My Dirty Little
BITCOIN
Secrets

How I made $121,787 by risking only 80 bucks and not investing a dime in Bitcoin

OFIR BEIGEL

Contents

Introduction

Before I reveal any Bitcoin secrets...

I'd like to congratulate you for taking the first step towards creating your next successful Bitcoin business. It doesn't matter if you're totally new to Bitcoin and this is the first book you're picking up, or if you're a complete expert on Bitcoin - this book isn't about the technical side of Bitcoin. I wanted to take advantage of this intro and set some expectations about what we'll achieve throughout this book.

I started out with Bitcoin on April 2013. I read **an article on TechCrunch** talking about some crazy digital currency that just became a billion dollar market. At the time I had just closed shop on my last start up, which basically crashed and burned, and I was looking for something new to meddle with.

Immediately I thought to myself - if this Bitcoin thingy already made it to TechCrunch it's probably going to go mainstream soon. You see, for every new idea there is an adoption life cycle that looks something like this:
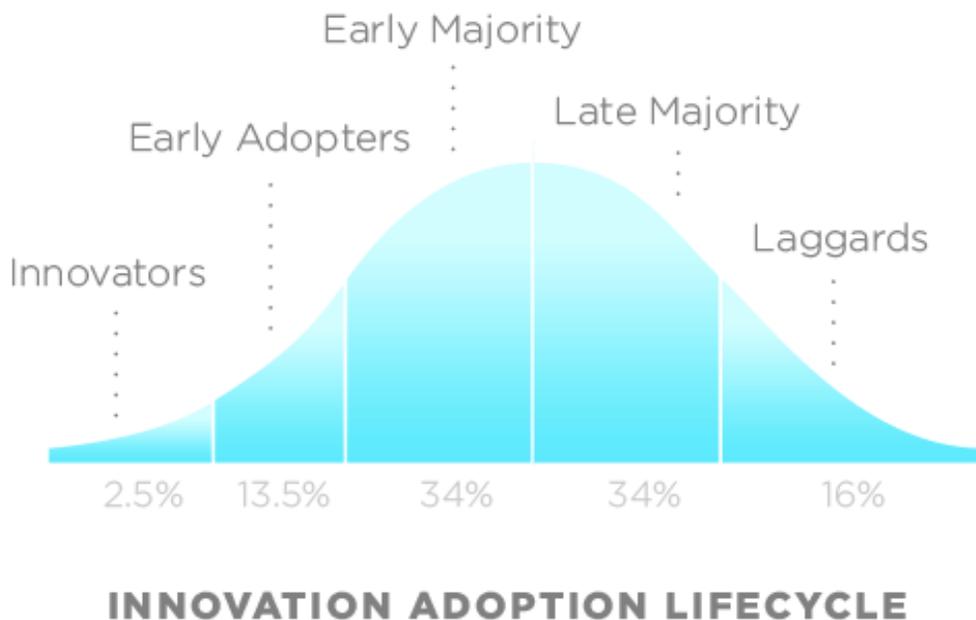
Image: Wikipedia

The horizontal axis (X axis) is time and the Y axis in the percent of population. The numbers at the bottom represent the area under each segment.

Take smartphones for example. When they first came out only a handful of fanatics tried it out (Innovators). After a while it became a bit more popular and less awkward and all of the Early Adopters came onboard. Then came the early majority which is one of the two biggest groups followed by "the herd" also known as the Late Majority. Last but not least we have the Laggards who will only switch to a smartphone if there's no other choice (I bet you can think of a few Laggards you know in your life).

If Bitcoin was featured on TechCrunch I assumed it was on its way to being embraced by the Early Majority, and would soon boom. So sitting at home I thought to myself that there's got to be a business opportunity hidden inside the Bitcoin space. I mean, other than just trading the coin and risking my money due to insane fluctuations in the exchange rate, there must be a safer way to take advantage of this new technology.

I won't go through the whole story here since you're going to receive an in-depth case study of 99Bitcoins throughout this whole book, but fast forward to 2015. I currently own an online Bitcoin business that made $120K in 2014 alone. Now I know that some of you probably don't believe this is possible but I assure you it is, and later on you'll also get to see my exact profits.

But before we begin I'm sure you have a lot of questions, so let me try and ease your mind a bit:

"Are you telling me all of this just to brag?"

No. I'm trying to emphasis the fact that, just like you, I had no knowledge of Bitcoin when I started out - the only thing I knew was how to market stuff online. But combining this knowledge with the land of opportunities, I was able to make it to where I am today.

"But I don't even know how to do online marketing!"

It doesn't matter. Once you finish reading this book you'll have all of the resources you'll need to start your own Bitcoin business. And if you already know online marketing than I promise you - you'll learn some new stuff you didn't even know about.

"Do I have to have my own Bitcoin business to use the information in this book?"

No. This book is intended for people who don't own a Bitcoin business and for Bitcoin business owners alike. If you don't have a business yet - I'll teach you how to find out the best business to suit your goals. If you do own a Bitcoin business - I'll teach you how to market it like a pro.

"So after I read this book I'll make the same amount of money you make?"

It depends on how much time and effort you're willing to invest. The information I will reveal to you in this book took me almost seven years to accumulate. So I'm going to give you a "shortcut" and teach you what I've learned, but it's up to you to put it to work. I know so many people who talk the talk but when it comes to siting down and actually doing the work they can't follow through.

What You Can Expect From This Book?

The book is divided into three parts; I'll now give you a quick overview of each.

Part 1: The Bitcoin Ecosystem

This part covers all of the Bitcoin basics you'll need to know. If you're new to Bitcoin you'll get a crash course in what Bitcoin is, the different terminology and generally get you up to speed on everything Bitcoin. This part also covers the different Bitcoin opportunities that are hiding inside the Bitcoin space and how to come up with new Bitcoin business ideas.

The final chapter in this part talks about my own dirty little secret about Bitcoin and how I make money from this space without even having my own product.

Part 2: Creating your Bitcoin business

This part is all about how to create your Bitcoin business with as little time and money as possible. I will give you the exact methods I used on 99Bitcoins and which I still use today to generate new income streams.

After this part you will have a working prototype of your business, which you can then take to the next level and start bringing customers in.

Part 3: Marketing your Bitcoin business like a pro

In the last part of this book we're going to talk about how to bring customers to your new Bitcoin business. If you already own a Bitcoin business you could jump straight on to this part, but I highly recommend going over the entire book before doing so.

In this part we will discuss how to get users for free, how and where to put up ads for your Bitcoin business, how to track what's working and I will also show you some personal "marketing hacks" that I believe only a few Bitcoin businesses out there know about.

Glossary

Whenever you encounter a word in bold it means this word is included inside the glossary at the end of this book.

3 Final Thoughts Before We Get Started

1. Throughout this book I'm going to refer you to different online services. ALL of the services I refer to are first rate, and in 99% of the time I use them myself. Having said that, I do get paid for referring people to some of these services. I'm telling you this so you'll know right off the bat that I'm not going to hide anything from you. If you don't want to use my referral link (which in some cases gets you a discount) then you are more than welcome to just google the service's name and get to it without any referral involved, no hard feelings :)

2. Though you can print out this book or read it off your eBook reader, it's highly recommended to read it off a computer. The reason is simple: I often link out to different resources I use and I want you to be able to check them out as you go along.

3. I spent a considerable amount of time and money in creating this book and I take my creations very seriously. In order to protect this book from being passed along without permission there are certain sentences which are generated automatically and are unique to each copy. This way, if a copy makes its way online I can trace it back to the source.

Please make sure not to share this book online and if you think someone can gain from these insights, I'd appreciate you directing him to the sales page instead of just making a copy of this book. Heck, I'll even show you how you can get it with a huge discount so they won't have to pay full price.

It seems we have everything set up and ready to go, so let's dive into the magical realm of Bitcoin…

Part I

The Bitcoin Ecosystem

A Land of Endless Opportunities.

The Bitcoin Ecosystem
A Land of Endless Opportunities

Before I explain how to create a Bitcoin business, I want to make sure we're on the same page with understanding Bitcoin basics. This section will give you a full overview of the Bitcoin space. We will be starting with basic stuff like what Bitcoin is, general terminology, different Bitcoin businesses that are available today and will work all the way up to one of the most overlooked business models available in Bitcoin.

I'm not going to cover all of the Bitcoin history and technical details in this chapter, only the bare necessities.

Chapter 1: Can Someone, Once and for All Explain to me What Bitcoin is?!

One of the main issues of Bitcoin today is that it's still too technical. Just to give you an example, the term "What is Bitcoin?" was the 4th most searched for term in 2014[1].

Since Bitcoin was built by geeks it's hard to get a good explanation about it without using words like "hash", "secret key" and "inputs". I'm going to do my best to explain to you what Bitcoin is without using any technical terms.

If you're more of a visual person, then perhaps this video will do a good job of explaining to you what I'm going to write about here.

Imagine for a second that you are in charge of the task of inventing money. But you get this task today and not ages ago when money was initially invented. You're basically asked to find a way for people to exchange an agreed value between one another.

I know it's hard, but try to think. If this was done today, would we really be using metal coins and paper for this? Perhaps we can find a better way?

What if we wrote down somewhere, maybe in a file, what value each person has? This way we can keep track of how much each person can spend. So if I, for example, do some work for you, you would probably give me some of your value in exchange. Let's name this value "Bitcoin".

But how will people be defined in this file? How will someone know how to send me Bitcoins?

I guess we will have to give each person a unique address (like an email). We will guard each personal address with some sort of a password. This password is known as a "secret key".

---

[1] https://www.cryptocoinsnews.com/bitcoin-googles-4th-searched-term-2014/

Now it seems only logical to save this secret key somewhere so that we don't forget it....Maybe on a piece of paper, or on our computer or even on a secure website. Wherever we choose to store our secret key, will be our **"Bitcoin wallet".**

Back to our file.... So we've decided to write down which address holds which amount of Bitcoins and update the file each time a transaction is made. This file is called "The blockchain" - and it keeps a record of all transactions ever made from the beginning of time.

But how can we insure that no one changes our file and say that their address has more Bitcoins then what they actually own?

I know! We'll spread this file around to tens of thousands of people, so whenever someone wants to transfer some of his Bitcoins in order to buy something we can check to see if his story adds up to what everyone else thinks. If he's good for his money, we will let him spend it.

But why would people want to store this file on their computer, and spend time and energy to verify all of this each time a transaction is made?

Well, what if we rewarded people who did this with a small fee from our transaction? Hence the "miners" were born. These are tens of thousands of people who get paid in Bitcoins for going through the block chain, making sure that everything is in order and that no one is cheating (including themselves).

Congratulations! You've just invented a modern solution for money! And that's exactly what Bitcoin is - a digital decentralized currency. Meaning that Bitcoin is a currency that no one controls and it's governed by a specific set of rules or protocol that everyone follows.

Where do I store all of my Bitcoins?

Good question. You're going to need a Bitcoin wallet. I've mentioned it in a nut shell a few paragraphs ago, but I want to dig in a bit deeper into this subject.

Again, if you're a visual person perhaps **this video** will help you.

To make things simple we'll compare the Bitcoin wallet to email. If you want to receive Bitcoins you'll need a unique personal address, just like an email. Let's call this address your Bitcoin address, and just like your email address anyone can see it and anyone can send Bitcoins to it.

Now you decide that you want to access your Bitcoin address to see how many Bitcoins you own. Well, if this were your email you'd first go to your email program – like Gmail or Outlook. The same program exists for Bitcoin and it's called a "Bitcoin Client".

So you've opened up your Bitcoin Client, and now you need to log in. For email you'd enter your email address and password. When accessing your Bitcoin program you will need to enter your Bitcoin Address and "private key".

It's important to know that every Bitcoin address has only one matching private key. But each private key can be used for multiple addresses. Just think about it this way: each email address has only one password that opens it. but you can use the same password for multiple email addresses.

It's crucial that you keep the combination of your Bitcoin address and private key safe, exactly like you'd guard your combination of email address and password. Some people write it down on a piece of paper and hide it away, others store it in an encrypted file on their computer; there are also dedicated websites that hold your private and public keys for you.

Any place that these two pieces of information are stored on is called a Bitcoin Wallet. Even if you decide to memorize your Bitcoin address and private key by heart, it will mean that your brain is your Bitcoin wallet.

Today most programs act as a Bitcoin client and a Bitcoin wallet together. For example, **Blockchain.info** will store you public and private keys and also allow you to send out Bitcoins. That's it! You now know what a Bitcoin wallet is.

Keep in mind that my explanations are a simplified version of reality since I don't want to get too technical. I don't think it's that important for what we're trying to achieve.

You can **look here** for a list of all available wallets today compared to one another.

So who exactly creates all of these Bitcoins? Do they just appear out of thin air??

You can call it that, but the process is actually a bit more complicated.

Can you feel it?

Another explanation is coming up….but as always I've got you covered with a **video tutorial** as well.

Bitcoins aren't printed out like traditional money; they are mined out of the system. A miner is just a person with a computer that runs a mining program on it.

The reason it's called mining is because:

1. Just like any other natural resource, there is a finite amount of Bitcoins. So the maximum amount of Bitcoins that can be generated is 21 million. Today, over 14 million Bitcoins were mined2.

2. Just like real world mining, you need to invest energy in order to extract these Bitcoins. The miner's computer needs to solve complex mathematical problems, and once it solves them - new Bitcoins are generated and awarded to him.

But miners don't just generate new Bitcoins. They also use their computers to verify transactions and prevent fraud. So having more miners means faster transaction verifications and less fraud. That's why we want to compensate miners for their hard work.

When verifying a transaction, the miner gets a small fee out of that transaction for his work.

So miners get paid twice – once for verifying the transactions and again when they successfully generate new Bitcoins.

---

[2] https://blockchain.info/charts/total-bitcoins

Sounds profitable? Well….not so fast…

Satoshi, the guy who invented Bitcoin, wanted the number of Bitcoins that were mined each time to remain constant, no matter how many miners come on board. That's why the difficulty of mining increases as more miners join the network.

So if in 2009 you could mine 200 Bitcoins with your personal computer at home. In 2015 it will take you about 98 years to mine just 1…

That's why ASIC (Application Specific Integrated Circuit) miners were invented. These are super powerful computers designed just for mining Bitcoins. But since so many miners have joined in the past few years it's still almost impossible to mine alone.

To solve this problem mining pools were invented. Groups of miners formed together to deal with the growing difficulty of Bitcoin mining. Each miner gets paid for his relative share of the work.

So that's how Bitcoins are born, through miners….

By the way, if you think what I'm about to teach you in this book relates to making money from mining - you're dead wrong. Today, there's almost no money to be made through traditional home mining[3].

OK I get the Bitcoin basics, I think…now what?

Now we can move on to what we came to do - talk business. But before we do so I have some homework for you…You didn't think you'd get away with finishing your first chapter so easily did you?

This chapter's homework will deal mainly with filling up the gaps in your Bitcoin education. So here goes:

1.   Watch [this video](#) on Bitcoin confirmations.

2.   Watch [this video](#) on the path of a single Bitcoin.

3.   Open a Bitcoin wallet and make your first transaction. If you haven't done so yet you can follow [a complete tutorial here](#).

---

[3] http://99bitcoins.com/bitcoin-mining-profitable-beginners-explanation/

This homework is crucial for you to be able and understand what we're going to talk about in the next chapter so I urge you to stop reading right this instant and get to it. I'll see you in the next chapter.

P.S.

99Bitcoins' frequently asked questions section - Most of the basic questions people have I've already covered in various video tutorials. Feel free to look around if you don't understand anything.

Chapter 2: Business Opportunities Hidden Inside the Bitcoin Landscape

Let's take a look at the Bitcoin industry as a whole. It's important to familiarize yourself with the industry analysis since one of the main questions you should ask yourself when deciding on your Bitcoin business is, **"Where is the industry headed?"**

"I skate to where the puck is going to be, not where it has been."
-- Wayne Gretzky
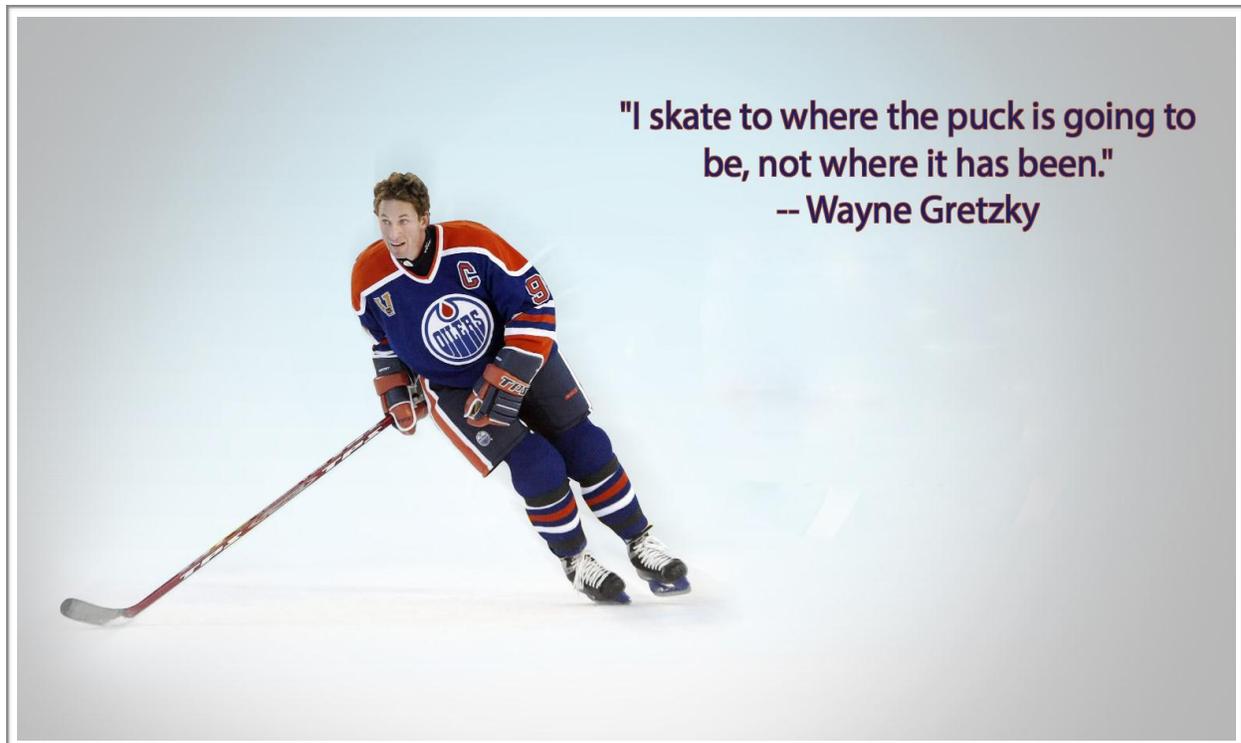
You shouldn't try to figure out what's hot right now, but rather predict what will be the next hot thing and target it before everyone else.

In Part II - Creating your Bitcoin business, I'll show you specific tools and techniques to figure this out. But for now let's focus on what data we can find on the Bitcoin industry today.

As we near the middle of 2015 there are currently:

- Over 8.5 million Bitcoin wallets
- Over 88,000 merchants that accept Bitcoin
- 374 Bitcoin ATM machines
- More than $676 million invested in Bitcoin startups through venture capital
- 103 VC (venture capital) backed start-ups

At the time of writing this book the Bitcoin market cap is $3.4 billion, but this may change due to fluctuating exchange rates4.

You'll notice that throughout this book I don't talk much about Bitcoin's price since I think it's irrelevant. In order to create a successful Bitcoin business you need to make sure that there is a market for you product, in this case Bitcoin. And if the price goes up or down it doesn't matter, there is still a market for Bitcoin.

Even when the biggest Bitcoin exchange MTgox collapsed in 2014 it didn't affect the rate of adoption for Bitcoin. There is a steady increase in the number Bitcoin wallets opened each year and even though the price may be lower than last year the adoption rate is still positive. The price decline has not stopped the exchange trading volume from trending up.
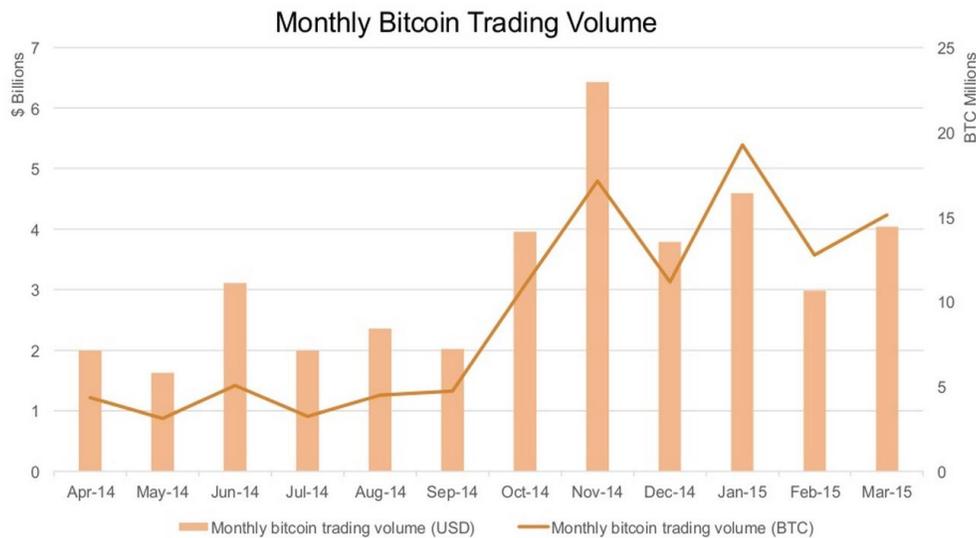
Data sources: Blockchain, CoinDesk, Bitcoinity

---

[4] http://www.coindesk.com/state-of-bitcoin-q1-2015-record-investment-buoys-ecosystem/

Finally, since the Bitcoin price has dropped but mining difficulty remained more or less the same, the incentive to mine Bitcoins has diminished and less people are dealing with home mining and mining is becoming more consolidated.

Chapter 2.1: Using the Bitcoin protocol to disrupt industries worldwide.

Bitcoin has certain rules, also known as the Bitcoin protocol, which makes it work. The ingenious part of Bitcoin is not necessarily the creation of the currency but rather the creation of the Bitcoin protocol. For the first time in history, technology makes it possible to transfer property rights (such as shares, certificates, digital money, etc.) in a fast, transparent and very secure way.

Moreover, these transactions can take place without the involvement of a trusted intermediary such as a government, notary, or bank. Companies and governments are no longer needed as the "middle man" in all kinds of financial agreements.[5]

Using the Bitcoin protocol to create Bitcoin the currency is just one out of many uses you can have for this protocol. A lot of businesses are also forming around the idea of Bitcoin 2.0 - which means the decentralization of previously centralized businesses.

Some examples for Bitcoin 2.0 projects are [Etherum](#) (a platform for decentralized apps) and [Gems](#) (a sort of decentralized social messenger). Creating a Bitcoin 2.0 project also requires technical knowhow since you'll need to implement the Bitcoin protocol into other forms of assets.

If we look ahead at what's coming there are several business categories that may utilize the Bitcoin protocol to create new products:

Email

Applications that eliminate spam by requesting a small amount of Bitcoin for every delivery. So for example let's say a "normal" person sends out 100 emails a day (I know I went a bit overboard). If we request 10 Satoshis (the smallest amount of a Bitcoin available = 0.00000001BTC) for every email he sends he will need to pay 100 Satoshis daily or 360,500 Satoshis yearly. This is equivalent to $0.0867167 at today's exchange rate. Not too bad - paying $1 a year for email to avoid spam.

---

[5] http://thenextweb.com/insider/2014/02/15/bitcoin-platform-currency/

Why would this eliminate spam you ask? Well imagine that a spammer needing to pay for 100,000 emails a day - this will cost him $1000 each year. Suddenly email spam takes a toll and isn't free to abuse as it is today.

Video

Applications that eliminate video advertising by charging a small BTC amount for the time viewed.

Crowdfunding

Global crowdfunding applications that allow project creators to raise funds easily from around the world using Bitcoin.

Payouts

Applications that allow creators or service providers to get paid by a global audience. ChangeTip is a great example of how people can tip Bitcoin to Internet users who helped them out.

Remittances

One of the hottest industries Bitcoin is trying to disrupt. Through Bitcoin you can create applications that enable worldwide, cross-border payments. Many Bitcoin startups are basically trying to "bank the unbanked".

Ecommerce

Bitcoin focused merchant directories that offer a beautiful UI for consumers.

Identity

Applications that give people control of their own identity (without the need of a 3rd party like the government).

Attribution

Applications that allow users to prove ownership of assets.

Voting

Blockchain-based tech is already being used in elections throughout the web. This way you know your vote was counted while still keeping your anonymity.

The advantages of creating a Bitcoin 2.0 business are that you are inside a blue ocean - meaning there's little competition (no sharks, unlike a red ocean) and also this is definitely the place the industry is headed.

Probably not all of what I've written here makes sense to you and that's OK. Heck, it doesn't even all make sense to me sometimes. You don't need to be an expert on Bitcoin; you just need to understand the basics of where the industry is headed so you can choose your Bitcoin business idea more wisely.

One of the best sources that consolidates all the Bitcoin industry's information is Coindesk's state of Bitcoin report. This report comes out once a quarter (every three months) and sums up everything nicely. A lot of the data brought here is from that report. So make sure to sign up for report updates and keep your finger on the pulse of the Bitcoin industry.

What business opportunities lie within the Bitcoin 1.0 industry?

Since Bitcoin came to public awareness in late 2013 (when the price spiked to around $1200 for one Bitcoin) a lot of new Bitcoin businesses started to show up.

This Bitcoin boom brought in new opportunities; now not only can you open a new Bitcoin business that caters the demand of the general public who all of a sudden is interested in Bitcoin, but also you can cater those exact same Bitcoin businesses that came about in 2014.

Simply put, two new markets have emerged: The consumer Bitcoin market and the Bitcoin businesses market. So when I say the consumer Bitcoin market I mean the market in which you will open a Bitcoin exchange business, or a Bitcoin wallet business and your customers will be mainly consumers. This is also known as B2C - Business to Consumer.

When I talk about the Bitcoin business market I'm talking about supplying leads to Bitcoin businesses and getting paid for bringing them new customers. This is known as B2B - Business to Business

Most people tend to focus on the first market; I made most of my profits from focusing on the second. The difference is that while the Bitcoin B2C market is larger it has way too much competition, and if you don't have a good market penetration strategy it's going to be hard to gain customers.

The Bitcoin B2B market on the other hand has almost no competition, mainly due to the fact that it's smaller. But it's still large enough to be able to profit from.

In this book I'm going to cover marketing tactics that will fit both markets so don't worry, it will be totally up to you to decide which market you'd like to focus on.

Chapter 2.2: Bitcoin B2C market opportunities

Bitcoin Exchanges

Probably the most common Bitcoin B2C market opportunity is to open up a Bitcoin exchange. When I say exchange I mean either an actual trading platform where people can trade Bitcoins with one another, or a broker (e.g. Coinbase) which is kind of a Bitcoin shop that lets you buy Bitcoins from it.

Examples for some of the more known Bitcoin trading platforms are Kraken, Bitstamp and BTC-E. Trading platforms make their profit by charging a commission for each transaction that is made. They are usually the cheapest place where you can by Bitcoins, since the Bitcoin price is determined by the market.

Examples for some of the more popular Bitcoin brokers are Coinbase and Circle. Brokers make their profit by selling you Bitcoins at a premium.

The advantage of opening up a Bitcoin exchange is pretty clear - you're really "close to the money" and the business model has been tried and tested many times. All you need to do is get enough people onboard and you're good to go.

In my opinion opening up an exchange nowadays has more disadvantages than actual advantages. First, you're going to face fierce competition. Just to give you some reference Coinbase is considered to be the 5000th largest website on the web today[6]. It is estimated at 5M monthly visitors[7] and has already secured $106 million in venture capital funds[8].

So as you can see the Bitcoin exchange market has some tough competition. Here's a list of all of the available Bitcoin exchanges today.

---

[6] http://www.alexa.com/siteinfo/coinbase.com#trafficstats
[7] http://www.similarweb.com/website/coinbase.com
[8] http://www.coindesk.com/coinbases-75-million-series-c/

Bitcoin Wallets

Up next are Bitcoin wallets. Bitcoin wallets are also a great idea for a Bitcoin business. It means that you get to create the software/web app that will hold Bitcoins for its owner. There are many kinds of Bitcoin wallets - mobile apps, desktop apps, software wallets and web wallets. The more well-known Bitcoin wallets are Blockchain.info, Coinbase (again…), TREZOR and GreenAddress. You can find a complete list of the wallets available here.

Most Bitcoin wallets don't have a clear business model. Coinbase's wallet, for example, makes it easier for people to buy Bitcoins directly from Coinbase. Blockchain.info makes their revenue from advertisements on their site, but as far as I could tell I couldn't find a solid business model for almost any other wallet out there aside from these two.

Some Bitcoin wallet providers sell additional hardware thus creating an income stream. For example, MyCelium has their own products which they sell on their website.

A different approach to generating revenue from Bitcoin wallets is to create what is known as a hardware wallet. TREZOR and Ledger are two companies which manufacture a Bitcoin hardware wallet. It's a physical device on which you can store your private keys and sign transactions for you (more on transaction signing here). It's one of the safest ways available today to store your Bitcoins.

Another form of wallets available are physical "dumb" Bitcoin wallets such as Bitkee and Cryptosteel.

The advantages to creating a Bitcoin wallet business would be the fact that once again you are close to your customers' funds. Also if your product is really good then people tend to pay more for greater security. Meaning the Bitcoin wallet product touches a lot of sensitive pain points for your customers.

The disadvantages are that the competition is even fiercer than the exchanges, because there's not that much room for differentiation. Another disadvantage is that you have to have extensive knowledge in Cryptography in order to create a good product.

Bitcoin Mining Companies

When we come to talk about Bitcoin mining as a business there are three options we can discuss:

Mining Bitcoins for a profit

This will include getting some state of the art mining rigs, a dedicated place to host those rigs, cooling systems (since they tend to overheat), etc. If you're thinking of making money through Bitcoin mining it can be done only if you consider this to be a full time business which will include a hefty investment for the equipment. Home mining as it is referred to is almost never profitable at today's difficulty rates[9].

Creating and selling mining rigs

Another option would be to become a mining rig manufacturer. These companies create and sometimes also operate mining rigs for other individuals or companies who wish to buy them. An example for this kind of company would be Spondoolies. Creating this sort of business requires engineering knowledge, product design and more.

Cloud mining companies

This last option is more of a scam then an actual scheme in my own opinion (you can read why here). These are companies that "rent out" mining power that is (supposedly) located in some remote location so you'll be able to enjoy mining profits without all of the hassle.

I have yet to find one reliable company who does this but if this is a direction you wish to pursue it's something that will need to be researched deeply. Also it's impossible to set up such a business without either building your own mining rigs or buying them. That's exactly why so many of these businesses turn out to be a scam eventually since they are just a Ponzi scheme pretending to be an actual business.

---

[9] http://99bitcoins.com/bitcoin-mining-profitable-beginners-explanation/

Bitcoin CFD trading

One of the main motives the gets people interested in Bitcoin is the fact that they believe they can profit from the fluctuating exchange rate. For that exact same reason, a lot of companies supply CFD trading (contracts for difference). In this sort of trading you don't actually by the Bitcoins but rather buy a contract on Bitcoin. If the price then goes up you can sell the contract for a profit. If it goes down you lose. You can also short sell Bitcoin CFDs and buy a contract that will earn you money if Bitcoin prices go down.

The problem with this trading type is that it's usually too risky and 99% of the traders lose their money this way. It's much more suitable for experienced traders. Examples for companies who supply CFD trading are Avatrade and Plus500.

Another form of business that is similar to CFD trading are Bitcoin binary options. Bitcoin Binary Options are a form of trading in which you predict if the price of Bitcoin will rise or fall in a certain amount of time. If you're correct you earn the option's payoff, if you're incorrect you lose your investment.

Each Bitcoin binary option has a specific expiration date at which the option is checked to see if it's "In the money" (you were correct) or "Out of the money" (you were incorrect). Each Bitcoin binary option also has a specific payoff that you can win. They are called "Binary Options" because the outcome is either win or lose, there's nothing in-between (just like binary code is either 1 or 0).

This form of "trading" is even more risky than CFD trading as it's almost pure gambling on what will happen with the price at a specific moment.

As you can imagine since this area is very risky to traders it's also very profitable to the business owners and that is one of its major advantages. On the downside, setting up such an operation requires a lot of hard work and paperwork to fill out (most of these companies are regulated believe it or not).

One option you may want to consider is to get a white label from such a company. White labelling is simply the practice of buying another firm's product and then marketing it as your own.

In the forex market, white labelling is used for trading software, platforms, and other additional services that brokers may offer. So all you need to start such a business are relevant customers and just white label all of the infrastructure from one of the major trading companies.

Bitcoin Gambling Sites

One of the earliest forms of Bitcoin businesses were the gambling sites. The most notorious of them "SatoshiDice" has taken over $15 million in bets and was eventually sold for $12.4 million10. I will not go into details about the online gambling world in this book since it's not my area of expertise, but this too is another business model you may want to consider. You can find a list of updated Bitcoin gambling sites here.

Bitcoin Faucets

A Bitcoin faucet is a site that gives its users free Bitcoins. The original Bitcoin faucet was operated by Gavin Anderson, Bitcoin Foundation's chief scientist. It started out around late 2010 and it gave visitors five Bitcoins (yes….five whole Bitcoins) for free. Of course back at the time Bitcoin was worth something like $0.08.

The general idea of today's faucets is this:

1.   Drive massive amounts of traffic to the site by promising free Bitcoins.

2.   Place a disturbing amount of ads on their website.

3.   Hand out insignificant amount of Bitcoins so they won't have to pay you because they know you won't be able to withdraw the coins. There's usually a minimal amount you need to reach in order to withdraw.

4.   Keep you on the page for a certain amount of time – probably so you'll click on of the ads and that the website will rank better on Google.

5.   Make you keep coming back by promising you more Bitcoins within the hour.

It's a pretty spammy sort of business and you can see examples of the most successful faucets today here and here. This sort of business requires huge amounts of traffic to be profitable but

---

10 https://en.wikipedia.org/wiki/SatoshiDice

also attracts a lot of "junk" traffic from around the web - since it's mainly people looking to earn free money.

If you want some more examples here's a list of faucets from around the web.

Bitcoin Information Sites

My personal favorite! Bitcoin blogs and news sites, or information sites for lack of a better term are a bit of a hybrid. They serve consumers but their business model is B2B. So even though they need to find ways to attract individuals they also have to find a way to monetize their site through other business. Whether it be through placing ads on their website, writing sponsored stories or promoting specific content through affiliate marketing (I'll explain what affiliate marketing is later in detail).

Some of the best examples you can find for great information sites are Coindesk, CryptoCoinsNews and of course…99Bitcoins. The advantages of setting up an information site are that it's pretty easy and you can get it up and running quickly. I'll talk more about how to set up such a specific site in Part II - Creating Your Bitcoin Business.

But setting up an information site is not all sunshine and rainbows. Since it's probably the easiest business to set up, you're going to have tons of competitors. You're going to have to differentiate yourself - meaning find a way to add value to your customers that other businesses don't supply.

In 99Bitcoins, I chose to cater to Bitcoin newbies; that was my differentiation. So instead of trying to compete with Coindesk on writing the best news stories, I focused on creating the best Bitcoin tutorials I could. I also differentiated myself from other tutorials by making my tutorials non-technical and easy to understand.

Another disadvantage for creating an information site is that you're going to have a hard time monetizing it unless you have tons of traffic. Luckily for you, I'm going to teach you how you can make great income from these sort of sites without needing 100K visitors each month.

If you decide you want to go down the path of information websites you'll also have to choose your "angle". Are you going to be a news site that delivers the latest stories? Are you going to be a personal blog that describes your personal view about Bitcoin? Are you going to be a tutorial site that helps newbies get started? Whichever angle you choose, make sure it's something you're passionate about or that has a solid business model behind it. We will speak more in detail about that in Part II

Bitcoin Information Products

Information products are products that help you navigate your way around the Bitcoin space. They can be books about trading, video tutorials about Bitcoin, membership websites that give the latest review of the Bitcoin market, even this book you're reading at the moment is an information product about Bitcoin.

A good example for an information product (aside from this book) is the Bitcoin for beginners course by Udemy. Other examples of Bitcoin info products can be found on Clickbank and Amazon (we'll talk about Clickbank later on in this book).

The advantages of creating an info product are that just like an information website; you can get started right away. You don't even have to be an expert in your field; you can just research as you go along. Also, if you create a digital product and not a physical one, the costs for manufacturing it are usually quite low.

There are disadvantages of creating an information product. Since the barriers to entry are low you'll probably have lots of competition and you'll need to figure out a way of bringing traffic to your product; you can't just expect it to be viral. But since this is exactly what this book is about you don't have to worry since soon enough you'll know all you need about brining traffic to your Bitcoin business.

Information products can also cater the B2B space. For example, this book can also serve someone who already owns a Bitcoin business and wants to learn how to bring more traffic to it.

Physical Bitcoin products

A lot of Bitcoin lovers, their friends and family members are on the lookout for Bitcoin gifts and other sorts of merchandise. A few cool examples would be casascious coins, shirts and pins and practically anything else you can think about.

Create your own currency - Altcoins

Last and definitely least (in my honest opinion) is the option to create your own cryptocurrency or Altcoin. After the success of Bitcoin, numerous other digital, peer-to-peer currencies have emerged to attempt to emulate Bitcoin's success. Some also attempt to address perceived short-comings in Bitcoin and to provide competitive advantages.

These alternative currencies are often referred to as "Altcoins", mimicking the Bitcoin moniker, while also emphasizing that they are "alternatives" to Bitcoin itself. More on Altcoins here.

I personally think that creating revenue from an Altcion is extremely hard. It took Bitcoin almost five years to become mainstream so just imagine how much work a new Altcoin will require. Also, most Altcoins produced today are just plain pump & dump scams where the owner creates a coin, generates a lot of buzz about it so the price will go up and then sells big amounts of it at a profit only to leave the coin's supporters with nothing.

At the time of writing this book, Bitcoin's market cap is 14X larger than the next Altcoin in line[11]. I don't see many advantages to creating a new form of coin whereas there are major disadvantages such as fierce competition, lack of a clear business model and basically - no real need.

---

[11] http://www.coindesk.com/state-of-bitcoin-q1-2015-record-investment-buoys-ecosystem/

Chapter 2.3: Bitcoin B2B Market Opportunities

Now that we've covered most of the Bitcoin B2C market opportunities let's move on to B2B market opportunities. The Bitcoin B2B space will usually be less crowded but also have fewer potential customers since in this case you're selling to businesses and not to individuals.

Bitcoin Infrastructure Services

Bitcoin infrastructure companies build security tools, develop protocol enhancements and provide APIs for other Bitcoin businesses to build on. Some good examples for infrastructure companies would be Blocktrail and Chain.

These are extremely technological companies and while owners of such companies will benefit a lot from this book, I will not focus on this type of business, simply because I don't have the technological know-how that's relevant.

Bitcoin infrastructure companies are one of the best B2B opportunity examples since they cater almost all of the Bitcoin businesses out there.

Bitcoin Add-Ons For Websites

One of the most overlooked opportunities in the Bitcoin space is the website add-ons market. This involves anything thing from creating Bitcoin related WordPress themes, to different Bitcoin widgets such as price tickers, donation buttons or the latest Bitcoin news.

For example, with all of the Bitcoin websites popping up each day, I can't believe I could find only one Bitcoin WordPress theme. Other examples are the Bitcoin toolbox plugin (sold for $17) and the unique payment page which supports Bitcoin.

If you're a designer you can also consider designing and licensing Bitcoin artwork on stock photo websites like iStockPhoto and Shutterstock. This way every time a website would like to license one of your photos on his website you'll get paid. More on that here.

Bitcoin Affiliate Programs

And now for the crown jewel….Bitcoin affiliate programs. In short, an affiliate program is a program that pays you money for bringing new customers to a business. So, for example, Coinbase has an affiliate program where they pay you $1 for each new depositing customer you bring on board.

Through affiliate programs you basically become a marketing agent for a Bitcoin business and can now generate revenue without ever having a product. All you need to do is make sure you bring targeted customers to your vendor. Affiliate programs are amazing in the sense that they allow you to start creating revenue from day one, and they are super simple to get started.

I've made most of my revenues online through affiliate programs and I believe that it's the most overlooked Bitcoin business opportunity available today. The next chapter is going to talk all about Bitcoin affiliate programs and I'll show you exactly how to get started with them.

