

Read This Page First!

Dear Reader,

I'd like to thank you for purchasing this ebook, and for deciding to take action. By opening this ebook, you have already proven that you have the drive, and willingness to learn that is necessary to succeed online.

Before reading further, I want to make sure you're headed in the right direction. What you may, or may not realize is that the online business world changes quickly. For that reason, I am going to give you the latest version of this ebook – free of charge!

That's right, I'm going to give you the latest version of this ebook, at no cost to you! Unfortunately, there is no way to know whether you have the latest version or not, so please come to my website and download the latest version right now.

You can download the latest version of "The Internet Marketer's Christmas Cash Vault" instantly, [right here](#).

The download is instant, and should take less than a single minute of your time.

Sincerely,
Keith Wellman

The Internet Marketers...

Christmas Cash Vault

**"10 Easy 'Scientifically' Proven Steps to
Grabbing Tons of Cash This Christmas
(with a tiny budget)!"**

2005 Edition

**"Cash In On This Christmas Season With The Average Household
Purchasing \$661 Through The Internet To Buy Their Christmas Gifts
Amounting To Billions of Dollars And A Huge Opportunity For You
To Earn Thousands!"**

By Keith Wellman

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Christmas Cash Vault

- 1.) The number one most important step in creating tons of cash this holiday season is setting up a good system. You don't need to worry. This doesn't have to be some overly complicated system. Just a good system that works. For this system you will need a few things...

The first and most important is to know WHAT to sell. There are certain items during Christmas that sell like CRAZY!! I want to make this as easy as I can for you. The problem is that what sells well today might not sell at all tomorrow. So instead of writing the list in this guide I have decided to set up a system so that I can notify you of the hot items that are selling.

I will even show you how to sell them without having to stock, ship, take orders, or anything like that. You will simply go to the website I give you, grab your unique affiliate link (that will automatically track your orders), and advertise your link (I'll show you where).

To get your updated list of **HOT SELLING** toys and gifts please visit <http://www.keithwellman.com/hottoys>

Then go a sign up for an affiliate account at

<http://www.cj.com>

<http://www.linkshare.com>

These 2 sites have the majority of the big names that you will sell for.

- 2.) The next step in setting up your system is to ensure you have a Google AdSense account set up. You will want to monetize on the traffic I am going to show you how to generate. You can set up an AdSense account here: <http://www.keithwellman.com/hottoys> (If you already signed up for the free members page just visit that page to get the link to sign up for Google AdSense.

You will be using the 728 x 90 Leaderboard ads and the 728 x 15 Link Units.

I will show you an example page so that you will know exactly where to place them. I will also give you a template that you can use so that you can edit it to fit your page.

3.) Now I know most of you have a fair knowledge of internet marketing and I don't want to insult your intelligence by giving you too much information so for those of you that know how to set up hosting and get a webpage up please skip to the next step.

If you don't know how to set up a website it is really easy. First of all you will need 2 things. You will need to register a domain name and then get a hosting account to host all of your files (WebPages, pictures, etc). I use LunarPages. When you sign up for certain hosting packages they provide you with a free domain name for life! Go and grab hosting and a domain name from:

<http://www.keithwellman.com/recommends/hosting>

4.) The next step will be to set up an "affiliate squeeze" page. Basically what you are going to do is send people to a single page that contains a headline, sub-headline, benefit points, and an opt-in name and email box. It will also include the 2 Google AdSense ads I talked about in step 2. To download your free bonus template please visit: <http://www.keithwellman.com/hottoys> and grab the template on the download page.

The squeeze page is something that you will NEED to do. This is not an optional step. Here are 2 reasons why. Google now only allows 1 affiliate to advertise through Google Adwords per program. The second reason is that you will make MUCH more money following up with the emails that you get. Please do not skip this step. It is vital to your success with this system.

When you download the template you will see that you need to enter your auto responder information for people to opt into. This is also a REQUIRED step for this system to work. Get a very inexpensive autoresponder system from <http://www.keithwellman.com/recommends/emailaces>

WARNING: You Are About To Spend Money!!!

You are embarking on a ***business venture*** that REQUIRES spending money. If there is someone out there telling you that you can get rich for free then they are flat out lying or they are giving you everything you will ever need for free. Be prepared to invest a little money into your business. You must be willing to spend \$200 - \$800 on the tools you will need to succeed online. Many of you will already have the tools you need and that is great!

