

Secrets of a “Lazy Bum” Marketer...

Earning from Bum Marketing While
Someone Else Does All The Research



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Introduction

You have probably received your copy of Lazy Bum Secrets after searching for different ways to make money online.

Well my friend, there is gold in them thar hills, and if like me you're just too darn lazy to look for your pick and shovel, you are in luck – bum marketing really is the lazy bum's way to easy money.

If you have no idea what bum marketing is, you should check out [The Bum Marketing Method](#)

It is a free course that explains the whole bum marketing process. This is the original source of bum marketing from the guy who coined the phrase in the first place – Travis Sago.

Bum Marketing is Great For All Levels of Marketer.

You can be a complete beginner to bum marketing and Internet marketing and still make more money than a lot of the so-called guru's. This is why I'm such a fan of bum marketing and why I decided to share my "Lazy Bum" secrets with you.

I will show you the methods I have used to make profits (albeit modest to start with, but I now make a reasonable secondary income from Bum Marketing that is much greater than if I took out a second job and was paid by the hour), and how to kickstart your campaign for free.



In the spirit of bum marketing, this report is free and can be distributed freely so long as it remains unchanged.

If you are interested in rebranding this report for your own list, email me at:

lazybums (AT) darrenreviews (DOT) com

Here's to your success!

Darren



Making Money Fast

The first secret to bum marketing is....

Writing Articles Quickly

It sounds simple I know. But how many of you sit there and take 2 or 3 hours to write just one article? You can't do that if you want to earn real money. If you are writing from scratch, you need to work on producing at least two articles per hour (including research) Because my "Lazy Bum" tricks focuses on using base articles and rewriting them, you should be able to produce between four and six per hour.

Don't sit there thinking "I can't do that". *Because you can.*

If you put your mind to it, you could realistically write 3 or 4 quality 350 to 500 word articles in an hour. Speed is essential when it comes to bum marketing. Your articles don't have to be masterpieces, but on the other hand, they can't be utter crap either. The secret to writing your articles quickly is by "not thinking". Don't sit there and think about the article for 10 minutes before writing it. Just start writing.



Making Money Easy

Ok, so you know you need to churn out tons of short articles and write them really quickly. "Now how the heck am I gonna do that?" I hear you ask.

Easy, I say!

Let's look at the REAL time consuming tasks:

- Researching low competition, high paying keywords (less than 5000 results in Googletm – OR – *poor competition keywords*, which I will talk about later)
- Finding related affiliate programs to promote

There are a couple of pieces of software I like to use to speed this up. These are ones you might like to consider as soon as the money starts rolling in:

- [Niche Inspector](#) for keyword and "hot niche" research

And

- [CB Elite](#) to find targeted affiliate programs on Clickbank

You could also pay someone to do this research for you, but that defeats the object of Bum Marketing. Also, my guess is that if you are just starting out, money can be tight and there is not enough spare cash to do that...yet.



What if I told you I discovered a way where you need to spend ZERO time and NO MONEY to get that done for you – and get “targeted inspiration” for your articles too!

Well, here it comes:



The Free & Easy Method

Right, I can tell you are now chomping at the bit, so I'll jump straight in....

This is what you need to do:

1. Sign up to the free membership at [FreePLRPro](#). There are other free PLR memberships out there, but I have yet to find one with such high quality base articles and the extra resources that come with the packs
2. Log in to the free members area and download the two niche packs (two new niches every month are added)
3. Unzip the files and open up the keyword research spreadsheets (Yes, those guys at [FreePLRPro](#) do all the keyword research for you using [Wordtracker](#)). Delete any unnecessary lines from the top of the sheet so you can sort or filter by columns and you are good to go.
4. Next, either use the 'sort ascending' option or filter out as follows: 'Predict' results over 15. This will give you a list of long tail keywords to target. You can then look down the 'Competition' column to see the keywords with the fewest results in Googletm and target your articles around them first.



Microsoft Excel - badbreath_finale.xls

File Edit View Insert Format Tools Data Window Help Adobe PDF

A2 = how to tell boyfriend about bad breath

Perfect!

	A	B	C	D	E	F	G
	Keyword	Searches	Predict	Google	Google KEI		
662	causes of bad breath	25	44	35400	0.0177		
663	bad breath in dogs	26	45	555	1.218		
664	cure bad breath with zantac	43	75	1	1849		
665	norvasc bad breath	72	126	1040	4.985		
666	halitosis	115	202	1420000	0.00931		
667	bad breath	274	483	2080000	0.0361		
668							
669	(c) Copyright & Disclaimer 1998-2007 Rivergold Associates Ltd						
670							

Wordtracker Keyword Researcher /

Ready NUM

Get these articles up on the directories as soon as possible – you can then pick out some ‘poor competition’ keywords to bring in some extra cream later.

