WARNING! The book you are about to read contains extreme Blackhat Marketing Techniques and ideas that are not just frowned upon by the Myspace community, they will get your accounts **CLOSED DOWN** if you aren't careful and do not stick to exactly what I say. Myspace marketing is ridiculously lucrative, but carelessness will cost you accounts. You have been warned!

Contents

Guerrilla Warfare-Advanced Tactics To Really Reap The Rewards!

Introduction

Hello and thank you for purchasing this book. You've made a great choice, I know of no other source at all where you will get this much in depth information and step by step case studies. If you apply the techniques I'm going to show you, you WILL make money. There is no luck or skill to it, it's simple cause and effect. Myspace marketing is not hard at all, and once you learn the ropes and begin to profit, you control how much you want to earn. You can write your own paycheck basically, by deciding how much effort you want to put in.

As you have probably gathered by now, this book is dedicated to showing YOU exactly how to make money from Myspace, the world's number one "Social Networking" site, and a huge site in its own right.

Social networking is something that is HUGE worldwide, and many people believe it to be the "next generation" of web usage, making the internet as much a part of our everyday lives as a television set or telephone is these days. It may seem far off but 15 years ago who had a cellphone? A few people. And now who does? EVERYONE. See my point? In short, Social Networking may be the thing that makes the internet a necessity in people's lives.

But What IS Social Networking?

That's all well and good, but what exactly *is* social networking? The following definition is taken from Wikipedia.com—

"The first social networking website was Classmates.com, which began in

1995. Company of Friends, the online network of Fast Company, the pre-eminent "new economy" business magazine, launched shortly after, in 1997 and introduced business networking to the internet. Other sites followed, including SixDegrees.com, which began in 1997, Epinions which introduced the circle of trust in 1999, followed by European equivalents Ciao.com, Dooyoo and ToLuna. It was not until 2001 that websites using the Circle of Friends online social networks started appearing. This form of social networking, widely used in virtual communities, became particularly popular in 2002 and flourished with the advent of a website called Friendster. There are over 200 social networking sites. The popularity of

these sites rapidly grew, and by 2005 MySpace was getting more page views than Google. Google has a social network called Orkut, launched in 2004. Social networking began to be seen as a component of internet strategy at around the same time: in March 2005 Yahoo launched Yahoo! 360°, their entry into the field, and in July 2005 News Corporation bought MySpace.

In these communities, an initial set of founders sends out messages inviting members of their own personal networks to join the site. New members repeat the process, growing the total number of members and links in the network. Sites then offer features such as automatic address book updates, viewable profiles, the ability to form new links through "introduction services," and other forms of online social connections."

Hopefully that has made things a little clearer, although to be blunt, it doesn't really matter if you understand it from an academic point of view–we are making money from it, not writing a term paper, and besides, as soon as you log onto one of these sites I'm sure you will understand exactly what's going on there! It's basically a big group of people hanging out and making friends!

Okay now to begin making money from these sites costs next to nothing, but here are the things you WILL need to get going:

Necessary Items

Myspace is a very fertile place to make money at the moment, and the techniques and ideas are all pretty simple once you get the hang of them. It's actually amazing how much money can be made from such simple techniques. Best of all, there is no real limit on what you can achieve. If you put the time and effort in, it's more than possible to make money within a few hours of starting out.

As far as realistic earning potential, earnings of $100-$200 per day are not at all difficult, and the best thing is that when you find something that works for you, you can just replicate it over and over again and replicate those profits too! Not bad at all for something which costs **absolutely nothing** to start!

So why Myspace?

Good question. Myspace is a place for friends, or so the advertising would have us believe. These days, everybody seems to have a Myspace page. Celebrities, Musicians, Actors etc, the exposure gained from the site itself can be quite phenomenal. There are already many documented cases of bands "making it" purely through the marketing and promotion of their songs on Myspace, and more recently there have been members like Tila Tequila and various others becoming "famous" just for their Myspace promotion of themselves. Talk about being famous for being famous!

The site itself can be quite difficult to imagine if you are not familiar with it, so check it now by visiting www.myspace.com It's basically a huge free site where once you have opened an account you get your own slice of the internet that you can literally do what you like with. People customise their profiles to tell the world about them, include video clips, music

clips, pictures, games, anything at all really.

There are certain conditions and terms of service which everyone has to abide by to be allowed to use the site, but they are still pretty lenient with what goes on. Expect to see everyone from the local Church Choir group to exotic models publicising their latest photo shoot, and best of all, you can make friends with both of them!

Size *Does* Matter!!

Now it's time to illustrate exactly why Myspace is so good to use to make money. As one of the very biggest sites on the internet (top three at time of writing) at the moment, the site gets a phenomenal amount of traffic and is growing exponentially. Think of all the popular HUGE websites that you know–Myspace is bigger than both Amazon and eBay, and gets more traffic than the mighty Google! At time of writing, there are over 200 million people with Myspace accounts. Factors like this coupled with a few others make Myspace an absolute goldmine for people that are attuned to making money:

- Sheer size–200 million people is huge, undeniably, but couple that with the fact that they have an estimated 200,000 new members signing up every single day and you can begin to appreciate the moneymaking potential for the site. Anytime you can gain access to such a ridiculously large amount of people all you need is the most rudimentary marketing skills and you can make an absolute killing.

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- It's still ==relatively unknown== to the mass markets. Ebay and Google get headlines and news stories every single day, but Myspace does not get the same wide acknowledgements. This is good for us, because A) it means the site will only get BIGGER, and B) it remains mostly overlooked as a means to make money. We are there in the early days, and as you probably can imagine, with things like this, it's the early days that are the most profitable!

- It's ==free==. People love free, and it's one of the things that perpetuate the success of Myspace.

- It's "cool," or perceived as cool. This is great for us because it gives longevity to the site- people are falling over each other to respond to messages and get the most friends etc. These are all things we will be capitalising on.

- The friends system-The friends system, or the easy technique of adding friends to boost your network, is one of the things that make the whole Myspace scene work, but more on that later.

The Money is <u>STILL</u> in The List

Are you familiar with the phrase "The Money Is In The List" at all? It's an accurate and well known saying amongst internet marketers, and refers to the belief that to make big money from the internet, you need to have a "list," or mailing list of people's email addresses. I mean a legal one too, a list of people that are happy to hear from you and have legally "opted in" to receive such messages from you.

The reason people say that the money is in the list is that such lists are cultivated over time, and (hopefully) the owner of the list has a good relationship with the people on the list. This gives the list owner instant access to a large amount of people who may possibly buy new products etc. So should the owner develop a new product or service, the first people to be offered will usually be the list, which, if the list has been well looked after, will result in a surge of sales for the owner, because they will usually give a special offer. Happy customers, happy owner, smiling faces all around!

For example if I had a list of 10000 people I had dealt with in the past, all happy and who had opted in to receive future details from me, and I offered them this ebook at $40, 5% of people may say yes. The actual percentage will obviously vary depending on how much they trust me and how persuasive the sales copy is, but let's say 5% for now. This would be a good, but not great percentage for a sales pitch like this.

Now listen up, this is where it gets interesting. 5% of 10000 is 500, and 500 x $40 is $20000. So in theory I could have just made $20000 for not a huge amount of work on my part, namely sending some emails via an autoresponder service and setting up a website for product delivery. Less than two hours work. Relative easy, and very lucrative–now you can see why people say, "The Money Is In The List!"

So Why Do I Care About Lists if I Want to Make Money from Myspace?

Obviously the hardest part of this system is obtaining the list in the first place and keeping the customers happy by building a nice rapport with them over time. This is all stuff that takes considerable effort, not to mention consistence. There are very strict "spam" laws in place to prevent people from just adding names and addresses to their list, so every single one of those 10000 names must have added themselves to the list at some point, and have been happy to stay there. To obtain a list, people will typically have an "opt in" page on their website somewhere, or offer all new customers a free gift in return for signing up to their newsletter, things like that. There are a million ways to obtain a list, but they all take time and steadily applied effort. I had no real understanding of how difficult it can be to build a list until I started building my first list from my first website a long time ago, and it took me *8 WEEKS* to get *7 NAMES,* and three of those opted out after a short time. Now are you seeing why it's so hard to maintain a list? That's where Myspace comes in.

Why Can't We All Just Be Friends?

Myspace has a system which allows you to build your own unique list of

people that you are able to contact via messaging systems within Myspace itself. The people are known as Friends, and the process is known as Adding. It's literally as simple as clicking on another user, which could be anyone–from your friend who lives down the block to Madonna–and then sending them a "Friend Request." If that person okays your friend request, Tada! You are now friends. This means you are now permitted to contact this person by the various means in Myspace itself. This is what makes Myspace (and other similar sites) a moneymaking dream. It's relatively easy to build up a huge list of friends in a short time. You can go from having a fresh account to having several thousand friends in a matter of days. And if you have several thousand friends, it won't be long until you have some cash!

It CAN be very fast to find lots of friends, however to find all those people and add each and every one of them one by one manually would take hours on end. Literally hours. Days even. Stop and think for a second, if you had an account with 1000 friends and each one took you 3 minutes to find and add, you have spent 3000 minutes building that friends list. That's 50 hours. Now you may make money from a thousand friends, but if you divided it amongst all the hours you had put in adding them all you would be not be earning such a hot wage. But fear not–there is a better way!

Attack of the Robots!

Have you ever seen those video clips from the 50's and 60's where they were trying to imagine what life would be like in the future, and they had lots of imagery of flying cars and big clunky robots cleaning house. Well I always thought those days would never come, but here they are! In a way anyway……

Certain enterprising individuals have managed to create software which enables you to "Add" friends automatically within Myspace and other social networks. Not only that, they can automate practically everything you would ever want to do in the Myspace environment. There are various

bots on the market, as you can imagine, all with different features etc, and they are collectively known as "bots", which is the colloquial term given to any computer program which allows you to automate a previously manual process.

It is these programs which enable the convenience of marketing within the online social networks. They just make life so much easier, period. It's simply a matter of pointing the "bot" at the page you would like the friends to come from, telling it how many to request and setting it on it's way–all those members are then sent an invitation to become your friend. Magic. It's as easy as that.

 If we take our previous example of 3000 minutes for 1000 friends, a decent bot could get through that in a couple of hours or so. And it's automated, so you can do other things while you wait for it to finish cycling through. Now do you see why a bot is important? As internet marketers the most valuable commodity we have is our time, and tools like this help us devote our time to really important stuff by automating the simple things.

Decisions Decisions!

There are various friend bots available for Myspace, and in honesty different ones come and go all the time. Myspace have been known to

close them down and get into legal battles with the creators of the bots, and this means the landscape is ever changing.

Probably the longest running bot, and the most efficient for our purposes is Friendbot, which has a variety of add ons and customizations which can make our time with Myspace very profitable indeed.

Buying Your Friends

Okay now there are another couple of ways to get friends on Myspace, without needing to add them yourself, the first of which is buying them. Well kind of. There are various websites springing up that will allow you to "Feature" your profile on their page, and because they get lots of traffic from Myspace users looking to add friends, your profile will then get lots of friend requests. The most popular of these sites that I have found are probably www.friendstorm.net, www.mylink-space.com, and www.featuredprofile.com. Of these I can only honestly recommend www.friendstorm.net as it is the only one I have used. The prices sometimes change, but at time of writing it is $7 to be featured for one day. I can honestly say that each time I have used the service, I have never failed to get less than 1000 friends in a day, sometimes closer to 2000. As I'm sure you can imagine, this is quite useful for getting new accounts built up fast. The friends you gain in this fashion will not be as *targeted* as we may like for some of our marketing, but we can always use them for something (more on this later).

All Aboard!!

The other method of gaining friends quickly is known as Training, or riding a whore train (sorry about the terminology, I didn't invent that name for it I promise!). This is basically like a big chain letter that is passed around Myspace via bulletins and also passed around some of the Myspace resource networks. The way it works is that the letter contains lots of Myspace profiles, and each person adds the people on the list and then adds their own profile to the list, and then sends it on to all their friends, and so it goes on with (in theory) your account getting a few nice friends requests as time goes on and it gets reposted and reposted. There are hundreds, maybe even thousands of trains doing the rounds at any moment, so if you want to join some just do a quick Google search and you will find some. Now in my experience, it is worth joining the trains as you do get a decent amount of friend requests if you use the right trains, but it never seems to work out quite as well as I imagine it will. But then again, it's free, so who am I to complain?

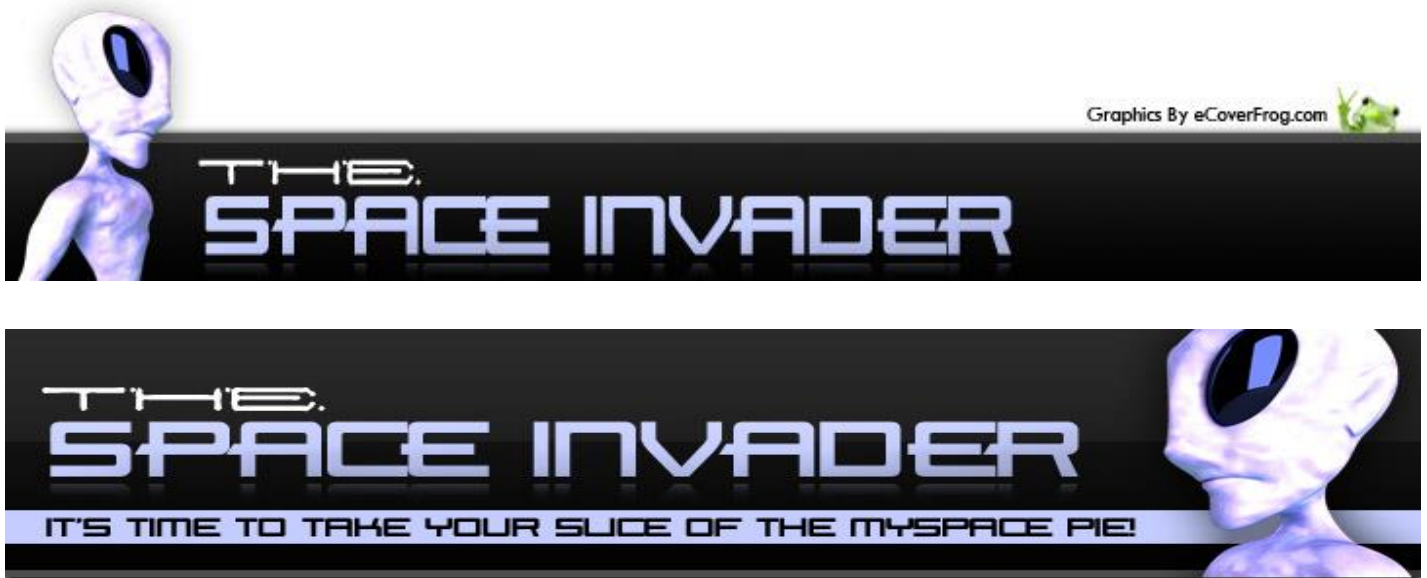## So what happens when you have thousands

and thousands of friends?

You sell things to them. That's basically what it comes down to. Through clever use of affiliate marketing and cost per action marketing (don't worry I'll explain both in a second) you will be "selling" things to the friends through various means, and making nice large slices of commission whilst doing so. Don't worry, it's all very simple once you know what you are doing, and I will explain it all thoroughly in the "*How to Sell*" section.

> **Definitions-**
> **Affiliate Marketing-***The simple definition of this is basically referring a customer to a company and being paid a commission, like a finders fee, when they purchase goods or a service. So if you were to contact all your thousands of friends and tell them you knew where they could get paid $50 to fill out a simple survey, chances are a few of them would take you up on that. The survey company would then charge them $40 as a sign up fee, of which you get a percentage, usually half. Happy customer, happy seller, happy middleman!*
>
> **Cost Per Action (CPA) Marketing-** *This is very similar to affiliate marketing, but in a lot of cases you will be referring the customer to a service, rather than a direct product. All the free ipod things you have undoubtedly seen are CPA. Hey don't knock it, those things can be a licence to print money and YES they do really give you a free ipod.*

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Where to Begin?

Ok, now I've explained the basic premise, the whys and the wherefores, now we are going to get into the HOWS, because that's why you bought this book!

Getting the whole thing going is really a two stage process, and I'm going to lay them out right here for you.

Stage One-Opening Accounts and Making Them Profitable

I'm going to start right at the beginning, setting up your Myspace account. It is recommended that you start new accounts before using any of the techniques in this book-as mentioned before, it's best to have a completely fresh account so that it doesn't matter too much if it gets frozen or deleted.

We are going to be aggressively marketing with these accounts so some may get closed down-there will undoubtedly be casualties in our quest for endless profit! Always remember though it is easy to get another opened, so if they do close one down it does not mean everything stops!