IF you can't handle it then get a job and save until you can. Don't waste your time. That my friend is the Blunt Truth. Those that know me know that I will not lead you to a dead end. I will tell you exactly what you need and the actions to take. Now you need to take them.

5.) During this step you will edit the template you downloaded. First login to your Google AdSense account and get the code you will need to replace my own Google AdSense code on the template. Be sure to use the proper colors. If you want to make it easier just get your pub-ID (publisher ID) from the code Google supplies you and replace the pub-ID in the code on the template. If your visitor does not subscribe to your list you may still be able to make money from them when they click on your Google Ads! Just be sure to include many keywords that will assist Google in showing relevant ads on your squeeze page. The one I have ready made for you already includes certain keywords for you.

Many of you may be interested in other forms of "contextual advertising" and there are 2 more that I recommend. You can use Yahoo's new contextual advertising program that works just like adsense. Yahoo in many cases seems to be paying more than Google so you might want to test both.

Currently their program is in beta but most people are approved in days and you still earn money even though they are in beta.

<http://publisher.yahoo.com/>

Another place that is starting to prove very worthy is Chitika. They are getting a lot of clickthroughs for me and I this year will be the first I have tested them in the "Christmas" market. I really think because of the unique style of their ads that I am going to make a ton of money using this very system ;) I suggest you try the same...

<http://www.keithwellman.com/recommends/chitika>

Next you can choose to edit the template that I have or simply leave it if you think it will work well for the affiliate products you are going to promote.

-HEADLINE: Ensure the main headline is a benefit and conveys what you are offering...It must gain attention while being honest and tweaking the readers interest.

-SUBHEADLINE: This will further clarify what the main headline says. The main purpose in the subheadline is to get the reader to read the next line.

-BULLET POINTS: This must convey the unique benefits to signing up for your offer. You will be trying to get the reader to subscribe to your newsletter so that you can save them money on the hottest toys and gifts this Christmas.

-SUBSCRIBE BOX: Notice how it does not say "Click Here To Subscribe". It is proven that just about anything besides "Subscribe" works better. Also notice how the box is surrounded by red. This is proven to convert more readers into subscribers. (Replace my subscribe box with your own...you will find the code to use here in your autoresponder account.

6.) Now that you have your template ready you will need to set up the automated emails with the autoresponder you set up. This requires a little work but heck you didn't expect to make money without any work right? You will need to set up a

series of at minimum 10 emails plus the initial response to the initial subscribe. So a total of AT LEAST 10 emails.

Log into your affiliate accounts at the recommended sites (LinkShare, CJ, etc) and signup for as many sites as you can that sell toys and electronics. Toys R' Us is highly recommended. Get your unique affiliate link from all of them and paste them into a notepad document for easy access. Write a small description for your self to keep them organized. You will need to sign up to 5 – 10 places.

Your first email will be a thank you letter telling your reader that you are glad to have them on your notification list. Give them your first and best affiliate link and let them know how much money they will save by shopping there. Most places you sign up to will have specials. Use those specials to give to your reader. When your reader first subscribes they are going to be forwarded to a URL. Make sure to use that same URL in the first email to forward them to.

For each email you need a headline that sounds like an email from a friend. Always use their first name in the headline...

EXAMPLE: %firstname% did you see this toy?
 %firstname% I almost forgot to tell you about...
 %firstname% you are not going to believe the
 price on...
 ETC...ETC...

Here is an example for the first email:

Hello %firstname%,

Thank you for subscribing to our notification list! I am certain you are going to be happy with the places we provide to help you save tons of money this holiday season!

You can get a massive 30% discount at one of my favorite places to shop online over at STORE NAME HERE.

<http://www.EXAMPLE.com/affiliatelink>

Be sure to check it out now while they still have the discount available!

<http://www.EXAMPLE.com/affiliatelink>

**Sincerely,
YOUR NAME HERE**

For the rest of the emails you will simply be recommending the specials and hot products that you recommend for gifts with a link to your affiliate URL. One thing that I highly recommend is that you hide your affiliate link so that it does not look so long or worse yet break up into 2 lines because it is so long. The best program for doing this is <http://www.keithwellman.com/recommends/powerlink>

If you notice the way my link looks, this program will allow you to hide all your affiliate links to look like professional links. Not only that but it will allow you to track all of your clicks and keep track of all of your affiliate logins, commissions, and more.

