

The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions
so that **YOU** can make money online without
falling for the scams



Hobby Dollars

**You Have Full Master
Resale & Giveaway
Rights To This Product!
Basically You Can Do
Whatever You Like With
It As Long As It Is Not
Altered.**

**If You Would Like
Premium Master Resale
Rights On This Product Please [Click Here](#)**

**By DSM Publishing Limited
www.dsm-publishing.co.uk**

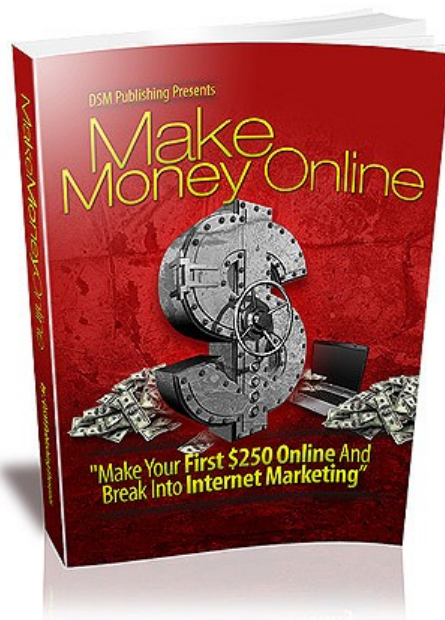
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Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.

If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).



FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 10-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

If you would like to take advantage of our Internet Marketing Superclass & discover how to make money online then [click here](#)

HOBBY DOLLARS

One of the advantages to blogging about your favourite hobby is that you already have the “passion” and will easily be able to create great content on a regular basis.

Many bloggers pick a niche, they start out with good intentions, but quickly run out of ideas to blog about, this is the not case for the hobby blogger, because you are passionate about your hobby, it is not so hard to find the ideas and topics to blog about.

A common thought is that the crafting and hobby blogs don't make money, they are there only to display someone's love of a particular subject. Well, that really isn't the case, lots of hobby blogs out there are making money, and some of them are making serious money. Wouldn't it be great if instead of your hobby costing you money, you could make money from your hobby.

Funding your hobby can be expensive, so why not use blogging to bring in some extra money to pay for it.

Other enthusiasts are looking for the same as you, that must have tool? Fabric? Wool? Kit? It is clear that there will be others out there who have the same interests and will be scouring the net looking for new ideas, resources, hints and tips or “how to” guidance.

Writing product reviews can be a huge income generator on a hobby blog. When you find that must have “item” that you absolutely love, you can tell people about it on your blog, include an affiliate link to the product.

Unless you have a really weird and not well known hobby like counting the spots on a ladybirds back! (no offence to ladybird spotters!) But as weird as it may sound, even that hobby could be monetised.

So why not blog about your hobby, share your thoughts, ideas and passion with others and make some money at the same time too.

- **Setting Up Your Blog**

In order for your blog to be taken seriously, you should consider hosting it yourself on your own website domain name and hosting. This is really easy to set up and it will set you apart from those who use free services

such as blogger.com

One of the things blogger.com doesn't like so much is advertising on their blogs, if you use blogger.com and they dislike your blog, they will disable it and all your hard work will be gone with the click of their mouse.

The best hosting to host a blog is one that has “cpanel” and “fantastico” features, there are so many hosting providers that you will not have any problem finding one that you can afford. For less than \$5 a month for hosting, you could be earning more \$ per month back. It is easier to host a blog on Linux hosting than it is on Windows hosting.

Before we delve into hosting – we'd better get a domain name registered. Think very carefully about what best describes what your blog is going to be about. A relevant name targeted to your specific niche will an advantage.

For example my husband has a Manchester United blog and I have a movie blog.

The key here is your name + your hobby – get the idea?

A domain name can be registered for as little as \$8.88 for one year, that's a cost of just \$0.024 cents a day. One of the best places to register a name is at namecheap.com

Some hosting companies give you a free domain name when you take up their hosting deal, searching Google for a free domain there are lots of them about. However, I strongly advise that you stay clear of these types of company, you should be in charge of what happens to your domain name and where it is hosted.

You can sign up to Hostgator.com with coupon code dsmpublishing and get your domain name for free.

Once you've registered your domain name and grabbed your hosting space you may need to point your site to the host. This is really easy to do, you simply change the DNS settings of the name to point to the web hosting space. You will get an email with the DNS details in when you sign up for your hosting.

