



Uncover Your **NICHE**

**Niche Marketing Using
Web 2.0 Properties**

A Step By Step Guide

To Niche Marketing

Using Web 2.0 Properties

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What is Niche Marketing ?

Before we examine exactly what Niche Marketing is, I'd like to start with a short quote, attributed to Beau Sheil.

“Those who admire the massive, rigid bone structures of dinosaurs should remember that jellyfish still enjoy their very secure ecological niche”

There are probably a lot of ways to interpret this, but I like to look at it like this:

**“Dinosaurs were big, strong and ruled the world.
Jellyfish are still around”**

So what exactly do we mean when we talk about a Niche ?

Picture the world of internet marketing as a pie. You can't sit down and eat the whole pie at once, so you cut it into slices. Each slice is a niche.

It's easy to eat a piece of pie. It's easier to manage. It's easier to get away with a slice than a whole pie. It's easier to eat the whole pie a piece at a time.

A niche is just like a slice of pie. Easier to manage, easier to get away with. Less greedy people around (competition) who want the whole pie.

You can get mighty full by eating small slices from a lot of pies. It's called segmentation and that is the basis of Niche Marketing.

Segmentation...

Any market can be divided into smaller sub-markets, or niches as we shall refer to from now on. These niches attract less competition and are easier to become the dominant players in.

Dominate your first niche, move on the next, rinse and repeat, over and over and over.

Segmentation works in internet marketing by allowing you to focus on a specific piece of the market you want to enter. By focusing on a niche in the larger market, you can avoid high competition and expensive marketing campaigns while seeing real income coming in much sooner.

So what exactly is niche marketing ?

Take “cars” as an example.

“Cars” is a general market, a broad category. Anything car related will fall under this general category.

If you set out to create an online business catering to the market “cars”, chances are you would fail.

Because “cars” is such a broad topic, you would have to compete with:

- **Competition:** A LOT of competition. Competition in such a broad subject as “cars” will be in the millions of web-pages, all competing for the same searches, traffic and buyers.
- **Off Topic Searches:** Anybody looking to buy a “Used Red Ferrari” for example, is not really going to start their search with the term “cars”. They start their search with the exact term they are looking for “Used Red Ferrari”. Having a page about “Used Red Ferrari” and targeting the “cars” phrase will result in off-topic, general, non-buying traffic.

What we need to do as niche marketers is narrow the topic down a bit.

Cars ?
NO

Buy cars ?
BETTER

Buy used cars ?
GETTING THERE

Buy Used Ferrari ?
WARMER

Buy Used Red Ferrari ?
EVEN WARMER

Buy Used Red Ferrari in South London ?
PERFECT !!!

Targeted, on topic, exact.

Niche Marketing ABC

Niche Marketing can be broken down into a few simple steps:

1. Identify a profitable niche
2. Find a high paying affiliate product to promote
3. Build a website to funnel your traffic to
4. Promote your website

Do this over and over and over again for each and every niche you promote.

Once you get the hang of it it's easy to rinse and repeat.

The steps are always the same.

Step 1 – Identifying Your Niche

Niche ideas can come from anywhere. Magazines, TV adverts, discussions with friends and family.

Niche ideas can come from resources on the internet.

Places like Ebay, Amazon, Ask Simon are good places to start. Look at the “what’s hot” sections of these sites to get good ideas for what people are looking for on the internet.

Look at Craig’s List. Look at other classified advert sites. The possibilities are limitless.

Usually you can come up with some good broad subjects, but how to break these down into profitable niches ?

KEYWORD RESEARCH

I can’t stress this enough. Get the keyword research part wrong and your marketing is doomed to failure.

Target a keyword with too few searches and you could well find yourself dominating a market nobody is looking for or even worse nobody is buying in.

Target a market with too much competition and your marketing is doomed to fail as nobody will be able to find your sites in the millions of other sites all competing for the same search terms.

A profitable niche can be defined as:

*“A niche having a high number of searches
and a low number of competition”*

Keyword research is the prime ingredient in finding these profitable niches. Without accurate keyword research, your marketing will be less competitive and your income will be lower. It’s as simple as that.

Get your keyword research right and you make money. Get it wrong and you don’t.

There are a few free utilities you can use to do your keyword research.

