

# ***Secrets of the Professional Internet Moneymakers***

---



# Members Only

Congratulations, you now have access to some of the most successful Internet marketing strategies. I have been doing this for years now and all these strategies work. I make most of my money selling sex toys. Login to Muffs and Cuffs' online catalog at <http://catalog.muffsandcuffs.com/> and you will get access to all the products, pictures, prices, and descriptions. After becoming a customer you'll also get access to place orders online. Muffs and Cuffs has made me millions and I didn't have to do anything for it. Ok now I did it, I let the cat out of the bag. Muffs and Cuffs ships all my orders for me, they do all the work! They are an honest family owned business and I talk to one of the owners frequently, there are four brothers and two sisters and they are very friendly. They are the backbone to my whole success. They are great. Muffs and Cuffs is the only wholesale adult toy distributor that isn't trying to compete with you. Almost every distributor out there has their own website, and they compete directly for your sales. Muffs and Cuffs doesn't and they say they never will. Their main goal is for your business to succeed! If you don't make money, they don't make money. So why would they want to hurt their customers? Whether you want an online adult toy store, home party business or even selling on eBay. They have the resources and the knowledge to help your adult toy business succeed. Enough about them though, this is about how you're going to learn to make money online, just as I have. If you know absolutely nothing about how to build a web site, don't worry you can still make tons of money.

## How do I set up a web site to sell this stuff on the Internet?

That's the first major hurdle people encounter when they try to start a business on the web. People get overwhelmed by the things they're told they need, and the possibly confusing terminology that goes along with it. It's not as hard as it sounds though, or as expensive as you might think. So lets get to it! This is the main reason you joined this site. If you have never sold anything on the Internet before then you will need to learn some things.

### Charging Customers

You need a way to charge your customers. You can charge them using your own merchant account, or you can use third party billing. Setting up a merchant account requires a bit more effort on your part, but it is less expensive than third party billing in the long run. I recommend using <http://www.cybersource.com/> for setting up a merchant account. They do everything for you, and they charge the lowest percentage for processing than I have found. If you find someone lower, please tell me!

The other method for charging your customers is by letting a third party to handle everything. They often take about 10% of the total sale for each order processed. If you are going to use this method, I recommend <http://ibill.com/>. You might be thinking of

using PayPal for this service, but all I can say is, “Don’t!” They are not friendly to adult retailers, and if they find you using them to sell sex toys they will terminate your account. If you already have an account with them, don’t use it to sell sex toys because they will eventually find out.

## **Creating Your Website**

Find a web designer that can build your store, and make it easy to navigate through and order from. Muffs and Cuffs sells around 10,000 different products, any of which you could potentially sell on your website. You can download the current pricelist off of Muffs and Cuffs’ site and it will provide you with product numbers and descriptions you can use. They also provide a CD that contains images of almost all of the products they carry. Any developer you hire should be able to use the pricelist and product images to make a decent site. If you don’t feel like finding and paying a developer yourself, you can check out <http://www.myownsexshop.com/>, they charge around \$400.00 for a pre-made site containing around 2,500 products that you can use and customize. They will also host the site for you.

If you are planning to develop the site yourself, you will also need a hosting company. Many hosting companies are reluctant to host adult related content, but you can find a good number of adult-friendly hosting companies at <http://www.avn.com/>. You can find many online tools and services to help you develop your own website, but if you are lazy or just don’t feel like learning all the ins-and-outs of web development, you can try <http://www.rentacoder.com/> to find a developer. Just post a description of what you need done, and in no time you will have tons of people bidding to do it for you.

## **Reducing Backorders**

One last thing to consider when developing your site and setting everything up is what products you are actually going to sell. Putting ten thousand products on a website is simply not practical. I recommend choosing to sell products mainly from [Doc Johnson](#) and [Swedish Erotica](#). They are top sellers, and there are usually very few supply issues with their products.

## **How do I get people to buy my stuff?**

You need to use the five techniques below in your sales letters or ads if you want to be successful. If you don’t you won’t sell anything and you will be out of business. Creating great sales letters has made me what I am today.

### **Five Techniques For a Successful Sales Letter (or Ad)**

- Create Hope
- Appear as an Expert
- Appear Unbiased

- Create a Sense of Urgency
- Create a State of Fear

## **Creating Hope**

People buy products like diet books and how-to books based on hope alone. Hope that someone's product will change his or her life for the better. People don't care how much they may be spending on something if there is some hope that it will make their lives better. You should offer a money back guarantee to make the sale even more palpable to the consumer, but don't worry about having to accept many returns, most people buy the item then forget they even bought it soon after.

