



# Squidoo Queen



You Have Just Been Given The Tools To Propel  
Yourself To Super Affiliate In No Time At All

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# Welcome To Squidoo Queen – Congratulations On Your Purchase.

## Who Is Kelly Stone?

You have just made a great marketing decision for your online business. Not only are you going to find out that the Guru's have been keeping you in the dark for years now, but you are also going to find out just how much information is simply wrong or outdated.

Sometimes, just sometimes, the information is just plain stupid and made that way purely to keep you going back time and time again to the same person who told you the blatant lie in the first place.

Today I hope to sort out some of the confusion for you and put you on track to start earning some serious money. The best part? You don't need to spend another dollar in the process.

### **So just who is this Kelly Stone and why should you listen to her?**

When I first created Squidoo Queen I went to great lengths to prove that I knew what I was doing and making sure that everyone around new that I was no Guru. Today things are a little different.

You just need to go to the forums, blogs, websites to see who I am and what I am about. Just go to Google and type in Squidoo Queen. Not only will you find hundreds of people who I have personally helped to start out in the online world of internet marketing, you will also see lots of people who have started a complete online business because of what they learned with me.

### **Am I a Guru? NO WAY!**

I still hate the term and there is no way that I am going to start answering to it. Basically I am someone who spent years trying to crack the secret code that was closely guarded by the lucky few. Now I have that code, I want to share it will as many people as possible.

You can either read how I struggled with internet marketing, or you can skip this stage and get stuck into your own learning plan.

## **Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!**

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Around six years ago I started out on eBay desperately trying to make a living selling eBooks. I saw the potential there to make money online yet I just couldn't seem to find a way to do it.

I threw the towel in and walked away, sure that I was meant to work a 9-5 job for the rest of my life. It was a depressing thought to say the least.

After a few months I returned to the internet and started to purchase just about every eBook, guide, report and piece of software that I could find in a hope that this was now my time. After all, I had a young family and wanted to spend my time with them, not working and paying for childcare.

### **I spent thousands of dollars and never made a cent.**

Just about ready to throw the towel in again and a husband that was ready to take my bank cards from me, I got chatting to someone in a forum. They were one of these so called Guru's and it was a fluke that I managed to get him to open his private message let alone respond to it.

He did though. The advice he gave me?

Start at the beginning and learn the basics. Take everything back to it's basic form and you will succeed if you work hard enough at it.

The part that really got me was when he told me not to buy another eBook – EVER! He told me that although there are lots of great guides out there, I needed to stick with one thing and make that work first.

### **Truth hurts hu?**

It was me, I had fell into a trap of buying, looking, buying and looking some more. Lots of eBooks and guides had been placed on a 'to do' pile that just got left gathering cyber dust.

The next big thing was just around the corner to me and I wanted in.

So when he told me that there was no big thing I felt cheated. I guess I always really new, but the temptation was too strong to just ignore that latest sales page :)

I knew that I had to pick my route in the internet marketing world and stick with it. I had many failures under my belt so now it was just a case of learning from them and keeping at it. No matter how many times I failed.

## Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!

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After a few months I noticed that the failures were getting less and less and the successes were getting bigger and bigger. I knew that by staying with something until it worked was the answer.

I also new that it was not going to be long before I could throw in working and start to concentrate on my marketing full time.

With a husband that was now starting to see the potential too, it wasn't long before I was being told to give up work and start to make some serious money at home. The day I left my job was one of the best days of my life. Earning money online at home meant that I could spend quality time with my family and still bring in money.

The fact that the money I was able to bring in was 5 times as much as my job made me was just a bonus as far as I was concerned. My priority was my family and I now had the best of both worlds :)

I hope that you soon have the same success that I have had and you can make that same decision that I made – **work or family life**.

One of the best decisions that I made was learning how to master the basics of marketing and for me that came from [Wealthy Affiliate](#). You should take a look too.

Good luck and remember that I am here to help you every step of the way.

*Kelly Stone*

Kelly-Stone.Com

## **Squidoo – The Master Affiliate Machine**

### **The Secret Code**

I guess you may have already worked out what that code is if you read through my 'about me' pages above. The secret is to keep everything you do online simple and to the point.

The biggest part of that secret is to make sure that you don't give up.

Put that with what I am about to teach you and you will be cracking the secret along with me. You may also be thinking that the secret wasn't that revolutionary. Think back to the other guides and eBooks that you have read. How many of them actually told you to keep it simple? Back to basics as it where?

Not many. They wouldn't have been able to sell you their fantastic new system that is so complicated that you need a degree just to open the pages.

Keep this in mind and follow the steps contained here and you WILL be able to succeed ... and soon.

### **Let's Get Started .....**

Before I go further though ...

I just want you to be aware that I am not an English professor, I am a normal person who has no training and no English degree, this report will probably have some spelling mistakes and some grammatical errors .... Sorry :) Also, if I can tell you something in two words I won't be using ten just to sound good. It's normally those people that are trying to convince you that they are good at what they do !

So ... Squidoo was designed to make sense of the net. They wanted people with passion about subjects to create some fantastic looking lenses (the pages that you create) on just about every subject under the sun.

The thinking behind this was that they would have an online catalog full of quality content that would give people an amazing recourse when they went in search of answers.

Squidoo made it so easy that anyone, and I mean anyone, could create a lens on any subject. They have made it so easy that anyone with a passion for a subject can be started within minutes.

### **Think about this ....**

If you want to get online, then you need to be able to create your own website which means either learning html or paying an extortionate amount of money to get someone to do it for you.

You then need to either learn to edit and update it or again, pay for someone else to do this for you on an ongoing basis.

With Squidoo, they have designed all the technology available and combined it into one great tool – for free! No more worrying about html, php, design or search engines. Squidoo does it all for you.

If you have been online for as long as I have then the chances are that you remember when you could go online and get any information that you wanted for free. My ... how times have changed.

The internet is so powerful now that Google almost runs it single handed. They knew that they had to tidy it all up to make it easier for the user to find the information that they wanted. Remember searching for something like “power tools” only to be greeted by a porn site?

Those days are long gone (thankfully), but it means that unless you know how Google sorts out who gets shown where and when it can be a hit and miss affair with websites.

I cannot begin to tell you how hard I have found SEO for my websites. Outsourcing them is the only way to go as far as I am concerned :)

It also means that the days that you can put together a few pages and Google will send you lots of free traffic. It just doesn't happen. If you are lost now, please don't worry – this is all inbuilt within Squidoo itself.

Simply put, you can get your online presence totally free and it gets you in Google – at the top.

### **The Google Slap!**

You may already be familiar with Squidoo and what it can do for your business. Perhaps you have been following the recent Google Slap that Squidoo underwent. Either way, you will be able to take advantage of this guide to get you where you want to be.

## **Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!**

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The Google Slap as it has become known was basically Google saying something along the lines of “Hey ... I'm giving you loads of quality traffic and you need to tidy your house up.”

Squidoo were making it so easy for us to create lenses within minutes that every spammer this side of Mars was knocking them up and dragging the quality of lenses down.

Google made them stand up and sort it out or they would get no more traffic from them. Lenses that had been raking money in for months just dropped from the face of the earth. People who had worked long and hard lost their income overnight.

Mass panic ensued and Guru's were proclaiming the end of Squidoo, in fact, one prominent Guru even made a public apology for sending their subscribers anywhere near Squidoo!

Now on day one I can tell you that I was nervous. After all, a major part of my business was built around Squidoo. Emails were coming in thick and fast from worried members and affiliates of Squidoo Queen asking me what to do.

We all sat tight and waited to see what was going to happen.

I knew that this was to get rid of the spammers and Squidoo acted quickly, very quickly. Any lens that was questionable was gone in hours. New security measures were put in place to make sure that they didn't get back.

### **The worst thing?**

They stopped everyone using a piece of code that stopped us from collecting email addresses. This was a major blow to everyone.

### **Still we sat tight.**

I knew that my lenses were still where they always had been. One or two had dropped a few places within Google but I was seeing non of the disasters that others were screaming about.

