



The Power of Article Marketing:

*"How a United States Army Captain pulls 5-figures
a month working his online business only part-time...
all while working a full time job!"*

By

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Now let's get right to the meat.

Introduction

Hello, my name is Tim Gorman although many online folks know me as TimG.

If you're reading this special report that I've prepared for you then chances are good that you want to know some innovate ways to significantly improve your ability to make money from an online business. Let's face it, it's a dream that we all share.

Fortunately, it doesn't have to be dream, in fact it can and will become a reality provided you know what you're doing, have a few hours each night to work on your online business and have the right tools to accomplish the mission. For me the right tools 90% of the time are free and this is important because many people new to online marketing and building websites don't necessarily have the income needed to purchase the many different tools available when they are first starting out.

This report quickly sums up what I've learned over the last several years in terms of how to successfully make money online in an expedited manner. Spending the next 10 minutes to read this small report will save you the years of trial and error I went through before finally achieving a **5-figure a month online income** while only working on my online business part-time.

As a full-time military member, I work in excess of 14 hours a day, which leaves me very little time to dedicate towards building my online business. For that very reason I've spent the last several years developing and refining some simple strategies that have allowed me to earn more then 5-figures a month from my own little online empire of web sites.

In fact, my techniques and methods have worked so well that I'm now living one of my dreams by serving as an in-house consultant for the widely successful [Keyword Avalanche Private Membership Forum](#) where I openly discuss my methods for making websites that earn anywhere from \$5 to \$15 a day for each and every website I create.

Stop for a moment and imagine, and then...

Think about that potential for a moment.

If you build 10 websites using my methods, promote them using my strategies and they only make a conservative \$5 a day, that's an extra \$50 a day or \$1,500 a month.

But wait, it gets even better.

Remember when I mentioned that my time was limited? As a result, I only build a few new websites each week, but I'm satisfied with that because I know that every website I make has the ability to make anywhere from \$150 to \$300 or more every month within a relatively short time frame.

How short is a short timeframe? Why don't we explore that further...

The Small Site Approach

You see, unlike many of the more popular methods today of using software to generate thousands and thousands (sometimes even millions) of web pages based on a list of keywords, I focus on smaller websites (much smaller) that focus on quality keywords and I make extensive use of articles in all of my online strategies.

The best part is that my strategies and techniques can easily be duplicated by anyone that follows the **6-step method**:

1. Choose 3 niche topics
2. Build a small 5 page website for each niche topic
3. Use articles to determine which website has profit potential
4. Perform my formulated "Article Blitz" on that website
5. Obtain one-way high PR backlinks
6. Rinse and repeat steps 1 through 5.

Why people underestimate the power of testing, I'm not quite sure.

I have several other more advanced strategies that I use to promote my websites, but this report will only cover the techniques that for the 6-step method outlined above.

The net result, after using the above method, is a website that normally produces a sustainable amount of more than \$5 a day, and usually starts making money in less than 36 – 48 hours. Let's dig deeper and start with deciding on a niche topic:

Step 1 - Choose 3 Niche Topics

I have several different methods for finding and choosing which niche topics I make websites for.

One big plus regarding my strategies and methods is that they work extremely well for general niches that are high paying in terms of AdSense and affiliate income. I'm

talking about topics like insurance, loans, acne, credit repair and debt relief, just to name a few.

I like making sites that cover these high paying topics because I've managed to discover a foolproof method of ensuring that I can profit from these highly competitive, but lucrative topics. Still, there are many other niche topics that can be harnessed to increase your overall earning potential and spread your online empire into different categories. My current method of finding niche topics uses 2 different sources.

First I am a subscriber (FREE) to <http://www.nicheaday.com>. This free resource sends 1 niche topic everyday to my inbox that I can then decide whether or not to pursue for monetization with a website.

The next step involves going to Ezinearticles.com. As you will soon discover, I'm a big fan of using articles to explode my websites earnings and Ezine Articles plays a big part in my strategies. In fact, if you visit EzineArticles.com right now and click on the expert authors link you will see that I'm in the top 10 for articles submitted to [Ezine Articles](#) with over 538 submitted articles. These articles have resulted in over 350,000 page views, which, as you can imagine, has significantly increased my online income.

When you visit [Ezine Articles](#), you will see that it is a website that allows individuals to publish articles and webmasters to choose articles for inclusion on their websites. However, if you **peel the onion skin back one additional layer**, you will see the opportunity to locate many different niche topics.

