

Make MONEY Now

with

Social Networking Sites

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Facebook! Friendster! MySpace! Multiply! Bebo! Practically EVERYONE has accounts on these sites. In fact, some would say that they're addicted to them.

You can capitalize on this addiction! How?

Earn money from these social networking sites! Just think about this – millions of people log on to these social networking sites, which means that you also have a million opportunities to make money!

No, we're not talking of scamming people or exhorting money from them.

There is a **LEGITIMATE and **PROFESSIONAL** way to make money from these popular websites. **This ebook will show you how!****

You're in good hands with this ebook!

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This ebook will prove to be an invaluable resource in your online money-making goals. Here's what's in store for you:

Everything You Need to Know about Social Networking Sites

What in the world are social networking sites?

Can ANYONE create social networking accounts or profiles?

YOU as the PROFILE MANAGER

Why you should JOIN social networking sites

Social Networking Sites for Affiliate Marketing? Is this possible?

Pros and cons

Network upon network

Crawl pages for search engine spiders

Get Started Now!

Setting up your own account

Customizing your account

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Tips and tricks

Are Social Networking Websites REALLY USEFUL?

Market Your Business Through Social Networking Websites!

Promote your business through social networking websites

Don't be a SPAMMER!

What YOU CAN GET from Affiliate program benefits

Conclusion

Everything You Need to Know about Social Networking Sites

It's hard to ignore a phenomenon as big as today's social networking sites. And if you are an online denizen, it's almost impossible to not have encountered these websites, one way or another. Some of the top social networking sites include Friendster, Facebook, and MySpace.

What in the world are social networking sites?

Social networking sites are online venues where you can keep in touch with friends, make new ones, and share information and online content. Of course, sites like these were soon used by some enterprising people who found ways to optimize their accounts and earn residual income. These people were able to harness the **immense traffic** and **network**

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enjoyed by these social networking sites for their benefit. **And, you can learn how to do this too through the tips found in this e-book.**

Can anyone create social networking accounts or profiles?

Yes! Anyone can log into these social networking sites and create their own profile. The only difference lies in how you optimize your profile. Just note that when you've decided to make a profile for the purpose of earning some cash, remember this goal when within the process. Some people tend to stray and use their profile for vanity purposes, but it would be best to keep your profile simple and user-friendly. You are not on these sites to dazzle people with your gorgeous wallpapers and the like. You are there to make some serious

\$\$\$!

YOU as the PROFILE MANAGER

When you create your profile, you designate yourself as the profile owner and manager. You will be responsible for customizing the configuration and the look and feel of your profile. At the same time, it is up to you to expand. The more "friends" you have listed, the better chances you have on getting serious financial gain from the website.

Why you should JOIN social networking sites

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As an online entrepreneur, social networking sites offer you opportunities to EXPAND your online network. This is extremely important for any successful online venture. You can liken it to traditional marketing. In marketing, you increase your chances of making a sale if you have a big prospect base. You do this by traditional prospecting, such as making phone calls or asking for referrals from your colleagues.

Online, through social networking websites, it also works the same way. When you increase your online network, you increase your online prospect base. While, in some cases, your network may not be interested in what you have to offer, their network might be. Social networking sites allow messaging and profile viewing within networks, depending on the permissions set by the profile owner. They can even allow public messaging and profile viewing. You will just need to be patient when making the most out of the networks available to you. Here, you will need to use a huge chunk of your time marketing online.

Social Networking Sites for Affiliate Marketing? Is This Possible?

Definitely. Social networking sites work best for people who signed up for online referral or affiliate programs. You can optimize your profile page, bulletins, shoutouts, and blogs (or notes, if on Facebook) to promote your product, services, or affiliate marketing links.

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Pros and cons

Social networking sites have installed security measures to keep people from adding friends randomly. To expand your network, you need to ask the permission of the other person. This security measure keeps you from expanding your friends list just on the basis of, say, locality, or, in the real case, online marketing.

But still, there are several venues to add friends. On Facebook, for instance, there are several applications where you can “win” or have a stronger standing if you have a lot of friends playing with the same application. Examples of these applications are Vampire Wars and Mob Wars. Hence, you can always scour the groups within the social networking sites for people looking for clan mates or mobs. These people are often more than willing to add you to their friends list.

However you see it, these social networking sites are indeed able to deliver to their promise, that is, an EXPANDED NETWORK of friends.