Word Tracker Free

<http://freekeywords.wordtracker.com/>

Which brings up the following screen:

FREE keyword suggestion tool

Enter a starting keyword to generate up to 100 related keywords and an [estimate of their daily search volume](#).



The screenshot shows a web form with a light beige background. At the top, it says "Keyword:" followed by a white text input box. Below that, it says "Adult Filter:" followed by a dropdown menu currently set to "Remove offensive" and a blue downward arrow. To the right of the dropdown is a button labeled "Hit Me".

[Discover the first secret of profiting from keywords right now](#)

The free keyword tool from Wordtracker counts DAILY searches. The search counts are not exact, but are based on a formula Wordtracker uses to estimate the search volumes. Wordtracker draws results from a database of around 6% of search results, so it's far from being an exhaustive search database, but it's a pretty good starting point.

The free results from Wordtracker require a captcha every 10th search. This is normal so don't worry about any bans or anything else horrible happening when it does ask for a captcha.

To make it a bit better, use the following URL.

<http://freekeywords.wordtracker.com/gtrends/>

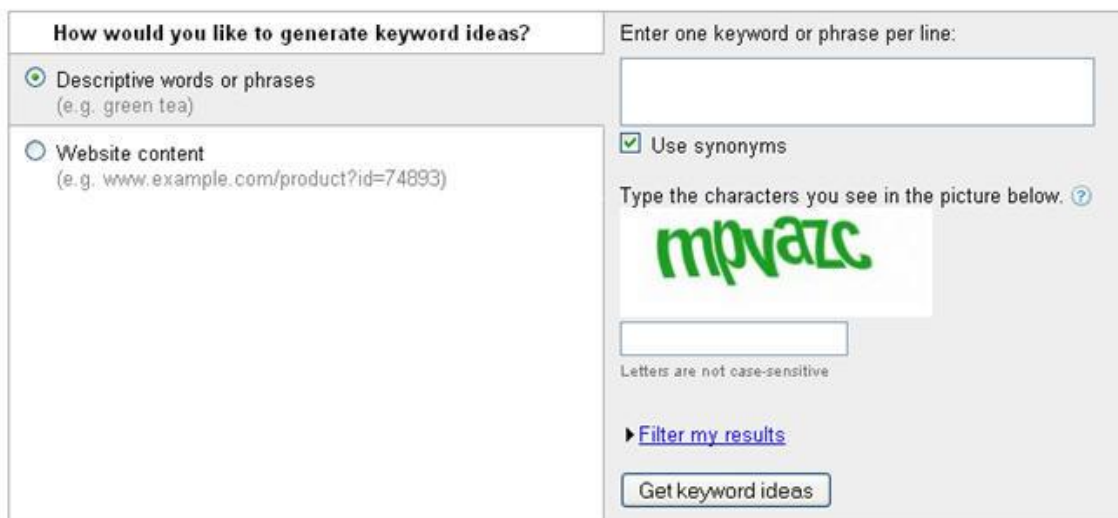
This give you the Wordtracker results with Google Trends tacked on. When you run a search, you'll get the results with some small bar-images to the right of each keyword.

Click the bar-image for the keyword you want to get Google trends for and you'll be taken to the Google Trends interface. This can be a bit slow at times so give it time. Well worth it though.

Google External Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

Which brings up the following screen



The screenshot shows the Google External Keyword Tool interface. On the left, under the heading "How would you like to generate keyword ideas?", there are two radio button options: "Descriptive words or phrases (e.g. green tea)" which is selected, and "Website content (e.g. www.example.com/product?id=74893)". On the right, there is a text input field for "Enter one keyword or phrase per line:". Below this is a checked checkbox for "Use synonyms". A CAPTCHA image shows the characters "mpvazc" in green. Below the CAPTCHA is another text input field and the text "Letters are not case-sensitive". At the bottom right, there is a blue link "Filter my results" and a button labeled "Get keyword ideas".

To find keywords, make sure the “Descriptive words or phrases” option is checked and also check the “Use synonyms” option.

The Google tool has a lot of extra information you can dig down for. Use the drop down menus in the interface to get extra information for the keywords you are looking at.

Pay particular attention to the CPC (cost per click) drop down. This gives a good indication of how “expensive” a keyword will be, which is usually a good sign of how competitive it will be.

The higher the CPC, the more competitive that particular keyword will be.

Both of these free sites are good starting points in identifying your niche keywords.

