



*From Bum To
Wealthy Affiliate*

**Scraping Up The Seed Cash To Go
From Broke Bum To Wealthy Affiliate...
In 30 Minutes a Day While You Are
Watching TV!
(Who Loves Money Bonus Guide)**

**Provided to you by the Wealthy Affiliates
Kyle & Carson**

**Special Thanks To Travis Sago
(www.BumMarketingMethod.com)**



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Can't Scrape up Enough Cash to Get Going in Your Business?

Riding the road to financial freedom with the sun at your back and wind whipping through your hair is within many peoples grasps! But you know what? Many feel like they are stranded on the side of the road with a bone dry gas can. All they need is just that one tank of gas to get them on to the next station, and from there they could get on their bike and make the rest of the ride on their own.

So they kind of feel like that bum on the side of the road wearily holding up a sign that says "Will work for gas." while they eat others dust and watch other luckier (and more successful) folks whiz by them...but NOBODY STOPS! Their nostrils fill with dirt, as their hopes and dreams empty from their soul.

Have you felt like this? Do you need \$1000 or \$2000 to get going? A couple grand to get your Pay-Per-Click campaigns off the ground and get you through to when your commission checks come in, that first tank of gas?

Okay folks..."I'll give ya a ride to the station."

Look, I am going to lay out a very simple path, this is a condensed version of what is called [The Bum Marketing Method](#).

My wife named it "The Bum Marketing Method" because she thought it was so easy that a literate bum could do it.

This is how I got my first tank of gas (my seed capital) and how I have helped hundreds of others do the same. After I had my seed capital I did what good farmers do, I planted it, cared for it and harvested and replanted...and now...I call my own shots, do what I want...when I want...I own my own time. But, without that seed capital it never would have happened! Getting my hands on that precious seed capital in the first place was key!

You can do it too and it won't cost you a single dime to get going! That's right, a literate homeless person could go to the public library and start doing this TODAY and have money being deposited in their accounts in a few weeks.

There are two fundamental secrets behind The Bum Marketing Method...



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Secret Number One

We are going to target people that are getting ready to buy 'stuff' right now. Let me repeat...WE ARE GOING TO TARGET PEOPLE THAT ARE GETTING READY TO BUY 'STUFF' RIGHT NOW!

There are many advantages to this, but here are the two most important:

1. These folks practically have their credit cards out and are ready to buy RIGHT NOW! This means that we do not have to write amazing sales copy because these people are already in "buying mode". Basically, these people are already sold and all you have to do is deliver the product.
2. By and large, your competition (or soon to be competition) are not targeting these people. Why? Because they are...dare I say...whack...insane...crazy...see they want traffic, somehow they have been brainwashed to believe that having 1000 visitors that are "thinking about" buying something...some day...is somehow better than 10 people that ARE READY TO BUY RIGHT NOW...

But we are not going to make this mistake are we? Heck NO! We are going to use UNCOMMON, COMMON SENSE!

It is way cheaper to get 10 people to our affiliate link than 1000, and since there is so little competition using the keywords that people want to "buy" from, we can bring these ten people to our affiliate links FREE and with surprisingly very little time investment.



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Secret Number Two

Google has a true love for some sites. In fact, Google loves some sites so much that if you could get your page on one of these sites, Google would list and show it within 2 days to 2 weeks.

Furthermore, if you were targeting a "low competition" phrase (uhh, like a phrase someone might type in if THEY WERE READY TO BUY STUFF RIGHT NOW...not in two weeks or two days...but in the next two minutes) you would end up on the first page of Google for that phrase.

SECRET ONE + SECRET TWO = Your First Tank of Gas

So how do you find low competition phrases people type in when they are getting ready to buy 'stuff'?

Well, there are literally hundreds of ways, but for simplicity (and I LOVE simplicity), I am going to take a different approach, and say DO NOT do your research with an online tool or software.

Do this...

Turn on your tv and watch commercials...watch those late night infomercials.

Write down the names of those products that they are advertising. I guarantee there are hoards of people with their credit cards out doing searches on Google for those very products.

Then take the name of one of those products and go to Google and type in the product name with quotes...



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Like this...

"ab scissor ultra"

Now look at the blue line and see how many results there are, in this case there are over 12,000.



What we want are phrases that have less than 1000, so since we have too many results we are going to target and zero in even more.

"buy ab scissor ultra" has only 5 results!



It is almost guaranteed that you will get positioning under this search term if you write an article containing these terms.

Additionally, "ab scissor ultra online" has ZERO results. This keyword is untouched in the search engines! In this case we could cover both of the basis by creating an article around the search term "buy ab scissor ultra online" so we would show up for both of the above search terms.