The key is to have 10, 20, 30 accounts in constant use, or even more if you've time, 200, 500 even, so that if one does disappear it doesn't matter too much. Most successful Myspace marketers are always building and adding new accounts "just in case".

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A Note on Building Accounts

First of all, the more accounts you have, the more money you will make. They will NOT be real people; we are creating them to suit our marketing

purposes, so they will be tailored toward certain things. I warned you some of this stuff was black hat!

Here's the kicker: when you create an account, **nine out of ten times you have to be a girl**. A young girl too, and beautiful. Yes you read that right. Regardless of your age and sex in real life, you are going to create dozens of Myspace accounts for young beautiful girls!

No I'm not some kind of raving sexist-the reasons for this are clear cut and scientific. I'll surmise it for you: Myspace is around 50% male, maybe more. Our main objective is to add people to our lists so we may make money. What male is going to refuse a friend invitation from a beautiful young lady? A very small percentage, if any. But how many men are going to say yes to other men? Not so many. Fact.

It's just a numbers game. Women on the other hand are far more likely to approve same-sex friend requests.

I actually tested it myself once by creating two new accounts, a boy and a girl, and adding friends at the same time from the same places. After about a week or so, the girl had lots more friends than the guy. Not only that, but she had been invited to all kinds of parties and gigs and things, and had been inundated with friends requests.

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The guy on the other hand, was languishing with only a few friends, no invitations to anything at all, and worst of all, to this day he has never had a single friend request other than all the band requests that get sent out en masse.

Anyway, to cut a long story short, if you are in this for money, for the

most part you need to create accounts for a young lady aged between 18 and 24 and who is very easy on the eye. There are obviously exceptions, as in if you were trying to market a dating site to women or something; it would make sense to create a handsome male profile for that specific purpose.

Creating Fake People

It's pretty simple to create an account, literally a case of visiting Myspace.com and taking it from there. It's less complicated than opening a free email account with Yahoo. It takes minutes, if that. Anyone can do it. BUT not *anyone* can do it and then make thousands from the comfort of their own home, so listen up, as these factors are almost a necessity to earn.

1. **Pick a catchy name**. It doesn't have to be brilliant, don't waste too much time thinking it up, but bear in mind someone with a name that is believable yet slightly unusual will get lots of views just for the name alone. Most marketers don't bother doing this, so you will be a step ahead of deletion with a cool name.

2. **Pick a good photo**, and try to get more than one of the same person. NOT of yourself (unless you fulfil the young female and beautiful prerequisites we mentioned earlier!). There are various places to get photos online, and obviously you need to choose one that's totally royalty free and that doesn't have any rights issues. Just search Google for royalty free photos, or public domain photos. There are plenty of websites catering to your needs.

   I do know of quite a few people that just grab photos from other websites and Google Images and stuff like that, but I can't recommend that as I don't know the legality. Whatever you do, stay within the law! It'll be even harder to make cash from behind bars!

3. **Make a note of the email addresses**. Myspace DO send a confirmation email to the address you gave, so you will need to create an email account for each Myspace account. A lot of people

18

will just create lots of fake accounts with similar email addresses. Jane@hotmail.com, and then Jane1@hotmail.com etc etc. I'm sure you get the message, although there is a school of thought that believes in making the email addresses as believable as possible so as not to arouse any suspicion with the Myspace Police!

Bringing Fake People to Life

Once the account is open, it's time to go to work and make it look like a real profile. This is time consuming at first, the first one I did took me forever, but then I was completely new to Myspace and had no real idea what I was doing. Don't worry if the first one takes a while, you'll have it down pat in next to no time as it really is very simple.
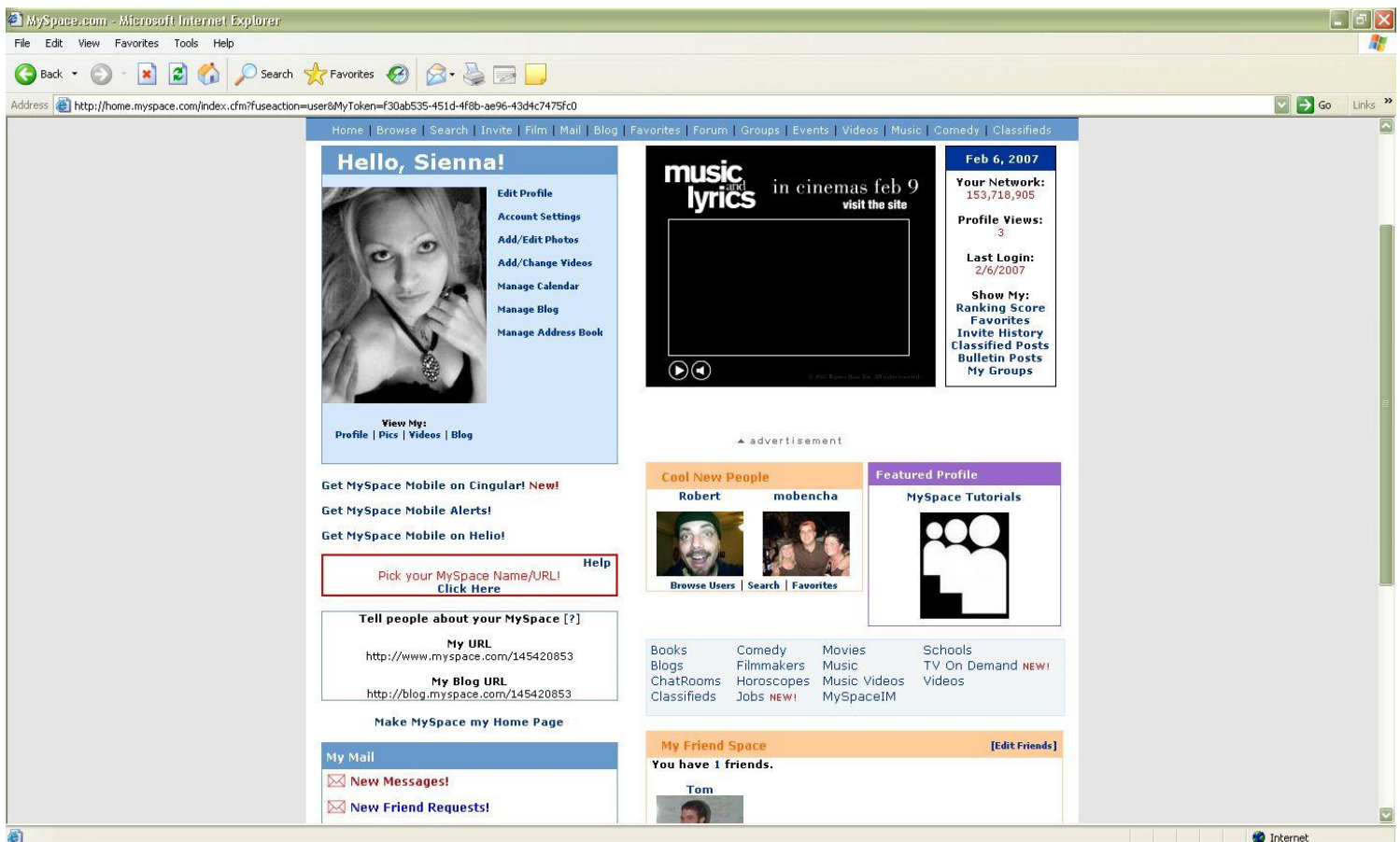
From the screenshot above you can see that our picture appears on the left, and beside it we have links to the various editing pages.

The first thing we need to do is edit our profile and put in some details about ourselves. It's important that this is done early because people will be looking at the profile right from the get-go, and the more *real* it looks, the more residual friend requests you will get from day one.

The main thing about adding detail to the profile is to try and make them seem as much like a genuine exciting person as possible. Nothing will destroy our money making efforts faster than people knowing the account is not for a real person. Just basically make up some stuff about favourite movies and things like that. This can make people feel a little self conscious, as it will be read by thousands of people, so if you are not too sure what to write it may be a good idea to check out some other peoples profiles first to see what they have written.

Quick tip 1–*Make sure you give your profiles a headline that catches the eye*–*With mine I sometimes visit famous quotes websites, and put a quote of the day in there or something like that. It certainly gets people's interest as I get lots of comments about them.*
Quick tip 2–*Make your people come from big cities. Lots of people look for friends locally on Myspace, so you have a much greater chance to attract those residual friend requests if you are attached to a big city like LA or New York.*

Give it Some Zing!

You have probably noticed by now that some people really do go above and beyond the call of duty customising their Myspace profiles. Some of

them are truly impressive. You will be glad to know that it's not at all difficult to give yourself an equally individual page for every single profile that you create.

I know it sounds silly, but it's absolutely essential to do this as the more interesting the layout of your page, the more people you will get asking to be your friend, and the more people will accept your friend invitations. I don't know the psychology behind this but I suspect it may be the social networking equivalent of keeping up with the neighbours.

Ok now, in order to alter the backgrounds and extras, you will need some HTML code. Now I don't know about you, but my HTML knowledge isn't up to making pretty pictures and things and putting them onto Myspace- or rather it probably is, but it would take me hours and hours! Fear not though-there are places on the net that will let you download their own codes and templates for free! There are quite a few sites like this around, and my particular favourite is www.the-myspace-place.com. There you will find plenty of pre-made layouts, and lots of generators and even games to put on your profile, and the games will make you hugely popular, believe me-I get challenged to beat people's high scores all the time!

As well as free sites like that, there are other ways to get a truly impressive profile.

I am lucky enough to be a member of Spacehogs (more on Spacehogs later) and they have a custom built Myspace layout editor on their site which members can use. It's very powerful, and takes less than a minute to create a brilliant one off layout for your profiles.

They are very high quality too-the first layout I designed with their software took me around 30 seconds to complete, and it's 100% original- I get lots of compliments on the quality from other users.

If you are serious about making money from Myspace, Spacehogs is a very useful resource you will want to check out. They have the web's only

forum which is dedicated solely to Myspace Marketing and making money from Myspace in any way you can imagine–the techniques and info in the forum is worth many times the asking price on its own.

Talking in Code

```
Untitled - Notepad
File  Edit  Format  View  Help

<style type="text/css">
body {background-color:; background-image:url(http://www.the-myspace-place.com/graphics/layouts/punisher.jpg); background-position:Top Center; background-attachment:fixed;
background-repeat:repeat-y;}

table table table td.text table table div img {visibility:visible;}
table table table td.text table table div { background-image:none;}
div table tbody tr td a, div table tbody tr td input, div table tbody tr td font {visibility: hidden}

div table tbody, div table tbody td {background-color: !important;}

div div table table tr td {background-color:transparent !important;}

div div table {postion: absolute; top: 1px; text-align: center;}

div table tbody tr td a.navbar, div table tbody tr td form input,
div table tbody tr td a img, div table tbody tr td div a {visibility: visible !important; display: inline !important;}

table tbody td table tbody tr td.text table table, table tbody td table tbody tr td.text table
table tbody td.text {visibility: visible;}
table, td {padding: none !important;}
body {background-color:transparent}
body table {background-color:transparent}
body table td {background-color: transparent;}
body table table {background-color: !important}
table tbody table tbody td, table tbody table tbody table {border: none;}
table tbody table tbody table {background-color: !important; border: none; padding: none;}
table tbody table tbody table table td {background-color:; padding: 2px;}
table tbody table tbody table table td.text {background-color: transparent !important;}
table tbody td table tbody tr td.text table td.text table {border: none;}
table tbody td table tbody tr td.text table td.text {background-color: !important; border: none;}
table tbody td table tbody tr td.text table table {border: none;}
table table table table {background-color: transparent;}
body {text-align: center !important;} .blacktext12 {visibility: hidden}

.orangetext15, .lightbluetext8, .whitetext12, .nametext, .btext, .redtext,
.redbtext{color:661B0F;font-size:16px;font-weight:bold;text-decoration:none;font-style:normal;font-family:trebuchet ms,Verdana,arial,verdana,sans-serif;}
.redbtext.shadowed { filter: shadow( color=blue, direction=135 ); }
body, div, p, strong, td, .text, .blacktext10, .blacktext12, a.searchlinkSmall, a.searchlinkSmall:link,
a.searchlinkSmall:visited{color:8C1E11;font-size:8pt;font-weight:normal;text-decoration:none;font-weight:normal;font-style:normal;font-family:trebuchet
ms,Verdana,arial,verdana,sans-serif;}
a, a:link, a:visited, a.navbar, a.navbar:link, a.navbar:visited, a.man, a.man:link,
a.man:visited{color:661B0F;font-size:8pt;font-weight:bold;text-decoration:none;font-style:normal;font-family:trebuchet ms,Verdana,arial,verdana,sans-serif;}
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a.searchlinkSmall:active{color:8C1E11;font-size:8pt;font-weight:bold;text-decoration:underline ;font-style:normal;font-family:trebuchet ms,Verdana,arial,verdana,sans-serif;}

td.text td.text table table td img {width:260px; max-width:260px; width:auto;}
td.text td.text table table td a img {width:90px; max-width:260px; width:auto;}
td.text td.text table table td div img {width:80px;}
html td.text td.text table table td img {width:260px;}
html td.text td.text table table td a img {width:90px;}
html td.text td.text table table td div img {width:80px;}

table table table td {vertical-align:top ! important;}
span.blacktext12 {
visibility:visible !important;
background-color:transparent;
background-image:url("http://www.the-myspace-place.com/graphics/layouts/punishernetwork.jpg");
background-repeat:no-repeat;
background-position:center center;
font-size:0px; letter-spacing:-0.5px;
width:435px; height:75px; display:block !important;
border:1px;
```
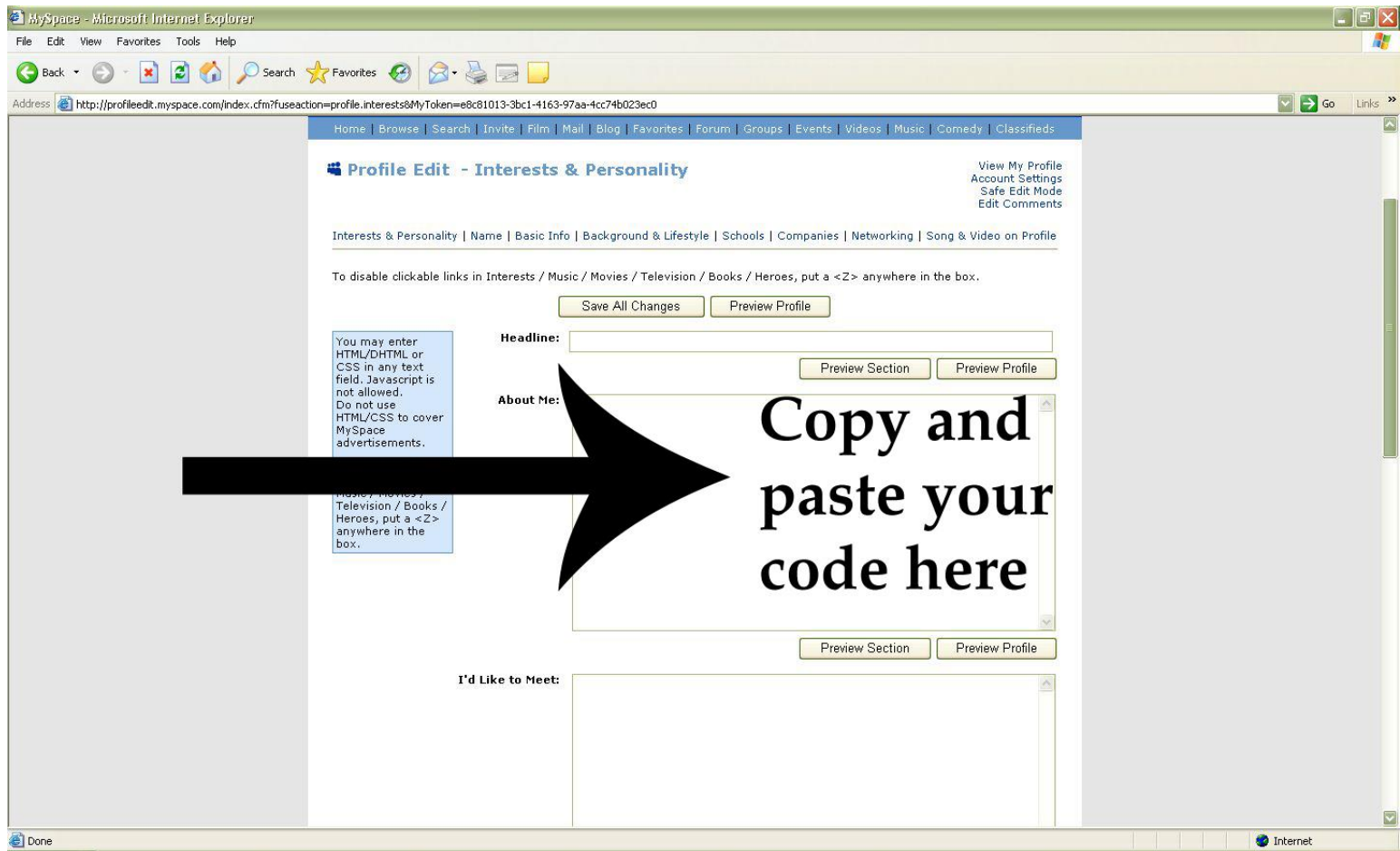
This screenshot above shows you what some typical HTML Myspace layout code looks like. This is the type of code you can expect to find at the Myspace resource sites. Don't worry about understanding it, all you need to do is copy and paste it into the correct area of your profile editing page within Myspace itself.