Once you’ve found a potential keyword it’s time to start checking the potential competition.

Competition Analysis

Let's take an example. We've searched in Wordtracker and the Google external tool and we've come up with the niche term

debt consolidation credit card

Let's look at the competition:

Doing a search for

debt consolidation credit card



Brings up 704,000 competing pages. At first sight, it seems this is not a potentially profitable niche. The competition is too high.

This is **NOT** an accurate representation of the competition though.

To find a more exact indication of the competition levels, use the following search terms:

“debt consolidation credit card”



311,000 results

allintitle:debt consolidation credit card

This will show you how many websites contain the search term in the meta tag titles.



85,100 results

allinurl:debt consolidation credit card

This will show you how many websites contain the search term in their URL.



29,500 results

allinanchor:debt consolidation credit card

This will show you how many websites use the search term in anchor text links.



287,000 results

You can also use "quotes" to give you an even better representation of the number of websites targeting your EXACT keywords.

allintitle:"debt consolidation credit card"

Will narrow it down even further to give EXACT allintitle results



3,780 results.....kaching !!!!

Using the free Wordtracker and Google search utilities is a good starting point, but having some kind of keyword research tool installed on your computer will be essential.

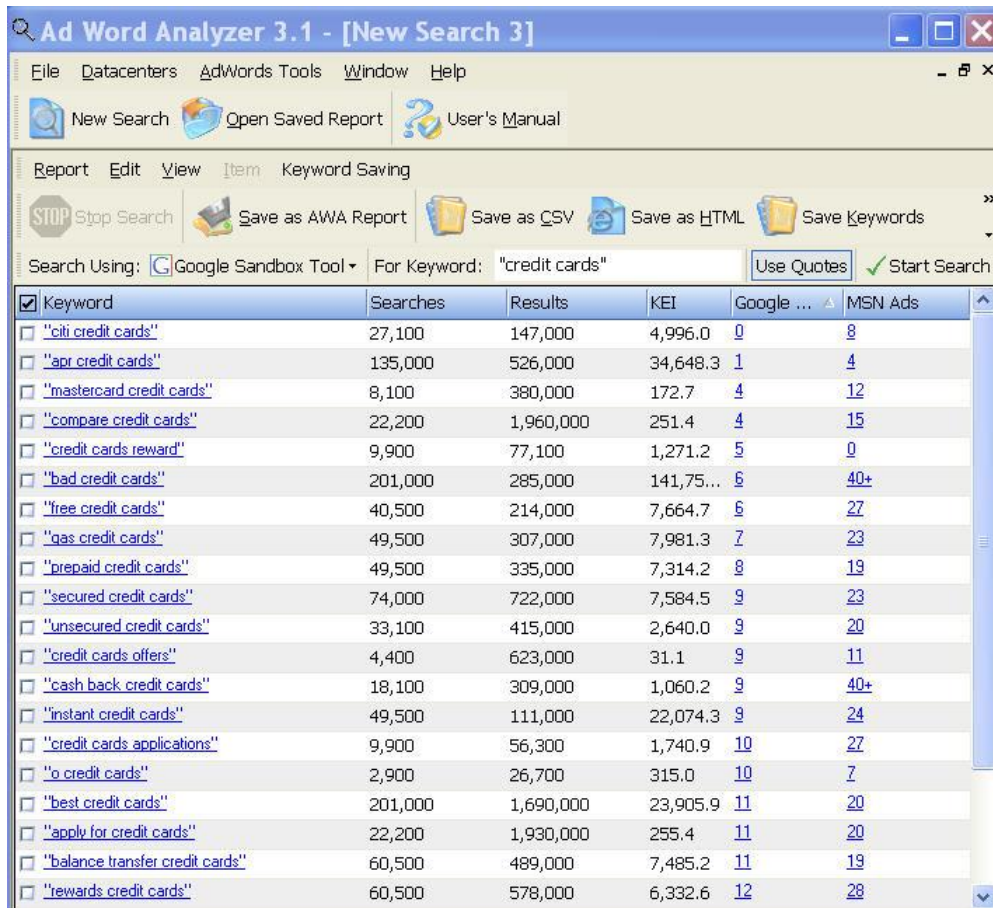
I'm a bit of a keyword research junkie. I know, it's sad, but I basically buy any and all keyword research tools I can find.

