

The Broken Link Cashflow Method 2.0

The Broken Links Cahsflow Method 2.0



**Would You Like
to Make \$50 A Day
The Easy Way?
Now YOU Can!**

The Broken Link Cashflow Method 2.0

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Hi fellow internet marketer.

First off, thank you very much for purchasing my report. You are holding now the blueprint of my unique cashflow method in your hands. This was for a long time my main source of income off the internet.

This method works like clockwork – day after day, week after week, month after month. The potential is sheer unlimited and it's very unlikely that it will get saturated.

But even with the easiest and most unique method you'll still have to do your "homework". But I promise you that it will pay off BIG TIME!

Now without further delay let's go straight to the meat.

Introduction

If you are like me you do a number of searches on the Internet on different subjects each week. Heck I do about a hundred searches a day. Why not get paid for these searches? In fact if you follow my instructions I will almost guarantee you can make \$50 each time you are doing the same searches as you are now. **Please read on...**

I've developed a method which can be easily enlarged to a real business.

About 3 years ago I heard about an idea to find broken links on websites and send a sample to the owner and let him know that he can get a report of all the broken links for \$5 to \$10.

Now maybe you have heard of this or maybe you have not. Either way please read on because I have found a way to make this VERY profitable by using my own twists and turns.

You can make money while you are doing any search that you would normally do with some software that does most of the work for you.

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Now like I said I've heard of this at least 3 years ago. The idea was to find broken links and let the website owner know about them and charge for the report. At that time there was a very popular program called Xenu Sleuth. I've noticed that this free software program didn't work very accurate anymore. Perhaps the original source code was changed in the meantime or whatever – I don't know.

Nevermind because:

- a) I've discovered a free online broken link checker which works very smoothly and accurate.
- b) You can also check out the two Pro Versions which I am personally using. The only hint is this software is not free **BUT you can get a 30 Days FREE Trial Version.** This should give you more than enough time to earn the money for the full version.

I will get into the software in the step-by-step instructions that follows, but for now, let me tell you the software is very powerful and accurate.

I can almost hear you asking “**Why is having broken weblinks so bad**”? Dead hyperlinks on websites are not just annoying – their existence may cause some real damage for your online business and your reputation in the Internet!

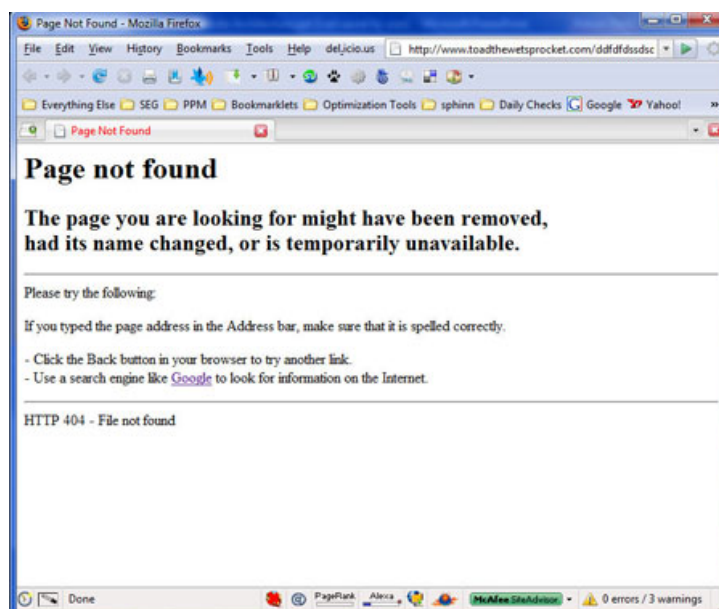
Because of that a web-site may:

- *Lose some of the exiting customers (current users sooner or later will get frustrated enough to never come back)*
- *Get problems with getting new customers (because of the dead weblinks people simply won't be finding things/pages they are looking for).*
- *Broke links can Ruin the reputation online (most of online customers consider invalid hyperlinks as a demonstration of no respect to them from the site's owner)*
- *Broken links get negative impact on website's ratings with Search engines.*

Bad for your image, and business! If your links don't work, will your products and/or services?

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One of the easiest ways to lose visitors from your site is through broken or invalid links. You've been there before... going through a website, looking for things that interest you only to click on a link that brings you to something like this:



So why does this method work? Simple because broken links mean less sales and no businessperson wants to lose money. **But to find these links takes time for the owner that they would rather spend on marketing and making money instead of hunting for all these broken links.** To every entrepreneur it is more than worth the \$5 to \$10 to have all the links emailed to him to be fixed.