Within a few weeks everything was back to normal. Squidoo and Google resumed their love affair for each other and any lenses that had dropped started to make their way back up the listings.

Today, it is as if nothing had ever happened. Nearly all my members have reported no change in their lenses or their Google rankings. Why? Because they were taught to do it right in the first place. We were never in any trouble because we weren't bending rules or pushing our luck.

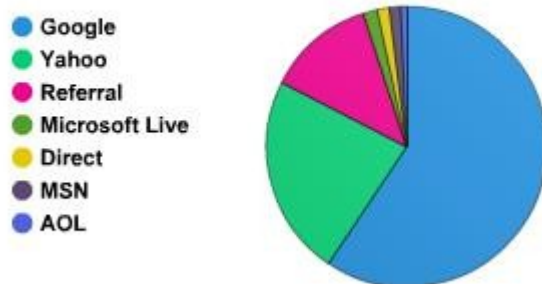
## Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!

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For those of you that are thinking that Squidoo is dead and gone after that slap take a look at these stats for the past 7 days ....

### Traffic Sources

| Source         | Visits |
|----------------|--------|
| Google         | 177    |
| Yahoo          | 69     |
| Referral       | 37     |
| Microsoft Live | 5      |
| Direct         | 4      |
| MSN            | 4      |
| AOL            | 2      |



### What Slap? :)

You might be thinking that those numbers are low compared to what you hear those Guru's talking about. 1,000,000 visitors in 24 hours and all of that rubbish.

The stats you are looking at are genuine and are so laser targeted that they arrive on my lens with their credit cards to hand!

We have even managed to overcome most of the new security measures that were stopping us from collecting email addresses.

## Before We Get Going Building A Massive Marketing Machine Of Our Own

I'm sure that your mind is already working on some ideas that have been hanging around at the back of your mind but before you run off and start creating lots of lenses I want you to read all through this guide first.

There are lots of gems inside that can really power your efforts forward – don't miss them out.

**I don't want you to run off and create your account over at Squidoo, I want you to create loads!**

There is a good reason for this and you are **NOT** breaking any of the rules over there by doing so. (Unless of course you are doing it for spamming reasons which you wont be)

The reason behind this is that you want to be seen as an expert within your chosen field. If you create a lens on dog training and then another under the same account on Adwords then the reader is going to be a little baffled.

They will have no idea what an affiliate marketer is and will think that you are a little strange. (Don't worry if you don't know what an affiliate marketer is either, I'll get to that in a bit).

I know that you may be thinking already that you are not an expert on anything. The thing is that you are not going to start lying to people about being a lawyer when you are not, you are simply going to be giving people information that they need. The simple fact that you are writing it down will give people the impression that you are an expert – that is fine.

Without this, you wont be able to gain the readers trust and convince them that they do in fact need the information that you are offering – this means no money for you.

### **Affiliate Marketing**

Being an affiliate marketer just means that you are selling other peoples items for them. Just like a shop but without the investment and initial outlay for the goods.

If someone is looking for something and you can send them to where they need to be and get paid in the process then why would you not? It's all perfectly ethical and happens each and everyday both online and off.

You are just basically acting as a middleman with no expenses. People have been building online businesses around this for years. Some of these affiliates have been quietly making millions of dollars per year.

### **It's time you cashed in on that.**

You are selling a product that you do not need to handle any sales questions on, no support for the product, the owner does all that and will gladly let you take a cut of the sale for your efforts.

Clickbank is the biggest platform for affiliate marketers who want to deal in digital goods (those that are sent online and not posted out). This eBook is a digital product and there are thousands more just waiting for you to work with.

Although digital products are what we will be concentrating on inside Squidoo Queen, please do not limit yourself to just digital products, there are some fantastic affiliate programs for physical goods too.

Commission Junction (CJ) is the biggest platform for physical products and is well worth joining.

With the demand for information being so high online, people are literally creating products to cater for this demand. With a digital product people can get all the information that they want or need instantly and are happy to pay for that privilege.

Digital products normally sell for a much higher price than physical books and there are a lot less overheads that come with them. This is why the merchant (owner) will happily pay you a larger percentage than you will get with a physical product. Most digital merchants will normally give you **50% +** of the sale price for selling their product for them.

After all, those sales are from people that may not have seen the product if it were not for you and your efforts.

A win win situation all round for you and the merchant.

## **Why Squidoo Lets You Dominate Your Market With Keywords – Get Your Bum Head On!**

If you are already marketing online and looking for a way to get ahead, then Squidoo will let you totally dominate your niche with long tail keywords. After all, we all know that creating another website, squeeze page, domain name and content all add up to a lot of time and money – all this just to test a niche?

**No way!**

With Squidoo you can simply build your lens free of charge and fast. This way you can test the niche to see if it's profitable before you invest any time or effort into it.

Squidoo is attracting lots of attention from marketers from all walks of life. Many of them are just flooding the Squidoo gates and grabbing high traffic keywords and wondering why they are failing.

Yes, they may well be getting traffic, and lots of it, but they get no sales so declare it dead.

**This is simply throwing mud at a wall and hoping that some of it sticks!**

Not what we want to be doing at all.

Forget all the teachings of those damn Guru's and their "If you get floods of traffic you get lots of sales" sayings. It's all **wrong, wrong, wrong!**

### **Highly targeted traffic = Sales**

This is not the same as traffic = sales. **End of.**

Getting traffic is all well and good but why waste your time going for this kind of hit and miss traffic when you could do the same amount of work and get highly targeted traffic just begging to give you their credit card details?

I know which one I want – the same amount of work = more sales for less visitors! Makes sense really doesn't it?

This is actually much easier than you might think. After all, you use your PC don't you?

## Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!

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If you are already familiar with Bum Marketing then you have a head start, if not you can find out all about it [here](#). I'm not going to waste the next 10 pages of this guide telling you about something that you can get for free elsewhere.

For those of you that are interested, Travis Sago (the original bum) knows all about Squidoo Queen and the incorporation of Bum Marketing within it. If you want to hang out with Travis and I you can find us every day over at [Wealthy Affiliate](#). There are so many experienced marketers there that freely give out their advice to everyone it's well worth looking at.

### **Back to those long tail keywords ....**

This seems to be the hardest part for any marketer to get their head around. Again, this is because those Guru's have been teaching us that we need software and automated systems and a rocket ship to find out what they are.

It really makes me mad when people say that they just cannot do this, you can if you take this process back to basics and think about yourself.

### **Here's another little secret for you .....**

Just use your brain! You use your PC, think about what you are searching for.

It really is **THAT** simple.

What do **YOU** type in when you are searching for something? Let's pretend that you are looking to buy a dog. Whilst you are thinking about buying you might just search for “dogs” or “best dogs” etc. This is the mud throwing technique.

### **But ...**

When you are ready to go that little bit further, you are going to realize that the kind of term you have been searching for is just too broad. You need to narrow your results down.

This is when you start to search for things like “dog re homing in London” or “German Shepard breeder in Hackney London”

These are the long tailed keywords. The people searching with these terms are highly targeted people who are ready to go through the buying stage. **THIS** is the traffic that you want to pull in.

## Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!

Lets say that you have your own product or an affiliate product on Buying a German Shepard In London. What are you going to do now?

Set up a website – that means more domain names, hosting packages, designers etc. PPC, well this is out of the question if you are not in a position to invest funds into it. If done wrong PPC could end up costing you a small fortune.

SEO? Well you would need your website first. Then you could spend the next ten years trying to work out how to conquer Google!

What if I told you that you can get to the top of Google – free and with very little effort. You can!

Pop on over to Squidoo and build your lens letting everyone know who you are and what you do. **BANG**, you are making sales faster than you thought possible and are sat pretty on the first page of Google.

You have to agree that it doesn't get much better than that.

Not only are you pulling in free traffic from Google with your long tailed keywords, but you didn't do that much to get it in the first place.

Want some proof? (At the time of writing this)

We are going to look at one of those keyword tools to find out how many searches were performed for “psp download” last month. I'm going to use [this keyword tool](#) – it's totally free.