I used to have a load of subscriptions to keyword services as well, but some recent changes to the Google API, meant that some of these services are not offering value for money any more. Without the API keys, most of the potential of these services can't be used and as Google no longer issues API keys... you get the picture.

I prefer to have software installed on my computer. Software I can buy once and use forever.

Currently I use two main keyword research applications:

AdWord Analyzer



Ad Word Analyzer 3.1 - [New Search 3]

File Datacenters AdWords Tools Window Help

New Search Open Saved Report User's Manual

Report Edit View Item Keyword Saving

STOP Stop Search Save as AWA Report Save as CSV Save as HTML Save Keywords

Search Using: Google Sandbox Tool For Keyword: "credit cards" Use Quotes Start Search

<input checked="" type="checkbox"/> Keyword	Searches	Results	KEI	Google ...	MSN Ads
<input type="checkbox"/> "citi credit cards"	27,100	147,000	4,996.0	0	8
<input type="checkbox"/> "apr credit cards"	135,000	526,000	34,648.3	1	4
<input type="checkbox"/> "mastercard credit cards"	8,100	380,000	172.7	4	12
<input type="checkbox"/> "compare credit cards"	22,200	1,960,000	251.4	4	15
<input type="checkbox"/> "credit cards reward"	9,900	77,100	1,271.2	5	0
<input type="checkbox"/> "bad credit cards"	201,000	285,000	141,75...	6	40+
<input type="checkbox"/> "free credit cards"	40,500	214,000	7,664.7	6	27
<input type="checkbox"/> "gas credit cards"	49,500	307,000	7,981.3	7	23
<input type="checkbox"/> "prepaid credit cards"	49,500	335,000	7,314.2	8	19
<input type="checkbox"/> "secured credit cards"	74,000	722,000	7,584.5	9	23
<input type="checkbox"/> "unsecured credit cards"	33,100	415,000	2,640.0	9	20
<input type="checkbox"/> "credit cards offers"	4,400	623,000	31.1	9	11
<input type="checkbox"/> "cash back credit cards"	18,100	309,000	1,060.2	9	40+
<input type="checkbox"/> "instant credit cards"	49,500	111,000	22,074.3	9	24
<input type="checkbox"/> "credit cards applications"	9,900	56,300	1,740.9	10	27
<input type="checkbox"/> "o credit cards"	2,900	26,700	315.0	10	7
<input type="checkbox"/> "best credit cards"	201,000	1,690,000	23,905.9	11	20
<input type="checkbox"/> "apply for credit cards"	22,200	1,930,000	255.4	11	20
<input type="checkbox"/> "balance transfer credit cards"	60,500	489,000	7,485.2	11	19
<input type="checkbox"/> "rewards credit cards"	60,500	578,000	6,332.6	12	28

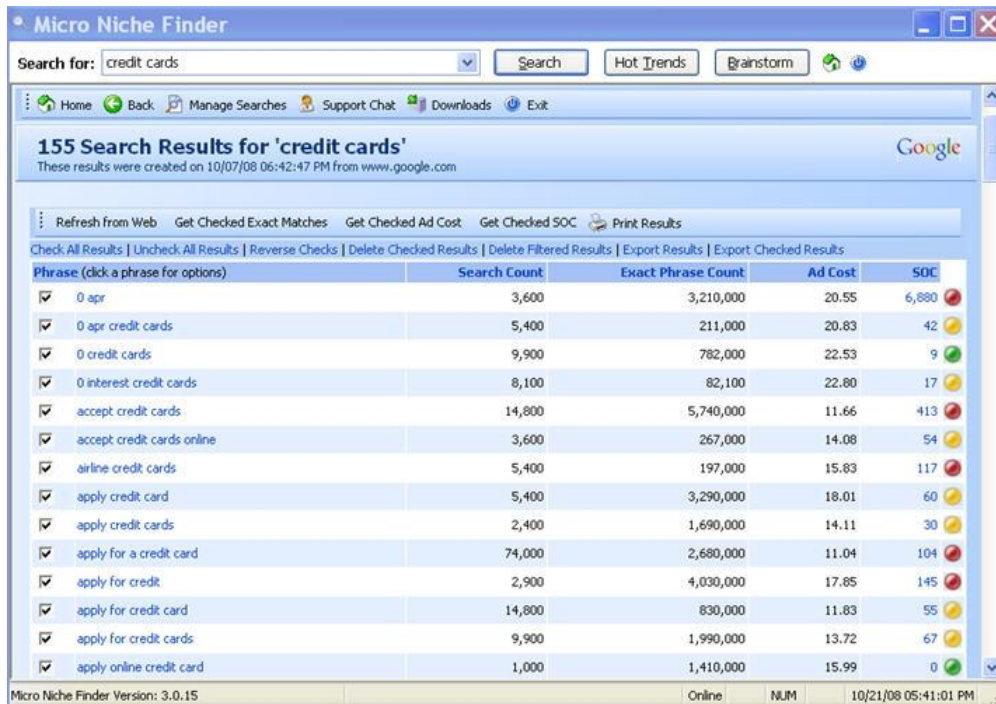
[AdWord Analyzer](#) is a very powerful keyword analysis application. From the example search in the diagram above, I've selected to use the Google sandbox (also uses Wordtracker) for the term "credit cards" in quotes (quotes selected from menu so no need to type stuff in quotes).