## **Appearing as an Expert**

You don't have to be an expert to look like one. If you're selling an idea or product, just have confidence in it. It will sell!

## **Appearing Unbiased**

Coming across as someone who is just trying to help, and not actually benefit from the sale of a product is a great way to get the attention of a potential customer. No one wants to be sold something, but everyone's looking for a little help.

## **Creating a Sense of Urgency**

Phrases like "Order Now!", "The price will go up soon!", or "Order now and get 20% discount or tomorrow it will be regular price!" create the sense that if the customer doesn't act now, they will lose out on something special. I'm sure you've seen, or even fallen for, something like this before but later you'll go back and it's still the same deal months later.

## **Fear**

Yes, fear. Causing potential customers to believe that they will face problems ahead if they buy a similar product elsewhere, or if they don't buy yours now. The Internet is rife with scams. Make it clear that you're the only honest player out there. Here is example of one site that convinces you not to even bother with the 'other guys':

<http://www.fastcashathome.homestead.com/affiliateprogram.html>

## **Applying the Five Techniques**

So write some sales letters using all five aspects to get practice, this is a big part of your success. If you want to get started right away go to <http://clickbank.com/>. You can join an affiliate site and write a killer sales letter right away. This could be your first site that makes millions. I've seen it happen before. You just have to put up a text link or banner on your site referring to another site you affiliate with through ClickBank. Some

affiliates pay 75% of the sale to for successful conversions! Just create some pages to direct traffic to the sites you've affiliated with, and start earning money. What do you have to lose?

It's also a good idea to apply for seals of approval from respected companies like <http://www.truste.com/>, <http://www.bbbonline.com/> and <http://www.better-internet-bureau.org/>. They offer online 'trophies' to put on your site, which makes people confident about buying from you and trusting the content of your site, which in turn will make your sales skyrocket. When you appear as an authority and have respected companies vouching for you your sales will increase ten-fold.

You can also offer rebates for companies you may be affiliated with through ClickBank. Because you may get up to 75% off the sale on the member's site you link to, if you offer a 20% discount, people would be more likely to click through your site. Simply let people know that if they order through your link they will get a discount, and after 45 days you will send them a check. Just request to see a receipt that you bought the item from the other affiliate. You want to wait at least 45 days to make sure they didn't get a refund from ClickBank or the other affiliate and then try to scam you. Also remember that 80% to 85% of the people will forget to ask you for their rebate after 45 days. Most people don't bother to send in proof of sale or even bother to try to get back their money, but for those 15% make sure you take care of them. It would be very bad for your business if you don't give them back the money you promised them.

If you are having trouble writing about the product or the products your affiliates may be selling, then try this site: <http://www.articlecity.com>. They have articles you can use for free, and they have articles on just about everything.

## **Affiliate programs**

### **What affiliate programs do you want to join?**

There are many affiliate programs out there. I'm just going to recommend a couple, but you can search around for others. They all operate on the same principle. People are willing to pay other people to help them advertise their site, and in return they pay money and help generate traffic for the referring site. [ClickBank](#) is one of the best affiliate networks around. [LinkShare](#) is another good affiliate program that is worth checking out. As a LinkShare affiliate you will earn revenue for driving sales, leads, and traffic to partner sites. You'll find hundreds of affiliate programs from leading businesses, and even Fortune 500 companies in the LinkShare Network, and best of all registration is free.

### **How do you start and promote these programs?**

You going to have to decide exactly what you want to promote and sell. I believe that selling information on the Internet is the easiest way to make a lot of money. You will make a killing on information, because there is almost no overhead. Think about it,

you're just providing a downloadable file, or access to information through a website. I sell mostly information through this website, but I also sell sex toys, and I can tell you that they are the easiest things to sell online. There's also a good margin available on adult toys, you'll be able to mark up your product from 100% to almost 300% and still remain competitive. You just can't beat that.

Just go to ClickBank and look around. Notice the top ten selling products in each of ClickBank's category. Those are the things you want to sell. Make a similar site, with similar products, and just lower the price a bit. Write how your program is so much better, using the techniques you learned above, and you'll see your hits and sales go through the roof.

The other option is see what affiliates you want to promote, create your site and link to the affiliates you choose; that's it. Then go to <http://www.affiliateannouncement.com/> and watch the requests come rolling in.

