

# 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



## Niche Madness

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](#)

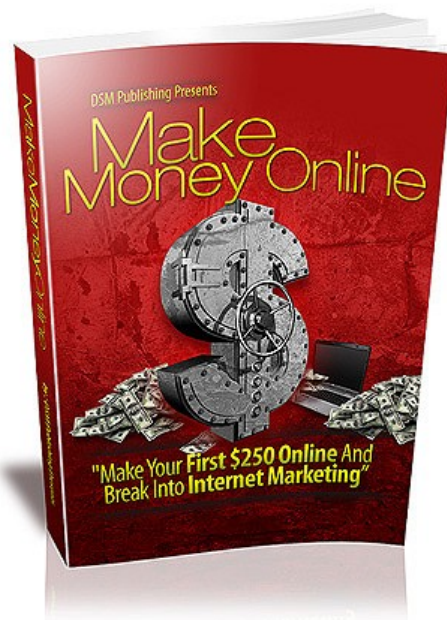
By DSM Publishing Limited  
[www.dsm-publishing.co.uk](http://www.dsm-publishing.co.uk)

## Please Note

The information contained in this publication is for reference only. The author and/or publisher are not liable for any losses, actions or liabilities that arise from reading or using any of the information contained in this publication. The reader/ user is responsible for checking and adhering to any legal requirement pertaining to the use, downloading or any resultant action from any software versions arising from a link in this book. The author and /or publisher are not responsible for any broken links although we try our best to make sure the information contained herein is accurate.

## 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](#)

# NICHE MADNESS

Niche marketing is one of the best ways to get your voice heard on the internet so that you can make money online.

When I look at ideal ways to make money I always consider a good niche as an amazing starting point. Then the idea is that you conquer the niche and then show other people how to make money following the same methods that you used.

Many people start out directly in the make money niche and the downside to this is that they will have entered this niche as newbies and will be thought of like this for a very long time.

For example with me the first niche that I went into was the diet niche and because it is so big it gave me a lot of knowledge for me to use in the future.

The important point to make when choosing a niche is that it **MUST** be one where people are actually spending money. Don't just go for any and hope for the best.

For example I wouldn't touch the debt niche as people are hardly going to put their hand in their pocket to buy your products are they?

You also need to find a niche that has a decent variety of different products so that you will have a good choice of affiliate products to choose from.

I also go for niches that either have a middle class following (meaning they will have money to burn) or for a niche that has a variety of different people interested in it.

For example here are a few popular niches:

- Diet/Fitness
- Sailing/Yachting
- Caravaning/RV owners
- Food
- Sports related
- Mother/Baby
- Weddings

- Pet related
- And so on

The truth is the following information that I am going to provide you with in this free report is how you can crack any niche you like. As long as you follow it you have the niche as putty in your hands!

## **Choosing your niche**

This may seem like a very simple step and it is! However many people choose a niche and then think to themselves that they have not got what it takes to make it work and back out of their plan.

So make sure you make a decision and stick to it!

Please don't spend a month looking for a niche because in that time you could have created income streams in at least six niches and you will be wasting your money by hanging around and not making an important decision.

## **Finding products to promote**

Once you have made a decision about the niche that you want to follow and find 20 products on ClickBank.com or Amazon.com that you will be promoting in your niche.

## **Setting up your Ezine**

Now you need to create a new list in your Aweber account for this niche and create follow up autoresponder messages for it. You need to create 30 follow up messages in total to satisfy how it is going to make you money online.

This is the order of the messages that you need to create:

Message 1 – Welcome message

Message 2 – Story that suits the niche (250 words) & affiliate link 10 in signature

Message 3 – Story that suits the niche (250 words) & affiliate link 10 in signature

Message 4 – Special offer – linked to an affiliate link 1(150 words)

Message 5 – Story that suits the niche (250 words) & affiliate link 10 in signature

Message 6 – Story that suits the niche (250 words) & affiliate link 11 in signature

Message 7 – Special offer – linked to an affiliate link 2(150 words)

Message 8 – Story that suits the niche (250 words) & affiliate link 11 in signature

Message 9 – Story that suits the niche (250 words) & affiliate link 11 in signature

Message 10 – Special offer – linked to an affiliate link 3(150 words)

Message 11 – Story that suits the niche (250 words) & affiliate link 12 in signature

Message 12 – Story that suits the niche (250 words) & affiliate link 12 in signature

Message 13 – Special offer – linked to an affiliate link 4(150 words)

Message 14 – Story that suits the niche (250 words) & affiliate link 12 in signature

Message 15 – Story that suits the niche (250 words) & affiliate link 13 in signature

Message 16 – Special offer – linked to an affiliate link 5(150 words)

Message 17 – Story that suits the niche (250 words) & affiliate link 13 in signature

Message 18 – Story that suits the niche (250 words) & affiliate link 13 in signature

Message 19 – Special offer – linked to an affiliate link 6(150 words)

