

Introduction

Welcome to PayPal Frenzy and first of all I just want to say thank you for your purchase. This course is very different when compared with the typical information courses found on Hackforums.

My name is Ben and I've been working online for the past 4 years. I have been through thousands of methods with some working and some not. It's not always the courses fault that it didn't work, some methods are just better suited to certain people.

I'm sure you've been through a fair amount of eBook's on Hackforums and I just want to personally apologize on behalf of all product creators. Some people just shouldn't be writing eBook's and selling them, I'm sure you know what I mean ;)

A lot of people have purchased hundreds of methods on Hackforums from so called 'gurus' and other worthless over-hyped training programs that do absolutely nothing but make you want to punch kittens.

Sure, there is lots of little tricks, secrets, 'hacks' to making money online but most of them simply don't work. There is no real way to print money in life – unless you were the one who invented bitcoins. You see the internet is filled with tons and tons of opinions, advice and methods on how to make money but at the end of the day it's all about how you apply yourself to these methods.

If you are the type to try a method for 5 minutes and then decide it's too hard, maybe internet marketing isn't for you. You should probably go back to flipping burger. The truth is, there is no easy way to make money online – if there was, why isn't everyone doing it?

If you want to learn exactly how I make \$200-\$300 every day on almost 100% auto pilot continue reading because I'm about to rock your world. This is a complete business in a box that works inside a **\$118 BILLION DOLLAR INDUSTRY**. There is no way this can become saturated and stop working.

I'm going to make something 100% clear right now; Making money doesn't become reality through some mystical magic powers; it takes preparations, determinations and taking action. You know the saying: "You can lead a horse to water, but you can't make it drink." Same applies here. I need you to play your part. You have to be ready to work. This isn't some money making scheme thought up by a 12 yr. old on Hackforums. This is a completely legitimate business in a box.

Initially, it may take you some time and effort to get the ball rolling but I have a strategic approach that takes you through the entire process of how I attack the challenges and defeat them. So you don't need to worry it's all going to come together and you **WILL** make money.

Context

In 2013 content is king. Without it you can't get good rankings, promote your business or increase your income.

Content marketing is a \$118.4 BILLION dollar a year market and it's only going to grow:
<http://www.brafton.com/news/custom-content-makes-marketing-mobile-at-the-core>

You can make money overnight by taking the opportunity of people outsourcing their content. I'm going to show you EXACTLY how find available writing projects that pay anywhere from \$7-\$30 PER article. I will then turn around and show you exactly how to outsource the project for a considerably lower price. All you need to do is send a few emails and bam, money in your PayPal. You will be paid upfront so don't worry about having to spend money.

From here I'm going to teach you how to leap over the competition and make people feel comfortable purchasing from you. You will be able to convince them you are a content creation master and it doesn't even matter if you're not a native English speaker.

This method is so foolproof that anyone can make this work. It doesn't matter if you are a complete newbie looking to make some cash or you are an internet king looking to expand into a new revenue stream. This will work for you.

I understand this might seem overwhelming at first but stay with me. Through the next few chapters all your fears and anxiety will be eliminated and you will become a power house in the content creation marketplace.

Follow the steps exactly how I lay them out and there is no way you won't be making \$100/day within the next month. I have no doubts you will make your money back within the first few days. Remember this isn't some cheap trick to make some money, this is a legitimate business and it will continue to work for years to come.

Understanding the Process

As I explained in the previous chapter content marketing is currently huge. Over a \$118 billion dollar market. The problem is, writing isn't a strength that everyone has but articles, eBook's and content in general is something that everyone needs. This is where we can leverage the market in our favor to pocket some good money.

Step 1: Getting the Project

This is a complex subject so we will be covering it later in the course. In the meantime assume you have already gotten the job.

Step 2: You've gotten the Project

Once you have successfully landed a client you will typically receive an email with a set of instructions. This will include things like:

- How many articles/posts/pieces of content they need written
- How many words each piece needs to be
- The Niche/Category for each piece
- Their PayPal email

From here you accept the job and send them an invoice on PayPal. Once the invoice is paid you can move onto step 3.