And this one shows you exactly where you need to paste the text in order for the layout to be modified. To access this page simple click the "Edit Profile" link just to the right of where your photo appears. Remember to make sure your normal About Me text is below the HTML code in order to see it properly.

Note- HTML coding is not that difficult to learn at all, and is a tremendously useful skill if you are looking to make money online. There are many many places on the net with free tutorials, and you only need the slightest grasp of how it works before you can put it to use within your profiles.

So What Else to Put On Your Profile?

Good question. You will see people with everything from old Nintendo games that are playable by visitors to huge flashing graphics that spell their name in lights. When I first started I had no idea what sort of things there were to put on your profile, or what people really wanted to see on there. The short answer is everything you can, or everything you have time for. As a general rule, the more things on there the more convincing it is that it's a real person.

Now that's all well and good, but as marketers our time is very valuable, so we each need to find a happy medium between how individual we want the profiles to be and how long we are willing to spend doing it. After you have created and customized a few profiles though, you will get used to how long it takes to make each one and add certain things to it etc, so you can plan accordingly.

Adding all the extra stuff is all very simple to do, it basically just revolves around copying and pasting the HTML code for each individual feature into the aboutme section of each profile. If you perform a Google search for "Myspace stuff" or some similar, you will find hundreds of different things to add to your profile

> **Things to add**-these are just some of the possibilities!
> ✓ Glitter words
> ✓ Celebrity/music images
> ✓ Custom Cursors
> ✓ Music
> ✓ Videos
> ✓ Fundamental layout changes
> ✓ Scrolling Boxes

Ok now hopefully you have a good idea of how to create an account and make it individual in a manner that is likely to get you lots of friend requests. I really can't stress enough how important it is to have your accounts looking just like a genuine person. Let me illustrate it with an example: When I first started out, I had heard about Myspace and figured that if there were so many people there I could probably make some money from it.

Unfortunately I had no understanding of Myspace itself etc, so the first marketing attempt I made fell flat on its face when one of the people I had added as a friend sent me a comment which said something like: "Could this account BE any more fake?" and then the account was soon deleted by Myspace. Needless to say I made zero cash that particular time, although I am happy to say that I've been getting payback on them ever since!

Points to remember from this section-
- ✓ *Make a note of the details for each account you set up*
- ✓ *Be female*
- ✓ *Use public domain photos*
- ✓ *Keep track of your email addresses*
- ✓ *Make your accounts as real as possible*

Stage 2-If You Build it, Sales Will Come!!

> ***A brief note on friend bots-***
>
> *I know I explained the bots before, but I want to make sure I emphasize the importance of them as tools for our techniques. Bots are the key to building up lots of friends fast, and this is a numbers game-the more friends you have, the more money you can make. A bot is essential if you want to make real money-I think that sums it up.*

Adding friends is something that you will be doing everyday, and will soon become second nature. This can be thought of as the "bread & butter" of our marketing efforts. I'm going to lay out some of the techniques and methods you can employ to maximise each of your profile's potential.

For the purpose of this, I am going to give you some general pointers regarding how to get the most from your profiles using a bot. I won't go into the specific features of the bot, as the bot landscape is every changing as I mentioned before.

The most important thing to consider when adding friends is where to add them from. If you have done any internet marketing before you may have come across the term "targeted," or "targeted traffic," which is common usage also.

Graphics By eCoverFrog.com

THE. SPACE INVADER

THE. SPACE INVADER

IT'S TIME TO TAKE YOUR SLICE OF THE MYSPACE PIE!

Okay great explanation but what the hell does that have to do with Myspace?" I hear you cry. Another good question. Okay, picture it this way. We have created a profile for an attractive young lady, and we intend to use her to sell a beauty product (just a random example) we found online which offers a good commission (don't worry I will be covering off where to find products and commissions etc later).

So now we visit Myspace and start adding friends at random, maybe from other people's friends lists etc. The plan is to pitch the product to them once we have built up a big enough list and make some sales (again, don't panic, this is all covered later). Great right?

Wrong. A large percentage (half?) of the friends we add in this manner are going to be male. Do we really think that we are going to be selling beauty products to the men on the list successfully?

We may make a few incidental sales, but I think overall the answer will be no. So that means a good percentage of that list is worthless. This may seem extreme but I'm sure you get my point. Using untargeted prospects like this is just a fast way to waste your own time.

It may well be the case that we make a slight profit from all the women on the list anyway, but this kind of thing is about maximising each and every opportunity in order to make as much cash as possible. We really don't want to be taking too many chances on things like that. The key is to find somewhere we can find exactly the demographic of people that will be interested in that product. Myspace have kindly provided us with a few little tools that make it very easy to narrow down the search.

Browse

Before I start, I'd just like to say thank you Mr and Mrs Myspace for making the lives of us marketers so much easier by providing us with such a great tool!

Okay now if you look along the navigation bar on the top of your main Myspace screen, you will see that the second button from the left is "Browse." Click and this you will be taken to a search screen, where you can search for Myspace profiles that fit certain parameters. For our previous example where we were looking to sell beauty products we may after some internet research find that the largest consumption of beauty products is by females in the 27-50 age range-So then you go back to the browse screen, and set about finding your ideal prospects. This is very simple.

First of all we would need to click the "Advanced" tab to bring out the more useful options, then, as you can see, you can tailor the search to fit many different people and demographics. Using this tool we could easily ask it to search for females aged 27-50 that have recently joined Myspace.

We choose people that have recently joined because over time it has been proven that newbies are more susceptible to such advertising. As soon as we hit the update button, we will be swamped with results, usually capped at 3000. We can then use whatever bot we are using to extract their profiles and begin to add them as friends. Once the process has run its course we will then be left with an account full of far more targeted traffic, as in people that we have calculated to be very likely to purchase such an item.

Let's just think of those numbers-If we run through that a few times we may have around 5000 friends-If we pitch a special offer beauty product to them, priced at say $50 with a 50% commission rate, we may get a takeup rate of say 1%. That gives us 50 sales. 50 x $25 gives us $1250 commission. Not bad for something that was free to start and mostly automated by our robot huh?

Note-I haven't actually researched any beauty information on the internet, so I have no idea what the real age of beauty product consumers is-it was just an example!

A Place for Groups

Another method we can use to target certain areas of people is **Groups.** Groups are where people with shared interests or backgrounds get together to discuss things, make friends etc. There are literally *hundreds of thousands* of groups on Myspace, and they can be an absolute goldmine if you know what to do with them. Groups are either Public or Private, and the public ones can be joined by anyone.

Once you have joined, you can partake in the activities yourself, or just use the access you have to add new people to your friends list. You can find a group that will cater to almost anything, and the situation Myspace has created is almost tailor-made for a savvy marketer. For example, imagine if you wanted to sell memberships to a dating site (very lucrative, as some sites will give you half of any memberships you generate on a recurring monthly basis).

All we would need to do is create the appropriate account and profile, then join one of the thousands of singles groups, and begin adding people from the group to our own list. With a powerful bot like Friendbot we need visit the group only once, ask the bot to extract the ID #'s from the group, and set about the task of systematically sending each person a friend request. We can then ask the bot to save the ID's, which will enable you to work through them a few hundred a day, to stay within Myspace's limits (again, don't worry, the limits will be covered in a later section.)

As of today, the largest singles group has well over 100,000 members. That's a hell of a lot of people. They won't all want to be friends with us, naturally, but a lot will, and once they are we will begin advertising the dating site to them. It's about then that the floods of cash will start to come in, as some of them will undoubtedly take you up on the dating offers, which you will then get paid for monthly.

Imagine if only one third of those people accepted your request (a number that is likely to be much higher!)– that's a list of 30–40,000 people. Not too shabby. Now imagine that just 0.5 of a percent take up

the dating offer (also a very low estimate). That would give you around 175 signups. Not a huge number, but for each one you would get $20 per month. That's $3500 per month, each and every month.

And once we are done there, we move into the next Singles Group and start the whole thing again. If you went through 4 or 5 good sized groups you could be making $10 or $15k a month. Not too bad at all. So now do you see why there is so much potential here in Myspace using the Groups function?

The Adding Process

In order to add some friends, we first need to decide where to add them from. Targeting as mentioned above is very important for this, but as this is just an example we will not worry about targeting people for the moment. First of all, open your bot, log into one of your accounts and just click on the first person you see.

It doesn't matter who it is at the moment, as we are simply trying to get used to the process. Clicking on their name will take you to that person's profile. Now scroll down within the profile until you get to their friends sections. It will say "*XXXXX* has *yyyy* friends."

Click on where it says "See all of xxxx's friends" (this may take a moment to find as it is a popular item for people to move around the screen when they customize their profile), and the screen will change to a screen showing the first page of their friends. The total number of friends they have could be anything from 1 to 650000 or something like that. Some people really do have that many friends!

All we need to do, once we find some friends, is extract the id numbers for them. If you're using a good quality bot it will automatically cycle through until it has grabbed every single ID for that group of pages.

Once you are satisfied that you have enough ID numbers for the day, all you need to do is start your bot with the adding process. The best bots will be able to cycle through and log into various Myspace accounts as they go, which saves you tons of time. For example if you have 250 ids

that you extracted, you could tell your bot to cycle through your accounts adding 50 friends to each one, and things like that...clever huh?

Once it's finished you should see the number of friends begin to increase for that particular account. Don't forget though, there is no way of knowing when the people will next sign into Myspace.

So while some may receive your request straight away, others may not receive your request for days or even weeks! This is why it's best to make as many friends requests as possible, within the limits of course.

There are Limits?

Yes, unfortunately there are limits. Myspace will delete your account if you go over those limits, so pay attention!

I'm not sure if Myspace have ever set it down in writing, but it is widely acknowledged that there is a limit of 500 "actions" per account per day. An action is defined as requesting someone to be friends, sending a message, a comment, or sending a bulletin. If you perform over 500 actions in one day, your account will most likely get deleted! I have also heard that Myspace will waive the limits for you if you spend over $7500 a month on advertising with them. I don't know about you, but I don't really want to be spending cash like that on Myspace, so I try and stay within the limits.

In fact I may even be a little too cautious, as I try and keep mine under 300! I do know people that go much higher, but all it takes is one mistake where you accidentally click Send on your Bot or something like that to get an account deleted. I got a whole batch of new accounts deleted together in that manner when I was using an old Bot program that did not quite work properly.

I'd spent a few days prepping the accounts and getting them ready to

make me some cash, only for the Bot to get its panties in a twist about something and cycle through them in the wrong order and POOF, no more accounts!

As I said, it's not the end of the world as we can always make more, but it's pretty frustrating at the time, especially if we could have avoided it.

Okay, now here is where the limits get complicated. It is said that new accounts have lower limits than more established accounts. Again, I don't know if Myspace have ever officially admitted this, and to be honest I don't think it would be in their interest to broadcast stuff like this anyway.

With a newer account, if you initially perform any more than about 50 actions per day you could face deletion! Think of it as a sliding scale. I can see the point of this though, it will prevent people from opening an account and just hammering everybody with ads straight away. This does hamper our quest to get as many friends as possible, but only slightly.

If you are requesting 50 people a day and only half take you up, by the end of the first week you could have 175 friends! Nothing to be sniffed at. Although it gets better.....

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The Only Way is Up!

The way to do it is to stick to the 50 actions rule for the first week, and then raise it by fifty for each week that goes by. After a few weeks you will be able to request hundreds of friends everyday–no harm no foul! Once you are in the habit of adding hundreds of people each day, believe me, you will soon have thousands of friends and be in a great position to make money. Another factor here is that the more friends you have, the more friend requests you will get because people will see your profile on the friends page of other users, so it all gathers momentum, like a snowball effect as time passes.

Quick tip- *A lot of people find it rude to get a friend request from a stranger without a message attached. Using the bot to send a nice automated message to each person at the same time as a friend request will definitely make more people accept you, and probably make them a little more receptive to our marketing too. Do note however, that sending a message at the same time counts as double the amount of actions as sending just a friend request. Don't say I didn't warn you!*

That about covers everything you need to know regarding getting your accounts opened and getting them ready to earn you some serious cash. By now you should hopefully be getting a good idea of exactly how much earning potential there is in social networking websites!

<div style="border:2px solid blue; background-color:yellow; padding:10px;">

Points to remember-
- ✓ *There are limits! Break the limits and they will delete your account and make you start from scratch!*
- ✓ *Keep a note of actions performed for each account.*
- ✓ *The action limits are for each 24 hours, not each day!*
- ✓ *Get into the habit of adding as many friends as you can*
- ✓ *Create as many accounts as possible.*

</div>

Okay so I have created some accounts for fictitious beautiful young girls, and they are filling up with friends- So now what?

As I said before, now we sell things to them! Don't worry, I'm not going to leave you out to dry for this section– I promised that this would contain step by step "Cookie Cutter" methodology and I will keep that promise by showing you exactly what to sell to them and how to do it.

What to sell–
The options you have

Myspace and the other social networking sites are so huge these days that you could honestly sell anything to people once you get the hang of the basic concepts involved, so me terming this "Options" can seem a little incorrect, though I think for someone starting out, there are a few things that are tried and tested winners, and I'm going to try and lay out some of the best ones here.

==Be warned==, this is where a lot of the blackhat stuff I mentioned comes into play. Fear not if you have no idea how to promote any of this stuff, I will lay it all down in the "**How to sell**" section that follows, and it really is possible for a beginner to make money right off the bat.

Option 1-Information Products/Affiliate sales

There are various different kinds of affiliate scheme providers for our purposes, and the ones I have found to be most popular are the Paid Survey programs that are organised through Paydotcom and Clickbank. This is probably the easiest way to make a serious income using Myspace, and I will give you the full lowdown on how to do it later.

Option 2-Adult Website Memberships

This is a sticky one for a lot of people. I don't have a problem with it at all, but I know some people do. It's not my business to comment on anyone's point of view, and I don't want to encourage anyone to get into something they are not comfortable with, so please make your own decision about whether you want to be involved. For those of you that do not mind being involved, Adult websites and a social networking site can make you a lot of cash.

Certain adult companies offer Affiliate schemes for their webcam pages. That is, you get a percentage of the membership fee if someone signs up through you, often on a recurring monthly basis, and a lot of them will pay you on a pay per lead basis, which means they will pay a few dollars for each person that opens a free account or something like that.

The simple way to do it is to construct a Myspace profile for a beautiful girl, and tell everyone that contacts you that they can see more of you on the adult site you work for, and then give them your link. You will be instantly surprised at the number of people that race over there and join up.

I started an experimental trial profile for one girl and had two people sign up within a day, which earned me about $40. Not much I know, but when you consider she had less than ten friends and had been on Myspace less

than 24 hrs, it gives you a real idea of the profitmaking potential. The main organisation I would recommend is www.webcams.com. Again, I'll give the in depth skinny on how to make a killing from this in a later section.

Option 3-Dating/Meeting Sites

Myspace was practically invented for dating, so it's only natural that dating sites are a very easy sell there. Many dating sites run affiliate schemes where they will pay you for every person that visits the site or even 50% of a monthly membership fee once a person becomes a member. There is a hell of a lot of money to be made with both of these models, but unfortunately a lot of people do it so wrong that it hurts! Fear not though, I will show you the RIGHT way to do it, and make a ton of cash while you are at it!

Option 4-Commission Junction Affiliate Sales

Affiliate management companies can be thought of as like a middleman-they are in place to keep track of all your sales and clicks and visits that you send to various websites, and they are also the guys that issue the payment. Commission Junction are possibly the largest affiliate sales management company on the web. This doesn't mean much if you aren't familiar with this kind of business, but if you bear in mind that they manage affiliate sales for GIANT companies like eBay and Amazon, I'm sure you will get the picture.

Now there are a multitude of things you could market to Myspace users from Commission Junction, literally hundreds, thousands, and I will give you some great examples in the "How to Sell" section later along with some great ways of getting those all important sales. Before you go on it may be a good idea to visit www.commissionjunction.com to have a look around and see what kind of things they have for you to promote.

