

# The Mind Eraser Method



By PotPieGirl

Once upon a time, for one reason or another, you became interested in making money online. Since that moment, your mind has been attacked and juggled and literally swamped with information, terms, techniques...and sales pitches.

Right now, for a few moments, I want you to forget all that you have learned...forget all that you have been trying to grasp...and forget everything others have been saying.

I want you to turn your head to the side and dump ALL of that out of your mind.

Yes, I want you to erase your mind for a little bit.

Just let it all go. Let the stress slip away...let the confusion pass....

Erase your new marketer's mind.

A "mind eraser" is a drink that is made of equal parts vodka, Kahlua, and tonic water. While there are many variations to this cocktail, one part remains consistent.

This layered drink also includes a straw and you are supposed to drink it thru so you get the bottom layer of the beverage first.

The result? Well, as the name implies, it is designed to "erase" your mind, clear your thoughts, and relax you.

While I am not advocating alcohol or anything of that nature, what I do want is for you to pretend you just drank a virtual 'mind eraser' that will clear your mind of all the internet marketing mumbo-jumbo that is clouding your thoughts...and just relax so we can talk.

Ok? Ok.

Deep breath... now let's get started!

*Jennifer*

PotPieGirl

**I**nternet marketing at first sounds so easy, doesn't it? A fast and easy way to make big money at home on our computer.

I fell for it, too.

But then, we start learning and we realize just how complex it all really is.

And our brains want to EXPLODE!

It got to where my brain literally HURT from all the info I was taking in! I would lay down at night and all these things would bounce all thru my thoughts.....

Keywords, back links, ftp, blogs, wordpress, niche market, HTML, css, CPC,PPC, php....and on and on and on.

It was nuts!

I'm going to be honest with you and tell you that it took a good long time before all those terms came together to be part of one big thought pattern for me.

It will happen for you, too... IF you stick with it.

All that stuff aside, my point in The Mind Eraser Method is to get you started.

It seems that info-overload absolutely paralyzes many people. Yes, we may have many 'false-starts', but we don't really START and stay working on a plan of action.

Now, if you have a plan, if you are seeing results and already on your way, then this guide is not for you.

This guide IS for those that are reading and learning and trying to absorb and make sense of it all....but still can't get started and get something online.

If that's YOU, great!

I want to help you get started. There is no better learning experience than what you get from your own results.

If you are willing to take action... as in actually *work*... I'm ready to show you what to do. If you're still not ready to work, this guide is not for you.

**N**ow that I have cleared out over 75% of the initial readers of this guide by removing those that don't need help getting started and removing those that don't want to put effort, work, and time into their marketing, we can get down to business.

## **Article Marketing.**

Wait, I just lost some more readers, didn't I? Many people think that they know everything about article marketing, or that it is WAYYY too much work, or that article marketing doesn't work.

So, I imagine those folks just left us, too.

Now I KNOW I am down to those that are serious about getting started =)

First off, what IS article marketing?

We all hear the term, but in real basic terms, what IS it?

Article marketing is simply creating content online that provides info and has the goal of getting someone to click a link in your article to take an action that you want them to take.

These articles are usually placed on sites you do NOT own....and most of these sites are free to use.

So, that means...

If you are an affiliate marketer (meaning you try to sell other people's stuff for a commission), you will type info that would attract people in your target market in hopes that they will read and then click your link to go to whatever web page you want them to go to.

This is a free way to make money online.

Being an affiliate for many, many programs is free... Using most article sites is free...and all it "costs" is your time to write and submit the articles.

You write an article, have it placed on an article directory site, if people click your link and buy something, you make money.

In a very basic sense, it is that simple. And that's what we want now... Simple

## **K.I.S.S.**

Yup, **K**ee**P** **I**t **S**imple, **S**weetie!

There are other reasons people use article marketing (to create back links to their sites, to promote awareness of their service or business, to gain credibility as an expert on a topic, driving traffic to a website, etc), but for the purpose of this guide, we are going to talk about article marketing as a free way to make money online.