Step 3: Outsourcing the work

Once the client has paid you, you are ready to outsource all the work. When contacting your outsourcers remember to remove any client details from the orders and only forward them the project requirements. Pay the outsourcer from the money you've already been paid (The rest is yours to keep).

Now you wait for the content pieces to be finished. This usually takes 12-24 hours. Once the pieces have been completed simply forward them to the original client and thank them for the

business. A good way to get repeat business is to end the final email with “I look forward to working with you again in the future”.

Conclusion

This is a proven, easy to do method of making money fast. It really can't get any easier than this. You are barely doing any work and this is a good way to get your foot into the door in the internet marketing world.

Once you have wrapped your head around what we will be doing move onto the next section because things are about to get intense. As you know the devil is in the details so in the next few sections I'm going to teach you absolutely everything I know about this industry and how this will ensure your success.

Project Types

This is one of the most important sections of this course. You will learn all about the project types you will be dealing with and exactly which projects you need to avoid. Some projects are better than others and some you should not even bother with.

Project Type 1: Article Writing

Articles are generally used for SEO purposes. They are normally lower quality and creativity. This is good for us because it costs us a lot less to get done. Most clients order these articles are looking for work that is less than 500 words. These articles are typically submitted to directories such as Squidoo and Ezine Articles in order to gain high PR backlinks.

Project Type 2: Blog Posts

Blog posts are generally a harder piece to write but you will be paid a lot more for these. Blog posts require a lot more creativity and concentration when compared to Articles or rewrites as the blog post needs to be engaging with the audience. Its purpose is to make them engage with the product / service and want to purchase it.

Project Type 3: Rewriting Projects

This type of project is one of my favourite. It is extremely cheap to complete and very fast. Clients will give you an article or a selection of articles and ask you to re-write them. The articles will need to pass copyscape after being rewritten but this is very simple to do.

Project Type 4: Project Reviews

Clients will typically send you a niche/product and you are required to write a positive review for them. This type of project is also very easy to complete as the worker you hire to write this piece can simply look up other reviews and use those as a base to write their own review.

Method to this madness?

When setting up an internet based company and system the aim of the game is to work smarter, not harder. You want to automate as much of this method as possible so that you are free to spend time with your partner, friends or just to enjoy playing some games.

Here is some math to reinforce what I'm saying:

Let's say you are currently receiving orders for 20 articles per day when you start out.

You will be being paid around \$6 per article and you are able to outsource this for as little as \$3 per article.

You would be making \$50+ per day, every day on almost complete auto pilot. All that is required is an hour or so a day to reply to emails, forward completed work and answer questions.

Need more reasons to outsource?

- You are setting up an established business. You are the owner, not an employee. Think of the outsourcers as employees. You get paid to do work and you pay your employees less to complete that work. You get to keep the rest of the money and this is how business works.
- If you really want to write 40 articles a day, be my guest but have fun slaving at your computer for hours at a time.

Remember your #1 priority in business is making money. What is the point in putting all this work in if you're not going to earn some good money?

Recap of the system so far

By now you should have a pretty good idea of how the system works and why it works. You also now understand why it's important to have the business work for you and not for you to work for the business. Remember you are the owner, not an employee.

What you need before you continue

Alright we're at the point in this course where we understand the basics and it's time to get started. Before we get started you are going to need a few things:

Please set aside 5-30 minutes to complete the following tasks. This is very important to ensure your success.

Task 1: Goals

It's important to set realistic goals. In this step you need sit down and really think about what you want from this process. Consider how much time per day you can allocate to this method and set realistic goals from there. Please do not expect to earn \$200/day if you refuse to work longer than 2.4 minutes

Task 2: Skype

Skype is really important, everyone has it and it's an essential business tool. You don't have to use video or audio chat, text is just fine. But people want to be able to contact you instantly. They don't want to have to worry about you missing an email or something else like the email not arriving.

Task 3: PayPal

I'm going to assume you already have PayPal as you have purchased this course. Please make sure it's verified if possible as you will be using this as your main method of receiving and sending money.

