

THE RICH VILLAIN

Morals are for **LOSERS**
Get mean. Get dirty. GET RICH.



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The Rich Villain Speaks

Please allow me to introduce myself, I'm Eddie Temple. I see the world as my own personal ATM machine, and so should you.

I'll warn you right now, this book is about making money not making friends. Getting into internet marketing is like stepping into a boxing ring – with knuckles wrapped in glass shards. It's kill or be killed out there, folks. My job is to teach you how to survive.

Take off your shoes, leave your morals at the door and step into my office ...

Getting Down to Business

So many of those ripoff internet marketing eBooks on [Clickbank](#) give you nothing but vague, general information. It's hard for you to make big money because nobody will tell you straight up how to do it. They talk about sales letters, psychology, seo, web design ... but they never really teach you how to make money.

I'm taking the opposite approach. I'm here to show you how to get rich, not how to write ad copy. You want to learn psychology and write sales copy? Great, read a book on copywriting. This is a book about making money right now. I'm going to teach you what you can't find in a bookstore, what other affiliate marketing books simply won't tell you. And more than that ... I want to give you easy-to-use techniques that you can put into practice TODAY to start generating income.

- **A word about choosing domain names ...**

Many of the methods described in this eBook require using domains. When registering domains, I strongly recommend [Moniker](#). Avoid Godaddy and other registrars at all costs. You should only register two or three word non-hyphenated dot com domains. If you ever need to resell them, you'll thank me for this advice. And your SEO results will be better.

- **It's better to be feared than loved ...**

Never appeal to love or honesty when selling on the internet. Human nature is what it is. Always appeal to base desires such as greed, fear, sex, jealousy. These are what I call **prime movers**. They are the psychological elements you'll need to trigger. That's all I'm going to say about psychology, because that's all you need to know.

- **Study, Study, Study ...**

Knowledge is the key to all things – even more so on the Internet. You must keep up with all the latest changes, trends, techniques, and ideas that other internet marketers are using to make money. Frequently, you can simply take someone else's idea, improve it, and do even better than the competition. I spend 2-3hrs every day just reading new content on the big internet marketing forums. I recommend joining all of the forums below and spending at least 30 minutes each day browsing through the top posts:

[WarriorForum](#), [Digitalpoint](#), [Gfy Board](#), [Webmasterworld](#),
[Wickedfire](#), [Blackhatworld](#), [TalkMania](#), [V7n](#),
[EasyAdForum](#), [IM4Newbies](#), [NetBusinessTalk](#),
[MoneyMaker Group](#), [ewealth](#), [young entrepreneur](#),
[Copywriters Board](#), [Webmaster World](#)

- **Think Scale ...**

All profitable online advertising methods are highly scalable. That is, once you fine-tune the technique it can be easily applied to a broader market or larger audience without extra capital investment. This is markedly different from a restaurant franchise, for example. If a McDonalds franchise owner is making \$200k / year off his east-side Mickey D's, he's going to have a very hard time increasing revenues beyond, say 20%. That's due to a fundamental limitation of his market share; his restaurant is located on the east side of town, and only so many people live there. He can't target people on the west side of town without opening an additional franchise, which entails a great deal of startup cost and time investment. The trick to successful internet marketing is mastering techniques that are highly SCALABLE, allowing you to increase your market share and reach a vast audience with little additional investment in time or money. All the best marketers understand that scalability is the key to success.

Easy Method #1: Ebay Arbitrage

A simple yet powerful concept is based on the fact that eBay offers a huge market for retailers. This is buy low and sell high, folks. Find a market where the average sale price is lower than on eBay, then buy products and resell them at auction. Forget most of those wholesale directories, though. They're scams. The only legit wholesale directory that I know of is [WorldWideBrands](#). Another great source of products is [Craigslist](#). This is necessarily a smaller market than eBay, so prices tend to be lower. You also have more flexibility in negotiating with the seller. Here's the strategy:

Step 1. Find products that are hot on eBay and commanding high prices – usually electronics or trend items. Determine an average sale price for those items.

Step 2. Search for similar products on Craigslist and make lowball offers to every seller. You'll get some takers.

Step 3. Resell the items you bought on craigslist for a profit on eBay.

Okay, so you've built up your bank account doing this little arbitrage trick and you're ready to scale up to the next level. Obviously the amount of money you can make doing this is limited by the amount of stuff you can buy from your local craigslist. So now we need to find an even better source of products, and the answer is [Alibaba](#)

Alibaba is a worldwide marketplace where manufacturers and distributors sell their stuff, usually at deep volume discounts. Take advantage of this by following these steps:

Step 1. Do some market research on eBay to find the hottest and best products to sell, just like step 1 above.

Step 2. Look for those same items on Alibaba and buy in volume, reaping huge discounts.

Step 3. Resell the items on eBay for a large profit.

Because Alibaba offers a virtually unlimited supply of wholesale items, you won't hit the same wall that you do with craigslist. There is virtually no limit to the amount you can make. I know a guy who started small with this retail arbitrage method and now owns a forty thousand square foot warehouse and earns over a million dollars a year.



Key Points :

- Only deal with trusted vendors on Alibaba. Don't get ripped off.
- The key to the whole system is doing good market research on eBay so you know what the average sale price is for the items you want to sell. Research first, then acquire the product (from craigslist or Alibaba)
- Your eBay reputation becomes very important, so deliver the products promptly and maintain good communication with buyers.

Easy Method #2: Forum Marketing

Simple but effective, you won't make huge money with this technique but it's extremely easy to do and provides a nice source of residual income. Lots of people are making \$100-\$200 a day doing this with very little time commitment.