Chapter 2.4: Coming up with different ideas for a Bitcoin business

So up until know we've talked about the known businesses that are available for you. But what if you want to think about an idea that's not on this list. Well this is exactly what this section is about - tools to help you brainstorm additional Bitcoin business ideas.

Tool #1 - Brainstorm with friends

I know it sounds mundane, but getting together with a group of friends and just "shooting the shit" so speak, is probably one of the most effective ways to come up with new ideas. The rules for brainstorming are pretty simple - there is no such thing as a bad idea. So if someone yells out an idea which you think has no chance of working, you don't rule it out, the time for testing if these ideas will work is in the next part of this book.

At the moment just focus on generating the biggest list of ideas that you can. Sometimes an idea which you think is horrible will make you think of a different idea that you wouldn't of thought about otherwise.

Tool #2 - Use Google's Keyword Planner to see what people are already searching for

Google has a pretty neat tool called Keyword Planner that shows you what people are already searching for online. You'll need to sign up for an Adwords account in order to use this tool, but registration is super easy and if you find yourself getting confused just refer to the Adwords section in Part III - Marketing Your Bitcoin Business Like a Pro.

Once you have an account just go to Keyword Planner and select the "Search for new keyword and add group ideas". You'll see a screen that looks like this:

Go ahead and type some sort of general keyword or key phrase you want to get ideas for in the first box on top marked in red. After that, choose your targeting by letting the keyword planner know which country and language it should target and finally click "get ideas".

Let's say I want to get ideas for what people are searching for around Bitcoin. I'll enter the keyword Bitcoin, set my targeting and click "Get ideas". I also make sure that once I get the results I click on the "Keyword ideas" tab (as shown in the picture below) and then I scroll down. Here's what I got:

On the left side I can see keyword ideas by relevancy (which Google decides on) and on the right side I can see the average monthly searches. Don't worry too much about the other columns for now; we'll deal with them in the next part of the book. Right now just try and get some new Bitcoin business ideas.

For example, we already get some new ideas by using this KW (keyword) tool. We see there's a demand for Bitcoin faucets (sites that hand out free Bitcoins) and also a demand for a Bitcoin calculator (usually refers to a Bitcoin mining profitability calculator). Browse around this list and try different keywords to get different Bitcoin business ideas.

Tool #3 - Search around forums

One of the best sources to get ideas for Bitcoin businesses is around Bitcoin forums. Today the biggest Bitcoin forum is BitcoinTalk. What I like to do is go to the "Beginners & Help" section and see what topics people are posting about. This can give you ideas about needs inside the Bitcoin community. Of course if you prefer to deal with mining or trading, just go to the relevant topic, but since I'm focusing on information products the most helpful category would be "Beginners & Help".

Tool #4 - Use Google's autocomplete feature

Another great way of finding out what people are looking for is to use Google's autocomplete features. Just go to google.com and start typing in a Bitcoin related query. Google will then autocomplete phrases for you, whatever it suggests it means that people are looking for and may be a good business idea. Here's an example from the term "Bitcoin trading bot" which is a robot that does the trading of Bitcoin for you. See how many different business ideas you can get from this autocomplete:

Other than just creating a trading bot, you can also create a trading bot review site (and become a Bitcoin trading bot affiliate) or create a trading bot in the Python language.

Tool #5 - User UberSuggest to get even more autocomplete ideas!

Sometimes the Google autocomplete feature gives you only a limited amount of suggestions. Using Ubersuggest allows you to Google's autocomplete feature for your core keyword + additional suggestions for every letter in the alphabet. It's Google suggest on steroids! Try it out….

Tool #6 - Look around marketplaces

Checking out websites like Amazon and eBay for Bitcoin related products may give you an idea of what you want to create. Another cool website you can check out is Kickstarter. Kickstarter is

the world's largest funding for creative platforms. You may find some interesting Bitcoin crowdfunding ideas.

Tool #7 - Find out what already works

In order to save you a lot of time you can try and look for which sites are already brining in a large amount of traffic. In order to do so we're going to go over the first 100,000 sites on the web according to Alexa's ranking.

Alexa is a web analysis company which ranks websites according to the amount of traffic they have. When browsing through this list try to search for sites with the words "Bitcoin" or "coin" inside them and you can see what type of sites are already getting massive amounts of traffic. For example, BitcoinTalk.org is rated #7255 out of all websites across the web.

Top Alexa Sites [Updated Daily]				
	URL	Rank ▲	TLD	ASCII Name
	^	==	==	^
7248	riverisland.com	7248	com	riverisland.com
7249	poco.cn	7249	cn	poco.cn
7250	realmadrid.com	7250	com	realmadrid.com
7251	onadstracker.com	7251	com	onadstracker.com
7252	topcpm.com	7252	com	topcpm.com
7253	alphacoders.com	7253	com	alphacoders.com
7254	scroll.in	7254	in	scroll.in
7255	bitcointalk.org	7255	org	bitcointalk.org
7256	cancan.ro	7256	ro	cancan.ro
7257	digid.nl	7257	nl	digid.nl
7258	planet.fr	7258	fr	planet.fr
7259	freemovies.tv	7259	tv	freemovies.tv
7260	chewen.com	7260	com	chewen.com
7261	game4v.com	7261	com	game4v.com
7262	hothk.com	7262	com	hothk.com
7263	koimoi.com	7263	com	koimoi.com

View 5,001 - 10,000 of 1,000,000

Chapter 2.5: Creating a SWOT analysis for your Bitcoin Business Idea

Soon this chapter will end and you'll be face with the task of choosing your Bitcoin business idea. You could just copy and paste what I did with 99Bitcoins but you'll still have to put in your own fresh angle to it if you want to be successful.

One of the main tools you can use to find out which idea suits you best is called a SWOT analysis and it stands for Strengths, Weaknesses, Opportunities and Threats. This is a very common analysis in the business world and amazingly enough no one takes actual credit it for inventing it until today12.

For each business idea you come want to test write down the following:

Strengths

What gives you an advantage in creating this sort of business? Are you an expert in this field? Do you have a certain edge that no one else has? Don't make the mistake of saying there is no competition in this area; competition doesn't belong in this section. The strength section is only about you, not about the environment.

Weaknesses

What gives you a disadvantage in creating this sort of business? Perhaps you know nothing about this type of idea, or you want to create an informational product but lack the writing skills to do so.

---

[12] https://en.wikipedia.org/wiki/SWOT_analysis

Opportunities

What elements of the environment can you exploit? What is your the loophole in which you will enter the market. Competition is relevant to this part since it talk about the outside environment and not about yourself.

Threats

What elements of the environment may hinder you efforts? If for example you want to promote a small merchant, there is always the threat that he may shut down. If you plan on setting up a home mining operation the decline in the Bitcoin exchange rate is a major threat.

I highly advise putting a number from 1 to 10 next to each category of this analysis and then summing up the positives and subtracting the negatives. This way you can compare different business ideas with the numbers you get.

SWOT Analysis Demonstrated On My Dirty Little Bitcoin Secrets Project

Imagine that I'd like to create an eBook about making money through Bitcoin (how on earth did I think of that??). Now I'll show you how I create my own SWOT analysis for this specific project:

Strengths

I've been dealing with the subject of Bitcoin and how to make money from it for a pretty long time, so I consider myself an expert in the subject. I have above average writing skills. I know how to bring traffic to Bitcoin-related projects. I have a website that generates daily visits from people looking to make money from Bitcoin. I'd say overall my strength score is 9.5. Remember this is my own opinion about things. I may be completely wrong, but some analysis is better than no analysis.

Weaknesses

I have never published an eBook before successfully. I'm not a native English speaker. I don't know if people are interested in what I have to say. Since I can see a way to overcome most of these weaknesses I'll say my weakness score is 4.

Opportunities

People are constantly looking for new ways to make money online. Bitcoin is (relatively) new and a lot of people are interested in what it has to offer. There are almost no (good) products out there that explain about Bitcoin and affiliate marketing. I guess my overall opportunities score is 7. Again, this is just a wild hunch and is more of a gut feeling based on what my analysis of the industry is.

Threats

The book is in digital format so it may be copied in a second and given away for free on different websites. By the time the book is out, maybe some of the tactics I will explain will not be relevant any more. My website relies on organic traffic from Google. If my rankings drop I may not sell my predictions as well. After thinking about how I can overcome most of these threats, I'll give my threats the score of 5.

So my final SWOT analysis result is 9.5 - 4 + 7 - 5 = 7.5

Now if I do another analysis on a different idea (which believe me I did) I can compare between the two. This last step of giving a number to each step and adding them up is something I made up and is not in the original SWOT analysis. I do believe it's easier to compare ideas this way.

Chapter 2.6: The Beigel analysis (for lack of a better name…)

One more analysis you can do is the one I did when I started out 99Bitcoins. It's some sort of a variation of the SWOT analysis which I will now call "The Beigel Analysis" (dramatic drum roll please….). By using this analysis I got to the conclusion that pursuing the road of creating 99Bitcoins will be the best use of my time and effort.

What I do is take each idea and give it a number from 1 to 5 in each of the following categories:

Need

How much is this product actually needed. Are people actively searching for it or for the problem it solves?

Viability

Am I actually capable of pulling this off? Meaning if I would want to build a blog the viability for me would be 5, but if I would like to design mining rigs the viability for me would be 1. Also if a large amount of money is needed to start such a product it will reduce the viability score.

Competition

How crowded is this specific space and how probable is it that I will be able to overcome the competition? A higher score means lower competition.

Profitability

How easy it is to make money, and large amounts of it from this idea? You should take into account the revenues you will generate and the expenses it will take to earn them.

When I'm done giving each category a score, I just add them all up and the idea with the highest score wins.

Keep in mind that if you have an idea that you're extremely passionate about and it gets a low score it doesn't mean you have to throw it out the window. This is more of a reality to check to make sure you're aware of all of the obstacles and opportunities that lie in your way.

Later on in Part II, I'll show you specific tools and tricks to check if your idea also has a need and the amount of competition it has. For now just go with your gut feeling and add some Google research to come up with the numbers. You can always come back to this analysis and change the numbers as you dig up more information.

Chapter 2 Homework - Start Brainstorming your New Bitcoin Business

Now that you are familiar with the various business opportunities inside the Bitcoin space I want you to start thinking about which type of business is best suited for you. Pick three different ideas for Bitcoin businesses from any of the categories above, or if you have your own idea that isn't listed here even better!

I want you to pick three because in Part II of this book I'll show you how to test these ideas out to find out which one of them is most likely to succeed. When choosing an idea try to find something you can relate to in some sort of way and not just something that sounds profitable. As you'll learn later on, the only way to achieve success is to give actual value to your customers. And the only way to give great value to your customers is to do something you love (thanks Steve Jobs…).

When picking out ideas for your business I also want you to be as specific as possible. Don't just say, "I'll build a Bitcoin information site." Say something like, "I'll build a Bitcoin information site that focuses on reviews and comparisons of the major Bitcoin exchanges and wallets."

Focus is a major factor in any success. You need to focus on something that you're good at or want to be good at. If your idea for a business is too broad you won't know where to start and you definitely won't know how to define your initial target audience. But more on that in Part II.

For now pick three Bitcoin business ideas you'd like to test out and define them as detailed as you can. After you picked them out create a SWOT analysis or a Beigel analysis for them. You can even do both of them if you'd like.

Here's an example. When I started out in 2013 I actually had a few ideas lined up. Here is the listed of my initial ideas:

1. Create physical Bitcoins as gifts (similar to Casascius coins).
2. Create an exchange platform for Israel (my home country) - almost none were present at the time.
3. Create a Bitcoin news site that would cover the different news stories from around the world (Coindesk was only starting out back then).

4.   Buy or sell Bitcoins on eBay.

5.   Create a video tutorials site that will help people get started with Bitcoin.

As you can see I was very particular about my business ideas - I didn't just say, "I want to build a Bitcoin exchange." I thought about focusing my exchange only to my home country. Same thing goes for the information site - I was very specific about having it video-oriented and targeted at Bitcoin newbies.

Well that's enough babble for now…..get to work and I'll see you in the next chapter!

Chapter 3: (Bitcoin) Affiliate Marketing - My Dirty Little Secret…

Welcome back! Did you do your homework? Have you thought about three ideas you'd like to test in the Bitcoin space? If you did, great! If you didn't, stop reading now and go back to doing your homework. You see just reading this book won't get you anywhere. You have to take massive action in order to reach the success that I was able to reach and be successful. I didn't just sit down and read a bunch of books. I tested out stuff, failed and learned along the way and that's how you get results.

Anyway I hope you're ready since this chapter is going to give you the complete rundown on Bitcoin affiliate programs. If you have your own Bitcoin product or don't plan on becoming an affiliate then you can skip this chapter, although I'd prefer you didn't. Since even if you already own a Bitcoin business with an actual product that sells, using the power of affiliate programs can help increase your revenue stream.

Also, if one of the business ideas you want to test out is an information site or information product for example, you'll still need to find a way to monetize it. Affiliate marketing is the perfect solution for this.

I consider affiliate marketing to be the Blue Ocean of the Bitcoin space. I talked about Blue Oceans before and a blue ocean means a space where there is almost no competition, no one to "eat you alive" like a shark. Spaces with extreme competition are considered Red Oceans.

So many Bitcoin businesses are set up each day and ALL of them are in need of customers. If you can help them bring in those customers, it's a win-win situation. And almost nobody is focusing on this space! So I hope I've got you psyched, now let's get started with Bitcoin affiliate marketing.

Chapter 3.1: How Affiliate Programs Actually Work

Affiliate marketing is a type of performance-based marketing in which a business rewards an affiliate for each visitor or customer brought by the affiliate's own marketing efforts13.

There are three players in this game:

The merchant

Can also be known as vendor, advertiser, retailer or brand. Basically this is the company in need of customers.

The affiliate

Can also be known as the publisher. This refers to the person who brings in the customers and advertises the brand.

The network

Can also be known as the affiliate network. Sometime a merchant will turn to a 3rd party service to manage its affiliates. This is where the affiliate network comes in. It contains offers for the affiliates to choose from and also takes care of the all of the payments and technical issues. The network also supplies you with a dedicated affiliate manager to answer all of your questions.

Let's take a look at some examples. Amazon, "the merchant", would like to get affiliates on board to start selling its products. It opens up **its own affiliate program** so that different affiliates can sign up. In Amazon's case they decided to manage their affiliates in-house and not outsource this process to an affiliate network.

Another example would be Sony. Sony wants to open an affiliate program but doesn't have the knowledge or the time to take care of all of the setup. They approach the largest affiliate network

---

13 https://en.wikipedia.org/wiki/Affiliate_marketing

available called CJ affiliate (or in short "CJ") and tell them that they want an affiliate program. CJ sets up a section for Sony on their website which lists all of Sony's offers, terms and conditions.

Affiliates that want to promote Sony will need to head over to CJ and sign up. Sony will, of course, need to pay CJ some sort of fee for taking care of its affiliates and setting up everything, but they prefer that over managing their own in-house affiliate network.

Your job as an affiliate, if you choose to accept it…

As an affiliate of a company, your job is to bring as many sales or qualified leads (contact information of relevant customers) as you can. You'll get paid according to the terms of the specific affiliate program. For example, Coinbase only pays you if you refer a customer who actually made a purchase - this is called CPS (cost per sale) or CPA (cost per acquisition).

On the other hand, you may find yourself promoting a company that pays you each time a person leaves his name and email on their website. This is called CPL (cost per lead). Needless to say that the payouts for CPA will almost always be higher than the ones for CPL.

The last form of payment is revenue share, or rev share in short. This means that you and the company split the profits from what is charged from the customer. This is very common in subscription-based products or in trading services as we discussed before where the client does several repeat purchases.

Payment can also be recurring - meaning if you drive a customer to get a subscription, each time the subscription renews you get paid again. Hybrid deals of rev share and CPA is also available at some vendors.

By now you may be wondering how all of this is done technically. Meaning how does the company know that I brought a specific sale or lead? Great question! Let's dig in…

Chapter 3.2: The Miracle of Online Tracking through Cookies

Now for the technical part. Don't worry you don't need to know any programming or anything like that. I'll explain it all in very simple terms.

When you sign up to an affiliate program, you'll get a unique affiliate ID for that program and what is known as an affiliate link. Keep in mind that affiliate links have many names. For example they can also be called ref links, referral links, hop links and aff links. An affiliate link will usually look like the normal URL plus a tag to represent your specific affiliate ID.

So for example, if I'm going to promote the Ledger hardware wallet for Bitcoin, I can sign up for their affiliate program here. I then get a specific affiliate ID (in my case it's 9621) and an affiliate link: https://www.ledgerwallet.com/r/9621.

You can see that the usual link to Ledger's website which was https://www.ledgerwallet.com has an addition of "/r/9621" which is my own affiliate ID tag. This tag is used to track the customers I brought that actually made a sale.

Other forms of affiliate links are

http://SomeURL.com/?ref=YourAffiliateID

http://SomeURL.com/?r=YourAffiliateID

http://SomeURL.com/?aff=YourAffiliateID

http://SomeURL.com/?YourAffiliateID

http://AFFILIATE.VENDOR.hop.clickbank.net - This is specific to Clickbank's affiliate network only.

"What actually happens when someone clicks your affiliate link? How are they "tagged"?

Well, when a visitor clicks my affiliate link he is moved over to the merchant's website and a cookie is installed on his browser. A cookie is a small piece of data sent from a website and stored in a user's web browser while the user is browsing that website14.

Simply put - once the user clicks your affiliate link, he is planted with a piece of code that now tracks where he came from. If the user ends up buying something on the site, the affiliate program will search to see if there are any cookies installed on the user's browser. When it finds your cookie it will attribute that sale to you, and you'll get a commission.

"Isn't this form of tracking evil? I mean we're tracking users without their consent"

Well that's not entirely true. On each website that uses cookies there should be a clear statement about it. I don't know the exact number, but the vast majority of the web uses cookies today to track user activities. That's how you see all of these ads chasing you around once you've visited some websites. That's also how Google tracks user behavior on over 28 million websites across the web15.

"And if the visitor deletes his cookies? Will I still get a commission?"

No. In the case that no cookie is present then you will not get a commission. Even if the user surfs from a secure browser that does not use cookies, you will not get a commission. From my own experience most people don't delete their cookies while in the process of purchasing so most of the time you'll get your commission as promised.

Another thing that may hinder your revenues is the cookie length. A cookie doesn't last forever, and depending on the affiliate program terms, you'll know how long the cookie will last. So let's say you have a 30 day cookie in the affiliate program you registered to, and someone clicks on your link but doesn't but anything. If that same someone comes back to the site and purchases within 30 days, the sale will still be considered yours.

---

[14] https://en.wikipedia.org/wiki/HTTP_cookie
[15] http://trends.builtwith.com/websitelist/Google-Analytics

One final thing about cookies - the last cookie is the one that counts. So if I bring a visitor through my affiliate link but he doesn't buy, and a day later he clicks your affiliate link and buys - you get the commission.

Chapter 3.3: Bitcoin Affiliate Programs and How to Find Them

Now that we know what affiliate marketing is, let's see what opportunities lie inside the Bitcoin space for affiliate marketing. Below is a list of the top known Bitcoin affiliate programs today. I've created this list from my own experience and all of the programs in this list have been tried and tested by me. For some, I've even published my actual stats and will share them with you later on. Since I do not promote gambling websites as an affiliate, Bitcoin casino websites aren't on this list.

For a list of all Bitcoin affiliate programs available, please [check this link](check%20this%20link). Since Bitcoin is a very dynamic space some programs may no longer exist (due to company shutdown) and some new may have arrived. There's a [post on BitcoinTalk](post%20on%20BitcoinTalk) which lists all of the known affiliate programs as well and is updated by various companies offering different programs.

In order to find out if a certain product has an affiliate program just go to Google and type one of the following:

[product name] + affiliate program

[product name] + referral program

[product name] + partner program

Because of the changing nature of affiliate programs I sometimes did not list any details here regarding payouts, cookie length and other things we will cover in the next part. It's better for you to investigate each of these programs personally to see if it suits your needs.

Bitcoin exchanges affiliate programs

Coinbase

Rewards you $1 in Bitcoin for every new depositing customer you bring to Coinbase. This is a self-hosted affiliate program (i.e. doesn't work through an affiliate network) and you need to sign up to Coinbase in order to get started. I did a comparison between this program and Local Bitcoin's program here.

Coinmama

A Bitcoin broker which allows customers to buy Bitcoins with a credit card. Pays up to 3% of the purchase amount.

CoinMX

A Bitcoin trading platform which pays you $15 in Bitcoins for each new depositing customer you bring on board. It is very popular because it accepts credit cards.

iGot

An international Bitcoin exchange which competes with Coinabse. Accepts buyers and sellers from all around the world. Pays a commission of $15 in Bitcoin for each new customer who bought at least 0.5BTC.

Local Bitcoins

A website that connects Bitcoin buyers and sellers. Pays out 20% of the trading fees taken by both sides. This is a recurring payment that ends after one year. Here are my stats from early 2014.

Virwox

An exchange that allows buying Bitcoins with PayPal through the use of SLL (it's all explained in detail here). Pays you 20% of the trading fees they charge from the customers. This is a recurring payment meaning if the customer buys again you get paid again.

Bitcoin trading services affiliate programs

AvaTrade

A trading platform which allows customers to trade Bitcoin CFDs. You are able to choose whatever payout scheme you prefer - either a fixed price of $250 for each trading customer or a recurring revenue share of 20%.

eToro

A social trading platform where people can mimic other successful investors. Allows users to also invest in Bitcoin CFDs. You get paid a fixed CPA of $200 for each new trading customer or 25% recurring rev share.

Markets

CFD trading and Binary Options for Bitcoins. CPA is calculated on a case by case basis, default CPA is $150.

Plus500

One of the more successful Bitcoin CFD trading platforms in my opinion. CPA can reach up to $500 depending on which country your customer is from. You can see a breakdown of my revenues with this company back is late 2013 here.

Bitcoin wallets affiliate programs

Ledger

The creators of Ledger Wallet, the Bitcoin hardware wallet. Payout it 25% from each sale and is paid in Bitcoin.

TREZOR

The creators of TREZOR, the Bitcoin hardware wallet. Commissions are 5% from purchase price and are paid in Bitcoin. You need to sign up to the site in order to get to the affiliate section.

Bitcoin mining affiliate programs

Cex.io

A company which trades in mining power. The mining power you purchase can be used on Ghash.io, the largest Bitcoin mining pool to date. If you refer users to Cex.io you get 3% of the mining power they purchased as commission. You can then use that mining power to mine on Ghash.io.

Additional Bitcoin affiliate programs

Lynda

An online video training website. They have an [introductory course about Bitcoin](). Payment varies between $10 to $37.5 depending on what subscription the customer purchases.

Udemy

Also an online video training website. They have several Bitcoin courses for sale in different price ranges. You earn 25% of each sale you make. The difference between Udemy and Lynda is that Lynda brings their own instructors and Udemy allows anyone to create a course.

Amazon associates

Probably any physical Bitcoin item or book you can find online can also be sold on Amazon. Commissions vary from 4% to 8% depending on your sales volume. Later on in this chapter I'll tell you about my unfortunate experience with Amazon Associates. I don't recommend working with them (and later on you'll see why) but it is an option to consider.

Chapter 3.4: What to Check When Applying For an Affiliate Program

Before we conclude this chapter and the affiliate marketing section, I'd like to give you a little heads-up about what you need to look for when applying to an affiliate program. Even though the concept of affiliate marketing is the same on every different program, the terms may vary.

When you first sign up to an affiliate program, read the affiliate program terms carefully. I don't just say that to get myself off the hook. Read it ALL and read it thoroughly, as you may be surprised at what you'll find there. Here's a breakdown by order of importance of what to check.

Is the product any good?

I hate promoting lousy products for two reasons. One, it undermines my credibility with my readers, and two, I don't make enough revenue off them because there are many refunds. By the way, if I wasn't clear about this before, when a user refunds a purchase, your affiliate commission is taken away as well.

Before promoting a specific product I tend to either use it myself or read a bit of reviews about it online. I mainly look to see if it's not actually a scam since so many Bitcoin scams are out there. In fact I've been burnt by this in the past. I started promoting an "investment program" called Bitcoin Trader which later on ran off with the investors' money (including my own). Imagine how I felt when angry emails came my way from people who deposited money in that program due to my recommendation.

Sometimes you can even ask for a free trial or a sample to test out the product from the merchant. Just tell them that you want to promote them as an affiliate and you need to get firsthand experience of the product.

If you don't manage to get your hands on the product you're promoting, I highly advise to state that when you promote it. Transparency and credibility are key when trying to build a loyal audience which will follow your recommendations.

What are the payment terms of this specific program?

Here are some questions to ask yourself when inspecting the payment terms:

- How much is the payout?
- Is it a CPA model, rev share model or hybrid?
- Is this a recurring payment?
- Am I getting paid in dollars or Bitcoins?
- When will I get paid? Some companies pay you immediately and some can hold your funds up to 90 days from the date the deal was made (e.g. Amazon).
- Is there any threshold to my payment? (Do I need to surpass a minimal amount of sales before I can get paid?)

Some of these questions may not seem critical now, but if you want to build a sustainable Bitcoin business, you'll have to know the answers for these questions. For example, if you're going to get paid only 90 days after you bring in customers that can seriously hinder your cash flow.

Another example is if you get paid in Bitcoin and not in dollars. This means that:

A. You are subjected to the ever-fluctuating Bitcoin exchange rate.

B. You will also need to pay additional fees for converting these Bitcoins back to dollars (if you intend to do so).

What is the cookie length?

It's important to know if your cookie expires after 24 hours (e.g. Amazon) or if it lasts for three months (e.g. Local Bitcoins). This will affect how many paying customers you'll be able to bring onboard. Since if the cookie lasts longer, you'll get paid even if the customer decides to purchase at a later date.

Are there any restriction on the way you can promote the product?

Some affiliate programs apply restrictions on how you can promote the product. For example, many brands don't like affiliates using their brand name in their paid Adwords ads (if you don't know what Adwords is, don't worry we'll get to it later on). Other vendors may prohibit the promotion of their product anywhere outside of your own website (e.g. Plus500).

Is the company Affiliate oriented?

Some companies, like Coinbase for example, have an affiliate program but they don't really "take care" of their affiliates. Meaning there's no dedicated affiliate section, no affiliate managers to answer your questions and no media section where you can download banners, articles or other marketing materials to help you in your efforts.

This is important, because if you're going to invest time and money in promoting a company you need to make sure it's willing to give you the support you need. How can you trust that a company's affiliate tracking is working well when they don't even supply you with basic marketing materials?

You'll notice that this criteria is near the bottom of my list since I consider it to be important but not crucial. I have some companies I promote that have lousy affiliate orientation but still generate me a great amount on income.

Also, if you do get a dedicated affiliate manager, it's best to send him an email or give him a call to say "Hi". You won't believe how much personal connections will get you better affiliate terms…

Is this product already being promoted online?

Finally, you want to check if the product is already promoted online. You're doing this for two reasons:

1.   To find out who your competitors are and what they're doing.
2.   To find out if it's a profitable product to promote - if you see many competitors that's actually a good thing, since it means that money is being made by promoting this product.

"But how do I find out if it's being promoted?"

Simple. Just google the product's name + the word "review" or the product category + the word "comparison". If someone is already promoting it you'll probably see an article about it. Once you find that article, just go to the link which points to the product and see if it's an affiliate link - you already know how they look don't you?

Keep in mind that sometimes the affiliate link will be cloaked on the product's website. Meaning you won't see the affiliate ID even though it is an affiliate link. That is why it's best to check the link on the referring page and not on the product page.

Let's give a short example. Say I want to promote Plus500's Bitcoin trading services. I go online and typo into Google "Plus500 Bitcoin review" and see what comes up. Immediately there are 2 results that I consider to be affiliate websites (mainly because of the website name):

I will now go to each one of the sites and look for the link to Plus500. Before clicking that link I will look at the bottom left corner to see if it's an affiliate link or not. Let's start off with the first website - NewsBTC. Once I hover over the link to Plus500 you can see at the bottom that this is in fact an affiliate link.

I will now examine the next website, CoinQA. Here when I hover over the link, I don't see a regular affiliate link but rather a link cloaking scheme which usually looks like this: **http://WebsiteName/VendorName.**

Step 1 – Sign up for an account with Plus500

Plus500 is a Contract For Difference (CFD) trade engine that is approved and regulated by the Financial Conduct Authority and included on the London Stock Exchange. In today's financial regulations this standard is like gold. It's one of the most heavily used trading engine that offers CFDs on Bitcoin.

To get an account, register your account on official website (click here) and then click on the "**Start Trading**" link to register for an account, in next windows either choose to download trading software or . You can also direct download their trading software (Download Here)

Step 2 – Verify your account

Plus500 will send a verification link to your email address. Open your mail and click this link to verify your email address.

Then verify your phone number to get a £20 bonus. The link for this will be at the top right corner of the Web Trader screen, below your email address. When you click this, you will be asked for your name, address and phone number and a few questions about your experience trading different financial instruments.

After this, you be asked for a phone number to verify. If you enter a mobile number, you'll be sent a verification number by text message. If it's a landline, the computer will phone you and tell you the number. Enter this code in box, and your account will immediately be credited £20 that you can use for trading.

Step 3 – Fund your account and get promotional bonus

Your have to some amount of money before start trading Bitcoins with your account and you will get a £20 bonus. There is a link at the top right of the Web Trader screen to add some funds and get to £6000 is offered depending on starting

www.coinqa.org/go/plus500

This is done so that people who are looking exactly at what we're doing won't know these are affiliate links. Usually any link that isn't a direct "copy & paste" of the vendor URL is probably some sort of an affiliate link.

You'll notice that if I click these links and reach the merchant's site I won't see any affiliate link extension. As I mentioned before this is known as link cloaking and is sometimes done in order to hide the fact that you have reached a website through an affiliate link. Here's how Plus500's website looks after I click newsBTC's link:
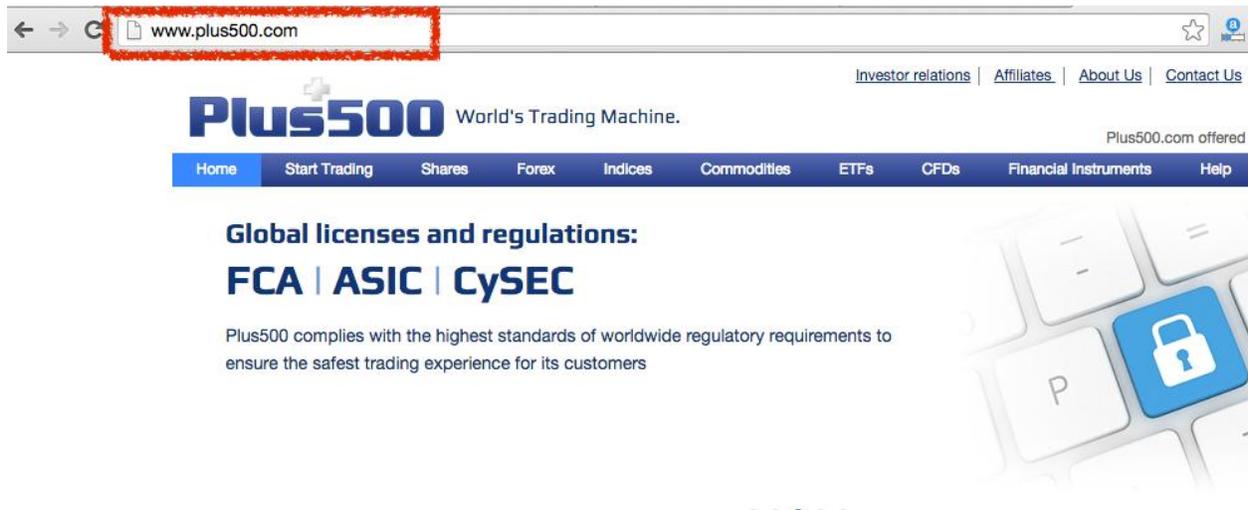
As you can see, no one can tell this was an affiliate link since the affiliate URL add-on was removed.

Chapter 3.5: Rules For Affiliate Marketing You Should Live By

I'd like to take a short trip down memory lane and tell you a story about one of my first experiences with affiliate marketing. It wasn't a good one, and I've learned a lot from it. Hopefully you will too.

On August 24th 2009 I got an email from Amazon, here are its highlights:

"We have found your Associate links are appearing as sponsored links on search engines under the term "kindle" and variations of this term. This activity is prohibited by the terms of the Operating Agreement…

…We may withhold any referral fees…

We also ask that you take preventative measures, such as adding Amazon's Proprietary Terms to your negative keywords. In addition, you will not receive payment for referral fees earned through the use of these keywords."

At this point I was almost one year into online marketing and it was my first big success in affiliate marketing. This was my first payment to be received from Amazon and I invested heavily in PPC marketing (Pay per click, will be discussed later) in order to get there, here are my expenses for the three months I was actively promoting my website.
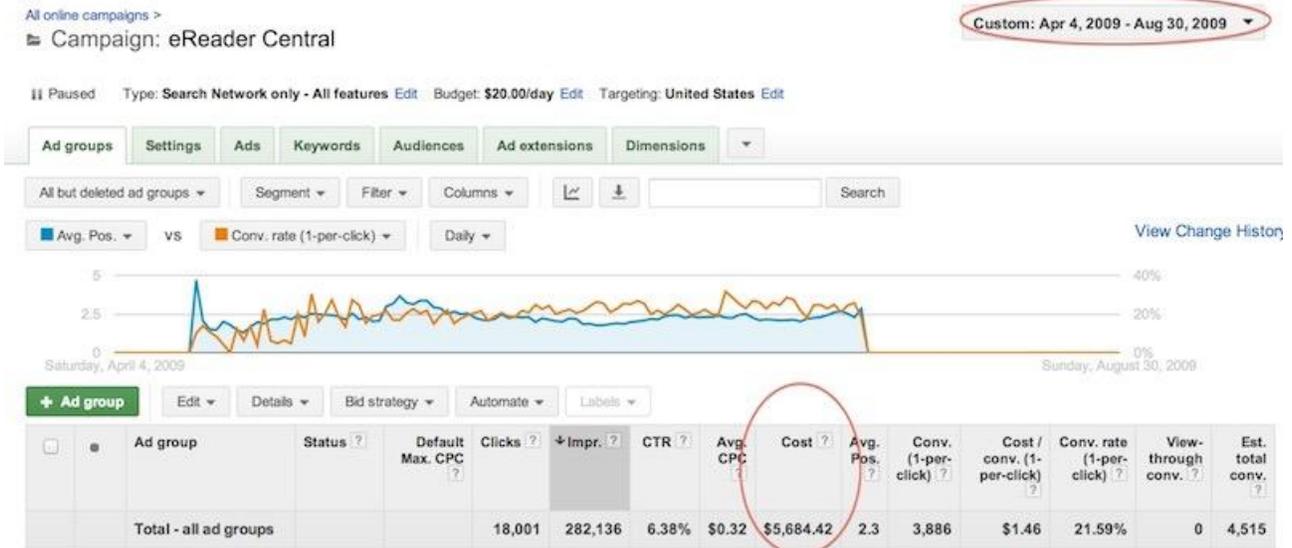
Adwords search network campaign:

Adwords display network campaign (back then it was called the "content network"):
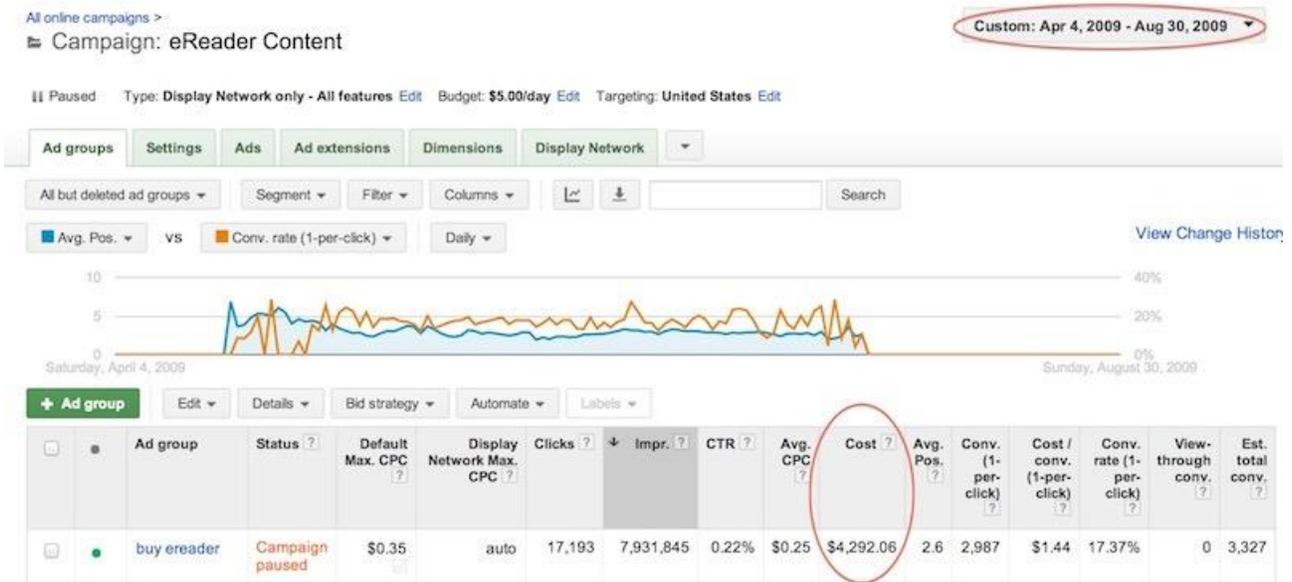
Add another $2K from Yahoo and Bing and you get around $12K in PPC expenses. My payout was to be just a little over $21K, so I felt I was on a roll. All the time there was a voice in the back of my head that was worried that I am spending money and still not getting paid (remember that Amazon pays 60+ days after you've made a sale).

Earnings Report Totals   Glossary

April 1, 2009 to August 31, 2009

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	1316	$224,821.10	$22,076.57
Total Third Party Items Shipped	285	$12,409.66	$823.13
Total Items Shipped	**1601**	**$237,230.76**	**$22,899.70**
Total Items Returned	**-54**	**-$10,420.91**	**-$1,019.74**
Total Refunds	**0**	**$0.00**	**$0.00**
TOTAL ADVERTISING FEES	**1547**	**$226,809.85**	**$21,879.96**

I had no idea what the email was referring to. I have thoroughly read the TOS of the associate program and had known that I cannot bid on propriety terms, so I didn't. My only guess was the Keywords in broad match might have triggered ads with these terms. So if, for example, I bid on "eBook reader review" the keyword "amazon eBook reader review" would also bring up my ads.

To make a long story short, I tried everything possible to sort this out (emails, Skype calls, sending keyword reports to show what I was bidding on) but in the end I received the following answer:

 "I have reviewed your account history again and confirmed that your ads did appear on Yahoo.com for searches using the keywords "kindle reading device," "kindle review," "kindle book reader," "kindle reviews," and "kindle eBook" between June 19 and July 21, 2009…

While I understand that you do not agree with this decision, it is final based on multiple reviews of your account history. Any further messages regarding this issue will not receive a response."

I was petrified. I spent almost all of my savings at the time on this, and now, not only would I not get paid, I also owed money to people that I borrowed from in order to invest in my different marketing campaigns.

In the end around 2/3 of the amount was paid to me, so I made maybe just a little over $1k on those 3 months. This incident was just one out of many I've had in the seven years that I've been an affiliate marketer. Each incident teaches me a valuable lesson about how to diversify the risk involved with this occupation and that is what I wish to share with you today.

Rule #1 – Test each affiliate program before investing efforts in promoting it.

Today, whenever I choose an affiliate program to work with, I always test it out first. This means that I invest as little amount as possible to test the following things:

1. Reports are coming in accurately (basically that clicks are showing)
2. Conversions are registered and there's a reasonable conversion rate
3. Payments are met on time

Before I start really getting down to business with promoting a certain product, I will have at least 2-4 weeks of testing this out. And since my Amazon incident I NEVER invest my own money before getting paid for the first time. It's always a painful time for a company (even Amazon) to take money out of its own pocket, so I want to see they're good for it.

Rule #2 – Never rely too heavily on one vendor

When I was promoting eBook readers about 92% of my profits were coming from Amazon. That is why I was completely crushed when this happened. Today, as soon as I test out an affiliate program and I see it's working, I immediately start looking for another one with a similar product so I can diversify my risk.

For example, today I promote several Forex companies. So although I can probably make more profit by promoting just one company, I actively choose to promote two, even though one of them is less profitable. That way I always have leverage to negotiate terms and, more importantly, I'm not too reliable on any one of them.

Rule #3 – Never rely too heavily on one product

Whenever you're selling a product to someone, you're targeting a specific persona. In my case it was wealthy, tech-savvy old dudes (surprisingly enough most of my customers were 50-60 years old). And if you know the persona, you know what other products they're interested in.

