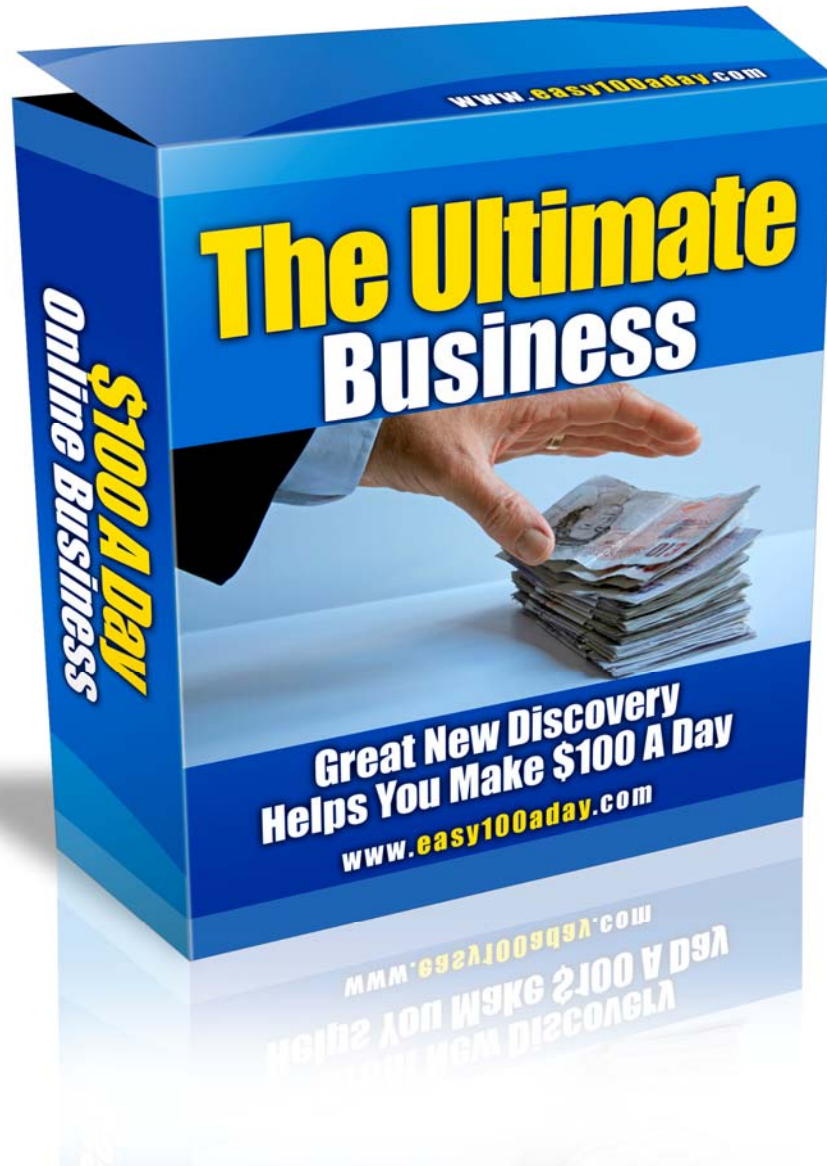


A POWERFUL ONLINE BUSINESS

FROM 0 TO \$100 A DAY!



BY WILLIAM MONTANARO

### *Legal Notice*

While all attempts have been made to verify the information provided in this publication, the publisher does not assume any responsibility for errors, omissions or contrary interpretation of this information.

This publication is not intended for use as a source of any advice such as legal, medical, accounting or psychiatric. The publisher also wishes to stress that the information contained herein may be subject to laws in the US and other jurisdictions. Get competent professional advice before undertaking any activity which is, or may be, regulated.

The author does not assume any responsibility or liability whatsoever for what you choose to do with this information. Use your own judgment.