For instance, in the finance category you will find the following topics that may be ripe for monetization with a website you build: wealth-building, investing, real-estate, real-estate-FSBO, estate-plan-trusts, debt-consolidation, debt-relief, bankruptcy, structured-settlements, mortgage-refinance, credit, loans, insurance, stocks-mutual-funds, leases-leasing, taxes, personal-finance and currency trading.

Naturally, these topics have many different sub-niches that can be further exploited. Let's use insurance as an example; In that category I can choose to make a website on any number of insurance categories such as health, life, auto, home, travelers, renters, etc.

Let's just assume I choose health insurance as a topic for a website I want to build in the finance category. I normally try and build my sites in groups of three (for reasons that you will soon discover). So based on that statement, I next look at some of the other categories to see if there is anything that sparks my interest. From the health category, I choose the topic diabetes and from the recreation and sports category I choose golf.

Naturally, you can dig deeper into each one of these niches, but for sake of simplicity, I'm going to intentionally stick to the broad topics for this report. So with three topics chosen (health insurance, golf and diabetes) I'm ready to build my websites.

Step 2 – Build a small 5 page website for each niche topic

After I've chosen my 3 niche topics, I usually build a **small 5 page website for each topic**. I do this in order to have a test bed for each niche so I can **determine which niche topic I want to truly monetize** using my article strategies and methods.

The task of building 3 websites can sound a bit overwhelming to many new online marketers, but it's actually quite easier than you think with the right tools. In fact, compared to when I first started building websites, the ability to make 3 pure content sites has never been quicker or easier now that it's a practiced trait.

You see, when I first started building websites, I followed the methods of James Martell and built my site using FrontPage. As you can imagine, it was very time consuming and difficult at best.

Fortunately, I quickly upgraded to a site building software built by Dr. Andy Williams called SEO WSB. This software was very successful at building quality content sites for me that made money.

Seeing that the more sites I could make, the more income I could generate, I opted to upgrade to building software-generated sites using Niche Portal Builder. Much like SEO WSB, Niche Portal Builder quickly increased my online earnings with its ability to mass-produce websites.

Unfortunately, those **gains were short lived** as I soon saw many of the website built getting **de-listed almost as fast as I generated them**. I started using blog and ping methods and even mass amounts of blog farms and yes, this did stabilize and in some cases increase my online earnings, but because I didn't have a lot of time, I was having trouble keeping up with the mass building needed to truly propel my income online.

That's when I had my epiphany; I noticed that my original content sites were doing well; in fact, **they were doing real well**. They were not suffering from the de-listing that was taking place with my software-generated sites. I had many webmasters wanting to exchange links with these content sites as opposed to my scrapped software generated sites.

Perhaps the most important fact was that these sites were averaging a better click through rate and making more money than my software generated sites.

In fact, one of my content sites could easily outearn 10 of my software-generated sites, which was a good thing because they took almost 10 times as long to make. Even with the limited time I had to build websites, I decided to forego the mass site building and, instead, refocus on my content produced websites.

Now, I'm **not saying there is anything wrong with software-generated sites**. I know many people that still use those methods quite successfully and they do extremely

well with their online business. In fact, as you read earlier, I've successfully utilized both methods (**software generated sites and pure content sites**) to routinely earn thousands of dollars online and, as a result, I feel knowledgeable and comfortable enough to offer some insight into both methods by **quickly comparing the two**:

Software Generated Sites:

- Ability to rapidly make thousands of websites with thousands of pages (BIG ADVANTAGE)
- Leaves a footprint unless you significantly change the template
- Sites can generate anywhere from 2 cents to a few dollars each day
- Constant threat of delisting always on the horizon
- Requirement to continually build more and more pages/websites to keep up with de-indexed pages
- Initial costs are high (server requirements and the need for hundreds of domain names)
- Reoccurring costs can be high (domain name renewals and monthly server fees)
- Require the use of blog farms, which can be difficult for some people to setup
- Offers no real value to the visitor which leaves very little chance for a repeat visitor
- Diminishing Adsense earnings

White Hat Content Sites

- Difficult to make a large amount of sites (BIG DISADVANTAGE)
- Less likely to leave a footprint but still require some template changes
- Sites can make anywhere from \$5 to \$15 or more a day
- Highly decreased chance of getting de-indexed by the search engines
- Build at your own pace because your original sites continue to earn money
- Lower initial costs involved
- Cheaper ongoing costs due to fewer domain names to renew
- Doesn't require blog farms although blogs can increase earning potential
- Offers value to the visitor and has potential for repeat visitors
- Adsense earnings are stable or increase over time

Based on the observations above, you can see that, although in my opinion, a properly made white hat content site offers better profit potential, it suffers based on the fact that it takes a longer amount of time to build a content site as opposed to simply making hundreds of software generated sites.