For example, I could have easily also offered several different tablets that were coming out at the time. Have I already mentioned that you need to diversify your risk? This doesn't mean you need to lose focus and sign up to 10 different affiliate programs but as General Tolwin said in Wing Commander 4, "The price of freedom is eternal vigilance."

Rule #4 – Build a good relationship with your affiliate manager

Affiliate programs that have dedicated affiliate managers put me at ease. This usually means that the company respects its affiliate and that I'll have someone to talk to when I need it. Also, it's important to be noticed by your affiliate manager so he will know to answer you when you are in need.

What I usually do when I sign up for a program is send an email to my affiliate manager with a short introduction about myself and some questions about the program to show that I mean business. This will also help you further down the road when it's time to renegotiate your terms.

Rule #5 – Always use several traffic sources

This one I've learned not from the Amazon incident but rather from a different project. I see too many affiliates that are focused only on SEO (Search Engine Optimization) or PPC or list building. Again, you have to diversify risk, and if this means getting dirty and learning a bit of social marketing or content marketing then it's just something that you'll have to do. Fortunately, this book covers all of the major traffic sources.

Before we end this chapter, I just wanted to tell you that you shouldn't worry if you didn't understand some terms that were discussed in this section. First of all you have a complete glossary at the end of this book with all of the terms that are mentioned here which you can refer to at any time. Second, in Part III - Marketing Your Bitcoin Business Like a Pro, I will explain everything to you in detail so you'll know exactly what I'm talking about.

Chapter 3 Homework - Get Started with Your First Bitcoin Affiliate Program

Now that you've mastered the basics on affiliate marketing it's time to get to work. Pick just one program you'd like to test out. I'm telling you to choose only one program because I want you to focus on testing it out quickly and effectively. If it doesn't work out you can always move on to the next one.

So pick one, and sign up for its affiliate program. When considering which program to promote try to think not only of the payout but also about what you thought about in Chapter 2 - what kind of Bitcoin business you'd like to set up. The affiliate program you choose should match that sort of business.

So if, for example, you choose to set up an information site about mining, perhaps you're better off going with some mining affiliate programs than trading services. Also, don't limit yourself just to the list I gave you in this book. Search out for new programs in conjunction with your business idea. You may find something that I haven't written about here and it's a perfect match for your business.

It's crucial you finish all of this part's homework since you won't be able to actually carry out part two's assignments without it. Before continuing to read you need to have the following:

- A clear understanding of the basic concepts of Bitcoin.
- Your first Bitcoin transaction under your belt.
- 3 Bitcoin business ideas with complete SWOT analysis done for each one.
- 1 Bitcoin affiliate program you want to promote and that you've signed up for (optional for information products).
- A clear understanding of what affiliate marketing is and how it works(optional for information products).

If you're all set with these five items, I'll see you and the next exciting part of how to build your Bitcoin business….

Part II

Creating Your Bitcoin Business

From Idea to Reality.

Creating Your Bitcoin Business

From Idea to Reality

Welcome back! Are you excited as I am to get started with your new Bitcoin idea? This part is all about getting your idea from a nice concept into a tangible business, whether it's a website, mobile up, eBook or anything else you can think about.

In this part we are going to cover topics like how to research your idea in theory, test it in practice and analyze the results to know if it's a winner or not. I'm also going to give you practical tools and tutorials on how to set up a website even if you've never done it before.

Keep in mind that the concepts brought throughout this part can be applied to any Bitcoin business. But for the sake of being able to bring the maximum amount of knowledge to the table I will focus mainly on building information websites and products - since this is what I'm most familiar with.

Chapter 4.0: Lean Methodology - The Blueprint for Maximum Success in Minimal Time

The best thing you can do before actually getting to work on your business is to plan how you're going to work on your business. One of the best methods I've found for this so far is called lean methodology. This methodology is derived originally from Toyota's production system and it's most popular with companies who want to penetrate the market fast and test if their ideas are viable businesses16.

Lean methodology follows some very basic principles:

Create an MVP

An MVP is a Minimal Viable Product. It's the most basic form of your product which focuses on doing only one thing that adds value to your customer and doing it well. Anything that doesn't add value to your customer is considered waste and you shouldn't focus on it. Examples for waste are features that aren't the core of your product, unneeded bureaucracy, website pages that don't support your actual business model and so on.

For example, when I first started out with 99Bitcoins it didn't have hundreds of pages like it does today. Can you guess how many pages it had ?

Only one.

The one page that was supposed to make me money. The reason? I didn't see any point in putting up a whole website just to find out if the concept will work.

Test as soon as possible

If you want to succeed quickly you need to fail often and learn from it. This means to test everything you put out on the market and as quickly as possible. Once you have the Minimal

---

[16] https://en.wikipedia.org/wiki/Lean_software_development

Viable Product (MVP), ship it to your customers and start testing it. Your product doesn't need to be perfect, heck it never will be. It just needs to do what it's supposed to in an acceptable manner in order for you to get some feedback.

Remember - Done is better than perfect.

Credit: [David Hehenberger](#)

Track everything

Since you're building a product that does only one thing, you need to make sure you track everything about it so you'll know how to analyze the results. In Chapter 6, I'll show you exactly how I track every step of my product from registration to purchase and also what tools I use.

Learn from your mistakes

You need to work in what is known as iteration cycles - each cycle is a new MVPt built by feedback from the old version. And each cycle ends with user feedback from users who actually used the MVP (and not by just asking them questions about it). Once the testing is over you'll need to decide if you have a "go" or "no-go".

In case it's a "go", you continue on to refining your product and continue down the road (basically repeat the whole process according to user feedback). If it's a "no-go", it means you're going to have to pivot and choose a different idea to work on since this one didn't make the cut.

So to sum it up, lean methodology tell us to build an MVP, test and measure it, and learn from our mistakes. Simply put it's:

Build - measure - learn

However I've added an additional step to this blueprint which is to plan your actions. This means that you should test your ideas in theory and have some sort of a road map before actually building anything in a lean way. Only after testing our idea in theory will we decide if we're actually going to build it or not.

So our new blueprint will look like this:

Plan (theory) - Build (execute) - measure (test and track) - learn (analyze)

And this is exactly how this part of the book is constructed. Each of the steps in the blueprint has its own chapter so you'll know exactly how to put this blueprint to good use. One good way to describe lean methodology is that, "You want to be as lazy as possible but not any lazier." Meaning don't work hard, to work smart.

Follow these guidelines and your road to success will accelerate without proportion to the time you spend on it.

Our first step would be to plan our course of action. So many people just get right down to actually building their product without thinking beforehand what they want to do. Our planning will be constructed from crafting three assumptions.

Chapter 5.0: Assumption #1 - The Problem

What is the need or problem that we are actually solving and is it big enough?

When I started 99Bitcoins, I aimed to solve one simple, laser-focused problem - how to buy Bitcoins with PayPal. That's it. This whole huge website that generates thousands of dollars in revenue every month started from a solution to one simple problem.

So my problem assumption was this:

I think people want to buy Bitcoins with PayPal and don't know how.

If for example you think about building a mining tutorial website, your problem assumption may be:

I think people don't know how to mine Bitcoins and are looking for guidance.

If I were opening a Bitcoin gambling website my problem assumption would be:

I think people are looking to gamble with Bitcoin.

This may seem quite simple but it's a crucial step in crafting your Bitcoin business since so many people are building products that no one actually needs.

Life's too short to build
something nobody wants

- ASH MAURYA -

So take a look at each of your three Bitcoin business ideas and write down next to each one of them your problem assumption for this simple question:

Why do you think people need this product?

Take your time and think this through, don't rush it. Think about what is the core reason people should use your product. For example, before I started writing this book my hypothesis wasn't, "I think people want to buy an eBook about Bitcoin," but rather, "I think people are looking for ways to make money with Bitcoin online."

Once you're finished come back and we'll continue.

Done? Great!

Now that you have your problem assumption crafted, we're going to see if we can prove it in theory. Remember, before we start to build anything we want to be able to prove in theory if our assumption is correct. After this step we will need to decide if we have a "go" or "no-go" and continue to the next assumption or pivot to a different idea.

We are not taking action just yet, we want to be as lazy as possible before we're certain we need to actually build something.

Assumption validation tool #1 - Google Keyword Planner tool

Remember that neat tool from Part I? Well we're going to use it again. Just go into Keyword Planner and type in the keyword you think people will look for when searching for your product. For example, if you think about building a Bitcoin mining software. Type in "Bitcoin mining software" and click "get ideas". Make sure to click on the "keyword idea" tab and then locate your KW's search volume on the right.

As a rule of thumb I consider anything with more than 1,000 monthly searches to count as a "big enough problem". So in this case I consider this business idea to be valid in theory since it has 5,400 searches each month. There's still a long way to go to prove that I can actually pull it off but at least it pasted the initial test.

You'll notice that the more specific your KW is, the less search volume it has. Don't be discouraged by that. Sometimes the same idea has many KWs to describe it. For example, if I were to build a Bitcoin mining rig information site, I would look for several KWs including, "Bitcoin mining rig reviews", "Bitcoin mining rig comparison", "Best Bitcoin mining rig" and so on. These

KWs may not surpass 1000 searches individually but combined together they may just pass this test.

If you still can't seem to pass the 1,000 mark, perhaps the problem you are solving isn't big enough. This still doesn't eliminate the idea completely. Move to other validation tools to try and validate it.

Assumption validation tool #2 - Google autocomplete

A less quantitative tool you can use to validate if your idea solves an actual need is to see if Google autocompletes it in its search box. Sometimes even when an idea has a low search volume Google will autocomplete it. This is a good indication that this need/idea is being search for. If you try to autocomplete it and nothing comes up either try a variation of the idea or make peace with the fact that there's just no actual need for it.

Let's try to test out an idea for building a Bitcoin scam site. This is a site that reviews all of the latest Bitcoin sites.
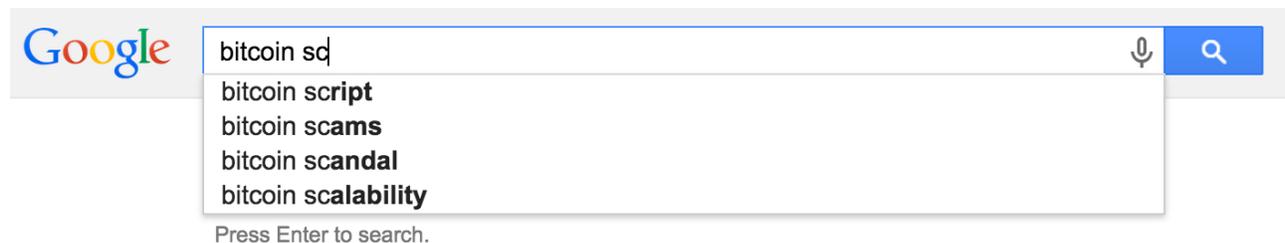
Google autocompletes my idea only after adding "sc" and even then it's at #2 and not #1. This means that people are actively looking for this but not as much as you'd think.

The lower the idea shows up in the autocomplete list the less it is searched for. So if your ideas shows up at #4 or #5 of the autocomplete list you should take them with a grain of salt as opposed to if they were shown in the #1 spot.

Also the more words you need to type into Google to get your idea to show, the less it is searched for. I consider to Google autocomplete feature to be one of the most important validators online. If something won't show up in autocomplete, it's a major red light for me.

Assumption validation tool #3 - Checking for competition

Another great way to see if there's a need for your idea is to check for existing competition. People tend to think that competition is bad but the opposite is correct - the lack of competition is what you should be afraid of. The chance that you thought of an idea that no human being on earth thought about as well is slim to none. Meaning if you don't find ANY competition to your idea it probably means that there's no money to be made from it.

The ideal situation is to find some, but not a lot of competition.

Check Google's organic and sponsored results - Do a quick search on Google either for the problem you are solving or for the solution you are offering and take a look at the organic results that come up (not the ads). But since Google results tend to vary according to location, I'm going to show you a neat way you can check for results in a country other than the one you're located in.

There's a great tool by Google called the [Ad Preview Tool](). Again you're going to need a Google Adwords account to use it but you should already have one by now if you've been doing your homework (have you???). Once inside the tool enter a search query, a google domain according

to the country you like, a country, a language and click on "preview". You will now see a preview of the search results for that specific country and language.

Keep in mind that none of the links in this preview are clickable but it still will show the results. If you want to investigate a specific result just go ahead and type its name in your own Google search. Above is an example for the query "Buy Bitcoins" in Spanish search from Google Spain.

Assumption validation tool #4 - Checking forums (Reddit, FB, Google+)

There are many UGC (User Generated Content) websites for Bitcoin which hold tons of information. The most popular ones are [BitcoinTalk](#), the [SubReddit Bitcoin](#), [Google +'s Bitcoin community](#) and [Facebook's Bitcoin community](#).

Visit these sites and ask around. You don't even have to say you're thinking of starting a business you can just say you're looking for a service that does XXXXX and if anybody knows of such a service.

But wait! This way they will be able to steal my idea!!

If only I had a dollar each time I heard this sentence. The quality of an idea doesn't lie in the idea itself but rather in its execution. Most people won't waste the time or the effort to try and steal your idea and even if they do you better make sure you execute it better, because if you don't a competitor will come along eventually.

The value you'll get from sharing your idea with the community and other people is much more valuable than the risk you take by sharing your idea, even with strangers.

Assumption validation tool #5 - Check marketplaces

If you're creating some sort of a product, whether it's an information product or any other Bitcoin related physical product check out different marketplaces like Amazon, eBay or Etsy. For example, before I started writing this book I looked for other books on Amazon and Clickbank (a marketplace for digital products) related to Bitcoin.

Reading reviews of similar products like this eBook already gave me amazing feedback on my idea before I even wrote the first word. I also saw that there is competition for my book but that it's not fierce, which is awesome since that's exactly the spot I'm looking for.

Chapter 5.1: Assumption #2 - The Solution + Goal

Once you're done with your problem assumption, it's time to move on to the solution assumption. In this step you'll need to assume what solution can help solve the need you validated in the first step and what outcome will happen as a result of that solution.

Going back to 99Bitcoins' example my proven problem assumption was:

People are looking for ways to buy Bitcoins with PayPal.

My new unproven solution and goal assumption was:

A written guide that reveals a way to buy Bitcoins with PayPal will get 2% of its readers to actually buy Bitcoins using this method.

Notice that my solution assumption consisted of two parts - the solution and a goal. For example, in my solution assumption I chose to write a written guide. I could have also chosen to do a video guide or a podcast. Why did I go with a written guide? Because it was the easiest solution to perform. Remember we want to be lazy.

The goal was that people will sign up to the Bitcoin exchange I recommend in the guide. Why do you need a goal? Well in order to prove a solution hypothesis we're going to actually build an MVP and measure the outcome. If we succeed in achieving our outcome goal then the solution is a "go". If we fail it's a "no-go".

Notice you need to be VERY precise about the goal. For example, I described my outcome as 2% of all readers will buy Bitcoins using my method. In Chapter 6 I'll show you exactly how to measure sign-ups but for now just craft your outcome.

Why did I choose 2% as my goal?

Well according to rules of thumb, anything you try to sell online will end up having a 2% conversion rate. Meaning if you try to get people to buy Bitcoins - 2% will actually buy them. If you're not trying to sell anything but rather just trying to get people to enter some information,

like subscribe to an email list, the benchmark will be 10%. There's no underlying logic - it's just a rule of thumb.

So you can either use these rules of thumb as you goals or come up with your own goal based on your personal experience. Just make sure to be very measurable in your outcome's definition. Something like "Getting people to sign up" won't cut it.

Going back to some examples from the first part, if you think about building a mining tutorial website your problem assumption may be:

I think people don't know how to mine Bitcoins and are looking for guidance.

My solution and goal assumption could be:

If I hand out a PDF guide about mining Bitcoins to my blog subscribers, 10% will sign up to get it.

And finally If I were opening a Bitcoin gambling website my problem assumption would be:

I think people are looking to gamble with Bitcoin.

And my solution and outcome assumption could be:

If I open a Bitcoin casino, 2% of the visitors will end up gambling.

These are all just examples, and there are a million different assumptions I could make. For now I just want you to craft only one problem assumption and one solution and outcome assumption.

Define your exact idea for a "successful goal"

Success should be defined as a single, quantifiable event. So here are some good ideas for what you may consider a success:

- Get 2% of the visitors to a page to buy a product
- Get 10% of the visitors to a page to sign up for a newsletter
- Get X% of people who visit a page to share it on Facebook
- Get X% of people who visit a page to leave a comment

Here are some bad definitions for success:

Get 50 signup in 5 days

There is no relevance to time when measuring success online. I don't know how many people went through your website in that amount of time. Was it 10 people, a 100 people, maybe a 1000? That's why it's always best to measure success as a percentage of visitors.

Get enough people to buy my product

This definition isn't quantifiable and I can't measure it. What does it mean that enough people buy my product? How many people is enough?

So take a look at each of your three Bitcoin business ideas and write down next to each one of them your solution and goal assumption. What solution will solve the need you described in your problem assumption. What will solve this look like? Will it get people to sign up to your product? to buy it? to follow through on an affiliate offer you have?

Make sure to be very specific in both your solution type and goal. Will it be a website, an app, a physical product ? What is the percent of people which will perform your outcome out of all of the users?

Once you're finished come back and we'll continue.

Done? Great!

Unlike the problem assumption, we have to test the solution and outcome assumption in practice. Just asking people if they would follow through on our solution won't cut it - we need to watch them in action. Here is where our MVP will come in to play, but before we actually build our MVP there's one more assumption we should talk about.

Chapter 5.2: Assumption #3 - How will you Make Money? (optional)

The final assumption deals with the business model of your business, or how will you make money from your solution. It's important to state that while this assumption is pretty important it can also be skipped at this point and thought about later. Google didn't have a clear business model in the first few years, same thing with Facebook.

Having said that, I honestly believe that if you want to start a business you should at least have an idea of how you're going to make money in the future, even if you are not planning to implement this process today. There are several ways today you can make money online.

Sell a product

Pretty simple. Charge a onetime fee for your product.

Sell a subscription

Charge a recurring fee on a timely basis (month, week, year). This works better for a service than for a product.

Create a freemium

Create a product, give it away for free in a limited version and charge either a onetime fee or a subscription for additional features. A good example of a freemium would be Wix. They let you set up a website for free but with limited features. You can then pay to get additional features available.

Refer to an affiliate offer

This is very common if you're creating an information product or website. Just refer readers to an affiliate offer and get the commission for the sales you bring in.

Ask for donations

Always an option, although I personally don't like it.

The "how will I make money" assumption, or business model assumption in short, is closely related to the outcome assumption we talked about before. Since the outcome will usually predict if you'll make money and how much money you'll make.

Again, let's visit our 99Bitcoins' example.

My proven problem assumption was:

People are looking for ways to buy Bitcoins with PayPal.

My still unproven solution and outcome assumption was:

A written guide that reveals a way to buy Bitcoins with PayPal will get 2% of its readers to actually buy Bitcoins using this method.

And my final business model assumption was:

A will make money through affiliate commissions from the exchanges I recommend.

In this case you can see that once I prove my solution and outcome I'll also prove my business model assumption since they are basically the same. If people buy from the exchange I refer them to I also get my affiliate commission. On the other hand going back to our mining blog:

The problem assumption was:

I think people don't know how to mine Bitcoins and are looking for guidance.

The solution and goal assumption were:

If I hand out a PDF guide about mining Bitcoins to my blog subscribers, 10% will sign up to get it.

And now I need to come with a business model assumption which can be:

I will sell second hand mining rigs to my email subscribers and 2% will buy them.

So in this case the solution and outcome assumptions are still related to the business model, since I won't have any audience to sell to if people won't sign up for my list, but they are not the same.

You'll notice that I also try to be very precise in my business model assumption. I want to give an actual number of sales I can make a month. This is important since what you don't define you won't track, and what you don't track you can't optimize and improve.

The business model assumption is also something that can't be tested out in theory but has to be actually put to practice through the MVP, and that's exactly what we'll cover in the next chapter. But before that, don't think I forgot….

Chapter 5 Homework: Validate Each of Your Assumptions

Now that you know how to create your three assumptions I want you to do the following:

1. Create one need assumption for each business idea you have.

2. Once created go ahead and validate it using at least three different tools. Don't just count on one tool to give you a straight answer.

3. Decide for each idea if it's a "go" or "no-go" to the next stage which will be testing your assumption through lean execution (explained in the next chapter).

4. For each "go" idea create a solution and outcome assumption. Be as precise as you can with both solution and outcome. I want to see numbers on those assumptions.

5. Create a business model assumption for each "go" idea. Even if you're not planning on implementing it from the get-go I want you to think about how you can make money from this idea. Again, be as detailed and as quantifiable as possible.

Chapter 6.0 - Measuring Your MVP Assumptions

We want to be able to track, test and measure our MVP's results. After all is said and done we'll have a final answer if our Bitcoin idea is valid and if we should continue to develop it into a complete project.

If we receive a "no-go" on our test, sadly enough we're going to go back to square one and start the whole process all over again. You'll see as time goes by that this process gets easier and easier to perform and you will be able to go through it all in days and not weeks.

How we track stuff on the Internet

Today it's pretty easy to track how people act online. Tracking is usually done by placing a cookie on the user's browser and following his actions (we talked about Cookies in Chapter 3). Software like Google Analytics or Mixpanel allow us to view that statistics of what our visitors actually do on our site.

An additional form of tracking is through a conversion pixel. This method is implemented using a code snippet. The code places an invisible 1x1 pixel image on your website which sends a message when someone visits or takes an action on that page.

If you promote affiliate offers you'd want the merchant you're promoting to implement a conversion pixel on his checkout thank you page, so you will be able to track if you've made a sale or not. You'll also use conversion pixels if you use ads from Facebook or Adwords to drive traffic to your site. But more on conversion pixel when we get to Part III - Marketing Your Bitcoin Business Like a Pro.

In Chapter 7 - Building you Bitcoin MVP (the next chapter) I'm going to show you how to install Google analytics, but for now I just want to give you a brief overview of what it means to track and test stuff online. If you're not planning on hosting your own website but are going to use some 3rd party software like wordpress.com for example - make sure you have the ability to get statistics about your visitors.

When you track your visitors online there are certain terms you need to be familiar with:

Uniques or unique users

This is the term used for individuals visiting your site. Each unique user equals one person that visits your site. Even if this individual visited your website three times in the same day he will still be considered as one unique user.

Page views

This is the term used for how many times your website pages were shown. So back to our previous example of a single person visiting your website three times in the same day, he will be considered as one unique users which generated three page views.

Conversion (or goals in Google Analytics)

This term is used to measure our goals. You will need to define it manually in most programs but it's one of the most important steps, since this will tell you if your test was a success or not.

Goals can be anything that's quantifiable, for example - visiting a page, staying over a certain amount on a site, filling out a form etc.

The 300 Rule: Never decide before reaching 300 test samples

So let's say we want to test if visitors who are visiting our website are buying our product and at what rate are they converting (meaning what's their conversion rate). We set up a site, install Google Analytics, define our goals and start tracking (all explained in the next chapter).

After two days we see that 80 people visited our site and one person bought are product. If you do the math it means that our conversion rate is 1/80 = %1.25. So does this mean that we didn't meet our 2% goal and should close shop?

Not entirely. You see, for a test to be statistically significant it has to collect enough samples, or visitors in our case. This means that until I measure at least 300 visitors, I won't decide if the test was a success or not.

You may see that after 200 visits you get five conversions which brings you to a total of 5/200 = 2.5% conversion rate which is good. But after a while you get no conversions and end up with five sales from 300 visits, bringing you back down to 5/300 = 1.66%.

So be patient and make sure to gather enough samples. How much is enough, well it depends, I usually use 300 as a rule of thumb, but the more samples the better. If you can get to 500 or even 1,000 that's great.

A/B testing - When you don't know what will work better

One form of testing I want you to be familiar with although we probably won't talk about it that much is A/B testing. A/B testing (sometimes called split testing) is comparing two versions of a web page to see which one performs better. You compare two web pages by showing the two versions (let's call them A and B) to similar visitors at the same time. The one that gives a better conversion rate, wins!

There are a lot of A/B testing tools out there that help you create the different versions and measure the results. This is used when you want to test which image works better on a sales page for example or any other element of the page for that matter. We probably won't use it that much in the course of this book but I just wanted you to be familiar with the term in case you encounter it.

Tracking tools you should know about

So now that I gave you an overview of how tracking on the web looks like, here are a few tools you can use on your website to help you track better. Keep this list as a reference and decide which tools you want to implement after creating your MVP in the next chapter. If you're new to creating your own website then Google Analytics is probably the only tool you'll need to implement.

Google Analytics

A must for every website, supplies you with the basics of online tracking. Suitable for beginners and advanced users.

MixPanel

A more sophisticated platform than Google Analytics which also fits mobile apps. This is a paid platform and is more suitable for advanced users.

CrazyyEgg

Allows you to see a heat map of your site. The heat map shows you where users look at and click the most. This is a paid tool.

Visual Website Optimizer

A great A/B testing tool that offers a free trial.

Optimizly

Another great paid A/B testing tool.

Chapter 7.0: Build - The MVP of Your Bitcoin Business

After all that planning and talking we've finally made it, we're actually going to build something!

Are you as excited as I am?

We're going to build our MVP so we can also prove our assumptions in practice and not just in theory. After we launch our MVP and test it we will have a final "go/no-go" and decide if the complete product should be built.
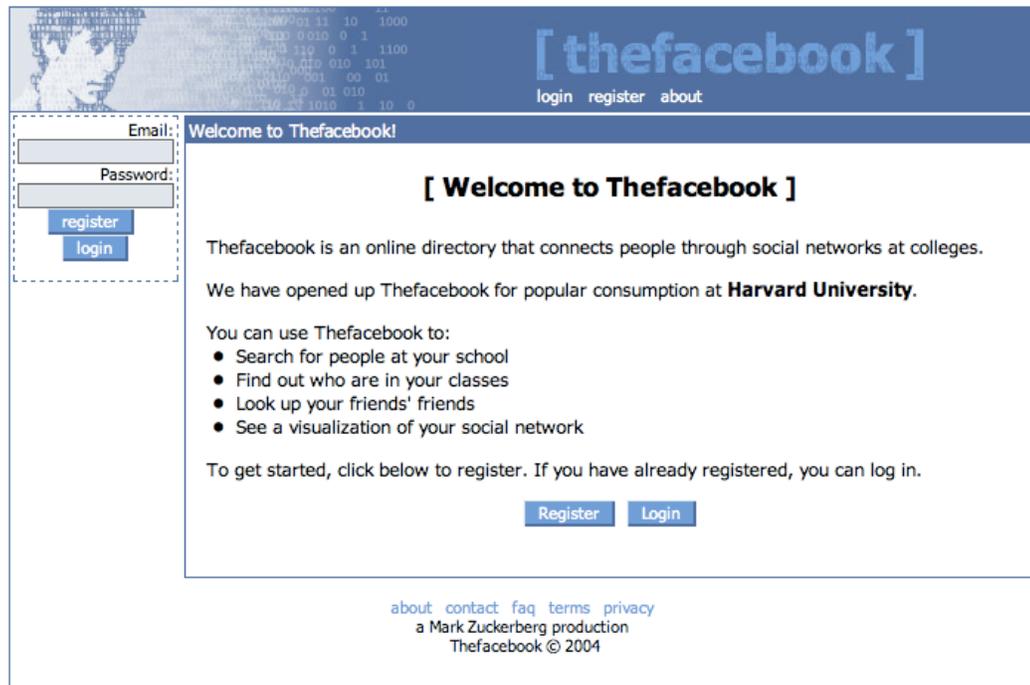
If you did your assignments you should by now have a general feeling about which idea seems most profitable to follow through on. Now it's time to start building our MVP. If you remember, we said an MVP is basically the leanest version of our product possible that still adds some sort of value to our user.

Here are some examples of MVPs you may already have heard about:

Facebook

If you compare Facebook's original version to what it is today you probably get an idea of what an MVP should look like. The original site lacked any good design, cool features like sharing or posting statuses and only allowed people to see who is in their personal social network.

Virgin Air

Virgin Air started with just one plane flying between two locations. It delivered on it's most core value proposition. After testing the concept and improving the offering they expanded their fleet.

Zappos

Zappos is an ecommerce site where people can buy shoes online. To test their value proposition, they took pictures of shoes at local stores, posted the pictures online, put them up for sale on their site, and when customers purchased the shoes, the company would buy them from the stores at full price and ship them to their customers.

Craigslist

I think one of the best examples is a website that kind of still looks like an MVP and proves the point that if you deliver your core value well you don't need anything else. Craigslist is considered to be the 60th largest website on the web17. All it does is let you post up and view classified ads in a not-so-beautiful way.

So think about your idea for a moment; what would it be in its most basic form? How will it look if it could do one thing and one thing only. This is how you should design your MVP. Why design a complete product when you can just build its core function and only if it proves all three assumptions move on.

---

http://www.alexa.com/siteinfo/craigslist.org#trafficstats [17]

When I started 99Bitcoins I didn't even have a website. I mean think about it, my assumption were that if I create a written guide on how to buy Bitcoins with PayPal people will sign up for my recommended exchange.

Do I really need to put up a website for that? Heck no! I just wrote a "Facebook note" on my Facebook profile and used it as my MVP. I'll later show you how I tested it but for now you can still see **the original note here**.

In order to get a clearer idea of what you can use as an MVP I want you to answer the following questions:

- How can your solution be created in the leanest and laziest way possible?
- Is there any way this can be done without any coding or design?
- Can I still think of something easier to do than what I just thought about?

Today there are so many free resources on the web that rarely will you need to actually hire a programmer and build a full-blown website just to test out your idea.

Even the ebook you're currently reading is a great MVP example. Why? Because I didn't even start writing it when before I proved my assumptions. I only put up a simple page that explains what the book is about and measured how many people were interested. Once I saw that enough people signed up to get it, I started writing.

I basically proved my problem, my solution, my outcome, and business model before even having a product.

You see, I don't want you to work hard, I want you to work smart. So before I'm going to teach you how to set up a basic website (in case you decide you absolutely must do so) here are some great free website alternatives you can use to create an MVP:

Facebook notes

If you just need to write a post or an article and publish it online you can always use Facebook notes. I did it for my MVP and it worked like a charm. The issue with notes and other Facebook products is that you can't get accurate statistics for them, but there are ways to still guess how many people have visited your page.

Facebook Groups

If you need to bring a group of people together this is a great way to create an MVP. For example, if you have an idea for a group deal website you can always start out your MVP as a Facebook group.

Facebook pages

If you need some more functionality than just text, you can open a Facebook page for free and use this as your MVP. This is good for collecting an audience that is interested in a certain category but doesn't need to interact with each other.

Kickstarter campaign

If you're going to build a physical product for example, what better way to validate if people are willing to pay for it then to create a Kickstarter campaign for it? Kickstarter analytics however are limited.

Wordpress.com

Not to be confused with Wordpress.org, this website allows you to host your own WordPress website for free. WordPress is a CMS (content managing system) which makes it easy for users with no technical knowledge to manage a website. Wordpress.com is a service that will set up the site for your and all you will have to do is enter the content. With Wordpress.com you get basic analytics.

If you find yourself debating over what's better - using Wordpress.com or hosting your own website you can read this excellent article to find out the differences.

Wix

Another free tool for building great looking websites. You can add Google Analytics to your Wix website.

Blogger

A free blogging platform by Google. Does similar things to WordPress only more limited. You can add Google Analytics to your Blogger site as shown here.

If none if these do the trick and you still feel that you need to build a full blown website here are step by step instructions on how to do so.

Chapter 7.1: Get A Domain Name

Probably one of the most exciting steps of building your own website is deciding on its name. You can easily get a domain name on GoDaddy but before doing so here are some things you may want to consider.

Buying a "used" domain name

The older the domain name the better credit Google will give it when you try to promote it. Because of this, it's sometimes worth it to invest some more money and get a veteran domain name. You can go on Flippa and just enter "Bitcoin" in the search box. Immediately you'll see used Bitcoin websites and domains for sale.

I wouldn't spend more than a 100 bucks on a domain name and even that's an exaggerated amount. But if you see a name you like which was registered two years ago it may be worth that price.

Another option is to use the excellent site ExpiredDomains to find old domains that just expired and are not getting renewed. This way you can get old domain names with a small amount of money. Here's a tutorial on how to use it.

Domain extensions

Today there are many available domain extension.".guru", ".tips" , ".ninja" are just some examples. Still the best option you will have is going with the good old ".com" extension. I'm saying this since no one really knows how Google treats all of these new extensions and better be safe than sorry.

Make your name short and memorable

Of course it becomes harder to do so as most of the ".com" domain names are almost gone. One piece of advice I can give you here is try using some form of numbers in your name, just like 99Bitcoins. There are still many free domain names which include numbers.

Incorporate your niche in the domain name

If possible try to have the name of your niche inside your domain name. If not, then at least include the word Bitcoin so that people will understand what the site is about. So if for example, you are going to open an information website about Bitcoin mining you may want to call it BTCminer.com (if that domain was available of course). You can always choose a very descriptive long domain name as well such as BitcoinMiningGuide.com, but I find it more appealing for the name to be as short as possible.

Don't sweat over the domain name too much

 When all is said and done, the domain name isn't THAT important. Also you will be able to change it in the future if you'd like. 99Bitcoins started out as BitcoinWithPaypal.com (pretty original I know). Later on when the site grew and I wanted to brand it in a more serious manner I changed the domain name to 99Bitcoins.

Remember, done is better than perfect, so just choose a name and let's move on to more important stuff.

Buy the domain, and only the domain for one year only

After you choose your domain on Godaddy, you will be showered with endless possibilities for add-ons and upgrades for your domain. You don't need any of them, trust me. Make sure to click the "no thanks, take me to checkout" button at the bottom. Also before checking out make sure the domain is registered for one year only, since the default is five years. The whole thing shouldn't cost you more than $15 for a ".com" domain.

Get a free domain name from your hosting provider

Almost all of the basic hosting providers supply you with one free domain name registration when you sign up. So before heading to GoDaddy make sure to check with your hosting company (read the next step) if they offer one. Also if you get the domain from the hosting provider you won't need to deal with technical issues like connecting the domain to the hosting.

Chapter 7.2: Get A Hosting Plan

The next step would be to choose a hosting plan. Websites are basically files that are hosted on a computer (i.e. server) somewhere. For people to be able to access your website you need to host your site's files on a server. Companies that offer these servers for rent are called hosting companies.

Since I assume you won't be building a very large website to begin with, you can use what is known as "shared hosting". This is a server that is shared by many websites. The pros of shared hosting is that it's relatively cheap, while the cons are that it's a bit slower than a dedicated sever. Having said that for our MVP a shared hosting plan will do just fine.

From my own experience, I found that for entry level websites Dreamhost does a pretty good job. I've also used Bluehost before but their support isn't that great. For as little as $4.95 you can get your shared hosting plan and a free domain name registered for one year.

Here are some things to consider when checking out hosting providers:

You don't need more than the basic plan

Many hosting providers will offer you different hosting plans which won't make much sense to you at this point. Be sure to choose the most basic plan possible since you don't need anything else at the moment. If you find yourself confused, most hosting websites have an online chat where you can consult a representative, they are usually extremely helpful.

Support is critical

One of the most stressful things that can happen to you as a website owner is that your website crashes. When that happens, you want to make sure that someone will be there to support you. One of the ways I test this out is to send a support ticket with a question about the hosting before becoming a customer. I want to see how long it will take to receive an answer. Of course you

can't conclude much from this about the actual support for existing customers but it's some sort of a clue.

Make sure they help you set up the site

Another great question to ask the online representative of the hosting provider you're evaluating is if they help you set up the site. I know that several companies will actually walk you through the process or even do it for you. Some companies won't do this for you but they have detailed explanations which will help you finish the process - [Bluehost](#) is a good example for this.

Choose a host that is located where you target audience is

Whenever someone tries to access you website, it means that they are trying to reach the server at which your files are located. This means that if the server is physically closer to that computer, he will reach the files faster and your website will load quicker. Don't take this recommendation as a must, but if your target audience is in the United States, don't host your website in Asia.

Make sure there's a money back guarantee

This is a standard for many hosting companies today. Just make sure that if anything goes wrong and you're not satisfied with the support you can always get a refund and choose another provider. There are so many hosting companies that the options are limitless, that's why most hosting companies will make sure to give you the best service possible so you won't leave - make sure you get it.

Chapter 7.3: Set Up Your CMS

The next thing you're going to want to do is install a Content Managing System, or CMS, on your hosting plan. This will allow you to easily write new pages for your website and control everything that goes on behind the stage.

The most popular CMS today is WordPress and I highly recommend using it since it's highly customizable as well. You have all sorts of plugins and themes you can choose in order to make your website look and act exactly like you want it. And the best part about it is that it's absolutely free.

Since I don't want to deal with many technical issues about setting up a website in this book, here is the best guide I could find on the web on how to install your CMS. It's a step-by-step guide, including screenshots. It was written by a site called WPBeginner (stands for WordPress beginner). This is an amazing resource for all of your WordPress needs and I find myself visiting it frequently myself.

If at any point you still can't seem to work things out, WPBeginner also supplies a free WordPress blog set up service.

Chapter 7.4: Design Your Site

WordPress websites use "themes" to design a site. There are endless amounts of themes available for WordPress. Just Google "WordPress themes" and you'll see what I mean. Many of the themes are offered for free in exchange for displaying a link at the bottom of the theme to its creator's website.

There are also premium themes that cost a few bucks but usually look way better than the free themes. When starting out with your MVP, don't stress yourself too much over your theme, even the default theme should do the trick. Here's how 99Bitcoins looked when it was in its MVP version:

As you can see it was very basic and it worked. Remember, we want to test fast and fail or succeed as quickly as possible so we can plan our next step.

You can change your theme from your WP dashboard under "appearance" -> "themes". If you need further guidance you can take a look at **this guide**.

Chapter 7.5: Add Content To Your Site

Now it's time to add pages of content to your site. You can either write your own stuff or hire freelancers to do it for you. In Chapter 8 I'll explain all about how you can get people to write content for you or help you with other website-related tasks.

For now know that if you're going to set up your own website it should have at least 10-20 pages of content so that Google won't consider it to be too low on content. Also it's always advised to make sure you have the general pages such as "about", "contact", "terms of use" and "privacy policy". The terms and privacy pages can be created through generators like this one.

I'm aware that you are still in the dark about what to write about but we'll cover a lot of tactics about getting ideas for your blog in Part III - Marketing Your Bitcoin Business Like a Pro. For now just make sure that the general pages are in place.

Additional website building tools

There are some very popular plugins and tools you can use that will help power up your website. I'm assuming you're using the WordPress platform and therefore most of these tools are WordPress plugins. If I not stated otherwise, all of these tools are free of charge.

Google Analytics

The standard software for tracking user behavior on your website. Once you sign up you'll get a code to paste into your site's header. If you don't know how to do so just use this tutorial for a simple and easy installation. Also, here's how to set up goals in Google Analytics.

You can also use this guide to install Analytify - a paid piece of software that makes analytics much more user friendly. I doubt if it's necessary though.

Contact Form 7

A WordPress plugin that allows you to implement contact forms within your website. Great for the "Contact Us" page.

W3 Total Cache

A great plugin that will boost your website's loading speed. There are also advanced configuration methods available, but just installing and activating this plugin will make a difference.

Akismet

Prevents people from spamming your blog with irrelevant comments in order to get links to their site.

Bitcoin Ticker Widget

Our own Bitcoin price ticker which shows Bitcoin prices from four different exchanges.

WordPress SEO by Yoast

A plugin that will help you configure your blog for Search Engine Optimization (SEO). We will discuss how to use it in Part III of this book.

ThemeForest

A market place for premium themes. These themes cost a higher price but are totally worth it. This is not so relevant for your MVP as it is later down the road.

Chapter 7 Homework:
Build Your Bitcoin MVP!

1. Let's get to work. Look at your solution and outcome assumption and think about the best way to build an MVP for it. This needs to be a "lazy" version of your final project.

2. Go ahead and build your MVP! Try to think if you can use one of the website alternatives suggested in this chapter instead of building a complete website.

3. If you have to build a website - make sure to go through all five steps and have it up and running.

4. If you're building an information product/site - Add the general content to your MVP. This would be the "contact", "about", "terms" and "privacy policy" pages.

5. If you're building an information product/site - Add the core content to your MVP. This would be the articles on your selected topic.

6. Set up tracking to your MVP and define the goals you want to achieve.

7. Measure enough samples to decide if the MVP is a success or a failure.

This homework concludes everything you've learned on how to implement lean methodology to your Bitcoin business idea. Once finished you should have a clear idea if you're going to move forward with your idea and market it like a pro (next part of this book) or go back to where you started and come up with a new idea.

