

# Are So-Called "Make Money" Products Worthless?

Ever considered buying one of those money-making products that claim you can earn hundreds per day, with only a few hours work? I did too, and after reading one long sales letter after another, I finally broke down and purchased a few. Here's what I learned about making money online and what it really costs to get those fantastic profits you hear so much about.

## Getting Started... First, Choose A Product

I bought a popular package and paid \$49.95, which is about average. For my money, I got a lot of sound ideas for generating Internet cash; almost too many. Do yourself a favor and take notes as you wade through the detailed techniques in the products you pick. It'll help you set priorities for the tasks you'll need to perform later.

## When in Doubt, Start at the Beginning

Like many others, this product author offered a free website to jump-start your business. As with any website, you also need a hosting plan. The author recommended a hosting company that charges \$4.95 per month. This is actually a great price, since it includes lots of high-quality features and a free domain name (i.e. [www.yourdomainname.com](http://www.yourdomainname.com).)

**Quick Tip:** When choosing a domain name, be sure to use keywords in the name that are related to the theme of your website. Also, always use .com at the end of the name. It is more widely accepted and looks more professional than .info or .biz for example.

Your costs so far:

- Product: \$49.95, including free website
- Domain name of your choice: \$0.00
- Hosting cost: \$4.95 / month for hosting, paid 1 year in advance (that's how you get the low per month cost... a common practice for web hosting companies.) Cost: \$59.40
- Total expenditure: \$109.35

## Ok, But How Do You Generate Income?

Let's assume you now have a complimentary website from the author under your chosen domain name. So, how does that make you money?

What you've probably received is a website with reviews for various money-making products, including the author's own product. You earn commissions when your visitors buy any of those products after reading your reviews. You don't sell anything directly; instead, you are what's called an "affiliate" of the authors whose product reviews appear on your web pages.

What does being an affiliate cost? Nothing... it's free! And, you stand to make substantial income if you can entice your visitors to buy the products you review.

For example, some packages you can sell may cost \$100 and you can receive up to 75% commission for sending a buyer to the author's web page, as long as they complete a purchase. Product prices and commissions vary, but the average charge for an information product is about \$50 and the average commission paid is around 50%, so being an affiliate can be very lucrative!

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## Getting Visitors Fast

At this point, you've got the potential to make good, maybe even great, money. But there's just one catch... nobody on the Internet knows about your website! You have no visitors and no buyers.

What can you do to get eyes on your site in a hurry? What else, spend some money! How much depends upon what you can afford up front and how well you understand pay-per-click (PPC) advertising.

What is pay-per-click advertising? Run a search for "make money" on [www.Google.com](http://www.Google.com) and take a look at the results page. On the right side of the screen and sometimes at the top of the screen you'll see a section called "Sponsored Links". These are the PPC ads, called Google Adwords, that people like yourself can purchase. Your ads appear when someone searches Google for the keywords you specify during your ad setup.

## Let The Bidding Begin

Here's how pay-per-click works: You bid for position in the sponsored ads, but you pay nothing until someone clicks on your ad. For each click, you pay the amount you bid for your location in the ad results. Depending upon the keywords you pick, bids can range from \$0.05 to many dollars.

But, it really doesn't matter how much you pay for a click as long as you get a fair amount of sales from those clicks in return. Remember, you can earn an average of \$25 and even \$75 or more per sale when your customers buy through your affiliate links.

## Pay-Per-Click Economics 101

Let's assume a cost to you of \$0.25 per click and an average profit from each affiliate sale of \$25. You must sell (or "convert") 10 products per 1000 clicks just to break-even. So, your "conversion rate" or the number of sales you make vs. the number of total clicks on your ad would then be 1%.

1% sounds like a low number, but it's actually considered a decent conversion rate on the Internet. But wait, you're just breaking-even. To start actually making money, you must lower your cost-per-click or raise your conversion rate. How? By selecting the right keywords for your ads and tweaking your website so it induces your visitors to buy, not just browse.

## The Adwords Path to Profits

Ideally, you want your ad to appear in targeted search results, when the searcher is ready to buy. There's a whole science (and maybe a little voodoo) behind picking the best keywords for your ads, writing a compelling ad and getting your prospective customers to make a purchase from your website. But, there are also lots of informative products out there to help you. Products which you can buy and then sell as an affiliate to recoup your costs!

Ok, let's recap your business expenses up to now... you've spent \$109.35 on a money-making product plus web hosting. Add \$250 per week for Google ad clicks (1000 clicks / week at \$0.25 each = \$250 / week.) So at the end of month one, you have a total outlay of

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\$1109.35, with \$1000 of that repeating each month for your ad costs.

Now, let's look at your profit figures... at the original conversion rate of 1%, you break even each month after the first. Not so good, but... what if you enhanced your Google ad and picked some cheaper, more targeted keywords for your ad raising your conversion rate a little to 1.5%?

### Count Your Profits, But Keep Your Job

Good news! 1.5% of those 1000 clicks per week is 15 sales. At \$25 commission per sale, you gross \$375 per week. Subtracting \$250 in Google ad costs, you're making \$125 profit per week! Not enough to quit your job, but that's \$500 a month you didn't have before. The best part is, this process repeats itself without any more effort on your part, except for some simple monitoring of your Google account.

### Making a Living from Your Website(s)

Now, let's improve your bottom-line. Imagine you have 20 affiliate websites selling various products that generate \$125 profit per week through affiliate sales. That's an amazing \$2500 per week or \$130,000 per year! Makes you want to quit your job and devote even more time to creating those affiliate websites, doesn't it?

Is this simple? Not when you first start out. In fact, if you aren't careful about your keyword choices and your ad and website content, you could be pouring that \$250 in ad costs right down the Google drain!

### Worth It... or Worthless?

Yes, money-making products that promise Internet profits can actually work. Just be sure to follow instructions and take careful notes. It's also smart to learn as much as you can about keyword selection, ad writing and website design. Oh, and don't forget to take some time to enjoy your new-found success!

## Recommended Money-Making Products:

### Startup Guides:

If you're just starting out and you need some background in online sales and some help making your first site or blog profitable, I can recommend: [Newbie Cash Machine](#) and [Xtreme Wealth Package](#). Both of these products will give you the guidance and practical information to make your first money online in record time!

[The Newbie Cash Machine](#) is the perfect guide for a newcomer to generate steady and long term profits on the Internet. And, what's most important, the Newbie Cash Machine gives you step-by-step instructions to get you started immediately!

If you're new at online marketing and need a plan to make money online, you can't beat the information or the price of the [Xtreme Wealth Package](#). Here's the step-by-step guide you've been searching for, with a bonus free website to get you going quickly!

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## Pay-Per-Click Guides:

[Beating Adwords](#) is your best beginner Adwords guide. It delves deeply into the tricks of Google Adwords, but manages to simplify the process of pay-per-click advertising so you can get started in a hurry.

[Adwords Miracle](#) is a super Adwords profit guide. Considered the definitive Adwords bible, there are so many tips, details, descriptions and examples in this updated product that any level of online marketer can easily learn to make money with Adwords!

**BE CAREFUL!** Don't dive into the shark-infested waters of PPC without help! Either of the above products will save you buckets of cash, because there is no greater money-sucker than a badly executed Adwords campaign!

With [Beating Adwords](#) or [Adwords Miracle](#) you'll be spared these costly "growing pains" and you'll get an almost instant boost to your PPC effectiveness... that translates into much more profit for you!

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Sincerely,

Tom Thomas

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