Fortunately, when I reverted back to building my pure content sites, I was able to obtain a copy of a website builder known called [SEO smArticle Composer](#). This **unique**

pure content, white hat website building software eliminated the one problem I faced when building my content websites and that was quick and easy production.

Since I've started using SEO smArticle Composer I've managed to do the following:

1. **Increase the number** of websites I'm able to make on a weekly basis
2. **Drastically increase** the click through rate of my websites
3. Spend **more time** promoting my websites
4. Significantly **improve my overall online earnings**

As you can imagine, using [SEO smArticle Composer](#) has finally brought my content site building to a new level, while simultaneously increasing my monthly online earnings to an amount I'd yet to previously achieve.

THE FOLLOWING 3 STEPS HAVE NEVER BEEN RELEASED OUTSIDE OF THE WALLS OF KEYWORD AVALANCHE FORUM BEFORE

Getting back to my Six Step Method for producing 5 figures part-time...

Step 3 - Use articles to determine which website has profit potential

Now that I have three websites built, I use a strategy I developed called "Poseidon". If you know anything about Greek mythology then you are probably aware that he was the God of the Sea and the symbols associated with Poseidon include: dolphins, tridents, and three-pronged fish spears. The trident is what we are focusing on here because this strategy involves the use of three articles.

When I build my three websites, I use this strategy to determine which site should get elevated to receiving an Article Blitz. (See Step 4). The best, quickest and easiest way that I have found to determine whether a site is worthy is by submitting 3 articles. I have found that **3 articles submitted in the following format will identify which site initially has the most profit potential**. The process looks like this:

Day 1 - Write 3 articles about the niche topic or site

Day 2 - Submit 1 article to [Ezinearticles.com](#) (the first point on your trident)

Day 3 - Mass submit 1 article to as many directories as possible (the longest point on your trident)

Day 4 - Submit 1 article to Ezinearticles.com in a different category if possible (final point on your trident)

Now start watching for any signs of traffic, indexing, views on Ezinearticles.com and monetary clicks (**a good site/niche topic will start sending visitors and earning**

you clicks in about 36-48 hours). When I do this for 3 sites (that's 3 articles a day that I write and submit), I'm able to see what site has the best chance of increased monetization power from my Article Blitz.

This strategy (Poseidon) eliminates some of the guesswork as to which site has the best shot of quickly making money from increased exposure obtained with the Article Blitz method described shortly.

Let's assume for this report that my health insurance site shows signs of being a better earner for me instead of the other two websites I made (diabetes and golf).

Step 4 - Perform an Article Blitz on that website

After performing step 3 of my 6-step method to achieving my 5-figures a month in online profits, I now know what site I want to run an Article Blitz on.

The Reason Why I use an "Article Blitz"

I use the Article Blitz for several reasons, but primarily it is to get a new website indoctrinated into the world wide web so that it receives traffic, clicks and Google PR love at a rapid rate. (Google PR = Google PageRank).

This method of 1 new article a day submitted to Ezinearticles.com for 30 days generates some excellent exposure for your website. It also has a wonderful effect on our positive mental attitude. Imagine the feeling of building a new website only to have it not receive any visitors and worse not get a single click. Using this strategy, you generate the necessary visitors needed in order to achieve some \$\$\$\$ generating clicks. Based on how we view things (human nature and all), quickly seeing positive results (clicks = \$\$\$\$) will have a magnificent boost in your morale and compel you to continue working on your websites forcing them to success because you will have the positive mental energy needed to succeed.

How I Do It

By now, I'm sure you have gathered that for this portion of my article strategies I submit 1 article a day to Ezinearticles.com that points back to the home page and main pages of my website. But it's actually slightly more complex than that. In order to fully paint the picture needed to use this strategy effectively, I will walk you through a full 30-day cycle with the niche topic of health insurance.