[AdWord Analyzer](#) gives me the search volume (Searches), results (competition in quotes) KEI (Keyword effectiveness index – the higher the better) and the number of ads in Google and MSN for the particular keyword.

It's easy to see where the competition is and the inclusion of the Google and MSN sponsored ads number is a good indication of where people are spending money. The more ads = more people spending on that particular keyword.

AdWord Analyzer is an excellent choice for keyword research. It's an uncluttered interface and has the added bonus of using proxy servers. You can also draw results from Wordtracker, so two powerful sets of results in one simple interface.

Micro Niche Finder



The screenshot shows the Micro Niche Finder application window. The search term is 'credit cards'. The results table is as follows:

Phrase (click a phrase for options)	Search Count	Exact Phrase Count	Ad Cost	SOC
<input checked="" type="checkbox"/> 0 apr	3,600	3,210,000	20.55	6,880
<input checked="" type="checkbox"/> 0 apr credit cards	5,400	211,000	20.83	42
<input checked="" type="checkbox"/> 0 credit cards	9,900	782,000	22.53	9
<input checked="" type="checkbox"/> 0 interest credit cards	8,100	82,100	22.80	17
<input checked="" type="checkbox"/> accept credit cards	14,800	5,740,000	11.66	413
<input checked="" type="checkbox"/> accept credit cards online	3,600	267,000	14.08	54
<input checked="" type="checkbox"/> airline credit cards	5,400	197,000	15.83	117
<input checked="" type="checkbox"/> apply credit card	5,400	3,290,000	18.01	60
<input checked="" type="checkbox"/> apply credit cards	2,400	1,690,000	14.11	30
<input checked="" type="checkbox"/> apply for a credit card	74,000	2,680,000	11.04	104
<input checked="" type="checkbox"/> apply for credit	2,900	4,030,000	17.85	145
<input checked="" type="checkbox"/> apply for credit card	14,800	830,000	11.83	55
<input checked="" type="checkbox"/> apply for credit cards	9,900	1,990,000	13.72	67
<input checked="" type="checkbox"/> apply online credit card	1,000	1,410,000	15.99	0

[Micro Niche Finder](#) takes a different approach to keyword analysis. It uses the Google external keyword tool and checks against the exact competition (in quotes). It also analyzes the Ad costs in Google (Very useful if you monetize using AdSense) and gives a proprietary indication of the SOC (Strength of Competition). The lower the SOC the better.

[Micro Niche Finder](#) calculates the SOC by looking at what kind of websites are ranking well for the particular search term. Typically a very accurate indication of the strength of competition you're likely to come up against for a particular keyword phrase.

A search term might have low competition, but if that competition is mainly large, established authority sites, then chances of ranking high in the search engine results are slim.

Both [AdWord Analyzer](#) and [Micro Niche Finder](#) are excellent keyword research tools.

If you're a keyword junkie like me you might want both. You definitely need one though if you are serious about your online niche marketing.

Step 2 - Finding an Affiliate Product to Promote

Once you've found your niche, you need to find the right product to promote.

Use the following search terms to find affiliate products to promote for our credit cards example:

“credit cards” + affiliate program

Or

affiliate credit cards

Replace the term “credit cards” in the search strings to find in-house affiliate programs related to your targeted niche and term.