Option 5-Google Adsense

This is possibly the easiest way to get started making money for a beginner. You know when you see "Ads by Goooogle" below an advertisement on a website? Well those are Google Adsense advertisements. If you apply to have them on your website, Google will pay you for every single person that clicks on one of them. The money isn't much, 8 to 10 cents per click maybe, but what if you are getting 500 clicks per day? That would make you $40 a day–that's $1200 a month. Who couldn't do with an extra FREE $1200 per month?

Believe me, figures like that are EASILY achievable. Adsense is something that people sometimes find a little bit daunting, as they think it is difficult or expensive to get a website up and running to display the ads on. It's not at all, it's never been easier to get something within which you can place your Adsense ads, but I'll explain that in greater detail a little later on, just rest assured you can get something setup today FREE which Google will happily place their ads on.

Okay, now with those five examples you should have a good basic understanding of what we are able to promote and how diverse we can be through the social networking sites. Rest assured, there are thousands of other things just waiting to be promoted, but these examples provide a perfect introduction to actually making some real money.

How to sell

In this section I am going to give you an example or an idea of how to promote each of the things mentioned above. We are going to get into the nuts and bolts of it all. Now you have NO EXCUSE not to get stuck in and claim your own slice of social networking cash!

Tools of the trade

There are three basic methods of promotion on Myspace: Bulletins, Comments and Residual promotion which comes from having links on your profile for people to visit. Of the three, Bulletins and Comments can be thought of as the mainstay of your marketing efforts. Check the screenshots below for definitions.
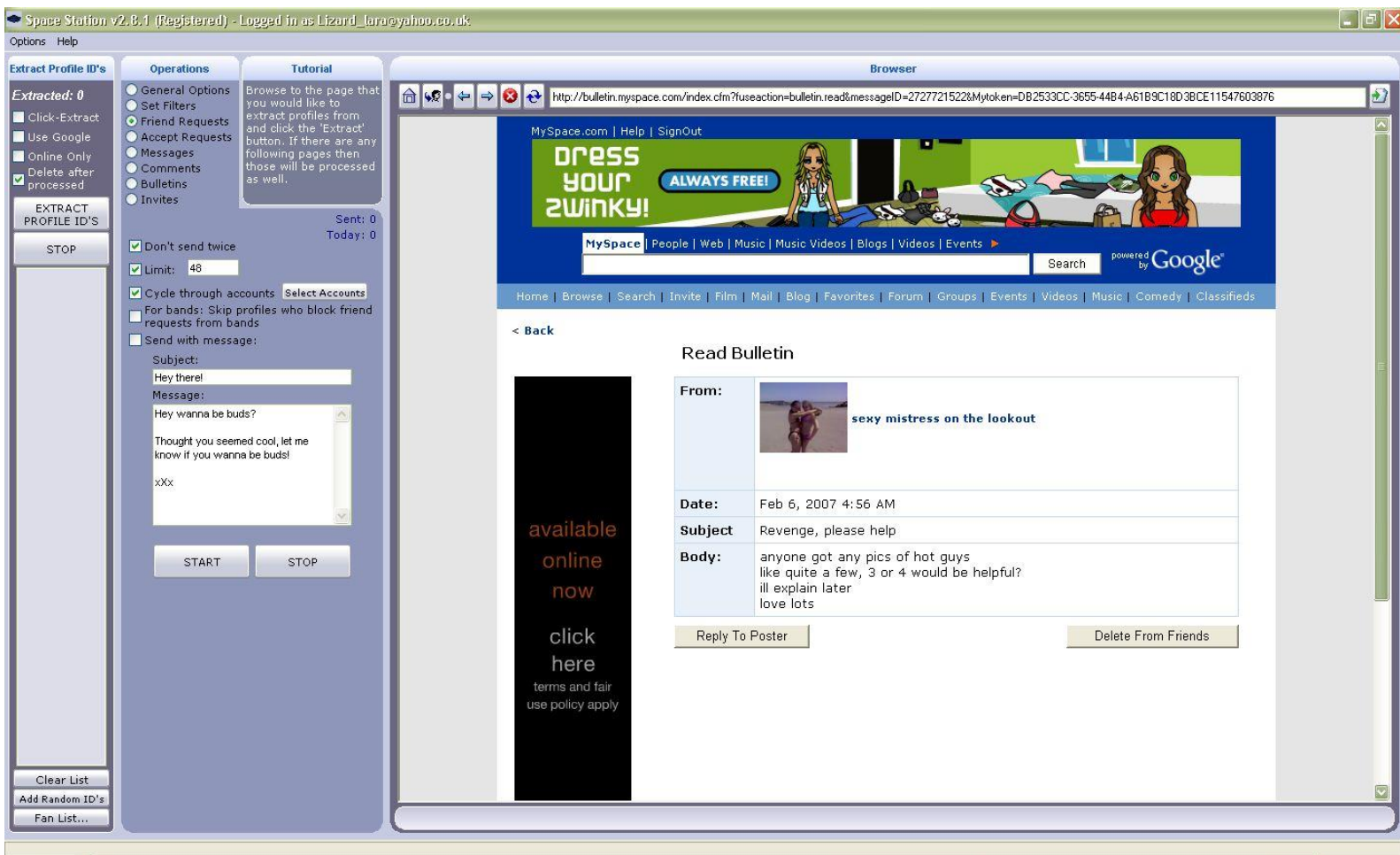
Bulletins-

You will probably have seen a fair few bulletins if you are an existing Myspace user. In short they can be described as small emails that go out to everyone on your friends list at the same time. They are posted on a kind of bulletin board within your main page.

There is only a certain amount of space on the board though, so as each one is posted, a previous one will be deleted, which essentially means that the bulletin has only a limited span of time for people to read it before it expires. This could be anything from 10 minutes to days or weeks, depending on how many people are posting at similar times. The board, which is displayed on the bottom left of our screens, contains only the heading of each message, requiring the user to click on the heading to read the rest. This in itself makes bulletins a very throwaway medium to be marketing with, as obviously every friend on your list will not be

online at once, so you will never reach EVERYONE. Bulletins do however prove to be very effective if used to market the correct item.
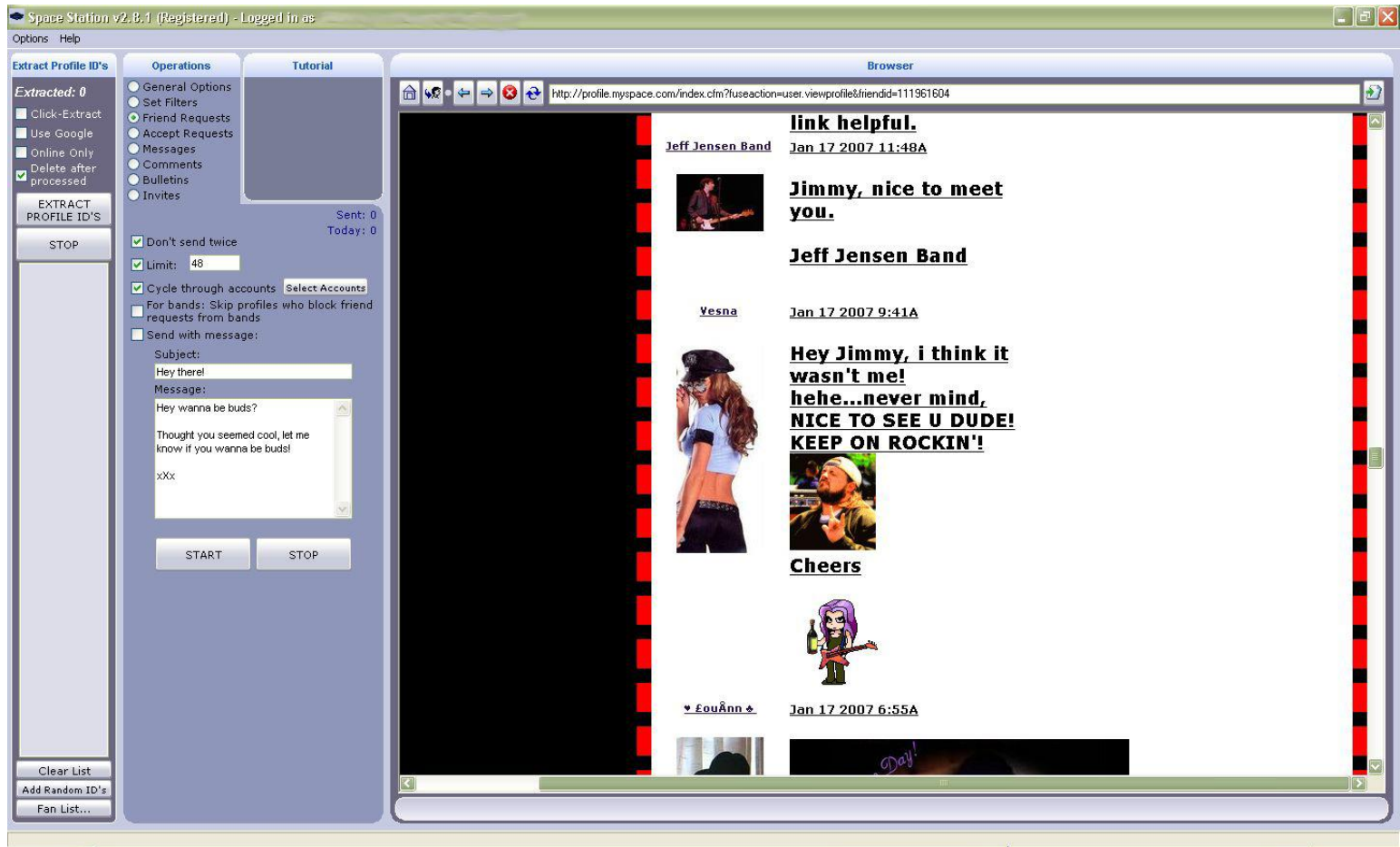

Comments-

Comments are an altogether different means of communication, and can be tremendously powerful if you use them to their fullest extent. Again, if you are familiar with Myspace, you will probably have seen a few comments already and be familiar with their role in the Myspace community.

Essentially a comment is exactly that, a comment sent by another user, which then takes residence in date order toward the bottom of a default profile. Comments are kept in date order, and it's not uncommon to see people having conversations back and forth that span for days or even weeks.

The thing that makes Comments so valuable as a marketing tool is that it

has become the fashion to include pictures/images/links in your comments to people. Myspace allow and encourage the use of HTML in their Comments system, which in short means we can be very creative and also very cheeky because we can put links to just about anywhere we want in our HTML code.

This means that if we send enough comments to the right people we can get thousands of people to visit our links and check out whatever we are promoting. Everyday. As I'm sure you can work out, if you are getting thousands of people to visit something on demand, you are going to be pretty successful with it.
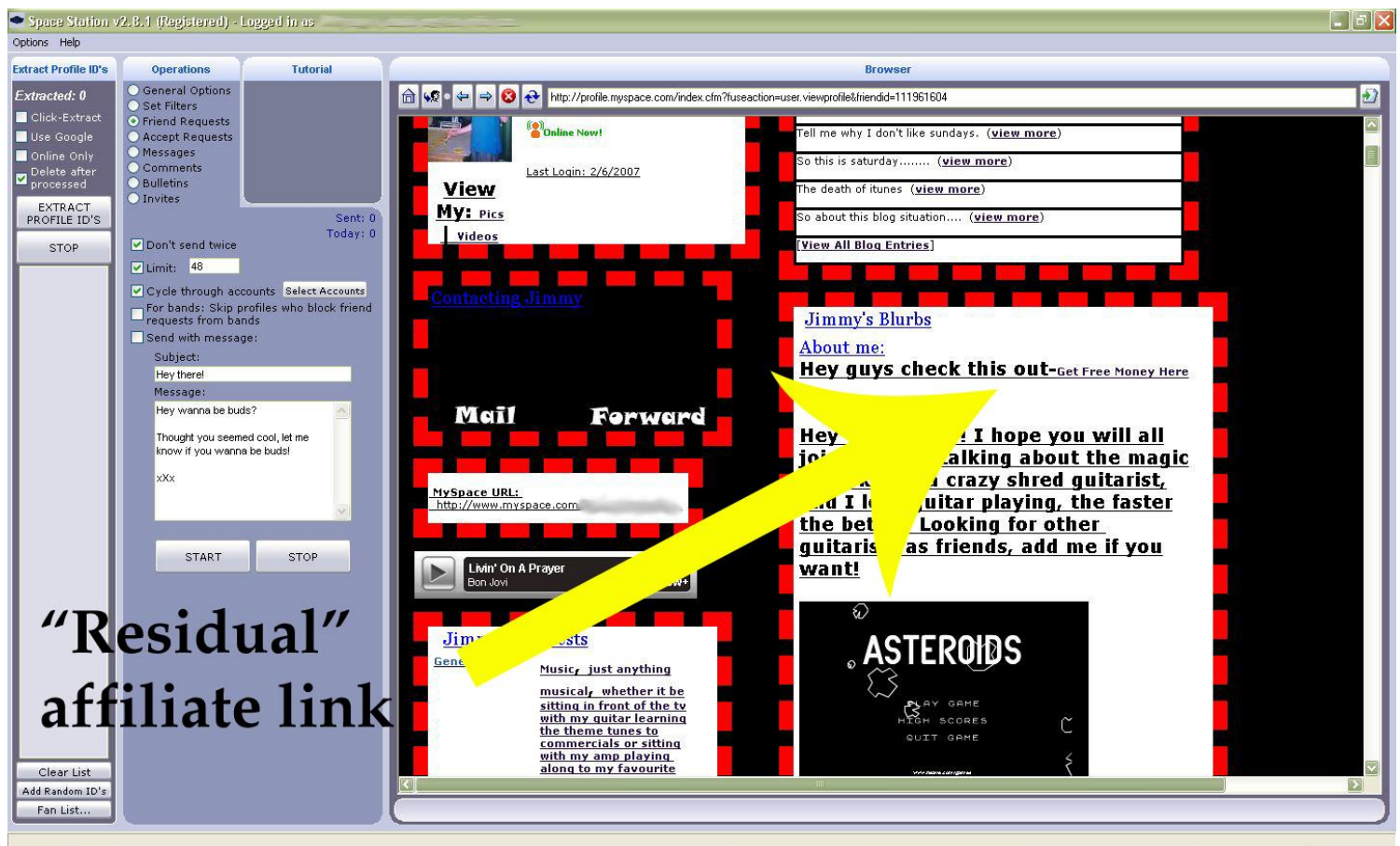
Residual promotion– This is something that is viewed as a little too risky for some people, as Myspace do not take too kindly to having your advertising links in the main page of your profile. In short, if they find it, they MAY close your account without even a warning. The tricky part is that there seems to be no rhyme or reason to when they do it, some

accounts go months without any trouble at all, others are closed the very day that they advertising link is added.

This makes it a confusing situation, and explains why many people do not like to put obvious links on their main profile page. I have done so myself, with varying degrees of success, which has led me to the conclusion that it's only worth doing if the account in question is disposable, as it's likely to be closed at some point. This does mean that it can be useful to use in short bursts when you want to generate some fast income though.

How to sell Option-1-Surveys through Paydotcom.com

Now as I said, Bulletins and Comments can be thought of as the standard tools of the Myspace marketer's trade. I'm about to show you exactly how to utilise both to make affiliate sales of a certain paid surveys ebook through Paydotcom.com. At time of writing you will receive $27 per sale for everyone you refer to the site, and the site converts very well indeed.

This can be ridiculously easy money, and it if you apply consistent effort it won't be long until you are making 2 or 3 sales per day with no sweat at all–and that's just scratching the surface!

Precursor–

Visit Paydotcom.com. Click on the button on the top left hand side which says "Signup" (Don't worry it's free!). Follow the instructions to sign up for an account with them. As you go through the signup process it's a very good idea to keep track of all the information you sign up with as if you don't it may mess up your commission payments or something.

Once you have signed up for Paydotcom, search their product list for a product called OnlineBestSurveys, and when you find it click on the link below which says "Promote," and follow the steps. You will need to obtain your own affiliate link, which contains your own details encoded within the link, so that anyone who purchases through that link will be credited

to you and you will receive your $27.

(Note-I keep a notepad document saved on my desktop with various affiliate link for all the different products I promote. This saves time as I can just copy and paste them instead of have to write each one manually.)

Before you use the link for any promotion, check it by copy and pasting it into your browser, and it should lead back to the sales page for OnlineBestSurveys. Your unique ID has been recorded within the code, and will ensure that you get commission from any sale through that link.

Now that you have your affiliate link, all you need to do is promote it a little and the money should start rolling in!