I don't know if you want to spend 15 or 20 minutes to make \$5 to \$10 BUT.....

What I do know is that with a twist and turn this can be very profitable for very little work at your home computer. **To the tune of \$50 for about the same amount of time.**

The big businesses have staff people that take care of this problem. But there are many one-person businesses that have grown over the years to hundreds if not thousands of pages. They would appreciate this help. That is where you come in.

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Huh Huh, that´s a lot to ask for. Isn´t It?

But don´t worry, I have worked it out for you. Let´s first take a look at the way it has been done in the past and keep the good parts and find new ways to make the problem parts go away.

The two guys I´ve heard on this business idea have told you the following:

- Find websites with broken links.
- Use link software to find the broken links.
- Make up and send an email to the owners with a sample of the broken links.
- Ask the owner to Paypal you the money for the complete report.
- Find some more websites and do it all over again.

See any problems? Let´s start with the first item listed.

- **Find websites with broken links**

Question? How do you find these websites? They don´t tell you that. You just have to do a search for websites and look at each one with the link software until you find broken links. You are just picking website randomly and they may need your service or not.

Answer: I will show you a way to find the websites, that need your service the most, all in one place. You will still have to search each website for broken links but with the software it takes very little time. And this can be done while you are doing other things.

- **Use link software to find the broken links**

Question? What software do you use?

Answer: Here the old way unfortunately doesn´t work anymore. They mention a certain free software called Xenu and I found it doesn´t deliver accurate results. I´ve discovered the perfect software for this business but you have to know how to use it to get the most out of it. I will show you how in the step-by-step instructions.

- **Make up and send an email to the owners with a sample of the broken links**

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Question? What do you put in the email? How do you word the email to make the most sales of your service?

Answer: I will give you an email template that uses a trick that will get the most response and make the website owners trust you so they pay your fee.

- **Ask the owner to Paypal you the money for the complete report**

Question? Why would they trust you, (who they do not know), and just Paypal you some money without knowing they will get the report promised or if the report will help them find the broken links?

Answer: Give them the full report in the email you send. Let them have it right in their hot little hands, but they cannot use it until they send the \$10 dollars. They have the report in their possession so there is no need to trust you to send it they already have it.

- **Find some more websites and do it all over again**

Question? Do you want a business or a one shot deal? If you have to keep finding new websites to sell to you will spend most of your time spinning your wheels.

Answer: Put each website owner on a weekly or monthly contract. This way you have a recurring weekly and monthly income. Find them once and **get paid forever. I have the email to do that.**

There you go, all the problems with the old way solved and your new system is a full or part-time business.

To make this type of business the most profitable you have to do a number of things.

- **You have to find the websites that want and need your service the most.**
- **You have to send them an email selling them on your idea.**
- **You have to charge a reasonable fee.**
- **You have to have a way to get paid.**
- **And you have to do all this in the least amount of time to make it profitable.**

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Let's get started with the step-by-step instructions

Step One

You can download the FREE broken link software **REL Link Checker Lite** here: <http://moveto.ws/431vs4rdf>

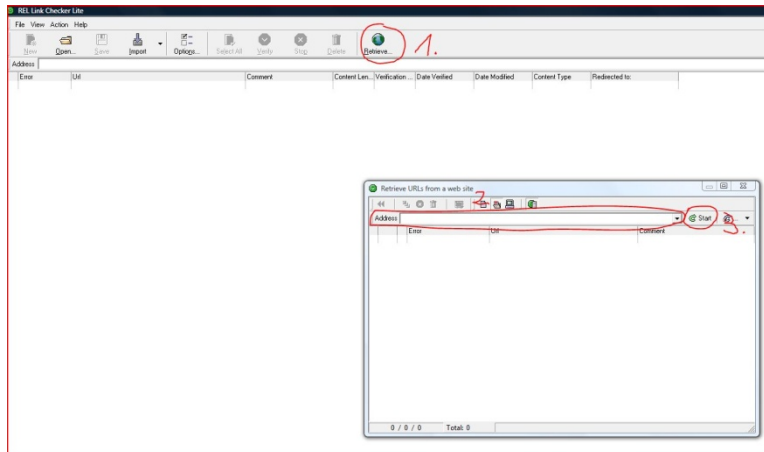
I highly recommend to download and check out the Pro Version of **Link Checker Pro** 30 days free trial at: <http://moveto.ws/pg2pxz0c>

And

The **Fast Link Checker** 30 days free trial at: <http://moveto.ws/uzenfb4mf>

By using the help file you can figure this software out pretty easy. There are other features you can get into later but for now we will use the defaults.

