

**Make \$25/day – Guaranteed.
Unique Idea.**

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Introduction:

Hello! This is my first ever WSO and first time writing a guide/report. Heck this is the first time I'm writing after I passed out from college. Not actually, I never passed out – Dropped Out! A little bit about me, don't worry I'm making it short and it has something to do with the actual report.

Incentive Marketing:

I started out in the end of 2005, built my first IM site. The idea was basically this – I offered AdSense sites to the users and installed it to their hosting – ONLY if they sign up for hosting under my affiliate link. This idea struck me up – The user benefits – he gets something for free (the sites and installation) and he obviously needs hosting for that, I win – I make a cool \$100 commission per signup, the hosting company wins – they get a customer for life. It's a win-win-win situation.

I bet you have come across MANY such sites now – well actually I quit that technique coz there were a LOT of copycats overusing the technique that got the hosting provider worried. Was that successful? Heck yeah! I made 5 sales the first day of launching an adwords campaign for the site. That translates to \$500 in commission for \$80 spent on adwords and yahoo. I got very excited and started using content network and got more clicks and more sales – then the relatively new technique got picked up among webmasters and a ton of similar sites came up. When I quit after 2 months I had made around \$4000 in profits. After my big initial success with this method of offering 'Incentives' for user to sign up for my affiliates – I never try to re-invent things. This works and I started thinking out side the box and I tried many many products, affiliates etc and achieved relative success.

Now that you know what an Incentive is and how it works, I'm sure you will come up with a ton of ideas to monetize this.

How I did it – technically?

That was a tough part. I needed the visitor to email his receipt to me then I check with the merchant for a sign up then I deliver him the product. I tried automating this process, but failed due to my poor PHP knowledge.

The downside of manually sending products/fulfilling services is that the user needs something instant and loses motivation to wait for someone to fulfill the order after verifying.

So what is the 'Technique' actually?

You asked for it – here it is – 'TrialPay'. Trialpay is a payment processor just like paypal or clickbank that processes order and automatically delivers the product to the user on transaction completion.

The best part is – The visitor doesn't have to pay money or use his credit card details to complete the order!!

He needs to choose from any of the available 100's of free offers and he gets the product – how cool is that? It's basically a payment processor and an incentive affiliate network built into one.

Advantages:

- The single big advantage I can think of is conversions. The conversion rate will be excellent as the user gets the product for free (or will cost him a little if he chooses a paid offer).
- The next thing is it cuts out the requirement of finding offers from affiliate networks which accepts incentives (many do not), getting approval from affiliate manager for running the incentive site etc.
- TrialPay is international – so a visitor from UK will see UK only offers and you need not worry about geo-targeting.

This will be the scenario:

I have a 'dog recipes' website where I provide users with a collection of dog recipes ebooks.

Jon Doe finds my website and really needs the product, he is surprised to find that I offer the product for free. He clicks the 'TrialPay' button at my sales page and lands on the TrialPay processing page where he can choose between any offers that appeals him (there a lot of free and paid offers) he completes an offer and TrialPay instantly delivers him the ebooks!

It means no more verifying the signups, sending product or fulfilling services manually. Trialpay does all that.

How much does TrialPay pay?

You decide that. You set your product price to be \$10 or \$25 its you who decide the price. But the lower the price you keep, the more offers the user gets and more the conversions. If you set the price to be \$5, the user will be presented with a lot more free offers – which means better the chances of him choosing one and complete it. I hope I made myself clear here.

So that's the basic idea of Incentive marketing using TrialPay and digital products.

Get Started

Well, its time now for you to clean up some of the many PLR/Resell rights products you have dumped and collecting dust in you're hard drives. Even if you don't have any I have included a list of places at the end of the guide where you can get hold of some instantly.

Make a basic sales page of the product – most likely the PLR product will have one already. Just make some modifications to the design, headline to make it LOOK unique.

www.trialpay.com - Sign-up with trial pay. (My aff link incase if you wish to use it -)

Browse through their site, read FAQ's and get hold of the account management console and the various options there. It's pretty simple console and won't take much of your time.