In the US there were over 158,000 searches made for that search term.

Now lets see on Google .....



The screenshot shows a Google search interface. The search bar contains "psp download" and the search button is visible. Below the search bar, the search results are displayed. The first result is a sponsored link for "Unlimited PSP Downloads" from www.Pspblender.com. The second result is a link to "PSP®, Free Sony PSP® Downloads, PSP® Movies, and PSP® Video ..." from psp.connect.com. The third result is a link to "Download Free Games for PSP \*\*Warning\*\* Do Not Pay any PSP Site ..." from www.squidoo.com/download-free-games-for-psp/. A red arrow points to this third result. In the top right corner of the search results area, the text "Results 1 - 10 of about 50,500,000" is circled in red.

**That was second out of 50,500,000!**

Enough said?

Let's get you started with your lenses then.

I know that it all sounds easy and it really is, but you must be careful as this can soon take over your life if you are not careful and know what you are doing. It's easy to get sucked in and obsess over page rank, Squidoo ranks etc.

**The starting point.**

We need to start with our keyword research that you were taught over at Bum Marketing Method. It's exactly the same. Need to recap on [Bum Marketing?](#)

It's vital that we start here as your whole lens is going to be built around these keywords.

Thought of the niche you want to work in?

I cannot help you with this as I could be writing down ideas for the rest of my life and still not get anywhere near 1% of the niches available. You need to do this by yourself.

**Think outside the box ....**

Think about something that you yourself are interested in. Something that you want to find out about maybe?

The main thing is you need a hungry market for the product. Please don't go off and pick the product and try and fit it around the group of people you want to try and sell it to. This is one of the biggest mistakes that I see being made.

Find a hungry crowd and then offer them a solution and you will be onto a winner. Look in places like eBay's pulse, what is **HOT** right now, Big Boards is a great place to find groups and communities of hungry people.

Once you know that you have a hungry crowd of potential buyers you need to find out what their problem is. Find that and you have cracked the final piece of secret code.

You can then go off and find a product that will solve their problem and then get on with your keyword research.

## **Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!**

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Once again, I am not about to fill this guide with information that you can get over at [Bum Marketing Method](#) for free. I wouldn't insult your intelligence, this guide is about Squidoo, not keyword research.

Now that you have your keywords I am going to let you into a little secret that I have been using lately and seeing some fantastic results from.

Don't stop at just one long tailed keyword, get three!

We are going to build your lens around these keywords so that you are listed in Google for not one but three long tail keywords.

Again, I cannot help you with the niche itself. I cannot tell you how many emails I receive each day asking me to give ideas or hints at what the best niches are to work within.

This is something that I just cannot do. I would be spending all my time doing your research for you. This is just like anything else in life, the more you do it the easier it becomes :)

Let's move on to the next stage .....

## It's All In The Title – And The Lens URL

### Choose Wisely Here – It's Important To Your Success

When you create your lens you need to make sure that your main keyword is used in the url of the lens. Obviously you cannot place all three keywords in there because that would be spammy and look pretty stupid.

The url goes a long way towards your lenses showing up for searches. Spend some time here thinking about it.

The next thing that you need to really think about is your title.

A title needs to have your keywords in it too but it also needs to entice the reader to click through and read the rest of the lens itself.

With a title that reads “My lens about dog training” is not only too broad for most searches, it screams **I AM BORING** at the top of it's voice.

The same lens with the title “**How To Stop Your Dog From Barking Overnight Without The Need For Training**” hits all the buttons.

You need to think about this and be creative enough to get the readers clicking through to your lens but not too over the top that you are distorting the truth too much. After all, you want to build trust with your reader to get them to make that purchase.

If you are already doing article marketing then this part will come quite naturally to you. After all, think about how you do this to get readers on your articles – It's the same.

Squidoo themselves use the name of the lens as part of their algorithm for displaying the search results so again this **MUST** contain the keyword that you are going after.

You can view the lenses on Squidoo that are getting the most amount of traffic by clicking [here](#).

It doesn't take a genius to see that they have got where they are by choosing good keywords, a great title and worked them through their lens well. Most of these lenses are in fact affiliate lenses, so it's clear that it can be done with just a little thought.

## Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!

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Although I totally encourage people to think outside the box with their marketing efforts, there really is no need to try and invent the wheel all over again.

If something is working why not just copy what is already being done well and add to it, make it your own.

**NEVER** just copy someone else's work – that's plain old wrong and will land you in a **LOT** of trouble. You **WILL** get caught doing this and I will never condone this kind of behavior.

Trying to create the 'next big thing' will only give you a headache and have you running around in circles. Do you think that people would want to go with you if you are offering more than the next person? Of course they would. Make it your own and give the reader more than your competition does and you are in line to totally dominate that niche.

### TOP TIP

I am often asked if you should use hyphens or underscores in the lens url and my advice is to always go for the keyword as a hyphenated word. For example if I wanted to use the keyword Dog Training In London I would use the url of [www.squidoo.com/Dog-Training-In-London](http://www.squidoo.com/Dog-Training-In-London) (this is fictitious)

For many years there has been a storm in the marketing world about which is better a url with no hyphens or underscores V's the complete sentence. Many people would argue that Google saw the hyphen as a space between words and the others would argue that they had no proof of that.

Thankfully Google let us all know last year – they do see it as a space.

This is important because the person searching is not going to type in the words all together with no spaces. I always go for the hyphen unless it is not available. As a second option I will go for the complete sentence e.g [www.squidoo.com/DogTrainingInLondon](http://www.squidoo.com/DogTrainingInLondon) But I have never used the underscores unless it is my last option.

### A Plea To All

At this point I know that lots of you will run off to start playing around with Squidoo and working out how to use the modules. I would like to ask you all that you join Squidoo through this link:

[www.squidoo.com/lensmaster/referral/Squidoo\\_Queen](http://www.squidoo.com/lensmaster/referral/Squidoo_Queen)

The reason is that this lens donates all money to charity. To date it has donated over \$132. I'd like to get that up to \$500 by Christmas 2007. I obviously don't expect anyone else to do this, but the lensmaster referrals that it earns soon mount up and it all goes to charity.

## **Creating Your Empire – The Squidoo Queen Way**

Although I am not going to waste pages in the guide showing you how to create a lens (it's straight forward and lots of help on Squidoo itself) I have received a lot of emails asking me if it makes a difference on what you do and what you choose, so here goes a quick brief for you.

When you start your lens just enter the basic details that it asks for and then click on the 'create my lens' button.

Squidoo will then ask you what your lens is about, you enter the details, Dog Training In London. (You can change this at a later date so don't ponder on this for too long.)

You will then be asked what you want to do with your lens, make money etc. I always click on the 'do my own thing', this way I don't need to worry about deleting modules that I don't want.

The next part is where you name your lens.

Remember the section above about the importance of this? You cannot change this so make sure you choose wisely. Spend some time thinking about it and make sure that your keyword research is done and ready.

It will look something like [www.squidoo.com/\(Your-Lens-Name-Here\)](http://www.squidoo.com/(Your-Lens-Name-Here))

Squidoo now wants you to choose the category that your lens will come under and if it needs to protect delicate eyes from your lens. **ALWAYS** be honest here, as a parent there is nothing more concerning to me than my children being able to see unsuitable content – I'm sure that you feel the same so always go on the side of caution.

Next it's time to choose your tags. There is more on tags later on, but for now you just need to enter some more keywords as your tags from your keyword research. This can be changed later, so again, don't dwell too long at this point.

### **Your lens is now complete :)**

I strongly recommend that you go and work on your author bio now, it's one of those things that can easily be put off and never done. Spend a little time here as people love to see what you are about.

Make it compelling and interesting. Always use a picture on your bio as Squidoo use them on their homepage. No picture = no homepage = no chance of extra clicks!

## Squidoo And The Content Cog – Quality, Unique Content = Success

This is one of the most important aspects of internet marketing in any form. Have you ever wondered why some blogs do so well? It's all about the content, it changes daily and gets people adding to it making it all the better from a search engines point of view.