The goal is to make high-profile forum posts in the big internet marketing forums and drive traffic to an affiliate program you're promoting by using an eye-catching forum signature. The type of post that generates lots of page views is one which breeds curiosity, fear or hope.

For example :

"13yr old internet marketer youngest millionaire ever" **(curiosity)**

"how I made \$x,xxx in X days doing ..." **(hope)**

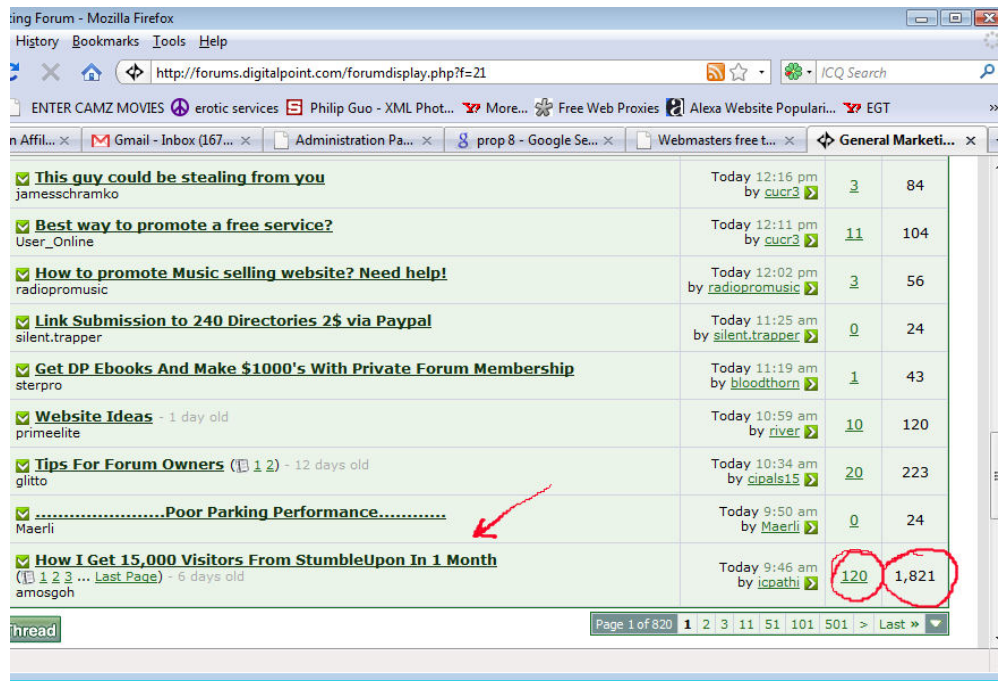
"Google about to ban affiliate marketing permanently?" **(fear)**

Make sure to put real information in the post (from news articles, or personal experience, or just the rumor-mill) otherwise you'll get banned and your post gets deleted.

We're targeting two kinds of traffic here; the forum viewers and the natural serp results, since forums tend to have a very high Google page rank. This means that you need to use keywords relevant to your forum sig all throughout your post. For example, if you're promoting a dating program like HornyMatches, you would interweave words like "best dating affiliate program", "high dating conversions" etc. into your post. Then people doing a Google search for "dating conversions" will usually see your forum post on the first page of search results. When they view it, they notice your sig and you know the rest of the story.

Here's an example of a post that spikes curiosity and generates a ton of page views and replies. This is the type of thread you want to post, and the type of thread you should reply to:

Figure 1



Thread Title	Author	Time	Replies	Views
✓ This guy could be stealing from you	jameschramko	Today 12:16 pm by cucr3	3	84
✓ Best way to promote a free service?	User_Online	Today 12:11 pm by cucr3	11	104
✓ How to promote Music selling website? Need help!	radiopromusic	Today 12:02 pm by radiopromusic	3	56
✓ Link Submission to 240 Directories 2\$ via Paypal	silent.trapper	Today 11:25 am by silent.trapper	0	24
✓ Get DP Ebooks And Make \$1000's With Private Forum Membership	sterpro	Today 11:19 am by bloodthorn	1	43
✓ Website Ideas - 1 day old	primeelite	Today 10:59 am by river	10	120
✓ Tips For Forum Owners (1 2) - 12 days old	glitto	Today 10:34 am by cipals15	20	223
✓Poor Parking Performance.....	Maerli	Today 9:50 am by Maerli	0	24
✓ How I Get 15,000 Visitors From StumbleUpon In 1 Month (1 2 3 ... Last Page) - 6 days old	amosgoh	Today 9:46 am by icpathi	120	1,821

Step 1. Choose an affiliate program to promote. I recommend a [PayDotCom](#) eBook, a [Copeac](#) CPA (cost per action) offer related to internet marketing, or a dating program such as [LustDollars.com](#). Best of all is the [Rich Villain Affiliate Program](#) ☺ We're the only program offering daily PayPal payouts!

Step 2. Choose forums in which to promote your offer. I recommend: [WarriorForum](#), [Digitalpoint](#), [Gfy Board](#), [Webmasterworld](#), [Wickedfire](#), [Blackhatworld](#), [TalkMania](#), [V7n](#), [EasyAdForum](#), [IM4Newbies](#), [NetBusinessTalk](#), [MoneyMaker Group](#), [ewealth](#), [young entrepreneur](#), [Copywriters Board](#)

Step 3. Determine which kind of posts get the most views/replies in the forums you've chosen

Step 4. Make posts similar to those discovered in step 3 above. Be sure to use keywords in your posts relevant to the affiliate program you're promoting in your forum sig.

In addition to making posts, you should be responding to high traffic threads to get your sig out there even more. This method offers a nice little residual income because your posts stay on the forum pretty much forever, sending consistent traffic to the affiliate program you're promoting.