Many of those that teach article marketing have you start with finding keywords to write your articles on.

When someone goes to Google looking for information, they type words into the Google search bar. The words, questions, and phrases they type are called *keywords* and these keywords are tracked with the search volume made available to the public via *keyword tools*.

In short, you can use a keyword tool to find out how many times someone has typed *how to do article marketing* into Google in the last month – or find out about ANY phrase that you can think of.

Keywords help us identify what people want to know...and how often they want to know it.

When someone searches in Google for something, they are returned a page that has the top 10 results that the Google algorithm thinks are most relevant to what the user is looking for.

Getting in those top 10 results is very important being that most internet users won't look past one, maybe two, pages of results that Google gives.

So, when we are article marketing, we want our articles to be found at least in the top 10 when the words we are focusing our article on are typed into Google.

In short, we want to type articles that will be found in Google, read (or at least scanned) by the user, and then hopefully, our link will be clicked on and someone will make a purchase.

Many article marketing courses will have you looking for keywords that have a decent amount of monthly search volume, taking those keyword phrases, going to Google and searching for those keywords in quotes.

For example, you see the keyword *cat training*. You would then go to Google and type in "cat training". Then you would look at how many web pages Google offers as a result for that search. You would choose only the keywords that have a very low amount of web pages returned by Google.

### **Why in quotes?**

When you search in quotes, you are asking Google to only return web pages that have that EXACT phrase on them. If you searched for *cat training* (no quotes), Google very well might return web pages that have the word *cat* on them and the word *training* on them. You want to find only the pages that have the exact phrase. To get Google to tell us this, we search in quotes.

Many of you reading this already know all this – and that's great!

But for right now, I want you to forget about keywords and keyword research.

Yes, forget all that keyword stuff for right now.

Erase your mind.

I know, it's a relief, isn't it? =)

I want to teach how to do article marketing for PEOPLE.

Why?

Because it is PEOPLE that search Google, and it is PEOPLE that will read your articles, and it is PEOPLE that buy stuff online.

I want us to try to stop writing for Google, and start writing for people.

Heck, I can't recall Google EVERY buying something from me, can you?

Let's get back to simple, ok?

**T**here is a very simple, and effective way, to do article marketing that can take a ton of stress off your shoulders (and your brain), but it's so simple that many won't do it.

Internet Marketing **MUST** be complicated, right?

## **WRONG!**

Internet Marketing in itself is **NOT** complicated. The problem is that many people **OVER**-complicate it.

The other major problem is that internet marketing requires constant action on your part.

Writing one or two articles won't cut it. You keep writing and let each of these articles be a little stream of potential income back to YOU. Over time, these little streams compound into a nice chunk of change.

But most folks won't stick with it. Heck, most people won't even *START*.

My form of article marketing is an excellent and **FREE** way to start making money online. You can set aside an hour or two each day to actively work on getting articles online, and then spend the rest of your time learning the more advanced topics.

But first, you learn how to get stuff online. Do **NOT** try and wait until you 'know everything'... do **NOT** wait until you think your articles are 'perfect'.... do **NOT** take two weeks to type one article.

I'll get to all that in a minute, but first, let's talk about The Mind Eraser Method.

## **What To Promote with your Articles?**

This is a question that I am going to skim over lightly. **WHAT** you promote does not matter to me. There are **TONS** of companies out there that will allow you to promote their products in exchange for a sales commission...and they let you do it for free.

So, I don't care **WHAT** product or service you are promoting.

For the sake of this guide, I am going to refer to products you can promote at Clickbank.

Clickbank is the largest supplier of digital products online. The products they have are mainly ebooks (download books), membership sites, and software programs. Everything that Clickbank sells can be received by the customer instantly online via download or access to a website.

By signing up for a single Clickbank affiliate account, you can promote any of the thousands and thousands of products they have. All your earnings for any of the products goes into one earnings account and Clickbank pays out twice a month via check (until you get to a certain point and then there is a weekly option and a direct deposit option).

Everything you want to learn about being a Clickbank affiliate can be found at [Clickbank.com](http://Clickbank.com).