Content is king on the internet. Get it right and you are half way there. Just throw some words at the page and you will not get very far at all.

The first point of Squidoo that you will need to think about your content is on the introduction module. This is **THE** most important part of the content on your lens and needs some time spent on it.

I don't want you to get confused here, we are not selling, we are just warming them up – pre-selling. This module needs to encourage people to *want* to read more, you need to be to the point (let them know they are where they want to be) and compelling. Keeping the reader interested is key here, if you are already article marketing you will already understand this part.

You need to either have them wanting to read more, or you need to confirm to them that they do indeed have a problem that you can solve in the rest of your lens. This might sound a little daunting now, but again, after a while it will become second nature to you.

There is now a temptation to create a lengthy introduction which will be counterproductive. This will simply bore the reader before they click through to your merchants sales page.

All the person wants to know is that they have landed on a page that was relevant to their search and that you can offer them something.

A great way to let them know that they are at the right place is to bold the keywords that they were looking for. This jumps straight out at them letting them know that they are indeed at the right page.

### The Style?

Each of you will develop your own writing style over the coming months, I always like to go for the friendly email chat. You know, as if you were just sending an email to a friend. I nearly always write a review style page letting people know what I thought of a product. Did it help my problem? What benefits did it have for me and what I disliked about the product.

## Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!

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If you find that you are having a moral issue with giving a review about a product that you actually don't own then I think deep down that you know you are leaving a lot of sales just sat on the table.

My advice would be to either spend a few hours doing research on the product to get a good idea about it's pro's and con's **OR** you actually do purchase a copy.

The review style works really well for me and I will stick to it ... Don't try and fix what isn't broken.

Now, you will have to develop your own style as we have spoken about before, but article marketers will have the upper hand here, so it's worth you spending a few days creating some articles or viewing some great articles over at ezine articles.

Many of you get to this point and then decide to send me emails asking to see some of my lenses – this is not going to happen, it would be madness on my part.

### **A WARNING**

Do **NOT** show or tell anyone your niche, even if you are asking for advice in forums etc. It **WILL** be stolen from you by just about everyone around.

Back to your introduction module.

A good guideline is to make your introduction module long enough to reach the end of your picture that you place up there. You can use two paragraphs if needed but don't try and cram in as much information as possible in it.

Because of Squidoo's new security measures you need to have at least four modules to show that you are not spamming. This is great for us as most people that want to go over there and get a quick hit wont want to spend the time thinking about more than the introduction module.

More Modules ...

You need to remember that the whole point of creating your lenses is to get the reader clicking through to your merchants sales page. This is easy when done correctly but it amazes me how many people will try to sell directly off their lenses.

If you own your own product and are trying to sell it on Squidoo then a sales page is fine, but an affiliate needs to work under the radar. Simply put, you need to warm them up and then send them off to the merchants page to sell them on the idea. Copying the sales page straight onto your lens is not going to work.

## **A WARNING ...**

You need to know that although Squidoo are perfectly happy with affiliate marketing, they will **NOT** let you get away with spam or anything that resembles it. One of their opinions on spam is asking a person to click off the lens to find out an answer to something. In other words if you type in something like “Click here to find out why your dog is barking all night” and then place your link there, they will get upset and throw you off!

Never try to cheat a company on their own Terms & Conditions – you will never win and it's not worth getting thrown off for.

## **Further Modules**

Although I cannot teach you in this guide how to sell in a pre-selling manner there are some techniques that I can let you in on.

The major part of the buying process of an information product (digital products) is that the potential buyer will be looking for a solution to a problem. You may have heard about Squidoo and wanted to know how to use it to your advantage – hence you made your purchase.

This doesn't change, the potential buyer will be looking for answers and solutions. Now on a normal sales page you want to attract attention, then create interest and desire and finally call the potential buyer to action.

With pre-selling you need to do things slightly differently.

First you need to understand the buying process. Let's look at stress relief products.

At first the buyer will want to look for information to see if they are totally stressed out and not something more serious. So at first you will need to confirm to the potential buyer that they do in fact have a problem, that the problem is a common one that can easily be solved.

Next the potential buyer will want to find out if there is anything that can be done to help them and will want to know a little more about the problem that they have.

Then you need to give them some information on the problem, after all people want to get something for free. This works nicely for you, not only are you giving quality content inside your lens but you are actually building trust with the buyer.

Giving the appearance of being an expert is crucial at this point. No one is going to want to listen to someone who clearly doesn't know what they are talking about. Obviously you would have researched your niche before hand and will have taken the time to find out lots of helpful information along the way.

There is a lot of information available on the net if you just take the time to look for it. This is where you are helping the buyer. You are doing the leg work for them and people will love you for it. There is more on this in the next chapter.

Being yourself and adding a friendly aspect to your writing will work wonders for you, people buy from people so try and come across as a person and not someone who swallowed a dictionary for breakfast!

Remember that people do not want to run off to find out what a word means or feel that they need a degree to understand what they are reading ... keeping it simple is key here.

Once you have given the reader enough information for them to realize that 'yes' they do have a problem, you then need to give them some more free information on the solving the problem, let them know that you know your stuff and that you are happy to help them.

**Create trust and the selling will do itself.**

Give them just enough to make them feel that they got use out of your lens then let them know that they can get more help from such and such place, this is where you link through to your merchants page.

Your link at the end should be compelling and intriguing. A link simply saying "Click here to read more" just wont cut it but a link saying "To Find Out How I Managed To Go From A Stressed Out Maniac To Super Chilled Without The Need For Medication" (or something along those lines) will work much better.

It's this point that you can start to get them interested in any squeeze pages that you have to capture email addresses, (there is more on this later), but offering them a free short report on 7 ways to reduce stress within the hour should do the trick.

Get your 'Bum' head on to get some really great lead through links going on. It's worth practicing them to make sure you get them right.

## Getting Others To Do The Hard Work For You – Research Made Simple

I wanted to let you know a little more about Keyword & Niche Research here as I know some of you are really struggling with this. Although I don't tell people to run out and buy lots of keyword tools, some of you will find it easier if you have some kind of software to help you along the way.

The best keyword tool that you can use is your brain, there is no two ways about that. Your brain will work much better than something that just gathers data for you, your brain is able to see between the lines – software just cannot do that.

If you are tempted to start buying software then I warn you now, it is not cheap and there are loads to choose from, not all of them are what they are made out to be so I recommend that you hop on over to [Wealthy Affiliate](#) to see the free keyword tools that they have developed which are yours to use free with your membership. They do everything that those other expensive keyword tools do.

Looking for a niche can be the first hurdle that many people face, they feel that just about every niche out there is saturated and they stand no chance of cashing in with it. This is wrong, wrong, wrong.

There are hundreds of thousands of niches and it's just down to you to dig down deep and find a micro-niche. Try looking at [Big Boards](#) or [dmoz](#), both of them have a huge collection of niches that you can drill down deeper inside of.

A quick word about dmoz.

I have told lots of people about this resource and many people just ignore it. This is amazing considering how helpful it is for you if you are struggling with your niche research.

Just click on a main 'broad' subject and then look at how many sub-categories there are. That will show you how much interest there is on any given subject. It's a goldmine of information just sat there waiting for you to take advantage of it.

Never look at a sub-niche and dismiss it because you don't think there is a market for it. If it's there it's letting you know that there is a market and hungry crowd of people within it. Thinking outside the box remember, open your own eyes to other possibilities, just because you don't do something doesn't mean that no one else does.

## **Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!**

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Although I cannot give you places to go to for your research on every niche there are some great places to go and look where other people have done the hard work for you.

Squidoo itself is a major player here. How many lensmasters do you think are there just because they are passionate about the subject and not because they are selling anything? There are hundreds.

You can get some fantastic information there and on thousands of different subjects. All you need to do is steal it from them :)

Again, do not take anyones work word for word – thats wrong. Just use it as a basis for your own research.

If you search for a general search term around the niche that you are targeting then the chances are that the person who created it has not harnessed the power of long tail keywords and has no idea how to do so. This is great news for you:)

Another way to steal keywords from your competition is to find a great website that is in your niche and use this free tool to find out what keywords they are using themselves. Again they may well be going for broad term traffic and you can then create some long tail keywords around their campaigns.