Key Points :

- Change it up. Don't always promote the same program.
- Be creative with your forum sig to make it really stand out
- Choose a high converting program to promote, usually money-making offers or dating. (shameless plug: [RichVillain](#) is one of the best!)
- Make a LOT of posts
- Target the organic serp results with keywords in your threads relating to the program you're promoting in the sig
- Determine the kind of threads that generate high views/replies and make similar ones
- Of all the forums, [Digitalpoint](#) and [WarriorForum](#) offer the highest Google PR and thus should be given priority when targeting the serp results with keywords



Easy Method #3: TypoSquatting

Overview

Exremely easy to do, but you may have a lot of competition. The idea is to register domains that are typos of popular sites. For example: “[googl.com](#), [adultfriendfinde.com](#), [youporn.com](#)”. Surfers accidentally type in your misspelled domain and get redirected to a porn site affiliate program (usually converts best). It’s not nice, it’s not friendly, it’s not moral ... but it makes money!

- Step 1:** Sign up for a porn or dating affiliate program ([Brazzers](#), [BangBros](#), [LustDollars](#), etc.)
- Step 2:** Identify a list of adult sites you want to target. Pick from the [top 500 Alexa](#) traffic rankings.
- Step 3:** Now for the tricky part. You need to find misspellings of the sites you’ve targeted. I don’t recommend doing it by hand because it will take too long. You can hire someone to write a simple php script that does this for you. Just put a project up on [GetAFreeLancer](#)
- Step 4:** Plug your misspelled domains into [Moniker](#) bulk registration to find the available ones, then register as many as you can.
- Step 5:** Set your URL redirecting for each domain to take the surfer to the affiliate program you want to promote.



Key Points :

- ICANN doesn't like people doing this and may eventually shut down your domains, but you'll make plenty of money in the meantime
- Look for "top movers" on Alexa and target those sites that appear to be moving rapidly up in the rankings. This is because you'll have a hard time finding good misspellings of the top 100 sites, many of them are taken. But fewer people target the big movers.
- Common misspellings are reversed "ie", typos where the last letter of the site is omitted, keys to the right and left of the intended key, forgotten letters like "googl.com", reversed "ao" like "downlaod.com", merged "www" with domain for example "wwwgoogle.com"



Easy Method #4: Domain Bait & Switch

Overview

Very simple yet effective trick. The idea is to get lots of traffic to your domain for free, then use a URL redirect to take them to an affiliate program you're promoting – usually porn or internet marketing. All you're going to do is register some domains, set a URL redirect, and then advertise those domains for sale on eBay, the forums, and aftermarket domain auctions. People see your domain for sale, visit the domain to "check it out", and get redirected to whatever affiliate program you're promoting.

- Step 1:** Register some good non-hyphenated .com domains with curiosity value (so people will type them in). Example: “yougetrichquick.com” , “makecashinstantly.com”, etc.
- Step 2:** Choose an affiliate program to promote (I recommend the internet marketing niche)
- Step 3:** Set URL redirect for your domains to the affiliate program(s) you’re promoting
- Step 4:** List the domains for sale on high traffic sites such as : Ebay, DigitalPoint “domains for sale”, [DnForum](#), [NamePros](#), Warriorforum “sites for sale”, [Sedo](#), [SnapNames](#), [Namejet](#) and [Moniker](#)



Key Points :

- Most of the good two-word domains will be taken, but you can find lots of three-word dot coms.
- When listing the domains for sale, use keywords designed to target natural serp results because many of the sites will have a high PR and therefore your “domain for sale” posting will show up in Google search results. Use keywords like “internet marketing”, “make money fast”, “get rich quick”, “home business opportunity” if you’re promoting an IM-related affiliate program.
- Don’t be afraid to pay a little more on eBay to make your domain listing more visible. You can calculate ROI after doing this a few times, but it’s likely to be worth the extra \$ for visibility.
- If you haven’t joined [DNforum](#) yet, do so now! It’s worth every penny.

Easy Method #5: Tube Marketing



Overview

Here is an easy yet powerful way to siphon traffic from adult tube sites to adult affiliate programs. You'll need to download some adult videos from the tube sites (or other porn sites, torrents, etc.). Then re-encode the videos with a domain that redirects them to an adult affiliate program. For example, let's say you register the domain "HotHomeVideos.com" and then join the affiliate program at [BangBros](#). Now you just set redirection for "HotHomevideos.com" to your affiliate link at BangBros. Download some movies and embed the URL "HotHomeVideos.com" into the vids, then upload them to all the tube sites. When surfers watch your videos, they notice the URL and (hopefully) visit your domain, get redirected to BangBros and, well, you know the rest ☺

Step 1: Register an adult-oriented domain with some OOOMPH to it. Choose a two or three word domain like "HottestHomeVids.com". Put some effort into this step because you want something interesting/memorable that people will be willing to type into their browser.

Step 2: Download some videos from YouPorn, Redtube, Pornhub, and Tube8.com. Or from the torrents, or from paysites. It doesn't matter where you get the vids. You can use [Orbit](#) as a free utility to capture .flv files from the tube sites.