Chapter 8.0 - How I Used Lean Methodology to Build 99Bitcoins

Now you know how to create and validate an MVP. I wanted to take the opportunity of this final chapter to show you the whole process I went through with 99Bitcoins from start to finish so you can see how I implemented everything we covered up until now.

The idea I chose for 99Bitcoins originally was just an information website about how to buy Bitcoins with PayPal. I found a single exchange that allows you to do so and luckily enough they also had an affiliate program.

Coming up with my best idea through analysis

Of course I measured this idea against other ideas with the "Beigel Analysis" as I explained in previous chapters, and here's how I evaluated it:

Need

I came up with this idea out of my own personal need of buying Bitcoins with PayPal and seeing it was a difficult task. So I assumed (and proved this assumption later on) that this is a big enough issue for all new Bitcoiners. Overall need score I gave this was 4 out of 5.

Viability

Since I was pretty well versed in building websites and internet marketing techniques, setting up an information website was completely viable as far as I was concerned. The viability score was 5 out of 5.

Competition

Searching on Google didn't give me any results for competitors talking about this. However I did find out about this method from a different site that was doing the same thing. So there was little competition which is exactly what I wanted to find out. However I was afraid it may be too little,

meaning there's not enough money to be made. I ended up giving the competition rating a 3.5 out of 5.

Profitability

This was by far the biggest enigma. Since I knew I could make money out of this but I didn't know if I can make large amounts of money. And I didn't want to spend my time on a project that will bring me $100/month. Seeing as Bitcoin wasn't still mainstream at the time, but I felt it was pretty close to getting there (since it was featured on TechCrunch) I gave profitability a score of 2.5 out of 5.

The total score I got for this project was 4+5+3.5+2.5 = 15. This was the highest score out of all of my other ideas (which included a Bitcoin news site, a local Bitcoin exchange and some other stuff). Like I said before, there is no exact science to this. It was all based on educated guesses and I may have been wrong. For example, Coindesk which was established the same time I started out is now a HUGE website.

Don't be afraid to be wrong about this, you're just at the beginning and it's better to test things out quickly and find out if you were wrong now instead of failing after you've invested a lot of time and money.

Now I had to craft my idea as laser-focused as possible. I could just say it's a "Bitcoin beginner's guide", but I want to be as focused as possible at this point. I ended up with this:

A Bitcoin website for beginners explaining how to buy Bitcoins with PayPal and a credit card.

Pretty focused right?

Now comes my favorite part - the assumptions.

If you remember correctly we have three assumptions we need to make - The problem, the solution and goal, and the business model.

Here were my assumptions:

The problem - People are looking for ways to buy Bitcoins with PayPal

The solution and goal - If I supply people with a written tutorial about how to buy Bitcoins with PayPal at least 2% will buy at my recommended exchange.

The business model - I will become an affiliate of the recommended exchange and generate commissions for each sale.

Let's prove each of these assumptions. We will start out with the problem assumption. In order to see if other people experience this problem as well I used the Google KW tool to see how many people are searching for this term each month. Here's what I got:
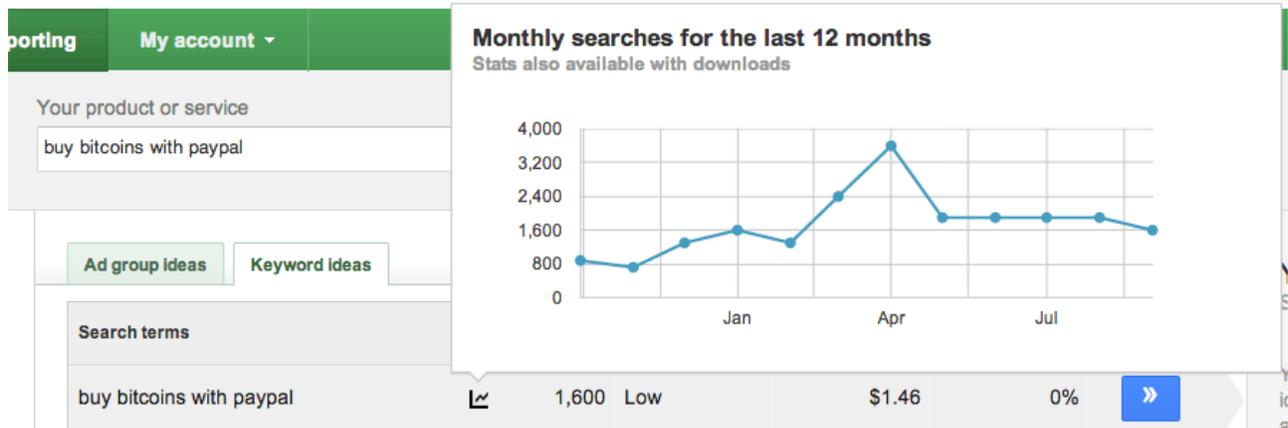
If you remember what we talked about before, over 1,000 searches a month is a good enough indication for me. So I had my first go. But that wasn't enough for me, I then checked Google's autocomplete feature to see if people where actually typing this into google. Here are the results:
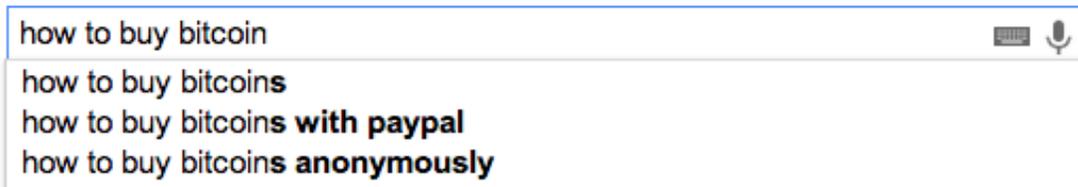
Awesome! It's the second autocomplete result after the very generic, "How to buy Bitcoins" query. So it was safe for me to say I proved my problem assumption. On to the next one.

In order to prove my solution and goal assumption I had to set up some sort of a tutorial so I could test it and see if people actually followed my recommendations. I also integrated my business assumption into this step, because if people follow my recommendations and become customers of the relevant exchange, I will get my commission.

The obvious way to prove this assumption was to build a basic version of the website and test it. But I like to be super lazy if I can, so I decided only to write a Facebook note inside my Facebook profile. Here's how it looked (you can find the original here):
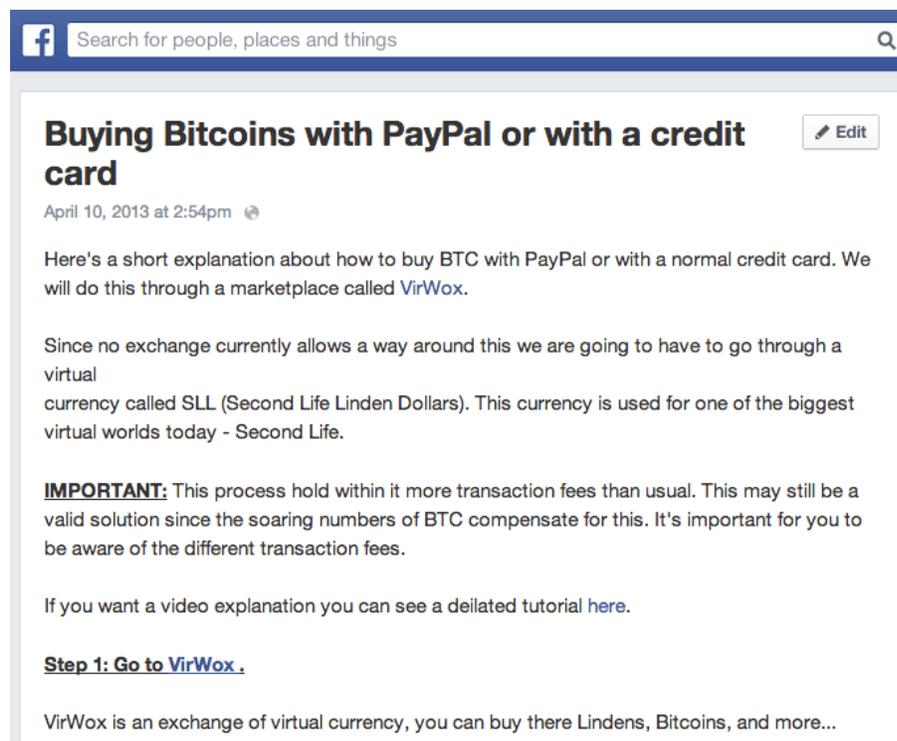
I also signed up to Virwox as an affiliate and made sure to put my affiliate links inside the post.

It took me about 15 minutes to write this post and I posted it in two relevant Israeli Bitcoin Facebook groups. At the time there were only 800 people total in both groups.

The problematic part about using Facebook notes is that you can't track them. I also couldn't track my posting on the FB groups. But what I could see was how many people saw the post (FB gives you that input as the original poster).

I checked my stats on FB and Virwox after four hours and saw the following:

- 30 people saw my post in total on both FB groups. This doesn't mean they necessarily read it, it only means they saw the link to my FB note.

- I got three conversions on Virwox (giving me a whopping $0.96)

So even though I didn't know my exact conversion rate, I could speculate that worst case scenario all 30 people who saw the post clicked on to Virwox and only three of them converted. That still gives me an amazing 10% conversion rate.

Now I know you're probably thinking about what I said earlier and about how you can't decide anything until you collect at least 300 samples and you're right. But sometimes you won't have the opportunity to collect 300 samples.

Back then I didn't know about all of the other Bitcoin traffic channels like BitcoinTalk and Reddit. I only knew these FB groups so that was my only source of traffic. Having said that, since I had such an off the charts conversion rate (usually it should be around 2%) I decided that even though I didn't collect enough samples, I would move forward with my idea.

So I've proven my solution and goal, and also my business model. But there was still one issue left - I have shown I could make money out of this idea, but I didn't know if I could make enough money. That's why I needed one last bonus assumption which was:

Bitcoin is going to so big that I will be able to make at least $1000/month from this method.

But in order to prove this assumption I would have to get some more traffic sources and to wait until Bitcoin is big enough. What I did at that point was turn to Search Engine Optimization (SEO). I wanted my site to come up at the top of the search results when someone searched Google for "How to buy Bitcoins with PayPal".

I'm going to talk a lot more about SEO in the next part of this book, but for now I'll just say that because the competition was low I spent $80 on building a very lean and lazy website that got to the 1st page of Google in about four weeks. Here's what I spent the money on:

$10 - Domain name

$50 - Hiring a freelancer to write some content for the site (explained in the next chapter)

$20 - Hiring someone to build some links for me so the site will rise faster on Google (NOT RECOMMENDED!!!! I'll talk more about this later).

Here's a screenshot of my profits from April 2013 until October 2013. The profits are in a currency called SLL (Second Life Lindens) and if you divide them by roughly 252 you get to their USD value. But I already did that and wrote in red how much I earned in USD each month:

Apr.	May	June	July	Aug.	Sep.	Oct.
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0	0	0	0	0	0	0
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0	0	0	0	0	0	0
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
119	265	580	1,248	2,055	2,908	4,052
$68	$134	$289	$706	$1094	$1276	$1622
17,170.33	34,003.86	73,059.30	178,015.25	275,796.60	321,612.94	408,744.93
71.67	0.00	0.00	0.00	30.94	0.00	0.00
17,242.00	34,003.86	73,059.30	178,015.25	275,827.54	321,612.94	408,744.93

99 Bitcoins
https://business.facebook.com/99bitcoins?business_id=1540629819521771

So there you have it. This is exactly the process I went through to get started with 99Bitcoins. Since then the profits have grown even further and reach even $10K/month in some cases. Of course today I have several income channels and not only Virwox.

In the next part of this book you'll learn exactly how I grew my website from generating $1K/month to $10K/month, but for now I want you to be crystal clear about how to use lean methodology to test out your own business ideas.

Bonus Chapter: Hiring Amazing Freelancers for Peanuts

Some people avoid starting their own online business since they lack the experience in fields like web design, web programming etc. The beauty of the 21st century is that thanks to the Internet you can now hire someone from the other side of the world to do all of those things for you and you will probably end up paying a fraction of what it would have cost you in the first place.

I use freelancers A LOT. And when I say a lot I mean I barely even deal with actually working on 99Bitcoins directly. Here are some of the things I delegate to my freelancers:

- Design of the site
- Writing news articles
- Promoting the website on social media
- Coding my 99Bitcoins Android app
- Coding my 99Bitcoins WordPress widget
- Fixing technical issues on the site

I almost don't do anything that isn't related to the strategy of the site - planning where the site is going. Once the strategy is laid out, I use freelancers to carry it out. This bonus chapter is here to help you wrap your head around the freelancer markets and give you practical tips on how to hire the best ones so you won't have to work so hard.

Today there are only four major freelancer marketplaces I use. Of course there are many others around the web but I found that through these four I can get most of my jobs done:

Upwork

Probably the site I use the most. Upwork is a great place to find programmers for your website. If you encounter any technical issues, this is the place to start figuring out how to fix them. I tend to use Upwork mainly for programming tasks.

Elance

I consider Elance to be somewhat of a more expensive Upwork. You can find many US contractors here and if you're looking for anything writing-related I'd definitely look here. Since Elance has higher quality freelancers, it's usually more expensive.

Fiverr

This is the flea market of freelancer marketplaces. Here you can find all sorts of tasks to be done for as little as $5. I use Fiverr when I need a quick fix for something, like taking care of a minor bug in my WordPress theme.

I call it the flea-market of freelancer marketplaces since you can find some totally mind-blowing bargains. I actually hired the voiceover for ALL of my instructional videos through Fiverr. Basically I got a two-minute, professional native English voiceover for only $15 - this would have cost me $200 anywhere else!

99Designs/tasks

This is a relatively new marketplace by 99Designs. [99Designs](#) is a website that allows you to hold a contest for your next design idea. Let's say you want to design a website. You upload the wireframes to 99Designs and announce a prize for the winning design. You will then have several dozen designers competing on your contest and designing your idea. All you need to do is pick the winner. The awesome thing about 99Designs is that you get to see different design ideas and the final design before choosing a winner.

But I'm getting off track here. The main feature that I use in 99Designs is called "tasks". This is used for small design job such as fixing a banner design, changing the color of a logo, etc. All jobs are done for $19 and within 1 hour. So if you have a small design job you need to take care of quickly this is the place. You can still use Fiverr for these kinds of tasks but Fiverr usually has low quality designers.

Holding an auction for your next job

I'm going to focus mainly on Upwork and Elance in this chapter since these are the two biggest marketplaces you're going to use. They are also the place where you will probably spend the most money.

When you come to hire a freelancer you are basically holding an auction. You post your job and freelancers bid on your project. You choose the one you think is most suited. But you're not limited only to the people who bid on your auction, you can also invite specific freelancers which you think are qualified.

The problem is that most people avoid freelance marketplaces. Too many times I hear people say that they tried a certain marketplace and didn't get what they expected so they decided to ditch the idea of using freelancers.

The problem isn't the marketplace

If your job didn't turn out the way you thought it should, you did something wrong along the way. I've been working with freelancers for seven years and have spent over $50,000 on these marketplaces so I have some reference. In this bonus chapter you will learn the exact process I use when outsourcing my work so that you too will be able to get your desired results as quick and as cheap as possible.

In order to achieve the best results we will focus on the following factors:

1. Posting a job like a pro.
2. Screening your applicants effectively.
3. Maintaining the best foreign relationships possible.

Posting like a pro

As always…the title is crucial.

There are so many job posts on Elance and Upwork that it's hard to stand out. Contractors browse through hundreds of job offers each day and you need to catch their attention. Try to make your title as descriptive as possible. So for example the title "Website needed" is much less understandable than, "WordPress website programming needed". In the latter, although not

really detailed, you can still understand that we are talking about WordPress, and about the programming part and not the design. So make sure to fill your title with as much descriptive words for your job posts so that the relevant freelancers will instantly identify that they have the skills for it.

Basic booklet for young people living alone

Design & Multimedia > Brochures

Posted: 1h, 11m ago

Time Left: 14d, 22h

Location: Anywhere

Start: Immediately

Budget: Not Sure

Fixed Price Job

Elance Escrow Protection

W9 Not Required

Less Detail ▲

I would like a simple booklet that is attractive ,interesting ,easy to understand.It should include simple recipes, budget meals,advice on household management, safety, may space for important tel nos,

Desired Skills

Adobe InDesign, BuddyPress, Brochures, Brochure Design

Report Violation

Create a post description that six-year-olds can understand

When you post a job on a freelance marketplace you usually have a vision of what you want to be created, whether it's an article, a website or a design. The problem is that you're forgetting that the contractors on that marketplace don't know what's in your mind. I know it's sound stupid, but so many people don't characterize their projects from A to Z. Here are some examples:

Let's take a look at this job post for example. Imagine that you are a contractor looking at this job post, what questions might you have? Maybe, how long this booklet should be? How should a page look like? Is it in color or not, etc. Let's take another example:

High skilled programing job ☆ Add to Watch List

IT & Programming > Web Programming

📝	Posted: 1h, 45m ago	💰	Budget: $5,000 - $10,000
⏳	Time Left: 14d, 22h	🔒	Fixed Price Job
🌐	Location: Anywhere	🏛	Elance Escrow Protection
📅	Start: Immediately	W9	U.S. freelancers must have W9

Less Detail ▲
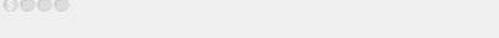
I'm looking for a very talented individual. I want to know if any of you out there CAN for sure create a program where I can share my account with someone without giving them my passwords/username. On top of that if there is also a way to make sure they cannot get into my account settings and maybe change account email (Maybe block them from entering that page) I can be more specific in personal messages or email.

If you know that this can be possible to create, lets talk.

Desired Skills

MySQL Administration, HTML, PHP

Report Violation

If I was a contractor reading this job post I would be thinking, how should this program look? What are it's requirements? Is it web-based or client based? I would probably think to myself that this guy isn't a serious buyer and wouldn't waste my time with posting my bid on this. Best case scenario, I would just copy-paste a canned response I have for general applications and use it here.

So here are the rules for writing a good job post description:

Explain everything

What you don't explain will either not be done at all, or be done not to your liking. For more complex jobs what I usually do is supply a characterization document that has wireframes, sketches and whatever explanations that are needed.

Give as much data as possible

If you want to a logo for a website, give the website's URL. If you need an article written supply the bullet points of what the article should be about.

Give live examples

I can't emphasis this enough. If you have examples of things you like and are similar to your job request, use them. So if you are looking for someone to program an app for you and you have a similar app that you like its interface use it as a reference.

Have specific demands

Don't be afraid to request samples of work or for contractors to write down how they are planning to get the job done. One of the sentences I like to use when posting a simple job is, "This should be an easy task for someone who knows what he's doing. Please do not bid if this isn't your area of expertise. " Having demands shows that you mean business and will attract better contractors with better job applications.

So now that we know the rules, let's look at some good examples:

Editing project Part 2 ☆ Add to Watch List

IT & Programming > Web Programming

Posted: 19 minutes ago

Time Left: 14d, 23h

Location: Anywhere

Start: Immediately

Budget: $500 - $1,000

Fixed Price Job

Elance Escrow Protection

W9 Not Required

Less Detail ▲

Hello,

In order to complete our project, we need an estimate for the enclosed file.

Please read it and give us a complete estimate of price and deadlines.

Thanks

📄 Features_V2Ss.doc

Desired Skills

MySQL Administration, HTML, PHP, CodeIgniter

Report Violation

Looks pretty simple right? Well if you open the attached document you'll get about seven Word pages explaining the job in detail. Take a look:

|(V2S)^2

1. Upload the data bases that we have on our website.

Our database's fields:

The information that we want to include:

2. When a member is connected on facebook, he is automatically connected on E-Découverte website.

3. When we go on the website, users are automatically geolocalized and the filters of city is automatically selected.

4. Have a button to find businesses near the user localisation.

5. Be able to put a business in many categories and sub categories.

6. Admin is able to add "cities, commune and zip code"

7. Create on the Database of E-Découverte a field « Mail Business Owner » (the person who is responsible for this business) and Admin can put the e-mail address on it.

8. Admin is able to send an e-mail (not going on the SPAM) according to « category » , « sub category » , "city" , "commune" and "zip code" to the « Mail Business Owner » (see point 2)

9. Admin is able to upload an XLS file with e-mail addresses in order to be able to have a mailing list and send them an e-mail.

10. we need to be able to filter the result of search by « Ville » (city) and « commune », "category" and "sub category".

11. Put automatically 7/10 to all businesses with no reviews and an automatic message for the description when there is no description : "La description du <sub category> <name

of the business> n'est pas encore disponible".

12. If the User types something and he finds nothing.

There will be a suggestions like below :

Create a XLS files with all term of search written in the search bar and sent by e-mail once a week.

And we will suggest him to choose a "category" and then a "subcategory".

EX.: User search: Pizza ».

Résultat(s) de votre recherche

We didn't find your search "pizza". How can we help you ? Select the category that s near from what you are looking for :

- Restaurant
- Beauté & Bien-être
- Sorties
- Shopping
- Lunch
- Coach
- Fast Food
- Culture & Loisirs
- Artisans
- Immobilier
- Sport

After selecting the category "restaurant",

- Restaurant » Restaurant Slow Food
- Restaurant » Restaurant
- Restaurant » Restaurant
- Restaurant » Restaurant
- Restaurant » Restaurant
- Restaurant » Restaurant
- Restaurant » Restaurant Latino
- Restaurant » Restaurant
- Restaurant » Restaurant
- Restaurant » Restaurant
- Restaurant » Restaurant Bistro
- Restaurant » Restaurant
- Restaurant » Restaurant Suisse

And he will select "restaurant Italien".

So as you can see, this buyer doesn't leave any room for imagination, and that's a good thing. Now for a much simpler example. Here's a guy who's looking for a blogger for his website:

See how he states exactly what he's looking for? He spells out how many words each article should be about, what the topics are, and he also gives an example and requests sample work in the job application. After giving the specifics for his job, he then gives a wider view of what would be expected of the contractor. Nice work…

So now that you've got the job description nailed, it's time to tweak your job post. Here are some things that you can do to get better applicants:

1. Make sure to request applicants who have done previous work on that marketplace (even one hour is enough).

2. Request applicant with a feedback of 4.5 and up (there are more than enough).

3. If applicable – ask specific questions about the job. e.g. "How are you going to implement this?", "Where have you written before", etc…

Bonus Chapter: Screening out dozens of freelancers in just five minutes

Now comes the fun part, screening applications. After writing a good job post this is probably the most important step of the process.

On average each programming/design job post will receive 30+ candidates

This is not taken from some Wikipedia statistic, this is taken from my own personal experience. Who has time to go over all of these candidates? There has to be an easy way to screen at least the majority of them…Good news: there is. Throughout the past few years I've created and enhanced a simple methodology that allows me to pin-pick amazing freelancers every time. This is important because it save your money, and moreover it save you time (which is probably your most valuable resource).

Step 1 – A rough cut of everyone who doesn't follow the rules

You already know that you should have some specific demands from your freelancers. For example you might want them to explain in their application how they are going to solve your problem, or give you specific references to similar jobs. The first step would be to screen out everyone who didn't seem to actually read your job posting in full. This means:

- "Copy-Paste" applications that don't have any personal reference to your posting – these are almost 80% of your applications.

- Applications that didn't answer a specific question.

- Applications from new candidates who don't have any feedback or history on the website.

- Applications who are drastically outside your price range
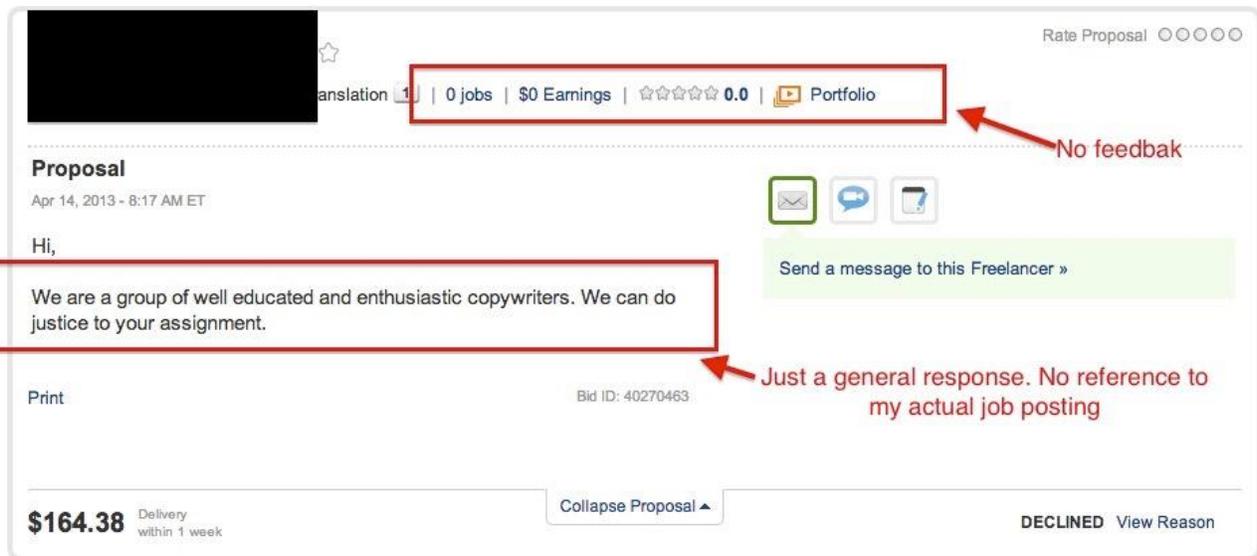
When you screen out an application I prefer "hiding" it than "declining" an application. This is because of the fact that when you decline an application you will need to enter a reason why and then you will probably get that freelancer applying again with a "corrected" application. I don't want this. I gave him his chance and he blew it.

The only exception to this rule would be if you see a really good application which is priced too high and you want to lower it. I would then contact the freelancer and ask if there's a chance to lower the price.

Step 2 – Screen for feedback and response time.

At this point my guess is that you'll be left with up to 10 candidates. Now it's time for some in depth screening. The first action will be to cut off anyone who doesn't have a 4.7 feedback score and up. This may sound harsh but we're looking for a superstar here. The reason I'm not looking for a 5-star only is because I take into account that people make mistakes sometimes.

Also, something seems a bit unnatural in a freelancer that has a 5-star rating in each and every job he completed. That's not to say that he's not good, it's just saying that different people have different standards. So if someone has done 500 jobs on Upwork for example, and has a 5-star rating, I would be suspicious.

After doing this, it's time to check for response time. The idea is to see how attentive the freelancer is to his message inbox. What I do is write a short message to each of the candidates with an additional question. For example:

"Hey [freelancer name],
I want to thank you for bidding on my project. Before we process I just have one more question.

[insert question here].
Thanks again.
Ofir."

Now I see who responds and how long it takes them. Keep in mind that freelancers come from different time zones so you might be emailing them in the middle of the night. Check out the country of the specific freelancer and make sure he should be awake (I don't care if it's a Sunday, I expect a 24/7 service).

Once you get your replies, read them and this will give you a better idea of who is suitable for the job. Also, screen out all of the freelancers who took too long to answer (I consider over two hours to be too long if it's daytime).

Step 3- In depth reviews

My guess is that you are now left with a handful of freelancers. Most of them should have some bad feedback, that's the interesting part. Go inside each of their profiles and read their reviews. Find out why people didn't rate them 5 stars before. This will give you a better idea of who is the best freelancer for you.

VERY IMPORTANT:

Sometimes projects go "bad" and things get ugly in the reviews. These reviews are extremely helpful in order to assess the freelancer's quality. Read his feedback to these reviews and see if he just gets mad and disrespectful or does he answer in a dignified manner.

You should now be able to choose your best freelancer. If you're still debating between two or three candidates I suggest setting up a Skype interview (10 minutes max with each).

Step 4 – Personal interviews (optional)

When interviewing a freelancer on Skype, the idea is just to see if your prospect knows what he's doing and that he is ready to get the job done. Remember that your prospect's English level may not be that good so he might not feel comfortable talking to you and would prefer chatting. Personally I prefer chatting also since it's less embracing for both sides and that is how you will correspond mainly throughout your work.

The whole interview should take around 10 minutes. I usually take this time to ask the freelancer about his plans for completing this project and also add some more background questions to see that he is actually qualified. If you are still debating between two different prospects after the interview stage it's all about gut feeling from that point on.

Remember, that no matter how thoroughly you will conduct your screening process; there is always a chance to miscalculate and choose someone who isn't right for you.

Bonus Chapter: Getting the Most Out Of Your Freelancer

So by now you probably have chosen your freelancer, and it's time to maintain a good working relationship with him. The problem is that most people ignore this part and don't understand why their contractor under-delivers or doesn't continue working with them.

Your contractor will treat you the same way you treat him…

You need to think of your contractor as your co-worker and not your "slave". Just because you paid someone 5, 50 or even 500 bucks doesn't mean they don't deserve to be treated with respect. If you're rude, annoying or disrespectful it will come back to haunt you. And although you don't think it affects him because he ends each sentence with "yes sir" or "thank you sir", trust me…it does. So here are some guidelines to follow:

Your contractor matches your response rate

The faster you respond to your contractor, the faster he'll respond back. From my experience if it takes you two days to reply to a message he will be just as lazy. So make sure that even the unimportant messages get answered. Even if it's just an "Okay" or "Thanks" – it will calibrate your contractor's response time.

Never pay all of the amount before the job is completed 100%

This is a crucial one. Always leave some leverage on your part so the contractor doesn't slack off. I know sometimes people want to get the payment issue out of the way so they pay early. This is just human nature. Remember, once someone reaches their goal (i.e. money), they won't work as hard as when they're striving for something. So always make sure to keep even a small amount that is unpaid until you're a 100% satisfied with the job.

ALWAYS pay on time

This is more of a "karma" issue, but I believe that paying on time will get freelancers wanting to work with you again. Also, if someday you will actually have an issue and won't be able to pay on the agreed date, the freelancer may still work for you knowing that you're good for your money. Paying on time also helps your employer score by boosting your feedback (more on this in a sec).

Feedback is almost as important as money

Most professional freelancers care about their feedback almost as much as they care about getting paid. Mainly because of the fact that competition on Elance and Upwork is so fierce. This acts as another leverage point for us as employers. Always make sure to leave feedback, but always leave it only after the job is done completely. Just like paying all of the amount in advance, once the freelancer gets what he needs from you, he's more likely to become lazy and less responsive.

You get feedback too you know…

Many freelance marketplaces supply employer feedback also. This is a good reason to start treating your contractors well. If you have poor employer feedback it will be difficult for you to find quality freelancers.

So you need to keep in mind that the following things matter for your client profile:

- How many jobs you've posted

- How many job you've awarded (your "award ratio")

- The amount of money you've spent on the marketplace

- Number of feedbacks you've given

- Feedbacks you've received

The above example was taken from Elance. Here's an example for a written review I got from a freelancer:

And here's how a client profile looks on Upwork:

As you can see, on Upwork you also get a rating as an employer. Bottom line, ethics matter, if not for karma then for you client profile.

So that's about it for working with freelancers. Hopefully you now have a better understanding of how to get the freelancer you need quickly and at the lowest cost.

My Dirty Little Bitcoin Secret Blueprint for Bitcoin Product Creation

Test in theory through the web

Create a solution and goal assumption

Create a SWOT analysis / "Beigel Analysis"

Create a problem assumption

Test in practice through an MVP

Test in practice or at least have a valid idea

Create a business model assumption

Come up with an idea for your Bitcoin business

Move on to create the complete idea
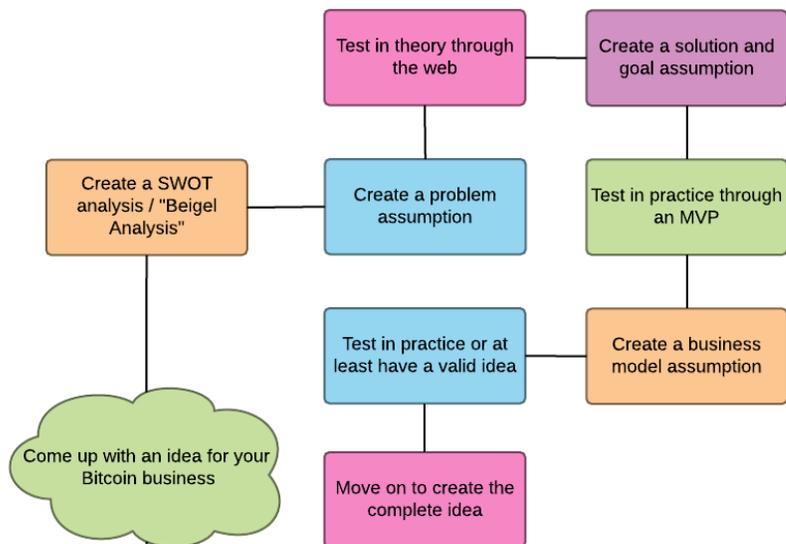
START HERE

THERE'S MORE TO COME...MOVE ON TO THE NEXT PART TO FINISH THE BLUERINT

Part III

Marketing Your Bitcoin Business

Like A Pro!

Marketing Your Bitcoin Business Like a Pro

Welcome back! I'm glad to see you've made it up to this point and I really appreciate you taking the time to master all of this stuff. Now we come to the actual tactics and techniques which will allow you to market your Bitcoin business like a pro.

If you already own a Bitcoin business and skipped the first two parts of this book to get to this one that's ok, most of the stuff we'll cover here doesn't reference much of what we've already talked about. Having said that I think that even if you already own a Bitcoin business you have a lot to gain from going over the first two parts (especially Part II).

This is probably the most detailed part of the book since it covers all of the main marketing tactics available online today. For each tactic we cover I will also give you specific examples from Bitcoin companies and from 99Bitcoins of course.

So are you ready to get some traffic for you Bitcoin business?

Let's go...

Chapter 9.0: The Basics of Online Marketing

In order for us to be able to understand each other, we have to speak the same language. Just like we covered the basics of Bitcoin in the beginning of this book now we need to cover the basics of online marketing. I promise you it will be more interesting than you can imagine.

First of all define your product

In order to start building a marketing plan you have to define your product using three simple questions:

1. What problem does my product solve?
2. What are its benefits?
3. What are its features?

The first question should be pretty simple for you to answer if you went through Part II of this book since it should correlate with your problem assumption. I would like to take a moment and describe the difference between questions two and three, meaning what's the difference between features and benefits.

A FEATURE IS . . . What something IS

A BENEFIT IS . . . What something DOES

Simply put, a benefit is what the user gets out of using your product. So the benefit of reading this book would be to make more money or to learn about Bitcoin business opportunities out there.

Features are technical aspects of your product. So in the case of this book, its features would be that it's a digital eBook, that it has over 200 pages and contains 15 chapters.

Let's take another example - The **TREZOR** hardware wallet. The benefits of TREZOR is that your Bitcoins are secure and that you can send Bitcoins from any computer you like without needing to worry if it's compromised or not.

The features of the TREZOR wallet are that it's compatible with six different Bitcoin hot wallets, it uses a 24 word recovery seed, and it costs $129 and so on.

So features will usually be more boring than benefits. Benefits give the user the answer to the most important question they have - what's in it for me? The distinction between the two is critical as it will be the basis for all of our marketing copy.

Think about these three questions for your own product and try to see if you can answer them right now, I'll still be here when you get back, I promise.

There's one thing you HAVE to find out before carrying out your marketing plan

I know you want to get right on to all of the neat marketing tricks I'm going to teach you in this book but before we can even consider that we have to answer another very basic question: Who are we targeting?

Too many times I hear the answer "everyone" and that's a sure recipe for failure. You can't target "everyone"; you need to have a well-defined, focused target audience.

Every universe has its characters. The Star Wars universe has Jedi knights, imperial soldiers and Wookiees. The Lord of the Rings universe has warriors, magicians and thieves. Each character has a specific role to play that keeps that universe in balance, and the Bitcoin universe isn't that much different.

So let's take a look at the different characters that are taking part in the Bitcoin universe and try to see which one best describes your target audience.

Bitcoin Evangelists

Techie

The Techie is usually a hardcore programmer, when he looks at Bitcoin he sees the Matrix. He understands what it is, how it's built and the algorithms that power it. He can explain to you the protocols that are used to perform transactions and the different encryptions used throughout the process. The Techie has an important role since his kind created Bitcoin, and without him there would be no universe.

Trader

After the Techie comes the Trader. The Trader sees Bitcoin as an investment instrument. He understands the Techie's vision but also looks at Bitcoin from a trading perspective. He knows how to analyze its fluctuation in price, he tries to predict where the Bitcoin will go next. If Techies created the Bitcoin universe then the Traders are its engine. They are the ones that influence exchange rates and volumes of trade. Without the Trader the Bitcoin would still be another crazy idea that no one acts upon.

Hustler

The Hustler spots the business opportunity in Bitcoin. He sees the Trader at work and understands that a new market is emerging. The Hustler will come up with different business ventures and startups related to Bitcoin. He will setup websites to monetize on the idea. While his friend the Trader is busy "looking for gold" he will be focused on "selling him a shovel". The Hustler plays an important part in the Bitcoin universe since he is the only character that conveys the idea of Bitcoin to the new users in an easy to grasp way. This is due to the fact that he is a salesman in nature, and as a salesman he understand that the idea of Bitcoin has to be simplified to the public.

Bitcoin Users

Merchant

The merchant allows the word about Bitcoin to spread as he allows it as a form of payment in his store. The merchant's role is crucial since without him there will be no Buyer and therefor no justification for the existence of such a currency. The Merchants are what gives Bitcoin it's actual power – the ability to be worth something.

Buyer

Each person who uses Bitcoins to purchase goods is considered a buyer. This could be a visitor on an e-commerce site such as Overstock or someone who's trying to get firearms or drugs illegally. The Buyer validates the power the Merchant dictates for the Bitcoin by choosing it as his currency. Although Buyers and Merchants seem like "plain" characters, without them there would be no actual value to Bitcoin.

Bitcoin Dabblers

Skeptic

The Skeptic is basically a douchebag. Not because he's a bad guy but mainly due to the fact that he criticizes Bitcoin without actually knowing what it is or even trying to use it. But the Skeptic also has a role in the Bitcoin universe, he helps us understand what people are afraid of. The one who benefits the most out of the Skeptic's work is the hustler, who understands what the common objections to the currency are, and finds way to neutralize them.

Traditional Institutions

Finally we come to the traditional institutions. The banks, the governments, big corporations, everything that moves slowly and hates change. They are the probably the toughest opponent the Bitcoin evangelists face and if they will be beaten then Bitcoin would win. The power of these institutions is strong and they can do all sorts of nasty stuff from banning the use of Bitcoin entirely to just not allowing you to transfer money to Bitcoin exchanges.

If we look at all of these character types together, we can segment these characters into several archetypes:

Unaware and unknowledgeable

This group consists of people who don't know that Bitcoin exist and don't know anything about it as well. If you're targeting this group you won't be able to speak "bitcoinish", meaning you'll have to explain everything from step one. A good example for this group would be my grandmother. This group consists a lot from skeptics and traditional institutes.

Aware and unknowledgeable

This group is the Bitcoin "newbies". It's people who know about Bitcoin and may be interested in it but don't know anything more. They don't understand how the currency works, what is mining, where you can buy it, etc. If you target this group you still can't talk "Bitcoinish" but at least you know they are willing to listen. In my opinion this is the biggest and most profitable group to target.

Most of the times people from this group will get into Bitcoin out of curiosity or because they think they can profit from it. In this group you'll usually find the buyer, the hustler, the trader and the merchant.

Aware and knowledgeable

These are the "Techies". People who know about Bitcoin and it's inner workings. They understand what a hash is, what confirmation are and they don't need any technical explanations. They are into Bitcoin because they see the technological value in it.

I know you may think all of this is philosophical bullshit, but it will actually help you craft your marketing message much more easily, since you'll know the language of the person you're targeting.

For example, 99Bitcoins' audience is built mainly from traders, buyers and hustlers. That's why you won't find any technical babble on the site. If you already own a site that has traffic coming in to it you can use Google Analytics to better understand your audience. All you need to do is enable demographics and interest reports **as explained here**.