And guess what? Someone typing in those phrases ARE READY TO BUY 'STUFF' RIGHT NOW.



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Follow?

You see, everyone else is going after the term "exercise equipment" because it is high traffic, but it is also high competition, is expensive, and only 1 in 100 or 200 visitors might actually buy something, but first it will take some killer sales copy and a whole lot of convincing on your part.

Now all we need is to find a site that Google is in love with so we can get on the first page of Google when someone types in "buy ab scissor ultra". Here is just one really great place you can go, and Google really, really likes this site right now.

It is called Squidoo.com

Go there once you have your phrase and start what they call a "lens". A lens is basically like a simplified version of a blog. It is very simple to use and it walks you through pretty much step by step.

Here are the two MOST important parts that you should consider when creating a lens.

(1) When you name your lens, use the same name as the search phrase that you are going after. In our example, we are aiming to get listed under "buy ab scissor ultra online", so our lens name should look like the following:

<http://squidoo.com/buyabscissorultraonline>

OR if by chance that one is taken

<http://squidoo.com/buy-ab-scissor-ultra-online>

The very next most important factor to get on the first page of Google is going to be your title of your lens. I think by now you can take a pretty good guess as to what we are going to make the name of our title. We are going to make our title "Buy Ab Scissor Ultra Online".



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Make sense?

Then for the actual text we are going to use some of the benefits that are in the commercial and give them our affiliate link straight away (refer to Who Loves Money for places to find “as seen on TV affiliate programs”. Ab scissor ultra has a few affiliate programs and they pay out around \$25).

Remember, these people are ALREADY SOLD, no need to resell them again...just recap the benefits, sprinkle in the word Ab Scissor Ultra a couple times and give them the link TO BUY. Make your links BIG and impossible NOT to see.

So to recap the whole method:

1. Watch TV and write down product names
2. Find the low competition phrases where people want to buy now.
3. Find an affiliate program for the products
4. Put up a Squidoo lens
5. Repeat

When I follow this method I usually figure on selling one or two products a month on average, but here is what REALLY happens...

Sometimes, for some reason, my lens will not make it to the front page and I will sell ZERO, but sometimes I will hit on a really hot product and sell 5 or 10 easily per month. This just happened recently on a “ladder” of all things...it has a nice \$33 dollar commission and I sold 11 my first month! That is over \$300 earned for very little work. Obviously these winners average out the losers, but you can see the potential.

Side note: You can also use many of the techniques within Who Loves Money to find hot products. The Niche Hunting section will prove as a very valuable resource for you article marketing campaigns.



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Here are some other techniques that you can use to find hot products:

1. Wal-mart! - Look at what they are putting in the aisles and you can even ask associates what they are having a tough time keeping in stock. When Windows Vista came out I went to 3 different stores before I could even find a laptop for sale. Laptops were flying off the shelves. Now you could combine this with the magazine method and find a laptop or pc magazine to get the actual model numbers and information. (There will be a lot less competition on 'Buy Sony VAIO VGN-FS660/W' for example than 'buy laptop')

2. Health, Wealth, & Love - Remember that most peoples minds are focused on 3 things: Health, Wealth, and Love. Go into a natural health food store and look what they are stocking and ask what types of vitamins, minerals, and supplements are selling really well.

Think anyone is concerned about aging, having more energy, or having better skin? You bet! Just find out from the clerk what items are flying off the shelf...they will know!

The Who Loves Money methods combined with the methods TV and 2 methods mentioned above will give you more profitable topics and hot products than you will ever take advantage of.

And how much will it cost you to do the Bum Marketing Method? ZERO! You can put up as many lenses on Squidoo as you want FOR FREE!

So now the only question is - Will YOU do it? Really? It is so important that you actually do something! So many people do the research, find their niches, but don't follow through by implemented what they set-out to do!

Make a plan and stick with it! Say you have time to do one lens a day, so after a month you have 30 lenses. Following the law of averages roughly you will make a sale a day after your first month. This would equate to roughly \$600 to \$1000 a month (depending on the affiliate commission) after your first month.



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Now you can take that capital and hire some folks to do some of the work for you, or you can take your best sellers and put up Google Adwords campaigns. You could use this money you earn to finance any future plans you have!

I am rooting for you and in your corner!

Travis Sago

www.bummarketingmethod.com

*Have questions? Want to stay updated on the latest Bum Marketing Methods? The Bum Marketing Method is a **free course**, I don't charge a dime. You can sign up for your very own full blown course at <http://www.bummarketingmethod.com> and get ongoing tips and coaching for as long as I have the spare time. I have helped hundreds of folks make their very first money online! Can I help you too?*