Step 3: After downloading the videos, embed them with the domain you reg'd in step 1. You can use Windows Media Encoder to do this, but I prefer Adobe Premier Elements instead. Here's a screenshot of a video I embedded with my URL:

Figure 2



Step 4: Now just upload the videos to tube sites. I recommend these:

[Xvideos](#), [Redtube](#), [Tube8](#), [Pornhub](#), [Bonktube](#),
[Pornema](#), [HardcorePornTube](#), [Hardcoretube](#),
[xxxtube](#), [ZEfreeporn](#), [realxtube](#), [xshare](#),
[slutload](#), [voolly](#), [pacoporn](#), [pornexchanger](#),
[haporn](#), [sharepornmovies](#), [shockingtube](#),
[xhamster](#), [hardsextube](#), [camptube](#), [xxxupload](#)



Key Points :

- Make sure to choose a catchy domain that viewers will want to type in
- Try to use higher quality vids
- Volume is very important – you need to upload quite a few vids to get good traffic. Aim for at least 25 per day.
- Recommend Adobe Premiere Elements for this, but free encoders like Windows Media Encoder will work too
- Make the domain really stand out in the video – bright yellow or red works best – but don't overwhelm the video with the URL by having gigantic letters, etc
- Niche targeting works best. Sign up for a bunch of different affiliate programs targeting various niches (dating, gangbang, milf, etc.) Then get a different domain for each niche. Use videos where the content matches the niche you're promoting. This takes a bit more work but you'll notice much better returns.

Easy Method #6: Torrent & P2P Marketing

Overview

The tube site marketing technique described above can be modified easily to work with torrents and P2P networks. You can even use the same videos, but instead of uploading them to tube sites you seed them as torrents and P2P file sharing. People download the videos by torrent or P2P (limewire, emule, etc.), they watch the videos and type in the embedded URL, hit your affiliate program and hopefully buy some porn.

The steps are the same as Method #5 above. Instead of targeting tube sites, you'll need to seed on the torrent networks like [Piratebay](#), [mininova](#), and [isohunt](#). I like to use the client [UTorrent](#) but others work fine. For P2P networks, I recommend using [Limewire](#), [Emule](#), [Bearshare](#). A quick Google search will pull up plenty more p2p networks and torrent sites. The more videos you share the better, again it's all about volume.

This is a super easy way to make a nice residual income, because when those videos get downloaded they tend to float around the 'net, with your domain along for the ride.

Rich Villain says:

Use hundreds of niched videos, seed like crazy 24/7, and the money will flow!

Easy Method #7: Expired Domains

Overview

Here is an easy way to make some cash right away, literally within hours. There are lots of reasons a domain may expire (site has gone out of business, owner of domain died, domain owner lost interest or forgot about it, etc.). Some of these expired domains had previous traffic from an established site, and you can harness the residual traffic simply by purchasing the domain.

- Step 1:** Go to <http://JustDropped.com> or Google “buy expired domains” and start browsing the listings of expired domains.
- Step 2:** Evaluate expired domains to determine how much traffic they have. Do an Alexa search on the domain, check Google PR, check number of backlinks.
- Step 3:** Buy the expired domains that have the best potential for traffic.
- Step 4:** Set URL forwarding to redirect traffic from that domain to an affiliate site related to the domain niche



Key Points :

- The key here is estimating the amount of residual traffic the domain is generating
- Highly scalable – the more domains you buy, the better
- Choose a high converting affiliate program to maximize traffic. If possible, target the affiliate program you're promoting to the domain type you purchased (if the domain is internet marketing related, then direct them to an IM-type affiliate site)

Advanced Methods



Advanced Method #1: Adsense Arbitrage

Overview

The art of good business is being a good middleman. I love arbitrage because you're not selling anything or even providing a real service, you're just skimming money from traffic. It's a beautiful model for residual income and infinitely scalable once you get the hang of it. I personally know guys who are making \$5,000 per day with arbitrage techniques, working for a few hours from home. It takes some time to learn all the tricks but once you get good, the sky is the limit. Here's a broad picture of how this works ...

You set up a landing page optimized for a specific high-paying keyword like "internet marketing". Weaved throughout the text of the landing page are Adsense ads. You drive traffic to your landing page by bidding on much cheaper keywords and using other PPC engines with cheaper bid prices. If your click-through rates are high enough, you will turn a profit because of the price differential between cost-per-click traffic versus your adsense pay-per-click commissions.

This is pure mathematics, folks, so if you don't like numbers then move on to Advanced Method #2. Because this is all about numbers!

Let's consider a specific example. Say you set up a nice landing page for the keyword "internet marketing" and Adsense will pay you \$2 for anyone who clicks on your Adsense ads on the landing page. Now let's say you're able to drive traffic to the page for \$0.05 per click from a cheaper PPC engine like Miva. If you can achieve a click-thru percentage (the % of people who click on your adsense ads) of 4%, can you make money?



The math is straightforward. Let's say you drive 1000 people to the landing page at a cost of \$50. If 4% of visitors click your adsense ads, your gross is \$80 (.04x1000x\$2). Your net profit is therefore \$30 on this campaign. Here's a simple formula that you will ABSOLUTELY NEED to learn and understand in order to play the Adsense arbitrage game:

$$(\text{Adsense Commissions} \times \text{CTR} \times \text{clicks}) - (\text{cost per click} \times \text{clicks}) = \text{profit}$$

Adsense commissions is the amount of money Adsense pays you for each person who clicks on your adsense ads. The CTR is the percentage of surfers who visit the landing page and click on an Adsense ad. The clicks is the raw number of surfers who hit your landing page. The cost-per-click refers to the cost you pay to drive each visitor to your page (your bid price on other PPC engines).

Using this formula, you can easily calculate your break-even CTR if you know the other variables. Taking the example above, the equation looks like this:

$$(\$2 \times \text{CTR} \times 1000) - (.05 \times 1000) = \$0 \text{ which simplifies to ...}$$

$$(\$2000 \times \text{CTR}) - \$50 = \$0 \text{ or ...}$$

$$\$2000 \times \text{CTR} = \$50 \text{ and we can see that our clickthru\% is ...}$$

$$\text{CTR} = \$50 / \$2000 \text{ which equals ...}$$

2.5%

If you run the campaign above and can't achieve a 2.5% clickthru to your adsense ads, you will lose money. Using the formula I provided, you can solve for any of the variables if you know the other ones. This is a very powerful formula and the only one you're going to need for getting started with Adsense.