Here's a tip: go to Google, type in something about the product you are going to sell and see what sites come up. See what they are selling the product for, contact them, and if you can beat the offer they have try to get them to sell through you. Be persistent but nice. If you want, you could also add a section that collects emails or use an email collector (<http://www.aweber.com/?209423>). The service sets up follow-ups and announcements and can avoid spam filters. Now you can set up monthly emails to try to sell people things related to your site.

## Advertising Sites

### Paid Per Lead

Not only can you generate sales, you can generate leads too. To capture leads you can give away some useful information. Tell customer that to get the info they need, they have to fill out this no obligation form, and you will get tons of leads if you give away good info. For example, say you are giving away info on saving money on new car, debt consolidation, or almost anything else. People will be glad to fill out a form. Now you can sell these leads to someone like <http://www.cj.com/>. There are many other companies willing to pay good money for this information as well.

**Google has two advertising services**, most people don't know this. I'm going to show you how to make a ton of money using Google's advertising services.

### Google Adwords

Lets talk about using Google Adwords to sell your own products or sell products of the company you are affiliated with. Google only allows you a limited amount of text on your ad-words, so you have to make them good. The best way to do this is to stand out from the rest and put my formula for writing letters into your ads. Fear is the best way to do this or make someone laugh or be bizarre. Trust me when I say, "This works!" You

are drawing attention to your ads and your CTR (Click Through Rate) will be higher. Your sales will also be better. Google favors ads that have a high CTR.

### ***Regular Ads***

These are examples of the type of ad you're likely to see on the Internet.

Quality Sex Toys  
Expert Selection - Easy to Buy.  
Fast & Discreet Shipping!  
www.XXXXX.com  
Unique Sex Toys Store  
70% Off & Extra 10% Off. EZ Order.  
Free Shipping. Absolute Privacy.  
www.XXXXX.com  
Sex Toys Superstore  
Huge Selection at Low Prices  
100% Discreet & Privacy Guaranteed  
www.XXXXXX.com

Notice the bland nature of the wording. Nothing there will make you take note of their ad.

### ***Your Ads!***

These are examples of the ads that will bring you traffic. They startle the potential customer, and make them curious or even angry enough to click on your link!

Your Sextoys Sucks  
we have the best, if you don't  
buy here your stupid!  
www.XXXX.com  
Our Sextoys Are Hot  
if they find the right g-spot  
www.XXXX.com  
Don't Buy Our Sextoys  
buy the other guys and when  
they don't work, come back here  
www.XXXXX.com  
Sextoy Scams Be Careful  
don't buy from others till  
you read this  
www.XXXXXX.com

Ok so if you saw these ads on the left and saw the ads on the right which ones do you think is going to get more visitors? If you can create ads that create fear or make people laugh you will get all the visitors.

Another thing to look out for in Google the prices for Adwords is high so be careful of the words you choose. For instance, the word 'sextoys' could be \$1.00 per click. You could easily go through hundreds of dollars a day. So try other words that may be cheaper

to use. It's not worth paying for advertising if it's costing more than you are making on your site.

## **Alternative Advertisers**

### **The Best**

- [Google Adwords](#)
- [Overture](#)
- [Miva](#)

### **Less Expensive Sites**

Cost per click will be lower for these:

- <http://www.search123.com/>
- <http://www.7search.com/>
- <http://www.kanoodle.com/>
- [LookSmart](#)

Now that you know how to write good ads for Google you can get paid for it too [Click Here!](#)

## **Google Adsense**

I'm going to tell you right now that Google's Adsense doesn't accept adult related advertising. If you sell something else though, it's a good way to make money.

Adsense is for people who have websites and want to become one of Google's partners. Google will display ads on your site, which come from Google Adwords advertisers that pay. Google splits the profits with you for displaying the ads, Google doesn't tell you how much they're giving you but we guess it's around 50%. You can make money on this. When you sign up Google will give you the codes to put up on your site. Check out [http://www.google.com/services/adsense\\_tour/](http://www.google.com/services/adsense_tour/) to learn more about how Adsense works.