Network upon network

The plus with these social networking sites--despite the security element--is that you can still get access to network upon network upon network. These sites allow you to contact

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people within unlimited network. This means that **you can get in touch with people you might not even know**. At the same time, there are people who leave their profiles open to the public. You can freely send links, messages, and the like to them.

Crawl pages for search engine spiders

If you allow the public to view your website, you are also allowing search engine spiders to crawl your page. Search engine spiders are the software used by search engine companies to index the Internet. For example, people search for Asia travel in Google or Yahoo!. If you've allowed your social networking page to be viewed by the public and it has information relevant to Asia travel, then you can rank high in the search results of these search engines.

Convinced? Then it's time to get started.

Getting Started

When you go online on these social networking websites, it helps to have everything prepared. Creating an account will lead you through the steps of customizing your account. It's best to have all information you want on your profile ready. This includes your affiliate code (if any), as well as your profile description, and the rest.

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Setting up your own account

It's easy to get started. Just go to the social networking website. If you don't have an account yet, create one in a few simple steps.

But here comes the tricky part. **You will need to CUSTOMIZE your profile and invite friends into your network.** You are immediately asked to invite friends after you sign up. In this step, you can allow the website to log into your email account to look for friends who are already members of the social networking site. You can also choose to postpone this or to invite your friends manually. Either way, this is a step that you will need to keep coming back to. One of the main goals in using these social networking sites is to increase your network's size. You can only do this by consistently adding contacts and then browsing through theirs.

You will have the option to upload photos. Note that since your purpose for creating an account is business, you should upload a professional looking photo. Do not make the mistake of putting crazy and funny pictures online. This takes away your 'online credibility,' as they say. As much as possible, keep things professional.

Customizing your account

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The profile page that you get with your social networking website is a bevy of possibilities. Since you are asked to describe yourself, you can opt to describe what you do instead. Talk about your service or the products that you offer. Of course, all this should be done subtly, so you won't be tagged merely as an online marketer.

Many social networking sites allow profiles to be updated using HTML. If the site that you're on allows this, you can then use codes to embed links to your website and landing page. You can even include an **animated banner** as part of your profile. This is great free advertising for you, directed mainly at people who view your profile page. Usually, you are required to host your banners elsewhere; you will just need to embed the right codes in order for your page to display your banners. There are free hosting websites you may consider, such as Yahoo's Geocities.com.

Link the keywords in your profile description to your external pages using basic HTML codes: `your keywords`

Tips and tricks

Remember that, since the purpose of these sites is social, you will need to downplay the sales pitch a bit. Otherwise, people will refrain from adding you as a friend, even when they'd like more playmates for their online applications or games.

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The initial goal would be to GATHER AS MANY FRIENDS AS POSSIBLE.

These social networking sites are configured such that your friends' pages are updated whenever you update, say, your shoutout or status, your blog or notes, and other features of the sites. This is where most of your marketing comes in. When making initial contact, always keep things friendly and social. Do NOT jump ahead and sell them the whole supermarket.

Are Social Networking Websites REALLY USEFUL?

Of course they are! Social networking websites, as marketing websites, are best for people who require an extensive group of networks. Networking within these sites can be easy. However, the demographics of the network that you find within them may be scattered. You will find members from different locations and different age groups.

Hence, if you will be on these sites, it is best to offer services and affiliate links that target a broad market.

Social networking sites will be a big benefit for you if you are offering global services, such as design and search engine optimization, or if you are an affiliate with online companies that pay for each clickthrus.

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Market your Business Through Social Networking Websites!

Now, your account in these social networking sites won't make money just by sitting there. You would need to constantly update your account in order for it to generate some money.

The first thing to consider is your profile details. Given that you have everything you need in there (an interesting description of what you do and offer, as well as banners and links), you can try to update your shoutout or status every day. When you do, your friends' profile pages also get updated. Your updates should then include an interesting headline as well as a link to a relevant URL. That relevant URL should be your landing page.

Other aspects that you can update when tinkering with your social networking website profiles are the blogs or notes feature of your profile. With notes, you can write your thoughts and tag friends so they can read them. You can maximize this by talking about something interesting and something that concerns your field of expertise. Be sure to include relevant links (including your own). As always, do not hard-sell anything. **Always think of your readers' needs and use these to talk to them.** Don't use your notes or blogs to 'direct sell,' because this is a major turnoff that will keep people from reading your blog or note.