I warned you there's some math involved ☺

Let's take a look at the general outline of the steps you'll need to complete to get your first AdSense campaign online ...

- Step 1.** Choose a keyword to target. This should be a high-paying keyword like "internet marketing", "blogging", etc. There are thousands.
- Step 2.** Create a landing page with unique content (write an article, or paraphrase someone else's article, or hire a content writer). You should also make the site look more legitimate by adding a contact page, privacy page, etc. This can all be B.S. But Google is less likely to ban you if your landing page looks like a real website as opposed to, well, just a landing page.
- Step 3.** Sign up for AdSense if you haven't already and interweave AdSense code throughout your landing page, it should be well integrated with the content.
- Step 4.** Drive traffic to your landing page from a cheaper PPC engine. You can see some reviews of PPC engines [here](#). You can try: [Miva](#), [7Search](#), [Kanoodle](#), [Enhance](#), [Search123](#), [ClikSor](#), [Looksmart](#). Make lowball bids on your keywords at these other engines.
- Step 5.** Go back and refine your adsense ads, your landing page, etc. to maximize your CTR. Explore more Adwords alternative PPC engines to drive more traffic to your landing page.
- Step 6.** Once you've achieved profitability, repeat steps 1-5 for other keywords to scale your arbitrage operation.



Key Points :

- Scale! Scale! Scale! The more landingpages / arbitrage campaigns you have going, the more \$ you will make
- Never use just one AdSense account. Use multiple accounts in case they shut you down, since Google doesn't really like arbitrage.
- Watch out for PPC click fraud on the smaller PPC engines
- Use interesting and unique content for each landing page, and make it seem like an established website
- You should closely monitor your campaigns to tweak your landing page for maximal conversions
- Experiment with all the PPC engines you can find – there are dozens and dozens of them. Play around with other techniques to drive cheap traffic to your landing page. It really doesn't matter how the traffic gets there, as long as it doesn't cost too much.
- Use one landing page to start, learn the ropes, then expand. There is a learning curve associated with arbitrage but it's not rocket science, anyone can do it and make serious cash.



Advanced Method #2: Community Site Marketing

Overview

See those [PimpMansion](#) stats on RichVillain.com? All from community site marketing ☺ The system I use is very simple, a classic “bait & switch” which can be applied to any community personals site. My favorite sites are [Craigslist](#), [AdultFriendFinder](#), and [PlentyofFish](#). The system is very simple; you post legitimate-looking ads pretending to be a hot girl looking for “no strings attached” sex. Grab some photos of sexy chicks from [Hotornot.com](#) or [Ratemypics.com](#) and use them in your ads. Here is a sample of the type of ads I like to use:

unlucky in love needs to get lucky! im 20yo bayarea gal, just chillin' tonite and lookin' for some sexy fun, bored with all the guys i usually hang with, need some new blood hehe :) so .. about me, umm .. im 5'6, 115lbs, athletic and toned, brown hair .. send me your pic and i'll send you mine :)

Sounds real, sort of, doesn't it? This ad will easily dupe 80% of the guys out there. Now for the fun part, when the guy responds to your ad, you set up an autoresponder system to reply back to him with a message like:

heya ... you sound pretty cool, so what comes next? im really new to this as you can prolly tell lol ... anyways yeah, we should definitely meet up! ... i live on campus but i have a car and could meet you pretty much wherever. your place or mine :-) check out my profile at <http://JennyFoster.com>, and lemme know what you wanna do ...

Easy as that. Just put up a fake profile on the landing page (ie JennyFoster.com) with a link to a dating site and some text like: *Sorry, I only meet people from HornyMatches.com because it's safer that way ...* You might not think the average guy is dumb enough to fall for this trick, but I have \$150k in the bank this month that says he is.

The overall system is simple but the devil is in the details. To make big money here there are some fine points you'll have to work out. The system can be applied to any dating site or online personals, social networking, etc. I target the high-profit but difficult sites like craigslist, AFF, PlentyofFish but you may want to start smaller and go after the low-hanging fruit. Big sites have big security to stop people from doing this kind of thing. Smaller sites have less of a budget for security so they're easier to exploit. Let's go through the basic steps now ...

Step 1: Choose an adult dating program to promote. I recommend [CraigsPimp](#) or [LustDollars](#)

Step 2: Choose a site to target depending on your skill level. I *strongly* recommend newbies start out with posting ads on Craigslist through the affiliate program [CraigsPimp](#). The nice thing about this program is that you don't have to worry about autoresponding or conversions because you get paid for each response to your ads. As your skill level advances, you can go after the low-hanging fruit at sites like [Backpage](#), [Gumtree](#), [LocalSex.com](#). Advanced marketers can work on the big sites. They are: [AdultFriendFinder.com](#), [Fling.com](#), [PlentyofFish.com](#), [Blackplanet.com](#), [Singlesnet.com](#), [OkCupid.com](#). No doubt there are many more. Any community personals site, or dating site (free or paid), will do the trick.

Step 3. If you're promoting [CraigsPimp](#), skip to step 4.

Otherwise, you'll have to develop an autoresponder for the site you've chosen to exploit. This is the most difficult but also most important step. Some sites like Backpage, Craigslist, Kijiji, and Gumtree will send replies directly to your email, which makes it really easy to autorespond. You won't find reliable commercial autoresponders, so you'll have to post an ad on a freelancer site like [Getafreelancer](#) for a php developer to code you what you need. This won't cost much – a few hundred bucks at most. If you've chosen a site with strong security, like PlentyofFish or AdultFriendFinder, you're looking at considerably more expense for the autoresponder because those sites use internal messaging. It can still be done, but expect to pay over \$1k with maintenance expenses as the sites change up their templates, security, etc. Trust me though, it's worth the investment many thousands of times over.