Create a 'Checkout' (a Product – that's how its called in TrialPay) by entering your product URL, price, description etc and submit for approval. It will get approved within 24 hours and you will be ready to get the checkout code to place on your site.

Creating TrialPay Account:

1. Click on the "Merchants" Tab, as you will sign up as a merchant.

trialpay

Merchants Advertisers Shoppers Press Company

"Turn Browsers Into Buyers"
As Quoted in THE WALL STREET JOURNAL.

Latest TrialPay Stats:
Over 5.2 million shoppers, 3,000 merchants and 2,000 advertisers

"A new marketing method that relies on a web of business relationships to give consumers free goods..." *The New York Times*

→ Merchants
Turn Browsers Into Buyers

Advertisers
Pay-For-Performance Advertising

Shoppers
Get Your Favorite Products Free

Blockbuster Skype eBay FANDANGO AVIRA PTD McAfee GAP

2. Click on "Get Started" button to sign up.



3. Enter your details and create an account.

1. Company Information

Enter Your Details

Company name <input type="text"/>	Web site URL <input type="text" value="http://"/>
Address 1 <input type="text"/>	Address 2 (optional) <input type="text"/>
City <input type="text"/>	State <input type="text" value="-- Choose your state --"/>
Country <input type="text" value="United States"/>	Zip <input type="text"/>
	What e-commerce platform do you use? <input type="text" value="-- Choose your e-commerce platform --"/>

2. Contact Information

First name <input type="text"/>	Last name <input type="text"/>	E-mail (You will use your e-mail to log in) <input type="text"/>
Country code <input type="text" value="1"/>	Phone <input type="text"/>	How did you hear about TrialPay? (optional) <input type="text"/>

3. TrialPay Account

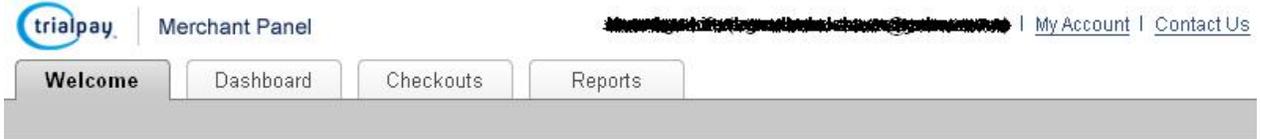
www.trialpay.com/stores/ Only use letters, numbers, periods and hyphens

Create password <input type="text"/>	Confirm password <input type="text"/>
---	--

I agree to TrialPay's [Agreement](#)

I will not use TrialPay to sell restricted products: [Restricted Items List](#)

4. Verify your email, and log in to the members area. Click on "Get started now" button.



Getting started with TrialPay

- 1 Product Settings**
Tell us about your product (description, price, activation instructions, etc ...)
- 2 Checkout Settings**
Customize the appearance of your TrialPay shopping cart to complement your brand
- 3 Verification & Launch**
Submit your TrialPay product and checkout for verification. Our team will review for errors and help you launch



[View our Quick Start Guide](#) - a step-by-step guide to setting up your TrialPay checkout



Get Started Now!

5. Click on "Add a new product" link.



Create New Checkout

Complete the following sections. After the required sections have been completed, submit to Services Team for review and approval.

- 1. Product settings** - Name, description, price, internal product id, download URL, support URL
No products are listed.
[Add a new product](#) ←
- 2. Checkout settings** - Display settings, checkout banner, product offering image, 'how to use' video
- 3. Transaction notifications** (optional) - Email and script notifications for payment completion
- 4. Secure product hosting & delivery settings** (optional) - Upload your files to be hosted

That's it! Now you are ready to start selling!

You are almost ready to go, before I jump to the next section I'd like to give you some important tips about choosing price for your product. Although TrialPay allows you to set a minimum price for your product – MOST of the time you will be paid higher. That's because it ultimately depends upon which offer interests the user and the payout for that offer. So you will be guaranteed your minimum price and will be paid more than that most of the time. So don't be picky about choosing your minimum price – make it small after all 100% of that is going to be your profit since your selling a digital product and use free methods to drive traffic.