Here's how 99Bitcoins' audience looks like in terms of demographics:
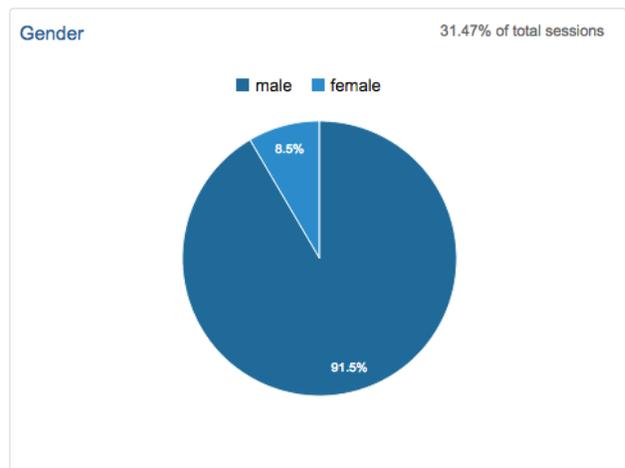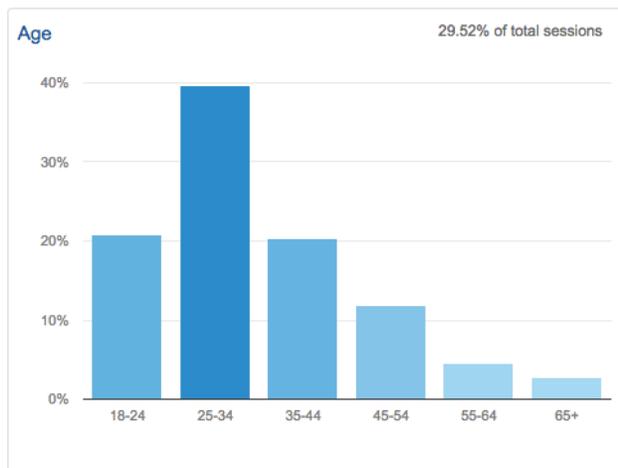
As you can see there is a majority of men at the age of 25-34, and here is a breakdown of their interests:

So now I have a better understanding of my audience. Of course there is a lot more information I can dig out from analytics like geographic information, what devices do they use to browse my site, etc. That's how I build what is known as a "persona" in marketing. Personas are fictional

characters created to represent the different user types that might use a site, brand, or product in a similar way.
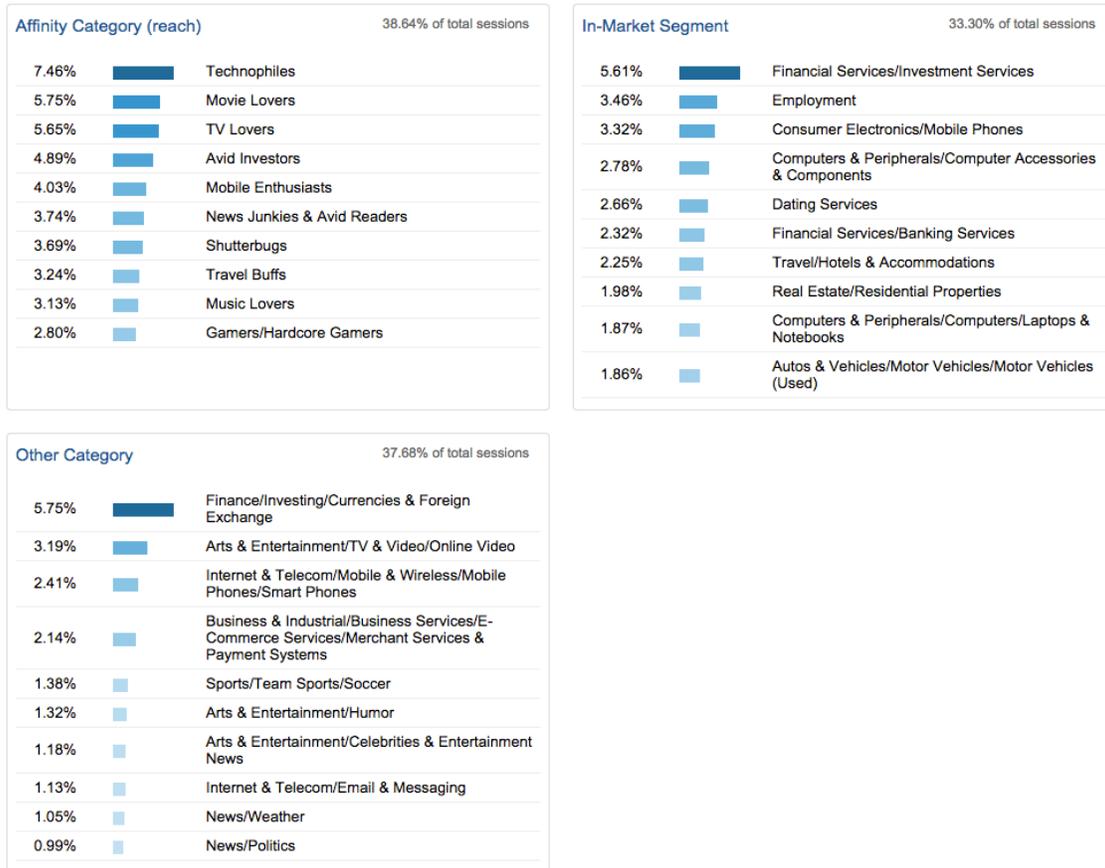
So ideally you'd want to create around 2-3 personas of people who would use your site/product and then decide which one of them you're going to target first. You create a persona by giving it an actual name, describing where they live, what they eat for breakfast and keep on going with as many details possible until you get a clear understanding of your customer.

One great tool that will guide you in your persona making is PersonaDo. A completely free website that helps you create your personas by asking you (many) questions about them.

Chapter 9.1: Every copy you'll ever write starts with AIDA (not the opera)…

Online marketing is basically the art of getting people to take a desired action online. In order to do so we will use some sort of copy. That copy can be an Adwords ads, it can be a blog post, an image on Facebook or an email you send out to your subscribers. Whatever that copy is, you need to know how to craft it.

Luckily enough that's a pretty easy task once you know the rules for it. You see, there's a common logic to EVERY piece of effective marketing copy out there, and it's called AIDA. AIDA is short for Attention, Interest, Desire, Action.

Get their Attention

Before you start talking to someone you have to get their attention right? You can't show your ad to someone on Facebook if you can't get them to stop scrolling down their feed. So the first part of any effective marketing copy would be to grab the visitor's attention.

The best way to stop someone in the middle of something is to stand out. But since there are different channels we can use, getting your user's attention is going to be different every time.

For example, if we want to get a user's attention on Facebook, the best way to do it would be with a very compelling image. On the other hand, if we're trying to get the user's attention in his email inbox we will use his name in the email title.

So even though the "attention" part seems pretty obvious, I can tell you from experience that people seem to underestimate it. A good example of grabbing an existing user's attention on Facebook would be using a big Bitcoin logo - since it's something that an active Bitcoiner would be drawn to.

Arouse their Interest

Once you got the user's attention it's time to arouse his interest. This doesn't mean it's time to dump the whole load on him, but rather make him curious about your offer. Interest is usually generated through an intriguing headline.

Here are some good examples of interest generating Bitcoin headlines:

- "7 mistakes you probably made when you started out with Bitcoin"
- "How to generate $1,243 from Bitcoin in just 10 days"
- "Can Bitcoin help you predict the future?"

The sole purpose of the headline is to generate interest so that the user will read your article, or click your ad. Did you know that 60% of online users read only the headline and skip the whole article18?

Fortunately enough, we're going to learn seven power techniques which will get your readers so interested they'll have to continue reading.

Headline power technique #1 - Avoiding pain > Gaining pleasure

When you're writing a headline use negative key words to create more powerful emotions and thus encourage reaction. One of my most successful email headlines are these:

"The Deficit is Killing Countries Worldwide - Is Bitcoin The Solution?"

"Warning! I'd Stay Away From 99.9% of Bitcoin Cloud Mining Schemes"

"Is Bitcoin Bleeding to Death? 15% Decline in Bitcoin Price Optimism"

"Panic Stirs Around Bitcoin's Collapse (Down 15% in 3 Days)"

These examples worked much better at getting people to open and read my emails than any other "positive" example.

Headline power technique #2 - Use power words

Power words are words that have a high intensity to them. An example for these kinds of words could be: slaughter, reveal, unleash, stunning, begging etc. I learned this concept from one of the internet marketing legends, John Carlton. He actually put out a document with over 20 pages of power words which you can go over and choose from. Here's a link to it.

---

[18] http://www.americanpressinstitute.org/publications/reports/survey-research/rational-attentive-news-consumer/

Headline power technique #3 - Create open loops

Open loops are used in books, films and TV series to keep you basically begging to know what happens next. It's called an open loop since it doesn't close up in order to leave you hanging. It's when I throw some sort of a hint at what's going on, but I don't give enough information to solve all of the puzzle. An example for an open loop title can be:

"Breaking news: Coinbase is no longer the Bitcoin capitol of the United States"

If you see such a title, automatically you start thinking, "Well who is then?" This will hopefully get you reading the article to find out. The TV series LOST used this tactic to great effect. At the end of every episode you'd get a glimpse to a very dramatic turn of events in the next episode, getting you not being able to stop thinking about what happens next.

Headline power technique #4 - Ask questions

Asking questions in your headline is a great way to get your reader engaged. Whether we like it or not we're going to answer the question to what we read in our head. The questions shouldn't be hard to answer and they should hint about what your article, ad or product is about.

For example a good headline for this book would be:

"Would you want to know how to generate mind-blowing amounts of users for your Bitcoin business?"

See how I phrased the headline as a question while also incorporating a power word inside (mind blowing)? Also the question wasn't hard to answer and it gave a clue about the value of my product.

Headline power technique #5 - Be specific

I see so many "general" headlines around the web that it makes me crazy. You need to be extremely specific in your headline regarding the benefit for your user. If you take a look at the sales page for this book it says, "This is how I make $4,826 /month" for a reason. I could have just said how I make thousands of dollars but I wanted to be specific.

When you're specific you get the user to understand much better the value of your product and what it can do for him. Also it gives you larger credibility since you're giving an exact number.

Headline power technique #6 - Use special characters

One way you can make your headline stand out from the rest is by using special characters in it. When I talk about special characters, I mean any character that isn't a letter from the alphabet. Some good examples would be using the $ sign, the % sign, the # sign, the @ sign and the & sign.

Of course you can go crazy with this and add any character you want just don't go over punctuating your headline and making it look spammy like, "I will reveal all of my secrets!!!!!!!!!"

Headline power technique #7 - WIFM

WIFM stands for "What's In it For Me". Remember to answer this question when writing your headline since that's the ONLY thing the user cares about. A good way to test this out would be to write your headline and then give it to someone to read. After they read it ask them if they understand what they will get if they continue reading your article, sales page or whatever it is you're writing.

If they don't get the benefit of what you're trying to convey, go back to the drawing board.

Create Desire

Now comes the hard part, since up until now we had all sorts of tips and techniques. At this point things get a bit more abstract. Once you've got the user's attention and aroused their interest they are ready to listen to you. Now it's time to create desire. Desire is created through great copy, and great copy usually has some of the following elements:

Benefits first, features later

It's important to always start out by emphasizing the benefits of your product and not so much what it does. As you can see from the example of Coinbase's homepage, it only says, "Get started with Bitcoin", that's a benefit.

Only if you scroll further down the page will you get to the actual features of Coinbase like the ability to access Coinbase from a mobile app, the 2fa (two factor authentication) process they have and more.
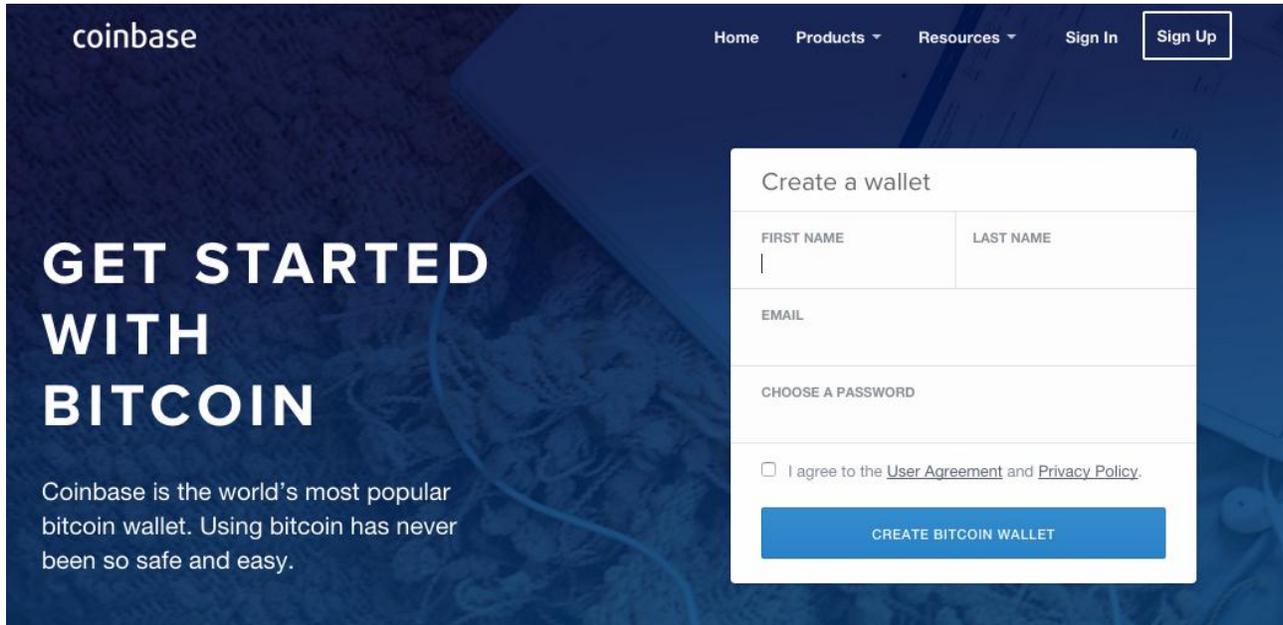
So remember to start off with the benefits. It's not that features aren't important, they are; they just need to come at the right time.

Social proof

Showing off your social proof is something that creates desire for your product. For example, if you had some famous news site write about you, present their logo. If you have a quote from a famous person in the industry talking about your product, show it off. Even if you don't have any of these you can always use some sort of trust seal or a Bitcoin foundation member badge on your site.

For example, Ledger wallet - a Bitcoin hardware wallet manufacturer uses a quote from Gavin Andersen the chief scientist of the Bitcoin foundation on their homepage.

"One of the big risks of having bitcoins is having a computer hacked and the bitcoins stolen. Ledger is an example of an innovation that's happening that could make it much easier and safer to use bitcoins."

Gavin Andersen
Chief Scientist,
Bitcoin Foundation

Address sticking points

If you already tried to sell your product online, you probably know what your users' sticking points are. Sticking points are things that get in the way of making the sale. A sticking point can be a high price, or an unknown brand. One good example for addressing the price sticking point is offering a money-back guarantee - just like the one you got on this book.

Another example of a sticking point can be the fear of the product being too difficult to understand. Many website have a Frequently Asked Questions (FAQ) section that helps users relieve these sticking points.

The desire stage is probably the hardest stage to craft. Later in this chapter we'll talk about crafting landing pages and you'll get a better understanding of what can be done.

A clear call to action

The final part of AIDA is Action. And by action I mean you should put a visible, clear, short exciting, single call to action (also known as CTA). Basically it should be an offer your visitor can't refuse and that is as simple as it gets to execute. Here's an example from Circle's homepage.

Now let's look at their competitor Coinbase's CTA:

www.99bitcoins.com

160

Both CTAs look pretty much the same but I'd argue that Coinbase's much better. Why? Because it has one less field to fill out and "create Bitcoin wallet" is a much more exciting action than just "sign up".

Also, make sure it's easy for your users to find the CTA. So many times I see websites where the CTA is buried somewhere at the bottom of the page and the user has to scroll all the way down to see it.

Chapter 9.2: Let's Put The Puzzle Together And Create The Ultimate Sales Copy

By now we've covered all of the online marketing basics you'll need to know, now let's tie everything up together. In the following chapters each time I'll cover a marketing channel I'll also explain how to craft the copy for that specific channel. So if, for example I'll explain about Google Adwords, I'll also talk about best practices to writing an Adwords ad. But for now I would like to use the information we've covered so far to explain how to build a high converting landing page.

Keep in mind that in this section we're only going to talk about the layout of the landing page. After that you will need to design and code the page. You can either do it yourself or through the use of freelancers as explained in the bonus chapter of Part II in this book.

Let's start out with a very general template I use for almost every landing page I set up. A landing page is just the name for the page the visitor "lands" on. It's usually the page you see after clicking an ad and it has a sole purpose of getting the visitor to take some sort of action (buy something, sign up etc.). Any page on your website can be considered a landing page.
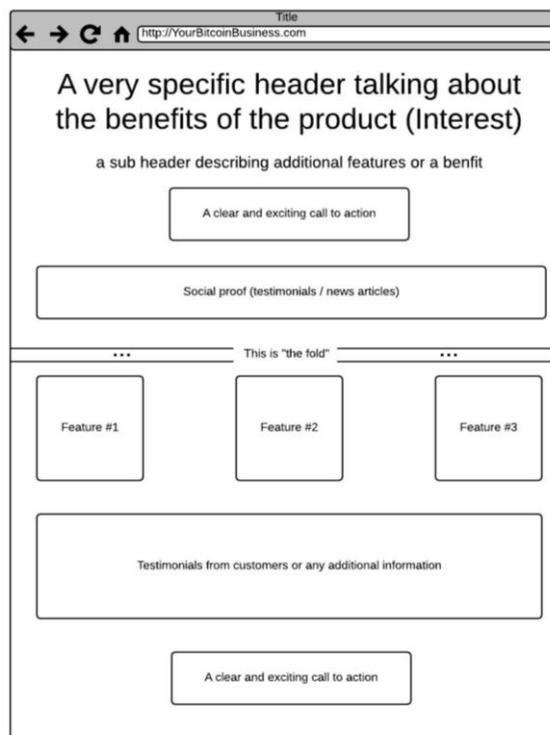
Of course this is just a suggestion and you can design your landing page however you see fit, but I think this example will help you illustrate how I use what we've learned so far.

We start out with the headline. As you already know, this is probably the most important part of the page as it will make the user decide if he's going to stay on the page or leave. Most users will leave your website in 10-20 seconds if they don't get a clear understanding of where they are and what's in it for them19.

Examine the wireframe I've drawn out for you one more time. You'll probably notice there is a line stating "this is the fold" somewhere in the middle of the wireframe. The fold refers to anything that is visible on your webpage without scrolling and it's the most important part of the webpage since it's the one the every visitor sees.

The term "fold" comes from newspapers that are folded in two and you can only see the top part of the paper before deciding if you're going to buy them. That's why you'll usually see the most interesting headline in bold "above the fold" in almost every newspaper.

So laying out your website has two parts basically, above the fold and below the fold. Let's start out with what we would like to put above the fold. The above the fold line is usually between 570-600 pixels long.

Crafting the headline is done through the use of the power techniques we learned earlier. The headline should be one sentence long. If you find yourself still having more important things to say you can also add a smaller sub headline as shown in the wireframe above.

Keep in mind that when it comes to webpages, less is usually more. People don't spend a lot of time reading on webpages, they usually skim through them. That's why shorter and to the point text is much better than long cumbersome paragraphs.

---

[19] http://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/

Below the headlines comes the CTA (call to action). This should be a very clear button or link stating the benefit of following through on that action - for example, if you look at 99Bitcoins' homepage you'll see the following:

As you can see there's a very clear headline with a great benefit. A sub headline with additional features and a clear call to action button that explains the outcome of that action.
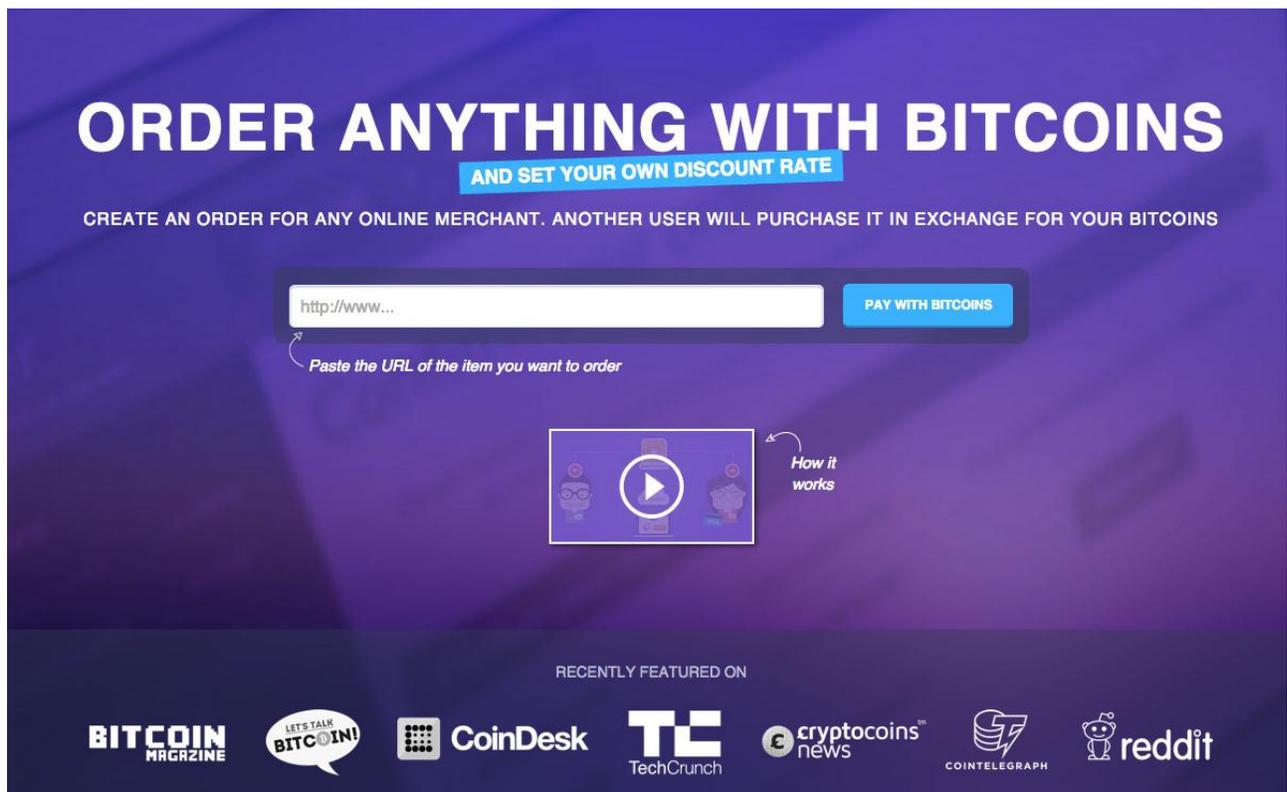
If you still have room above the fold to enter some more information you may want to consider showing some social proof in the form of a testimonial, or even better, logos of news sites that wrote about you with a link to the article.

But remember that the part above the fold is the only part of your website a 100% of your visitors see, so it has to be very precise in its marketing message. So many companies talk about themselves in this part instead of the benefits they can give their visitors; it's just a shame.

Here's a good example for a well-built above the fold section from a website called [Brawker](#).

Ask yourself this - if you would have arrived at this site would you immediately understand what benefits you'd get out of it? I know I would. The value proposition is very clear, the call to action is short and simple and the button states the outcome of what will happen afterwards.

You'll also notice they don't even mention the site's name at all and that's a good thing. Nobody cares about your brand, trust me. All they care about is what you can do for them, that's how people are programmed in their core. So make sure to make that completely clear and don't waste and text on mentioning your brand or anything that isn't related to that.

Going back to our diagram, below the fold you should insert additional features and social proof. The layout I suggested above is one way to do it and you'll probably see a ton of other ways as well. Just make sure that if you put any text on your landing page you understand it's purpose. At this point the purpose should be to create desire.

As we've discussed earlier, you can put some frequently asked questions here in order to avoid sticking points, display some testimonials or even give some sort of a demo of your product. Don't forget to incorporate additional CTAs if the page gets to long since you don't want the user to have to scroll all the way up to the top of the page in order to follow through on your offer.

For the final example I'd like to take Local Bitcoins - a website dedicated to help you find people who are buying or selling Bitcoins near your location.
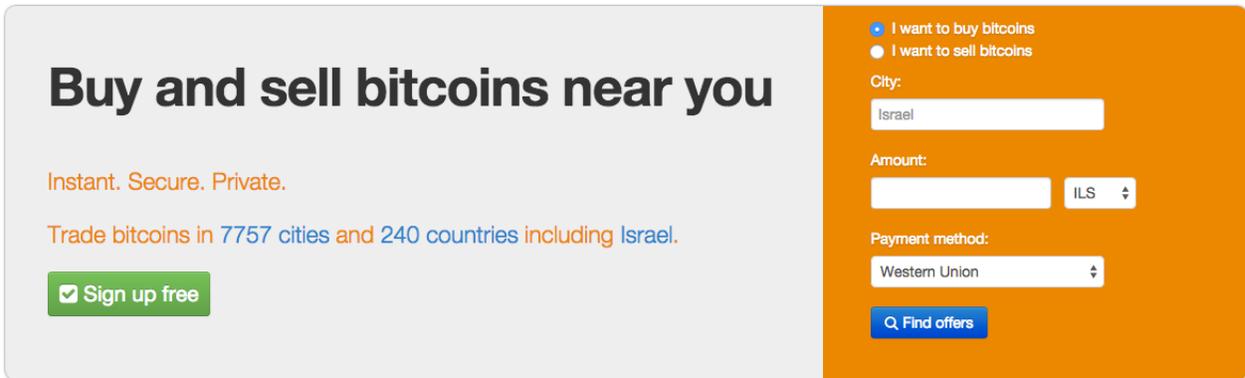
See how simple the above the fold section is? A very clear benefit, very specific features (7757 cities, 240 countries….). There is however one thing I think they could have done better. Can you see it?

The call to action.

There seems to be two calls to action here, which may confuse the visitor. One says "sign up free" which is pretty standard text and not that exciting. The other says "find offers" which is much better in my opinion since I understand what I'll get once I click the button. So if I could make one improvement to this page it would be to remove the "sign up free" CTA and leave only the "find offers" CTA.

That's all there is to it, hopefully you know understand how to lay out your homepage or landing page for your product. Now that we've covered all of the basics we're ready to move on to actions.

Chapter 9.3: There are four main marketing channels

In general there are four main marking channels we will use when promoting anything online. Each of these four channels can be divided into sub channels.

Organic traffic

Also known as "getting users for free". This is the science of getting people to your website without paying a dime. This channel incorporates everything that is related to SEO, content marketing and guest-posting on other blogs. All of which will be discussed later on.

Paid traffic

Also known as "paying for users". This channel is all about paid advertising. In this book we will cover how to use extremely cost-effective paid advertising on Google Adwords and Facebook.

Social marketing

This channel is all about word of mouth (WOM is short). In this section we will deal with how to get people talking about you on social networks, promote your site for you and also about how to get affiliates onboard.

Email marketing

My personal favorite. Email is probably the most powerful marketing tool you can have, but you need to know how to use it effectively. How to build a super-focused email list, how to communicate with your subscribers, what to send, when to send, and a lot more will be covered in this section.

Chapter 9 Homework - Craft Your Marketing Plan and Sales Page

I know, I know, you want to start marketing already. But hold your horses! We have to finish the planning phase before creating any online campaign. The thing is that if you don't take the time to figure out the stuff we've talked about, your ads and other marketing efforts will be pretty much useless. So here's what I want you to do today:

1. Answer the three questions about your product (what problem does it solve, what are its features and what are it benefits). List at least three benefits and three features.

2. Use PersonaDo to characterize your target audience. Create at least three different personas and decide which one of them is the most relevant to target initially.

3. Use a software like LucidCharts to create a wireframe of your landing page or homepage. Follow the AIDA structure we went through.

4. Bring your website to life either by designing and coding it yourself or hiring a freelancer to do it for you. You can also use website builders like instapage, wix and others to create it yourself without any prior knowledge.

5. If you already have a website/product make sure you have Google Analytics installed. Afterwards make sure to enable Demographics and Interests as explained here.

IMPORTANT! You should only carry out these steps after completing successfully the first two parts of this book.

Why?

Because you don't want to do all of this work and then discover that there's no need for your product. The lean testing methods explained earlier in this book are here to protect you from spending time and money you do not need to spend.

Good luck and I'll see you in the next chapter.

Chapter 10.0: Google Adwords - It's All About the Keywords

When we talk about paid advertising we usually discuss two major platforms - Google Adwords, and Facebook ads. Consider this chapter the 20% you need to know to get 80% of the results you want.

Adwords is Google's advertising platform and it's the main revenue source for Google. The Adwords network is divided into two separate networks. The search network, which is in charge of all of the sponsored ads you see when you search in Google's search engine. And the display network which is in charge of all the ads shown on websites with Google ads.

The main advantage about using the Adwords search network is that you can get your ads in front of a targeted audience when they are looking for a specific solution. It's what's known as "pull marketing" since you don't need to convince the user of anything, they are already looking for a solution to their problem.
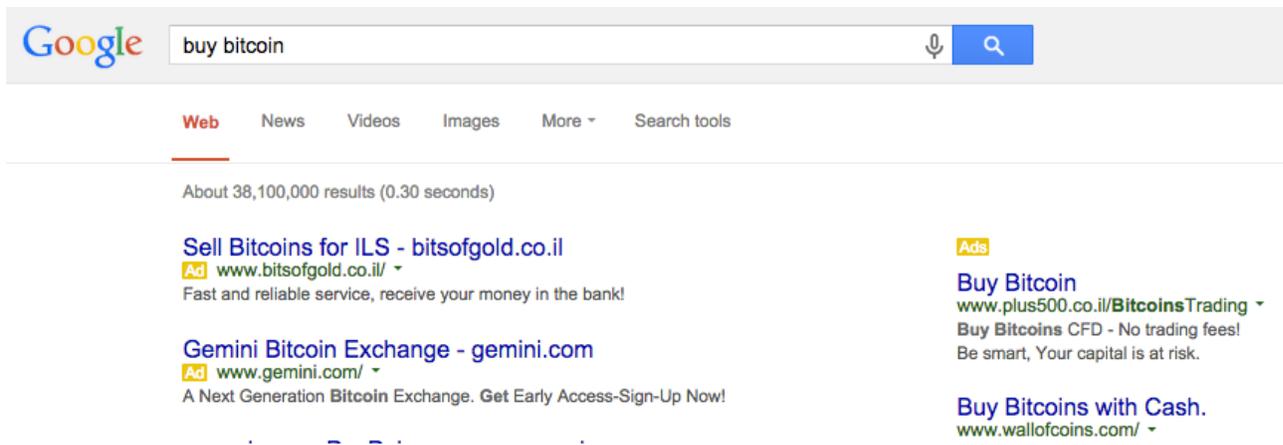
On the other hand we have push marketing - the Adwords display network. This network reaches a larger audience than the search network, since there are much more websites that display Google ads than there are searches on Google.

In this chapter I'm going to cover only the basics of the search network since I think it's the main game-changer you can use for your Bitcoin business. If you feel you want to learn more about the display network as well there is an excellent guide by Google here.

Keywords are what triggers ads

Ads on the search network are triggered by keywords that people type in to Google. When I say keywords (or KWs in short) I don't mean just words, but also phrases. So for example, in the 99Bitcoins' Adwords campaign I put in KWs such as:

Buy Bitcoin with PayPal

Buy Bitcoin with credit

How can I buy Bitcoin anonymously

and so on…

Each one of these phrases is consider a different KW

Now let's say you're an advertiser on Adwords. You sign up to the system and upload a list of keywords which you think are relevant to your product. After you upload your KWs and write the ad for your product, you're good to go (don't worry all of this will be explained in depth later on, I just want you to get the general idea at the moment). Once someone searches for one of your KWs, Google will display your ad. So it's all about picking the right KWs to make your ad show up in the right time.

But here is where it gets tricky.

Google wants their ads to be relevant to what the user is searching for, so you can't just put an ad up for a Bitcoin exchange if the user is searching for "red tennis shoes". This means that you have to have a high correlation between your KWs and your ads.

You also need your landing page to be related to the KWs you pick. So if the KW you are bidding on is "Bitcoin exchange" and you send your user to a webpage about organic fruit - that's a big no-no in Google terms.

Chapter 10.1: A Bit of AdWords Terminology

The correlation between the KW, the ad and the landing page is called Quality Score (QS) and it's one of the main factors that decides at what position your ad will show up if at all. Each KW you will add to your campaign will get a different QS between 1-10 according to this correlation.

The QS also changes according to how effective your ad is. If many users click on your ad - your QS goes up. If nobody clicks on your ad, it goes down.

The percentage of users who click on your ad is called Click Through Rate or CTR. It's going to be your job to make sure you have a high CTR so that your QS will go up and your ad gets shown more often.

Any time your ad is shown, it means it got an impression (or imps in short). So if your ad was shown 200 times, it means it got 200 impressions. And if from these 200 times, 10 people clicked on it, it means its CTR will be 10/200 = 5%.

So to recap what we learned up until now:

- There are two main networks - search and display.
- The search network is activated by KWs.
- The KWs have to be related to the ads and to the landing page as well.
- The higher the correlation the higher your QS for that KW is.
- CTR also affects QS.
- Every time an ad is shown it means it received an impression.

If you haven't lost track of me yet then we're doing great. I have one more technical thing I want to go over which is crucial to understand and that's the pricing model of Adwords.

You only pay if someone clicks your ad

Adwords works on a Pay Per Click model (also known as PPC). This means that you only pay for your ad if someone clicked it. This makes it extremely effective for the advertisers since they don't have to spend a dime if no one clicked on their ads.

Your max CPC is the maximum amount you are willing to pay per 1 click. This can be any number between 1 cent and a million dollars depending on your budget.

You will almost never pay you max CPC. That is why it's called a max CPC - it's the maximum you are willing to pay but usually you'll pay less. I won't get into details on how to calculate how much you're going to actually pay since it's a bit complicated but for now just remember that usually you'll pay a lower price than your max CPC.

So why not show my ads all the time? I won't pay if no one clicks....

I thought you might ask that. The thing is, Google wants to make money, and it's not going to let you put up ads that no one clicks on if they can put more relevant ads which will get clicked.

That's exactly why the QS is affected so much by the CTR. If your CTR is low it means that no one is clicking on your ad. If no one is clicking on your ad, it's probably not that relevant. If it's not that relevant it's not going to be showing up for long since you're losing Google money.

How does Google decide if your ad will be shown?

Each ad you own has its own ad rank. The ad rank is the result your QS X your max CPC.

So for example, let's say you want to advertise for the KW "buy bitcoins" and your max CPC is $2. Google calculates your QS and gives you a result of 7. This means your ad rank for that specific KW is 2*7 = 14.

Whenever someone types "buy bitcoins" in Google, your ad rank competes with all other ad ranks for that KW and the order of appearance is decided from the highest ad rank to the lowest. Since there are only 10 ad spots on a Google page, ads that come after 10th place won't be shown at all.

To illustrate this let's say we have three advertisers for the KW "buy Bitcoins":

Advertiser	Max CPC	QS	Ad Rank	Ad position
John	$1	6	6*1 = 6	1st
Mellisa	$0.5	9	0.5 * 9 = 4.5	2nd
Craig	$3	1	3 * 1 = 3	3rd

As you can see, even though Craig bid higher than Melissa, he will still show up below her because his QS pretty much sucks. Usually KWs with QS of 1 won't show up at all. So now you know why it's important that your QS will be as high as possible. If you have an extremely high QS you can pay a lower CPC and still maintain a high position.

For those of you who really want to dig into this the exact formula to calculate how much you'll pay is: (Ad rank below you/your QS) + $0.01

Hey, I told you it was complicated.....

So another short recap:

- Your ad rank = your QS X your mac CPC
- Your ad rank will decide your ad's placement
- Higher QS means you can pay lower CPC for the same placement
- You only pay if someone clicks on your ad

KW Terminology

When you're looking for KWs there are several terms you need to be familiar with:

Short tail KWs

These are short phrases that usually have a high search volume but are also very expensive to bid on and are not very focused. An example for a Bitcoin short tail KW can be "buy bitcoins" or "bitcoin mining".

I say that these KWs are not focused since if someone types in "bitcoin mining" you don't know if he's looking to buy a mining rig, learn about mining, or join a mining pool - the term is just too broad.

Long tail KWs

These are long phrases that usually have a lower search volume but are very focused and usually are less expensive to bid on. Examples for long tail KWs include: "buy bitcoins with PayPal" or "how to mine bitcoins at home".

Broad match

When you enter your KWs into the Google Adwords system they are entered in a broad match. This means that any time someone enter a query in Google that has your KW, your ad will show up. It doesn't matter at what order the KWs were entered or if there's anything before them, after them or in between.

For example, if your KW is "bitcoin trading robot", your ad will show up for all of the following queries in broad match:

*is there a good **robot** for **trading bitcoin***

*best **bitcoin trading robots***

*best automatic **robots** for **bitcoin** online **trading***

There is also **phrase match** that will show your ads only if your KWs come in the right order, but you may enter other words before or after them. So phrase match will show your ad only for these queries:

Best bitcoin trading robots

bitcoin trading robot list

An **exact match** will show your ads only if some types your exact KW and nothing else. So only if someone type in "bitcoin trading robot" without anything before or after, your ad will be shown.

Negative KWs

These are KWs that if you put them in your campaign under the "negative KWs" category Google will never show your ad if they appear in the search query. This is good in order to filter out unwanted clicks that won't convert into actual customers, since broad match can show your ad to users who entered a different query then what you originally intended.

For example, let's say you own a website that sells Bitcoins with a credit card only and not with PayPal. You decide to add the word "buy bitcoin" to your Adwords campaign. You can also add "PayPal" as a negative KW to your campaign.

Any time a user searches for anything with the word "PayPal" in it - your add won't show up. So queries like "buy bitcoin with PayPal" or "How to use PayPal to buy Bitcoins" won't trigger your ad while "How to buy Bitcoins" will trigger it.

Chapter 10.2: Tools for KW Research

Now that we've covered how the Google Adwords search network is built, let's move on to setting our first campaign. The first thing you'll want to do is some KW research to find out what KWs people are already looking for in the Bitcoin niche.

There are many tools you can use to start crafting your KW list. Here are a few ideas:

Google KW planner

As explained in Chapter 2, you can use Google's KW planner to get KW ideas. Type in some sort of a basic short tail KW (e.g. "Buy bitcoin") and see what results the KW planner gives you under the KW ideas tab. You can also see the monthly search volume for each KW on the right column.

UberSuggest

As explained in Chapter 2 you can use UberSuggest to see what people are already searching for according to Google's autocomplete feature. The process is similar to the KW planner, just put in a basic short tail KW and see what the tool comes up with.

Jargon - Use the Bitcoin vocabulary to think about KWs such as "hash rate", "mining difficulty", "blockchain explorer", etc.

Brain storming - As usual it's better to do this step with a few other people related to Bitcoin so you can get a group thought process growing.

Questions - Many times people will type questions or problems in to Google and not solutions. If you're building a Bitcoin info product this is an excellent opportunity to use questions as KWs. For example: "How to mine Bitcoins at home?" or "What is the best Bitcoin exchange".

Make sure to drill into KWs vertically and horizontally. When you drill into KWs vertically you take a certain KW as your "base KW" and then add different variations to it. For example, if I want to drill vertically into the base KW "bitcoin mining" I would come up with the following KWs:

Bitcoin mining hardware

Bitcoin mining calculator

How to mine Bitcoin at home

Mining Bitcoin guide

and so on….

Each new KW will have the base KW and an addition to it.

When you drill down horizontally you try to find related KWs to your base KW. So if I drill horizontally into the same base KW "bitcoin mining" I'll come up with these related KWs:

Network difficulty

SHA mining rigs

How to generate Bitcoins

The result of horizontal drilling is that the base KW should be present at any of the new KWs you come up with. Now you can take these new KWs and drill vertically into each of them.

Grouping KWs into Ad groups

After you create a list of 100 KWs or so you can move on to the next step which is to group KWs together into **ad groups**.

Ad groups are groups of KWs which will end up showing the same ad. Since you don't want to create a different ad for each KW but you still want to show different ads to different categories of KWs we'll just group them into ad groups.

An ad group consists of 10-20 KWs which are closely related and that the same ad can suit them all with highly relevancy. Here's an example. Let's say we have a Bitcoin beginners' website and we want to target the following KW:

how to buy bitcoins in the US
how to mine bitcoin

bitcoin mining rigs
best bitcoin mining rigs
bitcoin wallet comparison
bitcoin wallets review
bitcoin mining guide
buy bitcoins with credit card

Assuming these were the only KWs I thought were relevant (in reality you should have a much bigger list), I will now group these KWs into ad groups:

Ad group #1 - buying bitcoins:
how to buy bitcoins in the US
buy bitcoins with credit card

Ad group #2 - mining guides:
how to mine bitcoin
bitcoin mining guide

Ad group #3 - mining equipment:
bitcoin mining rigs
best bitcoin mining rigs

Ad group #4 - bitcoin wallets
bitcoin wallet comparison
bitcoin wallets review

Of course I will also add a negative KW ad group later on as well. Once you have your ad groups grouped together you can move on to the final stage which is writing your ads.