Here is a tip that can make you a lot of money: Google is paying you around 50% off the click through for Adsense ads, and you can buy keywords on smaller sites for mere pennies. When they click on your ad it takes them to your site where you have relevant Google Adsense ads. Now when your customers click on the Adwords you're making a profit. Now think about it, if you were to do this for all keywords that are relevant to your site on all the small search engines you would get a lot of traffic to your site. A lot of traffic means a lot of click-throughs. You can make money this way, with almost no effort. As an example if you were to pay 5 cents a word on [7Search](#) and visitors to that search engine were to click on ads (which they will because you know how to write great little ads,) they will be directed to your site with the Google Adwords. Chances are they will click on one of those ads, and then you make close to half of whatever those



advertisers paid to Google, which will almost certainly be more than a nickel. If you were to have a large number of keywords on the smaller search engines, this could add up to a lot of income, possibly thousands of dollars a month!

You will find a useful tool from Overture that tells you how much money has been bid on keywords on their search engines at

<http://uv.bidtool.overture.com/d/search/tools/bidtool/index.jhtml>. Overture bids are close to Google's, but more expensive than keywords on lesser-known search engines.

The way to use this strategy to make big money is to find the highest paying bids for keywords, and there are some words that people bid on that pay up to \$100.00, then make a sites for those words you choose and have the Google Adsense links on that page. Now you go to other cheaper sites like 7Search and bid on those words. For example, let's say 'web design' cost \$7.00 on Google. That's \$3.50 each time you get someone to click on the Google Adsense page that you made about web design. On 7Search 'web design' costs just 50 cents. So you buy one of top spots on 7Search, send people to the page that you made with the links Google sends you (Google Adsense) and the text you have about web design and when the people click on the ads from Google you get \$3.50. Do this for all pay-per-clicks and you can make thousands.

Another thing to remember is that Google doesn't want you to just make a page with Google ads on there and nothing else related to the ads. They will ban you if you don't provide any real content. Don't go out of your way to try to get your customers to click on the ads either. For example, don't put a note on the page requesting your visitors to click on those links. Google doesn't like that either.

Now you can create a page on your website about a certain keyword you want to use. You have to write about the keyword, and make sure you provide at least three paragraphs of information related to that keyword. If you can't write or just don't feel like it, go to <http://www.ezinearticles.com/>. They have many free articles that you can use on your site. Make sure you have keywords in the page title tag, and in the meta-tags and description tag and make sure that on the page you link back to the home page.

Another Adsense strategy for increasing your click-through rate is to put small images near each Adsense ad. It increases click-throughs by 300% to 400%. Make sure not to violate Google's terms-of-service though, so please read their rules.

## **Search Engine Optimization**

If you don't want to pay for your site traffic anymore, but you want to be listed top in leading search engines like Google, you're going to have to do some work. Once you're on top of Google though, you're on easy street. The traffic, and sales, will just pour in.

### **Incoming links**

This is the most important thing you have to consider to move up in the search engine rankings. Google is very big on tracking links to your site. The more people that link to your site directly, the higher up your listing will appear when people search for what you're selling. Download the Google Toolbar at <http://toolbar.google.com/>. One of the most useful features of the Google toolbar is the Page Rank. This will tell you just how well your site is ranked on the Google search engine. Just browse your own site to determine which pages are ranked best. You'll need to participate in some link exchanges to boost your Page Rank, or PR. Try going to <http://www.textlinkbrokers.com/> or, for adult sites, <http://www.resourcesubmitter.com/submit.html>. After exchanging links with other sites, make sure those sites link back to you, and your sites work that link to them. Dead links hurt your ranking in Google as well.

TIP: I created an affiliate program for one of my adult sites, just to get sites to list me. I simply wrote a page that looked like I had an affiliate program and most of them listed me.

Sites to link to if you can are government sites, non-profit sites, and charity sites. Do what you can to get listed with these kinds of sites. They will give you very high PR. Of course that only helps if you're not selling adult products. For adult sites go to <http://www.avn.com/> as they link to all the big players in the adult world. It's also important that sites you link to and that link back to you are relevant to each other. Make sure the pages that link to you aren't loaded with links, if a page has more than 20 outgoing links, you won't be helped too much for linking with them. Google considers this 'link farming', and it will actually lower your PR.

TIP: To find out who is linking to someone go to Google and type in "link:www.sitename.com". If your goal is to get to the top, see who is first and look at the links they have and join them.

## **Directories**

You must link to directories, its easy to get listed on them, you need to sign up on these to increase your PR.

### **Free listing**

- <http://www.dmoz.org/> <sup>1</sup>
- <http://www.01webdirectory.com/> <sup>2</sup>
- <http://www.linketeria.com/>
- <http://www.mostpopularsites.net/>
- <http://www.re-quest.net/>

---

<sup>1</sup> The biggest free directory on the web; it's a must to get listed here. Submit to them for free and if doesn't work you might have to become an editor in order to get listed. I would try emailing the editor in your category if they don't list you after about a month.

