

How to Make Your First Sale Online



By

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Mike Rylance

Introduction

I want this report to stand out amongst the thousands of others online so it can be read and put into action by as many people as possible to help them get started making a living online.

The first sale is by far the most important sale you will ever get, this is a milestone and you should always remember this day as this will give you the all important belief that it is possible to make a living online.

Without this belief you can never develop the positive mindset you will need to succeed online. This is why 98% of those starting online fail, because they do not really believe it can be done and will quit at the first hurdle because this proves them right.

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I am telling you now that this is the best business in the world. You can operate it from anywhere in the world that has an internet connection.



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There has never been a better time to be involved in what is only the beginning of the information age. You are privileged to be here at the start of something that will go down in history as a life changing event that altered so many peoples lives and created so many new opportunities.

This is your one and only big chance to make that change, so do not waste it.

Follow the information in this report which is only the beginning and is designed to get you started as quickly and simply as possible and then seek out further knowledge that I will help you with and build on what you have learned and take it, step by step, to the next level.



You decide if you want to make some part time cash or make a full time living online.

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We do not guarantee or otherwise promise that you will earn any particular amount of money. That said, it IS possible to make money online. Thousands of people are doing it every day, and we hope that this report can help you join those ranks!

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Making your first sale online is not difficult, it is



actually quite easy, it is only a case of finding a product to sell, which with the help of this report, can be simplicity itself, you can have one by the end of today.

Then find customers to buy it. I know what you are thinking, its alright for me, I have already done it, but it was not too long ago I was where you are now, buying products from everyone, getting stuck, then buying another and never getting anywhere only more broke and disillusioned.

Then I got a mentor who made me stop buying everything that came my way and follow a simple step by step plan. Achieve step one, then move on to step two and so on.

This report is a short, no- nonsense, join the dots route to achieving step one, your first sale online.

Get this under your belt and if you want to, I will help you move on to step two and beyond and make as much cash as you please, but you must learn to walk before you can run or you will never succeed online.

The simplest way to get started is by not needing your own product, which I presume you do not have or your own web site. Long term having both of these is desirable, but let's keep it simple for now.

To start you will need a Clickbank account, which is like a shop where you can buy or sell other peoples digital downloadable products on a commission usually 50-75% of the total cost of the product.

You can choose from 1000s of products in many categories. The reason, in case you are wondering they would give affiliates (you as a seller of their products are known as an affiliate) such generous commissions is because when you make a sale they have done no work to acquire their say, 25%, profit.

They will now have added that new customers name and email address to their list and will over time try to sell them more related products. So its win- win for both parties.

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All products on Clickbank are digital downloads, so there are no packages to handle or delivery costs, just a small fee to Clickbank, which is paid by the product owner. As an affiliate you do not need to create a product of your own or deal with customer service, refunds etc because that is the job of the product owner and Clickbank.

You are basically just a middleman, finding people interested in buying something and then passing them on to the product owner's sales page where, if they buy, you get your commission. This is normally paid every fortnight automatically into your bank account by Clickbank.

Clickbank stringently monitors all the products on their site for suitability, quality and accuracy as it is their reputation which is at stake, which is great news for us as we need not worry about selling substandard products.

They have tightened things up recently as there were a lot of shoddy products creeping in and damaging their reputation.

I recommend that everyone should always review the product themselves as well, not just for quality, but for your own piece of mind and to become knowledgeable about the product you are promoting.

Step 1



Go to www.clickbank.com and sign up for a free account and you will see the following example on the next page.



Click on sign up at the top of the screen, above the sell products tab (see black arrow) and that will bring you to the screen on the page below.

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Account Signup - ClickBank - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

clickbank.com https://www.clickbank.com/affiliateAccountSignup.htm?key=

Most Visited Getting Started Latest Headlines

Google Search

Norton Norton Safe Search Search

Account Signup - ClickBank

Home | Sign Up | Marketplace | Order Help | Blog | Log In Search

CLICKBANK®

Sell Products Promote Products Buy Products About Us Help Center

Aide / Hilfe / Ayuda English

ClickBank Signup Form

Use your mouse, or tab and shift tab to move from blank to blank.

* Required

Where shall we send your checks?

Country: UNITED STATES

Payee Name:

Street / PO Box:

Suite or Apt #:

City:

State / Province: ALABAMA

Zip / Post Code:

How can we contact you?

Your first name:

Your last name:

Your email address (example: joe@aol.com):

Email address confirmation:

Done

Inbox - Windows Mail Your first sale online... Account Signup - Cl...

EN 11:17

Fill in your details and select a nickname for your account. This nickname will be visible to all your customers and cannot be changed later, so choose a name that sounds professional and reliable.

Read the client contract at the bottom of the page and tick that you have read and agree to the terms and conditions in the appropriate box and click submit.

Step 2

Then click the Promote Products tab at the top which will take you to the screen on the page below. Read the screen to familiarise yourself with how it all works, then click on Marketplace at the top above Sell Products tab.

You will see under categories title various niche headings Arts & Entertainment, Betting etc.

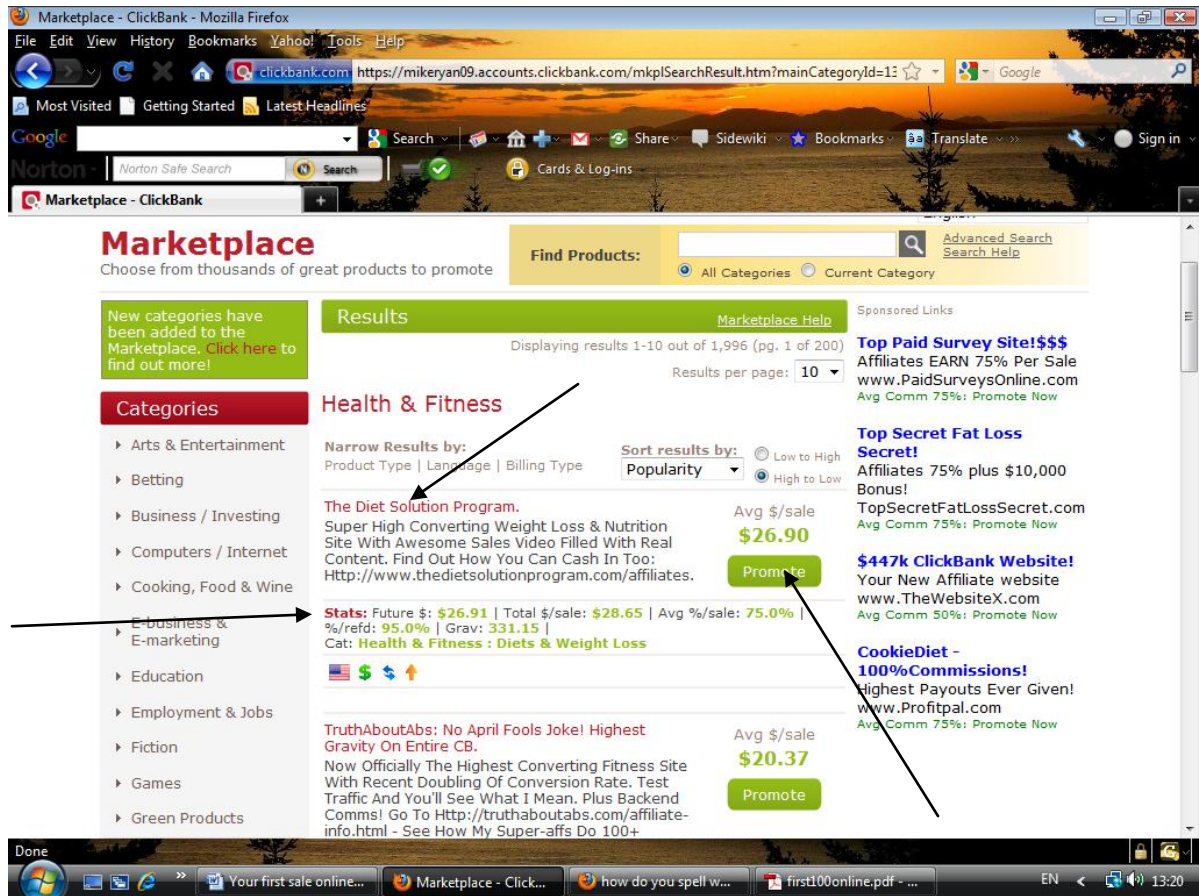


Browse the various categories and try to find a product to promote that you have an interest in or know something about if possible as this will help you to stay focused.

Take your time and do not get distracted, this is an important step.

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Let's look at the screen shot above, I have selected a product from the Health and Fitness niche. Take a look under each product and you will see the word **Stats** in red, these figures are very important to you.

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The first figure is **Future \$** this means in most cases any future earnings from sales of, for example, a monthly subscription etc where you could earn an ongoing commission each month as long as the customer keeps subscribing to the monthly membership site.

Next **Total \$ Sale** is the average amount of money you will be paid from each sale, less any customer refund requests, typically 2-4% is the average for customers wanting their money back for various reasons.

. **Avg % Sale** is your affiliate percentage, in this case 75% of the full sale price of the product. I personally would not promote products paying less than 50% commission.

Then **% Refd** value, indicates that in this case 95% of the products sales on Clickbank are referred by affiliates, as opposed to direct sales made by the product owner.