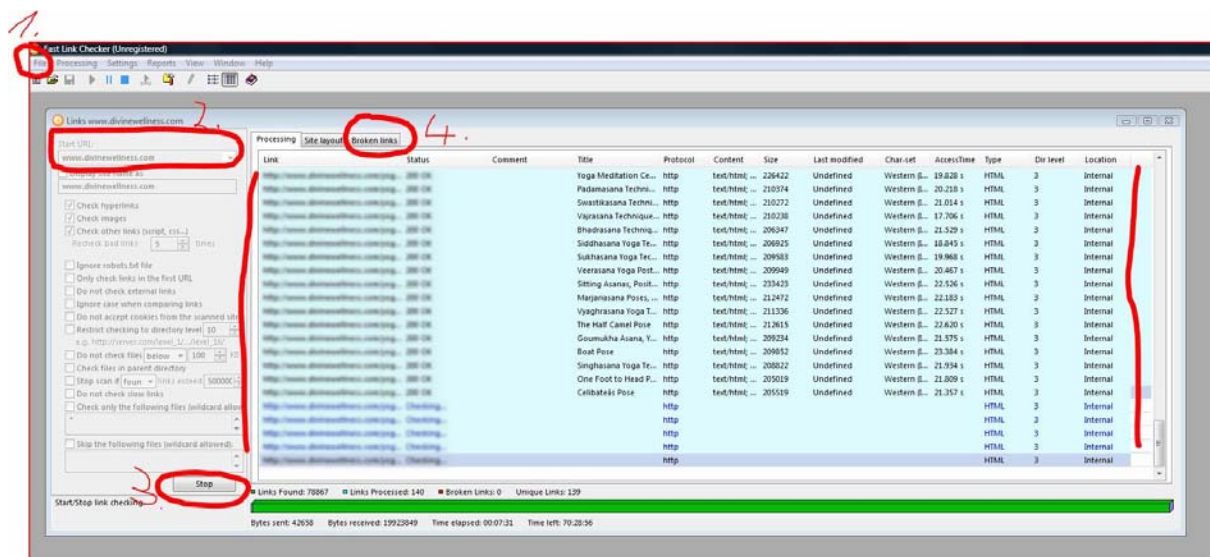
When you open the program **Rel Link Checker Lite** 1. Click on "Retrieve" 2. Put the URL in the Address field and 3. Click on "Start"



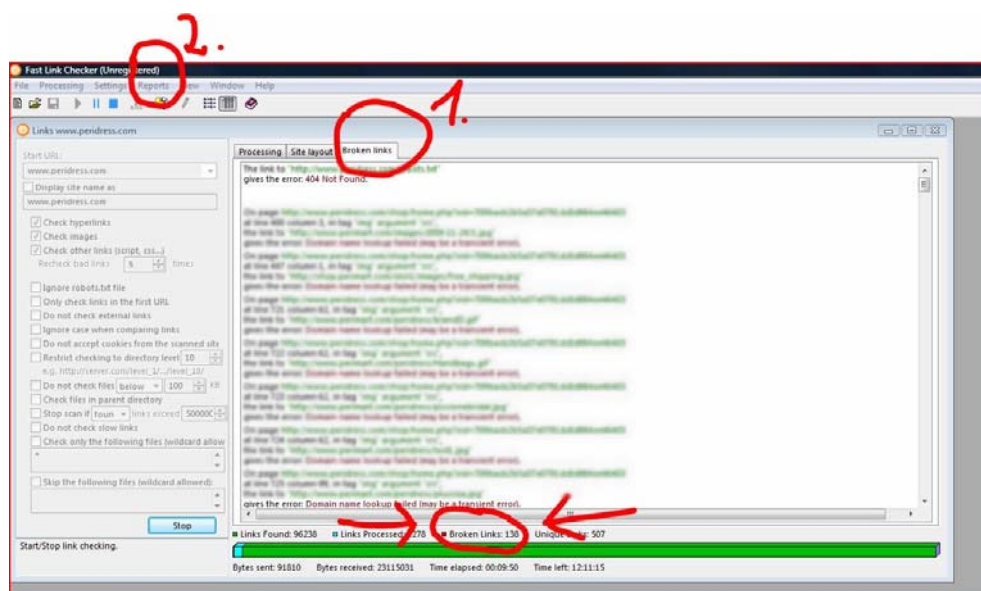
When the software has finished you can generate a excel report by clicking "File" and "Export" and choosing "Microsoft Excel".