<sup>2</sup> Takes several months for free listing; can pay \$49 to get listed right away.

- <http://searchsight.com/>
- <http://www.siteranking.com/>

## **Paid Directories**

- <http://www.business.com/> - \$199/year
- <http://botw.org/> - \$39.95/year
- <http://www.alltopsites.info/> - \$40/year
- <http://sbd.bcentral.com/> - \$49/year
- <http://dir.yahoo.com/> - \$299/year (non-commercial sites are free)

Other things you can do to boost your PR:

- Create a 'blog' at <http://www.blogger.com/> and post to it with your signature and a link back to your website. Then ping it at <http://pingomatic.com/> and a directory or search engine will hopefully pick it up.
- Create articles and write a few paragraphs about your site, products, or anything with your signature and web address within the articles and submit them to <http://www.ezinearticles.com/>
- Many forums allow you to post with a signature containing a web address so join a couple of them and post to them.

## **Page Title and Meta-tags**

Proper use of the page title and meta tags, description and keyword density and content are all keys to your success. Here is what the meta-tags should look like:

```
<HEAD>
<TITLE>Sextoys Wholesale</TITLE>
<META name="description" content="A good description of your site.">
<META name="keywords" content="comma, separated, words, relating to,
your site">
</HEAD>
```

You can get a free meta tag generator here <http://www.siteup.com/meta.html> and check out <http://searchenginewatch.com/> they have allot of info on search engines join their newsletter it's free.

Google Forums is also very good to join <http://www.webmasterworld.com/category3.htm>

Since I am giving you so many links and good ideas, you can also get an affiliate based website made for \$300.00 from <http://www.sitesell.com/sext toysforwholesale.html>. Then you could have it announced by a service like <http://affiliateannouncement.com/affiliate-announcement.php>

## **Selling on eBay**

If you want to make money on eBay selling products, especially sex toys, you could easily make \$15k/month in profits. Just from buying consumer products from wholesalers and selling them individually on eBay you can have a successful business. It's best to buy the hottest consumer products that are out. There are a lot of wholesalers that try to scam you though, so be careful.

First you will have to open an eBay store. Go to <http://pages.ebay.com/sellmore/> and click on 'Open Store'. You will be asked for a credit card, but after you've setup your account you will have a lot of useful tools at your disposal for selling products more efficiently on eBay. When you have an eBay store, your auctions will also be linked to and from your main website, so that will generate more traffic.

Now go to your "My eBay" account and click on Sell and eBay will walk you through the process for selling items.

Things not to do:

- Don't buy products from anyone who wants to be paid by Western Union. They are all scams. The prices are tempting but you never get anything. The biggest scam involves the Western Union secret question feature, you're supposed to give a secret question and Western Union is supposed to ask the question to the person picking up the money. So you send the money but they can't get your money until you have your products shipped to you. Then you release the question and they get their money, the thing is they are able to use the control number and get the money with or without the 'secret question'.
- Don't use an escrow service other than <http://escrow.com/>. The rest are frauds, or simply charge too much!
- Only pay by credit card, <http://escrow.com/>, or <http://paypal.com/>. You could also use COD (Cash on Delivery), where the shipper collects the money for you and puts it into your account.

Things you have to do:

- Get verified by the various 'trusted' services online in order to encourage buyers that you are an honest and legitimate. This will make your sales double on eBay.
- Go to <http://www.dnb.com/> (Dun & Bradstreet) and get a Duns Number. After applying for an account they will verify your company's name and address and if you have any debts.
- Get PayPal verified. Then open an account once you have one and apply to become premier member. PayPal will then verify your address and identification. They do this by depositing small amounts of money to your bank account and then you have to tell them the amount deposited. This proves you are the owner of the account.
- Become a member of the Better Business Bureau by going to <http://www.bbbonline.com/>.

Optional:

- Open an account with <http://www.readnotify.com/>. It costs \$24.00 a year and what it does is tell you everything about a person that has read a mail you sent. It tells you the state they're in and what country they're from. This tool is good to verify where the customer is from and if he is actually in the USA. Some people will try to rip you off so if they lie about where they're from don't do business with them.
- You can also check a website to see if they are who they say they are. Use <http://www.godaddy.com/> go to the bottom of the page and look for 'Whois Lookup'. This will tell you who registered for the domain, and other useful information.