Have a look at the big affiliate networks such as for related affiliate programs on these networks.

Payouts from affiliate programs on the networks tend to be lower than in-house offers, but you have the added benefit of having a centralized accounting system with the networks and your pay-checks are grouped.

Keep in mind that in-house affiliate commissions can be considerably higher than those offered on the networks though.

Some of the big affiliate networks include:

ClickBank

PaydotCom

Commission Junction

Share-a-Sale

LinkShare

Kolimbo

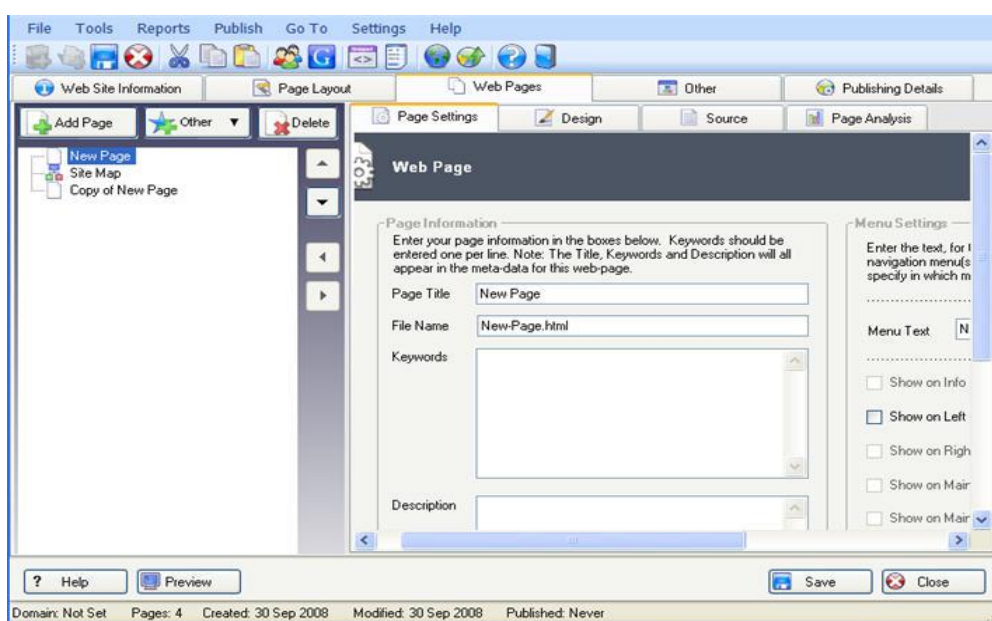
Step 3 – Building Your Website

A website is essential to building an online income. It's your main spot on the internet, the place you funnel you traffic to, the place your visitors find your affiliate links, articles and recommendations.

Your job as a niche marketer is to answer the questions your visitors have about the products you promote. How well you answer these questions will be reflected in the number of sales you make. Give good answers, make more sales. Fall short on your answers, make less sales. It's as simple as that.

My personal choice for website building is [XSite Pro](#) . Using XSite Pro I can add in all the Web 2.0 facilities I need such as multiple RSS feeds, Social Bookmarking, Video, Audio.

All in an intuitive WYSIWYG (what you see is what you get) environment, without having to know any complicated html, php or other coding language.



[XSite Pro](#) has a very easy interface and all the aspects of your websites are fully customizable. Menus, sitemaps, RSS feeds, all can be designed and published exactly the way you want them.

XSite Pro has the added benefit of offering 2 views of the pages you design. “Design View” which is the WYSIWYG bit and “Source View” which is the html code for the pages you design.

Particularly useful when you want to setup anchor text links for example. Just type the anchor text in “design view”, highlight, right click and type in the URL for the link.

Switch to “source view” and you have the html code to copy and past into your article resource boxes or free sites.

You could also start out by using a free website design application like [NVU](#) . I actually built my first website using NVU, but graduated to [XSite Pro](#) for the added features and far easier interface.

Once you design your first website, you'll need hosting to publish your site for the world to see.

I've been using [WebHosting Buzz](#) for a while now and have no complaints.

Low on cost, high on features and their support desk is an example of how to do things the right way.

[WebHosting Buzz](#) offer Shared and Reseller hosting plans and, for the really footprint paranoid, additional C-Class IP's.