How do I promote?

This is the final process and most important process that will need some time, but will pay for itself many times over.

Here is a list of things that will drive good number of visitors and 'sales'.

1. Find 'Freebie' forums and list your sites there. Here is a list of forums for you to get started:

<http://www.freestuffhotdeals.com/freebies/>
<http://www.fatwallet.com/forums/free-stuff/>
<http://www.bobsfreestuffforum.co.uk/>
<http://www.totallyfreestuff.com/submit.asp?m=0>

With the help of Google you can come up with your own comprehensive list. If the forum doesn't allow direct advertising use them in your signature and start posting in most active threads and topics in the community. Make your posts blend; do not make it look like Spam. There are around 2000 users always online in big freebie forums and this should bring you good traffic to start with. Eventually these posts and topics will be archived and will send visitors your way for long time.

2. This method should bring you good converting traffic. Find forums related to your niche. Eg. Pet owner's forum for 'Dog Recipes' product. And announce about your site there – again if its not allowed in the forum use sig links and post within the community. Head to Google or Big-boards.com to find a list of forums in your niche.

3. The biggest advantage of having such a freebie site is that – people love it and will like to share the site through social networks. You should get it going by adding your site to the top Social Book marking sites out there. Some are Digg, reddit, propeller, StumbleUpon. Stumble upon can alone drive HUGE traffic and sales to your website. You can head to Service section on DigitalPoint forums – where you can get it all done for \$5. Some providers there submit your site to all social bookmarking sites, review and give 'Thumbs Up' on stumbleupon from multiple accounts. This will get you traffic for weeks to come.

4. Head to Yahoo Answers and see if you find any open questions under your niche or product. Answer them and provide a link to your site stating that you learnt a few things using that product. Again, do not make it look like spam – or users will flag it. Make a friendly ad on craigslist, Usfreeads and some more classifieds site.

The above methods are alone sufficient to make \$20 or LOT more per day. You need not do it everyday.. Take 2-3 forums, 2 social networks, 2 answers in yahoo answers – that should not take you more than 30 – 40 mins per day. Of course you can think of variety more methods to drive more traffic and make more.

You can start making one site per week or one in 10 days and apply the same strategies and before you know you will be making \$20/day in some days time and a lot more thereafter!

I know it's not the easiest thing to do – but I firmly believe that there is no free lunch and money isn't going to come doing nothing. The sweet part of using the method is SKY is the Limit – think out of box, get your unique ideas and make use of it. Don't hesitate to test any new ideas you get, you will never know you can use this to build your online business empire having 20-30 such sites each making \$3 - \$5 a day. And now you know that IT IS ACHIEVABLE.

Ok so what do I mean by thinking out of box? You want me to throw a couple of ideas?

Well – don't restrict yourself to free methods of promotion. Once you get your feet wet, go for a high quality unique product. Make the minimum price a bit higher (Not too high) and run a PPC campaign. So you skip the time consuming part of the method and you get instant traffic to your site. While using Adwords, I suggest using the 'content network' alone for this type of free products. Target the main niche keywords and run content network ads.. this will result in good traffic and good profits at the end of day.

I cant stress enough – this really isn't \$20/day business, with the right ideas, a bit of creativity and marketing plan you could turn this into a \$100/day business or more.

Ok now you make think of this – How reliable is TrialPay?

Just look at the merchants who now started using TrialPay as an payment option:

McAfee
RoboForm
Skype
Blockbuster

And lots and lots more!! Now you know that this ain't mon-n-pop businesses they are having a huge network of corporate funding agencies behind them and they are only going to get bigger. So you know you are in safe hands.

Add your own unique twist:

You can make money with this method as-is, no doubt about that. But you can make serious money if you think outside the box and add your unique twist to it.

Gimme an example?

Umm ok.. free domain name .. if you have a domain reseller account and will cost you some \$7 per domain and mark the price as \$15 .. you get \$8 profit the user gets a domain name!