Step 4. Develop a system for posting ads / profiles on the site. If you're using Craigslist, you can find valuable resources at <http://EasyAdForum.com>. The Easy Ad Poster Deluxe software used to be the best in the business, but it was discontinued. I recommend [AdsOnCraigs](#) now. If you're posting on any other site, you can make a few bucks posting manually but the real money is in automation, so you'll need to develop an autoposter for the site. Go back to the freelancer sites and get a programmer to make you a profile poster. It's not rocket science – any php developer worth his salt can do it.



Key Points :

- Automate, Automate, Automate. The more ads & profiles go up, the more money you make. Efficiency is key to big numbers here.
- How will you deliver the autoresponse, have you thought about that? You'll need an smtp server to push your mail. There are some commercial services like [Authsmtp](http://Authsmtp.com), smtp.com, smtpeu.com, and smtp-server.com. Most of these will terminate you for high volume, so if you start getting good at this technique, you'll need to find a hosting company to provide you with a durable smtp server for autoresponder mailings. Look around on the forums and you'll also find some guys who provide this service.
- Proxies. Any big site will block you for posting multiple ads from the same IP address, so you'll need to line up a good supplier of proxies to switch your IP. You can use a free service like the TOR network, but I recommend these guys instead: <http://ExclusiveProxy.com>
- Use pictures of hot girls. Sounds obvious, but easy to get lazy with this. Make sure the girls are HOT to maximize your revenue.
- Make the ads & profiles sound REAL. Put some effort into it.
- Be creative and persistent. This is a big money method but there are lots of hurdles to be overcome, so stay focused and dog your dating site until it starts pumping out cash for you!

- Concentrate on one site only, dominate it, then move on to another one. Don't try to exploit multiple sites at once because it's too frustrating. Learn one site, learn how to play it, then when you've mastered the technique on that site you can move on to a new one.

Rich Villain says:

I strongly recommend <http://CraigsPimp.com> for community site marketers. You post ads and get paid for each person who replies. No need for your own autoresponder, smtp server, or worrying about conversions for a dating site.



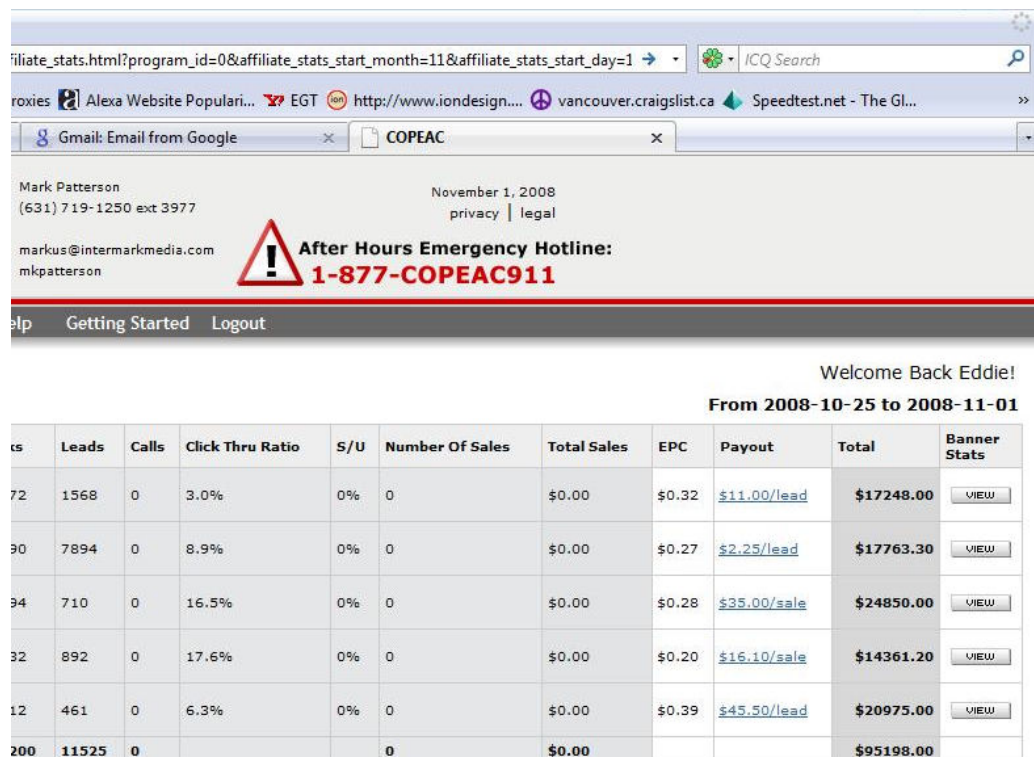
Advanced Method #3: Email Marketing



Overview

Two months of email marketing paid for a new Lamborghini Gallardo in my garage. Let's review those [Copeac](#) stats again, they're all from email marketing:

Figure 3



Maybe you've heard the phrase "the money is in the list"? Believe it. The basic idea is brutally simple; you send out hundreds of thousands (millions .. billions?) of emails promoting a wide range of CPA (cost per action) offers, sit back and collect your commissions. The days of promoting porn, pills, and gambling by email are long over. The US Can-Spam Act makes that illegal. Lucky for us email marketers, free CPA offers like ringtones do even better than porn 😊 After all, everyone wants to get something for free. In case I've lost you, when I refer to a CPA offer I mean you get paid when you direct a surfer to a site where they fill in some required piece of information (perform the "action") rather than fill

out an order form to buy something. An example of a CPA offer might be a squeeze page for an internet marketing ebook which doesn't actually sell the ebook, just captures the customer's email for future marketing, and pays you a commission (usually a few bucks per lead). There are lots of CPA networks out there to join, but I strongly recommend [Copeac](#). They've got awesome affiliate support, a wide range of offers, a weekly payout option, and a Payoneer payout option. Can't beat that! Let's take a look at the steps involved in playing the email marketing game ...