For the sake of this guide, I am going to pick a product from Clickbank and show you how I would go about doing article marketing to promote it.

Clickbank.com has what they call a "marketplace" where you can search all their products. To be blunt, it pretty much stinks and is hard to work and find what you're looking for.

I use another website called [cb-analytics.com](http://cb-analytics.com). This site makes it MUCH easier to search products by keyword, topic, title or vendor. They also have a daily feed of all new products added to Clickbank that day (and you can research back by day or by month).

For now, I am going to go in there and pick a topic to look for products on for this example. I am going to avoid weight loss products, make money online products, and health cure products. These are all BIG topics and they are also topics that many free sites you can use are starting to not allow.

I also like to look for what I call 'evergreen' topics. I don't want a product that is part of a temporary fad, I want a topic that will remain viable for a long time (so my articles are viable for a long time).

So... I sat here a moment and thought.... and I'm hungry... so I typed *cooking* into the search tool at [cb-analytics](http://cb-analytics.com).

Cb-analytics will then return a list of products in the Clickbank marketplace that it believes to be relevant to cooking.

These results will show me a lot of stats about that product, and you can research to learn what all the stats mean, but for now, I only want to glance at *gravity* and *EPS*.

Home	Categories	Top products	cooking	Search	Log in
News	Resources / Help	New products (RSS)	Recurring (r):	<input type="radio"/> No	<input checked="" type="radio"/> Either

Search - 'cooking'

32 results sorted by Gravity ▼ 1 2 3 4 Next

<b>1. 2COOK</b>		Save Money - As Seen On Tv - Official Secret Restaurant Recipes.
Gravity	70.2249 +1.53 Σ21K	Save Money By Making Your Favorite Restaurant Dishes At Home! The Best Selling Cookbook In CB History Is #1 In The <b>Cooking</b> Because It Performs The Best! Cheap & Profitable Keywords - Perfect For AdWords. Aff Tools At RecipeSecrets.net/affiliates.
EPS / rebill	\$18.85 / \$16.79	
Commission / Referred %	75 / 41	
Google SEO / Adwords	7,089 / 0 by SEMRush	
UVs last month / PR	135,853 / PR4	
<b>2. LIVINGONAD</b>		Living On A Dime - Financial Independence Through Better Life Choices. ★
Gravity	16.278 +3.10 Σ5K	Publisher Of E-books About Paying Off Debt, Saving Money, Frugal <b>Cooking</b> And Homemaking.
EPS / rebill	\$4.39 / \$0.00	
Commission / Referred %	50 / 34	
Google SEO / Adwords	3,453 / 0 by SEMRush	
UVs last month / PR	52,469 / N/A	
<b>3. ANTONIOV1</b>		Healthy Urban Kitchen Cookbook. ★
Gravity	11.9877 +0.32 Σ3K	A Simple, Step-by-step System For Shopping, <b>Cooking</b> & Eating The Worlds Healthiest Foods (all Natural, Organic Produce & Grass Fed Meats). Gluten & Soy Free.
EPS / rebill	\$26.93 / \$0.00	
Commission / Referred %	75 / 63	
Google SEO / Adwords	35 / 0 by SEMRush	
UVs last month / PR	0 / PR0	
<b>4. GEYIL38</b>		500+ Healthy Chinese Recipes Cookbook. ★
Gravity	6.31013 -0.18 Σ2K	Learn How To Cook Low Fat & Low Carb Chinese Food From Master Chef W/ 40 Years Of <b>Cooking</b> Experience! Affiliates Earn 55%. Top Affiliates Earn \$1,000+ A Month. No. 1 Best-Selling Chinese Cookbook Online In The World.
EPS / rebill	\$9.57 / \$0.00	
Commission / Referred %	55 / 34	
Google SEO / Adwords	8,495 / 0 by SEMRush	
UVs last month / PR	42,737 / PR4	
<b>5. HTIME</b>		Yeast Free <b>Cooking</b> Manual/Cookbook-On Sale Today! ★
Gravity	6.24361 -0.25 Σ2K	A Delicious Cookbook Full Of Great <b>Cooking</b> Tips, Easy, Yet Yummy Recipes And A Healthy Eating Guide To Combat Autism, Candida, Fibromyalgia, Food Allergies, Arthritis, And More! Also Includes A Complete Guide To A Yeast Free Diet.
EPS / rebill	\$11.42 / \$0.00	
Commission / Referred %	52 / 75	
Google SEO / Adwords	43 / 0 by SEMRush	
UVs last month / PR		