It is a good sign if this figure is a high value as this means most of the sales are coming from affiliates which would indicate that it is profitable for affiliates to promote.

Finally **Grav**: is short for gravity which indicates how well the product is selling. The higher this figure, the better the product is selling and the more affiliates are selling it.

Caution is recommended if the figure is very high, say 100+ as there could be too much experienced competition selling this product.

It could be argued that a high **Grav** figure might indicate a product is very popular because it is in demand, but that is for you to decide.



You may have your own unique ways of promoting high gravity products, that most affiliates will not be using such as offline promotions, for example magazine or newspaper adverts driving visitors to the products sales page via your affiliate link.

Try experimenting, but to get your first few sales I would ignore any product with a gravity of less than 30 and more than 90.

Step 3

Click on the title of the product in red to view the sales page and read it carefully. Does it look professional, is it full of adverts and out going links that could take the buyer off the page and your sale could be lost. Does the vendor provide any marketing tools such as banners etc to help your campaign, and would the sales page make you want to buy the product.

If you are not happy with what you see continue your research and find something better. There are 1000s of products to choose from, so be selective and do not waste your efforts. It takes no more effort to promote a good product than a bad one, your time is still the same, but the results will definitely not be.

Step 4

Once you have made your choice about which product to promote, click on the Promote button. This will take you to the screen below where you should enter your account nickname.

Affiliate Program: Promote Products for 'THEDSP' Close

English ▼

You can earn 75% for each paying customer you refer to this product. For details please enter your account nickname and tracking ID (if you have one):

Account Nickname:

Tracking ID (Optional):

Create

No account nickname? Click [HERE](#) to sign up first. It's free!

Close

Close Window

Done

Your first sale online... Marketplace - Click... Affiliate Program: Pr... churchill

EN < 14:30

Tip: do not worry about tracking ID for now this is for when you have multiple sales pages or different banner ads etc and want to see how many sales come from each so you can test which works best.

This is something that you can do this once you have bagged your first few sales. Now click on the green Create button.

Affiliate Program: Promote Products for 'THEDSP'

Close

English

You can earn 75% for each paying customer you refer to this product. For details please enter your account nickname and tracking ID (if you have one):

Account Nickname:

Tracking ID (Optional):

Create

No account nickname? Click [HERE](#) to sign up first. It's free!

Close

Close Window

Done

Your first sale online...

Marketplace - Click...

Affiliate Program: Pr...

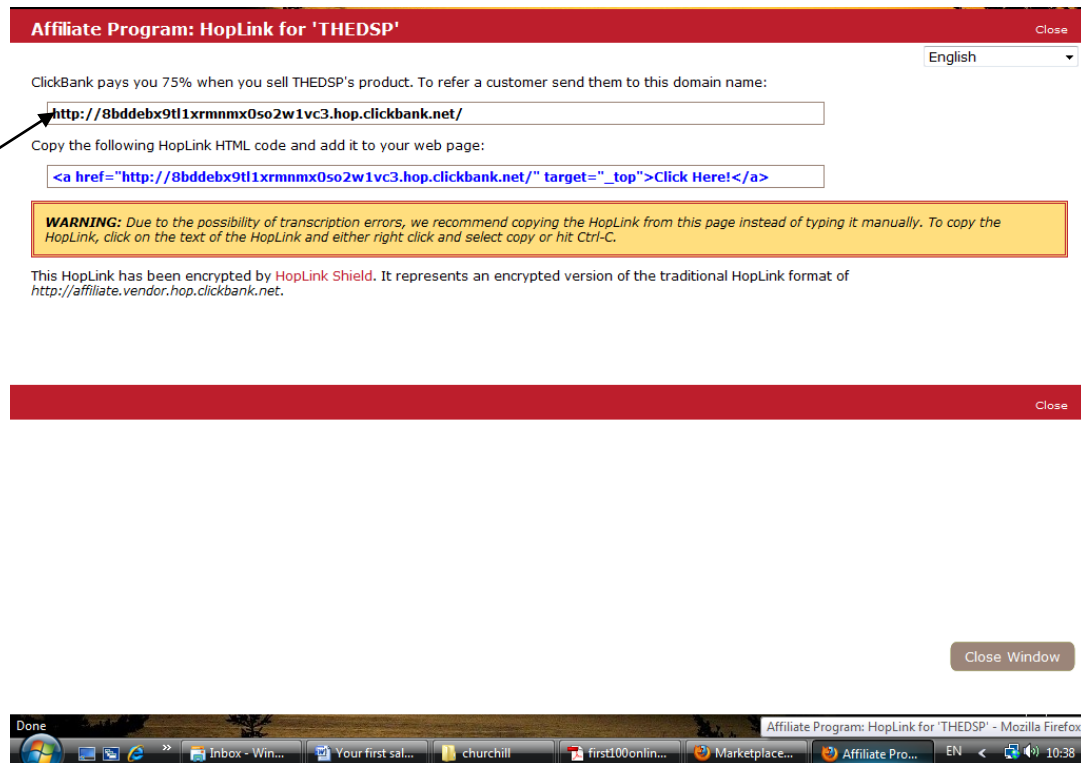
churchill

EN < 14:30

The screen below will be displayed confirming you have now created your very own Hoplink.

A Hoplink or Affiliate link, as its also known is the link that makes you money from Clickbank, see arrow below.

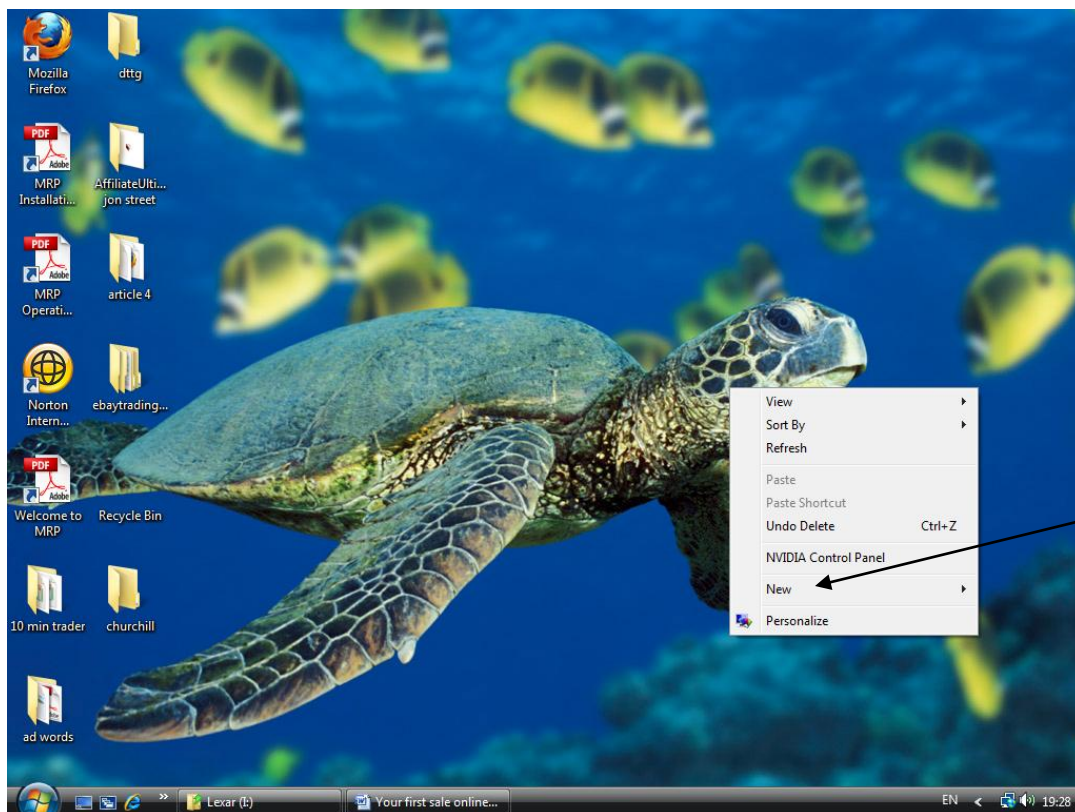
This link is unique to you and tells Clickbank that **you** made the sale and would like to be paid.



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Open a new folder on your desk top by right clicking your mouse on the desktop and select new from the box that opens.