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When you open the **Fast Link Checker** program 1. Click on "File" and choose "New". 2. Insert in "Start URL" the website name you want to check. 3. Click on the "Start/Stop" button. 4. When the program has finished click on "Broken Links" to see only the broken links of this website.



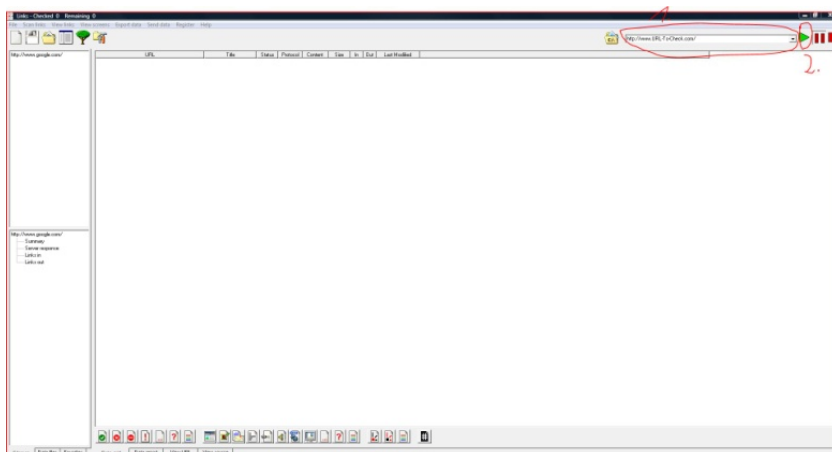
To generate a report 1. Click on "Broken Links" 2. Click on "Reports" and select "Export Links"



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When you open the program **Link Checker Pro** 1. Just insert the URL you want to check in the "Address" field and 2. Click on the green button and you are DONE! That is all you have to do to check any URL for the reports that you will produce. I will get into the reports a little later when I tell you how to send the email.



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Step Two

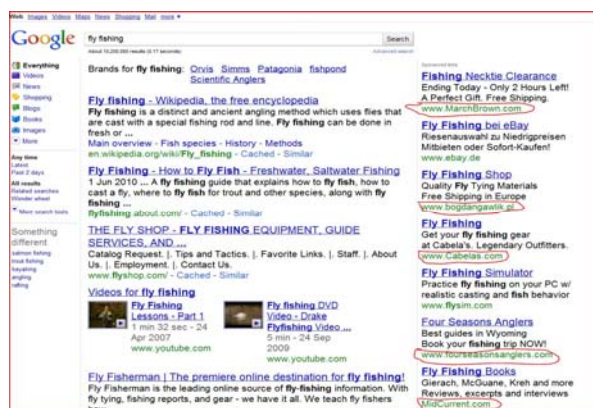
Now you have to find the websites URLs that you want to check. You could do this randomly but there is a better way.

You can assume that the businesses that are using Google Adwords are paying for each and every click. They pay this whether they make a sale from their website or not. **This can get expensive and if they have broken links on their site it will cost them even more!**

Here is what you do. Find high price keywords. Anything over \$0,50 for a click will do. You can get an idea of the cost of keywords with this software:

<https://adwords.google.com/select/KeywordToolExternal>

Once you find a keyword then go to Google and type in that keyword and you will get the Adwords ads down the right side of the page. Here is a sample page for the keyword fly fishing.



The listings down the right hand side are the Adword listings. Each company here is paying for each click.

NOTE: Please do not click on these ads when you are using these companies to send them an email on your program. First you will be taken to the wrong pages if you do this and second you will be costing them money for each of your clicks.

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You want to copy the URL at the bottom of each ad. This is the main URL of the site where you will find their email address to use to send them your email.

Now as you copy each of the URL's from the bottom of these ads just paste them in to a word document or into a spreadsheet like Excel. Use the Paste Special and paste them as text. If you just paste them you will get Google's codes instead of the page you want.

Now you can do all this two ways.