- Step 1.** Buy a list of option coregistration data. "CoReg Data" refers to emails that are collected when someone signs up for a free service, like when you sign up for a yahoo account and have to tick off your interests in sports, hobbies, etc. That information (along with your email address, name, and more) gets sold to a CoReg data broker, who resells it to guys like me. Makes you want to sign up for free stuff, doesn't it? The best CoReg broker out there is [Route 72](#)
- Step 2.** Sign up for a CPA network and choose an offer to promote. I recommend [Copeac](#). They have thousands of offers you can push. Make sure to match your offer to your coreg data so you're giving people what they want. Otherwise, conversions will be low.
- Step 3.** Choose an email marketing software. There are hundreds available and most will do what you need. Don't be thrifty here, buy something robust. I recommend [EliteMail](#) which is a server-side mailer and one of the best in the industry.
- Step 4.** Choose an smtp server. You still need a way to relay your messages from your email software to the customer's inbox. This requires a high-volume smtp server, preferably one that's "whitelisted" or at least not "blacklisted". You can try [www.smtp-server.com](#), [smtpauth.com](#), or google "whitelist smtp server".

Step 5. Compose your email. Most CPA networks (including [copeac](#)) will provide html emails for use in email marketing, so this step may be very easy. Just copy-and-paste the offer from your Copeac panel into your email marketing software.

Step 6. Import your list, filter for duplicates, filter against suppression list (people who don't want to receive your mail. If you've just started, then use the default suppression list provided by your CPA network)

Step 7. Press the "send" button ☺



Key Points :

- When buying CoReg data, make sure to get at least these three fields; name, email, city
- Always match up your offers to your coreg data; for example, if you buy a list of business owners, then send them emails with business-to-business type offers. If you buy a list of college students, send them student loan offers, ringtones, etc.
- Never promote porn, pharmacy, or gambling offers by email. It's illegal under the US Can-Spam Law.
- Look for these features in email marketing software: link tracking, unencrypted php source code (so you can modify it), html email templates, server-side, automated bounce handling, scheduling, personalization options, campaign-based, link tracking / open tracking / embedded pictures, full graphical statistics
- Before scheduling a mailing, ping your smtp server to obtain its IP address and check it for blacklisting [here](#)

- Use an up-to-date suppression list so that complaints are kept to a minimum
- For increased conversions, use personalization in your emails:

Dear Michael, I live in Vancouver too and know how hard it is to get a home loan here, so I wanted to talk to you about this offer ...



Advanced Method #4: Adwords Tricks

Overview

I could write a whole book about Adwords but I'm just going to pass on a few of the dirtiest tricks I use to cash in on the Google phenomenon. Beating Adwords is tricky and requires a budget for lots of trial and error. You'll also need a good supply of prepaid credit cards because using these techniques will likely get your account banned!

Adwords Trick #1 : Classic Bait & Switch

Adwords doesn't allow porn anymore (well, it takes days of jumping through hoops to get an ad approved, rendering it useless). Still, it's easy to drive traffic to a porn affiliate site using Adwords. I just create innocent-looking ads for car websites, hunting websites, sports websites, etc. Note that these are MALE TARGETED. We don't want chicks clicking on our ads and going to a porn site. Here's an example of an ad I used just last week:

best hunting crossbows for sale
Just in time for hunting season
www.bestcrossbowsales.com

I downloaded some text about crossbows from the web and threw up a cheesy little website for a landing page, took 5 minutes. Then I went into my adwords account and bid on related keywords like “crossbows, hunting, hunting supplies”, etc. And I got a very good deal on those keywords since they aren’t super popular. The ad was approved immediately. Now for the tricky part. I went to Moniker and set URL forwarding to redirect the domain www.bestcrossbowsales.com to a porn affiliate site (LiveJasmin.com). Bing, bang, boom! Surfers see my adwords ad, click on it, get redirected to a porn site where I get a commission from whatever they buy. Google can’t do anything about it because the changes were made SERVER-SIDE at moniker, rather than through my adwords account (which might require approval, delays, or review).

This particular ad didn’t generate a ton of traffic, only a few hundred clicks a day, but the ROI was very good and it made me about \$20/day profit for the week that I ran it. Now you won’t be buying any Lamborghinis with twenty bucks a day, but imagine if you ran 10 of these ads every day. That’s \$200/day. What if you ran 100 of these ads? It’s a highly scalable system.