Task 4: Branding

If possible you want to purchase a new website so you can create an authentic business email. If this isn't possible at first you really want to do it once you make your first sale.

In the meantime I highly recommend you setup a new business Gmail account for communication purposes. You don't want to send an email to a client from SexyBigTitsSuzy@gmail.com

Instead you want something like: ExpertArticles@gmail.com

Finding your clients

Clients are the lifeblood of your business so they are essential. In this section we're going to go over the 3 main ways to gain clients. These will be ordered based on my personal opinion and experience from most profitable to least. Don't let that worry you though, all 3 methods are really good and will bring you money.

Method 1: Content Creation Brokers

This method is one of the most powerful methods for finding clients and work. You will literally be able to instantly accept available projects. There are thousands and thousands of projects already available and ready for you to select from.

Broker websites are literally setup to connect clients with writers while they make money too. This is good for us because they look to ensure you're paid and the customer receives what they paid for. This is an excellent way to begin building a portfolio of work and a client base.

Quite often once you do work for someone they will come straight back to you rather than going through the website. This is good for us as we are now paid even more which goes straight towards our bank account.

One down side is you need to be from the US or the UK in order to work on these websites. If you are not from there send me a message and I'll have someone setup an account for you.

Having an account on a content creation brokers website almost ensures you will have work when you want it. You will literally never run out of work. There are going to be projects available 24/7. But that isn't the best part. The best part about these websites is you can choose which projects you want to work with and you can see exactly how much they are going to pay.

Here is a massive list of networks you can choose from:

<https://sites.google.com/site/newentrepreneurcuresite/employment-opportunities/time-tracker>

Method 2: Internet Marketing Forums

As you may know every internet marketing needs content. Whether they are promoting amazon products or other things they need articles, blog posts and other pieces of content to use to get backlinks. Internet marketing forums is a smart way to find these people. There is hundreds of thousands of people wanting these services and it's just all about getting your offer in front of them.

The demand is so big, most other content writers have waiting lists as it's simply too hard to keep up with demand. Even if you are outsourcing you could make yourself so busy you were working 7 hours a day. Mind you, you would be making thousands per day. At this point you would want to hire someone to do the work for you.

There are three forums I highly recommend you use.

Website 1: Hackforums

This one should be obvious to you. It's where you found this course. There are tons of people on Hackforums needing work completed and very few people doing it. A good section for this is the "Service Offerings" section.

Website 2: Digital Point

This website is literally a gold mine. This website is super simple to use and there are people looking for content creation services here. Post your thread up and watch the customers roll in.

Website 3: Warriorforum

This is a huge marketplace with millions of people. There are a few hundred writers on this website but thousands of people needing work. You want to post your service in the "Warriors for Hire" section. This does cost \$20 so I advise doing this once you've made money.

Method 3: Local SEO Businesses

Teaming up with local SEO businesses is a great way to drum up some business. This method might not be for everyone though. SEO businesses are always looking for good content writers as most of them don't have any in house teams.

As they are an actual brick and mortar business they will pay sensible rates and teaming up with them is easy. Once you secure a position with a few SEO businesses you will have an endless supply of work. You will literally never run out of projects.

This is why I highly recommend teaming up with a few businesses if you are up for the challenge. If you are ready, follow the simple 4 step system below and start landing those whales.

Step 1:

First you will want to open a blank text/word document as you will be writing down a few details which we will use later. From here you want to open up trusty Google and search up local SEO businesses near you.

Some good keywords would be:

- SEO <city>
- <city> SEO
- SEO company <city>

You want to visit 20+ relevant sites and take down the names and contact information.

Step 2:

Once you have collected a bunch of contact information you now want to send out a proposal to these businesses via email.

Step 3:

Within the next few days you should begin receiving requests for your portfolio of work. Send it to your prospects right away and thank them for their considering.

Step 4:

Companies will begin replaying back to you over the next few days with whether or not they wish to do business. If they like your work you can begin negotiating a deal with them. Once they accept this you can just sit back and watch orders come in.