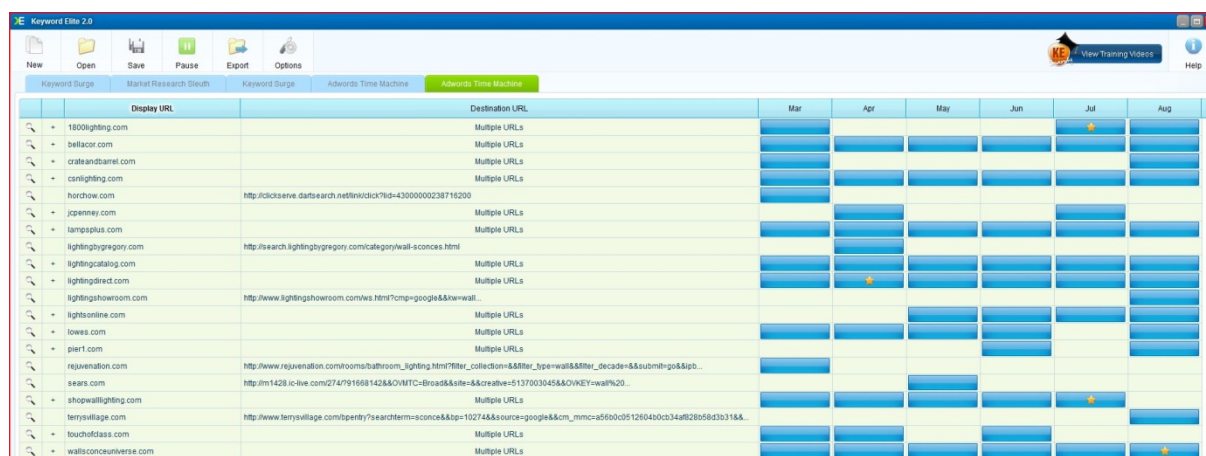
1. You can go and find keywords that you think will cost advertisers big money and look those words up or you can do it the way I do it. What I do is during the course of doing my research for my reports if I come across a page with about 5 sponsored ads on it I bring those advertisers URL's back into an Excel file.

Here is an example: Say I am doing research on a report for dog training. As I browse looking for what I need if I come across a page that has 5 or more advertisers I copy the URLs back to my Excel file. Then during the course of the day I have to look up another subject. If the pages I visit have 5 or more advertisers I copy them back to my file for that subject. At the end of the day I have a large list of business URLs that are paying at least 50 cents for each click. Then when I have some free time I use these URLs to send my emails about my broken links service.

You see if there are at least 3-5 advertisers on a subject (keyword) then I know they are paying decent money for each click. So what I am doing is during my normal day's activity I am building a list to make money for my broken links program.

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I highly recommend to try a professional keyword research tool called **Keyword Elite 2.0**. which makes the process of finding websites to check for broken links a childsplay. I ´m using it myself and I ´m very satisfied. It ´s a very very powerful tool especially the feature of Adwords Time Machine for the purpose of finding small niches and subniches of businesses which are paying money to advertise their products or services.



The screenshot shows the 'Adwords Time Machine' module in Keyword Elite 2.0. It displays a table with columns for 'Display URL', 'Destination URL', and a timeline from March to August. The table lists 20 companies, each with a 'Display URL' and a 'Destination URL'. The timeline shows ad spend for each company, with blue bars indicating the duration and intensity of the campaign. Some companies have yellow stars in the timeline, indicating a significant campaign.

Display URL	Destination URL	Mar	Apr	May	Jun	Jul	Aug
1800lighting.com	Multiple URLs						
bellacor.com	Multiple URLs						
crateandbarrel.com	Multiple URLs						
csnlighting.com	Multiple URLs						
horchow.com	http://clickserve.dartsearch.net/flick?ld=4300000238716200						
jcpennney.com	Multiple URLs						
lampsplus.com	Multiple URLs						
lightingbygregory.com	http://search.lightingbygregory.com/category/wall-sconces.html						
lightingcatalog.com	Multiple URLs						
lightingdirect.com	Multiple URLs						
lightingshowroom.com	http://www.lightingshowroom.com/wall.html?cmp=google&h=wall						
lightsonline.com	Multiple URLs						
lowes.com	Multiple URLs						
piart.com	Multiple URLs						
rejuvenation.com	http://www.rejuvenation.com/rooms/bathroom_lighting.html?filter_section=5&filter_type=wall&filter_decade=5&submth=go&sp...						
sears.com	http://m1428-ic-live.com/2747916681428&OVMTc=Broad&site=5&creative=5137903045&OVKEY=wall%20...						
shopwallighting.com	Multiple URLs						
terrysallage.com	http://www.terrysallage.com/penalty?searchterm=sconces&bp=10274&source=google&cm_mmcr=5660c0512604b0c34af828b59d3b31&...						
touchofclass.com	Multiple URLs						
wallconceuniverse.com	Multiple URLs						

This is a screenshot of the KeywordElite 2.0 module Adwords Time machine for the keyword "wall sconces". As you can see there are 20 companies running adword campaigns for this keyword.

You can get your 14 Day Trial Version here:

<http://moveto.ws/552y1nkaj>

Ok, you have your list. Now let ´s go to step three.

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Step Three

It is time to find the sites with broken links. Again I do this while I am doing other stuff on my computer. I just let this run in the background.