Any perceived slight of specific people or organizations, and any resemblance to characters living, dead or otherwise, real or fictitious, is purely unintentional.

While examples of past results are used occasionally throughout this work, they are intended to be for purposes of example only. No representation is made or implied that the reader will do as well from using the techniques.

Your results from the use of this information will depend entirely on you, your skills and effort, and other factors which are inherently unpredictable. All business ventures carry the possibility of loss of capital and investment.

Use this information at your own risk.

## *A Brief Introduction*

This Ebook should help you begin making some decent money online. I have already earned hundreds of dollars with this and if it wasn't for being extremely busy with other projects I would be well on my way to earning \$100 a day with the methods described in this Ebook.

I am glad you have purchased this because I think it shows a large amount of initiative on your part in that you have been able to see a golden opportunity to earn money online that really works, and is not just another scam method.

I am not offering a guarantee that you will earn \$100 a day with the methods described, but if you read carefully and really put into action the things I tell you, it should be a very possible target to meet.

There are a huge number of advantages to using the following method to make money, but I feel the most important is that it can never become saturated and there will always be money in this area of marketing.

Good luck and I truly hope you begin making money very soon after reading this Ebook,

William Montanaro

### *Your First Steps*

There are a number of different ways to make money with this method, which is one of its main advantages. As long as you have a good imagination and you know what people are searching for, then you are sure to make money.

You are going to need to make something available for download. This can be anything from a free report which you have put together (you can use PLR articles) or a Windows Theme. Think about something which you can create which would be useful to others.

If you want a good idea of things that are being downloaded right now, head over to [www.download.com](http://www.download.com) or even [www.softpedia.com](http://www.softpedia.com) and look at some of the popular downloads. Ignore the **hugely** popular pieces of software and drill down to the more specific niche targeted programs or downloads.

Having something that will be downloaded a large number of times is pretty much 50% of this method. As long as you are able to offer something desirable that can be installed then you can begin making money.

Even if you have a script which you were given which others might find useful you can still make money.

#### **Important Point:**

You have to focus on a niche when creating your downloadable product. This can be celebrities or pets or even sports, as long as you can pick a niche market which would enjoy your product.

Many people have made huge amounts of money from celebrity screensavers; you can have these made for you very cheaply by someone at [www.elance.com](http://www.elance.com) or just search for a free screensaver creator. If you find a niche market like celebrities then you really can begin making big money.

Videos are also extremely marketable as long as they offer some enjoyment to the viewer, even if it's something really simple which you snatched from the web, people will still download it and watch it.

## *Monetization*

Now that you have your product, it's important that we actually know how to make money with it (or you probably wouldn't have bought this Ebook right?). Before you begin looking at the finer details of packaging your product, let's take a look at how we'll monetize it!

There are a number of programs online which pay you when someone installs their software; these are generally called Pay Per Install programs (PPI). On a basic level, when someone installs your software they are also prompted to install another company's software.

This can be really annoying when you are on the receiving end and just want a free screensaver, which is why you have to be careful which PPI company you choose.

I strongly advise you to sign up to [www.snapinstalls.com](http://www.snapinstalls.com), they are by far the best company I have used and are very trustworthy, a lot of company's actually have software which installs spyware onto a customer's computer, which I think you will agree is a huge disadvantage and extremely immoral.

Snapinstall's rates are also extremely competitive, at \$0.30 per install, when you think about the number of downloads that your product can get when submitted to numerous sites, you will begin to see the huge potential of this method.

A conservative example would be if I submitted a software package to 50 different sites. Even if each site only got me 300 downloads, I would get 15,000 downloads which would bring in \$450. Now if you consider that most sites should bring in over 1000 downloads if you have a good product, and that you can submit as many different products as you want, you will begin to see the massive potential in this method.

So go on ahead to <http://www.snapinstalls.com/enrollment/Signup.aspx> after you have read a little about the program. The signup process is very straightforward and should be a breeze for you.