**Gravity** is basically the number of affiliates that have made at least one sale in the last 30 days. That's the short version, but it's safe to read a gravity of 12 as in the last 30 days, 12 affiliates have made at least one sale of this product. Now, one of those affiliates (or all) may have made 100 sales each, but gravity accounts for affiliates with at least one sale (not how many sales).

**EPS** is Earned Per Sale. This is an idea of the commission you can make from selling this product. Rebill shows if these is a monthly billing and commission.

When I am looking at these results, I am looking at the gravity (are affiliates making sales with this product?), the EPS to get an idea of commission potential, and then if I am interested in one, I click their listing on cb-analytics to look at their individual stats page.

As I scrolled these search results for cooking, I was drawn to the yeast-free cooking product so I clicked thru to look at that.



You get all kinds of pretty charts and stats, but you don't need to worry about that right now. You already know that if there is any gravity above zero, that there is at least one other affiliate out there that can get this product to convert to a sale – and that's all we need to worry about right now for free article marketing.

At the top, there is a link to the product sales page. If you hold your mouse over it, cb-analytics will give you your affiliate code for your to link to this product. Right now, I want to click that link and look at the sale page (it will open in a new window/tab so you don't lose your place).

Here are 2 main rules of thumb I use when checking out a sales page:

- If I look at the sales page and immediately want to leave, I won't promote it.
- If there are adsense ads on the sales page, I won't promote it.

All in all, use your consumer gut-instinct. If YOU are willing to stick around and look at it, odds are good that someone who is truly interested in that topic will stick around, too.

After looking at the sales page for this yeast-free cooking guide, I am ok with it and ready to proceed.

You may find yourself clicking in and right back out of many sales pages....and that's ok. You'll find something that appeals to you.... but do not over-complicate this step.

Also, don't be afraid of new products that have a gravity of zero. There are many new products being listed on Clickbank every day...and some are real gems (many are not, tho...lol). Just because a new product has a zero gravity does NOT mean it is not worth looking at.

Opt-ins for a free review or for a newsletter or bonus guide on the sales page are all GOOD things. This means the vendor is really trying to convert traffic into sales.

Once you get someone to click your affiliate link to go to the sales page, your affiliate tracking cookie is dropped into their computer. If that person comes BACK later to buy within 60 days ( for Clickbank products), and that person has not clicked ANOTHER affiliate link that is not yours, YOU will still get the commission for the sale.

Most vendors do NOT use an affiliate link to get opt ins back to their sales page. I want to say that NO vendor will use an affiliate link to over ride YOUR affiliate link, but I know there are bound to be one or two out there that are dirty like that.

Most vendors send the viewer back to the sales page via the normal website address and this preserves your tracking cookie.

When in doubt, opt in and find out first hand for yourself how the vendor follows up.

So when I see a opt in for a guide or newsletter, I am more apt to want to promote for that vendor. I see that they will be working for ME long after I get traffic to their product.

I like knowing all I have to do is get someone to the sales page ONCE, and if the opt in incentive is attractive enough, the reader will opt in and the vendor will do the selling FOR me long after my work to get the reader there is done.

Ok, let's move on....

The vendor for the yeast-free guide has one. It is an *exit pop up* meaning the reader won't see the offer until they move their mouse to leave.

For the most part, I like what I see with this product so I am going to move forward.

**Now, time to write articles...**

**But... about WHAT?!?!**

There are many ways to get ideas for your articles, but my favorite way is to find out what the PEOPLE in this market want to know.

Yes, the PEOPLE again =)

I don't like to do the generic go to a keyword tool and get phrases to use as my article titles route. That bores me and takes up too much time.