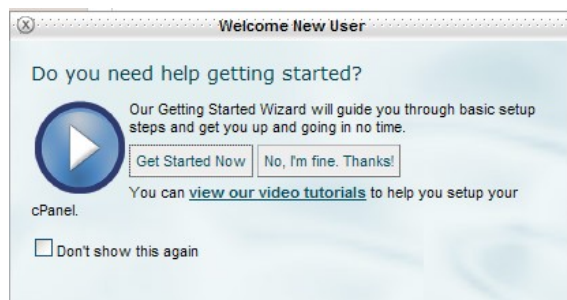
Typically the DNS information will look like this:

ns118.your_hosters_name.com
ns119.your_hosters_name.com
They are usually sequential numbers.

We've registered the name, signed up for hosting and have pointed the name to the hosting account. Now we need to log in to the hosting and install the blog.

9 times out of 10 you simply put your web site name followed by /cpanel
A box will pop up on the screen asking you for your user name and password, these will have been emailed to you when you signed up for your web hosting account.

Now we can log in – you will be presented with a screen that looks very busy, don't panic, most of it can be ignored for now.



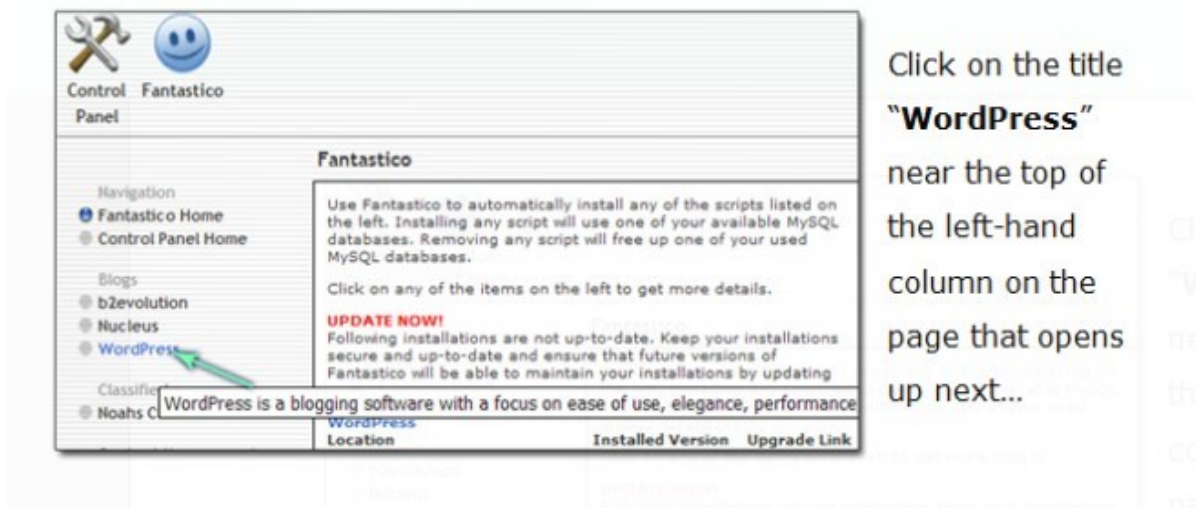
Most cpanel accounts come with an inbuilt help system. There are lots of videos and how to guides inbuilt. It's best if you go through the wizard system and carry out the basic steps. When you are confident enough, you can tick the

box and tell cpanel never to show you the help screen again, but for a first time user, it really is very helpful.

Go through the tasks and set up the defaults needed, set up an email address, contact details etc. Finally we can install the basic default blog. In cpanel look for the section that looks like this.



We are looking for that blue smiley face “Fantastico De Luxe”. Clicking on this will bring up another menu section



Simply follow the online instructions on the pages as you go through them. Choose the option of where you would like to install your blog, either in the main root folder or a separate folder. Enter you admin details, the email address you set up before and hit install.

Wordpress gives the option of sending you an email with all the installation details, it's a good idea to send this to your main email address and then keep it somewhere safe in case you forget your password. To log in to your wordpress blog for the first time, you can either click from within the installation panel or enter through your web browser.

To log in through your web browser you type in your domain name the folder name if you installed to a separate folder and then wp-login.php



Here you simply enter your details you set as admin and either tick the remember me box or not as you choose. Once completed, simply click Log In.

As soon as you've logged in, you will see your "dashboard" This is the area where you will do all of your customisations, adding posts, content, widgets, plug ins and more importantly changing the Theme.

The basic theme that comes with wordpress is just plain boring. Notice that on the left hand side of your Dashboard there is an expanding menu. Any on of the tabs on this menu will expand to a drop down menu as you



click on them. The one we want is Appearance. Click on Appearance and another sub menu set opens up.

Here we are looking for the option Add New Themes.