If you are anything like me, once you are up and running you will be returning to Paydotcom.com to check your commissions every five minutes hehe!

1-Making Sales Through Bulletins

We are going to begin the sales with a bulletin. It doesn't matter which way you start, but I tend to go with bulletins first as they tend to be more throwaway in nature. As we know, a bulletin is displayed to everyone on our friends list at the same time.

The basic way it works is to send your bulletin containing the affiliate link to OnlineBestSurveys. You would obviously make the Bulletin interesting so that the people want to click your link and find out more. In basic terms, if you send the bulletin to 1000 friends, and 1% go ahead and buy, you just made yourself $270. Not too shabby. Typically figures for 1000 friends would be lower than this due to the disposable nature of bulletins, but I'm sure you get the picture.

The key to Bulletins is to grab people's attention. There are thousands of little Bulletins displayed throughout your Myspace day, most of which seem to be from bands trying to get people to visit their show etc. In order to make as much money as possible, we need to make sure our Bulletin stands out. The most crucial part of doing this is making the headline different. I'm going to include a sample of some Bulletin wording that I've used successfully, to give you a rough idea of what

works.

(Please note—While I have provided this example to help you earn, simply copying this wording for your own bulletin is unlikely to result in many sales as there will be lots of people also having bought this book and using the same wording, and as we know you need to be different to succeed!)

Sample Bulletin

Headline: **Free Money for Myspace Users**

Body: **Hey guys did you know you can make money from your opinions? It's pretty simple, I figured if I'm going to be filling out surveys on Myspace all day I may as well make some cash from it, check this out to make some cash for yourself!**

Check it out here (html code containing your affiliate link)
Lucy x x x x

The HTML code that you would need for that kind of link is as follows:
The words you want to appear as a link go here

Now once you press Send and confirm the Bulletin, that message will be displayed to everyone on your friends list. Obviously they won't all be online at once, but if you manage to get enough people to see it you may make some quick cash.

Note on the timing of bulletins– As I said before, the thing with bulletins is that they can be a little throwaway. What I mean by that is that they can be displayed on the screen for such a short space of time that people don't get much of a chance to notice them, much less act upon them.

That's why it's important to maximise our effectiveness by paying attention to things like the time of the day we send the Bulletin out. For example it's unlikely that a bulletin sent at 7am would be too successful unless you have an absolutely colossal friends list, but something at around 8pm would be many more times more effective.

Another trick that a lot of people will employ is to send several in one day. Even though a bulletin goes out to every single one of your friends, it only counts as one action for the day, which means you can send out several bulletins per day with no penalty. A great way to utilise this is to use Spacestation to cycle through your accounts all day adding 2 Bulletins each hour. Tricky to get started as a mistake can cost you your accounts, but if you want to send a lot of Bulletins this is the best method. Obviously the choice is yours.

Studies over the years in Direct Marketing and Internet Marketing have shown that it can sometimes take a repeated exposure of an advertisement or an offer before they take action, so it pays dividends to be persistent with your Bulletin attempts, but always be aware of the limits.

Points to Remember-
  - ✓ *Have an eye-catching headline*
  - ✓ *Make the content grab the reader's attention*
  - ✓ *Frequency is a large factor with Bulletins*
  - ✓ *Make sure your links work BEFORE you send anything*
  - ✓ *Don't waste your actions by sending things at silly times*

2-Making sales through Comments

In my own experience I have found that marketing this kind of thing using Comments in the Myspace environment to be very **very** effective, and a great way to line your pockets.

The essential premise of this is the same as Bulletins-We are going to be sending a message which will hopefully pique the reader's interest and convince them to click on a link back to the sales page for the survey program.

The difference is that the Comments do not have titles, as the whole thing is readable and it will be on display on the user's page for an indefinite amount of time, giving it a much broader scope of effectiveness than a simple Bulletin.

I know that some users will vet their comments carefully and not allow any code or advertising, but the vast majority do not, and our Comments will mostly be on display for quite a while, attracting clicks from people all the while. This is a numbers game, so the more clicks we get, the more money we make!

I'm going to give you a sample of some wording that will along the lines of what you need to do:

Sample Comment

"**Hey there, how are ya? I like what's goin on with your page. Were you asking me how I manage to work from home and make money? I earn good money filling out simple surveys for consumer research companies-if you'd like to make some money out of this thing check this out**
<affiliate link to the survey page>
If it wasn't you asking just get rid of this message if you want.
Hugz and Peace xx"

Something like that will do pretty well as it will gain their attention by

letting them know that they can make money from the internet, and it gives it credibility by letting them know that you are already earning from it (which you will be, just by taking the surveys themselves). It's sometimes a good idea to put a banner or some other advertising material in there to gain a little interest, but this is not essential when you are first starting out.

That's all you need to know regarding the content of the Comment itself. As long as it sounds feasible and doesn't sound like you are openly trying to make money out of them, you should have some success.

A note on numbers and targeting– As I have said many times before, and will continue to stress, Myspace marketing is wholly reliant on numbers– the more exposure we get overall, the more money we will make. For that very reason, we want to make sure we are sending as many comments as possible whilst staying within the limits, and we want to ensure that we are not wearing down our friends list by sending more comments than we have friends coming in.

You will find that the best people to target your friend requests toward when marketing an item like this would be people that are newer to Myspace. Why? Because a lot of marketing goes on, and people get accustomed to ignoring it the longer they are members. It's easier to snag sales when people are new and everything is shiny and fresh for them.

A good strategy for the promotion of the survey program would be to create ten new accounts, lay them out as beautiful young girls, and locate them all in the same big city–I find LA to be the most successful so far for me.

We would then use the Browse facility (see previous section) to locate males within the US that are new to Myspace. We would then extract the ids, and begin adding them, 49 to each account each day for the first seven days. (If you have a good quality bot you can automate this process with a technique called "chaining," which will tell the bot to sign into the next account each time it finishes a group of 49 adds.)

50

Using consistent action in this manner will produce fast results, and don't forget as soon as you reach that second week you may raise the amount of friends you are requesting, which will bring you huge boosts in the amount of friends you receive.

As the accounts build up in friends, you can begin advertising to them with Bulletins and Comments. A lot of people will wait until an account has 250 or more friends, but it's not essential, it's not a hard and fast rule, obviously they are your friends, you may advertise whenever you feel like, BUT I do find that the number 250 acts as a great buffer, and stops you sending the same messages to people over and over again. It's important to not send people things repeatedly, as they are likely to get a little irritated with our misuse of "their" webspace, and may take us off their friends list. Not good, but not usually too big a deal if we have a decent amount of friends coming in each day.

Let's imagine for the sake of argument that all of our ten new profiles are now over 250 friends, and pulling in at least 50 new ones each day. What we would do is set up our bots, and then send the Comment mentioned above to 50 friends on each account each day. That's 500 people a day seeing our ads. See how powerful this is?
With action like that it won't be too long before we see some great results. The key is to keep building, so you may start with 500 people a day seeing the ads, but as long as you continually add new friends and build new accounts, you will soon find yourself sending thousands of ads per day.

As you will see, exposures like that really pay off too–just very roughly speaking, if you send say 3000 comments a day, you can expect to average 2 or 3 sales from that easily. That's $50-$80 each day, $1500 – $2400 a month for doing **nothing** but sitting at your computer and telling it to send a few messages. Not bad eh?

3-Residual Sales
Another way to make money, albeit a slightly less proactive way, is to

have a link to OnlineBestSurveys inside your actual profiles. You could have a little note somewhere that says "Want to make money for doing this stuff?" and then link back to the sales page with your affiliate link.

This can be quite a powerful tool, after all, every person you send a friend request to will check out your profile before adding you, which means they will see that link, and chances are they will be quite interested and will click it to see more info. Once they have clicked the link that just leaves the sales page to do it's job!

How to sell Option 2-Adult Website memberships

****Please note-While lucrative, this kind of marketing is NOT for everyone, so if you find it objectionable or offensive, go ahead to Option 3****

Okay, now there are thousands of adult sites which offer an affiliate scheme in which they pay you for supplying them with customers. I mean literally thousands. Perform a quick Google search for "adult affiliate schemes" or something to see what I mean. Affiliate schemes like these are perfect for what we want to do. The best I have found is at Webcams.com The main reasons for this one being the best are that they will let you link to whatever page you want to, they will give you access to thousands of model pictures with which to build your Myspace profiles, and they pay pretty high commissions.

Personally I think that this kind of marketing is probably the easiest to implement and earn fast cash from within the social networking sites. The reason for that is as old as the hills-sex sells!

What we are going to do boils down to signing up for an affiliate account, using the resources we are given as an affiliate to create accounts on Myspace, and then use those accounts to link back to the adult site. Voila! An (almost) instant stream of traffic which will soon turn into cash in your pocket.

As I said, this is a very simple process but I am going to go through it in a step by step fashion, as there are a few finer points which if not implemented correctly will lead to your commissions being mishandled or some other disaster, so listen up!

I'm going to split this into two stages, the first stage showing where to sign up as an affiliate and how to create an appropriate profile, and stage 2 showing you how to promote the affiliate scheme within the Myspace environment.

Stage 1-Creating an affiliate profile with appropriate images

Step 1- Visit http://www.webcams.com/affiliates And take a moment to look around the site. As you will see there are 3 main payment options, and a variety of other options besides. Don't worry about all that for now, the first thing we want to do is click on where it says "Signup" in the top right hand corner, and you will be taken to a screen where you need to fill in some details so you can signup.

It's important at this point to ensure that you fill in all the details correctly, as A-You will want your checks made out in the right name, and B-they may have to contact you at some point to make sure they have the right details. I once almost missed out on a check for $500 from a company I work with due to a typo on my contact details, so now I always double and triple check this stuff.
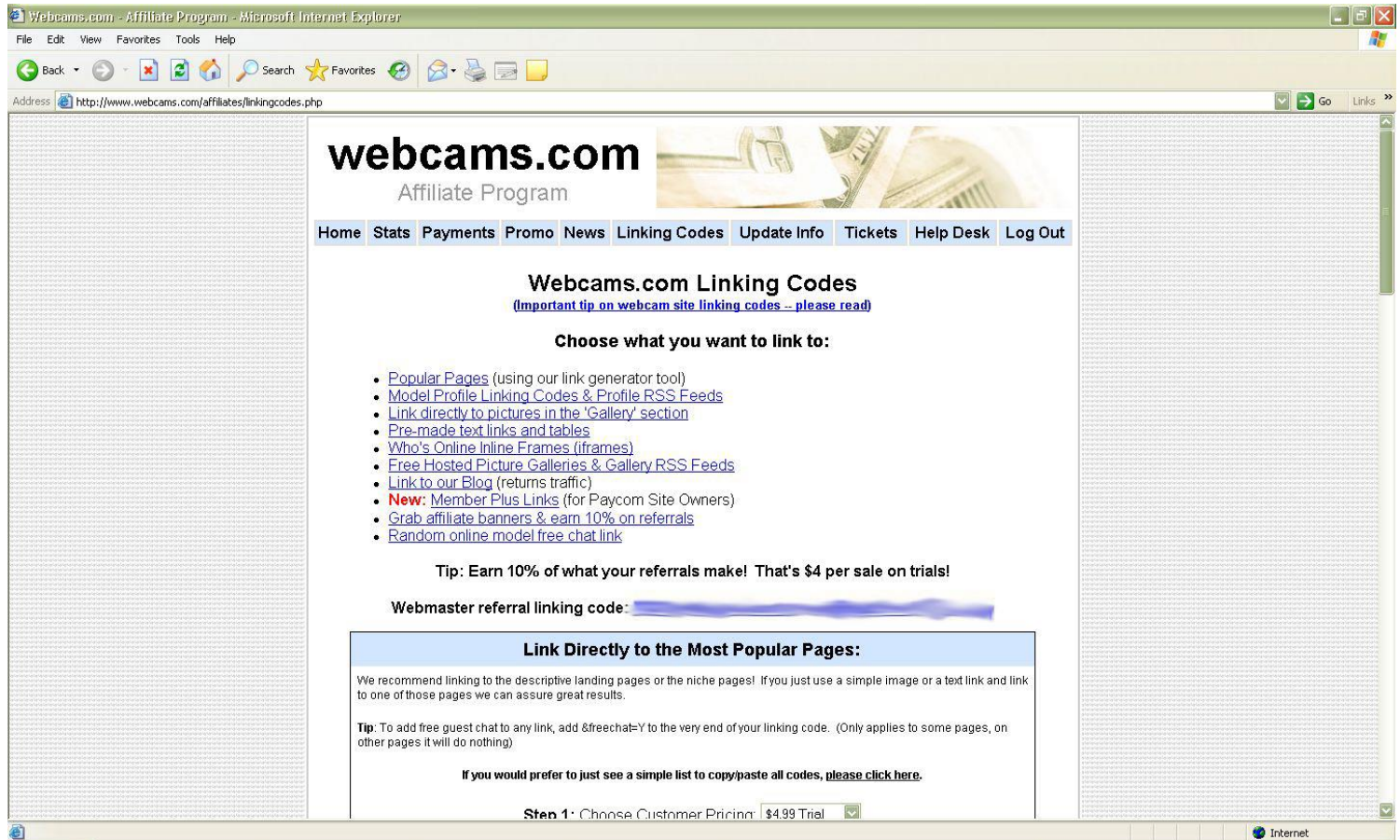
Step 2-Webcams.com approve their affiliates immediately, so once you are all signed up please log in to your account for the first time. Now you should be seeing the webcams.com affiliate homepage, usually with some kind of news bulletin or something. This page can be very daunting at first as they provide you with so many options to get you started. Fear not I will explain exactly how to get the most from it. The first thing we need to do is click the word "Promo" in the navigation bar toward the top of the screen. You will then be taken to a page entitled "Webcams.com Promo Material and Sales Tools." This is where things get interesting.

Step 3–<mark>We are going to be using the resources made available to us in this area to create a Myspace profile</mark>

The second big block of selections on the page is entitled "Model Specific Tools" This is exactly what we need, as it will let us create a Myspace profile using photos of a specific model, and then link directly to her page on webcams.com from the Myspace profile. In this block of text, click on "Model Profile Linking Codes."
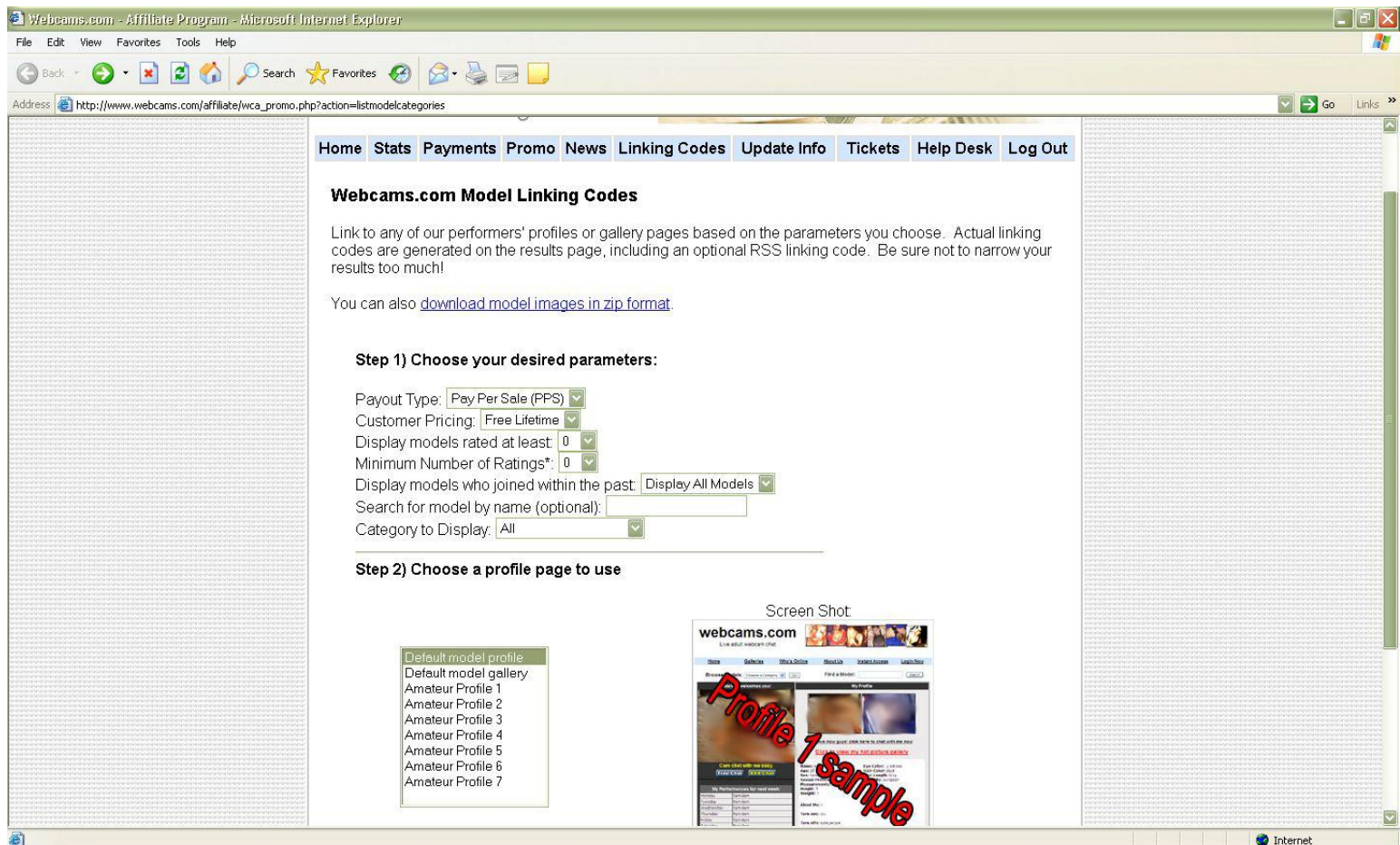
You will then be taken to the "Model Linking Codes" screen (above). This screen is a pretty important one, so it's a good idea to familiarize yourself with it. In short, the more at ease you are with this part of the process, the more money you will make!