What I mean by ‘poor competition’ is that there are over 10000 results in Googletm, but if you click on a few of the results on pages 1 through 3 you can assess whether they can be easily toppled from their perch by a well optimised article. This can be particularly easy if none of the results are from ezinearticles.com or squidoo.com

5. The great thing about [FreePLRPro](#) is that you get 20 private label articles for two different niches every month. That means you can do pretty much what you want with them in terms of rewrites and putting your name to them¹.

Where this benefits you is that the research is already done for you, as is the inspiration for how to include your chosen long tail keyword in sentences without it looking like gibberish.

¹ The guys at FreePLRPro are pretty flexible, but make sure you read the article terms of use that come with each PLR pack



What you now need to do is a quick but thorough rewrite of the article and embed your own affiliate links in the article resource box when you submit it to the article directories. This is also where I am lazy, as I use Brad Callen's [Article Submitter](#) software to submit to dozens of directories. The free version is just fine, but the gold version has a larger list of higher page rank directories, so is worth the premium.

6. As if by magic, you will also find that the PLR pack comes with a list of pre-selected affiliate programs related to each niche topic.

Bad Breath Affiliate Programs				
Style Of Product	Commission Give	Pag Date	Length Of Cooki	Contact
Product	30%	Monthly (Depending on Amount)	45 Days	spc@oramedix.com
Service	75%	Twice a Month	60 Days	sales@banishbadbreath.com
Info	50%	Twice a Month	60 Days	jeremy@bad-breath-remedies.com
Info	50%	Twice a Month	60 Days	N/A
Info	67%	Twice a Month	60 Days	N/A

Always have a look at the vendor's site first to see for yourself if it is a "seller" i.e., is it the sort of site you would consider buying from. To start with, I would stick to the programs they suggest, but when the money is flowing, I would highly recommend using [CB Elite](#) as a tool for finding the best paying Clickbank products.



Ok, so it all sounds good so far, but there are a few drawbacks to this method

- As it is a free membership, you 'share' rights to the articles with a whole bunch of other people
- You need to literally be sat at your computer waiting for the fresh batch of PLR packs to make sure you get your articles out first in order to make the most profits from them
- Some directories (notably Ezinearticles) really do not like rewritten PLR articles and will reject anything but content which is a genuine "inspired original" – just like retelling a story in your own words with a few alternative endings

My free and easy method is great for getting started with bum marketing, but it doesn't stop there. The next chapter explains how you can turbo charge this very technique.



The Turbo Charged Method

At the end of the last chapter, I pointed out a few drawbacks with the completely free method, so here I will give you a few options where it is necessary to speculate in order to accumulate. These techniques are better used after you have already implemented the free ones so that:

- A) You have already practised the method and gained plenty of experience before parting with your dough
- B) Money is coming in off the back of your earlier endeavours to fund it

Of course, if you are flush with cash, feel free to jump right in ; -)

Turbo charging is really quite simple. In the same way you might buy a souped up carburettor to make your car perform better (though it is more likely to be an upgraded engine management computer nowadays), if you have a little money to spend on the 'equipment' you need, then you can skyrocket your bum marketing earnings.

The first step would be to upgrade your FreePLRPro membership to the paid [PLRPRO](#) service. You benefit on multiple levels by doing this:

1. Memberships (and therefore rights to articles) are limited to 200 members per group



2. The niches selected for paid members are more profitable than those used in the free version
3. Instead of just two niches a month, you get 11 with the paid membership
4. You receive 40 articles per niche, not 20 as with the free membership (that's a total of 440 articles every month)

There are other perks to being a paid member, but you can see the potential for "Lazy Bum" profits from the examples above. Even if we assume that only half of the niches inspire us enough to put the effort in and submit our own unique versions we can still potentially turn a profit. Here is what it looks like on paper using Travis Sago's assumptions about average bum marketing income per article:

- Paid Membership at [PLRPro](#) costs \$97 per month. At the time of writing, they also offer a 14 day trial run of the full membership for just one dollar.
- Every bum article submitted averages \$20 per month income (see [The Bum Marketing Method](#) for the rationale behind this), so 220 'inspired' articles would equate to a whopping \$4400

This means that you can potentially earn at least \$4300 in profit per month just by using PLRPro resources!