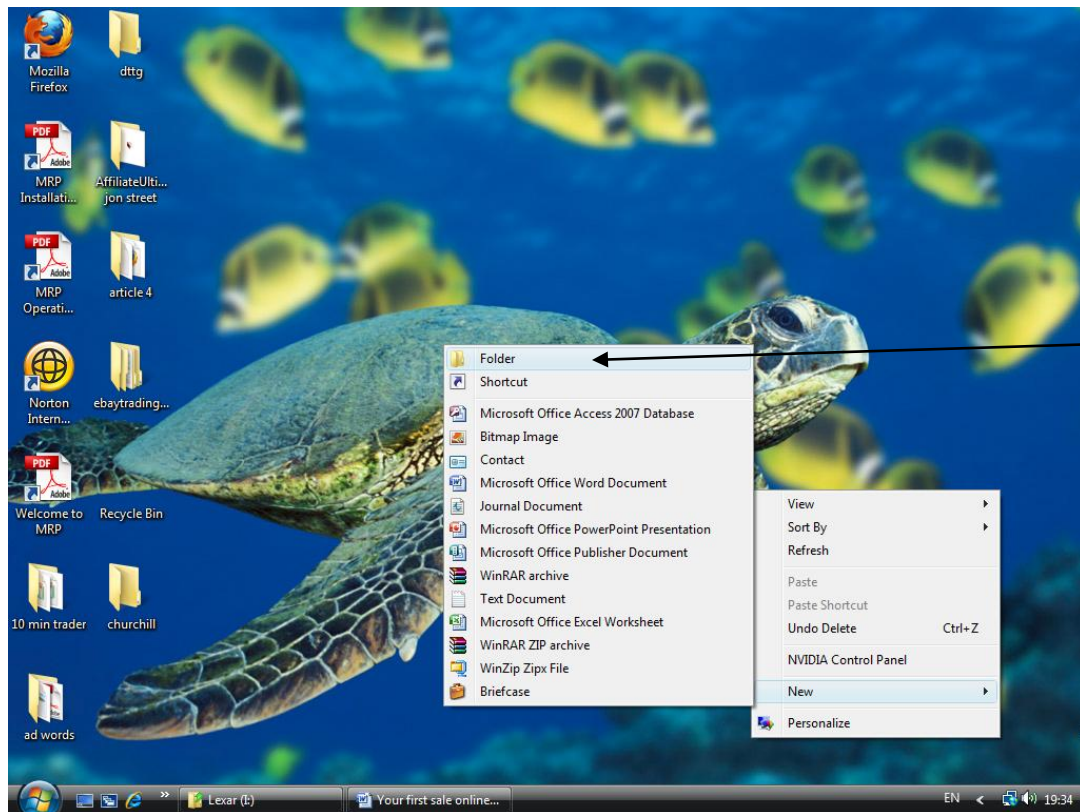


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Then select folder at the top of the new box that opens.



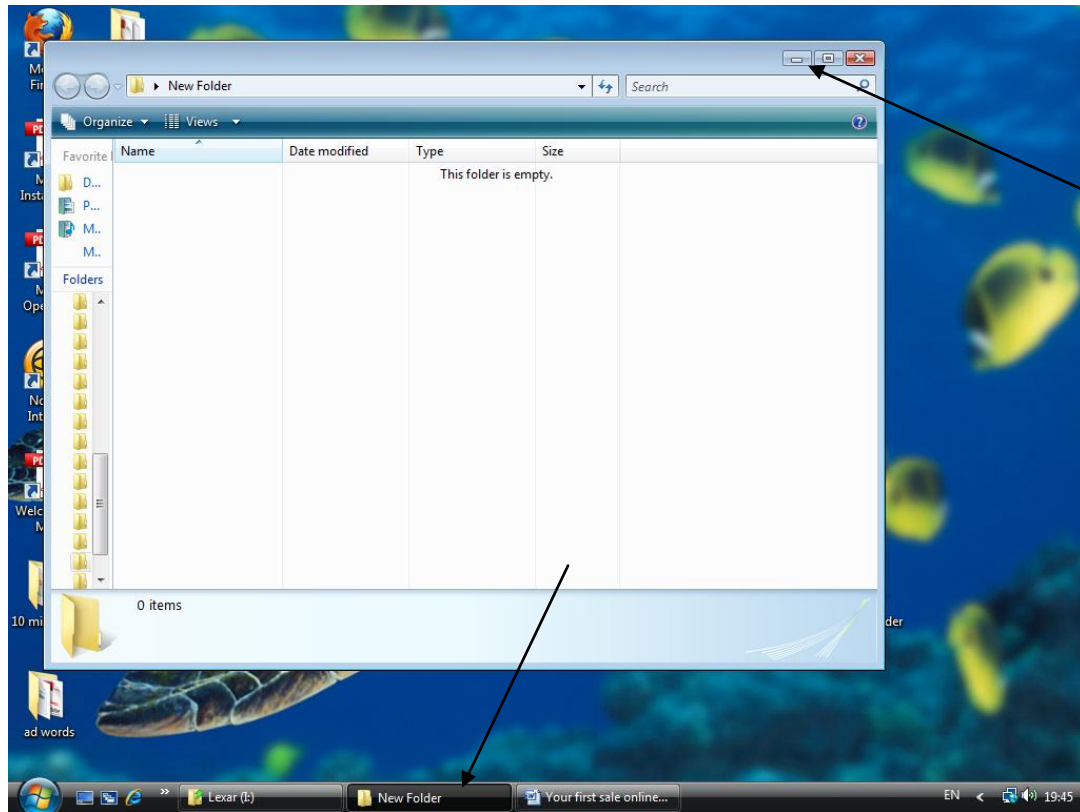
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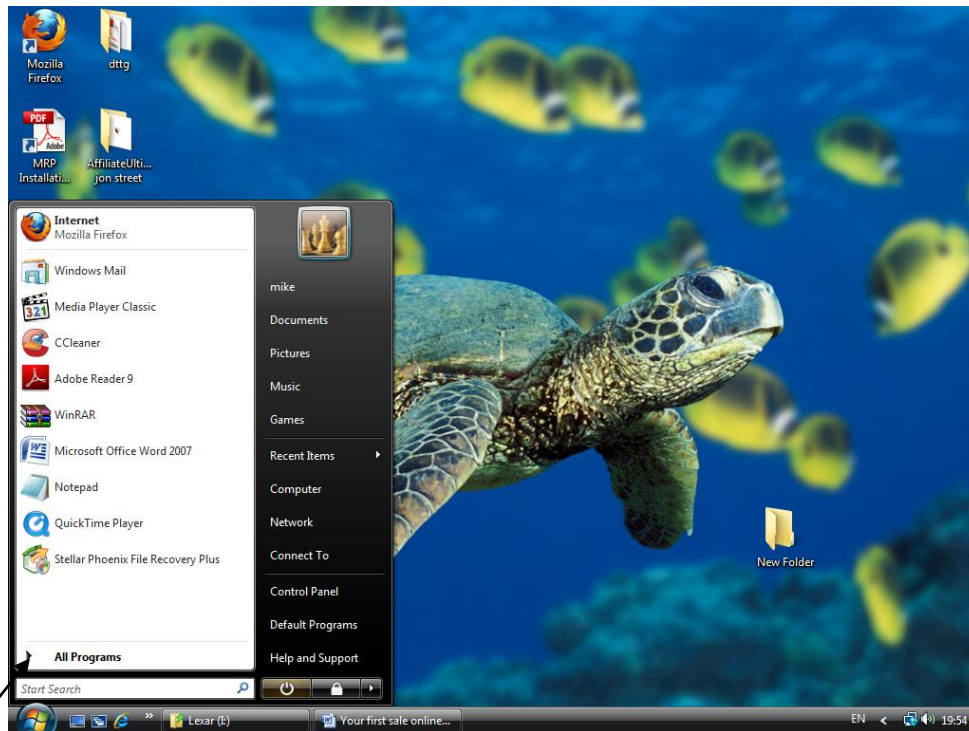
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You now will have a folder on your desk top saying new folder, see arrow above.



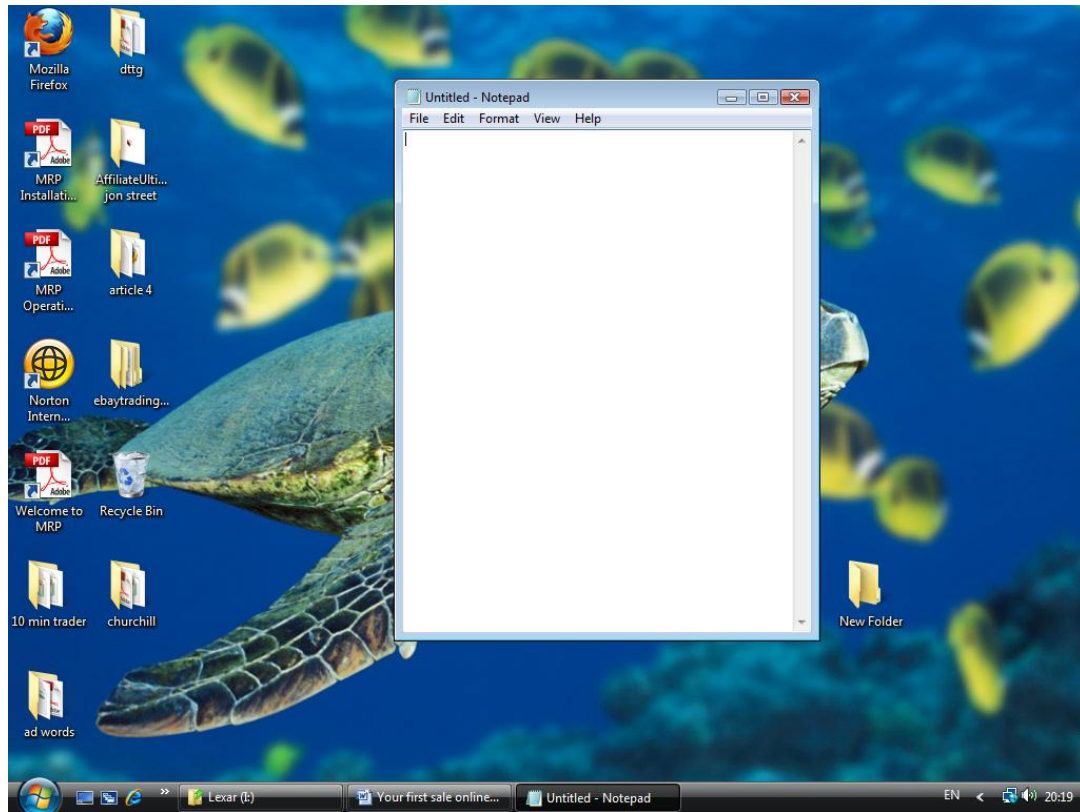
Double click it to open and you will see the screen above, then minimise it by clicking the Minus symbol leaving it open on your task bar at the bottom of the screen.