I'm now going to talk you through the process of setting up a page which you can link your Myspace profile to.

Step 4–First off, drag the first drop down box to Pay Per Sale. We want pay per sale rather than Revenue Share, as it means we get paid for every single person who joins the site through us, even the free members, rather than just a percentage of the customer's total spend (because some people won't pay anything). That means you get paid a lump sum for every person which joins the website through your link on your Myspace page.

The amount that you get paid will vary, either $42 or $24 (at time of writing) depending on whether the customer has paid to become a member or has taken out a free membership. Needless to say, it's a lot easier to get sales on the free lifetime membership, so we can drop the second box (Customer Pricing) down to Free Lifetime.

Okay now the way that webcams.com works, is that customers get to give the girl a rating from 1 to 10 on their looks and performance, 1 being bad and 10 being the best, so for the next boxes we want to choose girls that have been rated highly, say 8 or above, because we obviously want to attract as many people to our Myspace profile as possible.

It's also good to make sure that there have been several different people rating the girls that highly too, to ensure that the rating is as accurate as

possible and not just one person being overzealous.

Now we have set the search options, we need to specify what kind of page we are going to be linking to. I always find that a page which looks slightly amateurish will work best, as the people seeing the girl on Myspace will not know that she is a professional porn model.

Step 5–On the bottom of the screen you will see the "Generate Results" button. Once you hit that all the models which match your selection criteria will be displayed (WARNING–SOME OF THE PICTURES MAY CONTAIN EXPLICIT IMAGES SO DO NOT PROCEED ANY FURTHER IF YOU ARE EASILY OFFENDED–I CAN BLUR MY SCREENSHOTS BUT THE ONES YOU SEE LIVE ON THE ACTUAL WEBSITE WILL NOT BE BLURRED)

Okay so now all we need to do is choose a model, and grab the appropriate linking codes for her. When you are choosing, it's always best to click on where it says "Model Images" and you will be given a selection of photo's of that particular girl. The important thing is to grab a few different shots, ideally around 5 or 6 as the more pictures there are the more "real" she will seem to the other Myspace users. Also be sure to not choose any photo's with explicit imagery as they will get your Myspace account closed down within a week.

An ideal photo is one which shows the girl as attractive but also in a "real" setting. Pictures which are obviously posed modelling shots do not have much integrity.

Step 6–Once you have chosen a model and a few carefully selected photo's of her, save the pics by right clicking on them and selecting "Save Picture As…" and then be sure to grab the code which will link directly to her profile. You can find this just beneath where it says "Linking Code", and all we need to do is copy and paste it into a notepad file, which we will then save for future use.

Stage 2– Using our new affiliate links and

pictures within our Myspace profiles and maximising interest.

Step 1-This is obvious really, but we need to go through the steps given in previous chapters to create a new Myspace profile and begin filling it with targeted friends. Obviously when we construct this profile we are going to be using the images we obtained from webcams.com.

Be sure to put in lots of content and detail to make her seem very real, as a lot of less-savvy internet marketers try to push webcam programs on Myspace from the most obviously fake profiles and have been caught out, which makes it slightly tougher for the rest of us. Fear not though, if we take the time to create a believable profile, we will certainly reap the rewards!

Step 2-How to implement your affiliate links for webcams.com.
As I said before, Myspace has been tainted for some time now by people with no imagination at all trying to push webcam affiliate schemes, so we need to be a little bit more imaginative to succeed. This is a good thing. In the world of internet marketing, it's often the most imaginative and original people which enjoy the greatest success.

The typical webcam Myspace profile will consist of just one image of a girl, maybe wearing lingerie or something, and will have just the one big obvious link right in the AboutMe section of the profile. The person who edited the profile will also have made very little effort in regards to prettying the page up.

I often wonder if these guys ever make any money with their unimaginative and half hearted efforts-some of them are even quite

amusing. I think the funniest one I've ever seen said
"Hi I'm Darlene click here to see me naked."

Could it seem any more fake? Even the most trusting person would find it difficult to be believe that a profile like that was for real. I don't imagine that profile managed to avoid Myspace deletion for very long.

As I said, we need to be imaginative, so the last thing we want to do is leave the affiliate link right in the middle of the AboutMe section of the profile. This just screams "Look at me I'm fake! I'm really a balding middle aged man trying to make a buck!" And as any salesman or marketer will tell you, as soon as someone has the idea that something isn't genuine, say byebye to any money that could have been made!

A short, cheeky technique which I made good profits from in the past is to not mention it at all on the main page, but then when people message you (and being a good looking young girl you will be inundated with messages–believe me you will get hundreds) simply reply with something like "Hi thanks for getting in touch, I can't talk right now because I'm working, but if you want to catch me over there click HERE" and put your affiliate webcams.com link there.

From the other person's perspective if they do click there they will see your new profile page at webcams.com, and if they like what they see enough to sign up for a free membership you just made $25. Imagine how many messages your girl will get each day? 15? 25? 50? You only have to copy and paste the same reply to everyone, it will take maybe three minutes a day to get through them, and that alone could bring you a decent income each day. It gets better though…

What would you say if I told you there was a place in your Myspace profile which would get you more interested visitors to any links you place there, and will also make you seem a lot less "markety" in the eyes of the

Myspace police?

That place is your blog. Every Myspace account comes with a free fully working blog service. You may have seen them on other people's accounts as you browsed them. A blog or weblog, as is the full term, is like an online diary. People use it to write about their interests or feelings, and other people can then read it and respond to what is written. Kind of like a one person forum really. People are interested in blogs. If you have an account with a decent number of friends, your blog will get read, believe me.

A blog doesn't even need to be very long, just a few entries each week, and people will actually read it! Ingenious. The key is to start the blog about something fairly innocuous, keep it simple to begin with to draw in the regular readers, and then at some point introduce your affiliate link, maybe with a post that the girl has just started a new job and is having fun with it; does anyone want to watch her work? Or something like that.

I had great success with an account set up in that manner, and the blog worked like a dream. I made the first few posts about how much she hated her current job and then I gradually began to mention how she was tempted to go into adult work, and then one day she took the plunge and did anyone want to see it? That kind of thing works very well.

Bulletins and comments do not work so well with this sort of marketing. Obviously it's up to you if you want to give it a try, but in my experience people are tremendously sceptical if you publicise the webcam account that way and it usually has a detrimental affect on earnings overall.

> Points to remember–
>   ✓ Make the profile as real as possible
>   ✓ Keep it tasteful–Children use Myspace!
>   ✓ Take care in choosing correct images
>   ✓ Be clever with your messages to maximise income to effort.

How to sell-Option 3-Dating Sites

Myspace and social networking sites in general are ideal for publicising dating sites, I think purely because of the demographics and mindsets of the people which visit Myspace and the dating sites are very familiar. I think to a certain extent a lot of people use Myspace AS a dating site, and if you can tap into those people you can make some cash.

There are a huge number of dating sites on the internet, everyone knows that. But not everyone knows that just like the adult sites, a lot of the dating sites will pay you good money to refer customers do them.

The most I have seen is a British site which will pay you around $2.50 for every customer which signs up for a FREE registration with them via your link. I know that level of income doesn't sound like much, but it's pretty easy to get referrals, so the money soon adds up. Ten or twenty referrals each day at that price and you are talking about some pretty nice "free" money each month.

Promoting these dating sites is easier than most people think, and I am going to show you EXACTLY how it should be done.

Step 1–Finding appropriate affiliate schemes

There are several ways you can go about this. The most obvious way is to Google a search for "dating affiliate" or something like that. You will find hundreds of prospective sites that way. Then basically all you need to do is apply to be affiliated to whichever one you think will work for you via the links on their own webpage.

In my experience though, going about it this way can be a bit of a time waste as companies won't get back to you or will drag things out while they quiz you about various things, all the while going back and forth by email. This takes too long, we want to earn NOW!

In my opinion the best way to find dating sites to promote is if we visit

www.CommissionJunction.com. They are one of the largest affiliate management companies on the web, and act as a kind of middleman between the merchant (the website you promote) and the affiliate (you).

It is their job to keep track of all the traffic you provide the merchant with and also any sales and commissions you earn. They will then in turn pay you on a monthly basis for the work you did, either by check or directly into a bank account of your designation. It's a pretty smooth operation and they do a good job.

Now, at time of writing Commission Junction has around 50 well established dating sites which you can affiliate for. One of the best things about their affiliate management is that before you apply to become part of a program you can see how much people are earning with each company, so you can see which ones are most profitable before you take the plunge! You will need an account with CJ before you can go ahead and promote anything, but fear not because signing up for one with them is as easy as pie.

Step Two-Signing up with CJ

Commission Junction call their affiliates "publishers", and to open an account you need to click on where it says "Publishers" on the top left of the home page, and then drop the box down to Application. I'm not going to talk you through the rest of it because it's just a standard application form and I really don't want to insult your intelligence! One thing to bear in mind though, is that Commission Junction assume that every one of their publishers has a website to promote through.

The main reason for this is because the traditional idea of an affiliate would be someone who owned a website related to a certain niche, say fly fishing for example.

They would then place affiliate advertisements on their site for products related to fly fishing-those ads would then get clicked by site visitors and the site owner would make commission on sales he generated etc. This is still a great business model, one that is still very valid and useful today,

but one that we will NOT be using as we are focusing on Myspace profits.

I honestly don't know what would happen if you applied to Commission Junction without a website URL to put in their little box, as I have never tried. I wouldn't like to take the risk of it though, so if you don't have a website, you can quite simply setup a blog at www.blogger.com. As I explained earlier, a blog is like an online diary. It's a simple 3 step process to open an account at blogger, and takes no time at all.

The only tip I will give you is that in order to make your blog seem more legitimate for your Commission Junction application, it may be a good idea to name it as some kind of dating site. You could call it The Dating Review or something, and all you need to do is knock up a few sentences saying "Coming soon, reviews of all the hot dating sites" or something like that. A blog like this will give you a perfectly valid URL which you can then use for the Commission Junction application form.

Note-Something else to bear in mind is that a blog like that with some affiliate links would be a great money maker in its own right if you keep adding original content and get a regular readership going, but that is a subject for a different book!

Step 3-Choosing a dating site to promote

As we already said there are a fair few dating sites available for promotion on CJ, but we don't want to be promoting all of them, so listen up. Myspace users have the attention span of a goldfish or maybe even a mosquito. They will dismiss 99% of everything they see and just continue in their frenzy of adding friends in a quest to have more friends than My Chemical Romance (almost a million!).

If you do manage to get their attention for a small amount of time, nothing screams out to them more than something that is free. So what we need to do is find all the dating sites that will pay you for everyone that signs up for a free membership. To do this we first need to perform a search on CJ for dating, which is done by clicking "Get Links" at the top left of the screen, and then typing "Dating" in the search box which appears. Once we have our 50+ results on screen, we need to divide them into companies which pay for a *sale*, and companies which pay by the *lead*.

Some do both, which is a bonus, but we are really only concerned with organisations which pay by the lead. In the fifth column from the left on the search results screen (see screenshot), you will see three headings, "Sale", "Lead" and "Click." Click on "Lead" to sort the selection by advertisers which will pay you by lead.

What we are looking are advertisers which will pay the most per lead, as we want to maximise our profits. There is one other thing to bear in mind though, and that is the EPC factor. EPC stands for "Earning Per Hundred Clicks (C=Century geddit?), and is a great guideline to how well the sales page of the merchant will convert your clicks into signups or sales. Obviously the higher the better.

As you can see from the results screen on Commission Junction, an organisation like PerfectMatch.com would be better to promote than Mingles Inc due to the huge difference in what people are earning per 100 clicks. This is a big deal because as Myspace marketers it will take the same amount of time and effort to generate 100 clicks to any merchant, so we really need to be maximising the returns on our investment of effort by choosing merchants with a higher EPC rating.

As I said before, I have mostly been promoting a company called Easyflirt, because A–They have a habit of instantly approving your affiliate request,

and B–They pay a good price for each individual lead. The only thing which complicates things slightly with them is that they mostly serve UK traffic. This is not a real problem, it is very simple to set up a Myspace profile (or ten!) to take specific advantage of this and base our fictitious people in the UK. It's simply a matter of choosing the UK version of Myspace when the account is initially setup, and then when fleshing out the profile we need to make the person come from London or some other large city.

Step 4–Actually promoting the dating site

This again is something people tend to be too eager with, and so put off most of the potential visitors by plastering a big affiliate banner right in the middle of the About Me section in their profile. This is NOT going to work. Not to any degree of profitability anyway. You might get the odd click and sale once in a blue moon from people that are too dumb to realise that it's just a pure advertisement, but that will be all.

The key is to be more subtle, you will find that you can promote dating sites successfully by using almost exactly the same techniques as I outlined in the Adult Site promotion section above. There is another method you can employ however, a more advanced method that takes a little more time to employ but can really help you raise the profile of the site you are promoting. That method is to use the Myspace Groups facility!

As mentioned before, Myspace allows its users to form groups for a particular interest or belief or activity. If you click the "Groups" Tab from your main profile window you will see what I mean.
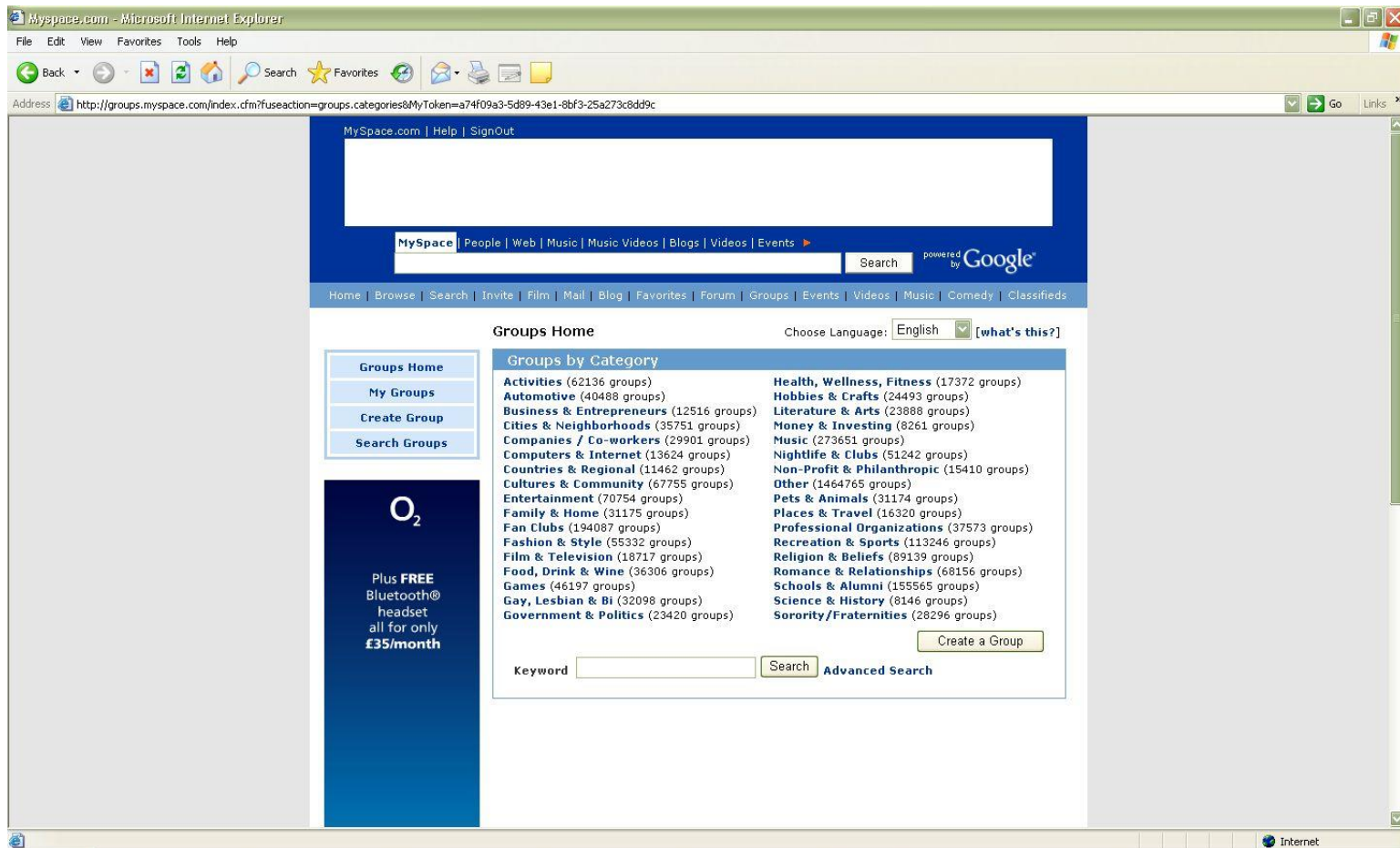
As you can see, there are hundreds of thousands of groups there, maybe even millions, catering to everything from people with interests in certain kinds of car to people who love pets. The group owners/administrators populate the group by finding like minded people and sending a Group request to them, much like we have been doing with a Friend request. Over time, the more time and effort the group owner puts in, the more friends there will be in the group, it's a simple numbers game, as is much of Myspace.