Pre-Article Blitz Preparation

I normally like to use this strategy with a brand new website. That doesn't mean it won't work with an older existing website (or a purchased expired domain), I just prefer to use it on a site that has had no exposure yet. My preferred website contains something like 1 home page and 5 main pages. There are a few other pages such as a disclaimer,

links partner, sitemap....etc., but I don't use them in my article strategies. So for this example, I would consider making a website like this:

Home Page - affordable health insurance
Main Page 1 - individual health insurance
Main Page 2 - family health insurance
Main page 3 - group health insurance
Main Page 4 - health insurance quotes
Main Page 5 - low cost health insurance

I like this configuration (1 home page with 5 main pages) because it lends itself well to my 30 day Article Blitz. As you will see below I'm not going to outline what I would write the article on (of course it will be related to the anchor text used in the resource box), just **take notice of my submission process and the anchor text used. Here is what my 30 day blitz would look like for a site on health insurance:**

Day 1 - write an article that links back to the home page using the anchor text "affordable health insurance" in the resource box. This article gets submitted using a mass submitter like Article Post Robot to as many article directories as possible.

Day 2 - write an article that links back to main page 1 using the anchor text "individual health insurance quotes". This article gets submitted to ezinearticle.com under the finance:insurance category

Day 3 - write an article that links back to main page 2 using the anchor text "low cost temporary family health insurance" and gets submitted to Ezinearticlescom under the general health category.

Day 4 - write an article that links back to main page 3 using the anchor text "group health insurance broker" and gets submitted to Ezinearticles.com in the finance:insurance category.

Day 5 - write an article that links back to main page 4 using the anchor text "free online health insurance quotes" and gets submitted to Ezinearticlescom under the general health category.

Day 6 - write an article that links back to main page 5 using the anchor text "low income health insurance" and gets submitted to Ezinearticles.com in the finance:insurance category.

Day 7 - write an article that links back to the home page using the anchor text "personal affordable health insurance" and gets submitted to Ezinearticles.com under the general health category.

Day 8 - write an article that links back to main page 1 using the anchor text "individual health insurance" and gets mass submitted using Article Post Robot.

Day 9 - write an article that links back to main page 2 using the anchor text "low cost family health insurance" and gets submitted to Ezinearticles.com under the general health category.

Day 10 - write an article that links back to main page 3 using the anchor text "group health insurance instant quotes" and gets submitted to Ezinearticles.com in the finance:insurance category.

Day 11 - write an article that links back to main page 4 using the anchor text "instant online health insurance quotes" and gets submitted to Ezinearticles.com under the general health category.

Day 12 - write an article that links back to main page 5 using the anchor text "low rate health insurance" and gets submitted to Ezinearticles.com in the finance:insurance category.

Day 13 - write an article that links back to the home page using the anchor text "affordable health insurance quotes online" and gets submitted to Ezinearticles.com under the general health category.

Day 14 - write an article that links back to main page 1 using the anchor text "individual health insurance companies" and gets submitted to Ezinearticles.com under the category finance:insurance.

Day 15 - write an article that links back to main page 2 using the anchor text "family health insurance" and gets mass submitted using Article Post Robot.

Day 16 - write an article that links back to main page 3 using the anchor text "group health insurance quotes" and gets submitted to Ezinearticles.com in the finance:insurance category.

Day 17 - write an article that links back to main page 4 using the anchor text "health insurance quotes for multiple states" and gets submitted to Ezinearticles.com under the general health category.

Day 18 - write an article that links back to main page 5 using the anchor text using the anchor text "low cost health insurance" and gets mass submitted using Article Post Robot.

Day 19 - write an article that links back to the home page using the anchor text "home business affordable health insurance" and gets submitted to Ezinearticles.com under the general health category.

Day 20 - write an article that links back to main page 1 using the anchor text "low cost individual health insurance" and gets submitted to Ezinearticles.com in the category finance:insurance.

Day 21 - write an article that links back to main page 2 using the anchor text "family health insurance quote" and gets submitted to Ezinearticles.com under the general health category.

Day 22 - write an article that links back to main page 3 using the anchor text "group health insurance" and gets mass submitted using Article Post Robot.

Day 23 - write an article that links back to main page 4 using the anchor text "health insurance online quotes" and gets submitted to Ezinearticles.com under the general health category.