I want to know what people in the yeast-free market are talking about... what they ask...what they are looking for.... and I want to give it to them.

Where do people hang out and ask/answer questions?

FORUMS

I say it all the time – forums are the best form of virtually untainted market research you can do online.

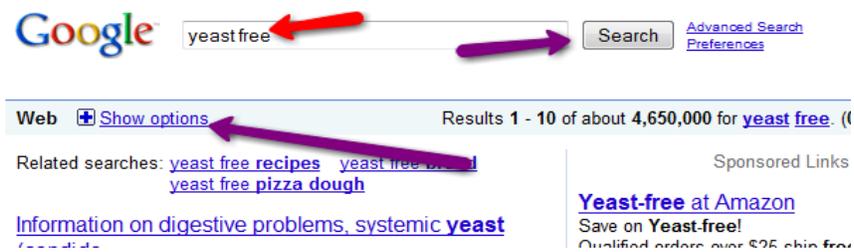
Inside forums are real people having real discussions on just about any topic you can think of (and then some!)

They ask each other questions... and they give each other answers.

It's a beautiful thing!

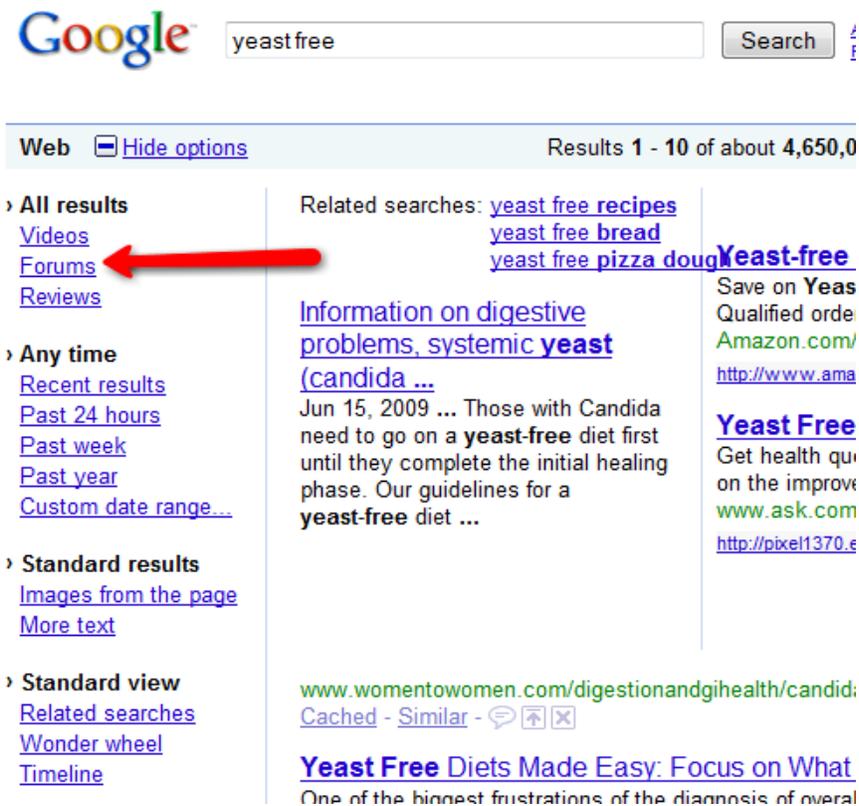
And now, Google gives us a very easy way to find forums in our market.

So, let's head over to Google...



I like to start with a broad term for the market. In this case, I typed *yeast free* into the Google search bar and clicked search. After the page loads, I am going to click 'Show Options' up there on the left.

Google then gives us a LOT of options to narrow down our search, but what we want is the 'forums' option.



So we click 'forums' and let those results load.