Once clicked another menu opens up within the dashboard. At the top of the page there are several options you can choose from.

You can search the database at Wordpress for a new theme, you can upload a them you have on your own computer. You can see the Featured, newest or recently updated themes just click whichever you'd like.



There are an absolute ton of websites out there offering free wordpress templates, just use google to search for them. Now You don't want just any template, you want a template that is adsense and ad block ready, and more importantly you want one that will portray your sites identity to the visitors.

Personalising Your Blog

You can have a custom header created for your theme (or make one yourself in any graphics editor) Just upload it into the appropriate place on your website usually wp_content / themes / theme folder/ images.

You may have to hunt around your server a little bit to find the right header graphic to replace, it could be called anything from "header.png" "header.jpg", "header.gif" or "Logo.gif" or "Logo.jpg". Just make sure your new header is exactly the same size as the one you are going to replace.

The default header in the default Wordpress installation is 760 x 200 pixels, other templates have different size header graphic files.

Do not steal other peoples graphics. Yes it is easy to do, but it is not legal and you could get into serious trouble. If you do find a picture on someone else's site don't steal it, ask permission to use it. Or better yet, make your own.

Before you can start to monetise that blog, you will have to add some content. The most important pages are your About page and your privacy page.

Your about page should tell your visitors about the site and the type of content you hope to bring them. Tell them about yourself, why you consider your self to be an expert, what experience you have.

Your visitors don't need to see picture of your family and all your pets, they need to be able to connect with YOU, so tell them about you.

Another important page is your privacy page. Because you are looking to eventually use adsense to monetize the site, you will need to have a privacy statement that follows Google's guidance, but it's always a good idea to have a privacy statement anyway. There are some free online resources that you can use to add a privacy statement to your site.

Finally because of the FTC and other organisations, and the fact that you are going to promote products from the site you will need to have a statement displayed advising people that you may receive compensation for recommending a product to them. Find and Obey the Law of your Country.

A blog is nothing without content. Don't distract your visitors with excessive images that distract them from the content. They don't want to see animated gifs and masses of spinning banner ads, they want to read what you have blogged about. So keep it clean and keep it organised.

Initially you need to decide on four main categories and make at least one post to each of these categories. It's not hard to make a post, if you can use a word processing program, you can use the WYSIWYG inside the dashboard of wordpress, it works just the same way. You type, you add pictures and you publish.

Content is king, a hobbyist will have no difficulty at all in writing a post, just pretend you are discussing your subject with a fellow hobbyist and write the content as though it was a story you are telling.

Next he just has to write one post on each of the above subjects and he has the start of his money making hobby blog. Remember Content is KING.

Monetising Your Blog

So just how can you make money from your hobby blog.
The most common ways are to:

1. Apply to Google and run adsense adds on the blog.
2. Apply to Amazon and recommend products from their site.
3. Go to Clickbank and look for similar products to recommend.
4. Go to manufacturers/suppliers websites of your hobby and see if they have an affiliate / referral program you can join.

So let's look at each of these:

Google AdSense is Googles revenue sharing advertisement program. Every time someone clicks on an ad placed on your site your earn a few cents or dollars, depending upon the payout for the ad you are running.

There are different kinds of ads you can choose to display, from text ads, Image ads, Video ads, and link ads, text ads are the easiest to integrate with your site and can be quite profitable, but before you can run any kind of ad your site needs to be approved by Google.

Google is very strict in what it will and won't allow, so take the time to read their terms and conditions, make sure you abide by them and all should go well for you. You can read their terms by going to [Google's policy page](#).

How to apply for an Adsense Account.

https://www.google.com/adsense/login/en_GB/

There is a lot of helpful information on those pages, take the time to read it.

Sign up complete their forms and wait for approval. Once approved you get access to build which type of advertising campaign, the style of add you want to display, etc. just take your time and go through their settings according.

Once you have set your campaign, Google will give you a publishers ID and the code to paste into your blog.

Before you apply for an adsense account, you need to be aware of their basic rules: currently their criteria for accepting you is that.

Your website must be launched and contain enough textual content for their specialists to evaluate it. Websites that are under construction, don't load, or have non functioning links, will not be approved. It is important to ensure that the URL on your application form is entered correctly.

Double check when you enter it onto their form.

Site Ownership

You must have access to edit the html source code of the website you submit for adsense. If you submit a site you don't own, then you won't be able to place the Adsense code on the site and your application will not be approved.

In some locations, including China and India, they also require publishers to have owned their sites for 6 months.

If you follow their guidelines and have some good content already on your site then you shouldn't really have a problem getting accepted into their program.