Chapter 10.3: Crafting An AdWords Ad

The final step will be to create your ad. Fortunately if you went over Chapter 9: Online Marketing Basics, this should be a breeze. Adwords ads are compiled out of the following elements:

Title - 25 characters, usually it's best to have your KW show up in your title (I'll show you how in a second).

Description line #1 - 35 characters, usually will have you benefit written here.

Description line #2 - 35 characters, will either complete the benefit from the first line or state a feature + call to action.

Display URL - 35 characters, this can be used to further covey your message. Since this is only the display URL you can add words to your domain to make it seem more relevant.

Destination URL - The URL which the ad actually leads to (can be different than the display URL).

So here are some guidelines on how to build your ad:

Cap each word - if you take a look at the first ad shown above you'll see that each word is capped. This is a known technique to get more visibility on your ads.

Use Dynamic Keyword Insertion (DKI) **in your headline** - remember how I told you it was best if your KW showed in your ad's title? Well that's done through the use of **DKI**. DKI is simply a way of telling Google to insert your KW inside your ad. If the KW doesn't fit since it's too long, a default KW will show up instead. In order to use DKI in your headline insert this text into your headline:

{KeyWord: *default keyword*}

Make sure to change "default keyword" to whatever default you want to show up if the keyword which actives the ad doesn't fit (i.e. it's more than 25 characters). Also notice how I wrote KeyWord with the K and W capped. That will take care of capping the first letter of each word in your headline like we talked about before.

Use numbers or signs - If you can enter numbers or sign like %, # or @ in your ad it will usually make it stand out and get better CTR. See how the ad shown on top used the ® sign?

Chapter 10.4: Setting Up A Campaign

Once you've created your KW list, grouped it in to ad groups and wrote your ads you can start your Adwords campaign.

Go into [Google Adwords](), open an account and set up your campaign. The process is pretty straight forward but there are a few things to keep in mind.

Create a different campaign for each product/country

I highly recommend creating different campaigns for each product or country. It will help you understand your statistics better and also allow for better optimization later on.

Create a campaign for the search network only

When starting your first campaign, make sure to choose "search network only". This will prevent you from running on the display network. If you forget to do so you risk showing up on the display network as well and getting a much lower CTR and a less targeted audience.

Setting a daily budget

Adwords lets you choose a daily budget that once you reach it, your ads will not be shown. Make sure to figure out how much you are willing to spend monthly and just divide it by 30.

Deciding on a max CPC

One of the most intriguing questions is how to decide your max CPC. One option would be to calculate it backwards from your product's break even cost. Here's an example:

Your make $40 for each user that buys your product. If on average 2 out of 100 (2%) people buy your product this means you can pay 40*2/100= $0.8 per click.

Think about it this way - if 100 people got to your website with a $0.8 CPC you would spend $80 on advertising and earn $80 in revenue, meaning you would break even.

So you can start out with your break even bid and then optimize according to your results. Now you know that if you end up paying more than $0.8 per click you're probably losing money.

Another option would be to just give a super high bid so you'll reach the 1st place and boost your CTR and then tone it down a bit after you get some initial stats. The risk in this method is that you may end up paying a lot of money. Having said that this method will boost your QS the fastest since you'll have high CTR from the get to.

The last option would be to use what the Adwords system or the KW planner tell you is the appropriate bid. I generally don't like this option since they seem to be very incorrect most of the times.

Dos and Don'ts of Launching a Campaign

Once the campaign is airborne there are a few rules you must follow.

Do check the initial QS of your KWs

Go into your KWs tab and add the QS column by clicking on "columns"->"modify columns" and then selecting Quality Score from the "Attributes" section. Don't forget to click "apply" at the bottom.
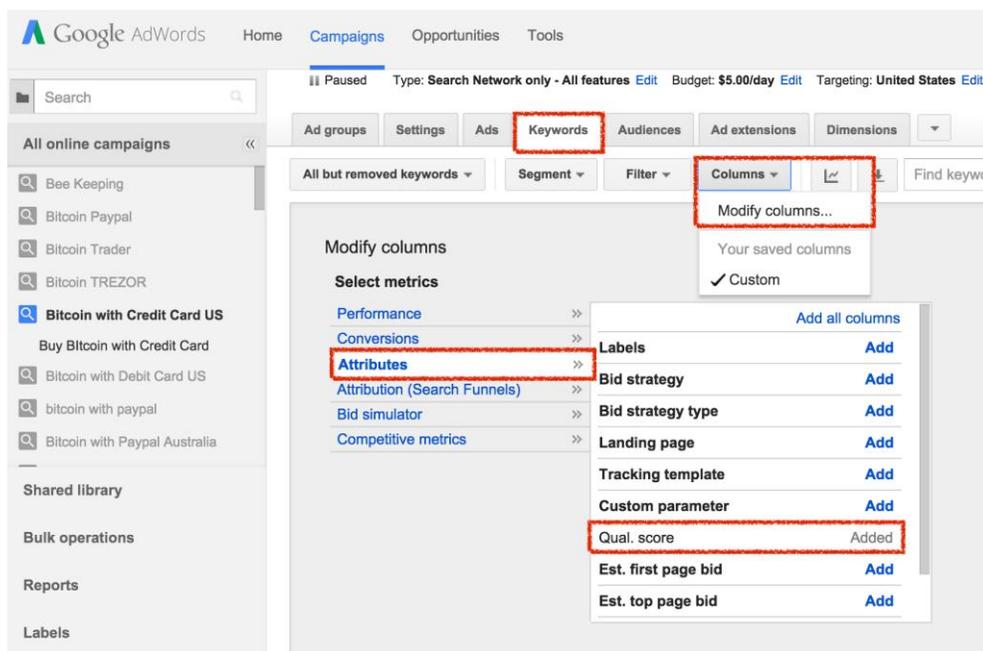
Your initial QS should be somewhere between 3 and 8. If it's more than that - great job. If it's less, you probably did something wrong. Perhaps your KWs aren't related to your ad or to your landing page.

Do check that your ads are showing up

Do check that your ads are showing up through the use of the Google [Ad preview tool](#) which was demonstrated on Chapter 2. Make sure to set the tool to your campaign geo settings and then just type in one of your KWs to see which ads are showing up. If your ads aren't showing you may have done something wrong.

Do check that all of your KWs are active

Do check that all of your KWs are active by going over to the Keywords tab and scanning the "Status" column. In the example below my KWs aren't active since my campaign is paused.

Sometimes you'll find that your KWs aren't active since they don't have enough search volume (nothing you can do about that) or that the bid you gave them is too low (in which you can increase the bid only for those KWs).

Do not check the campaign every five minutes

Do not check the campaign every five minutes; it's not good for your health. Trust me, I've been there. After you finish the preliminary checks that we just talked about you can come back to the campaign after 24 hours and see what happened.

Do not make changes before 48 hours have passed

Do not make changes before 48 hours have passed since usually you will not have enough data to make any wise changes. Most changes done in this manner are just impulse changes driven by fear and not actual reason.

Do not click on your own ads to bump up your CTR

Do not click on your own ads to bump up your CTR. Google knows how to find you and you will get banned.

Chapter 10.5: Setting Up Conversion Tracking

The last thing you'll want to do is set up conversion tracking so you can see who actually bought your product, signed up for your newsletter or took any other action you decide is worth tracking. Conversion tracking is done by implementing a small piece of code on the thank you page of the required action.

If, for example, I want to create a conversion every time a customer bought my eBook, I'd put my conversion code on the "thank you for your purchase" page on my site.

Choose "conversions" under "tools" in your Adwords admin panel. Click "+ conversion". Follow the instructions in Adwords until you get a snippet of code which is your conversion tracking code. You will then need to paste this code inside the page you'd like to track.

Since this part is a bit technical you can always use a [Fiverr](#) freelancer to do this for you for a few extra bucks. Once implemented you'll also be able to track which KWs are the most converting ones and focus on them instead of low converting KWs.

Chapter 10.6: Bitcoin-related AdWords Hacks

I use to run Adwords campaign for 99Bitcoins for about a year. I stopped when I realized that my Return Over Investment (ROI) wasn't positive, or in other words, I was losing money. But what I can tell you from the time I did run these campaigns is this:

Using DKI in your headline gives you an advantage over your competitors. Since most Bitcoin advertisers don't use it, it makes your ad stand out from the crowd.

Try to go for the long tail KWs that are laser-targeted for your audience. The short tail KWs are less effective and too expensive anyway.

Focus on different countries with dedicated campaigns. When I was advertising for KWs like "buy bitcoin with a credit card" I saw huge differences between countries like the US and the UK. find out where is the most profitable country for you by creating low budget tests for each country.

Use typos to expand you KW list. Amazingly enough one of the most effective KWs I bid on was "but bitcoin with PayPal". Since it's a common typo (the "t" is close to the "y") a lot of people were searching this KW on Google.

Chapter 10 Homework: Create An AdWords Campaign

Pretty obvious homework I guess. But I want to break it down for you so it's easier to wrap your head around it:

1. Conduct KW research and come up with at least 100 KWs for your campaign, including negative KWs.

2. Group your KWs into Adgroups. Each Adgroup should contain no more than 20 KWs.

3. Write an ad for each ad group.

4. Calculate your max CPC through your breakeven point.

5. Open a Google Adwords account and set up your first campaign.

6. Set up conversion tracking for your campaign.

One more thing…

You may ask yourself, "Why am I teaching you how to pay for users before teaching you how to get users for free?" I mean that's what everyone is interested it right? The guerrilla tactics that don't cost a dime.

From my experience, it's much better to start off with paid advertising and only then move on to organic advertising. The reason is because organic advertising like SEO take a lot of time to come into effect, so you want to make sure you're targeting the right keywords. So start off with AdWords, find the most converting KWs and then move on to target these KW through SEO.

Chapter 11.0: Using Facebook Ads

When we talked about Google Adwords in the last chapter we conducted in what is known as "pull marketing". Meaning the prospect has some sort of a problem, and we presented our solution just at the right moment when he was looking for it.

In this chapter we're moving on to "push marketing". This means that we're going to "push" our marketing message in front of our customer using banners or ads even when he's not actively looking for a solution.

Push marketing is less effective than pull marketing because you aren't addressing your prospect at his time of need. Having said that, if you know to define your target audience correctly you can still create ultra-effective push marketing campaigns through various platforms. As a matter of fact, most of the advertising on the web is push and not pull, simply because there is a lot more space for ads on the web than there are searches on search engines like Google.

Facebook ads is probably the leading platform for creating display campaigns (i.e. push campaigns). Google Adwords also has a display network, but from my own experience FB's platform is much more intuitive and brings better results.

Opening up a Facebook Ads Account

Advertising on FB is done through your own personal FB account. In order to open an account you can visit the FB ads homepage and click on "create ad".
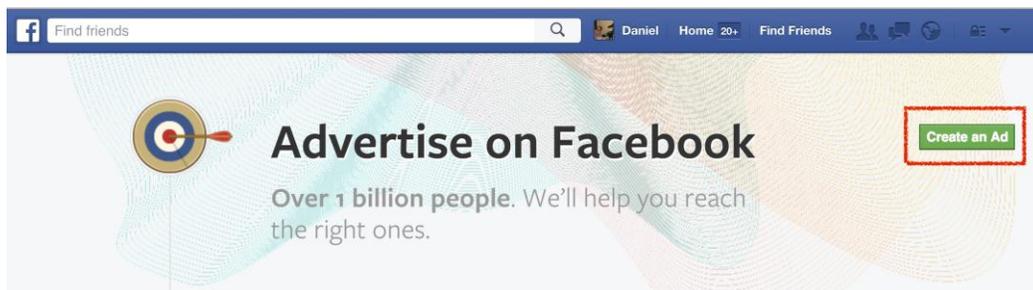
Once inside you'll have a lot of different campaign options to choose from. For the purpose of this book we'll deal only with sending people to your website (the first option) and the second option "Increase conversions on your website". The only difference between the two is that the

latter will use a conversion pixel to make sure people actually took the action you wanted them to take on your site.

Since I am a big fan of tracking and testing everything, I'll go ahead and choose the second option. At this point you'll be instructed to enter the URL of the webpage which confirms your conversion. So if my conversion is a newsletter sign up, I'll enter the "thanks for subscribing" URL.

Afterwards you'll need to choose what type of conversion you're tracking. This is just for organizational purposes and doesn't have much effect later on. Once finished just give a name to your conversion (e.g. "newsletter subscription") and click "create pixel".

You will then need to choose if you'll add the conversion pixel to the page or a send the instructions on adding the pixel to a different person. Once finished click "continue" and FB will verify that you've implemented the code correctly.

Keep in mind that even if you don't implement the code correctly on your "thank you" page, you will still be able to create a campaign, but you won't be tracking any conversions.

Chapter 11.1: Defining Your Target Audience

Start filling out your audience campaign details. Make sure you target a large group of people but not too large. I try to keep my potential reach above 10,000 and under 1M. If you go for too low of a reach then your ad won't bring enough visitors, and if you have too high of a reach then you're not targeted enough and your ad won't perform well.

Since the majority of Bitcoin users are male, I suggest targeting only them, and we've also already covered that the main age groups is 25-34 so you can start from there. Now let's say I target the US and English speakers only, I get a potential reach of 20M people, which is still too broad.

Now comes the interesting part - choosing your audience's interests. In order to find relevant interests you need to define topics or pages your target audience have expressed an interest in. Start out by writing "Bitcoin" and adding all of the relevant topics you can find.

Once you do this, your potential reach will quickly minimize to around 130K (at least that's what happened at the time of writing this guide). You can settle for this, or if you'd like to try and expand this reach a bit use this little known method.

I want to thank to super awesome [ViperChill](#) blog for teaching me this method. It basically lets you find similar pages to ones you already know about. So let's take Coindesk as an example and try to find out similar pages to it.

The first step would be to get Coindesk's Facebook ID. For any Facebook page you want to learn the ID of, just add the graph sub-domain to the start of the URL.

So http://facebook.com/coindesk becomes http://graph.facebook.com/coindesk . If you go to that website you'll see something a little like this:

```
{
    "id": "404460532994922",
                          oin news, prices, charts, guides and analysis from the world leade
    "can_post": false,
    "category": "News/media website",
    "checkins": 0,
    "cover": {
        "cover_id": 422483111192664,
        "offset_x": 0,
        "offset_y": 0,
        "source": "https://fbcdn-sphotos-c-a.akamaihd.net/hphotos-ak-xfp1/v/t1.0-9/s720x720/9546
oh=6a9b00e48f8339695048de7f5ff377d4&oe=55D24A2D&__gda__=1439973678_7b1f87ead6ed073af689a92c6c5
        "id": "422483111192664"
    },
    "description": "We cover news and analysis on the trends, price movements, technologies, cc
per-minute Bitcoin Price Index, a derived measure of bitcoin\u2019s value based on an agreed s
involved in the bitcoin industry.  \n\nFind the Bitcoin Price Index here: http://www.coindesk.
http://www.coindesk.com/calculator/\n\nIf you\u2019re new to bitcoin, read our straightforward
to buy bitcoins and how to spend them. We also explain the basics of bitcoin mining, how to se
are in our Bitcoin Information Center: http://www.coindesk.com/information/\n\nDigital currenc
developments in internet history in the making.\n\nYou can also find us on other social media
https://twitter.com/coindesk\nFeed Address: http://feeds.feedburner.com/CoinDesk\nLinkedIn: ht
    "has added app": false.
```

Once you have the page ID, you simply add it to the end of this URL:

https://www.facebook.com/pages/?frompageid=ID

Changing ID for the actual number.

From a page for Coindesk with just 15,000 fans you can find a lot of relevant, similar pages, like so:
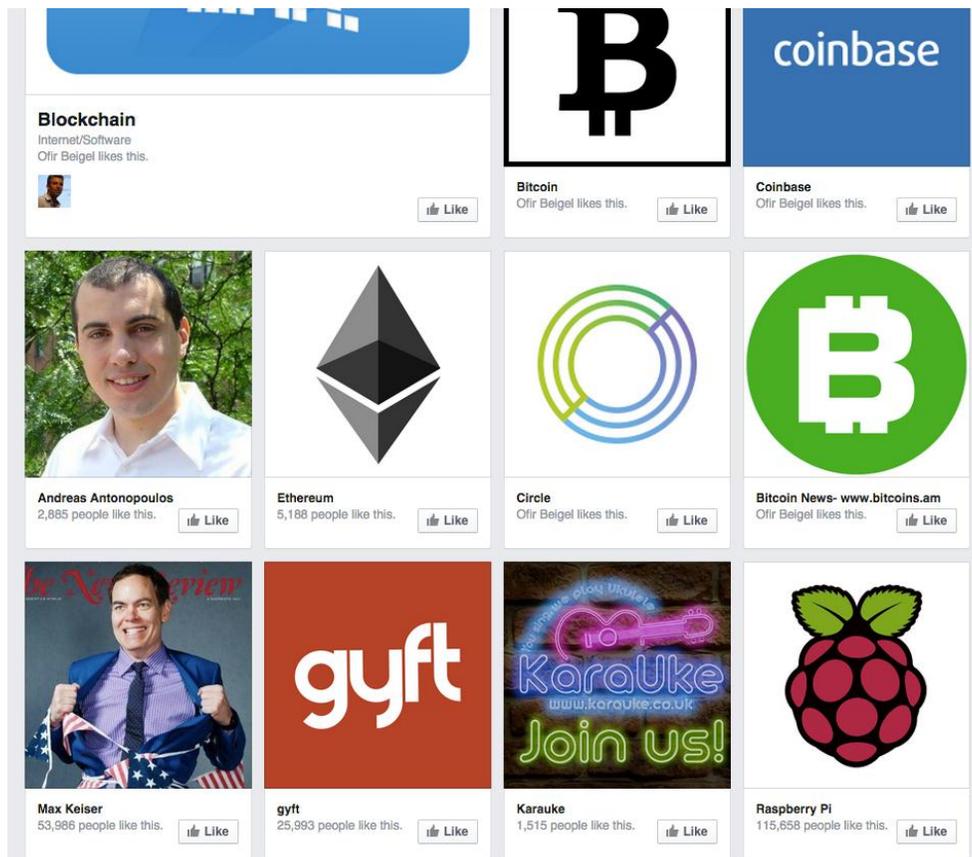
Suddenly I get new ideas for interests like Max Keiser, Raspberry PI and more. Just by adding these two topics I've added another 50K for my potential reach.

The key is putting the time in so you find yourself going further and further down the rabbit hole. From one page you may find two or three interesting alternatives. Then you do the same trick for those two or three pages and on it goes. You really can just keep going on and on and on, putting new pages into the URL, and finding more opportunities and potential interests for future advertising.

This should get you started pretty good but if you want even more ideas on how to extend your reach read this awesome post (thanks Glen…).

Once your audience is set to reach enough people you can move on to the budget section. Just decide how much you want to spend daily and name your ad set. An ad set is a group of ads that share the same daily or lifetime budget, schedule, bid type, bid info, and targeting data. Ad sets enable you to:

- group ads according to your targeting

- apply the same targeting and bid to ads within an ad set

- retrieve the ad-related statistics that apply to a set

Ad sets are a similar concept to ad groups in Adwords. The main commonality is that all ads in an ad set will show the same ad, exactly like all keywords in an ad group will show the same ad.

It's good to name your ad set in a descriptive manner according to your targeting options. For example, I'd name this ad set 25-34 M US BIT. That way I know this ad set is dealing with 25-34 year old males who live in the US and are interested in Bitcoin.

Under "advanced options" you can also decide on setting your bids manually and not letting FB decide for you. If you are not familiar with PPC marketing I'd suggest leaving this on "get more clicks at the best price". Otherwise, you can employ your own bidding strategies.

Chapter 11.2: Choosing Images for Your Ads

The next step in setting up your campaign involves creating your actual ads. The main aspect in creating your FB ad will be its image. That's why it's advised to choose at least 3-4 images to begin with and test them against each other.

Remember that the purpose of the image is the "A" from AIDA - to grab your prospect's attention. So make sure it's something that the target audience you defined in the previous step can relate to. One of the best images that worked for me is just the Bitcoin logo, since it automatically draws attention to anyone who's into Bitcoin.

Go ahead and choose up to four different images for your ads. Play with this concept a little and try to think about images that, while not the obvious choice, may still get your prospect's attention. Keep in mind that images can have a maximum of 20% text in them or else they will not be approved. More about that here.

Once you've chosen your images continue to craft a headline (you already know how, don't you?) and text for your ad. If you implemented a conversion pixel you can choose your pixel under "show advanced option" so it will track conversions.

IMPORTANT: If you want to show ads inside FB's newsfeed or mobile app you'll need to create a Facebook page. Your page doesn't have to be active, but you'll need to at least create it since all ads on these feeds are posted by some sort of page. You can then decide to show your ads on the mobile app feed and the desktop newsfeed as well.

Once finished you'll need to enter payment information and your ad will go into review. Usually ads are approved/disapproved within a few hours.

Chapter 11.3: Advanced Targeting Features

If you feel you're still not getting enough traffic for your FB ads there are a few other option you can use for your targeting:

Custom audience - You can "tag" people who visit your site so you can later on show them ads on Facebook. This is known as "**retargeting**" or "**remarketing**". In order to create a custom audience you'll need to go to "manage ads" -> "Audiences" -> "Custom audience":
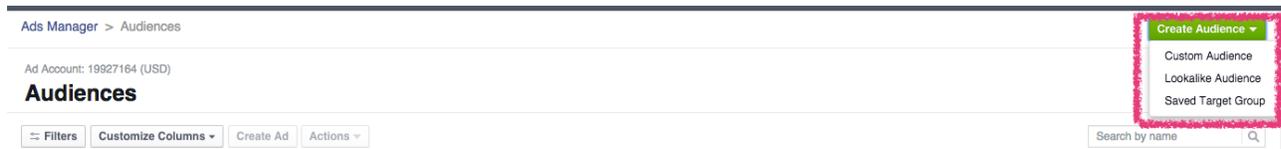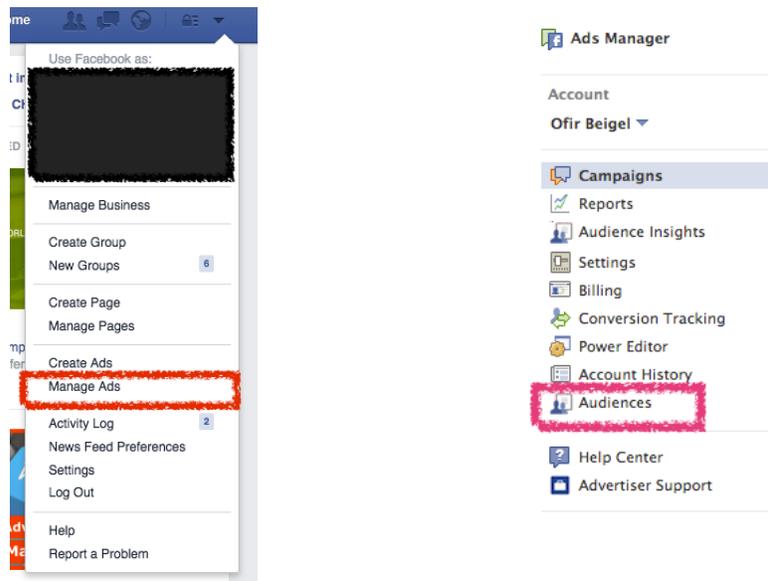
You can then either create a custom audience list from email addresses or track visitors to your website through the use of a retargeting pixel.

Lookalike audience

After you have a custom audience created, you can create a lookalike audience. This means FB will take a look at your custom audience and create an audience with similar attributes. This is extremely powerful as you can create an audience of millions from a custom audience of just a few thousand people.

Later on, once you have a big enough custom audience set up, you can choose it in your ad set settings and see if this audience converts better than your previous targeting.

Chapter 11 Homework: Set Up Your First Facebook Campaign

Let's go ahead and implement what we've learned about Facebook. I suggest starting out really small with a budget of about $5 a day - that should get you going and you'll be able to test your results pretty quickly.

1. Sign up for [FB ads](#).

2. Implement your conversion pixel on the "thank you" page of the action you're trying to track (optional but highly recommended).

3. Choose your target audience - make your potential reach between 10,000 to 1M.

4. Choose at least four different images for your ads.

5. Set up a Facebook page so you can run newsfeed and mobile ads as well (optional but recommended).

6. Implement a "remarketing" pixel in your website so you can later on create custom audiences. Even if you won't use it, it's good to have the pixel on your site. Here's a [detailed explanation](#).

Chapter 12.0: Acquiring Bitcoin Users Organically

Probably the greatest success of 99Bitcoins is the amount of organic traffic it manages to produce. When I say organic traffic I mean traffic that is basically free and comes from search engines or links people post about you around the web.

Since Bitcoin is pretty new, there are huge SEO opportunities inside this space. I'll give you some examples towards the end of this section.

The basis of organic traffic is Search Engine Optimization, or SEO in short. SEO is the practice of improving and promoting a website to increase the number of visitors the site receives from search engines. Even though there are many different aspects to SEO we can generally categorize our SEO efforts into three main topics: on-page optimization, off-page optimization and user behavior.

Before I get started, it's important to know that SEO is usually done to target specific KWs. This means you'll need to find out which KWs you want to rank high on Google and then focus your SEO efforts on these specific KWs.

That's also the reason we went over Adwords before moving on to SEO. Since it's much faster to discover which KWs are converting through Adwords, and then try to target them also through SEO.

Since Google is always updating its algorithm, it's sometimes hard to track all of the changes that should be made, that's why we'll try to focus only on the basic guidelines which almost never change in this chapter.

Chapter 12.1: On-page SEO Optimization

On-page SEO optimization is basically what you can tell Google about your page. Of course Google will take this with a grain of salt since there are a lot of manipulators out there which tell Google their page is about one thing and it's actually not. That's why Google will also use the other two parameters to see if your story "checks out" later on.

There are several parameters Google looks for on your page in order to establish what it's about. Here are the determining factors on a page that tell Google what the page is about:

Meta Title

The meta title of the page tells Google the topic of the page. Deciding on your meta title is crucial since it's also the title that will show up in the Google search results.
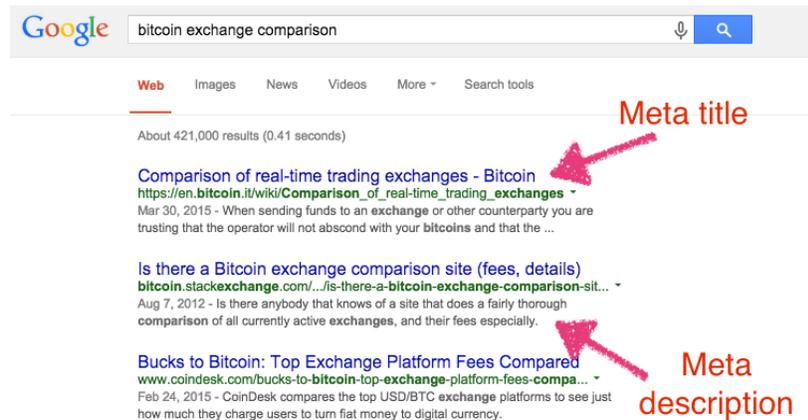
Meta Description

The meta description is a longer version of what this specific page is about. You can view it on the search results right under the title.

Content

The content of the page or article is scanned by Google and helps it decide the topic of the page. Throughout your page there should also be various headline tags which will imply about the

contents of the page. Headline tags are tags that surround the headlines of your articles and tell Google that these are the main topics of this page.

Since I don't want to turn this book into a technical manual about how to write html code, I'm going to explain the simple version of how to do on-site optimization. Assuming you have a WordPress site, all you need to do is install the [WordPress SEO by Yoast plugin](#) and you're good to go.

Site navigation

Is it easy for users to navigate around the site and to find what they are looking for?

Mobile optimization

Is your website adjusted correctly when a user views it from a mobile device?

Site load speed

How fast does your site load its content? This is a critical factor in Google's algorithm.

Optimizing meta tags

Each time you write a new post, you'll have the opportunity to change its Meta Title and Meta Description at the bottom without any coding whatsoever.

Once the plugin is installed, you can configure the meta title and description for each page from within the WordPress dashboard.
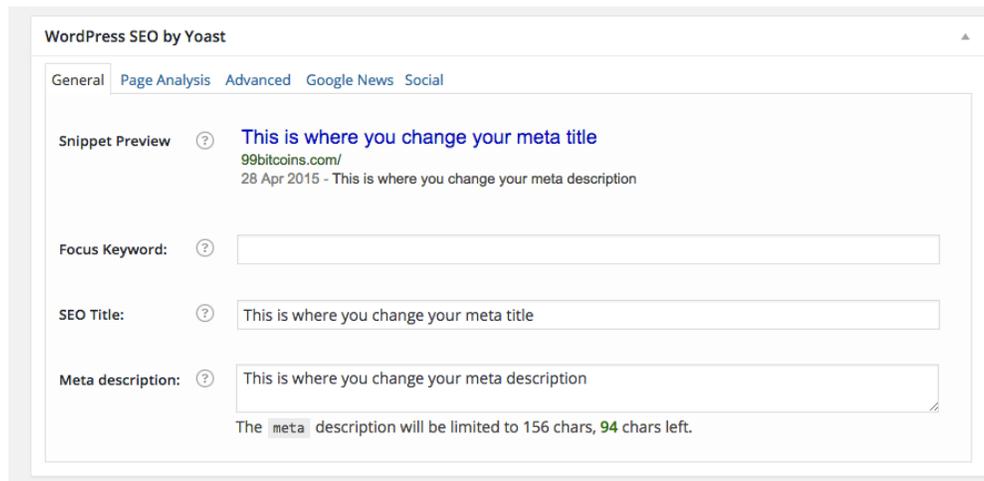
Here are guidelines regarding crafting your meta title:

- Make sure your headline is descriptive and compelling. Use the headline writing tips we've learned the beginning of this chapter.

- Try to incorporate your target KW inside your headline if possible.

- Make sure your headline is no longer than 64 characters or else not all of it will be readable on Google.

- Your headline is what will make users decide if they'll click your link or not, make it count. High CTR on Google organic search results will lead to higher rankings.

Here are guidelines regarding your meta description:

- Try to incorporate your KW inside the meta description as well.

- The meta description should be roughly 155 characters.

- Consider your meta description as your sub headline since it shows up after the title in Google. Treat this as the "desire" part of your marketing message.

Optimizing Your Content

If you focus on writing great content, then SEO will shortly follow. Having said that, there are some guidelines you may want to follow in order to give your content somewhat of a boost:

- Try to write for actual people and not for search engines.

- Never build content with any program or "technical" SEO writing.

- Usually Google prefers longer content. Try to aim for your posts to be 1500-2500 words long and you'll be fine.

- Break up your content using headline tags. There are six different headline tags from H1 (the biggest) to H6 (the smallest). Using the WordPress interface you can add headlines to your page which will help Google understand what the page is about.

Different headlines types within Wordpress
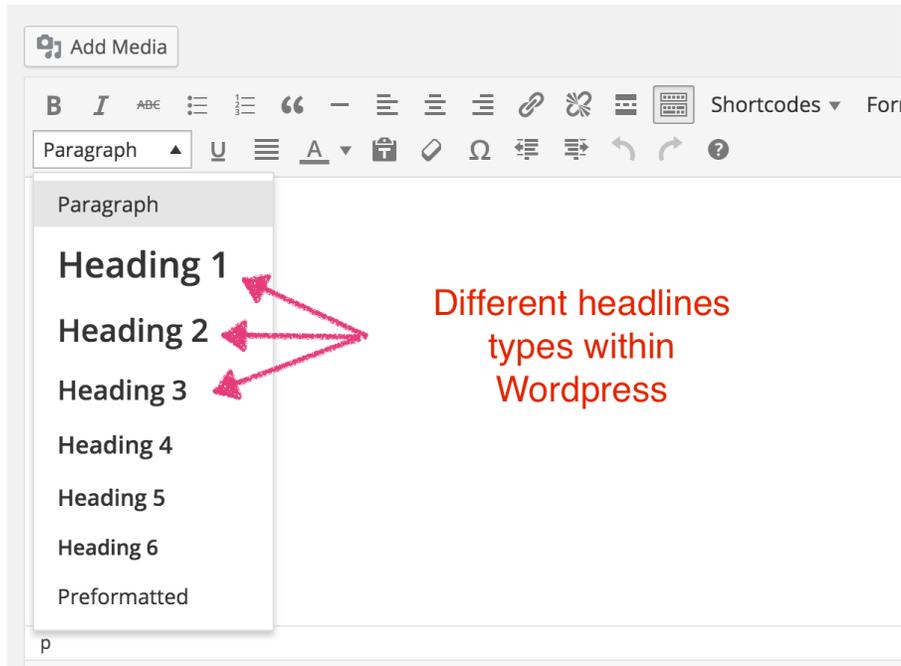
- There should only be one H1 title on your page and usually it's your page title.

- A good method to see if you broke your content down correctly to sub sections is to make sure that someone can read only your headlines and still understand what the page is about.

- Google doesn't only look for your exact KWs he is also looking for LSI keywords. LSI (stands for Latent Semantic Indexing) means that Google also looks for related KWs to your content. So if I'd target the KW "buy Bitcoins", I would try to incorporate inside my content similar KWs such as "Bitcoin exchange" and "get bitcoins". Type in your KW in Google and scroll to the bottom where it says "searches related to [your keyword]" and you'll get ideas for LSI keywords to put in your content.

Searches related to buy bitcoins

buy bitcoins **with paypal**   buy bitcoins **visa**

buy bitcoins **with credit card**   **paypal** bitcoin

bitcoin mining   buy bitcoins **with cash**

bitcoin exchange   **get** bitcoins

Goooooooooogle ›

1 2 3 4 5 6 7 8 9 10   Next

Making Sure Your Site Navigation is Easy to Understand

Google tries to figure out how user-friendly your website is by checking out its navigation structure. Here are some tips for optimizing your site's navigation:

- Make sure each page on your site can be reached with four clicks at the most.

- The more important the page is, the lower number of clicks it should take to reach it.

- Utilize WordPress's categories in order to group your content into sections. For example, 99Bitcoins has different categories such as News, Guides, FAQ, etc. Each category is a tab on the website's menu. You can also have sub categories within categories.

99BITCOINS
All The Infomation You Need to Get Started With Bitcoin Today

GET YOUR FIRST BITCOIN   NEWS ˅   GUIDES ˅   REVIEWS & COMPARISONS ˅   FREQUENTLY ASKED QUESTIONS ˅   MISC ˅

Is your site ready for mobile?

One of the biggest changes Google deployed in the last year was their mobile compatibility algorithm. Sites that aren't mobile adaptive automatically show lower rankings. You need to make sure your site shows up well on mobile devices.

If you're using WordPress the easiest way to do so will be to make sure your theme is responsive. This means that your theme changes according to the screen it is presented on. This way if someone views your website from a smartphone, the theme will change accordingly (making the website more readable).

How fast is your site?

Taking care of your site's load speed can be a challenging task. First of all, go to Pingdom and perform a speed test. Ideally you should see your site load in less than two seconds. If that's not the case, you may want to consider optimizing it.

One of the best optimizing plugins available for WordPress today is W3 Total Cache (it's also free). Another factor of your site speed is the hosting company, but if your site doesn't have a lot of traffic this shouldn't be that much of an issue. If your site still doesn't make the cut I recommend following these instructions and using the help of an experienced freelancer.

Additional Recommended Setup for Yoast

The Yoast SEO plugin is probably the most valuable resource you can have on your WordPress site in order to customize it for SEO. Make sure to check out the "start tour" option they have on their plugin tab.
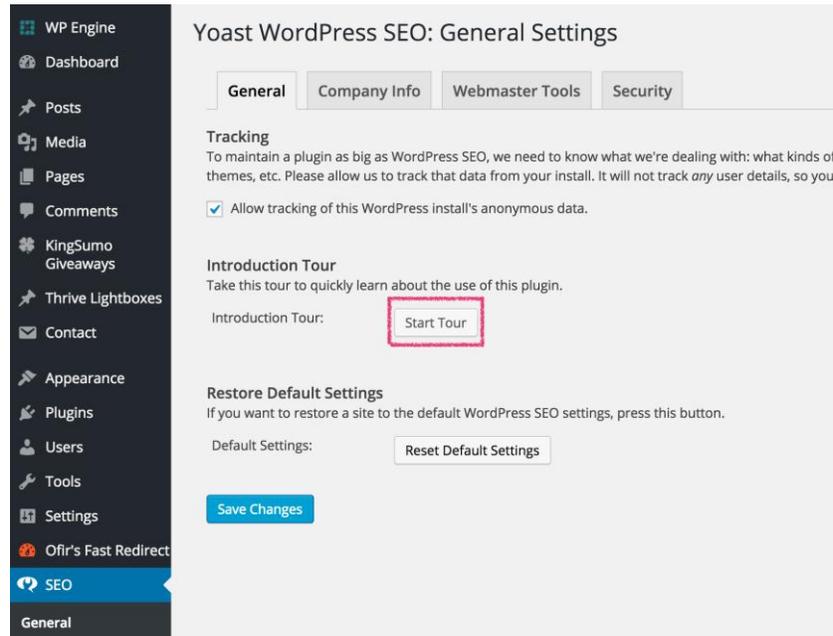
If you have any social profiles for your business I'd also suggest adding their information under the "social" tab of the plugin for better online sharing of your webpages.

WARNING

Don't tamper with any settings you don't understand in Yoast. If you have any doubts just ask a question on their plugin support page. I'm saying this because not so long ago I accidentally marked a check box called "noindex" which told Google not to index most of my site. The result was that almost half of my site vanished from Google and it took me a week to figure this out, so be careful when dealing with this plugin.

Chapter 12.2: User Behavior Optimization

Once you've got your on-site SEO configured correctly it's time to move on to the second parameter - user behavior. Since Google got its glory from being the best search engine in town, it want to make sure it stays that way. That's why it's very important to Google if users find what they are looking for when they click on your site in Google.

In order to determine how well your site performed, Google looks at many different statistics, but I'm going to cover the main ones here. Keep in mind that these numbers can all be found inside Google Analytics.

Improving Your Bounce Rate

Bounce rate is defined differently for each tracking software, but in GA (Google Analytics) the bounce rate is the percent of visitors who only visited one page on your site. It is said that you should lower your bounce rate as much as possible.

As you can see from the picture above 99Bitcoins has a 76.61% bounce rate. Meaning 3/4 of the people who come to the site only read one page and leave. The bounce rate where I can probably most improve, but I don't necessarily want to - here's why.

There will be times where you will want users to move to another site after visiting only one page on your site. For example, if you're an affiliate marketer and you are writing a review about a Bitcoin product, you want people to move on to the actual product page outside of your site and buy it. But in other cases you'll want to keep users engaging with you site.

How to improve bounce rate:

- The worst thing that can happen for you Google-wise is if the user hits the "back" button since he didn't find what he was searching for. This is exactly the type of thing Google wants to avoid. Make sure that the important information of the page is displayed clearly on your site and isn't hidden beneath thousands of ads.

- Make sure to end your posts with an additional call to action. This can be anything from signing up to a newsletter to reading additional related posts. Thrive Leads is a plugin that will let you enter an email sign up form at the end of each post (discussed on Chapter 15). A good plugin for related posts is YARPP (Yet Another Related Posts Plugin). Sometimes you'll find themes with the related posts capability built in so you won't even need a plugin.

- Encourage people to comment on your website. Although they will still stay on the same page, but Google will recognize that they took some sort of action

Improving Your Time On Site

Another metric you should take a look at is your "time on site". Of course you'd want this to be as high as possible. If you implement what we talked about so far then the "time on site" metric should take care of itself.

Usually higher time on site is a result of longer posts, additional information at the bottom of each post and more engaging content. One method I use to help my time on site is to create videos whenever possible for my posts.

So I may, for example, write about Bitcoin mining, and then also add a 2:30 minute video about it. This automatically gets the user more engaged and keeps him on the site longer.

If I could sum up the whole "user behavior" section in one sentence it would be: Make sure visitors find what they were looking for and take some sort of action in the end.

Chapter 12.3: Off-page Optimization (Links & Social Shares)

After we told Google what our site is about, and it also measured how people act on it, the last parameter Google takes into account is what other websites are saying about our site. Throughout the history of SEO backlinks (links linking back to your site) have had a tremendous effect on SEO. In the last couple of years, social buzz also started to take effect.

Getting the <u>Right</u> Backlinks to Your Website

There is a HUGE amount of factors to take into account when Google analyses a link to your website. Here are the main ones:

- The anchor text - This is the visible, clickable text in a link. Usually this will tell Google what the link is about, but many time an anchor text can be just "read this post" or "click here".