It doesn't stop there – free mousepads? – Yes-physical product!

Ok so now I let you make most of this opportunity and it's all laid before you – now it's your turn to make things happen. Get to \$20/day – move to \$50 from there. Do things with serious attention and you will be successful with this method.

Some more tips:

- Always try to choose non-IM product/niche.
- These niches work great as they always have people looking out for information :
 - Pets
 - Health
 - Hobbies
 - Entertainment
- Once you are ready to take it to next level – create an unique software yourself. You can get this done for about \$500 through RentACoder. This way you don't have competition and you are now a brand name!
- If you are for the longer run .. make unique content site with articles and plug your product there.. Get traffic from SEO – there you have it a lifetime income.

I really look forward to hear your thought on this guide of mine from EVERY one of you. Yes this is special as this is my first report. Give your feedback on the method and not my language I use here coz English is not my first language and I will improve with my further reports ☺

I'm also thinking of writing another report of using this method with unique physical products and how to do it and taking this method into a full time business. Only if there is some interest. If your interested let me know at the forum or by email – then I can spend my next weekend writing one.

Update:

Since many of the buyers requested me to add some more ideas on how to put this information into use, I'm obliged to serve them all. I'm including some ideas here. As I said previously you can apply this technique to virtually any niche out there and have success, being said that there is a possibility of people trying to sell a similar product to the same audience and thereby saturating the market. Think out side the box – get started with a PLR or resell rights product you have with you, once you start seeing some results, explore other possibilities. Create a unique product for your self that is not available anywhere – that should increase your revenue by folds. Ok enough fluff, I'm giving you SOME ideas for you to start thinking:

Simple Membership Site:

Create a dedicated 'Recipes' website which has a collection of almost all recipes. Offer the members something for free. The site may be a simple content site or a blog, now to monetize this using TrialPay you have a premium section in the site where you offer more recipes where members can download the recipes in e-book format and take a print out. I guess now you are getting what I'm saying here. This can be applied to ANY niche – a simple site with free content and users use trialpay to upgrade their account to download premium content. The free content will help you gain traffic from free sources, work of mouth and search engines and using trialpay to make money.

Where to get content: You can buy PLR articles on any niche which will form the free content part and a PLR report or e-book which will be the premium content.

Another example: You use a wordpress blog to create a 'Dog Training' site with the PLR articles you have. Just put up links or buttons all over the site to persuade users to upgrade and the benefits they receive. Use trialpay option for upgrade and you will see that the conversion rates will be just great.

Things needed:

- Wordpress blog/any site.
- PLR Articles on a niche.
- PLR/Resell Rights product on the same niche.

Unique product site:

As mentioned earlier having your unique product can have huge impact on the revenue you make out of this system. If you find a particular niche to be profitable, or have desperate buyers, go for a unique product written by you or a ghost writer. A quality 15 – 20 page report would cost you some \$300 if you outsource it to writers on RentACoder, and the sales copy for another \$80 - \$150. Now you have got a unique product in a hungry niche.

When I say unique product, it's just not an e-book or report, it could be a software people are looking for. In fact software will have better conversions than an e-book.

Now you can use all the free methods discussed in the report or can use a combination of the following:

- ❖ Article Submission: Write or hire a writer to write 2-5 articles on the niche and submit them to top article directories.
- ❖ Newsletter Ads: Try to find a list owner in your niche and ask them if they can send a solo email ad for your product.
- ❖ Pay Per Click: Use Adwords, Yahoo or MSN to drive qualified traffic to your pages. By far this method will get you immediate traffic and revenue. Don't get overboard with the bids start them low, as you see people buying using trial pay, expand the keywords list, copy the campaigns to other PPC search engines and expand.

Special Product Sites:

When I say special products, it's unique product but not a regular e-book or software. This can be a downloadable product with a twist that caters to a particular audience. This may not be your ideal choice if you can't be creative and think outside the box. I will start by giving you a few examples on how this product could make you some serious money:

- A collection of Puzzles/Games/Jokes PDF's which the users can download and print it out.
- Funny images or Funny posters in PDF or zip format users can download.