Hiring your writers

There is literally only one website you will ever need when hiring your writers. This website is called iWriter. If you have never heard of iWriter it's a content broker that allows people to sign up and request pieces to be written. You can literally request anything under the sun and someone will snap the job up within minutes.

Currently there is over 150,000 writers on this website that are looking for work. This is the only resource you will need when it comes to outsourcing your work. The writers on iWriter will usually have your articles finished within a couple of hours. This is a really fast turn around and this will reflect well on yourself when you deliver the work back to your client.

The main reason I use iWriter so much is the speed. Being able to have articles completed within a few hours is really handy when you begin dealing with a lot of orders. Fast in, fast out!

You also have the option to reject the article if you don't like it. The article will be placed back into the writers queue and you will get a fresh article. I'll explain more in the next section on how you can automate this process but before we continue some things you need to know about iWriter.

Writer levels

There is currently 3 levels of writers on iWriter.

Writer level: Basic

All writers begin at the basic level. You can get a 500 word article for \$3. This is the type of writer I use 99% of the time. Remember how I said you can reject the work if you don't like it? That comes in handy.

Writer Level: Premium

Premium writers have a 4+ star rating and are of a much higher level. If your articles require more effort or has a lot of instructions I highly recommend you use a premium writer. You will be paying around \$5.50 for a 500 word article.

Writer Level: Elite

Elite writers have a 4.6+ star rating. Articles cost around \$10 for a 500 word article. I never use these.

Hiring editors

This is the bread and butter of the method and will improve your reviews greatly. Delivering excellent pieces of work back to your clients is one way to ensure you get repeat customers.

A good editor will login to your iWriter account and review the articles submitted to you. They will proof read the article and make it better. Their job is to catch mistakes, inconsistencies and to approve or reject articles.

You don't have time to do this yourself and your English skills may not be very good so it's best to outsource this to someone else.

For high quality editors I recommend oDesk.com

For a 500 word article I outsource 400 words of the content onto iWriter. This will cost you around \$2 - \$2.50. From here you pay your Editor \$0.75 to proof read and edit the article and to add another 100 words. This means you get your 500 word article for \$3 - \$3.50

Make sure the editor has access to your iWriter account so they are able to accept or reject articles based on the quality.

What should I charge?

The best way to approach this is to break down the content pieces into various categories.

Category 1: Easy to write SEO article

For this type of article you want to charge around \$7-8 per 500 words. An example of a simple article would be:

- Please write a 500 word article on ‘How to do push-ups’

Category 2: Product reviews

For this type of article you will want to charge around \$7-10 per 500 words. The reason for this is the writer needs to do some a little bit of research into the product so they understand what it does. An example of a product review would be:

- Please write a 500 word review article on ‘Toshiba Amj94 Laptop’.

Category 3: Difficult to research

For this type of article you will want to charge around \$13-20 per article. The reason for this is the articles will generally be larger and require more research to be done. An example of a difficult to research article would be:

- Please write a 2 page article on “The feeding habits of tigers”.

Category 4: Articles with many instructions

For this type of article you will want to charge around \$15-\$40 per article. The reason for this is the article will generally include a lot of instructions and require more creativity and care to be taken. An example for this type of article would be:

- Please write a 2 page article on “How to build a deck”
- Keywords: how to build a deck, building a deck, homemade deck
- Please make sure the article has a 4% keyword density.
-

Payment Policy

Now that you have everything setup and you are ready to begin finding clients you need to have a clear payment policy in place that you stick with. In general I ensure people pay upfront. This ensures you get paid and will not be ripped off.

An easy way to be paid up front is to have a portfolio ready to show the client so they can get a clear understanding of what to expect from you and your work. This sets a clear expectation for both yourself and the client ensuring no one is felt ripped off or anything else.

A good way to do this without being rude is to let them know you've had some bad dealings in the past and now you need to be paid before the work starts. Most clients will be happy to do this as they have already seen the quality of your work and they really don't have anything to fear.

Another good thing to have is customer reviews / testimonials that you can show the client. You can fake these if you don't have any to begin with.