The free tool for doing this with is [SEO Digger](#). It really is a useful tool that is free to use so you wont have to spend anything on it.

I have heard that they are not going to keep this free for much longer, so make the most out of it whilst you can. You are limited to 5 searches as an anonymous user, so I suggest that you sign up for a free account to get the most out of it.

You can also use eBay to see what the hot sellers are and Google Trends offer a great way of finding out what is hot and what is not at the moment.

Although I realize that people can really struggle with this stage it does get easier the more you do it. I know that some people can spend days researching their niche. Personally I like to spend around an hour on research and then around half an hour to build the lens.

If it shows that it's profitable after the first three months, I will go back and see how I can make it better and improve on what is already there.

Try not to obsess too much over the research, practice makes perfect as they say.

## **Squidoo Tag Secrets – Let's Not Go Overboard Now!**

As Squidoo and Google rely to a certain degree on tags to bring a searcher the most relevant lenses it's vital that you use your tags wisely. People searching within Squidoo and Google will be given the best results based on the tags that you use.

### **A WARNING**

I want to get this in at the beginning of this chapter as it is very important. Both Squidoo and Google use tags as part of their search algorithm (the full algorithm is not completely known on either site) and they will check the tags against the content to make sure they are relevant to each other. Adding tags that are irrelevant will get you booted off both faster than you thought possible!

### **What Exactly Are Tags?**

A tag is used to let people know the content of your lens. For example, if you have a lens about stopping your dogs bad habits, you might add tags like:

dog training schools for puppies  
stopping your puppy messing inside  
stop your puppy from biting  
etc

Although you are able to add up to 40 tags (it used to be unlimited) it is not advisable to fill them all up at once. You want to add the tags that are most relevant to your keyword that you are using.

You will also want to keep them tightly around the keyword, so if you are using puppy training in London, you will want to use other tags like puppy training schools in London and puppy training schools in the south of England etc etc.

I'm guessing that you already have a list of great keywords from your research, but adding them all to your lens on day one is going to work against you in the long run.

We will be using the tags to keep the lens fresh, so make sure that you only use the most relevant to your lens at the beginning.

I recommend adding around 10 tags when you set your lens up.

## **Keeping It Fresh – Another 9-5 For You?**

I cannot tell you how many hours that I spent on my lenses when I first started to build them. I literally obsessed over them and would spend hours and hours just keeping them fresh and updated. In the following year I have been emailed hundreds of times by new lensmasters asking me to start a lensaholics group so they can get weened off their lenses.

Please do not do this as I want to make this as simple a process as possible for you :)

On the other hand, this is where I have also seen so many people fail. The amount of emails that I have got from people asking me how they can get their lens ranking up or asking me why they are not listed on Google yet and then when I get there I see straight away that “This lens was last updated over one week ago” !!!!

When I ask them they quickly tell me that they were going to get around to it and just forgot.

### **This is why many people will fail on Squidoo.**

You **MUST** update your lens periodically to let Squidoo know that you have not just taken up some of their web space and then fell from the face of the planet.

We want the lenses that we create to rank highly, there is no point in wasting your time with research, keywords research and creating quality content only to walk away and ignore it. Your lens will drop in ranks, traffic and sales if you do not keep it fresh. This means updating it.

Please don't start to update your lens every few hours or even every day, but do make sure that you go on and update it a few times a week.

Squidoo says that your lens is updated if you change, alter or add something and then re-publish your lens. This can soon turn into a full time job in itself if you have 50 + lenses to update.

We want this to be easy, not another full time job, so keep this in mind. If you add a tag to your lens and then hit publish my lens, this counts as an update and your lens is kept fresh.

This is why you should not add too many tags straight off. You will then be spending days thinking about tags to add ... they run out eventually!

Another great way to update your lens without too much work is to log in and change a picture. This is a really easy way to keep your lens fresh.

Content should only be added to or changes every month or so, this is done to let Google know that you are looking after your lenses. They are hot on keeping your content fresh, so try and work this into your weekly plan.

### **TOP TIP**

If you find that your lens is climbing the ranking ladder yet you have no sales, then try changing your title or reworking your introduction. It could be as simple as that.

Do not panic if you don't see sales coming in from day one, it needs time to be approved by Squidoo and then will take a little time to appear in Google. I have had lenses appear in Google within a few hours just by following what is inside this guide.

### **Tagging Tricks**

Another great tip for your lens is to look on your 'stats' page and then click on traffic. There you will find the keywords that people used to arrive on your page with.

On the next page you will see a shot of one of my newer lenses that is slowly building traffic from Google, the keywords with the + next to them are keywords that are **NOT** already in your tags.

By clicking on the + they will get added to your lens (you **MUST** remember to publish your lens again after doing this).

This will not only let you use your keywords that people are finding you under, but Google will see that you are changing and making the lens much more relevant to searches. A big plus for you.

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| <b>Keywords</b>                      | <b>Number</b> |
|--------------------------------------|---------------|
| how to get rid of spots fast         | 29            |
| get rid of spots fast ±              | 11            |
| how to get rid of spots ±            | 10            |
| how to cure pimples fast ±           | 8             |
| getting rid of spots ±               | 4             |
| how to get rid of a spot fast ±      | 4             |
| how to clear spots fast ±            | 4             |
| get rid of spots ±                   | 4             |
| clear spots fast ±                   | 3             |
| stopping spots ±                     | 3             |
| how to get rid of a pimple fast ±    | 3             |
| how to get rid of pimples fast ±     | 3             |
| how to get rid of spots on my back ± | 2             |
| getting spots off your face ±        | 2             |
| how to cure hot spots ±              | 2             |
| how to stop spots ±                  | 2             |
| how to get rid of spots for free ±   | 2             |
| how to stop spots on face ±          | 2             |
| how to get rid of spots/acne ±       | 2             |
| how to get rid of spots in 1 day ±   | 2             |
| fast cure for spots ±                | 2             |

Always remember to publish your lens after any changes, alterations or additions have been made otherwise your changes will NOT be shown to the outside world!

## The Google Saga Is Set To Continue – Ready For A Fall From Grace?

The great thing with Squidoo is the fact that you no longer need to go to university to try and learn how to conquer the mystery that is SEO. There are very few people in this world who actually know how to master this art and are not going to share this information any time soon with the rest of us.

The chances of you ever being able to figure out exactly how Google works is very remote so I would save your time and energy and stop now. All you can do is work with the information that Google gives out and not that of people who have theories or ideas.

If you follow this guide and work at your lens then the chances are that you will be picked up and in the Google listings within a few hours to a few days. This can be a really euphoric feeling – don't start to celebrate yet though!

Chances are that by next week you wont find yourself after a hundred pages let alone the first one!

This is known as the honeymoon period with Google and it doesn't last long! What happens is this .... People will read this guide and spend the next day or so working like a maniac to get everything done. They sit back and feel really pleased with themselves, until they realize that they just broke Google's primary rule.

### It Happens Naturally Or Not At All !!!

Google want you to evolve and care for your lens. They say that over time, if your work is good, people will start to pay an interest and you will receive reward for it.

If you rush out on day one, Google will knock you straight back down for forcing a natural progression.

This is why you **MUST** space out the tasks in this guide over a week or so. It looks good to Google and works. It might take you longer to get onto the first page of Google, but it's worth waiting for.

Always think long term and not quick fix. This will serve you well in the long run and help you build a thriving online business. Google are not going to let up on this any time soon so work with them rather than against them.

## **Harnessing Squidoo For Traffic**

I want you all to remember here that getting lots and lots of traffic wont necessarily mean that you get lots and lots of sales. We are going after the targeted traffic to bring in more sales so this is the kind of traffic that we are working towards.

Although you will hear lots of people saying that the amount of traffic you get is related to your Squidoo rank, you don't want to get caught up in this kind of thinking. Yes, it might look good to have a lens that is ranked 1 or at least in the top 10, but what is more important to you ... a lens that ranks well or a lens that brings in sales?