- A collection of wallpapers you have put together on a celebrity / sports star/ politician.
- Excel spreadsheets for keeping up household inventory.
- Simple web templates for HTML beginners.

As you can see here you can create a product that's absolutely unique and still find people looking for it. These sites are easy to get word of mouth traffic and will be great for longer run.

Now I have given you some ideas on how you could profit from this method, now its your turn to think of any model from above and APPLY. Get creative and don't hesitate to test your ideas, there's nothing to lose.

A few sources to find products for your TrialPay sites:

E Books:

- www.nicheology.com
- www.infogoround.com
- www.niche-health-products.com
- www.easyplr.com
- www.videoplmonthly.com

Software:

- www.rebrandsoftware.com
- www.sourceforge.net – FREE. Many of useful software are available here and mostly are open source. Software which carries a GPL license can be distributed by anyone. ONLY look for software that is under this license. Use Google to find more information on how you can use GPL products.

Live Example:

One of my sites using this method offers cpanel web hosting for beginner webmasters and html enthusiasts. The site in question offers 1 year free hosting. I have a dedicated server for which I pay \$140 per month to host my sites which I also use to offer hosting for my free web hosting clients through this site. This server can host up to 1000 such hosting accounts and hence it's very profitable to resell hosting.

The site in Question is: www.ensited.com

Home Page of Site:

The screenshot shows a website page with a light yellow background and dark vertical bars on the sides. The content is organized into several sections:

- free hosting:** A list of features with green square icons:
 - CPanel Control Panel to manage your website(s)
 - NO ADS!
 - Unlimited Subdomains
 - Unlimited MySQL Databases
 - Unlimited Email Accounts
 - Unlimited FTP Accounts
 - Fantastico
 - CGI, Perl, PHP, SSI, Imagemagic Software Support.
 - AWStats Stats
 - 99.97% Server Uptime!
- How It Works:** A paragraph explaining the use of TrialPay, followed by three numbered steps:
 - Step 1 : Click the 'Get Hosted' button.
 - Step 2 : Register with TrialPay & Choose any offer that interests you and complete it.
 - Step 3 : Your hosting Account will be set up!
- FAQ's:** A section with three questions and answers:
 - How Do You Offer Professional CPanel Hosting For Free?**

The hosting is being paid for by TrialPay advertisers. You try any of their offers, in exchange they pay for your hosting!
 - Is Support Included?**

Yes! We have dedicated support personnel to take care of your hosting needs. We offer email and forum support. Live chat support will be launched soon!
- Friends:** A box containing three logos:
 - "THE FREE SITE" logo
 - "We Love Freebies" logo
 - "Free Web Hosting" text

TrialPay Button:

Once you complete the TrialPay transaction your account will be setup within 12 hrs and details will be sent to your email!

What are you waiting for! Get Your Free Hosting Today:

Click Here 2
GET HOSTED NOW!

By Ordering Hosting You Agree With Our [Terms](#).

Resources:

Places where you can get PLR/Resell rights products:

- PLR sites and membership sites:

<http://www.nicheology.com/>

<http://www.niche-health-products.com/>

Google to find many more...

Places to find forums in your niche:

- www.big-boards.com
- www.findmyforum.com

Social Bookmarking sites:

- del.icio.us
- www.digg.com
- www.stumbleupon.com
- www.blinklist.com
- www.spurl.com
- www.diigo.com
- www.furl.com
- www.magnolia.com
- www.reddit.com
- www.linklog.com
- www.propeller.com

Find others here:

http://en.wikipedia.org/wiki/List_of_social_software#Social_bookmarking

Smaller PPC Search Engines:

www.miva.com

www.goclick.com

www.7search.com

www.searchfeed.com

www.kanoodle.com

www.looksmart.com

Other advertising sources:

www.adbrite.com

www.adengage.com

www.etology.com

www.stumbleupon.com/ads