I've never had a need for extra IP's, but it's nice to know they are available if needed.

I highly recommend [WebHosting Buzz](#) for affordable, reliable full CPanel hosting.

Step 4 – Promoting Your Website

This is where it starts to get interesting. This is where the Web 2.0 properties come into play.

But what exactly are Web 2.0 properties ?

The search engines have fallen in love with interactive content. Sites that are regularly updated. Sites that are “user driven”. Sites where users can leave their comments, add their content or upload their videos.

These interactive sites are the Web 2.0 properties you will be using to promote your money sites.

Sites you will be using include:

- Blogger Blogs
- Wordpress Blogs
- Video Submission Sites
- Article Sites
- Hubpages
- Squidoo Lenses
- RSS Aggregators

The search engines love these sites. They love that fact that every time you update your blogs for example, the RSS feeds get updated. The RSS aggregators distribute these updated feeds across the internet and surfers get more relevant, updated, fresh content.

The more of these Web 2.0 properties you build, the more ways surfers find to reach your money sites and the more sales you make.

It's a simple equation:

More traffic = more sales

Nothing more complicated than that.

Create blogs and add some posts to them

Submit some articles to article directories like Ezine Articles or GoArticles

Create a Hubpage and add an article

Create a Squidoo lens and add an article

Post a video to YouTube

Bookmark your sites using Social Bookmarking

Rinse and repeat for each and every niche you find

These Web 2.0 properties get a lot of love from the search engines. These sites get indexed quickly and can rank higher than static sites with the same content.

RSS feeds in particular get zipped around the internet almost immediately. RSS fits the new Web 2.0 environment like a glove.

The new standard for the search engines is regularly updated on-tropic content. This is where the power of RSS really comes into play.

1. RSS Feeds are easy to update
2. Users can select which RSS feeds they read (subscribing)
3. RSS feeds can be archived very easily
4. RSS feeds can contain a lot of information from various sources

It's important to pull as many RSS feeds as possible from your websites, to give yourself the highest possible number to promote.

One mistake I see repeated in a great number of websites is only using a single feed for all the items on the site.

Why not break this feed down into smaller feeds? This has several benefits

- More feeds to promote
- More relevant content
- Tighter feeds
- More keywords to target
- Niche Feeds

If you were to promote products in the "Weight Loss" market for example, there are literally 1000's of products, all falling under the same broad category "weight loss".

This market is super competitive and the chances of getting any top page listings for the term "weight loss" are slim. Possible to so, but would take a long time.

Going into the niche aspect of "weight loss" can result in all kinds of less competitive niches.

- Teen weight loss
- Weight loss for the over 40
- Safe weight loss

And many, many more possibilities.

If you had a site related to "weight loss" and pulled an RSS feed off this site, it would be difficult to rank this feed for the term "weight loss".

Break this feed down into several smaller feeds, targeting the less competitive niches and you can get front page rankings with your RSS feeds.

There is nothing to stop you including pages in your feeds that relate to the broader, more competitive search term.

For the weight loss example, if I was to setup and submit feeds related to the keyword phrase “weight loss for the over 40”, who says I can’t include pages related to the broader term “weight loss” ???

This way I get my RSS feeds ranking for the lower competition term “weight loss for the over 40” and also include items from the broader, higher competition keyword “weight loss”.

Chances are somebody reading my RSS feed might also click on the high competition items.

It’s the same principal as anything else you do in niche marketing, only this time, instead of finding a good keyword and writing an article for Ezine Articles for example, with RSS you setup a feed related to your niche keyword and submit this feed to the RSS aggregators.

Web 2.0 Marketing Blueprint

Use the blueprint below to plan and execute your marketing using Brute Force SEO and the Web 2.0 properties we discussed:

Based on a 7-Day Marketing Cycle per Niche

DAYS 1 and 2

Target 5 keyword phrases
Keyword Research per phrase
Market Analysis per phrase

Option 1: (OK – but not recommended)

Write ONE article per keyword phrase
Create free sites with this content and submit same to article sites

Option 2: (BETTER)

Write TWO versions of your article per keyword phrase.
Submit one version to Ezine Articles, one version to all other article sites and free sites

Option 3: (EVEN BETTER)

Write THREE versions of your article per keyword phrase
Submit one version to Ezine Articles, one version to GoArticles, one version to all other article sites and free sites

Option 4: (BEST)

Submit UNIQUE version to Ezine Articles, UNIQUE version to GoArticles, ONE version for all other article sites and UNIQUE versions of the article for all the free sites you create, one UNIQUE version per site.

