



About A Buck...

Baby Steps to Internet Marketing Success

A SuperSimpleBlogging.com Special Report

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This article was once featured on my blog a few years back and you may have read this "article" in the past.

But so many people have contacted me complimenting the contents of this particular report that I wanted to make sure you could refer back to it in "times of need".

If you're like me and pay attention to the goings on in Internet Marketing on various forums and such you've probably seen posts about people having massive successes online.

I mean, just about every single day you see a post in one forum or another about someone earning \$100, \$400 or \$1000 or more per day from various Internet Marketing ventures.

And you know what...

I applaud every one of those people who have achieved these levels of success.

But how does it make you feel?

When you read some of these stories it gets you thinking doesn't it?

At least it does for me... (and I have the privilege of earning this kind of money online).

I'm sure you know what I mean... as you read the story... your heart beats a bit faster, your hands start to sweat and you get into the mode where you **HAVE TO KNOW** what they did to hit their "home run" \$1000 day, so you can copy their success.

While getting to the point of earning \$1000 or more per day is an awesome target (because we all need to have something to strive for), the downside of this sort of thinking is that, more often than not, you can lose sight of your immediate objective and jump into this new "thing" (whatever the flavor of the week / month is) with reckless abandon, only to get disappointed yet again...

Of course, if we just sit back for a second and think about this, the reason for the disappointment is generally because of one reason...

We keep jumping from one alleged money-maker to another.

We've become "money chasers", constantly looking for the "secret trick" or the latest money maker that will give us the big payday... quickly.

Don't get me wrong...

...I'm just as guilty of jumping on the bandwagon and lose focus too. I get tempted constantly and sometimes stray completely off course. Which is totally idiotic since "the bandwagon" generally deals with business models that are largely in-congruent with my core competencies and business models.

I'm sure some of you are thinking...

"So Steve, what's your point?"

The point is, that instead of looking at hitting these "home runs", we ought to be focusing on the basics.

The "meat and potatoes" boring stuff that actually will score (even if it's single digits) because the fundamentals are good.

So what are the basics (the fundamentals) as it relates to your business?

Well, that would of course depend on your business model.

For me, my main income comes from Contextual Marketing (primarily Adsense, eBay, Amazon and Affiliate products).

So, the basics for me is to:

- Research a niche or product
- Create Content
- Build a small "micro niche" website
- Monetize it
- Market the site (so I can start getting traffic from the search engines).

That's it.

The "fundamentals" of my business model will help each of these micro-niche sites generate \$1 - \$5 per day or more.

I know...

It's not terribly sexy (and definitely not impressive), but when you consider that I have several hundred of these sites that pay me a minimum of a dollar per day, it starts adding up.

Are you getting the picture?

One of the best reads when it comes to mindset (as far as Internet Marketing goes) is my friend Dennis Becker's book [**5 Bucks a Day**](#).

I can tell you that this book has set me straight whenever I start getting distracted (which happens way too often...) and I make it a point to read it at least every 2 - 3 months.

The basic premise of [**5 Bucks a Day**](#) is that instead of focusing on the "home runs", we as marketers ought to focus on creating multiple \$5 residual

income streams on a daily, weekly or monthly basis, which will ultimately add up to \$1000 days.

(Granted I have been practicing what Dennis teaches in this book before I read it since it's what my business model is based around, but he takes this "philosophy" to a whole another level).

In any event, I digress.

I often hear people complaining that they earn a measly \$1 per day in AdSense from their **ONE** niche site... (for what it's worth \$1 per day from an AdSense site is much better than average).

OK, so what if it's just ONE DOLLAR a day?

That's an average of \$30 per month, which will easily pay for most people's web hosting fees (with some money left over – probably enough to buy another domain name or).

Just make one of these \$1 businesses every 3 days for a year (and you get to take Sundays off), and you'll be able to earn over \$100 or more **EVERY SINGLE DAY**.

That's \$36,500.00 in annualized income per year... from building 2 of these little businesses per week!

So, what does this mean for those who own that ONE \$1 site?

Simple...

If you stopped your love affair with the ONE website and created a process of the steps you took to build that site, you might be able to shed some light on exactly how you accomplished it and eventually replicate the "success" (of creating a \$1 daily income stream) at a faster rate.

And if you're unsure of how you got there (maybe it was just pure luck)...

...then find material that will help you do what you did better (or material where they actually show you this stuff step-by-step) and try to replicate what you did before; instead of writing the success you've already had with this business model off completely and trying another one from scratch.

So, if you have been able to make one \$1 income stream, chances are pretty good that you can replicate it.

It might take you a week or two in the beginning to set one of these up, but after a while it will become second nature and you'll be able to crank a couple of them out in a day or a week.

If that was the case, how many of these would YOU build?

You could easily create 10 of these a month... in your spare time.

How would that change your life?

(I should also mention that once you start building these sites, some will start earning A LOT more than others... which means your daily average income per site will most likely go up).

Let me put it in simpler terms: Do you think you could find and market one product as an affiliate, whether it's an ebook or a physical product, that profited \$1 a day?

Does that sound difficult to you?

If you've managed to sell one product **EVER**, you should be able to do it again without too much effort. And the more times you do it, the easier it gets.

So what you need is a mental makeover.

A paradigm shift.

Stop jumping on every single opportunity that comes your way and look at creating these tiny little daily income streams by expanding on your current skill set.

Try this exercise on for size:

Sit down and take each of your monthly, quarterly and yearly expenses and break them down into a daily figure. For example, if you have a car payment for \$300 / month, divide it by 30 (which give you \$10 per day). Do this for each and every one of your expenses.

Once you're done, keep these figures handy as they should be a constant reminder of the task at hand. Once you've created a specific number of \$1 projects, you can cross one of the expenses off.

So, if I had a \$10 per day car expense, it would mean that I would need to build 10 micro-niche sites that need to perform at \$1 per day.

Pretty simple right?

One reason I like this exercise is because it gives me very concrete goals and tasks. So the next time I want something really cool (like a vacation), I spread the cost over a year to come up with a daily figure, then build as many sites as I need to hit the target.

So, let me ask you this question:

*"Can you use some of your current skill sets to create a
\$1 per day residual income?"*

If the answer is **YES**, all you need to do is create a plan of action, stay focused and **EXECUTE**.

Once you know how to create \$1 income streams using your current method (in your sleep), add another method to your arsenal...

...and do it again,

and again,

and again.

(You get the picture)

All the best,



RESOURCES:

How To Create Micro Niche Blogs – A step-by-step guide

<http://supersimpleblogging.com>

Underground Niche Blogging Tactics

<http://stealthblogger.com>

Coming Soon – UnderCover Affiliate (The “Secret” to Info-Product Marketing with Niche Blogs)

<http://UndercoverAffiliate.com>

Coming Soon – Magnetic Income (the List Building Blueprint – from Zero to Hero in 90 days)

<http://MagneticIncome.com>