The screenshot shows a Google search for "yeast free". The search bar contains "yeast free" and the "Search" button is visible. Below the search bar, the "Web" tab is selected, and the "Forums" filter is active. The search results are displayed in a list format. The first result is titled "LOOKING for: yeast-free and dairy-free bread - Special Diet ..." with 25 posts and 7 authors. The second result is titled "LOOKING for: Yeast Free Breads (Pita bread, flatbreads, et ..." with 8 posts and 6 authors. The third result is titled "free fresh yeast (merged) - MoneySavingExpert.com Forums" with 20 posts and 15 authors. The search results are sorted by relevance and sorted by date. The search results are displayed in a list format. The first result is titled "LOOKING for: yeast-free and dairy-free bread - Special Diet ..." with 25 posts and 7 authors. The second result is titled "LOOKING for: Yeast Free Breads (Pita bread, flatbreads, et ..." with 8 posts and 6 authors. The third result is titled "free fresh yeast (merged) - MoneySavingExpert.com Forums" with 20 posts and 15 authors. The search results are sorted by relevance and sorted by date.

This, my friend, is like hitting the jackpot!

What you want to do now is simple...

Look thru these forums and get 10 questions that people ask about yeast-free cooking or yeast-free life in general.

Think about it, people who might be interested in a yeast-free cooking guide are those that are hanging out in forums asking questions about yeast-free living or recipes or diet, etc etc.

This is your way to find out what your market wants... and then GIVE it to them =)

Usually, these questions are the title of a thread in the forum – or the full question is inside the thread. Sometimes, you need to poke around...use the forum search tool if needed.

Many times I will find one forum that is a goldmine of info for me. This time I had to search a little but still came up with a list of 10 questions.

1. Hi - I have just found out that I can't have any wheat or yeast products. Does this mean I just need to follow a gluten free diet or is this different to being wheat and yeast free?
2. I know there is something out there that has bread that is yeast free and rises (usually for 12 - 24 hours) - does anyone have a recipe??
3. I am hoping that someone can give me ideas for bread without yeast
4. Is pita bread yeast free?
5. Yeast-free...does it mean you can't drink wine ?
6. I always feel sick after I eat something with yeast in it so I quit eating yeast breads but buying these specialty breads is very expensive. Are there any recipes to make bread without yeast, for making sandwiches and such.
7. What is spelt flour?
8. Are all B vitamins derived from yeast?
9. Just wondered if anyone knew of any yeast free, gluten free breads so I don't have to make absolutely everything from scratch?
10. Food Allergy Testing. This was called Bio-Resonance testing and is a Complementary Therapy, the therapist having a Dip AIT qualification

Cool thing is, in the thread where they ASK the question, there is usually at least one person ANSWERING the question.

Talk about easy research!

And hey, I know this goes without saying, but do NOT copy/paste!

Now, all I would do is write 10 short articles on each of the above 10 questions.

If one person is willing to *find* a forum and to *post* their question, and *wait* for an answer, there are many others that want to know... and many others that would love to find this info on Google WITHOUT having to go ask on a forum.

### **Ok, now... what to DO with you articles....**

After you have your articles written, you will want to pick a site to submit them to so they get online for people to find.

Here is a BIG list of article directories:

<http://www.masonworld.com/masonworld-article-directory-rank/>

Lots to choose from!

Yes, EzineArticles.com is the "Big Daddy" of article directories, but you do not HAVE to use Ezine Articles. There are many, many more to choose from.

Article directories will allow you to publish your informational article as long as it isn't promotional in nature. In other words, your articles are not a sales pitch.

In exchange for the article, the directory will allow you to have an author resource area or a author bio box. In this area you can be a little more promotional and 'self-serving' and can link out to where you want the reader to go.

**Warning** – Many article directories will NOT allow affiliate links. That leaves you with 2 options.

1-- Make a free blog or Squidoo lens and sell from there.

2-- Buy a cheap domain name and have that domain name set to forward to the sales page via your affiliate link. This is very easy to do...and also very cheap to do. A .info domain name can cost as little as \$2-\$3 for a year of registration.

EzineArticles DOES allow this. Forwarding a domain name is called a 'top level redirect' and it is accepted according to EzineArticles terms of service (as of this writing).