Next go to your start menu on the bottom left of your screen and select all programs. Then on the next screen select accessories by clicking on it.



Then select note pad and you will see the screen on the page below.



Now return to your **black** Hoplink and copy and paste the Hoplink into your note pad. You do this by pressing down the left hand mouse button and dragging the cursor along over your **black** hoplink until it all turns blue, then hover the cursor over it and right click and a box will open, click on copy.

Then bring up your minimised notepad by clicking on the **untitled note pad** on the task bar at the bottom of your screen.

Then right click your mouse and a box will open, hover over the word paste with the cursor and left click to select it. Your hoplink is now stored in your notepad, now save this on your desktop for later by clicking file in the top left corner and selecting save as and save to your new folder on your desk top giving it a name you will remember.

Step 5

Now all you need is traffic, know as visitors to your offer.



There are many different ways to drive traffic to an offer, far too many to go into in this short report so for now we will focus on just four. Three of these methods are completely free but may take a few weeks to start getting visitors.

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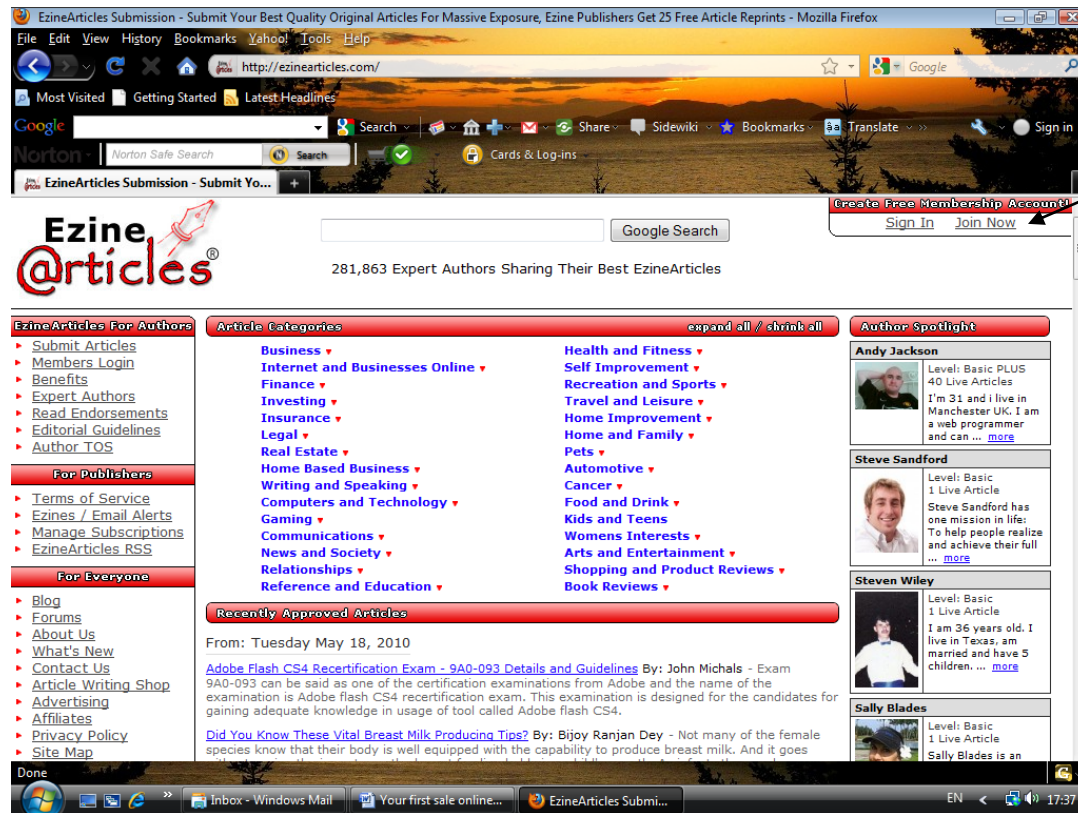
One has to be paid for, but should start attracting visitors on day one, it just depends on your budget.

We will start with article writing, this is where you write an short article typically 300-600 words related to your product.



Do not panic, you do not need to be Shakespeare, just go to ezinearticles.com and you will see the screen below where you can sign up for a free account. Just click Join Now at the top right and fill in your details and click create my account at the bottom when

finished.



Then go to the home page and click on whatever category you have chosen, for this example we will pick weight loss. Click on health & fitness blue link and a subcategory will open.

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The screenshot shows the EzineArticles website in a Mozilla Firefox browser. The address bar displays <http://ezinearticles.com/>. The page features the EzineArticles logo, a search bar, and navigation links. A red arrow points to the 'Self Improvement' link under the 'Health and Fitness' category in the 'Article Categories' section.

EzineArticles Submission - Submit Your Best Quality Original Articles For Massive Exposure, Ezine Publishers Get 25 Free Article Reprints - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://ezinearticles.com/

Most Visited Getting Started Latest Headlines

Google Search

Norton Safe Search

EzineArticles Submission - Submit Your...

Create Free Membership Account! Sign In Join Now

EzineArticles

281,863 Expert Authors Sharing Their Best EzineArticles

EzineArticles For Authors

- Submit Articles
- Members Login
- Benefits
- Expert Authors
- Read Endorsements
- Editorial Guidelines
- Author TOS

For Publishers

- Terms of Service
- Ezines / Email Alerts
- Manage Subscriptions
- EzineArticles RSS

For Everyone

- Blog
- Forums
- About Us
- What's New
- Contact Us
- Article Writing Shop
- Advertising
- Affiliates
- Privacy Policy
- Site Map

Article Categories expand all / shrink all

- Business
- Internet and Businesses Online
- Finance
- Investing
- Insurance
- Legal
- Real Estate
- Home Based Business
- Writing and Speaking
- Computers and Technology
- Gaming
- Communications
- News and Society
- Relationships
- Reference and Education
- Health and Fitness
- Self Improvement
- Recreation and Sports
- Travel and Leisure
- Home Improvement
- Home and Family
- Pets
- Automotive
- Cancer
- Food and Drink
- Kids and Teens
- Womens Interests
- Arts and Entertainment
- Shopping and Product Reviews
- Book Reviews

Author Spotlight

Andy Jackson

Level: Basic PLUS
40 Live Articles
I'm 31 and I live in Manchester UK. I am a web programmer and can ... [more](#)

Steve Sandford

Level: Basic
1 Live Article
Steve Sandford has one mission in life: To help people realize and achieve their full ... [more](#)

Steven Wiley

Level: Basic
1 Live Article
I am 36 years old. I live in Texas, am married and have 5 children. ... [more](#)

Sally Blades

Level: Basic
1 Live Article
Sally Blades is an

Recently Approved Articles

From: Tuesday May 18, 2010

[Adobe Flash CS4 Recertification Exam - 9A0-093 Details and Guidelines](#) By: John Michals - Exam 9A0-093 can be said as one of the certification examinations from Adobe and the name of the examination is Adobe flash CS4 recertification exam. This examination is designed for the candidates for gaining adequate knowledge in usage of tool called Adobe flash CS4.

[Did You Know These Vital Breast Milk Producing Tips?](#) By: Bijoy Ranjan Dey - Not many of the female species know that their body is well equipped with the capability to produce breast milk. And it goes