Copy each URL from your list into the Web Link Validator software and let the software do the work. Some of the small sites will take about 20 seconds to finish and some of the large sites will take a few minutes. I find the sites with a lot of pages will (of course) have the most broken links. You do not have to worry about this. The software will do all this on its' own in the background while you do other things.

When the software is finished you can save a report which will list in order all the broken links on that site. When you find a site with at least 5 broken links you have a possible customer. I copy the first 2 to 3 broken links from the report and paste that into my email template.

Then I go to the site and find the contact info (email address) and send my email to them. If you can't find the contact info of the owner or the webmaster on the website go to

<http://www.networksolutions.com/whois/index.jsp>

Type in the website URL and you'll get provided almost everytime with the needed contact info.

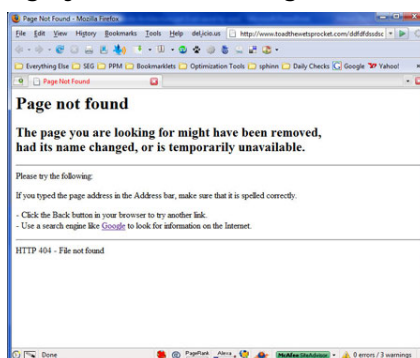
I have reprinted the email I send below. The copy in green is the copy I replace in each email to make it unique for each business.

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Hi (name),

In business, it's well known that it requires less of a financial investment to keep a customer than it does to acquire a new one. Your website is no different. Once you get a visitor on your site, or get them wanting to be on your site, it takes less investment to keep them there than it does to go bring in another new visitor. Therefore it is important to do whatever you can to keep acquired visitors on your site helping them move through the conversion process.

One of the easiest ways to lose visitors from your site is through broken or invalid links. You've been there before... going through a website, looking for things that interest you only to click on a link that brings you to something like this:



I have gone through your website and found many such broken links. Here are just a couple of them.

**Not
Error Found** <http://www.xxxxxxxxxxxxxx.com/MasterPage/images/favicon.ico>

Not <http://www.xxxxxxx.com/yyyy-category/129/index.aspx>
Error Found ``

Not <http://www.xxxxxxx.com/yyyy-AboutUs.aspx>
Error Found `category/129/S-AboutUs.aspx`

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These broken links are costing you money. With the attached report they can be found and corrected quickly.

If you would like the complete report on all the broken links so it is easy for You or your webmaster to fix them the file is attached to this email.

All you have to do is get the password by depositing \$10 into my Paypal account and you will receive the password immediately.

Use this link for fastest service: <http://www.paypal-service.com>
Please insert your website URL in the comment field of Paypal to match up your purchase.

Best regards,

Your name

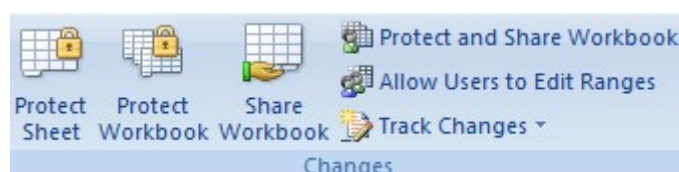
To the above email all I do is attach the complete broken links file in Excel to the email and have it password protected.

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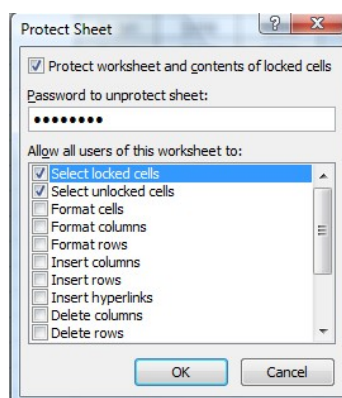
Here are step by step instructions on how to do that:



One of the first and easiest methods is to password protect the entire sheet or workbook. To do this in Microsoft Excel 2007, first go to the **Review** tab and then click on **Protect Sheet** or **Protect Workbook**.



When a pop-up window appears, select your options and type in the desired password. Your password can be something crazy, that no one would ever suspect (like xd12de2ee2w). In order to remember your password, copy it into a different workbook for safe keeping.