Message 20 – Story that suits the niche (250 words) & affiliate link 14 in signature

Message 21 – Story that suits the niche (250 words) & affiliate link 14 in signature

Message 22 – Special offer – linked to an affiliate link 7(150 words)

Message 23 – Story that suits the niche (250 words) & affiliate link 14 in signature

Message 24 – Story that suits the niche (250 words) & affiliate link 15 in signature

Message 25 – Special offer – linked to an affiliate link 8(150 words)

Message 26 – Story that suits the niche (250 words) & affiliate link 15 in signature

Message 27 – Story that suits the niche (250 words) & affiliate link 15 in signature

Message 28 – Special offer – linked to an affiliate link 9(150 words)

Message 29 – Story that suits the niche (250 words) & affiliate link 16 in signature

Message 30 – Story that suits the niche (250 words) & affiliate link 16 in signature

You can outsource these if you wish or you could do them yourself – the choice is entirely yours. Depending on the speed that you can work at you can usually do all of these in two days.

Though the thought of being attached to my laptop for two whole days writing these is a big task for me so I would probably outsource them.

The stories are best done as light humour so that people can attach to your personality and are more likely then to buy your products and services.

Titles should always be written well so that you can achieve a high open rate by your subscribers so that they will then click on the affiliate links.

As you can see from the order of them above every third message is an affiliate link offer whereas the others each tell a story. This is important because people do not want to be overloaded with offers without any worthwhile content.

Then you want to set up the messages so that they are delivered eight days apart. The reason for this is that people are doing different things on different days and by having the message sent out every seven days would mean the message would go out at exactly the same time.

This also makes it look too automated even though it is giving a bad impression. What you actually want is to send it out every eight days instead and then it will always arrive on a different day giving a more natural look.

### **Creating a free product**

Now you need to create a free product to offer new subscribers so that they will join your mailing list. It doesn't need to be big just offer quality information that will reel in the customers.

It could be a top 5 tips for the niche in question or 5 funny stories for the niche.

I am sure you have seen many squeeze pages over the years to know what to expect and how to word them if you haven't here is a few of ours:

<http://www.24hourtwitterexpert.com>  
<http://www.ebooks-land.com>  
<http://www.dsm-publishing.co.uk/freegifts>

## **Build your blog**

The next step is to put together a blog so that you have a source for your traffic. You could of course create a website but they do not have the same options as a Wordpress blog and by using a blog you can get yourself indexed much sooner.

You can read our free Wordpress guide to help you set up your blog:

<http://www.dsm-publishing.co.uk/freegifts/wordpressexpert.html>

Like with your Ezine autoresponder you need to add a blog post every eight days each of them following the same system as with your Ezines. In other words you need to write stories about your niche and every third message should be an offer.

However when you do offers on a blog you need to re-write them slightly and have them as reviews for the products with your affiliate link at the end.

You then add the free product as a pop up on your blog so that you can get active subscribers at any opportunity!

## **Build up your SEO**

Now for the final step you need to build up your Search Engine Optimisation so that the blog posts you have now created are on the first page of Google giving you regular blogging traffic.

When you are choosing keywords I always go into it with two ideas in mind.

It must have lots of clicks on Google everyday and have a very low competition as possible. Anything with less than a million returned searches on Google is very easy to hit the top ranks on and you can be on first page of Google within 4-6 weeks.

The easiest way to do this is to use Pauls Backlink Packets:

<http://www.warriorforum.com/warrior-special-offers-forum/68352-amazing-backlinks-get-120-high-page-rank-backlinks-per-month-first-packet-50-backlinks-free.html>

You simply pick out two keywords and complete Paul's packets on them. If you want to make more money from it and hit more niches I would recommend that you outsource this part of things.

I personally have hundreds of people on [Odesk.com](http://Odesk.com) that work for 56 cent an hour doing packets for me and it is really making a difference to my business.

You can read more about my outsourcing strategies at:

<http://www.smartoutsourcersbible.com>

## **Decision Time**

Now is the time to make a decision about what you would like to do with your niche. For example do you want to walk away now with a healthy income stream and build another niche site or are you going to delve deeper in the niche you are already involved in?

For example you could find new products to promote to your list as it grows offering them a wide choice of even more products. You could write more Ezines or put more effort into your blog.

If you look into the products in Amazon you will find that there is a whole host of products available including Dvds, Cds, electrical equipment and so on. So you really are spoilt for choice with what you can offer them.

Just think about what you want to achieve from the niche you are focusing on and plan your niche madness from there.

## PUT INTO PRACTICE

1. Decide what niche you want to put effort into and stick with it. Don't keep changing your mind because if you do you will never achieve the earnings you crave.
2. Follow the steps in this month's tutorial and set up your niche system.
3. Decide how you are going to take the niche further whether it is going to involve expanding on what you have created or providing a portfolio of similar niche plans.

And last but not least.....

4. 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.