Done

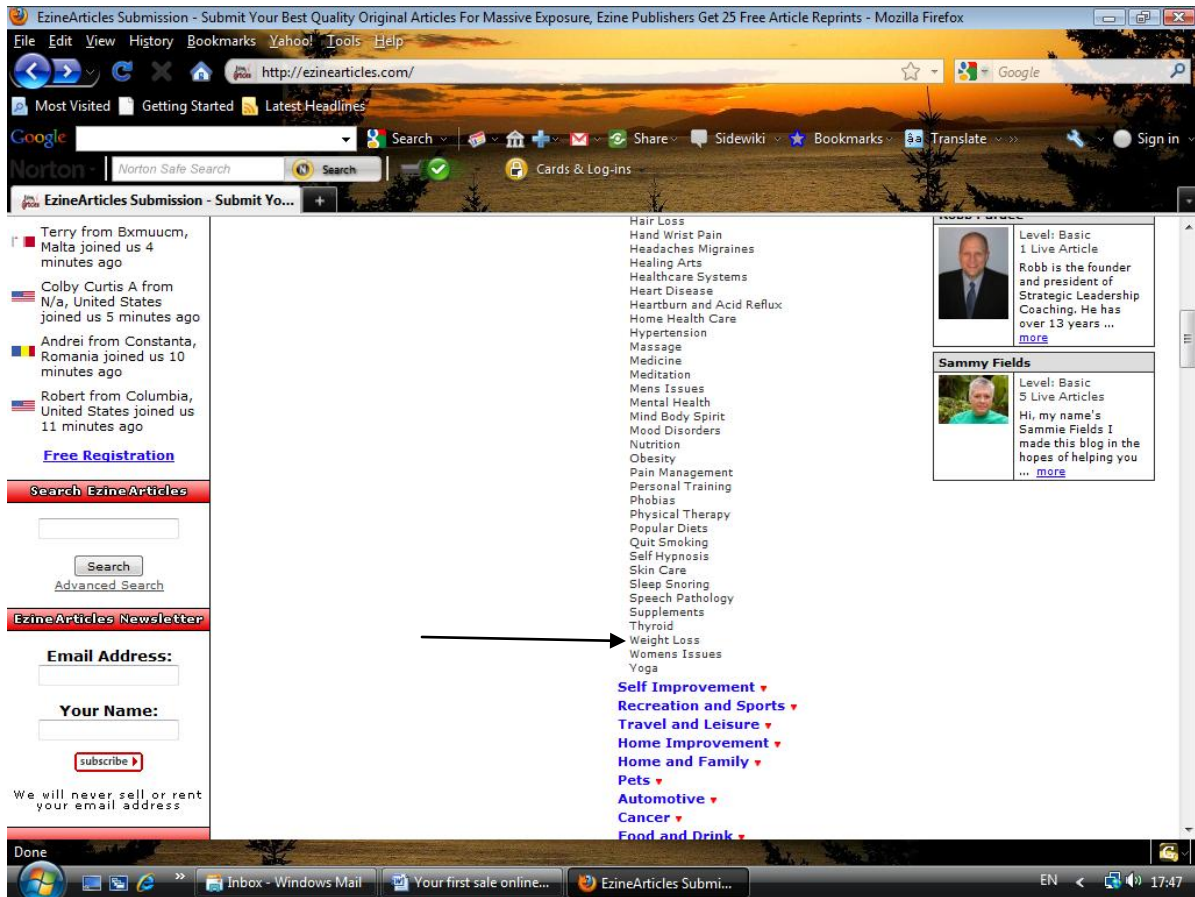
Inbox - Windows Mail Your first sale online... EzineArticles Submi...

EN 17:37

Then click weight loss written in black on the screen below.

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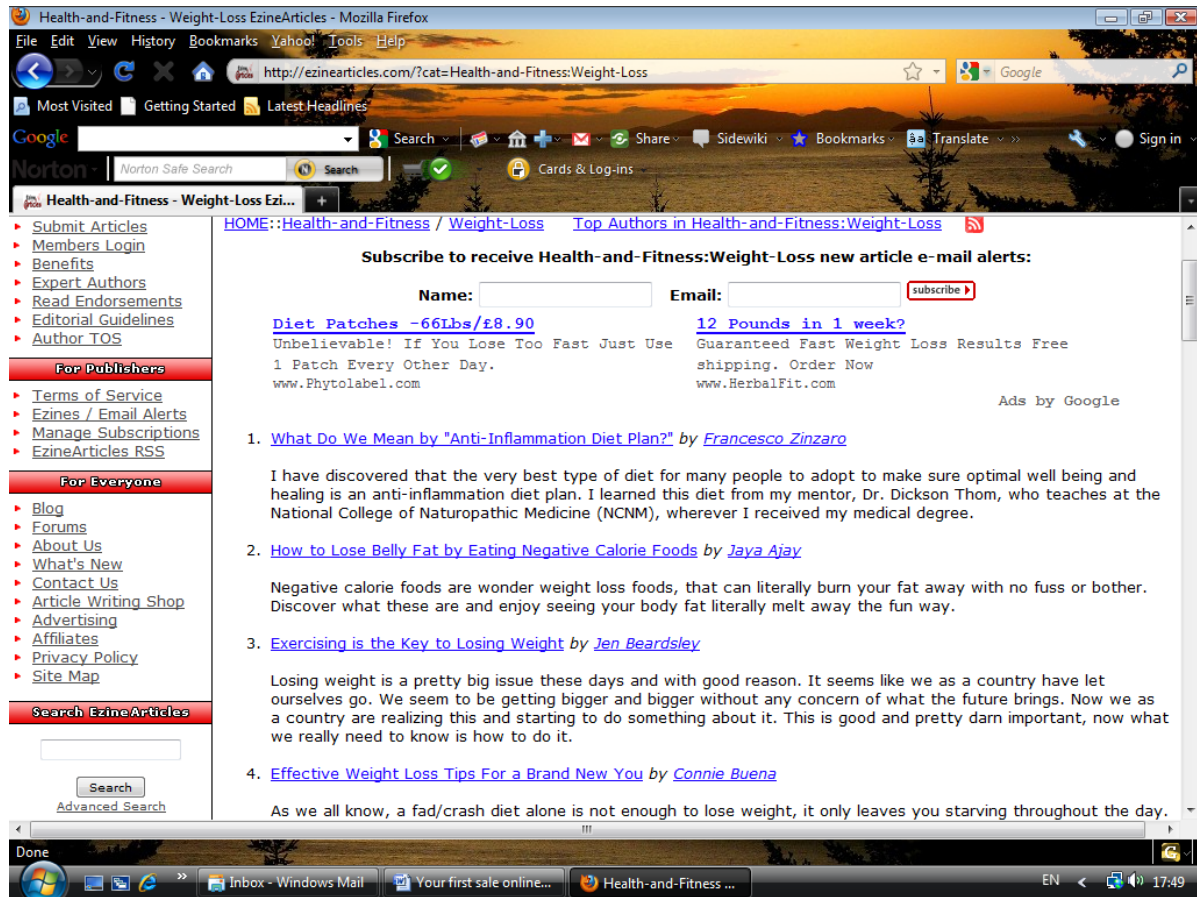
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That will take you to the screen below.

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If you click on any of the blue links it will open up articles written by people like us to get readers interested enough in their articles to click on the blue link at the bottom and go to their site or in our case the offer.

What you know need to do is collect enough information from these page and pages of articles to write some of your own without blatantly copying what others have written.

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Just get the best ideas that fit in with your product and write some articles related to the product but do not write about the product directly.

The article must give some good information on, for example weight loss and not be a blatant advert for your product.

The only point of the article is to get someone interested enough after reading it to click on your link to learn more and the sales page should do the rest.

Make sure you put your link at the bottom of the article and click on it yourself to make sure it is working and sending you direct to the sales page, and if the reader goes on to buy the product you make a sale.

Look at the format and style that other articles are written in and do the same, these articles cannot be an advert for your product and they must provide good content or they will not get approval to go up on the site. I will provide you with a list of the top article directories at the end of the report and you just place the same articles on each site. Ensure that you do not repeat the same article on the same site as this is not allowed.

It is imperative that you do not try to get away with just changing an existing article already on the site around slightly and altering a few words or sentences as this will be rejected by the site as duplicate content. You must write a new article in your own words, but you can use the directories articles for ideas.

To maximise sales I recommend that you write as many 300-500 word articles a week as you have time for. Ideally submit at least 2 or 3 a week preferably more, or if your budget permits it you could someone else to write them for you for around \$3 if you order a few at a time. I will be providing you with a **free** course on article marketing going into far more detail than I can here as part of your ongoing training over the next few days via email, so do look out for it.

To take the route of hiring someone to write your articles for you go to www.elance.com or www.guru.com create a free account and post your project and writers will bid to get the job of writing the articles for you, but a word of warning the cheapest is not necessarily the best.