Day 24 - write an article that links back to main page 5 using the anchor text using the anchor text "low rate health insurance" and gets submitted to Ezinearticles.com in the category finance:insurance.

Day 25 - write an article that links back to the home page using the anchor text "affordable health insurance self employed" and gets submitted to Ezinearticles.com under the general health category.

Day 26 - write an article that links back to main page 1 using the anchor text "individual health insurance policies" and gets submitted to Ezinearticles.com in the category finance:insurance.

Day 27 - write an article that links back to main page 2 using the anchor text "affordable family health insurance" and gets submitted to Ezinearticles.com under the general health category.

Day 28 - write an article that links back to main page 3 using the anchor text "small group health insurance" and gets submitted to Ezinearticles.com in the category finance:insurance.

Day 29 - write an article that links back to main page 4 using the anchor text "health insurance quotes" and gets mass submitted using Article Post Robot.

Day 30 - write an article that links back to main page 5 using the anchor text "low cost health insurance programs" and gets submitted to Ezinearticles.com in the category finance:insurance.

Wow - that's a lot, but I hope you see the beauty in this plan.

All of your main pages and the home page each receive 1 mass submission during the 30 day time period. When submitting to Ezinearticles.com, you alternate between 2 categories - the general health category and the finance"insurance category. This prevents your articles from competing against each other in the same category. Best of all, the anchor text in your resource box targets your home page and the main pages in a manner that gets them competitive for a variety of keyword rich terms.

Needless to say, this is a very powerful strategy to rapidly increasing your website's online earning potential.

Step 5 - Obtain one-way high PR backlinks

As a final step to ensure my website continues to stay indexed and to receive some high level Google PR, I engage in a small linking campaign. There are many ways to obtain back links with the idea of reciprocal linking between Webmasters of similarly themed websites as the most common and most practiced method. Although these links are beneficial, an even better method is the use of one-way back links. Two popular methods include (1) triangular linking between Webmasters where Webmaster 1 has his Site A link to site B of Webmaster 2 who finally links back to Site C of Webmaster 3 and (2) the purchasing of one way back links from sites that have a high Google PR (usually PR4 or higher) for a pre-determined amount of time.

For me, I personally like to receive one way back links from high PR sites without having to pay for it and also without having to engage in a 3-way triangle linking method with other Webmasters. The method I use is something I've termed "BreadFan". I attribute this method to someone sitting on a park bench and throwing breadcrumbs out for birds to appear and eventually eat the bread. In this case, our bread is articles and instead of birds we're after search engine spiders.

The way I go about obtaining my one way high PR back links is to once again use the services of Ezinearticles.com. As an example, I will be using the health insurance website I made in step 2 with [SEO smArticle Composer](#). The one which I also then performed an Article Blitz in step 4 right after being identified as potential high profit website in step 3. The steps for this method are as follows:

1. Go to ezinearticles.com
2. Click on the insurance link in the finance category
3. Click on the Top Authors in Finance:Insurance link at the top of the page
4. Click on the names of each of the authors listed
5. Scan their submitted articles until finding one that deals with health insurance
6. Click on the article that matches your website theme
7. Scroll to the bottom of the article and look at their resource box
8. Click through to the website listed in their resource box
9. If their website matches your theme, they have a high PR and accept link partners. Go ahead and then contact them and offer to write a unique article for their website with a link back to your website.
10. Repeat as often as necessary

For this method, I generally try and obtain 1 new PR4 or higher, one-way link back, each month for all of my websites. This method usually works better if you have an established website that is a content site and not a software generated portal site. It

also works better if you send the actual article that you intend to let them have as content for their website provided they apply the link back in your resource box.

Step 6 – Repeat Steps 1 –5

That's it..... This is the method I have been successfully using to get my content sites fully indexed and making upwards of \$5 or more every day and in most cases within 36 hours of the first article submission.

TO RECAP

The 6-step method to 5 figures a month from your online business...

1. Choose 3 niche topics
2. Build a small 5 page website for each niche topic
3. Use articles to determine which website has profit potential
4. Perform an Article Blitz on that website
5. Obtain one-way high PR backlinks
6. Repeat steps 1 –5

Costs Associated with this method

1. [SEO smArticle Composer](#) - Software used to make unique pure content sites
2. [Domain Names](#)
3. Web Hosting

Additional Recommended Resources

<http://www.EzineArticles.com>
[Keyword Avalanche Private Membership Forum](#)