### **I know which one I am going with.**

There is another section further down that will go into further detail about getting traffic through Bum Marketing and this will work two fold. Not only will it bring you in lots more targeted traffic, it will start to create backlinks to your lens which is another winner as far as Google is concerned.

Traffic is not going to be a major issue with you if you have done your research correctly at the beginning.

At this point I would say that traffic is not going to start flocking to your lens from day one, it will take some effort on your part and the best way to get Google and Squidoo to sit up and take notice of you is to send traffic there yourself by following the section on Bum Marketing further on in this guide.

The main way to get traffic to your lens naturally is to spend the time creating quality traffic. This is going to be the best kind of traffic to get as you only need to do the work once and then sit back and reap the rewards.

There are more advanced methods that I go into later in the guide, so sit tight until then :)

## **This One Is BIG – Squidoo & List Building**

This is without doubt the part that will show me who is in this for a quick fix or here for the long haul and serious about their online business. Please read this part carefully – I cannot stress this enough.

In the first edition of Squidoo Queen this section was full of the code that you could place within your lens to get your mailing list sign up box showing, today on Squidoo (and Squidoo Queen) things are very different.

Due to their Google Slap, Squidoo decided to stop people from using code that was based around an iframe. Unfortunately, this means that our sign-up boxes will no longer be allowed to show this way either. All is not lost though. Keep reading for the update.

How many times have you heard those Guru's tell you to fish out the freebie hunters, get rid of those people that wont spend money with you. Train your list to be responsive? Ferret out the information seekers and banish them?

### **It makes me sick!**

For some people spending \$20 here and \$40 there is not a big deal. For others though it is a big deal. Imagine if you come across a great looking product, do you jump straight in and buy it or do you think about your investment?

Keeping this at the front of your mind, don't you think that dismissing these people as a waste of time is letting money slip through your fingers?

Some people have very limited funds and need to think through an investment, so perhaps they wont make that purchase straight away on impulse. Maybe they have to speak to their spouse or wait for their pay check?

There are hundreds of reasons why someone wont make a purchase there and then. Do you want to miss them when they come back?

### **Should they really be written off as a waste of time?**

Just by spending a little time adding a way to capture your readers email address can put them back into your buying cycle. At first I was going to place this chapter in the advanced section of this guide, but to me this is a **MUST** if you are in this business for the long haul and not for a quick fix.

## Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!

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I could go on and on about list building and how important it is to your success as a marketer, but this is one of my passions. I **KNOW** how important a list is to my business and you should be thinking this way if you want to succeed at internet marketing.

Once you have realized just what a list will do for your business you would be totally mad to pass up an opportunity to build your own list within the niche you are working in.

I only recommend [Aweber](#), it's the best on the market and cannot be beaten for quality and professionalism. It's the only one to go with if you are serious about marketing. They have a free trial too so it's a no brainer really.

Of course, you can wait until you make some money before you start to use this, but I really do recommend getting it from the start and building your list from the beginning so that you don't miss out.

Once you have your [Aweber](#) account you can then start to add a sign up box within your lens. In fact it's even easier to do these days as you don't have the worry of using code, instead you will just be adding an image with a little html to your lens and giving the illusion of an actual opt-in box.

The html that we will be using is this below.

```
<p align="center"><a href="http://www.YourDomainName.com"></a></p>
```

I know that some of you are going to be getting a little nervous now thinking that you cannot do this, trust me, you can.

All you need to do is to take a screen capture of your opt-in box that you create using [Aweber](#) and save it as an image, a jpeg image.

You then use the html above to insert the image into your lens, of course you replace the domain name and image location to your own.

### Getting Them To Hand Over Their Email Address

This is actually very easy once you know how. If you simply add the box onto your lens and say something like “sign up here for my newsletter” then the chances of someone parting with their details are remote to say the least.

Something like “Get Your Free Mini Course On Dog Training” above you opt-in box will have people signing up left, right and center!

No one in their right mind is going to turn down a free course to get the advice they are looking for.

There are lots of easy ways to get yourself a mini course to provide to your readers. You can go over to somewhere like elance and pay for someone to do it for you, it wont cost much, around \$10 per 500 words.

You can look on the Warrior Forum at their WSO section for some PLR material. PLR is articles or eBooks that you can put your own name on as if you had written them yourself. Again, you can pick these up very cheaply.

Or, you can just compile the research that you have already done into a bite sized chunks that you send out to your list via your auto-responder. It really is that simple yet very effective.

Once that person is on your list, you can send them great information with links through to your site, lens or merchant page.

If the person wasn't ready to purchase at the beginning, you will be there waiting when they are. Don't leave money sat on the table that could be in your pocket.

Most people think that you need a huge list of 20,000 + to make substantial money, but I have a list of around 5,000 and another list in another niche of only 400 and both bring me in a substantial income.

Implement this into your marketing today to get the most from your marketing efforts. In the long run it's worth it and the financial gain you will reap are well worth the learning curve.

At this point I would advise you to go and start your research on your first niche.

The rest of this guide is aimed at more advanced methods.

You can also read the bonus items of Quick Cash further down this guide too, so if you are looking to make some fast cash keep reading.

## **Advanced Methods & Techniques**

### **The Lensroll Method**

Although this is relatively simple to carry out, it is often overlooked as a way of boosting your lenses and the traffic that they get.

The lensroll feature is a way of letting other people know about other lenses that you have created, or linking to other relevant lenses in your niche.

Now I don't recommend letting your traffic know about your competitors lenses, but you can certainly let them know about other lenses that you have created that they might find useful.

Not only does it give your readers a chance to see more of your work, but it also counts as a backlink to your lens (more on these later). Anything that helps to share your traffic or give you more traffic cannot be bad.

You will find the lensroll feature down the navigation bar on the right hand side, just click on it and Squidoo will give you some very simple instructions to carry out.

**Remember to publish your lens after.**

## Creating Backlinks To Your Lens

Backlinks, or links to your lens from other lenses, website, blogs etc is something that Google adores. To Google this simply means that other people are enjoying your content enough to tell others about it.

If you can get sites, lenses or blogs etc with a page rank from Google – even better! This means that a site that is already seen as good in Google's eyes in liking you, therefore it must be good!

This is well worth the effort and something that I highly recommend you get started on as soon as your lens is ready to go.

You can start to create backlinks quickly from your lens by clicking on the 'digg' button. You just go and let them know that you have created your lens and you are ready to share it with the world.

### **A WARNING**

Digg will not take kindly to spam either, so make sure that you don't keep letting them know about your lens.

Digg is a social bookmarking site and there are hundreds of other ones to choose from. I always recommend onlywire where you can do it all in one place and let everyone know about your brand new lens.

Most of these sites have a good PR so this will look great to Google.

Remember, don't get too submission happy here or Google will start to think you are forcing nature :)

Anywhere where you can leave a link back to your lens is classed as a backlink although some are more worthwhile than others.

The way in which to create a clickable link is to use this html:

```
<a href="http://www.YourLensURL.com">Type what you want to be seen here</a>
```

You just need to change the details above and it will turn into a link that when people click on it, will take them to your lens.

## **RSS Feeds**

Although most people switch off totally when RSS feeds is mentioned (myself included) I think that it's use on Squidoo makes it worthy of a mention.

This will be as non technical as I can make it as technical jargon is just not my strong point :)

You can get a much better description of what an RSS feed does by [clicking here](#) and reading what the creator of Squidoo, Seth Godin has to say on the matter.

Generally speaking, an RSS feed is just like a ping that lets you know that a site, blog etc has been updated. It saves on the owners sending out emails to let everyone know that they have added something to it.

Adding one to your lens will let your lens display completely up to date information from your website, blog or other lenses.

It's certainly one to work with on your lenses.

Seth also has his own blog where he goes into even simpler terminology regarding RSS feeds, even I understood it.

You can find Seth's blog [here](#). Just do a search for RSS feeds and it will show you more on it there.

## **Ping Your Lens**

You can let others know that you have updated your lens by pinging it. A great site for doing this is to be [found here](#).