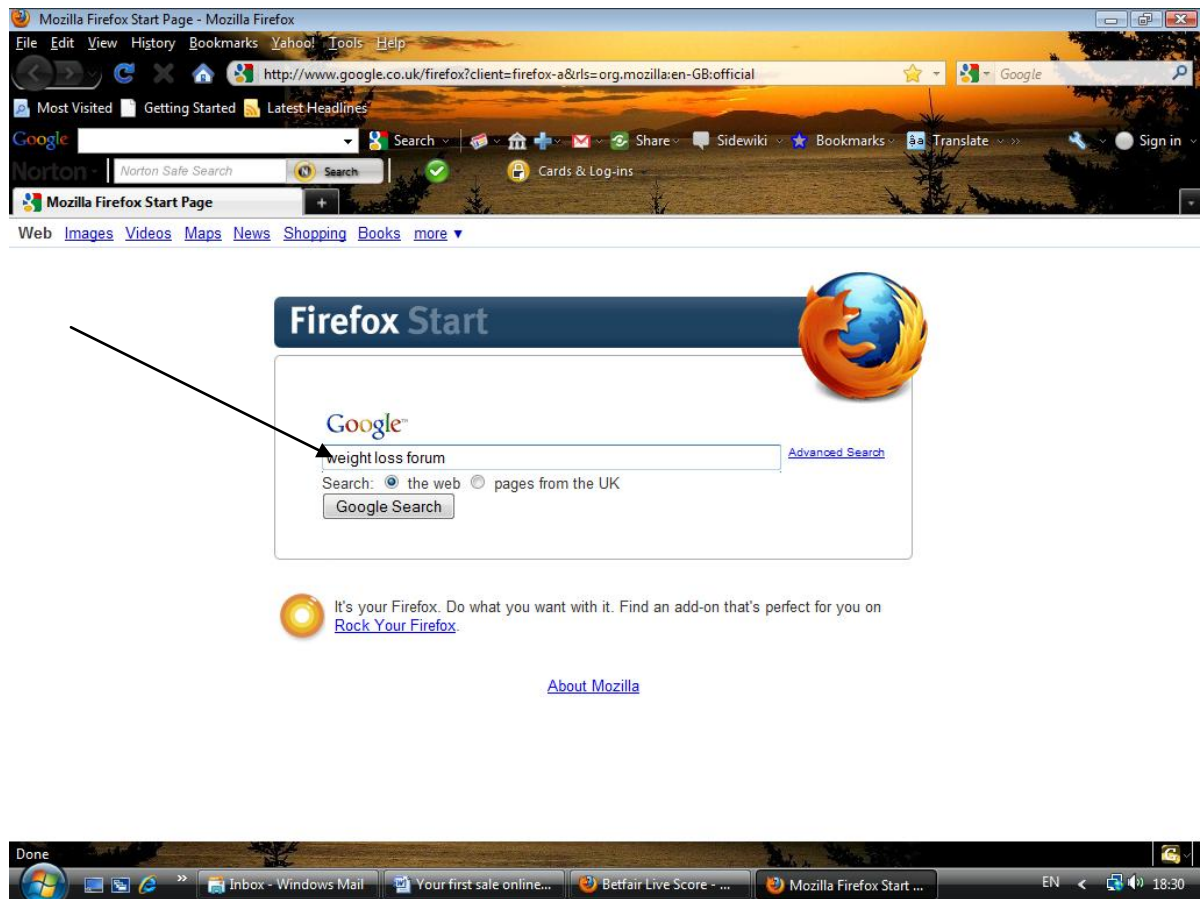
Ask to see previous works and read any testimonials they have and do not spend too much first time until you can confirm you are happy with the content.

A new site www.fiverr.com where everything can be done for \$5 such as article writing and submitting articles to directories and blogs etc and a host of other things is also worth a try for only \$5.

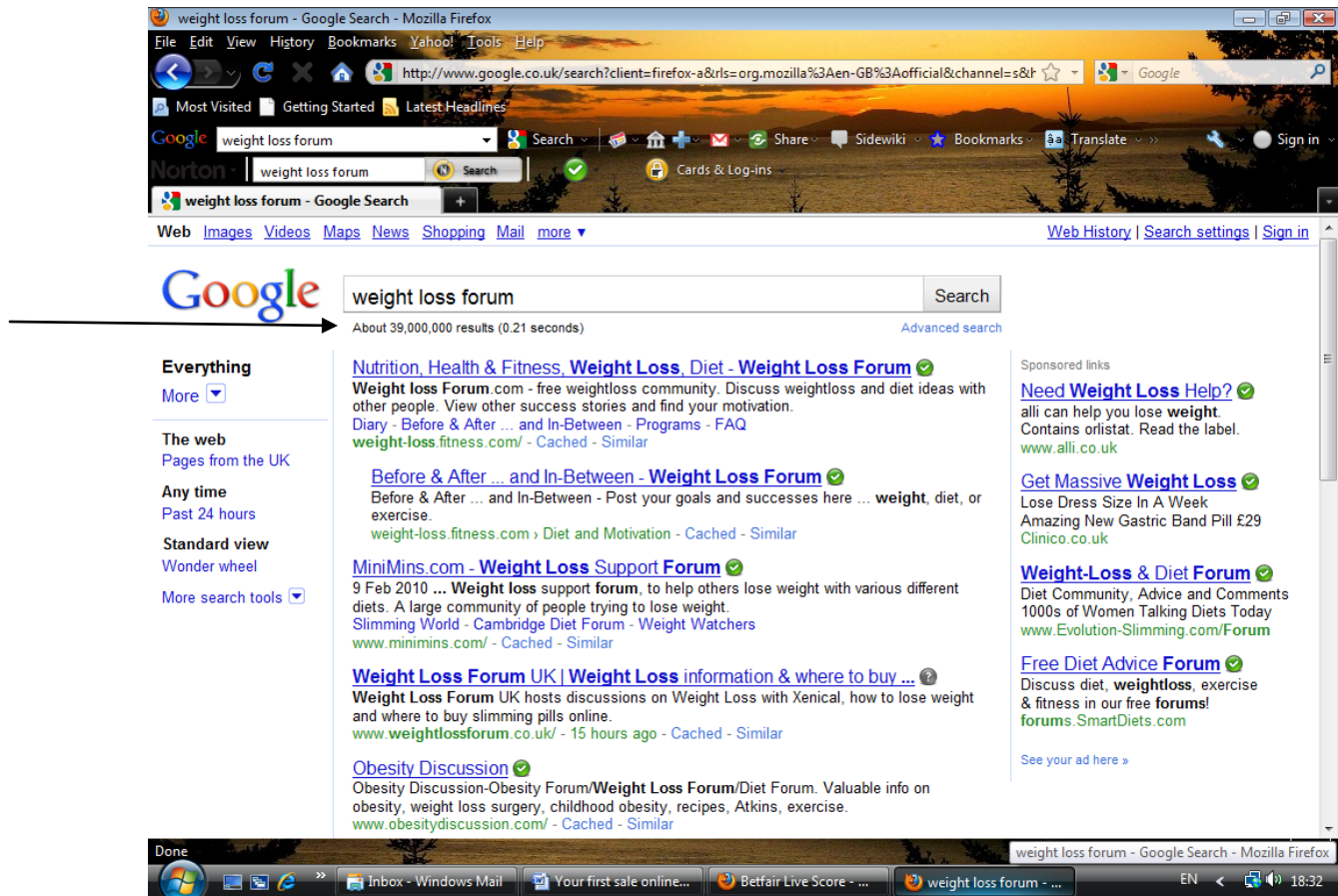
As I said, I will follow up with more free information and training on this in a few days time so do not worry if you think you need more help, I promise I will not leave you struggling.

Step 6

Another free method is forum marketing. Go to Google and type in what ever your niche is, in this case weight loss and type the word forum after it.



Hit the search button and you will see 39,000,000 results.



Search through some of these forums and find ones that are active, for example, many recent posts showing lots of people are using it regularly and join in with what they are talking about.

Do not go in there and try to sell to them, you will be barred. Read what they are saying and make posts agreeing with them and asking questions.

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If someone is saying I managed to lose a few pounds with such a product ask how long it took etc, interact with them, tell them about yourself, about your weight loss issues using examples you have found on other forums.

You do not have to use your real name and after a couple of weeks posting on several sites say something like Joe suggested to me on another forum I try xxx and it seems to be working.

List the products benefits and any problems it solves without it sounding like a sales pitch and tell them you got it here, and put your link in, but you have to build a relationship with them first over a period of weeks.

Do not feel bad about anything, your information will help them at the end of the day. It is a tactic many top marketers use. Again look out for my emails for further free training on this.

Step 7

Another free way is having a blog, which is short for web log.

Go over to www.wordpress.com and click Sign Up for a free blog. When you have entered your details and signed up you will be sent an email asking you to click the link to activate you account, do this and your account is now active.

Click on support to learn how to start blogging and what templates are available as your background etc.

Anything your not sure of you can ask in the forum or find on the site as explaining it all here would not be within the realms of this report, however I will be giving you a free course on blogging in due course via email, so do look out for it.

Simply set up a blog and write an honest review on the product based on the sales page information and any testimonials you can find on forum posts. I would recommend that you buy the product yourself to review it properly.

Email the vendor and ask, as an Affiliate can you have a free copy of the product to review, or if not can you buy the product through your Hoplink, and get back 75% of the product price as commission as an Affiliate, how cool is that.

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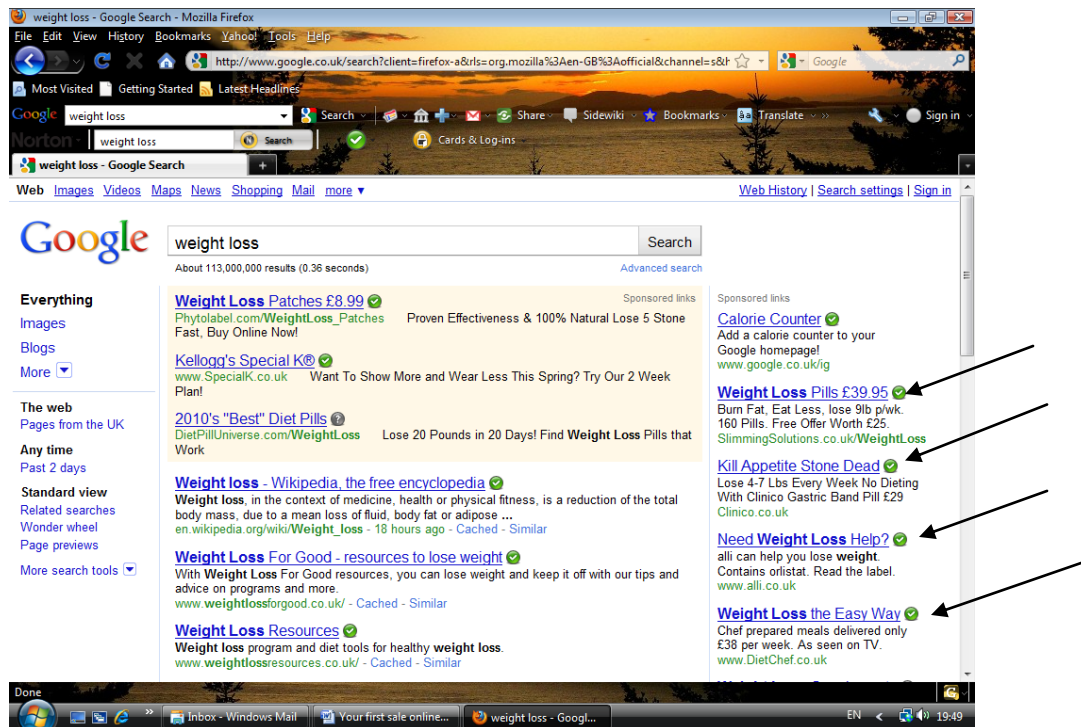
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If you then decide the product is not suitable you can always request a refund from Clickbank, providing you are within the refund period.