7.) Now that you have all of your emails written you will need to adjust when they are sent out. For the first 3 emails you will want to send them out every other day. For the rest you will send them out twice weekly. I recommend Tuesdays and Thursdays.

If your autoresponder system allows you to select a time to send them out then I would send them out at 2:30 PST / 5:30 EST. For me those times convert the best and get the most clicks.

Lets Recap What We Have So Far...

QUICK RECAP SO FAR

-Get list of Hot Toys to sell

-Set up a "Squeeze" page to monetize website using Google AdSense and collecting names and emails

-Set up affiliate accounts that allow you to sell the toys and gifts on your "Hot List"

-Set up autoresponder with set of automated emails to upsell your many affiliate products

8.) Step 8, 9, and 10, are all advertising techniques. These techniques are powerful. Most people that have not succeeded online take these steps lightly and do them poorly. Follow the steps exactly to see serious results!!

The first and one of the fastest ways to generate income is through Google Adwords. Head over to <http://www.keithwellman.com/hottoys> to grab the link to sign up for an Adwords account if you don't already have one.

QUICK TIP

- A Google Adwords account allows you to advertise on Google's search engine and other people's site. An adsense account allows you to show other people's Adword ads on your own site to earn money from every click!

This is meant to be a quick and easy guide to make money online so I am not going to go into details on writing successful Google Adwords campaigns that get the most clicks. However I will show you a quick and easy way to generate quick clicks while spending a small amount of money. To get help creating ads visit

<http://www.keithwellman.com/recommends/googlecash>

So here is my little trick to getting tons of clicks and still end up paying less in the long run than most everyone else...

I must protect myself legally. Please be aware that you could potentially lose money using these techniques. I can not be responsible for any amount of money lost. So please use any of the techniques in this book at your own risk!

ADWORDS OPTION #1

First I set up my campaign using the techniques found in Google Cash (see link above). Then I set my pay per click to a very high amount. Usually I try to get the #2 position. It seems to get better click-throughs than the #1 position. After I have the number 2 position for 20 or 30 clicks I take the amount I am paying down by 25%. Then again after 20 or 30 more I take it down to 50% of the original cost per click. I

keep doing this until I am paying very little and still getting the top position.

This allows me to pay a TON less in the long run. You will need to closely monitor your clicks and conversion ratios. You are aiming for a high conversion (clicks to sales/signups). Your main focus is to break even.

You will make the majority of your money on up selling with your autoresponder series so as long as you break even on the front end you are doing great!

ADWORDS OPTION #2

Your second option with Google Adwords is to start out paying the minimum bid (usually 5¢). You will not get a lot of clicks unless you have a SUPER good ad. Here is an idea that works when a company is giving away a hot selling toy when you buy something else... (Replace "Hot Toy" with the name of the toy)

Get A Free Hot Toy Find out how to get a completely free hot toy! Check This Out

What ever ad you come up with for this one it will need to be almost shocking to get more clicks. Doing this will get your ad higher on the search engines while paying very very little overall.

For many of you that do not have a lot of money to invest in paying a few hundred for Google AdSense I suggest the next step.

- 9.) The second method for advertising is through writing reviews. Now for this you are going to modify your template that I gave you. Instead of having the headline, subheadline, and bullets, you are going to focus on writing "non-biased" reviews of the products you are promoting. Of course at the end of the review you provide your affiliate link for them to purchase.

This can be a very powerful way of selling. In fact many super affiliates rely on this method alone for generating 6 figure incomes every year with almost no cost. To make this work really well you will need to follow a few guidelines...

Don't sell. In fact be completely honest about the product but give mostly the good a mix in a few negatives. Make the negative comments the more unimportant ones. For example "although I found it a bit hard to navigate the site" would be a great negative comment that gives your review that un-biased personal feel.

Evaluate the product and give the details. Don't be afraid to write too much. You can even answer the reader's questions with a "FAQ" section. Here is a good format for a review...