Not only does this work, it works by creating more exposure to your lens and quality backlinks too.

Again, please do not abuse this service by spamming. Only use it when you have made an update or changes to your lens. You will get your account banned or deleted for misusing it.

## **Steal Your Competitions Traffic & Create Backlinks In The Process**

This has got to be my most enjoyable time spent :)

I just love the fact that I can go in and steal my competitions traffic after they have worked really hard (not smart) to get it. It's as if they are just working for you!

Once your lens is the best it can be, quality content, nicely laid out and starting to attract attention it's time to go stealing. Start looking on Squidoo itself for other lenses that are within your niche, or would compliment your niche.

Then, when you know where and who your competition is, go and pay them a visit. !!

On their lenses of course.

Just pop on over there and take a look at their lens, find something you like about it and then look for their guest book. Almost 90% of lensmasters put guest books on their lenses so that they can have people tell them how great their lens is.

This is where you can give them a nice little comment or offer them some compelling advice which will get their visitors wanting to click onto your link to see what else you have to offer.

Saying something like “Great lens, why not visit mine” probably wont give you very much in the way of stolen traffic – it must be something compelling that leaves the reader no choice but to click through onto your lens.

Although this can sound a little daunting, as usual you just need to practice at this and Bum Marketers will already have an upper hand here.

Don't just limit this to your own direct competition, think about something that will complement your niche. For example, if you are working within the dog training niche, think of things that will go well with it, who else would be interested in what you have to offer.

Dog clothing lenses?  
Dog breeders lenses?  
Natural dog food lenses?

I'm sure you are seeing the bigger picture here.

## **How Bum Marketing Is Going To Propel Your Marketing Into Outer Space!**

Although you might already know people who are already using Squidoo to promote their products or affiliate products. Maybe you already know of someone who is using Bum Marketing to do the same. How many people do you know who are using them both together?

Not many I can tell you.

Just imagine what results you could see by combining the both!

I know that I have already touched briefly on doing more than what your competitors are doing, by doing this you are placing yourself way ahead of the competition.

It's at this point that I want to remind you again of how important it is to be seen as an expert in your field. After all, no one in their right mind would part with \$50 for an eBook on brain surgery from someone who had another four lenses on fishing. The trust that you know what you are doing just wouldn't be there.

When you are combining Squidoo with Bum Marketing it's vitally important that you keep everything consistent to build that trust. You will be using ezine articles so again, I encourage you to create multiple accounts with them too.

This way anyone that looks at what you do can see that you are only writing about your niche and will automatically assume that you are an expert in that field.

Obviously, you do not need to go and enroll at your local university to study the niche, you just need to know more than the person reading.

## **Driving Quality Traffic To Your Lens The Easy Way**

When I have created a lens I want to see traffic hitting it almost instantly, not wait around for Google to start sending it my way. Not only is this going to result in possible sales from the first few days, it's going to help with my lens rank too.

### **So how do I do this?**

Simple, I'll spend an hour or so creating some quality articles and submit them to ezine articles. (Remember that ezine articles do not allow affiliate links? Squidoo solves this for you.) This way I know that I am not only creating some quality backlinks to my lens, but I am going to get traffic coming through almost as soon as the articles are accepted.

### **TOP TIP**

When you sign up with ezine articles it can seem like forever and a day before they approve your article. However, once you have ten live articles with them, they allow you to ask for your account to be upgraded with them.

Once you have done this, new articles are normally approved within 24 hours. This is great when you want to see some quality traffic as fast as possible.

Another good thing about having multiple accounts with ezine articles is the fact that if your competition starts to take an interest in you, they won't be able to see what other profitable niches you are working with.

### **Trust me, if they could, they will copy what you are doing.**

For this reason, never share your niche with anyone. They will copy it. If they find that the first niche they take is profitable they will simply continue to copy everything else you do so always protect your investment.

## Recycling Your Old Articles

This is a great tip here that could save you a lot of time and effort.

If you have already been creating quality articles for your Bum Marketing, not only do you have a great advantage over your competition, you already have lots of content to use.

You can just take your articles that you already worked on and use them to fill up your Squidoo modules. You will need to reword them so that you are not punished for duplicate content, but you could save yourself hours of work in the process.

## Forum Marketing And The Power Of Helping

This is really powerful when done correctly yet so often overlooked by marketers. Not only will you be creating some powerful backlinks to your lens by doing this, you will be helping people and gaining yourself a reputation as an expert within your field all at the same time.

### A WARNING

**NEVER** just turn up on a forum and start to post about your lens. This is seen everyday in forums and they are **HOT** on this. Do it and you are spamming – it's as simple as that. You will be banned from the forum quick time.

You can find thousands of forums by visiting [Big Boards](#), once you have found forums that relate to your niche, you are then able to go in and start to post (after joining).

At first you should just post saying 'Hi'. Join in on threads and build up some posts so that you are not seen as just coming in to promote your product.

Most forums allow you to have a signature that is displayed at the end of your posts and this is where people can find more information out about you.

Once you have a post count under your belt you can start to post your own threads and start answering other peoples with information. This information needs to be top notch and full of quality answers.

When you start to do this it can take up quite a bit of your time, why not cut and paste some of your articles to help people out? It's a great time saving idea.

## **The Keyword Lord**

Whilst you were busy doing your research for your keywords, one of the best things you could do is to look for what others are doing.

I know that I have mentioned this before, but now take all your new knowledge that you have been learning and think about the power that you have over your competition.

Perhaps you have your own product that you are looking to sell on Squidoo, maybe you have resale rights to another product that you want to sell. The one thing that you don't want to get into with your competition is a pricing war.

**This just drags the value of your product down.**

Take your knowledge and totally dominate the market with the product you are selling – just have something more than what the competition have.

Bonuses are a great way to do this and win.

You remember all those emails that you get hit with just before a Guru releases the 'next big thing'? They are all piling on the bonuses to make sure that you go to them to get your purchase.

The more value that is seen on a bonus – the more value the product has.

Remember, value is key here. Not just in the product but the bonus that you are offering. How many PLR eBooks do you have on your PC?

How about giving those away if they compliment your niche? Reports that you might have created, software that you have the rights to. The list is endless, just take the time to think about it and I am sure you will come up with something great.

## **Keyword Master Techniques**

We already know that Squidoo is outdoing ezine articles for most long tailed keywords, so now you need to take advantage of this. Cash in on the success that Squidoo is having.

Pop on over to ezine articles and do a search for some great keywords that you have found. I'm sure that you will get some good articles come up.

Ezine articles show their results based on the most viewed articles at the top going down to the least viewed articles. Find the ones that are doing the best and then open up Google.

Search for the keyword on Google to see how well that keyword is doing over at ezine articles.

Is it on the first page?

**Great, you are onto a real winner here.**

Think of what you now know, the information that you have is going to let you steal that keyword and make it your own. You can now create a lens based around that keyword and knock the competition off their top spot with it.

Just by following the advanced methods that are shown you can easily take their spot on Google's first page, leaving them wondering what just happened.

All you need to do is your research, you can find thousands of great keywords using this technique that can literally give you more ways to steal your competitions hard work.

Think about the niche you are in, the keywords that you want to target and then spend a little time digging around to see what you come up with.

## Your Own Product Revealed

One of the best things about Squidoo and Bum Marketing is the possibility for your own product. An eBook can be quick and easy cash for you if you do it right.

I strongly recommend that you visit [7 Days To Create Your eBook](#). It's simple and easy to follow and comes from a top class teacher. You wouldn't go wrong with this course.

Just think what you could do with your own product now that you have all this new found knowledge! You could be dominating entire niches faster than you thought possible.

At this point I could go on for days and days about the benefit of your own product, but trust me when I say that it is the easiest money that you can get. Do the work once and then sit back and watch the money coming in.

## The Superman Method

This is the one thing that I always do which so many people don't. **NEVER** move on to another niche until you are totally happy with the first one. Is it doing all it could?