It will take a couple of hours for the company to activate your account depending on when you signed up, so while you're waiting, you might as well take a look at the final steps to begin making money.

## *Packaging*

This is an extremely simple step but I thought you needed to know because if you don't you might get a bit confused with some of the promotion techniques in the next step.

Everything which you download from a site like [www.download.com](http://www.download.com) will have been uploaded in the form of a .pad file. This means that before you can truly begin promoting your product you are going to need to package it into a .pad file. The following is an article about .pad files taken from a leading marketing website:

“Promoting shareware is made so much easier with the use of PAD files.

What does this file contain? PAD files are XML documents that contain all of the vital information about your shareware application. But why do you need to create a PAD file? Well the main reason is that it saves a lot of time. When you try to submit your free shareware or freeware on freeware and shareware directories you are being asked to submit a lot of information.

So, as you can understand it takes a lot of time to repeatedly input this information to each and every shareware directory. To save you from all this hassle, you can create a PAD file which contains this information and a lot of shareware and freeware directories are able to read your PAD files. This means that you would not have to repeatedly go on giving information about your shareware, simply submit the URL and maybe a custom category.

You will find that a lot of shareware directories allow you to submit the URL of your PAD file. This means that you would have to create and upload the PAD file to your website first before submitting the URL of your PAD file to the directories.

Make sure not to include the version number of your application in the file name as the filename should not change. And in addition to that if you have to update your software and want to include the relevant information in the PAD file, you just need to make changes to the original PAD file uploaded on your website. In this way the shareware directories would automatically make changes to the PAD files and your PAD files would get updated. This goes without saying that the URL of the PAD file must remain the same.

There are many shareware directories that announce any changes made to software. This means that if you release a new version of your software, the directory would announce it on their pages. This generally results in increased traffic to your site. So, creating PAD files to promote your shareware can be a very good idea.

There are a lot of tools available on the internet that help you to create PAD files and you can make use of them. These tools have been developed to make it simple to create a PAD file. We recommend the Association of Shareware Professionals PAD tools.

So, we have just given a cursory look at the whole concept of PAD files and the use that it can be put to. Hope it proves useful to you.”

## *Promotion*

This is where you'll finally be able to begin making money. The great thing about this method is that you only have to do a little bit of work to create the product, and then the rest is simply promotion, if you become good at promoting your product, you will make huge money with this method.

You can promote your product as much or as little as you want, generally I find that with this area of marketing, the amount of money you make is directly related to the amount of effort you put into it.

There are two programs which I think are probably the best out there for submitting your product to hundreds of sites quickly and easily. Unfortunately they both cost money so I'd advise you to take a look at the free trials before you commit your hard earned cash to them.

### *PromoSoft by DeveLAB*

PromoSoft is an easy to use, professional software promotional tool, which automates the process of promoting your programs on the Internet. It can automatically submit your software to hundreds of software sites and archives within minutes. Daily updated site list guarantees the highest submission quality all the time. PromoSoft can also collect the valuable information about submitted software such as listed version and number of downloads.

### *Aid Submission Genius by AidSoft*

Submit your software to 300 software sites using a new submission principle - an online submission robot, the most accurate and effective submission system. All you need to do is to fill one form or enter your PAD URL, all the rest will be done automatically. Also, the program will take care of your author accounts and will choose right category for each site automatically. Unregistered version includes full features set and allows to do full test.

If you don't want to spend money on promoting your product, then there are still many different programs that you can use. Head over to Google and search for "Free software submitter" or "Promote Software" and you'll be able to promote your product for free!

As with many methods the best results will come from actually investing money in the submission; however \$100 a day is a figure based on using the free software, while if you use the paid software you could be into the hundreds!

### *Powerful Twists*

Below you will find a list of small twists which you can add to the method to make it even more powerful. You really can't go wrong with this method if you put into action some of these points, and I strongly advise you to note them down and use them to skyrocket your earnings!