- How trustworthy is the domain the link originated from? Did Google find a link to your website on a spammy domain with hundreds of other links or did you receive a quality link since you were mentioned on Coindesk or another reputable site? . There are also links which are known as "super links" like .edu and .gov links. A link from Wikipedia is also considered pretty valuable.

- The diversity of pages linked to in your site- Do all links to your website link to the same page or do several pages on your site get linked to? Is the anchor text always the same? If there is no diversity, Google may suspect that you are conducting some link-building scheme.

Bottom line, Google wants to see other reputable websites from around the web linking to your site naturally. Usually if you deal in any link-building schemes, Google will see through it in no

time. I say this from experience, and at the end of this chapter I've even added my own personal example of this.

So make sure to get links for your website, but not at any cost. How? Here are some techniques to get you started:

Content Marketing - The Latest Buzzword in SEO

If you've been around the online marketing world long enough you've probably heard the term content marketing. Content marketing is just a pretty way of saying "create great content so that people will share it and promote it for you". Easier said than done.

Here are some practical tips and ideas for content marketing you can employ right away:

Guides and tutorials

Since Bitcoin is such a complex subject, creating tutorials and guides about it in a simple manner is a great way to get people linking to you. This video about "what is Bitcoin" cost me $15 to create and already has over 14K views.

Free tools and widgets

You can always build or hire someone to build a useful Bitcoin tool. CoinLlama is a Bitcoin comparison search engine which I built via Upwork. AmIfilthyRich is a website that allows you to compare the amount of Bitcoins you own to all other Bitcoin addresses out there.

Coindesk created BTCQuote - an embeddable Bitcoin price ticker. Preev is an excellent Bitcoin currency convertor. At 99Bitcoins I've created not only a WordPress Bitcoin price ticker but also a news widget as well. All of these tools can get people talking about you and linking back to your site.

Write interesting content

Don't worry I'm not going to leave you hanging with this general saying. There are actual ways you can find out what interests people and then write about it. Go to BuzzSumo and type in "Bitcoin". You'll immediately see the most shared Bitcoin stories around the web. Now you can try and write similar stories for you own website, knowing that these are already topics that interest people.

Another great tool for this type of research is Quickspourt. When using Quicksprout, just choose a very popular Bitcoin information site (e.g. Coindesk) and see which stories got the most social buzz.

Write "X vs. Y" posts - This is probably the best strategy to get organic traffic in no time. Pick a brand in your industry and type its name is Google with the word "vs" and see what comes up.

You just got your next five post ideas. This may sound funny, but one of my main traffic generators to the site is the keyword "Coinbase vs Circle" or "Circle vs Coinbase". Of course you can use the Google autocomplete to find a lot of other Bitcoin keywords people are already searching for and write a post about that.

Another way to go about this tactic is to use the word "alternatives" after a major brand. So for example targeting the KW "Coinbase alternatives" may result in some nice organic traffic.

Guest blog on other websites

A great way to get backlinks and shares is by writing a guest blog for other websites. I did a beginners series on two different Bitcoin related websites which got me some quality backlinks and traffic. Keep in mind that most sites won't let you guest blog without knowing you beforehand, this means you'll have to build a relationship with them before suggesting such a thing.

Create a professional glossary

This tactic is extremely relevant for Bitcoin as there are so many terms and phrases "normal" people don't understand.

Release a white paper or infographic based on actual research - The web adores research. If you have access to information that other people don't you can easily create a nice infographic using picktochart or even publish a white paper. A good example for a white paper that got a TON of traffic and backlinks is the willy report.

Improving Your Social Rank

As I've mentioned before, it's not only links that count with Google, it's also your social reach. If you're already writing interesting content than you'll probably start getting "likes" and "shares" anyway, but here are some tips on how to improve these numbers even more.

Display social buttons on your site

Amazingly enough, finding the right social button widget is a pain in the ass, since usually they slow down your site significantly. After a lot of research I found a paid widget that seems to do the job exceptionally well. Ultimate Social Deux is the plugin I use on 99Bitcoins to share my content and it seems to load fast enough while still offering customization options.

Ask your users for help

99Bitcoins homepage has more than 750 FB like, 200 tweets and 100 +1's, and I didn't pay a dime for them. How did I get them? Simple. After I send people there first 0.1millliBitcoin, I just add the following:

Great to meet you, I've sent you the coins. Let me know if there's anything more I can do to help.
We appreciate any help we can get with spreading the word out about 99Bitcoins, so if you wish to +1 it, tweet about it or share it on Facebook that would be great (the links in this email will set up the tweet or sharing for you).

People are so ecstatic they got coins (this is three cents we're talking about) they are more than happy to share the site.

Use a social locker

If you write truly great content you can use a social locker to lock your content to visitors who didn't like your site. I don't employ this strategy on 99Bitcoins but I've heard many people stating it brings in a lot of shares.

Chapter 12.4: SEO Practices You Should Avoid at All Costs

Since SEO has been around for a long time, some people still use old and outdated techniques which will get you banned from Google in no time. As a rule of thumb, whenever you're trying to do something that is manipulative instead of creating actual value for your users, you're probably not following Google's guidelines.

Here are some examples of what NOT to do:

Keyword stuffing

Writing articles with multiple repetitions of your KW within them. Not only does this make the article unreadable, but it also signals Google that you are trying to manipulate it.

Buying links on Fiverr

Or from any other source for that matter. Usually when you buy links it will be from low quality websites which will get you penalized. Don't buy links, trust me on this one. Read the bonus section at the end of this chapter to see what happens to someone who does.

Hiring and SEO Company

Many people will perhaps disagree with me, but throughout my seven years dealing in online marketing I never had a good experience with an SEO company. Most of the time my experience was negative, and in some places only neutral. You can't outsource SEO since it means you're outsourcing the most important part of your business - your professional knowledge.

Having said that, you can definitely use the help of SEO consultants but never let anyone write something for you in a field they don't have an understanding.

Spamming links to your website on other websites - Don't go around forums and websites adding links to your website without it having anything to do with the site's topic. If you're commenting on a Coindesk post then that's OK, but if you're on a nutrition blog there's no need to add a link to your Bitcoin website, it's not relevant and it will probably not get approved by the site's administrator any way.

How to Analyze Links to Your Website

I talked a lot about backlinks but I never really showed you how you can analyze them or even find what links point to your site (or to your competitor's site). Here are some of the best free tools you can use to analyze backlinks:

- Open site explorer
- Ahrefs
- Majestic

Each of these tools is a bit different and of course all of them have also a paid version. But if you just enter your domain in any one of them you'll be able to see who is already linking to your site and perhaps get some ideas on how to get similar links.

Another great tactic is to put your competitor's site in one of these tools and spy on how he's getting his backlinks. Perhaps you can get links from the same domains as well.

Chapter 12.5: Actual SEO Case-Studies from 99Bitcoins

Since I know SEO can be a bit overwhelming, I decided to give you a bonus section with some real life examples of how I deploy SEO tactics on my site, which you can just copy and paste. There is so much you can do with SEO that there's no way we can cover all of this in this book, but these simple case studies exemplify how to put what you've learned into practice.

TREZOR vs. Ledger Case-Study

One very interesting case-study I'd like to share with you is how I promote TREZOR and Ledger, both Bitcoin hardware wallets, at the same time.

TREZOR is a pretty solid product with a great team behind it, so automatically I was drawn to promote it. Since there are almost no affiliate marketers in Bitcoin (yet), I figured I'd deploy my "X vs Y" technique to get some traffic.

I started out by checking if people were actually trying to compere TREZOR with any alternative.
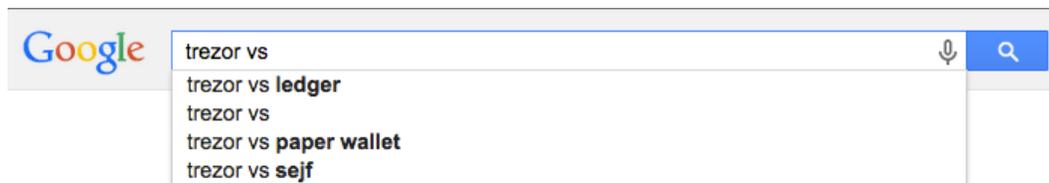
Jackpot!

Google automatically completed "TREZOR vs Ledger". When I examined the competition, I didn't say any reviews specifically comparing the two. This of course was a "go" sign for me to start writing my post.

I wrote my review (you can read it here) and made sure to optimize the title to say "TREZOR vs Leger". I made sure my review was long enough (in this case it was only around 1000 words) and that I mention both TREZOR and Ledger several times in it.

I submitted it to some websites which would link back to my review, like Reddit, Bitcoin Facebook groups, Google + and Bitcoin talk so that Google would be able to "find" it. After a few hours, my review showed up in Google on the 3rd page.

A few days later, my review climbed up the Google charts until it reached its current place at #2 right after Reddit and ahead of Coindesk.
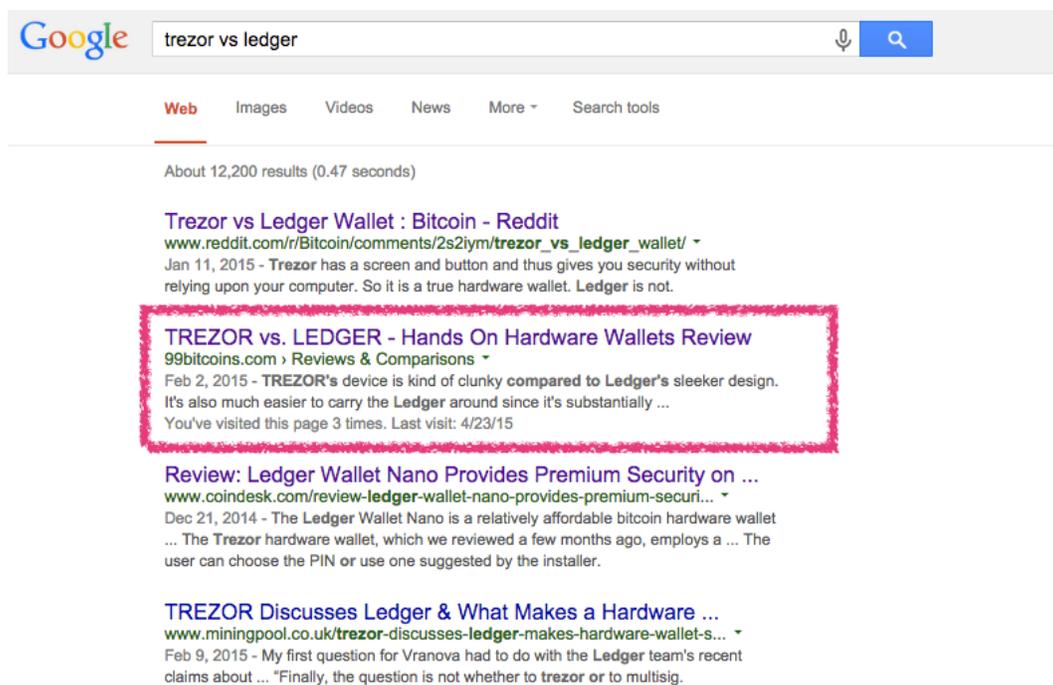
Now of course my website already had some "authority" when I wrote this review and that's one of the reasons it moved up so quickly, but if you find such a KW that no one is writing about you can easily do the same even if your site is brand new.

I was actually outranked by several websites who did the same thing a few months later. This is because Google always prefers fresher content, so you still have your chance.

Chapter 12.6: Authority Marketing - My Own Private SEO Hack

I started looking into alternative methods to SEO around late 2013 when my website dropped from the #3 spot on the 1st page in Google for my targeted KWs to the beginning of the 2nd page.
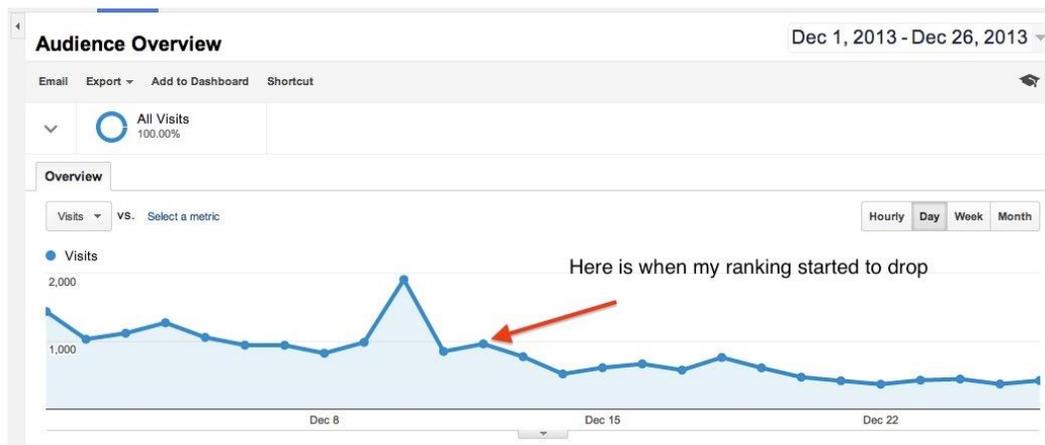
Because of this major ranking change (basically I lost 50% of my traffic) I had to find other ways to keep bringing traffic into my site. This led me to the idea of Authority Marketing. The main concept of Authority Marketing is that you use authority websites to rank for your KWs and not your own website.

Let me explain. Instead of wanting to rank #1 for a specific KW, you want to have as many listings as possible on the first page. So you move from counting your rankings to counting your listings. Basically you're diversifying your risk, since if one of these results gets pushed down, you still own a lot of the SERP (Search Engine Results Page).

But how can I get multiple listings on the same SERP?

Good question, here is where Authority Marketing comes in. Since it might be difficult to have your website rank multiple times on the same SERP you can use authority websites that are targeted at the same KWs. This works amazingly well because:

1. Google values these websites, indexes them almost immediately and prefer showing them at the top of the SERPs.

2. People don't usually use other websites to rank for their KWs so there isn't much competition.

So how exactly do you implement Authority Marketing tactics?

Step 1 – Identify authority websites in your niche

You need to find sites who have high-authority ranking and that allow you to post on them. For example Reddit, Quora and Stack Overflow all have high authority ranking and will let you post on them as a user. Of course some of them will have limitations for posting such as gaining a minimal amount of reputation on the site, etc. For Bitcoin I would also look at Stack Exchange for Bitcoin, BitcoinTalk, etc.

Step 2 – Post on authority websites using your desired KW

Now it's time to use these authority websites and conquer the 1st page on Google. Write a post or a question that targets the desired KW. An important thing to keep in mind here is that whatever you write has to be of quality content. These websites usually monitor new posts and if something is SPAM and doesn't add value, it will be deleted instantly.

So this can be anything from writing a post on BitcoinTalk with your KW in the headline to asking a question on StackExchange with your KW in the question.

Step 3 – Link to your website from the authority website

After the post/question gets indexed you will want to make sure it is linking to your website as well, so that you will gain new visitors.

This is a different step since it shouldn't always be done initially. Sometimes in order to get traction to your post/question, you will want to add the best content you can find. Only after your content has reached the first page on Google you would want to edit it and maybe add a link to your site. This way it doesn't seem that the only reason you put the post up is to promote your own website.

Google+...the secret weapon almost no one uses...

One of the best tactic I've found is to submit links on Google+. Since Google really wants to promote their own network, they give added value to links submitted there. So if you're not using Google+ yet, start now.

And now for a real, live case-study

Let me give you a short example of how I used this method in order to rank for the KW "Bitcoin pricer ticker".

I knew I had no chance to rank for this KW with my main website initially, I decided to use authority marketing. I created a WordPress plugin called "Bitcoin Price Ticker Widget" that allows you to place a price ticker on your WP website. This took me three days and $200 on Elance. I then submitted this plugin to WordPress.org and...viola! I'm on the first page of Google for this KW within 30 minutes.

Today, almost a year and a half after, that ticker is still on the first page.

Chapter 12.7: How I Got Penalized By Google

In this last section I'm going to show you an example of what NOT to do in SEO, so you won't repeat the same mistakes I did.

When I started out with 99Bitcoins, I used some really low-quality links to get my site ranked higher in Google. Of course this mistake came back to haunt me eight months later when I received an email from Google stating they had taken "manual action" against my site – meaning I got a Google penalty.

When I looked inside the Google Webmaster Tool (WMT) I saw this notification:

For those of us who are not SEO experts, manual action means that someone actually made changes to Google's algorithm manually to avoid manipulation of their search engine. Here's a video explaining some more about this. In short, I was screwed manually. If you want to read more about Google penalties and their meaning you can do so here.

Needless to say, I wasn't very happy about this. Specifically because for the past four months or so I hadn't been dealing with any dubious SEO companies or Fiverr link-building projects – I was actually creating original and quality content.

Before I go any further, if you haven't installed WMT yet on your site DO IT NOW! It's probably one of the most useful tools you can use when analyzing your site.

Why was action taken against me by Google?

I can't say for sure, but my guess would be:

1. My low-quality link-building had come back to haunt me. In the beginning, I used some low-quality SEO companies which apparently brought good results in the short term but bad results long term.

2. My Bitcoin Ticker Widget which was a great success, had a footer "DoFollow" text link in it which Google does not approve of. Since the widget was installed in hundreds of websites (each containing dozens of pages) I got thousands of backlinks which seemed to be unnatural. In my defense, I should say that most if not all of the websites were Bitcoin related.

How do you remove such a penalty by Google?

Well if you've followed the advice and used authority marketing, the first thing you should do is not panic – your business isn't completely destroyed.

However, if your sole tactic for getting traffic to your website is through Google, then you may want to panic. I can't emphasis enough how important it is to not use only one traffic source for your website. The process I'm about to describe is pretty long and tedious and isn't guaranteed to work every time, but it's probably worth the effort.

The thing to remember is that Google is willing to give you a second chance, but you need to prove you've earned it.

Important !!!

Before starting this process, create an excel sheet that documents everything you do! What URLs lead to your site, if they are spammy or not, who the contact person is, when did you contact him, what was his response, etc. You will need this sheet when you finish the process in order to prove your efforts to Google.

Keep in mind that this process may end up hurting you in the end, because you might be removing quality links by mistake. That is why I recommend on using a professional that knows what he's doing.

Step 1 -Time to clean up…

The first step would be to get rid of all of your spammy links. There are several ways this can be done:

- Hire a "link deletion" company such as LinkDelete or Removeem. There are many more other companies like these since this seems to be a growing trend so you can conduct your own research online.

- Hire an independent contractor to delete these links for you – Using Upwork or Elance you can post a link-removal job post. This is the method I used since I like to have an individual working on my project and not a company.

- Do it yourself – if you have the time and don't have the money this would be the best option.

Keep in mind that the process can take anywhere from two weeks to two months depending on how many backlinks you have to your site. Each link/referring domain needs to be evaluated for whether it's legitimate or spam. If you don't have the knowledge to do this yourself, I highly recommend you hire a professional.

If you do want to do this yourself, you'll need to find out who links to your site using WMT and start contacting them one by one. Here's how you find this from inside the Google Webmaster

Tools dashboard:

When you contact each webmaster, you will need to request that they remove the link to your website. If they don't respond it's recommended to try contacting them up to three times.

In my case, aside from using a professional to remove the links, I also took two other actions:

1. I've changed the footer link on my Bitcoin Ticker Widget to "NoFollow" and made it an image link instead of a text link – apparently this way it does not manipulate Google's search algorithm.

2. I've completely discontinued my old domain BitcoinWithPaypal.com which had most of the spam links pointing to it (since I've moved from that domain to 99bitcoins I redirected all of the links from the old domain to the new one). This way I got rid of a lot of links through the click of a button.

Step 2 – Eliminating the mess that sticks

After you've tried to reach each and every webmaster three times and removed as many bad links as possible, you'll still have several bad links remaining. This will be due to the fact that some webmasters aren't responsive, your couldn't find any contact information, etc. The remaining bad links need to be disavowed through the use of the Google Disavow Tool also located inside the WMT.

There is a specific format of file that can be submitted to the disavow tool and it's important to follow the instructions carefully. DO NOT just put all of your backlinks into the disavow tool and submit it to Google. It will not show your commitment for getting back on the right track and your reconsideration request will probably get rejected. Note that there's an option to disavow specific URLs or entire domains depending on what you need.

Step 3 – Submit a reconsideration request

After you've done the first two steps (for me they took a month and a half of hard work), it's time to submit the reconsideration request.

The request is just you explaining why you think you deserve to be reconsidered. It can and should include the following:

- Why do you think you got penalized in the first place.

- What have you learned from that penalty.

- What did you do in order to straighten things out (remove links, add the "nofollow" tag, deleted domains, etc.).

- A link to a Google Doc spreadsheet that details your activity (who did you reach out to, how many times, what was the response).

- Anything else that you think can be relevant.

Remember that there will be an actual live person reading this request and going over your efforts so invest the time in getting this right. The request I sent was about three paragraphs but I guess it differs depending on the case.

Step 4 – Pray

Now we wait. Keep in mind that even if you get rejected, you can resubmit a request. This will have to be done after you evaluate and understand the reason for rejection and then take care of it. But more on that if and when we get there.

After a month or so, I finally got the following message in the MWT:

Reconsideration request for http://99bitcoins.com/: Manual spam action revoked

We received a reconsideration request from a site owner for http://99bitcoins.com/.

Previously the webspam team had taken action on your site because we believed it violated our quality guidelines. After reviewing your reconsideration request, we have revoked this action.

You can use the Manual Actions page in Webmaster Tools to view actions currently applied to your site. It may take some time before recent updates to your site's status are reflected on this page and in our search results.

Of course, there may be other issues with your site that could affect its ranking. Google determines the order of search results using a series of computer programs known as algorithms. We make hundreds of changes to our search algorithms each year, and we employ more than 200 different signals when ranking pages. As our algorithms change and as the web (including your site) changes, some fluctuation in ranking will happen from time to time as we make updates to present the best results to our users.

If your site continues to have trouble in our search results, please see our Help Center for help with diagnosing the issue.

Thank you for helping us to maintain the quality of search results for our users.

Basically they're saying that they've revoked the manual action taken on my site. I can't tell you how relieved I was. Hope you have the same results, and remember – it's just better to avoid doing stupid things then having to deal with this whole process later…

Chapter 12.8: Homework- Deploy SEO Tactics

Wow….that was a lot to cover. Now let's try to put this into action:

1. Conduct KW research (explained in detail on Chapter 10) and decide which KWs you want to promote through SEO.

2. If you're using WordPress install the WordPress SEO plugin by Yoast and go through its tour.

3. Create dedicated pages for the KWs you want to promote using content that is engaging and over 1000 words. Make sure to optimize the title, description and headline tags using the Yoast plugin on these pages.

4. Install the W3 Total cache plugin to speed up your site.

5. Install Google Webmaster Tools on your website.

6. Make sure your site is well optimized to load under two seconds. Test it out with Pingdom.

7. Think of sites that may want to link back to your site and reach out to them. Whether it's guest blogging or any other type of deal you want to strike with them, make sure to build a relationship.

8. Use any or all of the "hacks" mentioned in this chapter to get additional organic traffic. I highly recommend trying the "X vs Y" tactic.

9. Use BuzzSummo and find out which content already works well on your competitors' sites. Write similar content on your own blog.

Chapter 13.0: Getting Bitcoin Traffic Out of Reddit

There aren't many places around the web today for Bitcoin users to hang out. One of the most powerful techniques to get free users is to familiarize yourself with these "hangouts" and build a reputation for yourself. Reddit is one of the main traffic points for Bitcoin users.

r/Bitcoin - an unexplored gold mine

Reddit, for those of you who are still unaware of it, is a social news platform. Simply put, it's a voting platform for content from all around the web with the option of adding your own content as well. Content that is up voted a lot gets pushed to the top and stays there, and content that isn't as good disappears within minutes.

The outcome – an amazing, almost unbiased news source for the people and by the people. Reddit is currently the #25 website on the internet according to Alexa and is growing in popularity around the world20.

So why should you use Reddit?

Well, good question. The three main reasons that you should use Reddit are:

1. It will get you links from a premium quality domain and that's good for SEO.
2. It will get you to the first page on Google in a matter of hours if you're in a low-competition niche like Bitcoin.
3. It can get you MASSIVE amounts of traffic if you use it correctly.

Just to emphasis the amount of traffic you can get from Reddit, here's a screenshot from my website's analytics after I posted one of my posts on Reddit.

---

[20] http://www.alexa.com/siteinfo/reddit.com#trafficstats
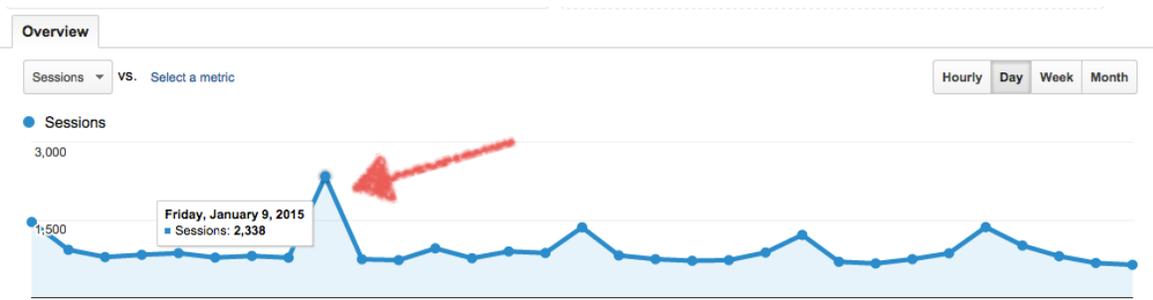
I nearly doubled my daily traffic. Colleges of mine have reported that when they got to the #1 spot on a specific subreddit (we'll get to that later) they've gotten up to almost 30,000 unique visitors per day!

SubReddits

Reddit is built out of different subsections, or subreddits. For each topic there is one or several subreddits. If I take for example the subreddit I use mostly, which is r/bitcoin (this is how subreddits are formatted), then there are also r/bitcoinbeginners, r/bitcoinUK etc… Meaning a topic can have similar subreddits and it's your mission to understand which subreddit is most suitable for your content.

When choosing a subreddit, make sure to find out how many subscribers it has. For example, a few hundred subscribers is considered a relatively small subreddit . Several thousand is considered medium, and tens of thousands is a large subreddit. r/Bitcoin is considered pretty big and is currently #198 out of all subreddits available21.

Reddit Users

Reddit users are usually people looking to stay informed on a specific subject. Consider your subreddit as a forum of experts on that matter. This means that if you throw at them a $5 SEO article you bought on Upwork, it will disappear in no time. Moreover, from my experience, Reddit users value facts over opinions. This means that a post about the "Top 5 bitcoin ticker widgets"

---

[21] http://99bitcoins.com/4-things-you-probably-didnt-know-about-rbitcoin/

would probably work better than a post about "Why Bitcoin will fail". Still this is not to say that you shouldn't submit opinionative posts, but I'll explain more about that in a minute.

Each user has "Link Karma" which is based on the votes for links he has submitted and "Comment Karma" based on comments he has replied. Note that this does not mean that you can create hundreds of users and up vote your own posts. Reddit uses a sophisticated ranking system, which identifies "low values votes" and matches them with the opposite vote. This means that if you try to trick your way to the top you will only lose ranking faster. Again, quality matters here.

Posts vs. Links

Once you start using Reddit you will notice that it is much easier to get up votes for posts than for links. This is for several reasons:

- A post is a content that keeps the user within Reddit. This makes it easier to click the up vote button without the need to click back to Reddit.

- All links in posts are "NoFollow" links, which makes posts much less attractive to SEO spammers.

- A post is content written by the user itself and not by a third party website like a link. This might be the reason for people going easy on posts much more than on links.

Reddit Rules

Each subreddit has different rules. For example, the subreddit r/entrepreneur won't let you post a link unless you have over 90 Link Karma points. The subreddit r/Java won't let you post a link if you already posted it in a related group (e.g. Scala) so make sure to get familiar with each of the subreddit's rules. In general you can't submit a link that someone has already submitted within the same subreddit (but you might be able to submit it in a different one).

Reddit Gold

Since Reddit is "for the people and by the people" it allows you to buy a gold membership which is called Reddit gold – this helps support the Reddit community. This doesn't give you much in terms of marketing but it does help to validate your profile. So if people may suspect you are only on Reddit to promote your own links (which may be true), it puts them at ease that you are at least giving back to the community. I personally am subscribed to this service, because I believe that in the long run it would give me better exposure to my links.

Let's get down to business

Now that we've gone over the basics of how Reddit works, let's talk about some tips, tricks and best practices you can use when using Reddit as your Bitcoin marketing channel. I will talk mainly about submitting links for two reasons:

1. Submitting a link is probably the best way to drive traffic to a specific URL.

2. Links submitted to Reddit, surprisingly enough are "DoFollow" links which help your SEO efforts.

Rule #1 – Use the entire link real estate you are given.

When you submit a link to Reddit you are required to enter the following:

- Title for the URL

- The URL itself

- A subreddit to post the URL

Make sure to make the most out of all of these.

Title – This is probably the most important part. This is why you should never use the "suggest title" option. The title should be catchy, make people want to click it and still be related to the actual content. Remember! Your audience won't tolerate cheap marketing tricks. Think interesting and elegant. Use numbers to differentiate yourself from other titles.

Here is a good example for a title:

The URL itself – not much to say about this, just enter the URL as is.

Your selected subreddit – Most of the times you won't be limited to posting your URL in only one subreddit. Having said that, I wouldn't post any link in more than two main subreddits of your relevant audience. Reddit will also stop you from reposting your links over and over at some point. The key thing to remember is "Don't abuse the system". Think about giving actual value. If you think this link will be relevant to two or even three different subreddits, then post it there as well.

But let's take Bitcoin again for example. I know that the majority of my audience is subscribed to r/bitcoin and the newbies are probably also subscribed to r/bitcoinbeginners. So I might post a general post about the future of Bitcoin on both subreddits, but if I was posting about entry level stuff I would only post it on r/bitcoinbeginners.

The photo – I know, I know, I've never mentioned a photo before. But just like a post on Facebook, when you post a link to Reddit and it has an image on that URL it will normally take the first image on the page and put it as a thumbnail. This is a huge advantage for your CTR if you use this correctly.

What I usually do is create a specific Meme for each of my posts and make sure to put that Meme as the first image on the page. This creates a thumbnail of that Meme, which people usually identify but can't read (because of its size), hence making them click the link.

Also, if you post a link to YouTube on Reddit, users will be able to watch the video from within Reddit which will probably help it get more up votes.

Rule #2 – Always test your content for the best suitable audience

We've talked before about the fact that most of the time you will be able to post your link at different subreddits. Use this to test out which links work best with which audiences. Keep track of the number of up votes/down votes you've gotten for your past links (I just use a simple Excel sheet) and the next time you have multiple options to where to submit a link choose wisely.

Rule #3 – Not all URLs are created equal

Whenever you post a link to Reddit the URL will appear to the right of it. This has several impacts:

If your URL is "spammy in nature" less people will click on it. For example, when I started out, my domain name was BitcoinWithPaypal.com – since I wanted to teach people about buying Bitcoins with PayPal and needed to get better SEO results. Having said that, that domain name isn't the most reliable one you can choose for a subreddit of Bitcoin savvy people. It isn't elegant and it has affiliate marketing written all over it. This gave me a really hard time to get people clicking on my links. Some people even commented about the domain without actually clicking on the link itself.

Reddit has a sophisticated way of filtering out abused URLs. My guess is that it tracks your history in a certain subreddit for that URL and if it's a poor one, it won't show you as much. Again, this teaches us not to abuse the system and only to post stuff that adds value to the community. So keep in mind that you will probably get the most traffic in the beginning when Reddit still doesn't recognize your domain and as time progresses it will get harder (but possible) to get the same amount of traffic.

Rule #4 – There's no such thing as a bad troll

Sometimes when you post a link to Reddit you will get some trolls or people commenting bad things about your link. Don't worry; this is actually good, since Reddit takes into account the amount of comments when it calculates how to rank the post in the subreddit. The important thing is to keep your audience engaged. So make sure to reply to comments that you get.

Sponsored Reddits

Reddit allows users to post sponsored links on the top of a subreddit. This is an amazing tool for driving additional traffic at low cost (estimated $0.04 per click). I won't go over this tool in detail in this section but here are the main things to keep in mind when using it.

Just because you're paying to be at the top doesn't mean you can put whatever you like there – the more people click and up vote your link the more Reddit will prefer showing your sponsored post over others.

Use this method for time-sensitive posts where you want to make sure that you're at the top of the subreddit without the need to count on user up votes. This method does not substitute the organic submission of links, it complements it for specific purposes. But more on that in a different post.

Reddit is an unexplored gold mine

To conclude, Reddit is the Craigslist of content marketing. It has an ugly layout (not mobile optimized even the slightest bit), a mediocre user interface, and tons of traffic. If you get your head around how to use it right you will be way ahead of the content marketing game in your niche. But don't make the mistake of disrespecting the Reddit society just because it has an outdated front end. Make sure to add value to the community and they will give you value back. Reddit is probably the biggest source of traffic of Bitcoin users.

Tools for exploring Reddit

Reddit list

Gives you a list of all of the different subreddits out there and ranks them according to size. You can also search for keywords like "bitcoin" and see many other relevant subreddits.

Reddit Metrics

Shows you detailed stats about each subreddit. User growth rate, milestones, etc. Not as useful as Reddit List but pretty cool to explore. One example for using this site is to create an infographic about r/Bitcoin as shown here.

Reddit filters

If you want to search through the top stories in a subreddit to get ideas about what works well you can just use the built in Reddit filters. Just go to your subreddit, select "top" or "controversial" and then just choose to show "all time". Now you can see what types of stories work well on your specific subreddit.

RedditLater

A tool for scheduling link submissions to Reddit at a later time. Also gives a great analysis of what are the best times to post at.
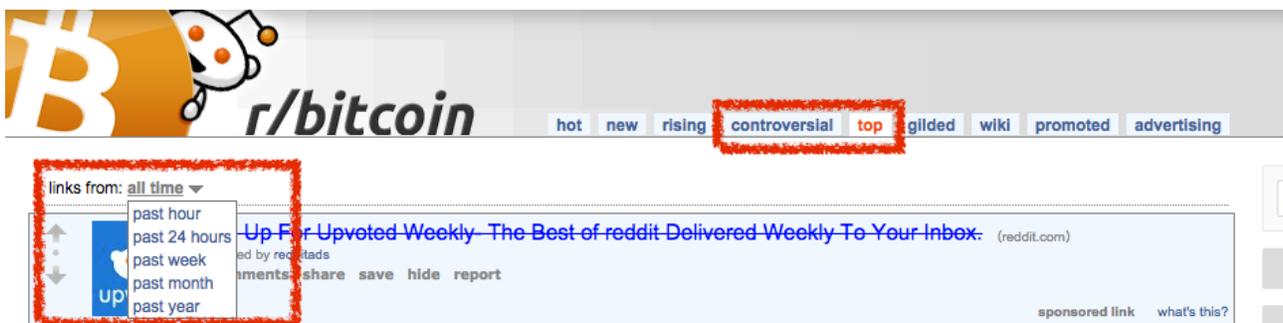
Chapter 13 Homework: Hack Your Way Through Reddit

1. Open up a Reddit account.

2. Start searching for relevant subreddits through Reddit lists and Reddit metrics.

3. Find the top stories in the past month for r/Bitcoin. Think if you can write similar stories that will perform well.

4. Use RedditLater to analyze what is the best time of day to post into your chosen subreddits.

5. Post at least one link to r/Bitcoin and track how much traffic it brings in; don't forget to rules about using all of your real estate.

Chapter 14.0: Additional Bitcoin Social Hacks

Other than Reddit, there are some additional Bitcoin hangouts which can bring in some quality traffic. Instead of mapping every single Bitcoin group out there, I'd rather focus on the 20% that have 80% of the traffic so you won't waste your time chasing smaller groups.

Using different social channels

Bitcoin on Facebook

This is the largest Bitcoin group on Facebook. I can't say much for this group since it's not that active, but you can get some OK traffic by posting your stuff there.

When you post to FB make sure to optimize the different parts of your post such as choosing the best image, giving your post an interesting headline, and also changing the description if needed.

Make sure to never share a link on a FB group without writing something about it. This can be your general thoughts about the link or a short summary, but posting something without writing anything just looks like spam.

Photos are derived from the link you post. If there are no photos in the link, none will appear on FB. So if you're linking to one of your posts make sure to have at least one photo in it so it will be more noticeable on FB.

The title and description of the post can be changed by clicking on them. By default it takes the post's original title and the first few sentences of the post as a description. You can write whatever you want instead and make the link seem more "attractive".

Bitcoin in Google+

Even though Google+ is going to be shut down soon[22] there is still a lot that can be done with it. The Bitcoin Google+ community is an active community with many avid Bitcoiners. Unlike the FB group you can get much better feedback in this community.

Posting on Google+ is also great for your SEO efforts as sometimes your posts may make it to the 1st page on Google a short while after they were published (remember authority marketing?). Google+ also shows the same elements as FB and you should make sure to optimize them as much as possible. This means choosing the best photo and writing something about the link you share.

BitcoinTalk

The biggest Bitcoin forum about Bitcoin. In the past few years BitcoinTalk become a place for many new Bitcoiners to ask questions about Bitcoin. Although it's not that great of a traffic source it may help you to get some feedback on your product. It's also an awesome tool for Authority Marketing as explained in Chapter 12.

Keep in mind that since BitcoinTalk launched their signature campaigns, a lot of spam comments started showing up. A signature campaign is when people put up ads for products inside their profile signature and get rewarded for it. The more posts and replies you have, the higher the reward. That's why many times you'll get useless comments like "thank you" or "great post". Try to filter these out and focus on actual feedback.

Twitter

There are many Bitcoin opinion leaders on Twitter. While posting on your own Twitter profile may get your some relevant exposure, it's much better to manage to get one of these opinion leaders to tweet about you.

In order to find relevant opinion leaders you can use FollowerWonk's search bio tool for Twitter. Just enter the word "Bitcoin" in the search box and order the results by subscribers. You'll then see that the most influential people are on Twitter, who are into Bitcoin as well.

---

[22] http://www.slashgear.com/google-is-being-dismantled-and-thats-a-good-thing-02371639/

LinkedIn

At the time of writing this book, there is only one main LinkedIn Bitcoin group. From my own experience, LinkedIn isn't a great source for traffic but you may want to check it out for yourself.

Personal mentions

- No matter where you post you should always try to incorporate personal mentions if possible. For example, if you write a post about Coinbase and share it on the Bitcoin FB group, make sure to add an @coinbase personal mention. Twitter follows the same writing scheme while Google+ will require a "+" sign and the person/company name.

When you add a personal mention two things happen. First, the post gets much more visibility since also fans of the brand or person you mentioned get exposed to it.

Ofir Beigel @ofirbeigel · Jan 9

$3.454 trillion is a good enough reason to buy Bitcoins. Thanks @TonyRobbins and @iowahawkblog for the inspiration. bit.ly/1DsmoaB

↩   ⇄ 2   ★ 2   •••   View summary

Second, you get the attention of the brand or person and they may share or retweet your post getting you even more exposure. So remember to try and figure out for each post if there is some company or key person you can tag in it. Don't overuse this method or mention people just for the sake of mentioning. That's the fastest way to be labeled as a spammer and people will just ignore your posts.

Chapter 14.1: Using Affiliates

One of the most useful methods you can get people to buy your product or sign up to your service is through affiliate programs. If you've read Chapter 3 then you probably already know what they are. Unfortunately not many Bitcoin companies use affiliate programs today.

You don't have to have a lot of technical knowledge in order to set up an affiliate program. You can either use your own affiliate software, buy an "off the shelf" affiliate software product or sign up as an advertiser in an affiliate network.

I personally prefer the latter since it's the fastest and easiest one to do, it also frees you from dealing with all sort of maintenance issues and chargebacks. For example, I have set up an affiliate program for this book as well. Instead of trying to take care of everything myself, I just signed up to Clickbank which is the web's largest affiliate network for information products.

Clickbank now takes care of everything - tracking my affiliates' traffic, their sales, taking care of payments for my customers and even the refunds. The only thing it cost me was $50 to set the product up and around 7.5% in transaction fees.

You may think to yourself that those are a lot of fees, and you're actually right. But we want to start out lean don't we? So if I see that a large part of my sales comes from affiliates, I may consider moving to a self-hosted affiliate program. But until then, why should I even bother about it?

Unfortunately today there is no dedicated Bitcoin affiliate network (did someone say "business opportunity"?). So in order to find the right affiliate network for your product I'd suggest just using Clickbank for information products. If you have a physical product, there are several networks I'd check out but I haven't had any personal experience with them:

- CJ
- Linkshare
- ShareASale

You can find a [complete list of additional networks for 2015 here](#). When working with affiliates you have to make sure to make it worth their while.