If it is suitable, you can then talk about what the product can do and what problems it can solve and why people should buy it and at the end of the report put in your link for people to buy.

Step 8

Finally the quickest way to make sales but unfortunately, not free, is Google adwords. Basically adwords are the paid for adverts that appear on the right hand side of the Google page.



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You select keywords that people would type into Google when looking for weight loss for example, and bid through Google on how much you are willing to pay every time someone clicks on your advert which will have your link at the bottom and the highest bidders get the highest places on the page.

Unfortunately phrases such as weight loss would be too expensive for us, so you have to find other less popular related phrases that you can afford to bid on which will get your advert in the top 5 and then create a killer headline getting ideas from others and adapting them for your adverts.

Google adwords is a subject in itself and too complex to fit in this report but Google have excellent tutorials and help available just go to www.google.com/adwords and visit their learning center and sign up for a free account.

It is worth spending some time going through all their many lessons to find out how to set up your campaign properly because if you get it wrong it will be an expensive mistake, but get it right and you could be making sales the same day.

It's all about getting value, it's no use paying \$2 every time someone clicks on your advert if only one in every hundred people buy the product and you only get \$30 per sale, you would be \$170 out of pocket for every hundred clicks so you will have to start off with less popular (cheaper) keyword phrases and keep changing your headline and advert until you can make a profit from your conversion rates.

Then go after more popular words and phrases so take your time if you are using this route and get it right and do set a daily spend limit with Google so you know exactly what you will spend each day even if it is only a few dollars.

Step 9

Research has shown most people will not click on an affiliate link, because of the way it looks. It looks untidy and unprofessional so ideally you need to hide it. You do not have to do this, but it will help your business massively if you do.

To hide the link you will have to spend a little money approx \$10 to buy a domain name.

This is the only expense you really need and a drop in the ocean compared with the potential profits you will make.

In case you do not know what one is, it is the name you would type in to your browser when searching for a site for example www.google.com, google.com is the domain name.

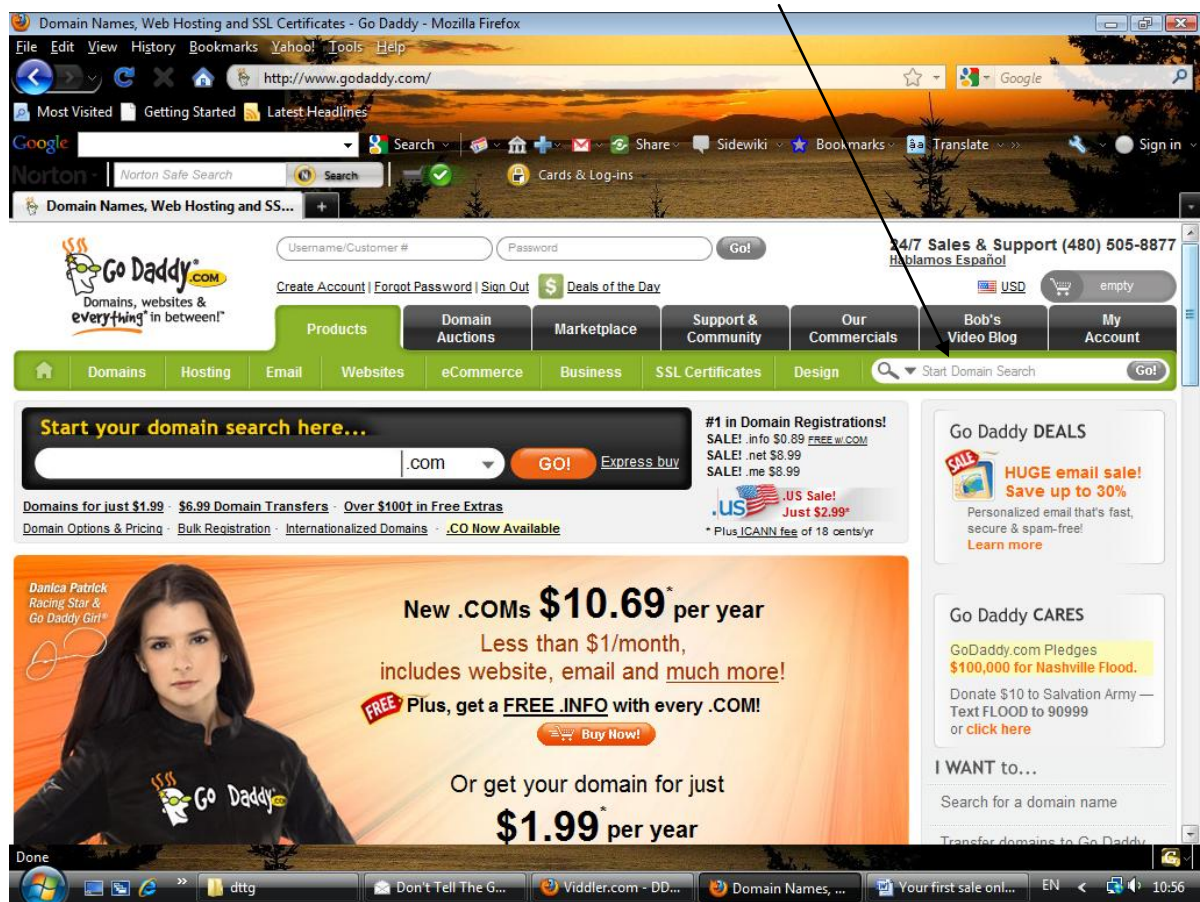
Think about a name and link it to your chosen product, for example if your product is in the weight loss market you could try something like www.loseweighttoday.com, although this would almost certainly be already taken, so take your time and choose your name wisely.

You can check if your domain name is available by visiting www.godaddy.com and signing up for a free account.

Once you have done this you can type in your new domain name for your site in the start domain search box below, see example on next page. This will tell you if the name is available or already taken by someone else and will offer a list of alternatives.

It is for you to decide if any are suitable, if not keep trying but make sure you go with a dot- com name as opposed to a dot-uk or dot-net etc.

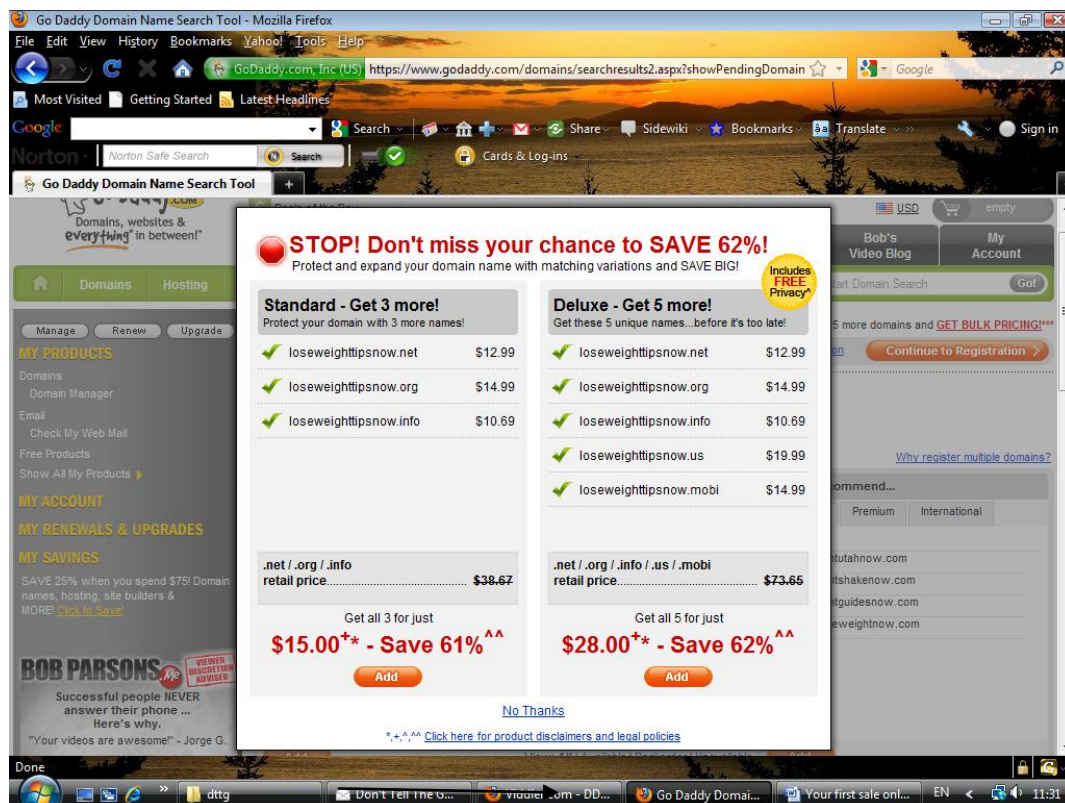
If none are suitable think of another name and repeat the process until you find one, then click continue to registration.



