

Squidoo Money-Making Web 2.0

Contributed by Chad Cook
Thursday, 25 January 2007

You know how people in this industry throw the word "friend" around? As in, "My good friend Bob has an incredible product, and since we're such good friends, I twisted his arm and got you a 99% discount..."

It's B.S. - you know it, I know it, they know it, but people still keep using that "technique."
More on that in a minute... but first a little tangent.

Did you know that a lot of internet marketers sell products they don't even write themselves? What they do is hire a ghostwriter, give them the specs of the project and in a month or so, the writer gives the marketer a manuscript. Going rate is about \$10/page, so a 100 page ebook would average about \$1000 for the marketer to have written.

Now, this practice can be a great win-win for both the marketer and writer - the marketer gets a professionally written product, the writer gets her fees without the both or hassle of having to market.

But every now and again, there's a writer who learns A LOT about marketing from all this writing she does for the big guns - after all, she gets the inside scoop in the latest techniques, tricks and trends before anyone else. And after she sees the kind of money these top guys are making, she might just decide to go into the internet marketing business for herself.

I could be writing about me (I originally learned about the internet marketing industry as a writer for other folks) - but I'm not.

I'm talking about my "friend," - but ok, we're not really friends. We've emailed each other a few times, and we travel in the same "Web 2.0" set of internet marketers. I have the utmost respect for her (so does John Reese - he wrote about her book in the November Reese Report) - but it's not like we've hung out or anything. :-)

The gal I'm talking about is an incredible writer and a sharp, determined marketer who's broken out in the last few months as an expert in using one particular web service to catapult search engine rankings, drive traffic and create backlinks to your own websites.

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This is a technique that doesn't cost a dime, takes about an hour to set up and is applicable to any market, service or... well, whatever. Got an offline business (say, real estate) you want to bring some attention to? Use this technique to mark yourself as an expert in your field. Are you a musician? This technique can help you bring more attention to your music.

And if you're an online marketer, you know the power of links, of constantly updating content, and drawing people into each of your niche sites, generating leads - all on auto-pilot once you've set up your pages.

Oh yeah, did I mention there's a built-in way to earn money with the system? It's not B.S. either - a true profit-sharing system based on contextual advertising and affiliate sales is part of this site my friend talks about.

After having a look at her complete tutorial on using this system, you might call her your friend for real!

Check out what Tiffany is teaching, what Reese is raving about and what other marketers have called "MySpace for grown-ups" here: [Click Here!](#)

Best,

Chad Cook
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