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You can also try the personal messaging features of social networking sites. However, it also comes with a risk of being singled out as an online marketer. So as much as possible, keep personal messaging to a minimum and rely on the profile update feeds instead.

Once you get the hang of these update features, you will need to perfect how you write your updates. Making it interesting is a basic necessity. **Still, your ultimate goal is to earn some clickthrus.**

Promote your business through social networking websites

Knowing the different aspects of social networking sites is just a start. Once you really get into it, you need to perfect the art by being able to convert your online network into clickthrus. You can do this by carefully learning how to word your updates and encourage your friends to follow the link.

One of the basic things to remember is to make the updates **INTERESTING**. Your updates (with links) and blogs should always cater to the interest of your audience. Members of social networking sites are from very diverse backgrounds, and you need to take this into consideration.

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Your updates should be **ENCOMPASSING** such that a variety of people can easily associate with them. An example is a headline or status about dogs. You write a 'relieved' status about your dog surviving a disease with the help of so and so drug. Many people have pets, and they'd most probably be interested in a wonder drug or two. Now, if you were an online affiliate of this doggy drug, then you would have earned tons of referral income. The idea is basically like this for the different types of products or services that you sell online. Always go down to the general need, and word things casually from your own experience.

Remember to talk to your audience, but always start based on your own experience. It often comes off as preachy and unreal to talk and talk and talk like you're the expert on things, without grounding this to your reality. People will see through that, and you might come off as trying to sell something.

Online, people are wary about marketers and sales people. They get spam mails all the time. And even outside their inbox, they are bombarded with ads and what-have-yous. Friends in social networking sites should offer a haven for them from all this. In online marketing, this is something you should thread carefully. Never be too obvious--that's the key.

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DON'T BE A SPAMMER!

Spamming is a NO-NO when it comes to social networking sites.

Security measures are in place, and you'll easily be reported to the site's administrators if you are suspected of spamming. So once you decide to market to your friends in these sites, read the terms and conditions of the website first. Know your limits, and abide by these diligently. Just put yourself in the position of your friends. This should give you an idea about what's tolerable and what's not.

Always be careful and thoughtful of your discreet marketing strategies.

When online, sell softly.

What YOU CAN GET from Affiliate program benefits

Always remember that not all affiliate programs are the same, and not all of them pay you what's due. Some are clear scams; you market them, risk your online reputation, and still get nothing for it.

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As an affiliate, **YOU ARE A VALUED ONLINE ASSET** for companies that have affiliate programs. These companies may pay you in cash, or via free products and services. It depends on the terms you agree to. As their affiliate, you market their products and services through your online properties. This may be through your websites, online profiles, and even emails. You are then supposed to get credit for each client you refer them to.

However, there are cases wherein affiliates are not rightfully credited for their referrals. This may be due to faulty (intentionally or otherwise) tracking systems. It is then important that you test your referral or affiliate URL first before you populate your online properties with this. You can do so by getting your friends to click on your affiliate link. Log in to your affiliate account to see if these clicks went through. Market your affiliate URL only after you're sure of the tracking system's integrity.

It is also very important that you join REPUTABLE affiliate programs. It is one thing to be able to track clickthrus, and it is entirely a new story to get paid for this. Check out the online company's reputation first before joining anything. You can find a marketer's forum online wherein you can get feedback about the different affiliate programs available. Likewise, note that you usually can't lose much if you join affiliate programs of companies that you actually use.

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Your continued patronage of their product or service is the best testament of their "worthiness" and marketability.

Conclusion

The fast success of social networking sites such as Friendster, Facebook, and MySpace leaves little room to doubt the innate need for social networking, even when online. We are social beings after all, even when we spend so much of our time in front of the computer. As in the past, the social network has been the foundation of any successful marketing venture.

True enough, this success has been experienced by the pioneers of online marketing. These people have successfully harnessed the web of networks that many websites on the Internet offer, and turned this into millions. Their success can be yours. The tips contained in this e-book are the basics. You can already set up an optimized account within these social networking sites, for now, you know what you need and know what it takes.

But then, you should also venture into the different options that you have when you do business online. It is not enough to have a good and functional profile. **You should also**

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be able to offer the **RIGHT** stuff, that is, your affiliate programs should be **INTERESTING** and **USEFUL**, and your products and services are those that **PEOPLE CAN ACTUALLY USE**. Only then can you see the real magic of social networking sites.

When you have a product that people are actually interested in, then you can expect them to find you through your profiles in these social networking sites.

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