One of the most common mistakes that people make is thinking that quantity over quality will win. **WRONG!**

I never stop working on one project until I am sure that I am getting everything that I can get out of it. I won't stop working on that lens, article, blog, site etc until I am sure that I can do no more with it.

If something isn't working, test it and see if you can make it better. I test the titles, the author bio's, the links – **EVERYTHING**.

You need to think long term with this method and test everything possible. The one thing that will become fairly clear to you is your list is falling in love with you at this point. You have been building a list haven't you?

This is the part that pushes us further apart from the competition.

## **Squidoo Queen – Squidoo Meets Bum Marketing Domination Time!**

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I send my list quality information for around two weeks. I may have links in the emails but they are not selling anything. Once they have been on the list for over a month, the auto-responder changes approach.

Imagine how much they like you by this point. You have been sending them such great stuff that they trust you, they want to get your emails to see what else you have to offer.

### **Think outside the box.**

Let's say that you are working within a popular niche like "win your ex back". This product has a shelf life, the person will either get back with their ex or they wont. Either way, you need to be able to change with them.

Most people wont collect email addresses around this product because they know that they will have no need for the product after a while.

### **I do!**

After the two weeks is up, my auto-responder is set to send them out an email about dating. It gives them the chance to sign up through my affiliate link so that I continue to earn through them.

When I first trialled this I was worried about the response that I would get.

**That very first email went out to a small list of around 250, out of that 250 I had over 50 sign ups. This was amazing!**

This is thinking long term and outside the box. There are endless opportunities to be had using this method, so get your thinking cap on today.

## Emergency Cash Vaults – The Bonus!

I know that when you are starting out it can be a nightmare to try and get some cash coming in and fast. It's taken me a few years to get to where I am today so I know just what it is like when you are starting out because I was there once too.

That's why I have decided to let you all in on some of my best secrets that I used to create some emergency cash – **FAST!**

(This has been updated to include even more ways of earning fast cash)

### [Associated Content](#)

This one has been a real winner for hundreds of previous readers of Emergency Cash Vaults, not only has it paid for one person's holiday this year, but another one has just let me know that they have got most of this year's Christmas presents with the money they have earned!

So how can you cash in fast with [Associated Content](#)? Easy, they just love to pay you for your articles. Not only that but it seems that they are willing to even give you a bonus now for the amount of page views you have.

I have a little secret that means that you can be earning money with them for months to come.

The downside to Associated Content is the fact that only US citizens can join and get paid for the articles they submit. UK citizens (and the rest of the world) are only able to sign up for the 'per views' bonus that they run.

### **The Moral Way**

The way in which you can earn more money from [Associated Content](#) if you live in the US is to make sure that you target your articles around keywords. You already know how to do this anyway and it means that you are going to get way more views to your articles than the average writer there who doesn't know about keywords and how to use them.

Target your content around really specific niches and micro-niches with tight keywords, this way will ensure that you are seen more than the average writer and you will be earning lots more cash from them.

### **The Immoral Way**

This is for information purposes only. You use this information at your own risk and I will not take any responsibility for you using this information.

I have been informed by several people that there is away around the UK/US issue. Now I have not done this myself, but I have heard that this is common practice. Again, this is for your information only, I am not suggesting that you actually do this. But some of these people are getting paid for their articles and live in the UK.

What they are doing is signing up with their paypal account and putting a US address on the [Associated Content](#) form. Basically anyone can find addresses in the US with a simple Google search for area postcodes.

They do this and only earn up to \$300 on this account. They know that if they go over this amount they will have a letter sent to their address asking them to fill out a tax form. The owner of the home never gets any contact from [Associated Content](#) so are non the wiser.

Obviously, because this could be seen as immoral/illegal I am stating AGAIN, that I have not tried this, but I also am aware that some people are charging over \$20 for this information on the net.

### [Constant Content](#)

How would you like to get paid over \$50 per article?

Although [Constant Content](#) are not as easy as [Associated Content](#) to have articles accepted at, if you are a good writer that has good grammar and spelling, this could be the best money you can get for the work you are already doing.

[Constant Content](#) are the leaders in unique, quality content for websites and blogs etc. They have thousands of customers literally banging down their doors to get hold of this quality content.

Not only are they prepared to pay well for your content/articles, they are prepared to let you sell it in a few different ways too. You decide how much you want to charge for your articles and let them know, they will sell it for you and take a small commission.

They are very hot on grammar and spelling though, so make sure that if you are going to submit to them, that you check and re-check everything on the page.

Once you sell one article, the chances are that the buyer will request more from you. This can bring you in a fantastic second income on it's own and I know of several people that work full time over there.

Well worth taking a look at [Constant Content](#) for fast cash.

## **My Favorite Method**

This is by far my favorite method for getting some extra cash in. I still do this to this day in one form or another. Offering your services as a writer. Do not all start shouting at me that you are not a writer because I won't believe you.

You are already writing your lenses, articles and doing Bum Marketing. Why can you not just bundle those articles together and sell them? You can.

Although I am not a sales writer, writing comes in many different forms. People will pay for people to post to their blog, the website, lens, or just to create content for them to use.

Many people have built a business around PLR material and this is something that you can easily do if you want to.

People are always willing to pay for PLR material, simply put, it's articles, eBooks, reports or guides that the person will pay for, they can use it as their own or re-write it and still place their name on it.

This saves them a huge amount of time and effort.

Why not put together some of your articles and head over to the [Warrior Forum](#) and look in their WSO section (Warrior Special Offers) and see just how well this sells over there.

There are plenty of other forums that allow you to do this too, so just look around and see the potential for earning some extra cash.

The one thing that will hold you back from doing this is you. Just get confident in your writing and take it to them. Bundle together 5-10 articles within the same niche and set a price of around \$10 per bundle.

I have never sold less than 20 sets and normally a lot more than that. One set I had sold the full amount of 45 copies. \$450 for around an hour's work – not bad in anyone's book.

## How To Dominate A Market Using Squidoo & Bum Marketing With No Product

Are you able to build a website? Or at the very least alter a template? If you can then I have a small goal for you to reach. This will probably be the smallest goal that you have set yourself.

Your goal is to build a website (or use/alter a template) and add adsense to it.

After you have done this your goal will be to get \$1 per day from your website from adsense. Of course you could have some Clickbank products there too, but your main aim is for the adsense income.

Once you have managed to do this, you will find that it only takes you an hour or so to get some basic sites together. That's \$1 per website remember.

**With this method, you should create 10 sites all making \$1 per day. That's then \$10 per day, \$70 per week and an extra \$280 per month.**

You get the traffic there with your lens. When you add the article marketing into it, I can assure you that your \$1 per day goal will soon raise to \$5 per day. Once you hit that goal, you are looking at an extra \$350 per week or \$1400 per month. Now build another 10 ! With 20 sites you can earn **\$2800 per month!**

I have done this myself already and I can tell you that this is really achievable if you set yourself a clear plan of action. I only have 5 sites that were built for this purpose and I bring in on average an extra \$800 per month through adsense.

## **One On One Coaching**

Congratulations, you have qualified for personal one on one coaching from myself. This is limited to four weeks from the date of purchase and is removed from this guide once the full 75 spots are taken. This way I know that I am always able to give people my full attention.

### **What This Coaching Covers**

I will help and assist you with your Squidoo marketing. This does not mean that I will do the work for you. I am obviously not able to give advice on which niches are profitable and what ones are not. I would need to have tested them myself to know this.

The help and advice that I can offer is making sure that your lens looks as good as it can, advise you on the content and where you may be making mistakes.

You will be given access to my personal email address where I will answer any questions that you may have. This email address is **NOT** to be shared.

I aim to answer all questions within 24 hours normally much sooner. There is the issue of time differences around the world, so if I do not answer straight away it means that I am probably tucked up in bed. I am based in the UK.

You will also have been given access to my private members only forum – again this is not to be shared with anyone – if you are caught sharing this information your account will be terminated.

This is a powerful forum where you will get lots of help from other Squidoo'ers and experienced marketers.

Good luck and I hope to hear about your success story soon.

*Kelly Stone*

Kelly Stone  
**Squidoo Queen**

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