If your blog template is not an adsense ready template then there is an excellent plug-in you can download from here. [Adsense Plugin](#).

[Just upload and install like you did with the other plugins](#).

Amazon.com

Amazon.com is a Marketplace which provides a venue for you to buy and sell new, used, collectable and refurbished items, live on their website. Marketplace is not an auction – the seller sets the price of each item they list.

As an Amazon affiliate you can earn up to 10% of the sale price of an item if a buyer purchases through your links.

Again Amazon is strict in what it will and will not allow you to do so read their terms.

<https://affiliate-program.amazon.co.uk/>

Amazon has a whole range of link types, gadgets and gizmo's to help you market their products. Again, before you can promote for Amazon, your site needs to be approved by them.

Sign up, complete their forms, read their rules, and wait for approval. Once you have been approved, log in to your account and you will see all the various ways you can build links or ad units for Amazon products, there is even the option to add an Amazon search box directly onto your blog.

Wordpress.org has an excellent plug-in for Amazon, you can download a copy from within your dashboard search for Amazon showcase Plugin. Just simply upload and install like your other plugins.

ClickBank.com

Clickbank has thousands of digitally delivered products you can choose from. The products are laid on in categories in the marketplace, just look for what suits your blog content grab your “hoplink” and promote away.

Clickbank though whilst not requiring you to be approved for an account, does have strict rules that you have to meet before they will pay you any commission that is due to you. Read the terms of their Customer Distribution Requirement.

All clickbank products have to have a 60 day refund guarantee period. So even if you have made a few sales and met their CDR you could still end up not receiving all of the expected commission because of a refunder.

On the plus side, Clickbank handles all the payment processing and taxes so you don't have to worry if there is a refund, as they take back the money before they pass it on to you. Once you have received two cheque payments from them you can opt to have your commissions paid directly into your bank account.

Signing up for an account is super easy, just click this link and enter your account details. [Sign up for clickbank.](#)

Clickbank too have widgets and gadgets you can add to your blog and there are clickbank plug-ins too.

A detailed list of 11,765 affiliate programs can be found listed at this website:

<http://www.associateprograms.com/directory/>

Get Paid To Blog

www.blogvertise.com

This is not particularly getting paid as an expert, it's more of a review opportunity. Here's how it works.

1. Read their rules on what is and what is not allowed, if your blog qualifies then you can register for an account and submit your blog for review.
2. Once your account is registered your blog is placed into the assignment queue, they then email you tasks/assignments to complete.
3. Follow their instructions to the letter and complete your assignment.
4. Submit your written entry back to them for review. If your blog entry is approved you get paid after 30 days. Payments are made via paypal.
5. The blog entry has to remain permanently on your site.

www.payperpost.com

Again another site where advertisers seek out bloggers to review their products. You register your blog with their service, set how much you will charge to make a blog post either by the post rate, or the price per word rate.

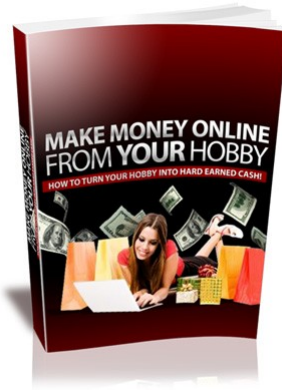
Once your blog is registered, advertisers make you an offer to post a blog post about their product.

You have the option to accept or decline any offer made to you. You cannot however approach advertisers they are only allowed to approach you.

There are more than 20 paid to blog sites out there similar to the two mentioned above. Whilst writing review posts won't make you enough to retire, it may just pay the cost of hosting and renewal of the domain name.

The most important part of this job is to make sure that you are honest and that you put passion into your blog.

This month's tutorial is all available with full unrestricted private label rights on the following link:



<http://www.ebooks-land.com/products/premium/makemoneyhobby.html>

You will receive:

- Your full ebook (this is a mini version)
- All the designs including full minisite
- Along with your own sales page

Then all you would need to do is upload it on to the internet and you have your product.

PUT INTO PRACTICE

1. Decide on the type of blog that you want to create based on what your hobbies are. Do you like sports? cookery? computer games?
2. Follow the system in this ebook and also download our full blog guide by [clicking here](#).
3. Look at how you want to make money from your blog and plan ahead.
4. Think about how much you enjoy your hobby and what you would want to know if you were the reader.

And last but not least.....

5. Go and implement it!

See you next month

Samantha Milner

Samantha Milner
Author – The Ultimate Fast Track Tutorials

Sign up at <http://www.dsm-publishing.co.uk> and receive the new fast track tutorials direct to your inbox.