Once you are turning a profit from the run of the mill article directories, set your sights on the high PR of Ezinearticles. They do not allow direct affiliate links in their articles, so this is where having a little money to invest comes in handy.

1. Get a cheap hosting plan that allows you to host unlimited sites (the baby croc package from [Hostgator](#) works for me). Pick up a few relevant domain names based on your niche (there are some great tips and links on this subject in the free [PLR Process](#) ebook produced by the owners of PLRPro) and register them in your name.
2. Sign up to an autoresponder service like [Aweber](#) or [Getresponse](#) so that you can build a mailing list then create an optin page (offering more free tips to people signing up to your newsletter) to collect emails. Use 6 or 7 articles to create an autoresponder series, and include your affiliate links within the emails you send to subscribers
3. Either save some of your very best articles, or commission a ghostwriter via [elance](#) or [rentacoder](#) to write some optimized articles based on the long tail keywords from the PLRPro keyword sheet and submit them to Ezinearticles. In your resource box, place a link to your optin page. Instead of just getting the one sale, you have the opportunity to make multiple affiliate sales to the same subscriber.

With a little more effort, you could also use your hosting package to set up your own full-blown



authority site or a forum based on your niches, sprinkled with your own affiliate links and contextual ads. Whether you run an authority site or simply have an optin page, you can also get traffic via PLRPro's site indexing system (a network of secret, on topic blogs and article directories with good page ranking on the search engines) – just submit a post or one of your articles with your link and off you go.

Voila! Easy money, and what a return on investment.



Targeted Keyword Ideas For Free

If you have read Travis Sago's Bum Marketing Method, you will see he talks about using [Squidoo](#) as a tool for bum marketing. One thing he doesn't touch on is that it is a great way to find extra long tail keywords that bring in traffic!

The screenshot on the next page shows the "Stats" page of one of my lenses. You will notice that in the "Traffic Sources" section, there is a column showing the key phrases that brought the traffic to the lens. Now, [Squidoo](#) provides this information so you can add the keywords to your lens tags, but a clever Lazy Bum will also note that if we write an article targeted around those phrases, it is likely to bring in even more traffic – to wherever we want!

So, what you need to do is this. Write a couple of articles based around the research done for you by [Free PLRPro](#) then submit them to a few high PR directories.

At the same time, use snippets from these articles in a Squidoo lens – sufficient to post about three text modules and intersperse them with an odd Youtube and Amazon plexo to fill up the page. Just for good measure, add a couple of affiliate links within the text module. Also, include a link to this lens in your article resource box when you submit them.

Now, just leave it a month or two, then check the stats. Simple as that!



[My Lenses](#)
[Stats](#)
[My Groups](#)
[My Profile](#)
[My Favorites](#)

Improve your stats:
[Join a group](#)
[Brag about your lenses!](#)
[Join SquidU](#)



Rated:

[Summary](#)
[Traffic](#)
[Royalties](#)

Lens Traffic

Date range:

Visits

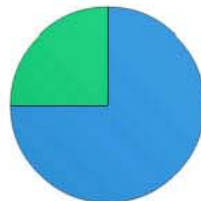
Visits = the number of people to land on your lens. [Find out how to get more!](#)

Last 7 days: **3** visits Life of lens: **102** visits

Traffic Sources

Source	Visits
Google	15
Referral	5
Direct	0

- Google
- Referral
- Direct



Referral traffic comes from blogs, websites, forums and other lenses.

Direct traffic comes from browser bookmarks or typing in your URL.

Search traffic comes from people searching for a specific topic in engines like Google, Yahoo, AOL, etc.

Keywords	Number
xsitepro css editing	1
nvu replacement	1
free website creation - add whatever you want ±	1
does "hostgator" support cs3 adobe mac dreamweaver ±	1
editor's choice for website creator software ±	1
xsit sheet firefox ±	1
"html-kit tools" password ±	1
myfreewebsitebuilder	1
seo dreamweaver expression web xsitepro 2007	1
review html-kit html editor	1
xsitepro text to html	1
add html to website creation	1
best html editor website creation	1
myfreewebsitebuilder review	1
build a website review html xsitepro	1

These tags, or keyword phrases, delivered your lens to searchers. See one you haven't used? Add it to your lens (±)

Referrers

These are sites, blogs, forums and more that are linking directly to your lens.

Source	Visits
squidoo.com	2
google.dk	1
google.com	1
google.com.au	1

Clickouts

These are the links on your lens that are getting clicked on.