For example, I'm giving away 70% of the sale price as affiliate commission on this ebook. I'm doing this since affiliate revenue is basically "free sales", it doesn't cost me anything to bring them in. And since this is an information product that doesn't have any recurring manufacturing cost I can allow myself to give such a hefty affiliate commission.

Of course if this was a physical product I couldn't give away as much since I would have more expenses on each product made and would want to earn some revenue. Remember, affiliates only get paid if they deliver actual results so it's basically a win-win situation.

Chapter 14 Homework:
Get Social

1. Open an account in each of the social networks described above (Google+, FB, Twitter, LinkedIn).

2. Post your first link in each one, make sure to add a personal mention if possible.

3. Optional - Consider setting up an affiliate program for your product.

Chapter 15.0: Email Marketing - The Money is in the List

Probably the most powerful marketing tool since the conception of the internet until today was and still is email. Before we get started I want to make something clear, when I talk about email marketing I don't mean spamming people with annoying marketing emails. I'm talking about asking for your visitor's email address so you can create a relationship with him via email and perhaps also get him to buy your product.

The main difference here is that the user agrees to let me send him stuff and it's not illegal. The CAN-SPAM act23 describes exactly what you need to do in order to be considered as compliment with the law when sending out emails, but you don't need to read through the whole document, I'll break it down to you later on.

I know many people don't get all of the fuss going around about email but there are a few reasons why email marketing is so powerful.

1. Everybody checks their email - Unlike Facebook, Twitter or any other form of marketing, email is something that 100% of your prospects have. Over 4 billion people around the globe have email accounts24 compared to 1.23 billion Facebook users25.

2. Everybody gets to see your email. On Facebook for example, only 35% of your friends or page fans get to see your post26. With email, your message gets delivered 100% of the time. Sure, you may fall into the SPAM folder or the promotions tab on Google but we'll talk about that as well.

3. You can customize your email so that they will address your user personally. If you also have a name associated with an email address you can send super-targeted personalized emails, a feature which isn't available in any other medium.

---

23 https://www.ftc.gov/system/files/documents/plain-language/bus61-can-spam-act-compliance-guide-business.pdf
24 http://www.radicati.com/wp/wp-content/uploads/2013/04/Email-Statistics-Report-2013-2017-Executive-Summary.pdf
25 http://www.prnewswire.com/news-releases/facebook-reports-fourth-quarter-and-full-year-2013-results-242637731.html
26 http://www.businessinsider.com/35-percent-of-friends-see-your-facebook-posts-2013-8
http://www.jonloomer.com/2014/03/24/true-facebook-page-post-reach/

4. Emails can be tracked just like any other form of advertising. How many people opened the email, clicked the link inside them or marked you as SPAM. It's all trackable.

Done correctly, email marketing will not only get you sales but will also build your brand, as people feel they have a personal connection with someone on the other side and that it's not "just an online shop".

There's an old saying that goes, "The money is in the list." This saying predates internet marketing, back when people were collecting actual home addresses and sending out snail mail (i.e. regular letters). Not a lot has changed since then, except for the fact that sending out mail has gotten much easier.

Emails can be used for many parts of your business, and here are just a few examples:

- Notifying customers about changes

- Asking for feedback from your customers

- Educating your users about Bitcoin or your product

- Conducting online support for your product

- Helping users get through the onboarding process - onboarding is the process from sign up until the first actual use of the product.

- Getting to know your customers better

Here are some examples from 99Bitcoins. The first example is how I use email to educate my blog subscribers. Every time I post a new informative or important blog post I make sure they know about it.

Hi it's Ofir from 99Bitcoins.

The most requested tutorial for 2014 is finally here :) How to mine Bitcoins at home. Many of you have sent me emails wanting to know how to do this so I finally shot a video explaining this. The whole process is pretty short and to the point - it just takes some time to find the right miner.

Click here to learn how to mine Bitcoins at home in 5 steps.

Next week I'm giving away a TREZOR - the best Bitcoin hardware wallet you can find, so be sure not to miss that email.

Have a great Week!

Ofir.

This email is being sent to you because you subscribed to 99Bitcoins in order to receive your complementary first Bitcoins for free or through our giveaway contests.
If for any reason you do not want to receive any more valuable tips, resources and tutorials about Bitcoin, you can unsubscribe by clicking the link at the end of this email. No hard feelings!

Here's another example which shows how I use my email list to request feedback from my subscribers:

I need 30 seconds of your time   Inbox   x

Ofir Beigel (99Bitcoins) via aweber.com   1:01 PM (0 minutes ago)
to ofir

I hope you enjoyed reading 99Bitcoins' blog posts I've been sending you for the past week. Now that you're sort of an expert on Bitcoin I wanted to ask for a small favour.

If you could reply to this email and write just one sentence regarding what it is you'd like to know more about.

This would really help me out in creating some more awesome tutorials.

Thank you so much!!

Ofir.

In this chapter I'm going to take you step by step through what you'll have to do in order to create a successful email marketing campaign.

Chapter 15.1: Selecting An Email Software Provider

The first step will be to select an email software provider. You see, if you're going to deal with email lists you need some software that will be in charge of the following:

- Collecting email addresses and other information.

- Sending out emails according to your desired settings.

- Tracking statistics about emails sent.

- Managing your subscribers (remove unsubscribes, notify you of complaints etc.).

Now I know some of you are probably thinking, "I can just use a Gmail account for this, I don't need to pay money."

Wrong.

If you send out multiple emails (also known as broadcasts or blasts) from your Gmail address, one of two things will happen. Either all of the emails you send out will reach the SPAM folder of your subscribers or your account will be shut down.

The email software providers have specific servers that allow them to send out big amounts of emails simultaneously and still reach subscribers effectively. That's also the reason why they constantly make sure you are not just another spammer who sends out junk. Their server's integrity depends on it.

The two most popular email software providers out there today are Aweber and Mailchimp. You can choose either one but here are some things to take into consideration:

1. Mailchimp will let you get started with up to 2,000 subscribers completely free of charge, no credit card required. Aweber will give you a 30 day trial but will start charging you $19/m after that.

2. Mailchimp does not allow the sending of affiliate links. So if you're planning to become a Bitcoin affiliate I'd suggest going with Aweber (that's what I do).

If you find these two companies unsuitable for you there are some other great alternatives like GetResponse and iContact which also have a great reputation.

Create your first web forms by using AIDA

Once you sign up with either company they have some very informative tutorials on how to build your first list and email form. Since I want to deal with more Bitcoin and marketing related stuff, I won't go over how to set up these forms but rather explain the general guidelines.

Since a web form is just like any other marketing material we're going to use the AIDA formula to create it.

Attention - Form looks and location

There are several ways to get people to notice your opt-in form. The most basic one is its design. Make it in colors that contrast the website or in a different design than the rest of the site. Through your email service provider you'll be able to design your form to an extent. If you feel you want more attractive forms you can always use some 3rd party software.

For example, if you're using WordPress for your website, I highly recommend using Thrive Leads. This software allows you to design stunning web forms and also has a lot more features that I use on a regular basis. Other great options are OptinMonster and SumoMe.

Also the placement of your form is something you should consider when trying to get your audience's attention. Here are the options available:

Top bar - a bar with a single sentence that asks for your visitor's email. The should be allowed to close so that it won't annoy users who aren't interested.
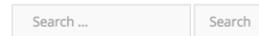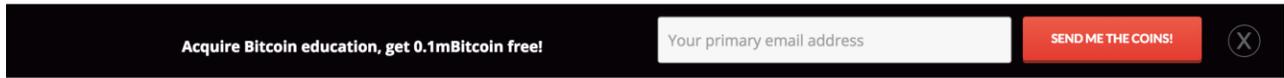
The example above is from Thrive Leads, but there are also many free top bar providers which you can connect to Aweber or Mailchimp. Some good examples are HelloBar and ManyContacts.

Sidebar - put an email capture form on your sidebar so that it is always visible when visitors read your post. Some plugins will also allow you to make the opt-in form "sticky" so it will scroll down in the sidebar as the user reads along.
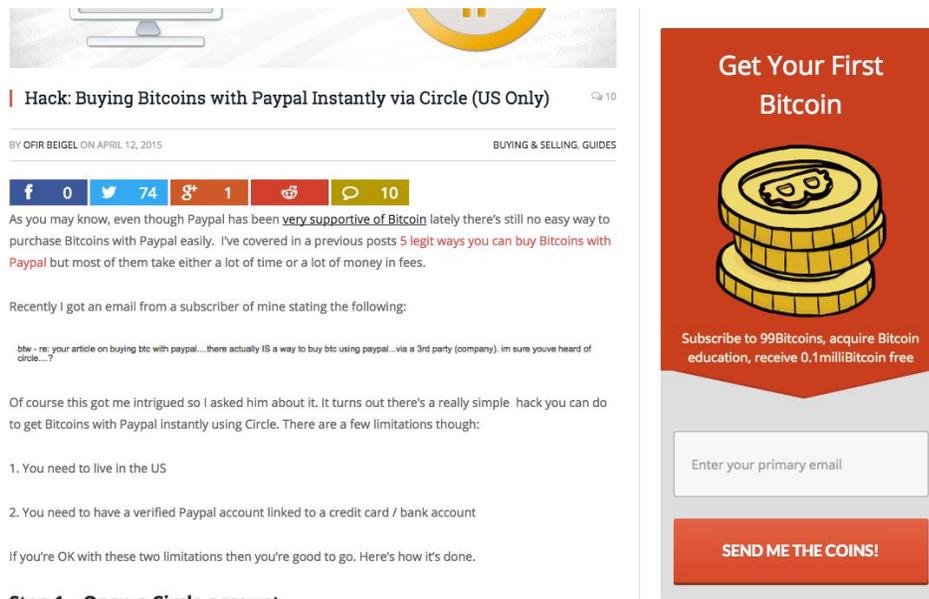
In the example above you can see how the design is different from the rest of the website, making it stand out more.

At the bottom of a post - Probably the most effective spot to place an opt-in form, since a user that reaches the end of a post probably read through your article and is interested in what you have to say.
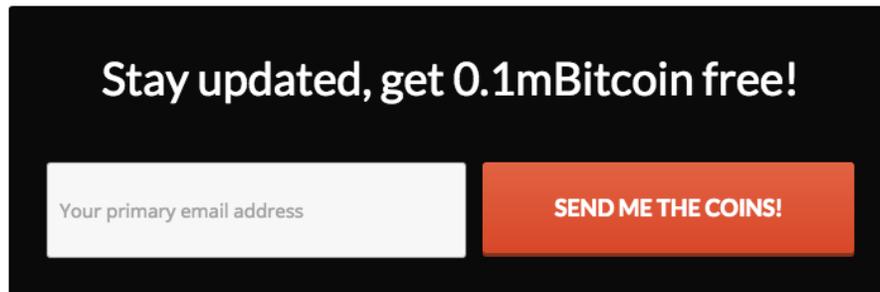
Pop ups - I know many of you may hate pop-ups but if done correctly pop-ups can be very effective. Of course you may risk people getting annoyed and leaving your site but I find my "exit intent" pop up to be one of my highest converting opt-in forms.
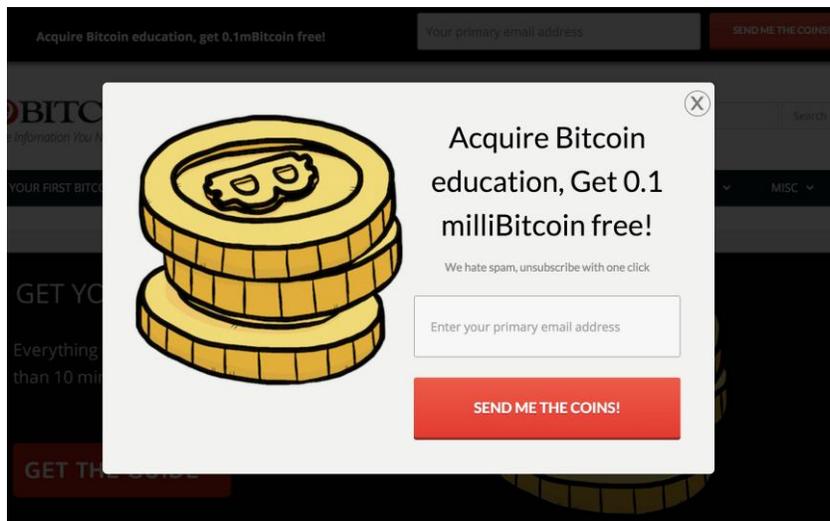
An exit intent pop up is a pop up that shows up only after the user moves his curser outside of the website's window. It's kind of a "last cry for a sign up" on your behalf, but I find it very

effective. This can be done through plugins like Thrive Leads or Optin Monster. However you should always test for yourself how effective it is.

You've probably noticed that I use as many opt-in forms as possible on my site and I'm pushing the limits between effective and annoying. But that's a decision I made after testing out several alternatives and coming up with the best possible course of action. It just goes to show you how email focused 99Bitcoins is.

Interest - It's all in the headline

This is not the first or the second time we're talking about headlines. Opt-in forms need interesting headlines as well or else no one will read them and follow through. Make sure to have a short and compelling headline using the rules we've learned in the beginning of this part.

Desire - Giving your users an incentive

In some opt-in forms like the sidebar, you have some more space available for additional text. You should use this space to create desire for subscribing. One of the most common methods to do this other than explaining the WIFM (what's in it for me) part of your newsletter, is offering some sort of an incentive to whoever subscribes.

In 99Bitcoins, I offer 0.1milliBitcoin to every new subscriber and I do this as an educational step. After all I am an educational site about Bitcoin, so why not let people experience their first Bitcoin transaction for free?

Of course this costs me almost nothing, since 0.1mBitcoin is around 3 cents, and considering that not every subscriber follows through on the instructions on how to get these coins, I end up paying around $1 for each 100 subscribers which is a pretty good price.

This requires some manual labor as I have to manually send the coins to each subscriber. But that's why I hired a freelancer from Upwork that does this for $80 a month. I get around 1000 subscribers each month and it costs me $10 + $80 = $90. That's a pretty small amount to pay for qualified leads.

"but some people sign up just to get the money, so they're not real subscribers"

True. But since I track all of my open rates and click rates on my email I can wholeheartedly say that my list engagement rates are still growing. If most if these people were in it just for the money, I'd see a lot of subscribers but not enough engagement. That's not the case here, so I have to assume that most people are genuinely interested in the blog as well.

You can always copy this method and offer free Bitcoins as well. The cons of using this is that you get a lot of spammers trying to trick you in to giving them free money so you have to keep an eye out for it.

Coindesk, for example, gives out a [free industry report](#) in exchange for your email address. Lately they have removed the request for an email address and are giving it absolutely free. My guess is that they understood that people who read this report are already Coindesk subscribers and they are probably losing reach and not gaining more subscribers from this.

Circle used to give out $50 in Bitcoins for whoever signed up to their service. This of course requires more than just an email address, but it shows you the power of incentives.

Action - short and compelling

The last part of the form is the call to action. In the case of opt-in forms there are several calls to action since the user needs to enter his personal details and then click the submit button. As a rule of thumb, the less information you request, the higher your conversion rate will be for your opt-in forms. For example, in 99Bitcoins I ask only for your email and nothing else.

As for the submit button, make sure it describe the benefit of the action and not just says "submit" or "sign up". Going back to Coinbase's example from the beginning of the book take a look at the text on their CTA button:

Create a wallet

FIRST NAME

LAST NAME

EMAIL

CHOOSE A PASSWORD

☐ I agree to the User Agreement and Privacy Policy.

CREATE BITCOIN WALLET

If you saw my own opt-in forms from before, you'll see the CTA is "Send me the coins!". This has a great impact on how people react to your form since it answers the basic question of what's in it for me.

The last thing you may want to consider adding to your form is an unsubscribe/spam statement. I like to address the potential subscriber's hesitation by adding a short statement under the CTA button saying, "I hate SPAM as much as you do, you can unsubscribe at any time with one click".

Chapter 15.2: You've Got Your First Email Subscriber! Now What?

Explain what happens next

Most email service providers require you to use an opt-in confirmation process. This means your subscribers will have to click a confirmation email inside their email link to confirm it was actually them who signed up. You can imagine that some people won't complete this process and therefor you will lose subscribers.

One of the best things you can do is create a detailed "thank you" page that explains the exact process of what needs to happen next. Here's an example from 99Bitcoins:
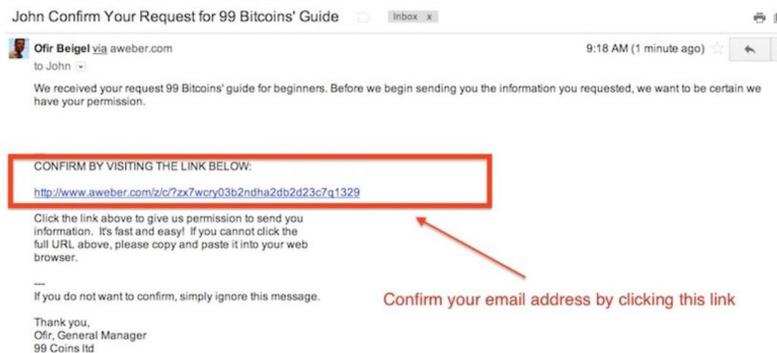
As you can see, I went the extra mile and even posted a screenshot of how the email and link look like. In this page you may also want to tell your subscribers what they can expect from you: How many times you'll email them, the fact that you will never share their information and how they can unsubscribe if they want to. You can view my actual thank you page here.

Customize your confirmation email

It's possible and advised to customize your confirmation email. Try to make the headline sound more interesting than "Confirmation required" which is the default headline in most email service providers.

Follow up immediately

Make sure to send your subscribers something the moment they signed up. This could either be just a simple thank you email or the incentive you promised them. The idea is to get them used to opening your emails while you still have momentum. That's why incentives are so effective since people are actively looking for your email in their inbox.

How to communicate with your subscribers

You're going to have to decide on your communication format before sending out your first email, here are some of the options to consider.

Broadcast VS. Followup

An email broadcast (AKA email blast) is when you send all of your subscribers an email simultaneously. This is useful if you have a time sensitive update. On the other hand, a follow up email is an email which is timed from the last email sent. For example, you can set up a series of emails to reach each new subscribers once every two days teaching them something new about Bitcoin.

Follow ups are a good option for an educational series of emails. If you're going to utilize this option make sure to prepare the whole flow of emails in advance.

Promotional VS. Personal approach

If you've been reading 99Bitcoins' emails you probably already know that I send them out with a very personal approach. Having said that, you may want to take the promotional approach which includes a more designed email template.

I try to make my emails to look as plain emails as possible, since I believe the personal approach gets you more avid readers. Also, studies have shown that your prospect will need at least seven communication messages from you before deciding to buy something27, so no need to bombard them with offers from day one.

HTML VS. Plain text

When you format your emails you'll have the option of using HTML or plain text. HTML allows you to create great looking designs and also track your email's open rate and click through rate. Plain text looks just like a normal email you'd send a friend and does a good job at avoiding the SPAM folder or the promotions tab on Gmail.

I usually use the HTML emails since I want to have tracking, but I format them as plain text emails so that they won't look too promotional.

---

[27] http://www.businessinsider.com/how-many-contacts-does-it-take-before-someone-buys-your-product-2011-7

Chapter 15.3: Optimizing Your Email Open Rate

The first thing you'd want to work on is boosting your email open rate. If no one opens your emails, no one is going to click on them. To get an idea of what's a good open rate here are some [industry benchmarks by Mailchimp](#).

I can tell you that I get around a 26% open rate to my emails which is above average. Here are some quick tips to optimizing your open rate:

Headline - Since this is the only thing the user sees before deciding if he's going to open your email or delete it you have to have a good headline. Use all of the techniques we've talked about before and also make sure to personalize it if possible.

If you collect your subscriber's name as well as his email you can add his name in the headline via the email service provider - that usually gets higher open rate.

Optimizing the sender's name can also generate a greater open rate. I like using this formula: [my first name] from [my company name]. So emails that you will receive from me will be sent from: Ofir from 99Bitcoins. You can easily set this up via your email service provider as well.

Last but not least you should make sure your emails are sent during the right time. Studies have shown28 that the best time to send emails is usually on weekdays between 8am-10am. This of course varies according to your industry (check the reference for different industry analysis).

From my own experience, the Bitcoin related emails I send out tend to perform best when they are sent on weekdays. Since I cater many countries on my blog it's hard to time my email broadcasts but I usually send them around 4pm GMT. Coindesk and CryptoCoinsNews send their newsletter out at 2pm GMT.

---

[28] https://blog.mailchimp.com/insights-from-mailchimps-send-time-optimization-system/

Avoid the SPAM folder/promotion tab - People can't open your emails if they don't find them. In order to avoid hitting the SPAM folder or promotions tab on Google it's advised to instruct your readers to look for your first email and whitelist it. Here's an example:

I also created a short animated tutorial about the promotions tab here.

One of the best ways to insure your emails get into your reader's primary inbox is getting them to reply to one of your emails. In 99Bitcoins I use two different methods for this. The first, is that I ask for my subscribers to send me a short intro about themselves before I send them the complimentary Bitcoins.

Second, after 2 weeks of being subscribed I send a follow up email asking them for some feedback on the blog, here's how it looks:
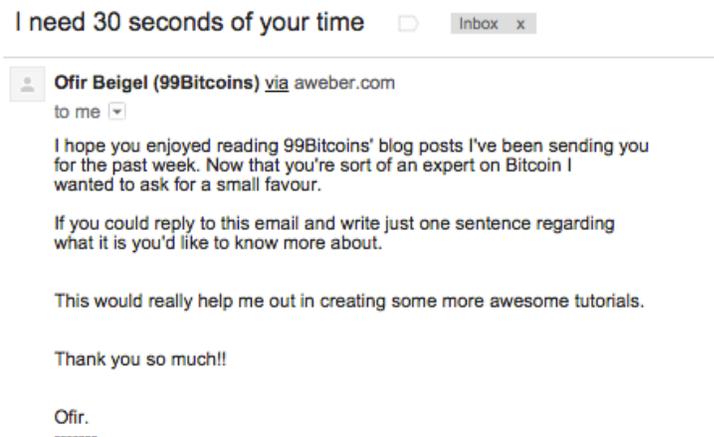
Chapter 15.4: Optimizing Your Email Click Through Rate

Once you get enough people opening your emails you now need to make sure they actually follow through on the actions you want them to take. The industry benchmarks for CTR on emails is usually between 1.6%-4.6%, exact figures [can be viewed here](#). My own emails reach a CTR of around 6% (this is out of the total emails sent), here's how I do it:

Use a small amount of links - Don't bombard your subscribers with too many links. Usually figure out what's the main action you want your readers to take and only insert up to two links. For example, if I want to update my readers on a new post that is out I'll send out something like this:

> Hi, this is Ofir from 99Bitcoins.
>
> In my last email I've asked you to choose what you would like to read about next out of 3 available topics. Even though my favorite one was how to access the dark web (which I will cover next week) you chose to hear about the top Bitcoin scams from the past year. Since March 2013 a few hundred million dollars have gone missing through such scams and it will be wise to educate yourself about the dangers of Bitcoin as well as its benefits.
>
> Click here to review the top 4 Bitcoin scams from the past year
>
> Ofir
>
> ------
> This email is being sent to you because you either subscribed BitcoinExaminer or to 99Bitcoins in order to receive your complementary first Bitcoins for free or through our giveaway contests.
> If for any reason you do not want to receive any more valuable tips, resources and tutorials about Bitcoin, you can unsubscribe by clicking the link at the end of this email. No hard feelings!
> ----

As you can see there are only two links, both which are leading to the same post. This message got a 6.7% click through rate.

Anchor text should be attractive - Anchor text refers to the text which is highlighted by the link. Most people just use "click here" or "read now" which is fine, but if you look at the example above you'll see how I use a more benefit driven anchor text to make the link more attractive. I try to convey what they will receive if they actually click the link.

No "funny looking" links - Try to format all links to have anchor text. This is very easy if you're using HTML, but if you're using plain text you may find yourself needing to post links with long strings of character. This may scare some visitors away. My suggestion in this case is to use a URL shortener like [bit.ly](#) or [goo.gl](#).

Chapter 15.5: Optimizing Your Email Bounce And Complaint Rate

An **email bounce rate** is the percentage of emails that could not be delivered, mostly due to an invalid email address. In order to eliminate this rate to almost zero I'd suggest the following:

Use double opt-in confirmation - By default this option will be set to "on" on almost any email service provider. It just means that the user will have to take an additional step to confirm his subscription by clicking a link in an email sent to home. This makes sure that you're getting an actual valid email address and although it may lower your sign up rates, it's worth it in the long run[29]. It's also legally required in order to collect visitor emails by the CAN-SPAM act.

Ask for "work email" or "primary email" - As stupid as it may sound, inside the email text box ask the user to enter their primary or work email. Also make it clear that in order to receive the incentive he'll have to actually access the address he put it.
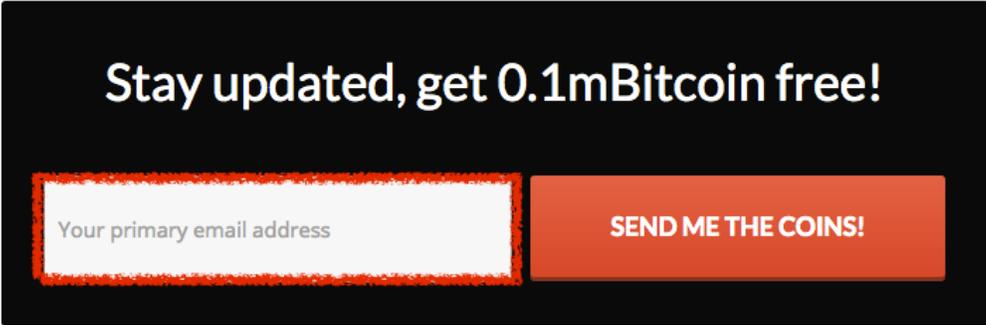
Clean up your list once a month - If you're doing things right your email list will start to build up pretty soon. I suggest you clean it up once a month by removing inactive subscribers. This is good since it not only lowers your bounce rate but it also allows you to pay only for subscribers who actually read your emails.

It's up to you to decide what is considered an "inactive subscriber". For example, I delete anyone who hasn't opened any of my emails in the past two months. Considering I send out one email a week, someone who didn't open my last eight emails probably isn't going to start now.

---

[29] http://blog.mailchimp.com/double-opt-in-vs-single-opt-in-stats/

Optimizing your email complaint rate

The last rate you want to optimize is your complaint rate. Each time a user clicks the "mark as spam" on one of your emails you get a complaint marked in your email service provider dashboard. You want to keep this rate to a minimum and here's how to do it:

Don't send too often - Unless your subscribers are expecting to get a daily email series, don't send out more than twice a week, ideally once a week.

Remind your readers who you are - Believe it or not but people don't really remember who you are even though they've subscribed to your email list. I start every email with, "Hi, this is Ofir from 99Bitcoins," just so that they'll understand who's talking to them. After a while they get used to receiving my emails.

Remind them why they are getting this email - How many times have you found yourself looking at an email and asking yourself, "Why am I getting this?" That's exactly what you want to avoid happening to your readers. At the bottom of each email I add a paragraph reminding them why they getting this email. You can also consider putting this at the top.

This email is being sent to you because you either subscribed BitcoinExaminer or to 99Bitcoins in order to receive your complementary first Bitcoins for free or through our giveaway contests.

If for any reason you do not want to receive any more valuable tips, resources and tutorials about Bitcoin, you can unsubscribe by clicking the link at the end of this email. No hard feelings!

Give them a simple way out - Make sure to have a clear "unsubscribe" link at the bottom of every email. If people won't be able to find it they'll just hit the "SPAM" button instead.

Live up to your word - If you promised some sort of a "bribe" for new subscribers make sure you deliver it. I take the sending of our complimentary Bitcoins very seriously, and if I find out someone didn't get them it's taken care off immediately.

Learn from trolls - An Internet troll is a person who sows discord on the internet by starting arguments or upsetting people, by posting inflammatory messages with the deliberate intent of provoking an emotional response.

Accept the fact that no matter what you do, some people are just haters. They'll send you nasty emails, curse you and write all sorts of mean stuff. Instead of taking it personally try to use one of two methods. First, disarm negativity with kindness. Never lash out on your readers, it won't do you any good. At worst just ignore them. But if you try being kind in return you'll find out that people will actually feel bad they insulted you in the first place.

Second, try to learn from these "trolls". Once you remove the personal insult you may find out some valuable feedback from what they have to say, so keep listening.

Chapter 15.6: Email Hack - How To Get 1,000 Bitcoin Subscribers In A Week

This next hack is something I use very often to bump the number email list subscribers I get. Once a month I will hold some sort of a giveaway, but with a twist. Here's a breakdown of how it's done:

1. I choose a very compelling product - for example, a ticket to InsideBitcoins or a Bitcoin hardware wallet like TREZOR. Since I know not everyone would want this prize I also allow the contestants to receive the value of the gift in Bitcoins instead.

2. I set up the giveaway using the [KingSumo giveaway plugin](#). This is a paid WordPress plugin which basically takes care of every aspect of the giveaway for you.

3. I make sure to promote my giveaway on the relevant social channels as explain in Chapter 14.

If you want a full demonstration of how it's done you can read [this excellent blog](#) post by Josh Earl which is actually how I found out about this plugin. If you want to see the different giveaway on 99Bitcoins [click here](#).

Just so you'll understand the potential of this, in the last giveaway I ran I got over 1,000 valid subscribers for a $50 giveaway and all within a week. The reason these giveaways are so powerful is because they allow other contestants to increase their chance of winning by bringing in more contestants.

So basically each contestant becomes sort of an affiliate for your contest which makes it pretty easy to go viral. I had one guy that brought in another 150 people on board, and I didn't have to do anything for it.

Additional advice about email marketing

Before we end this chapter, I'd like to share some final pointers regarding email marketing:

- Don't EVER deal with buying or selling email addresses. This is bad practice and will come back and haunt you later on.

- Make sure you track and test everything, don't just take my word for it (although you can use my word as a starting point).

- Make sure to send out emails on a regular basis. There's no use in just collecting emails and not sending anything out. If you do this, once you decide to send you'll be amazed by how low your open rate is and how many people mark you as SPAM. People have short term memories when it comes to subscribing to stuff online, make sure to keep them engaged.

- Write emails that you'd like to read yourself, make sure to send yourself a test email before each broadcast and ask yourself - "Would I open this email? Would I want to read this?"

- For advanced users, if you want to track your email marketing campaigns in Google Analytics use this guide.

Chapter 15 Homework - Set Up Your Mailing List for Success

This chapter's homework will recap all we've went through and put it into practice:

1. Sign up with an email service provider. I suggest Mailchimp, but if you're dealing with affiliate marketing then use Aweber.

2. Create some sort of an incentive to get your users to sign up. This could be a short guide, an industry report, free Bitcoins or anything else you think is relevant to your target audience.

3. Set up your first list and web form. Each email service provider will have their own tutorials on how to do this.

4. Start collecting emails by placing the email form on your website. Ideally you'd want to put multiple versions on it via Thrive Leads or Optin Monster (pop up, top bar, after post etc.).

5. Make sure to create a customized thank you page for your subscribers, explaining to them what happens next.

6. Create a welcome email to your subscribers. Decide on what form of communication you're going to use - formal or personal.

7. Continue to test, track and optimize your email marketing messages.

Some Final Thoughts Before We Part Ways…

If you made it this far I want to say that I appreciate you. Not many people follow through on such an extensive process. It took me almost seven years to learn what I tried to convey in this book and another two years of practicing it on the Bitcoin industry.

No doubt you and I still have a lot to learn about the Bitcoin industry and online marketing, but I hope this book was a good enough stepping stone to get you started on your way.

Bitcoin is still in its infancy and has a long way to go. In two or three years from now, this ecosystem will be booming and those who reserved their place early on in the game will reap their rewards. I have no doubt about it; that is also the reason I'm still in the game.

As always if you have any questions, need any clarifications or just want to tell me what you thought about this book, I'd love to hear it. Feel free to email me at ofir@99bitcoins.com.

If you enjoyed this book I'd appreciate you sharing it with your friends or even encourage you to start promoting it yourself as an affiliate. Moreover, if you can send me your testimonial it would mean the world to me.

I'm sure I'll be seeing you around…

ofir

My Dirty Little Bitcoin Secrets Glossary

A/B testing - comparing two versions of a web page to see which one performs better. You compare two web pages by showing the two versions (let's call them A and B) to similar visitors at the same time. The one that gives a better conversion rate, wins!

Ad groups - A group of KWs in an Adwords campaign which will end up showing the same ad. The KWs inside an ad group should be closely related.

Ad rank - the result of your quality score X your max CPC.

Ad set - S group of ads that share the same daily or lifetime budget, schedule, bid type, bid info, and targeting data on Facebook ads.

Affiliate link - Can also be called ref links, referral links, hop links and aff links. An affiliate link will usually look like the normal URL plus a tag to represent your specific affiliate ID. This tag is used to track the customers I brought that actually made a sale.

Affiliate marketing - a type of performance-based marketing in which a business rewards an affiliate for each visitor or customer brought by the affiliate's own marketing efforts.

Affiliate manager - A person in charge of the affiliates inside an affiliate network or a brand. It's the affiliate manager's duty to tend to affiliate questions, supply them with advertising materials and so on.

AIDA - The basis for any online marketing copy. Stands for Attention, Interest, Desire, Action.

Altcoins - Other digital, peer-to-peer currencies have emerged to attempt to emulate Bitcoin's success.

Anchor text - The visible, clickable text in a link. Usually this will tell Google what the link is about, but many times an anchor text can be just "read this post" or "click here".

ASIC miners - Application Specific Integrated Circuit miners. Super powerful mining rigs designed only for mining Bitcoins.

Backlinks - Links linking back to your site from other websites.

B2C - Business to consumer. When you supply services to consumers.

B2B - Business to business. When you supply services to other businesses.

Binary options - A form of trading in which you predict if the price of Bitcoin will rise or fall in a certain amount of time. If you're correct you earn the option's payoff, if you're incorrect you lose your investment.

Bitcoin - A decentralized, digital currency. Meaning an online currency which isn't controlled by an one particular entity.

Bitcoin 2.0 - The decentralization of previously centralized businesses

Bitcoin address - See "Public key".

Bitcoin client - The program you use to access and send your Bitcoins.

Bitcoin faucet - A site that gives its users free Bitcoins.

Bitcoin Miners - People with powerful computers (mining rigs) who make sure everyone is following the rules stated by the Bitcoin protocol. They get paid a Bitcoin bounty for their services.

Bitcoin protocol - The rules which the Bitcoin network abides too. For example, how many Bitcoins are generated each time a new block is created.

Bitcoin wallet - Any place where you store the combination of a public and private key.

Blue Ocean - A space where there is almost no competition, no one to "eat you alive" like a shark. Spaces with extreme competition are considered Red Oceans.

Blockchain - A file which keeps record of every Bitcoin transaction ever made.

Broad match - In Adwords when you use broad match, your ads automatically run on relevant variations of your keywords, even if these terms aren't in your keyword lists. Broad match is the default match type that all your keywords are assigned if you don't specify another match type (exact match, phrase match, or negative match). The Google AdWords system automatically runs your ads on relevant variations of your keywords, including synonyms, singular and plural forms, possible misspellings, stemmings (such as floor and flooring), related searches, and other relevant variations.

CFD trading - A form of trading in which you predict if the price of Bitcoin will rise or fall in a certain amount of time.

CMS - Content Managing System.

Content marketing - a pretty way of saying: "Create great content so that people will share it and promote it for you."

Cookie - A cookie is a small piece of data sent from a website and stored in a user's web browser while the user is browsing that website.

Cookie length/period - The amount of time a cookie will last on someone's browser.

CPA - Cost per acquisition. You get paid only if a user signs up to a service (usually requires payment from the user).

CPC - Cost per click. A payment model for advertising.

CPL - Cost per lead. You get paid if the user leaves his contact details with the advertiser.

CPS - Cost per sale. You get paid only if the visitor converts to a sale.

CTA - Call to action.

CTR - Click through rate. How many clicks you got divided by how many times your ad was shown.

Display network - The network in charge of all of the ads shown on websites with Google ads.

DKI - Dynamic Keyword Insertion. A way of telling Google to insert your KW inside your ad. If the KW doesn't fit since it's too long, a default KW will show up instead.

Email bounce rate - The percentage of emails that could not be delivered, mostly due to an invalid email address.

Email blast - Also known as email broadcast. This is when you send all of your subscribers an email simultaneously.

Exact match - In Adwords with exact match, you can show your ad to customers who are searching for your exact keyword, or close variants of your exact keyword, exclusively. Your ads will appear when someone searches for your exact keyword, without any additional words before, after, or in the middle of your keyword.

Guest posting - Posting on other people's blogs as a guest writer.

Heat map - The heat map shows you where users look at and click the most.

Home mining - The practice of mining Bitcoins at home.

Hybrid payment - A combined payment of revenue share and CPA.

Imps - Impressions. The number of times your ad was shown.

KW - Keyword or Key phrase. These words or phrases are what we will target on Google Adwords in order to make our ads show up.

Lead - Contact information of a relevant customer.

Lean methodology - This methodology is derived originally from Toyota's production system and its most popular with companies who want to penetrate the market fast and test if their ideas are viable businesses. Lean methodology tells us to basically build an MVP, test and measure it and learn from our mistakes. Simply put: build - measure - learn.

Link cloaking - A method of "hiding" your affiliate links so people will not know you work as an affiliate of a product.

Long tail - long phrases that usually have a lower search volume but are very focused and usually less expensive to bid on.

LSI - Latent Semantic Indexing. Means that Google also looks for related KWs to your content. So if for example I'd target the KW "buy Bitcoins", I would try to incorporate inside my content similar KWs such as "Bitcoin exchange" and "get bitcoins".

Mining rig - A powerful computer used for mining Bitcoins.

Mining pool - A groups of miners mining Bitcoins together in order to overcome the increasing difficulty of Bitcoin mining.

MVP - Minimal viable product. It's the most basic form of your product which focuses on doing only one thing that adds value to your customer and doing it well.

Onboarding - The process from sign up until the first actual use of the product.

Opt-in form - The form placed on a website to capture a visitor's personal details for email marketing purposes.

Page views - How many times your website pages were shown or visited. A single person visiting your website three times in the same day will be considered as one unique users which generated three page views.

Persona - Personas are fictional characters created to represent the different user types that might use a site, brand, or product in a similar way.

Phrase match - In Adwords with phrase match, you can show your ad to customers who are searching for your exact keyword and close variants of your exact keyword, with additional words before or after. With phrase match, your ad can appear when people search for your exact phrase, even if they include one or more words before or after it.

Private key - See "Secret key".

PPC - Pay per click. A form of advertising where you only pay when people click your ads.

Public key - Also known as a Bitcoin address. This is a long string of characters and numbers which can be shown in public in order to receive Bitcoins from people. It is created out of your private key but cannot lead back to it.

Pull marketing - Marketing to customers who are actively looking for a solution to a problem.

Push marketing - Marketing to customers who aren't actively looking for a solution to a problem. Much less effective than pull marketing.

QS - Quality score. A score giving to each keyword in your Adwords campaign which is determined according to the correlation between your KW, your ad and you landing page. CTR also effects the QS.

Recurring payments - You get paid each time an additional purchase is made.

Remarketing - Also known as Retageting. The practice of "tagging" people who visited your site and then displaying them your ad across different websites they visit on the web.

Revenue share - You and the advertiser split the profits from what is charged from the customer.

Satoshi - The alias of the person who invented Bitcoin. Also the smallest amount of Bitcoin available. 1 Satoshi = 0.000000001BTC.

Search network - In charge of all of the sponsored ads you see when you search in Google's search engine.

Secret key - Also known as private key. This is a long string of characters and numbers which is the "code" to your actual Bitcoins. It should be kept secret at all times since whoever known this can get your Bitcoins.

SEO - Search Engine Optimization. The practice of getting ranked on Google organic results for a specific keyword.

SERP - Search Engine Results Page.

Short tail - These are short phrases that usually have a high search volume but are also very expensive to bid on and are not very focused. An example for a Bitcoin short tail KW can be "buy bitcoins" or "bitcoin mining".

Sticking points - Sticking points are things that get in the way of making the sale. A sticking point can be a high price, or an unknown brand.

SWOT Analysis - Stands for Strengths, Weaknesses, Opportunities and Threats. This is a very common analysis in the business world today.

UGC - User Generated Content.

Uniques - Each unique user equals one person that visits your site. Even if this individual visited your website three times in the same day he will still be considered as one unique user.

White label - The practice of buying another firm's product and then marketing it as your own.

WIFM - What's in it for me? The question every visitor to your site asks when he's reading your sales copy.

WMT- Google Webmaster Tools.

A complete Bitcoin glossary- whenever you find a term you don't understand you can just refer to this glossary.