This might seem time consuming, and it is, but it's creating sites that will be around for you to exploit and monetize for a long, long time.

I've included some resources at the end of this report for free article re-writers and a content checker to check the unique levels of each article, which should make option 4 a bit easier to do.

DAYS 3 through 7

One run per day on BF, per keyword phrase
Create free sites (from options above)
Submit articles (from options above)
Submit RSS feeds
Social Bookmarking

This gives you 5 full runs per 7 day cycle. At the end of the cycle, rinse and repeat for new keyword phrases in the niche or totally new niche.

If you do go with the multiple version options, aim to have each version 30% or 40% unique and you should stay in the safe zone, although that's not a concrete rule.

I try to get my articles and content as unique as possible. Use the article re-writer at the end of this report and the content checker.

At the end of the day, it's personal preference. I just don't see the point in creating sites which will get slapped for being duplicate and de-listed.

Option 4 might seem a bit extreme, but as I've had quite a few questions regarding the "stickiness" of my sites, I thought I'd include it.

As a side note, I've never had a site de-listed when following option 4.

Once you start using the plan outlined above, you will soon start to have dozens even hundreds of urls for your Web 2.0 properties.

Keep detailed records of these. These sites will form the backbone of your marketing and most will be around for a long time to come.

Start your record keeping early. It's better to update than have to create a record when your urls are in the 100's.

Inevitably some of your sites may be deleted from the search engine results. Accept that this as a possibility. Again, following option 4, I've never had this problem.

Keep your content on topic and avoid cramming with links, and you minimize your deletion ratio.

Keep your bookmarking natural. To explain that a bit further let's look at what bookmarking is for a minute:

You surf the internet and find an interesting site. You want to share this site with the world so you bookmark this using one of the social bookmarking sites. You find another site related to the subject and bookmark that as well.

Natural bookmarking is about having a spread of sites. It's unlikely that you would only find sites belonging to me for example to be interesting.

Only bookmarking your own sites is asking for trouble. It's not natural and the search engines are picking up on this with increasing efficiency.

Say you wanted to bookmark your "weight loss site".

Have a look at the FDA website for example for articles related to "weight loss". Bookmark these article url's along with your own sites. This looks natural to the search engines and will keep you under the radar.

Mix and match your bookmarking to include url's unrelated to your own but on topic. Don't bookmark competitor sites.

There are 1000's of general, information, non-profit sites you can pull url's from to bookmark. Use them to disguise your own bookmarking and stay natural looking to the search engines.

Check large non-profit authority sites for articles related to your own niche. Bookmark these urls along with yours. Keep it natural.

Useful Tips & Resources

- Keep a separate version of your articles just for Ezine Articles. The reason is articles submitted to Ezine Articles undergo verification with software and then by human editors. If either check finds duplicate content, your article will be rejected.
- Hubpages only allow 2 links in your articles and they must point to different URL's.
- Bookmark a variety of urls. To make your social bookmarking look "natural" to the search engines, bookmark a variety of urls. Obviously you don't want to be bookmarking your competitor's sites, so find a non-profit site with content related to yours. Things like government sites, or local agency sites might have content related to yours. Bookmark the relevant pages in these sites along with your own. Looks much more natural.
- Keep your RSS feeds updated. Search engines love RSS feeds, but if they go stale, your listings will suffer. Keep your content updated and the feeds update automatically.
- Keep your submissions natural. Don't do Web 2.0 submissions repeatedly every day for the same keyword phrase or using the same accounts. Find 5 separate keyword phrases related to your niche and do 5 submissions over a 5 day period.
- Keep your article writing and keyword research separate from your submissions. Set aside 2 days a week to write articles and research keywords. Do 5 sets, and then use the 5 day submission plan to totally dominate your niche.
- Head on over to [LinkSerp](#) and create a free account. This will allow you to setup a 1-way link campaign and get 250 links pointing to your money site. Additional domains require a paid account, but start with a free account. Its 250 links for nothing.
- Rinse and Repeat
- [Article Re-Writer](#)
- [Content Checker](#)

Andrew Paxton