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At this point they will try to sell you a package of other domains, just click no thanks at the bottom and fill in your details on the next screen and ignore **any** extras they try to sell you and sign up for the 1 year option and go to checkout without buying **anything** else and pay either by credit card or paypal if you have an account, see example on next page.



It could take up to 24 hours for your new domain to go live so it is no use doing this next section for at least a few hours or more.

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If you are struggling I have got some links at the end of this report for video training on you tube on how to register a domain and forward it as I describe.

Once the domain has gone live we need to go back to Go Daddy, log into your account and click on domains on the left hand side.

Then click on manage domain directly under your domain name and on the next screen look for the word **forwarding** and it should say domain is not forwarded under the word **forwarding**, click on the words domain is not forwarded.

That will bring you to a screen that says forwarding and masking domains, click the box that says enable forwarding.

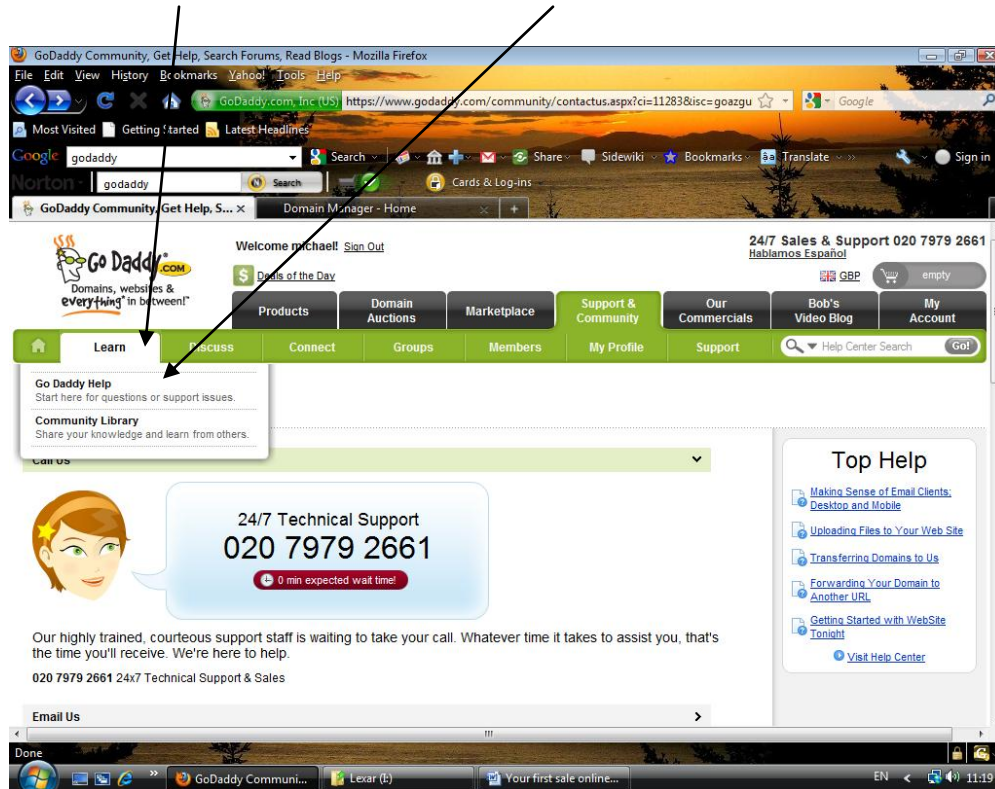
Then under that it says forward to, copy and paste your Hoplink in here from the folder on your desktop, then click on 301 moved permanently then click ok and it now says your changes have been submitted please allow a few minutes for the changes to take effect, click ok again and your done, phew. If you need help look at page 48 below.



It actually takes a lot longer that a few minutes for the changes to happen sometimes up to a few hours so take a break you have earned it.

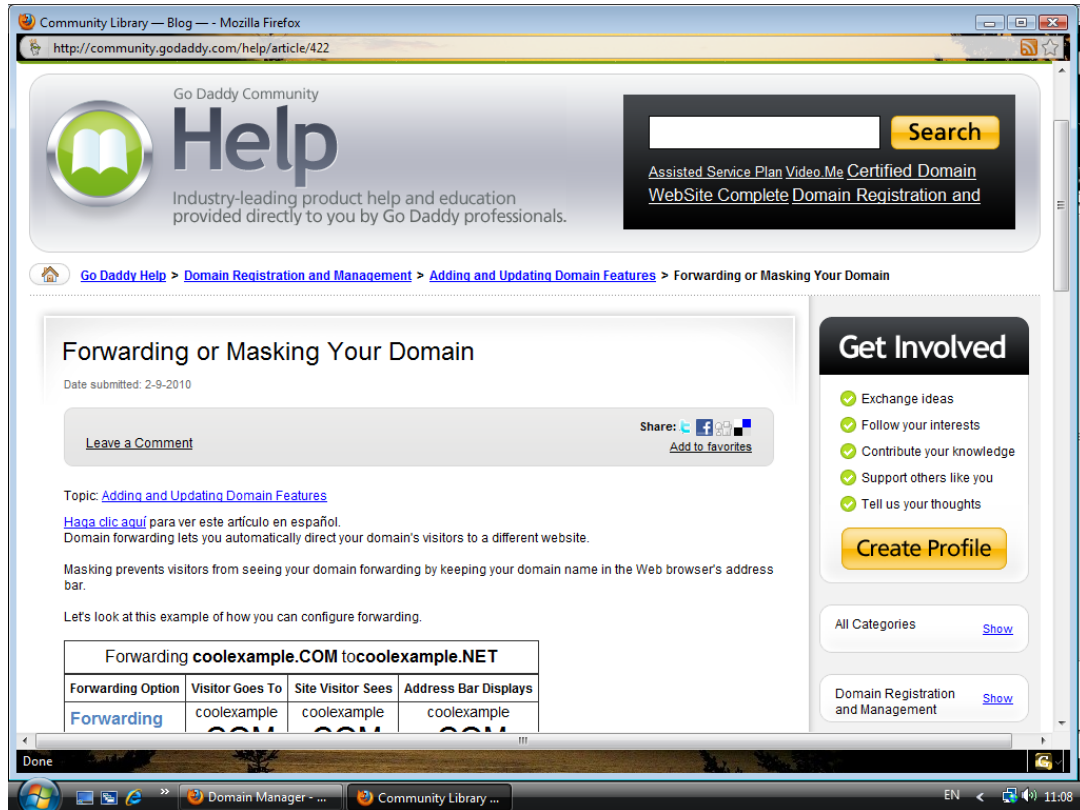


If you need help click on Go Daddys learn tab at the top of the screen and select Go Daddy help below.



Then type in forwarding in the search bar on the next screen and it will take you to the screen below, then

follow the steps on the page.



If you have any problems setting up any of these systems there is excellent help available on the sites, failing that go to www.youtube.com where you will find some excellent tutorial videos on forwarding your domain with Go Daddy and how to set up a Clickbank account etc, so if you are struggling there is plenty of help available.

I have also provided some direct links at the end of this report to help you and follow up free emails going more into detail about each stage.

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Conclusion

So now you are ready to make those first sales, and then build your business by adding more products and increasing your traffic and move up to the next level. If you are not sure about anything in this report read through it again until it makes sense and take action.

Unless you take action nothing in your life will change. What I am giving you here is a way to get started online without any financial risk, at your own pace and in your spare time.

It does not get any easier than this. Put these things into action today and together we will build you a business as big as you want, the sky really is the limit here.

This is only the beginning, look out for my emails to help you on your journey.

I will provide you with more free training in the various methods of traffic generation in more detail than I can here over the next few weeks. **Together we can do this, you are no longer alone.**



Speak to you soon.

To your continued success

Mike Rylance



As promised here is a list of some of the top article directories you should submit to regularly but there are many more out there. If you want to look for more check they are popular enough with Google to make it worth your while submitting to them. However you have plenty here to get you started.

ezinearticles.com

goarticles.com

buzzle.com

isnare.com

ideamarketers.com

articlecube.com

articlecity.com

associatedcontent.com

articledashboard.com

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amazines.com

articlecat.com

articlesnatch.com

aelfgrowth.com

articlealley.com

aasyarticles.com

articlerich.com

article99.com

aestsyndication.com

articlefeeder.com

articlesbin.com

Helpful links to you tube training

<http://www.youtube.com/watch?v=t3LYFIB610U> registering a godaddy domain name. N.B. do not buy any extras they are not necessary.

<http://www.youtube.com/watch?v=69E5VH10oOs> forwarding a godaddy domain. N.B. it is not necessary to mask your domain.

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