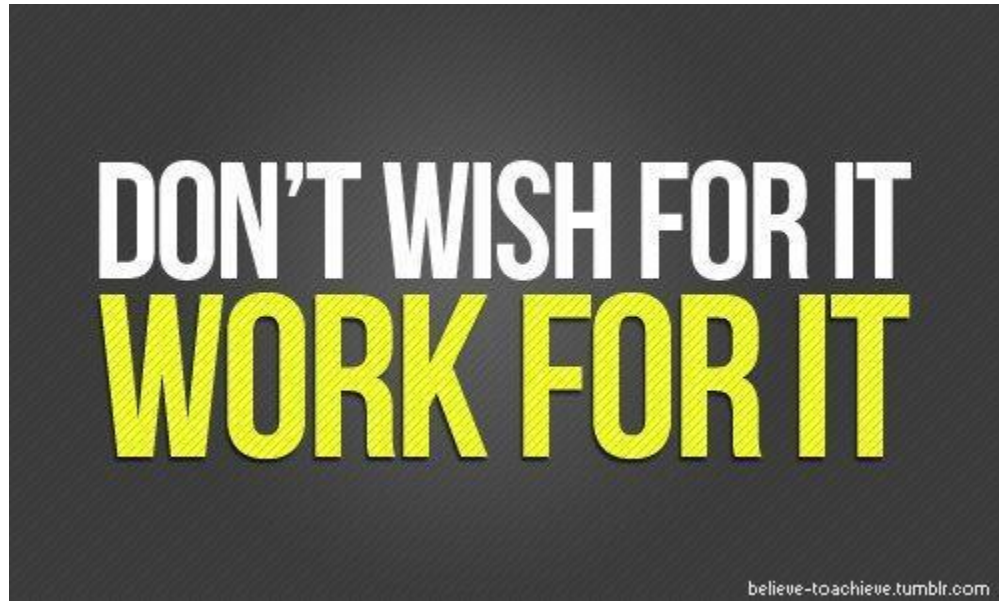
- 1) Choose your niche
- 2) Set up Domain, Squeeze Page and Auto-Responder
- 3) Set up Your Adsense Blog
- 4) Write your Amazon KDP Reports
- 5) Post in Forums
- 6) Write Blog Articles
- 7) Send Daily Email with Link to New Blog Article
- 8) Profit from Subscribers Clicking Adsense Ads
- 9) Repeat

We know this sounds like a lot of work compared to other reports. And you are right. This isn't 'get rich quick' or 'Make \$8,164 Tomorrow with CPA!!!!'. This is a real business that if you put in 1-2 hours a day for the next 30 days, your income will be drastically changed. Whether your goal is to make a car payment every month, some extra pocket cash or taking this all the way to \$300+ a day, it is up to you.

Just follow the steps we went over and you will be able to reach any goal you set! The few people we shared this with prior to releasing it to yourself, asked us how to see the fastest success with this. Our answer was simple as it is every time we get asked that question.

“Stick to the game plan!”

This is a great complete system that can be put into action if you only have 30-60 minutes a day. Make sure you spend each day working on it. Even if just a couple emails or 1 blog article. You'd be surprised how much you can get done when you sit down and just write and create content. No distractions! No FB, chat, text, television. Just you cranking out content, 10X Rule style!



If you have any questions or need support, please contact us here and we will reply asap. Thank you!

<http://breakthroughproductcreation.com/private-support>

Create. Launch. Profit.

99% of People Who Try To Make Money Online Fail...Learn The TRUE Secrets of the 1%

Let Me **Ask You** A Question