Now take a moment to think about this for a second—When you start a group, you are given free reign with HTML coding, meaning you can pretty much put anything you like on the main group page. What better than to create a group called "The Easyflirters" or something like that, and then put your affiliate links to your dating site on the main page of your group? You could make your group tagline "For people who love to flirt on webcams" (Note—this would only work well with certain kinds of dating sites, Easyflirt happens to be a site where people use webcams to chat).

Rumour has it that you can actually send an INFINITE number of group requests per day with no penalty. I honestly don't know how true this is because I have never really felt like gambling one of my profiles enough to test it, but just suffice to say if you stick within the limits we talked about earlier, you can still add a huge amount of people to your group in a short space of time.

Step 5–Targeting people to add to your group.

This is pretty simple to do, but you will need to pay attention to what kind of dating site you are promoting before you begin. There is nothing more worthless than a profile full of incorrectly targeted friends! For example, if you are going to promote Easyflirt, or one of the Canadian dating sites for example, there is little point filling the group with Americans. The sites will have been designed with a certain kind of person in mind, so to add people to the group outside of that demographic will only be wasting your own time.

You may even find that people from the wrong countries are not eligible to join! In short, only add people from the correct countries!

You will also find that age is an important factor with dating sites–A lot of people will say that they target the age group 18–35, which quite frankly is the most picked upon age range for Myspace marketing. Well, I'm here to tell you that those guys are wrong! Who says people over the age of 35 won't be interested in dating? Go to the homepage of any of the dating sites you can find and I'm pretty sure that the "Member Success Stories" photos' do not just show people between the ages of 18–35. If anything I think the younger people are less likely to be using a dating site–Dating sites aim for people that are slightly older and may have given up on finding that special someone until they find the site in question.

That's how the whole dating industry works, they are aiming at people who think they are not going to find that special someone under their own steam, and those people do tend to be slightly older. In short, when creating dating groups, you will have far more success if you target 18–50s instead of just 18–35s. And no, before you ram the previous point

down my throat, I'm not saying that people over the age of 50 are not interested in dating, but as you can appreciate, we have to draw the line somewhere. If we just invited EVERYONE into our group we would be wasting a great deal of our time.

Step 5-Getting the link seen and clicked on.

As we have already discussed, putting the link into a prewritten message to with which to reply to messages is a surefire way to make money with dating sites and adult sites. In my experience people are a little keener to sign in to dating sites as you can make the whole thing seem a little less innocent by saying something like:

> "Hi I'm great thanks for asking! I can't chat now because I'm logged into another chat site, come join me if you like <link here>xxxxx

As mentioned, Groups can be very powerful using the dating sites, and you can get great banners and posters from Commission Junction which you can stick on the main group page. Above it you can have a caption saying "Official Chat Site of The Easyflirters Group" Or something like that, and the below in big letters say "Free Memberships to ALL Group Members."

Most people will not be in a position to know that membership there is free anyway, and also the vast majority of people have no idea about internet marketing so they will not know you are making cash from that banner, and anyone who does know about it is likely to just leave you alone and decline to be your friend. Not too much of a problem as there are plenty of other people waiting!

As we said before, the links are obtained from the "Get Links" page on Commission Junction, and they will have a staggering amount to choose from.

They will again be rated by how much people are making with each banner, so this will aid you in your choice.

Commission Junction will give you the full HTML code for the banners/links that you pick, and then all you need to do is copy and past the HTML into the relevant section when creating your group page. It really is very simple. Incidentally, if you have any problems modifying anything at all on your Myspace accounts, run a quick search for it on Google. There are a million free guides to help you, and it's very very simple once you have gone through it a few times.

Note-From time to time, Myspace will block certain URLs from being linked to within the Myspace environment. What happens is that your ad or banner etc appears normal, but when it's clicked on the actual target URL has been removed, so that your visitors are being directed to www…com or something like that. Not good! I guess this is from when too many people are promoting a particular site etc and the Myspace Police catch wind of it. This block stops lots of marketers in their tracks, but fear not-there are a couple of simple solutions:

The first and easiest is if you happen to have a website already set up. It doesn't matter about the subject of the site or anything like that, as we are going to using it for a simple redirection. All you need to do is log into your control panel, and you should have an option called "Redirects" or "Redirection" or something like that.

All we need to do is put the URL we need to redirect (your affiliate link) in one box, and the extension you want it to have in the other (usually beginning with a / so for example it may be /Easyflirt, so your whole redirect link would be: (using www.myspaceinsider.com as an example of a main domain) www.myspaceinsider.com/Easyflirt. This means that when you put that link into the Myspace environment, people will be clicking on YOUR site instead, and then being redirected to the affiliate page of whatever you are promoting, and thus avoiding any banned URLs.

The second solution is to look for a free redirection service on Google or one of the other big search engines. There are thousands listed, and it shouldn't take too long for you to find a suitable service. I can't recommend any with any honesty as I prefer to use my own websites as redirects.

Points to remember when promoting dating sites-
- ✓ Choose affiliate dating programs which pay by the lead
- ✓ Create a blog if you have no website to sign up to Commission Junction with
- ✓ When choosing which affiliate scheme to go with, pay careful attention to the EPC figures (Earnings Per hundred Clicks)
- ✓ Don't be obvious in promoting your links. Be sneaky!
- ✓ Utilise the Groups within Myspace to their fullest extent
- ✓ Be ultra specific with your targeting
- ✓ If you are using the messaging technique, don't forget each message counts toward your daily allowance! Watch those figures!

How to Promote Option 4- Google Adsense/Myspace Resource Sites

Google Adsense can provide a tremendous residual income when coupled with the huge traffic Myspace can provide!

Here's how…

Google's Adsense program is a fantastic scheme which allows the average website earner to make some money from his site, or *monetize* it, as is the correct terminology. You will have seen Adsense ads on countless websites maybe even without realising it.

You know how on some websites you may see a few tiny little text ads, sometimes with "Ads by Google" printed underneath them? Well those are Adsense ads. Check out the picture below for an example:
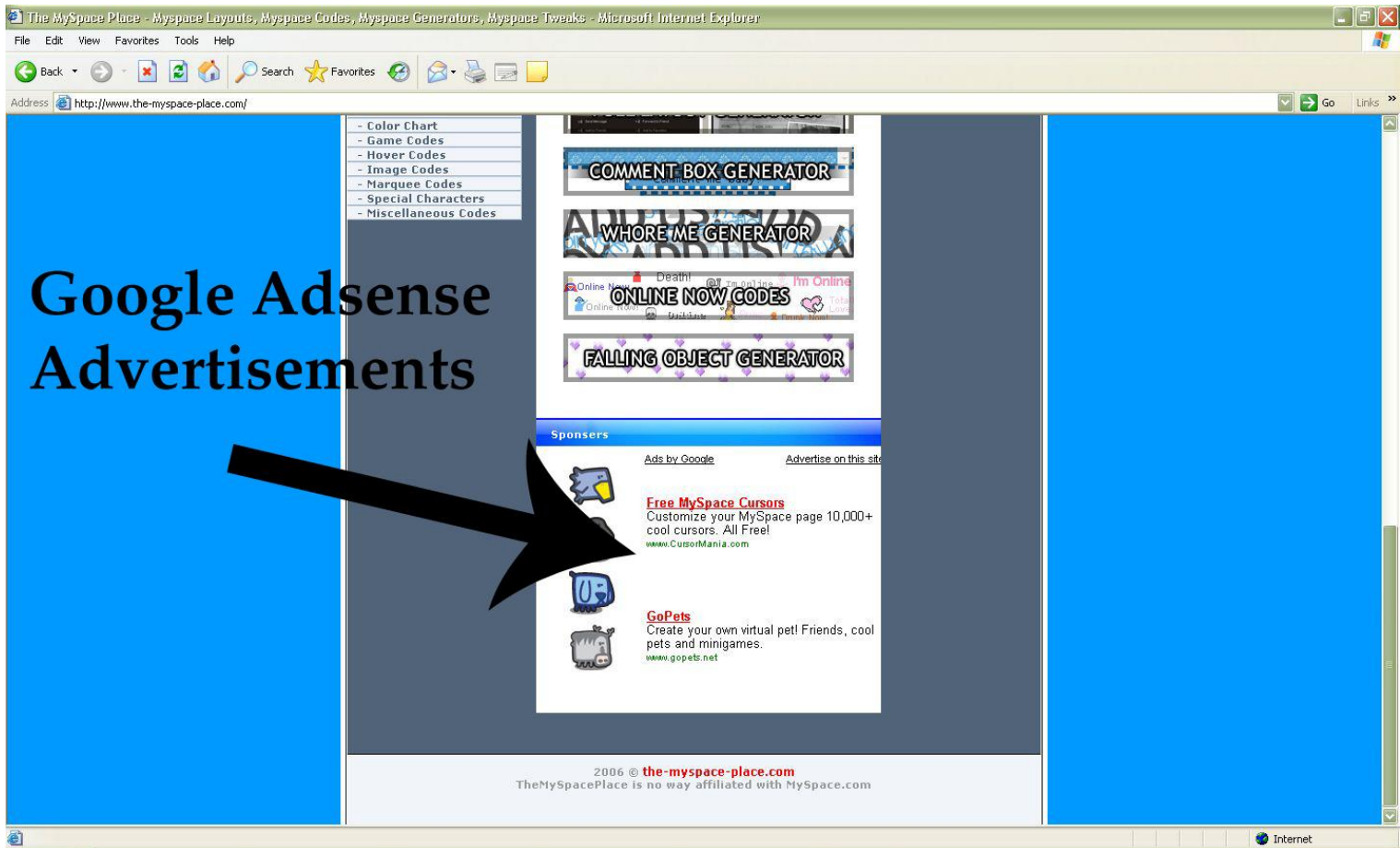
The way the Adsense scheme works is that once you are approved by Google, you can put your Adsense code (which they provide) into a specific area of any website (or blog!) which you own, and Google will then funnel advertisements which are relevant to the site into that area. Clever stuff you will agree, but how does that make money?

Simple. Google will pay you for every single person that clicks on one of those ads. The money per click is not a lot, somewhere between 1 and 15 cents to be honest, but if you can provide enough traffic to a site you can make good autopilot money from this. Making money from Adsense used to be about getting a site set up, getting it listed in the search engines and then spending months optimising it to hopefully get it onto the first page of one of the big three, so you may catch some of that free traffic

and finally make some cash from the site.

Well I'm happy to say, getting that traffic just got a whole lot easier with Myspace. It's not difficult to get a thousand unique visitors each day to a site if you publicise it cleverly on Myspace. Any webmaster will tell you that a thousand uniques a day is pretty good going, and it would take a hell of a lot of work to get traffic like that from search engines. With Myspace you can get a site set up and have traffic like that a week later. Are you starting to see why there is such a buzz about Myspace marketing at the moment?

Step 1– Getting a website to place your Ads on

As we mentioned earlier, people use Myspace profile sites such as www.Pimp-my-profile.com and www.the-myspace-place.com to customise their profiles with all manner of things. Websites like this are usually configured with a fair few Google Adsense ads set up on them so the webmaster can make money from all the visitors that click on them. The best thing about this is that the scripts for websites like that can usually be obtained completely free from the public domain!

If you perform a quick internet search for "free turnkey scripts" you will find literally hundreds of websites which offer free scripts to download. I can recommend the free Myspace Resource site script available for free download from www.freeturnkey.net, I have seen this resource site in operation and I must admit to being most impressed. You can have your very own site exactly the same as that one by simply downloading the template from freeturnkey.net and installing it into your own site, which is a pretty simple process.

All you need to get started with your own resource site is some hosting and a registered domain name. You can get both of those through a good quality hosting provider like Hostgator, who are my host of choice, or another very popular one is Godaddy. I can personally recommend

Hostgator as they have fantastic live chat customer service.

> Note-I know getting your own website can be a daunting prospect, but see it through! A website will give you so many options on the things you can do from that point to make money, and once you have gotten one up and running it will make you see how easy it all is!

Once you have your hosting set up and your domain name registered, all you need to do is install the free script from freeturnkey.net onto your host's servers, and then your site will be up and running. If you have knowledge of HTML and PHP codes, you can probably do this yourself as it's pretty straightforward. If you don't or you would rather not do the work yourself you can quite easily get it done elsewhere by paying someone.

It won't cost much, most people would do it for $20 or $30 as it's a very simple and quick process once you are familiar with it. You can usually find people willing to complete small jobs like this for a small fee at one of the internet marketing/webmaster forums on the net. There are hundreds of different forums of this nature, but two I can personally recommend are www.warriorforum.com and forums.digitalpoint.com.

Step Two-Getting an Adsense account up and running

Once you have a site up and running, you will need to apply to Google to become a member of their Adsense scheme.

It's free to apply, and it will take them usually a few working days to approve your application, so be patient! The application process is pretty simple, you will need to visit Google.com and click the "Business Solutions" link under the main search box, and then on the next page you

need to click the link where it says about discovering more revenue with Google Adsense. You should then be taken to a standard application page, where you will need to fill in some details about yourself to get your account up and running. Be sure to take care when filling in the details of the URL of your new website, as if you input these details wrong it will cause unnecessary delays to your application.

Once your application is approved, you will be able to use your username and password to login to the Adsense account from the Business Solutions link on Google's main page. After you login for the first time you will be able to use their software to generate the code necessary to place the ads on your site. The codes provide ads of all different shapes and sizes, be sure to make something that fits in the space on your page.

The software Google have in place for creating the ads is excellent, very fast and very easy to use. All you need to do is fiddle around with it all until you come up with a size and style that you are happy with, and then it will generate a small amount of code for you to put on your webpage, and then your ads will begin to show! The best part is that you don't have to worry about the content of your website as the Google ads are context sensitive, they will scan your site to see what it's about and then show ads which relate to it. It really is that simple.

Again, depending on your knowledge of webdesign and coding you may want to pay someone to install the ads onto the site. It's a very quick process though, so even if you do have to pay someone to do it, it will be pretty inexpensive and shouldn't take them too long. Once that's done, you are now the proud owner of a fully functioning Adsense site, and you are ready to make money!

Step 3–Getting Visitors to the site

Okay now we have the site all set up and ready to go, we better start making it earn its keep. Getting visitors to these sites from Myspace is so simple it's unbelievable. You won't believe the results you get. I'm going to talk you through the beginner's guide to getting thousands of visitors. If you've gotten this far you may want to adapt some of this or change it

to suit your own situation or site, and that's just fine!

First of all, let's say we have created a few accounts for the purpose of this site. We don't need to build accounts aimed at any specific niches or anything like that, I find it works fine to build just general purpose accounts. The number of accounts is not important at this stage, obviously the more the better but it does depend on you and how much time you have.

Once we have the accounts opened and set up and ready to go, it's time to start adding friends to them. You can make money with a resource site with just about any amount of friends, but obviously the more friends each account has, the more money you will make.

Resource sites tend to be easiest to promote using Bulletins. It's very simple, all you need is one decent Bulletin written, and then you can set your friend bot to cycle through each account sending one Bulletin every 30 minutes or so and then money is yours! It's that simple.