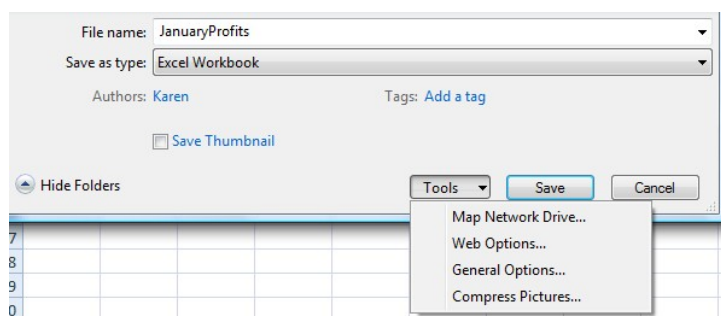
Create a new file, just to store your passwords. You can name this file anything you want, but it would probably be safer to name it something mundane – like HistoricalStockPrices.xls – instead of something that screams “open me” like ListOfMyPasswords.xls. In this new file, create your password list that you can then refer to whenever you want to open a document.

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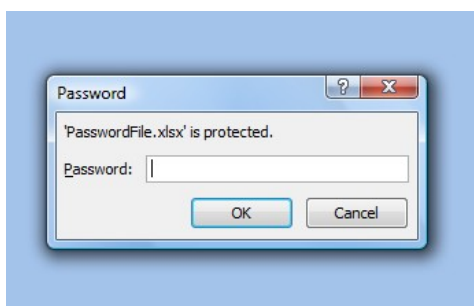
Worksheet	Password
BusinessContacts.xls	45pQ93S21!
JanuaryProfit.xls	57395osne3
FebruaryProfit.xls	eimv9453m
TopSecretFormulas.xls	2jff385j2
NextYearsProjections.xls	f83nig482

Next, password protect the entire workbook. To do this, click on **File**, then **Save As**. When the file-save window appears, type in your file name, then select the **Tools** drop down menu. From that menu, select **General Options**.

This will enable you to password protect the entire workbook and prevent anyone else from opening it and viewing its contents. For this password – remember to use one that you will remember. There is no easy way to retrieve a lost Excel password, so make this one something unique that you won't forget.



Now, whenever you want to open that file, you will first see a screen like the one below asking for your password. This will enable you to protect all of your passwords and never forget them.



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Useful Tip: Creating a password file can be especially useful if you are required to frequently change your password at work and always have trouble remembering the new password.

Summary of Simple Steps To Protect Your Work

1. Protect your sheets using the "Protect Workbook" button and a crazy password that can't easily be guessed.
2. Store all your passwords in one sheet so that you'll remember them. Password protect the entire sheet when you save it by using the Tools – General Options functionality. For this password, use something that you will remember.

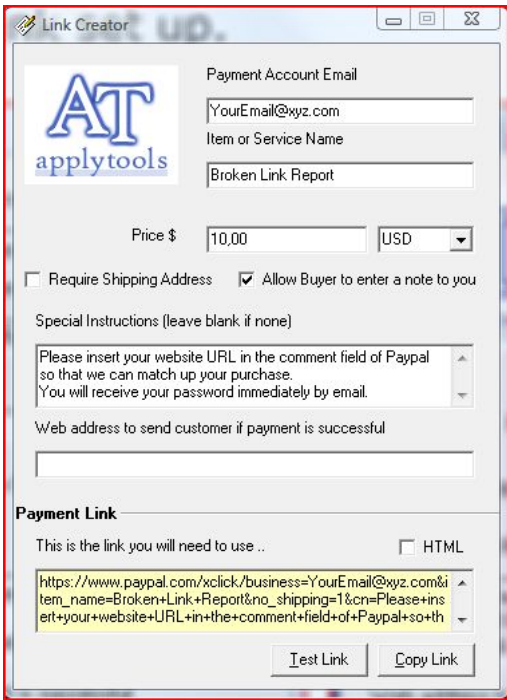
Then I set up ONE Paypal link with a return link on it back to a file with the password. I USE THE SAME PASSWORD FOR ALL FILES. That way all I need is the one Paypal link and every business can unlock their own personal file with the broken links.

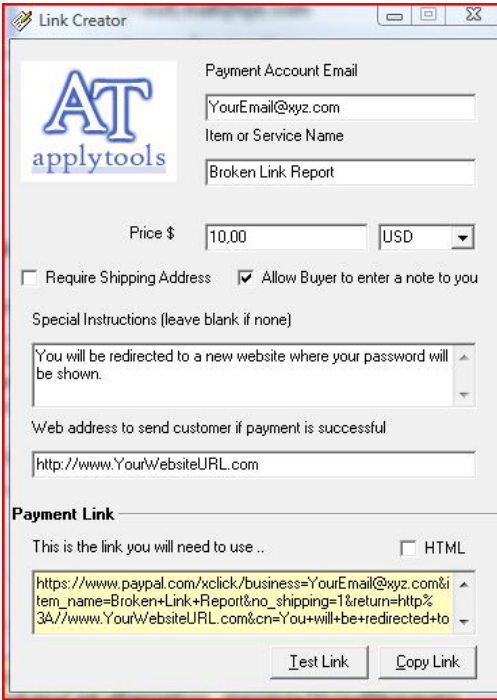
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Step Four

This part is for those of you that do not know how to set up a Paypal link. Below is a link to some free software programs which will make the links for you.