To learn more about how this works, you can read this post on my 6StepNicheSites.com blog:

<http://www.6stepnichesites.com/blog/affiliate-links-in-articles/>

Be sure to check the terms of service for any article directory before you put an affiliate link in the content of your article or in the author bio box area.

For someone who is brand new and knows nothing about making a blog or a lens or any of that, I would highly recommend doing the 'top level redirect' option.

Basically, what this allows you to do is type something like:

'For more info and yeast-free recipes, please visit YeastFreeLiving.Info'

Now that is just an example, but in that example, YeastFreeLiving.info would be a

domain name (website address) that I bought. I would then do some really simple steps to set it up to redirect to the product sales page thru my affiliate link (kinda like call forwarding for your phone). So, when someone read my article and then saw my link to YeastFreeLiving.info, they would click it and end up on the product sales page (and would get there thru my affiliate link so my affiliate tracking cookie would drop in their computer).

This way, you don't have to make any additional webpages and you write articles and link directly to the sales page to let the vendor do the selling.

Some other advantages of this are:

1. If you ever find another product you'd like to test, you can simply go to your domain management dashboard and redirect to another product...and all the links you have out on the internet would change, too.
2. If you ever decide to make a website on that domain name, all your articles would still benefit YOU.

Just some things to think about. However, if you want to make a web page that you send your article traffic to, just search the Wealthy Affiliate forum for "landing pages" or ask in the forum how to do it.

## Reversing The Mind Eraser Method

Another way I go about this method is to find the people FIRST and then find the product.

This can be very effective, but can also take a little longer in your research. You can go to Google and use the forum search to search any kind of forum on any kind of keyword or phrase that enters your mind.

In those forums, you will find questions that are asked more than once, threads that are read and/or replied to a lot and you will be able to put a common thread between many of the topics.

If you make a list of the 'common thread' questions (with links to the posts for your article research later), you can then go look for a product that would solve their problems.

Putting the PEOPLE first is a very effective marketing method =)

## Common Questions

### **1. What about keyword research?**

For this method, you aren't doing traditional keyword research... you are doing market research and PEOPLE research. Being able to find a group of people who all are looking for the same thing or having similar issues is a HUGE part of niche research.

Giving those people the info to questions they want and putting it where they can find it is the "secret" to making money online.

You are doing 'question research' – not keyword research.

### **2. How many articles?**

For this method to get started, do 10 articles. You will gain an AMAZING perspective on the market, on article marketing, on YOUR articles, etc from just getting out there and putting 10 articles online.

### **3. How many article directories?**

For this method, just pick one article directory. Remember, the goal here is for you to get started – NOT to overwhelm you or bog you down with work.

10 articles... 1 article directory.

### **4. How long to type each article?**

This seems to be a BIG hold-back for a lot of folks... taking too darn long to write one article.

Let me ask you something..

If I emailed you and asked you a question, how long would it take you to type the answer (300 words or so...not long) and send it back to me?

THAT is how long your articles should take to write.

Do not over-complicate this..... do not over-analyze this. Above all, do not look for reasons NOT to try this.

Just get 10 questions... write 10 answers/articles and SEE what happens.

What do you have to lose?

Everything you need to learn is inside this forum here at Wealthy Affiliate.

What I want is for you to stop feeling so over-whelmed and confused and get something online.

Want a goal? Do ten articles a week and spend the rest of your time learning here at WA. By doing this, you will be learning by experience AND by education AND by your peers.

That is the perfect storm for a successful internet marketer.

Trying to wrap our brains around all this IS hard to do. This environment and terms and techniques are all foreign to use when we start.

That is OK! You are not alone. I have a funny feeling that 99.99999% of us feel that way.

What I want more than anything is for each of you to get started getting something online so you can see your OWN results and apply them to your learning.

I learn about 10 new things every single day. It doesn't stop... BUT it does get easier to learn all this, trust me =)

Internet marketing is like a big ol' elephant...and how do you eat an elephant?

One bite at a time!

It's time for YOU to take your first bite!

Wishing you all the success life has to offer!

*Jennifer*

~PotPieGirl