Regarding the Bulletin itself, it does not have to be a work of art or a great piece of literature; you just need a simple straightforward message. People in Myspace have short attention spans, so we need to get to the point and quick!
A well used example which you are welcome to copy is:

The html code there will create a clickable hyperlink in the bulletin, so that when people click the name of the site they are taken straight there. You are welcome to use this Bulletin wording and also copy this html code, but don't forget to change the stuff that's in italics so that the Bulletin points to your own resource site!

It's a great idea to maintain a few accounts purely for use with your resource sites, and then if you have the resources (no pun intended) you could quite easily set it to cycle through accounts constantly, sending bulletins 24/7 and fully automated while all you need to do is keep track of your earnings!

Note 1-The example I have given relates to profiting from a Myspace resources site purely because that is the easiest thing to get started with. Be aware though, that there are a million different kinds of websites you could publicise via Myspace, and you can find the scripts to a lot of them for free also. Imagine how much cash you could make if you set up a cellphone ringtone download site and publicised that through Myspace charging $3 per download or something! Easy money!

Note 2-You don't need a website to place Google Adsense ads on, they will also let you do it with a blog at blogger. All you need to do is update the blog fairly regularly (once or twice a week is fine) with content relating to Myspace and you can then use the process described above to make money from those ads.

As an added bonus, you will find that you will not need friends that are particularly targeted either-people seem to be so obsessed with improving their pages that a lot of them will jump at the chance of viewing a new resource site in case there is something there which no-one has seen before.

Points to remember for resource sites-
- ✓ Setting up a website is easy to do, but if you don't want to you can always pay someone to do it!
- ✓ You will need a website set up before you can apply to Google Adsense.
- ✓ You can set a site up for next to nothing by using a free script
- ✓ Make sure your links work before you start using the Bulletin cycling method
- ✓ You don't technically need a website, you can make do with a blog!
- ✓ If you do get a site, it doesn't HAVE to be a resource site!

How to sell option 6-*Other* Affiliate items

Myspace has such a ridiculously large user base that you can probably sell absolutely anything there, if you can only find the right people to sell it to, and that's what we are going to cover here!

You probably noticed when you were at the Commission Junction website that they have a hell of a lot of other stuff for you to promote over there- food for thought no?

I'm going to explain here how you can sell just about anything to people

if you can use the tools you have been provided with by Myspace and the skills that I have taught you to find the right product and right person to buy it. This works very well for those of you that have existing businesses or websites which you are looking to promote and make more money from.

What we need to do is get into the habit of searching through both Myspace and the affiliate schemes available to us, and then seeing if we can fill a need or bridge a gap. Almost like matchmaking in a way.

This kind of marketing is called Niche-Marketing, and can be very very lucrative. This stuff makes people millionaires if they apply the right scales and hard work.

As an example you may have noticed there are various Home Computer groups on Myspace, many with thousands of members. What you would do then is go to an affiliate provider (Clickbank, Commission Junction, Paydotcom, there are many, just search Google) and search their computer related affiliate schemes.

Continuing that example, let's say that you find that a computer hardware company are in the middle of an online promotion offering 10% off normal advertised prices for all desktop computers, and paying you 8% of the total price. There is a good chance that some of the members among the THOUSANDS of people in the Home Computer groups on Myspace would be interested in such a sale, and 8% commission on a $1000 item is some pretty nice gravy for each sale. It would not take a degree in rocket science to work out that we can make some cash here by bridging this gap and matching some of those members up to the offer that we found!

What we would do is sign up to the Computer Company's affiliate program, obtain the correct links, and then look to Myspace to start harvesting this cash. We would create a few accounts that are oriented around Home Computers, extract the ids from the Home Computers groups, and then systematically add those ID's as friends, and then as

their friends build up we can begin to advertise the Computer deals to them.

This is an extreme example as a high ticket (high cost) item like a PC would be a pretty hard sell on Myspace, but I'm betting you could make a similar killing selling blank CD's or software or mice or whatever. It's all about finding the gap in the market and filling it with a product you are affiliated with or can become affiliated with.

Something to keep in mind with this stuff is that most of the time, downloadable products are much easier to sell, so certain affiliate providers usually prove better than others here.

A great technique to help you diversify and branch out in this manner is to get into the habit of creating as many new Myspace accounts as you can, 5 a day, 10 a day, just whatever you can do, and as each account is created you will be deciding what niche to use it with.

It pays to make notes at this stage, as believe me once you have more than about 50 accounts it gets pretty tricky to keep track of what you are aiming them all at! I would advise aiming a minimum of 5 or 10 accounts at each niche area that you identify so that you are taking maximum advantage.

Identifying markets and exploiting them in this manner is one of the most powerful techniques there is to create income, and you will find that it certainly pays if you put the time and effort in.

Points to remember-
- ✓ Use your head! Thinking slightly outside the box will bring you huge rewards in this business.
- ✓ Don't shy away from your research-You will smooth the road to massive profits with some smart niche research.
- ✓ Remember-Find a group with a similar interest, THEN find a product to suit them! Don't try and shoehorn a product you like into any group of people-It may work a little but long term it's a waste of time!
- ✓ Make notes-Once you get going with this your head will be so full of ideas that some will be forgotten as you work on other things-keep track of them all in a notebook and work through them systematically

GUERILLA WARFARE-ADVANCED TACTICS FOR HUGE PROFIT

Advanced method 1 – Utilizing Friendstorm purchased friends with a resource site for almost INSTANT profit!

This is pretty obvious so I won't waste too much of your time laying it all

out to the letter–I'm sure you can figure out what's going on from the heading. As we mentioned before, Friendstorm.net will allow you to fill your accounts up with friends in no time at all, and this is how you can put them to use straight away!

Some people believe that Friendstorm friends in your Myspace account are next to worthless because they are not targeted toward anything in particular. Well that's right in a way, but it's also very wrong. Why? Because they are targeted to Myspace itself. If these people take the trouble of visiting an external website just to build up friends, they must be pretty serious about Myspace. And someone who takes it that seriously would be pretty appreciative of a resource site I am thinking. Do you see my point? Harness Friendstorm friends and point them at your resource sites with Bulletins for almost instant profits. If you use the Bulletin Cycling technique I mentioned earlier you can be in profit within 12 hours of the site going live–Trust me, I've done it.

Advanced Method 2– Leverage your Myspace friends to build a huge legitimate double optin list

Earlier we mentioned how "The Money Is In The List" and how we could harness Myspace and use our friends as a mailing list–but what if we could use Myspace to create an actual legitimate double optin list of HUGE proportions that we can then use outside of Myspace to make money whenever we wanted?

This technique is a little more advanced, but anyone who has experience of building a list or marketing to one will understand how huge the potential for this is–People have retired on worse ideas than this.
Using this technique you can build up a mailing list of several hundred or thousands in just a few weeks, depending on how many friends you have. You will need access to an Autoresponder service (explained later) and some web hosting. I'm going to do it step by step so listen up…

1–Obtain a free giveaway product–The tried and tested method of getting people to signup to your newsletter or mailing list is to bribe them with

some kind of freebie. You want an ebook preferably in a pdf format that you have the rights to give away, and you want the subject of the book to be MAKING MONEY. Finding a book like this sounds complicated but the internet is virtually drowning in giveaway rights ebooks-just perform a Google search for "free ebooks" or something to see what I mean.

Please ensure that you get something which you have the rights to give away, as nothing will halt your money making adventures faster than being arrested for copyright theft!

2-Once you have the book you need to sign up for an account with an Autoresponder company. An autoresponder service is a service which will maintain and capture the email addresses of people which you direct to a particular website. They will then send out email messages (pre-written by you) to everyone who has "opted in" to your email list. The messages will contain sales pitches for products you are affiliated with, and when the customers buy, you get money.

The only autoresponder service I use, and probably the most popular on the web is Aweber. It's a great service and truly flexible, check it out at www.aweber.com there's no obligation as you get a month's free trial, so give it a whirl and see what you think.

The basic premise of what we are going to do here is send Bulletins (using the bulletin cycling method) to people on our friends list offering them a free copy of the ebook you just downloaded. You want to tell them you found out where to get it for free and that it has helped you make money already. The link you place in your Bulletin would then take them to your opt-in form (also known as a squeeze page), which you would have previously created with your Aweber account and some web hosting. The actual squeeze page needs to tell them that they will be given access to their free download as soon as they fill in their email address and verify the confirmation email.

The people that go ahead and sign up would then be shown a link where

they can download the free ebook you promised them. This all sounds monstrously complicated at first, but stick with it because it is hugely profitable. The trickiest part is getting the squeeze page setup, and even that is not too tough because there are thousand of tutorials etc on the web, and if you get really stuck you can ask someone at the warriorforum.com or digital point to help you.

3–Sell to them! They agreed to receive information from you so you are free to send them mailings etc with your sales pitches in. A tried and tested way of doing this would be to compile ten small emails, 2-300 words, and link each one to an affiliate product which relates to the email subject. You could then set Aweber to send one email every other day, and you instantly have a pretty good income coming in on autopilot! All you need to do to keep it going is to keep filling the autoresponder by continually expanding your Myspace efforts and cycling the Bulletin across your accounts.

Note–The subject of mailing lists and Autoresponders is too huge to cover in any detail within this document–I learned mailing list strategies including what to put in the mails themselves from Ewen Chia, who is an acknowledged expert in this field. I would recommend his book "Stuff Your In Box With Cash" to anyone who is serious about building a mailing list and making money from it.

Advanced Method 3–Targeting prospective friends with laser sharp precision.

This is something which is widely overlooked by a lot of people, and is probably why they don't make as much money as they could.

I already covered how we can use the "Browse" facility in Myspace itself to target people of certain ages, certain genders, religions etc, but did you know you can take it one step further with a good quality bot?

For an example, lets take the music niche (something I've really cleaned up with) and say we have found a guitar tuition DVD which pays us $15 per sale. There are thousands of Groups on Myspace based around music/rock music etc. These are people likely to be interested in learning to play guitar or improving their current skill or whatever. After a little research we find that most people that play guitar are male (it's true, 97% or something crazy like that!)

BUT there is no way within Myspace itself to search for all the males within that group. This makes things tricky because it means 50% of all our friends requests to the ids extracted from that group are essentially wasted, because the Group is likely to be 50/50 Male/Female. As I said before, as marketers, our time is our most valuable asset, so we don't really want to be wasting any!

To get around this, extract all the friend id's from the group as normal, and save them to whatever filename you want. Once they are all extracted and we are ready to begin adding them, we can then use the facilities of the bot to add only those that we really want. This will leave us with an ultra targeted friends list, far more responsive than it would have been previously.

All we need to do is adjust the filters on the bot you're using, and you're set. You can quite easily set some of the modern bots to filter all the male or female people, or people that live in certain areas or whatever.

The filters on some bots are very flexible, we could even go a little further and only request 18-40 males with the keyword "play guitar" in

their profiles.

Now what do you think would be more profitable for a guitar tuition DVD, a profile with 5000 friends added all from the same group but all different ages and genders, or a profile with 5000 18-40 males with the keywords "play guitar" mentioned in their profile? This is a very powerful technique for making a killing with every single set of Comments you send out.

Advanced Tactic 4–Turbo Charge Your Marketing Efforts and Make a Killing with Outsourcing...

I think a lot of people are going to be tempted to gloss over this section and just kind of ignore it. For some reason people are frightened of outsourcing. Well, if you ignore it, you're missing out on probably the biggest profits of all.

Think of it like this...it's easy enough to set up a few profiles and make some money from Myspace manually. But imagine how much money you'll be making if you've got 500 profiles, a thousand profiles...it's huge. You can amplify the whole thing and make tens of thousands a month.

There's no limit to what you can outsource in your business, but here are a few ideas to get you started:

Profile Creation
Commenting
Bulletins
Messaging
Friend Adding
Profile Customizing

Food for thought?

Think about it this way...imagine you have ten Myspace profiles that you use everyday. You spend 3 hours per day marketing with them, and you're making $100 per day. Pretty cool huh?

Now imagine that while you're doing that, you've hired an outsourcer to do exactly the same stuff with another 10 profiles...and he charges $1.50 an hour for the work. Suddenly you're making double the amount of money, for no extra work, and an outlay of just $4.50 per day.

And of course there's nothing to stop you hiring ten outsourcers, 20 outsourcers to make 10 or 20 times more money.

It's all there for the taking.

I know exactly what you're thinking though...you're thinking that you don't know how to go about hiring the outsourcers...well don't worry, it's EASY, and I'm going to show you exactly how.

All you need to do is use one of the many websites that exist solely for people like us to find outsourcers on...here are a few examples...

Elance.com
Getacoder.com
Guru.com
Getafreelancer.com

There's quite a few of them, and they're really simple to use. I personally use Elance, and it takes just a few minutes to get the whole thing set up with your job opening listed there. And believe me, you'll get tons of responses. The first time I ever posted there I got something like 15 replies, and ended up hiring 6 people, when I was only looking for 2 to begin with. Believe me, that particular business grew fast!

A quick word of warning...I've noticed with these sites that many of the people advertising there will be a little, well, optimistic with their pricing. I think they just pitch a number out there, and hope people go for it.

As an example, one of the guys I ended up hiring originally offered to work for me for $50 per day, which was <u>way</u> more than I wanted to pay. We went back and forth for a little while, and I eventually got him down to $15 per <u>week</u>, which is a huge difference. Turns out that $15 per week is an acceptable wage where he's based, he just wanted to try his luck a little to begin with.

I gave you some websites earlier which are great for finding experienced people to work for you, but if you want super cheap labor, check out these two sites that most people have no idea about...
www.Odesk.com
www.Mturk.com

These are by far the best, you'll find people that will complete simply manual labor tasks for like 50c an hour, even less.

Another useful place is the services forum at digital point: Forums.digitalpoint.com
You can find all kinds of people offering services there, and you can place your own ads for free to help you find workers.

As a final word on outsourcing, you'll probably have to do some weeding out first of all. Don't expect the very first outsourcers you hire to be great. I think in my own experience you usually get 3 or 4 absolute timewasters in every ten guys you hire. I guess it's to be expected, many people don't have the discipline to work under their own steam like this, so they'll fall down immediately.

And that's fine. These guys are easily weeded out by using smart payment plans.

Personally, I always pay half up front and tell them they get the last half once they complete a trial satisfactorily, say 3 days or 5 days or whatever.

I like to trial several workers at once, and then the ones that screw up and mess me around get cut, and the real workers continue the job.

If you work that way it won't be long until you have a group of outsourcers that you can really rely on when you need them, and let me tell you, these guys are going to be worth their weight in gold...

The Last Word

Okay, so that about does it from me, now it's up to you to put this stuff into practice and make some money! Myspace has an earning potential the likes of which has never been seen before for the "little guy" (guys like you and me!) and if you work it the results will be outstanding. YOU can make hundreds, even thousands, every single day, seven days a week. This book has not even scratched the surface on what is possible with the site and I'm sure that as soon as you start you will be adapting my ideas and spotting new ways to make money. The only limit is your imagination!

There is money in Myspace right now, with your name on it. I'm getting my share already.

Myspace is not going anywhere, if anything it will only continue to increase in size, meaning there is even more opportunity for the Space-Invaders.

The way to begin is to take as much action as you possible can on a regular basis, and the rewards will soon be yours.

What are you waiting for?

To your success,

The Space-Invader

Resources

Here are some links to various resources which I have found very useful when making money on the internet, both from Myspace and other online

methods.

www.friendstorm.net –Get over a thousand friends in 24 hours. This is great if used in conjunction with Advanced Tactic # 1

www.Freeturnkey.net –Just one source of free scripts with which to construct many websites, including Myspace resource sites.

Www.aweber.com –This is the web's most popular autoresponder service. Simple to use, cheap and reliable, what else could anyone want?

Resource sites
The following sites are all pretty useful when it comes to laying out your Myspace profiles:
www.the-myspace-place.com
www.pimp-my-profile.com
www.yourpimpspace.com
www.layoutsplus.com
www.skize.com
There are a million more of these, but these ones I use all the time for my profiles. Check Google if you want to find more.

 Train Rides
Ride the friend trains at the following sites to maximise your friends:
www.myspacetrain.com
www.rideatrain.net
www.thefriendtrain.com
www.ridethewhore.com

Outsourcing Providers

www.Elance.com
www.guru.com
www.getacoder.com
www.rentacoder.com
www.mturk.com
www.odesk.com
forums.digitalpoint.com

Free Ebook Directories

These sites are useful when it comes to finding free ebooks to give away to people who sign up to your mailing list. Please make sure you check the rights of each ebook before you give it away though!

www.free-ebooks.net

www.planetpdf.com

www.jogena.com

www.ebook2u.com

Again there are thousands of places like these online but these ones have worked for me.

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