URL	Number
http://www.xsitepro.com/html-kit/html-editor.html	2
http://www.xsitepro.com/html-kit/html-editor.html	1
http://www.xsitepro.com/html-kit/html-editor.html	1



Now let's take a look at a site that you should also be familiar with - [Searchwarp](#)

You can check the statistics of your articles, not only to see how many views and clickouts you are getting, but also the keywords that brought visitors to the article

You can see from the second screen shot (written under an alias name – something you should also consider), there are several phrases targeted towards the highly profitable weight loss market here (about 130 in total) – and note these results came from Google™

Change Data Range: [All Time](#) · [This Month](#) · [Today](#) · [All-Time Average](#) Results per page: [10](#) [25](#) [50](#) [100](#)

▲ Title ▼	▲ Page Views ▼	▲ Search Engine Referrals ▼	▲ Misc. Referrals ▼	▲ Date Published ▼	
1. [Redacted]	156	113	2	9/13/07	details / keywords
Overall Totals:		156	113	2	

Displaying Records 1 through 1

[Add an Article](#) | [View/Edit Articles](#) | [Return to Main Menu](#)

SearchWarp™
Writers' Community!

Search:

[Home](#) [Submit An Article](#) [FAQ's](#) [Contact](#) [Control Panel](#)

Article Referring Keywords & URL's

Article: [\[Redacted\]](#) [Article List](#) | [Article Stats](#)

Keywords used to find this article from the top 4 search engines in the past 30 days:

Count	Keyword Phase	Search Engine
2	[Redacted]	Google™
1	need to lose body fat around belly	Google™
1	pilates exercises to reduce fat in tummy	Google™
1	special foods that speed up your metabolism fast	Google™
1	the best way to speed up your digestion	Google™
1	THE BEST WAY TO TRIM THIGHS DOWN	Google™
1	best and easiest way to loose a tummy	Google™
1	best exercise to lose on the hips and tummy	Google™
1	best exercises to lose weight in stomach area	Google™
1	best foods for losing body fat	Google™
1	best way to burn tummy fat	Google™
1	best way to cut body fat	Google™
1	best way to flatten a stomach	Google™
1	BEST WAY TO FLUSH FAT	Google™
1	best way to flush fat out of body	Google™



These methods are two of the best ways to get current search information. Even paid keyword research uses data as much as three months old to provide their statistics, whereas Squidoo updates on a daily basis. You only need to spot one gem in Squidoo or Searchwarp and it can really give you an advantage over people using other types of keyword research – and it doesn't cost a penny!



Summary

I know this may be a lot of information to take in, so I will quickly recap on my "Lazy Bum" process:

- Sign up to [FreePLRPro](#), and download the monthly niche packs as soon as they are published
- Pick the best long tail keywords they have researched for you and whiz off a dozen or so articles, using the PLR articles as inspiration
- Submit articles manually to [Searchwarp](#) and [Goarticles](#), then, use [Article Submitter](#) to submit to 15 – 20 of the higher PR sites. Remember to include your link in the author resource box!
- Wait for the affiliate checks to start coming in

Then, when the thought of more cash gets the adrenaline pumping.....

- Upgrade to full [PLRPro](#) membership (there will be a link in your FreePLRPro member control panel)
- Repeat the process with your higher paying keywords and 440 articles
- Start submitting the better articles to [Ezinearticles](#) and add links to your own site or optin page so you can build a list of targeted prospects



Also, take advantage of Squidoo for both keyword research and as a means of affiliate income. You have nearly as much control with your lens as you would your own site, but remember that Squidoo already has visitors ready and waiting to visit your lens if the keywords are right. There are other benefits too. I have lenses with a page rank as high as PR4. How much would you pay for a PR4 backlink to your own site? Just keep your lens fresh and the answer is "nothing"!

So, are you ready to start being a "Lazy Bum"? Getting started the way I have shown in this report costs nothing in money and hardly anything in time. I have included a list of useful resources on the next page to help you get started right away.

I hope you have found the information useful and will put it into practice.



Useful Links and Resources

Research & Niche Tools

[FreePLRPro](#)

[PLRPro Paid Membership](#)

[Affiliate Elite](#)

[Free Wordtracker Keywords Tool](#)

[CB Elite](#)

[Niche Inspector](#)

Website Building

[XsitePro](#)

[Wordpress](#)

[Kompozer](#)

[MyFreeWebsiteBuilder](#)

Hosting & Domains

[Hostgator](#)

[Namecheap](#)

[Godaddy](#)



Autoresponder Services

[Aweber](#)

[Getresponse](#)

[Free Autobot](#)

Article Directories & Submission Services

[Ezinearticles](#)

[Searchwarp](#)

[Goarticles](#)

[Article Submitter](#)