- ✓ Find your niche – Search around and find communities of people who would want to download and install your product, tell them to pass on the download link to their friends and you will soon see a surge of traffic.
- ✓ If you want to create a video, upload a small segment of it to YouTube and then at the end put a link to the full video download link.
- ✓ Chat rooms are a fantastic place to build a buzz, pretend to be someone who just found your product and get people talking about it.
- ✓ Use file sharing sites such as Limewire to generate huge numbers of downloads.
- ✓ If you genuinely feel the product is good, release some articles about it or even a press release, this is good if you have a brand new piece of software or a video/report you are beginning to promote.
- ✓ Submit things about your product to different sites, asking them to review it or even just to try it out, they will probably write something about it on their site and you have instantly gained a target audience.
- ✓ Google Adwords – You probably never thought about paying people just to download your product, but you will often find unexplored niches in the product you create, so adwords is a fast way of bringing in loads of traffic. You shouldn't have to bid too high if you have a good niche, and if you have a well converting advert you're profits could be huge.

If you can come up with your own powerful twists then you will really begin to see the money flow, the important thing to do is to try and open up new markets and bring in streams of targeted traffic to your download page.

Think outside the box and you can really succeed with this method.



## *Resources*

I've put together a small list of sites which you might find useful as you are putting this method into action, there are thousands of sites out there which will help you, so go out and do some research to enhance your knowledge of the method.

### Animation/Video Creation Software

- ✓ Scratch – Freeware - <http://www.scratch.mit.edu>
- ✓ Freeware character animation and 3D modeling software - [www.anim8or.com](http://www.anim8or.com)
- ✓ Pivot Stick figure Animator is a unique software, that allows you to create stick figure animations. [www.snapfiles.com/get/stickfigure.html](http://www.snapfiles.com/get/stickfigure.html)

### Screen-Saver Creators

- ✓ Screensaver Maker - Make your own professional screensaver based on images, music, video, webpage, animation and flash. [www.21hua.com/](http://www.21hua.com/)
- ✓ Screensaver Maker makes your own screensaver, slideshow screensaver, flash screensaver. [www.zbsoft.net/](http://www.zbsoft.net/)
- ✓ Make flash screensavers with your favorite flash movies, convert flash to screensaver. [www.zbsoft.net/flashescreensaver/](http://www.zbsoft.net/flashescreensaver/)

### Torrent Sites

- ✓ [www.bittorrent.com](http://www.bittorrent.com)
- ✓ [www.torrentspy.com](http://www.torrentspy.com)
- ✓ [www.torrentreactor.net](http://www.torrentreactor.net)
- ✓ [www.isohunt.com](http://www.isohunt.com)

### PAD Creators

- ✓ PAD Creator - freeware - Super easy maintenance of your products padfiles - Your software promotion will be made easy with pad files. [www.padcreator.com](http://www.padcreator.com)
- ✓ PAD Creator - Software Promotion Made Easy with PAD Files - Free Download. [www.hotlib.com/padcreator/](http://www.hotlib.com/padcreator/)
- ✓ Software submitter and PAD file creator - create PAD for your software, promote and submit it to software sites across the internet. [www.webxpace.com/software/software\\_submit.html](http://www.webxpace.com/software/software_submit.html)

### *Final Thoughts*

I hope you have begun to understand the true power that lies behind this method and that you are ready to begin making money right now.

I would be very disappointed if right now you just dismissed this Ebook as rubbish because I have tried to open your eyes and make you see that this method truly is worth trying, because you really can make money with it.

I want you to be successful with this method, and I really want to hear your success stories, so you can contact me at [wgmontanaro@gmail.com](mailto:wgmontanaro@gmail.com) to talk to me about this Ebook and how you have implemented the methods.

I wish you the very best of luck with this method and hope you have enjoyed read,

Good luck,

*W Montanaro*

William Montanaro