Adwords Trick #2 : Terrorize

Internet surfers get ripped off all the time – that’s a fact of life. You can exploit this fear. Create an adwords campaign targeting a product or brand, label it a scam (create fear), then redirect the surfer to a “legitimate” brand (create trust). I love to do this with dating sites but it works with any well-known brand. Here’s an example of a recent campaign targeting Adult Friend Finder:

Adult Friend Finder Scam?
Read Our Expert Review and User
Reviews on Adult Friend Finder Here
www.BabylonLove.com

I created a quick & easy little landing page for my domain BabylonLove.com. It was just a free template with some bullshit like ...
“AFF scammed me ... then I tried AmateurMatch and I hooked up with a girl right away”

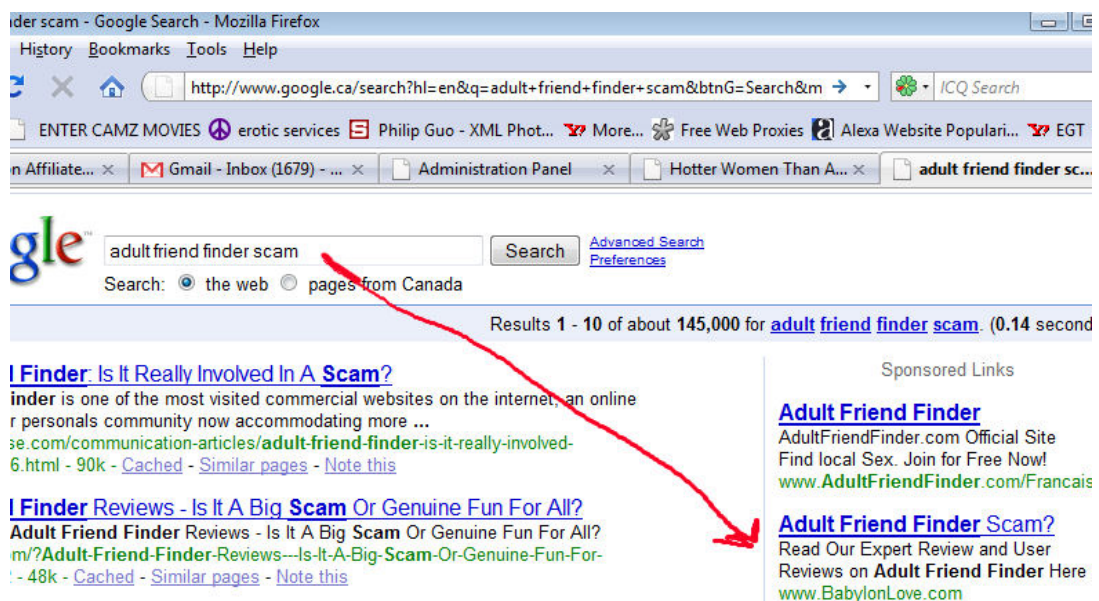
I really like to do this with adult dating sites because all the pay dating sites are scams (the myth that millions of hot girls log on every day looking to hook up with a random stranger is mind-numbingly absurd). Therefore, lots of guys have been burned by dating sites and before joining a new one they're likely to Google:

Adult friend finder scam / adult friend finder ripoff

Targeting those keywords and confirming their suspicions, then sending them to a “real” dating site based on your “personal experience” is a devilishly profitable exploit. You can target any big adult dating site such as AmateurMatch, Fling, Singlesnet, etc.

This campaign is making me a few hundred dollars a day. Took me all of 20 minutes to set it up. Here's a screenshot of my technique in action just last week.

Figure 4



Check out my landing page [BabylonLove](#). This is a great example of a landing page for this technique and you're welcome to copy it exactly!

This system works with any brand or niche where people are likely to get ripped off, especially dating and internet marketing.



Adwords Trick #3 : Exploit the Buzz Factor

Many search terms will be wildly popular but without considerable competition from bidders. This is usually related to “buzz” from news stories or rumors circulating the internet. A hot celebrity name that pops up in the news will command high bid prices, but a story about a *rat brain robot* will not (true news story that was all over the AP last month). The reason? Nobody else sees any value in bidding on a term like *rat brain robot*. Yet, millions of people were searching for it. Visit these sites to find out what’s hot right now: [Google Zeitgeist](#), [Yahoo Buzz Index](#), [Google Search Keyword Trends](#), [Lycos Top 50](#) Look for keywords that are producing a lot of traffic but wouldn’t seem to hold much bid value for adwords. For example, simply create a landing page related to that search term and promote something on the page, interweaved with the “information” you’re providing about the *rat brain robot*.

I used this technique a few months ago to exploit the news story about the New York Attorney General Elliot Spitzer who was shacking up with high-end prostitutes. Soon as the story hit, I bid like crazy on every keyword related to Elliot Spitzer and the prostitute’s name, the name of the escort agency he used, etc. My ad looked like this:

Elliot Spitzer arrested?
Spitzer resigns, goes to jail
www.spitzerinprison.com

Of course, the Attorney General didn’t go to prison – it was just a ruse to get people to the site. On the landing page I copied some news articles about Spitzer, through some pics of his escort on there, and shamelessly promoted an adult escort agency affiliate program! I made a quick \$4,800 in those two days before the keyword terms became too popular to continue.

I check the yahoo buzz factor and Google trends every day for potential moneymaker stories and keywords and so should you!

Rich Villain Says:

I like to find keyword ideas at [Dogpile's Realtime Search Results](#). You should also become familiar with Google's [keyword tool](#) and consider signing up for some fee-based keyword analysis services. My favorites are [nichebot](#), [wordtracker](#), and [keyword country](#).



I've taught you some of my favorite techniques for making quick, easy money on the Internet. Enough reading, it's time for you to put these methods into practice. Don't wait until tomorrow, don't put this off. Start right now. Pick a technique from this book that fits your skill level and put it into practice today. Some of the tricks I've taught you will earn you commissions within hours if applied correctly.

Most internet marketers make the big mistake of trying to learn so much that they become overwhelmed by all the opportunities available. Instead of focusing on one money-making method, they dabble with dozens of them. This is no good. You need to laser focus on one particular technique, use trial and error and refine your strategy until you make it work, then move on to the next.

One final word of advice ... Internet marketing is a ruthless art. Play nice and they'll eat you alive. In this business, you're either the fucker or the fuckee. Welcome to the jungle and good luck out there ...

Your Rich Villain,

Eddie Temple