Website or Product Name: Product or Website name here.
Rating: 9 out of 10 (Your rating goes here)
Site URL: <http://www.EXAMPLE.com/affiliatelink>

Product Features: All of the benefits and features of the product would go here. Keep it short.

Product Advantages: Let the reader know all of the positive parts of the product or website. Write details here. Write a few paragraphs.

Product Disadvantages: List all of the negative sides of the product here. Keep this down to 1 paragraph.

Recommendation: This is where you would give a summary of the product with your recommendation and affiliate link again. Again about 1 to 2 paragraphs.

If you decide to do a review site then like I said you need to modify the template. Here is what the layout should be in order from top to bottom...

- a.) AdSense in the same spot
- b.) Headline similar to "Completely Honest Reviews and Things You May Not Know About PRODUCT TYPE"
- c.) Reviews
- d.) Small centered headline to interest people in your newsletter.
- e.) Something like... "Get Updated On the Latest Reviews of Popular YOUR PRODUCT"
- f.) Subscribe box

g.) Google AdSense in same spot at the bottom

10.) This last one does not use Google Adwords to advertise your website. Instead you are going to be getting nearly or completely free traffic. The only problem with this method is that it takes a while to actually work well. I am talking about article submission.

Now before your brush this one off let me say a few things first. This is my #1 favorite method to getting traffic. Period. Not only do I get free traffic from people using my articles in their ezines and on their websites but I also get backlinks. Lots of backlinks. For those of you that don't know how important this is, it will allow you get a higher pagerank from Google and thereby higher search engine rankings.

So not only do you get the free traffic from people using your articles but you can dominate the search engines for nearly any keywords you wish!

Here is my quick tips success map to using articles to get people to your review or opt in page.

Write as many articles as you can. The more the better! Write like an article in a newspaper. Not like a sales letter. Include your main keyword many times in the article. In your "resource box" include the link to your review or opt in page. Write a headline that demands reading. Get good ideas for headlines from popular selling magazines.

Writing an article can be very quick. It doesn't have to be more than 4 or 5 paragraphs long. There are 2 ways to submit your article.

You can sign up for an account at Article Marketer by going to <http://www.keithwellman.com/recommends/articlemarketer> and submitting your article.

If you are really serious and want to really make loads of cash from articles then I highly recommend <http://www.keithwellman.com/recommends/articletraffic>

Saving the best for last...eBay

Ok...so the focus of this report is making tons of cash through the holiday season. Well I have a little trick using eBay that most people have never even thought of.

No it's not buying wholesale and dropshipping...

No it's not selling all your used items on eBay...

No it's not buying goods at yard sales and selling on eBay...

So what is it?

I use eBay to build a list. YES! I use eBay to build my "Christmas List" of prospects that I will sell Christmas items to using my affiliate links and email marketing.

Here is how I do it...

First of all there are several ways to do this so I will outline the basic principle for you. Your goal is going to be to sell as much as you can without making money or losing money. It does not matter what you sell as long as it doesn't take you a ton of work and as long as you don't lose money.

When you sell your item you are going to require your buyer to go to your website and fill out your form for your "records".

(You should ensure to have a small sentence after your opt in that states that their information is private and will not be used for Spam.)

Just import their name and email into your autoresponder series and sell them on everything we have talked about using your affiliate links.

Ok so what to sell I am sure is on your mind. I can not tell you exactly what I sell because I don't want a million and 1 people taking my ideas and thereby decreasing how well they work. So here is something to get you thinking.

Find a hugely popular item on eBay. Create a 1 cent report on that item...

- Learn how widget caused 7 deaths
- 10 Places to get widget at a 40% discount
- Why using widget can give you diarrhea
- etc etc...

You get the idea ;) Tweak the interest of the buyer so that they don't want to purchase that item until they read your 1 cent report. On your auction layout you can even tell the reader to just visit your website to get the info report for free! Send them to your opt in page, deliver the report, and get them in your autoresponder series!!

Using this very technique many personal friends and business partners of mine have generated upwards of 50,000 opt in emails in just a couple months! Considering that myself and my friends all earn well above \$1 per month for every email we have...you get the picture :)

You now have the tools and the information you need. The rest takes a little work but the payoff can be huge. Now get out there and start cashing in this Christmas on all of the hottest selling toys and gifts on the market!

To Your Success,
Keith Wellman
<http://www.keithwellman.com>