The first one is Link Creator. You just fill in a couple of lines and you have your Paypal link set up.

1. 

2. 

If you do not have a website to send them to for their password just email it when you get notice from Paypal. And change the message in your Paypal link to note that.

The link for this free software is:

<http://www.applytools.com/applypaypal.html>

After you get the link created by the above software you have to cloak and shorten your link for security reasons.

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You can do that for free here:

<http://www.cloakreferer.com/generate-link.php>

Just copy and paste the Looong link into this and you will come up with a short link to use in your emails.

www.CloakReferer.com

Home Affiliates Webmasters

[Submitting your Site?](#) Save Precious Time. We Manually Submit your Site to 650 Directories! www.DirectoryMaximizer.com
[£25 Copyright Protection](#) One online registration - copyright protection in over 160 countries! CopyrightRegistrationService.com
[Free Url Listings](#) Quickly Find Free Web Site Submitting Service Providers www.Business.com
[Fix broken links.](#) Find and fix broken links in many types of files automatically! www.LinkFixerPlus.com

Ads by Google

Enter long url to make it shorter: 1.

Generate link! 2.

☐ Cloak referer [What is this?](#)

Success

Congratulations! Redirect created.

<http://www.cloakreferer.com/a9afuc6zd>
and
<http://moveto.ws/a9afuc6zd> 3.

now point to

[about:blank...](#)

Referer cloaking is "on"

[Terms of use](#) [Privacy policy](#) [Contact us](#)
© Copyright 2008 www.cloakreferer.com

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Step Five

Now you have a customer. You made \$10 on them for a little work. **Most of the work was done by the software.** All you had to do was make your list while going about your daily activities. **What do you do NOW?**

You are going to make them into a life long customers. You send them another email explaining how links get broken from time to time and how it would be in their best interest to let you check for broken links on a weekly or monthly basis.

Hi { <name> },

Thank you for your recent purchase of the broken links report. Now that you have your site cleaned of these money losing links why not keep it that way.

Links change and get broken on a daily basis. A page is deleted, a subdirectory forgotten, a site moved to a different domain. It is almost inevitable that over time some of them will lead to a "404 Not Found" error page. Obviously you don't want your readers to be annoyed by clicking a link that leads nowhere. A broken link on your site will also be bad news for your search engine optimization (SEO).

But what is more important each day one of your links on your site is broken it can mean hundreds or maybe thousands of dollars in lost sales.

Unless you enjoy clicking every single link on your site followed by the back button, then you'll enjoy our broken link service!

We have weekly and monthly service to make sure this does not happen to you. Give me a call and we will work with you on the best plan to suit your needs and budget.

Call Now before you forget..... (800) 123-45678

Regards,

Your Name

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This is the email I send but if you do not want to talk to them on the phone just change it to "Send Email Now".

Let's Review

Step One

You can download the FREE software **REL Link Checker Lite** here:

<http://moveto.ws/552y1nkaj>

You can download the software **Link Checker Pro** 30 days free trial here:

<http://moveto.ws/pgs2pxz0c>

Full version is \$75

You can download the software **Fast Link Checker** 30 days free trial here: <http://moveto.ws/uzenfb4mf>

Full version \$49.95

Step Two

Get your list of advertisers made up by using Google Adwords and save their URL's in an Excel file.

You can also try **Keyword Elite 2.0** 14 days for free.

<http://moveto.ws/552y1nkaj>

Full version is \$97

Step Three

Check each URL for broken links. When you find one with 5 or more broken links save this to insert into your email.

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Step Four

Make up and insert you Paypal link into the email.

You can download the free software **Link Creator** here:

<http://moveto.ws/90lw3tlm8>

(It's FREE ;-)

You can cloak your paypal link with **Cloakreferer** here:

<http://www.cloakreferer.com/generate-link.php>

(It's FREE ;-)

Step Five

Send your follow up email to all customers to make them a repeat customer. That's it, **Now go and take MASSIVE ACTION!**

May your success be more than you can hold!

Robin Masters

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In Plain English: You are a business person, I am a business person – you need to be responsible for your own marketing and actions. I cannot guarantee with 100% certainty that this course will make you money. But if you follow this blueprint and apply the methods in this course, I cannot see why you can't make money.

The key is to take Action NOW.