

# Big Profits from HOT Trends



**How To Cash In Big  
On What's Happening  
Right Now!**

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# Chapter 1: About This Guide

## ***What Is Covered In This Guide***

In this project guide you will learn how to leverage; knowing what is happening right now on a daily and even hourly basis what literally millions of people are going to the Internet to search for and learn more about - - into PROFITS!

Those millions of people can make you money without you having to sell a thing yourself, write one line of sales copy or content, or even put up a web site to capitalize on their interests. Now I'm not saying you shouldn't write your own content and in fact I recommend that you do. What I am saying is you don't have to and I will show you how that's done.

In the E-Book Audio version of this guide, any references to screen shots you will of course have to refer to the printed versions to view those screen shots.

## ***The Purpose of this Guide***

The primary purpose of this guide is to provide you with a system you can put in place that will allow you to make quick money without spending any money, have it all operating from one free web based platform, with tasks segmented by tabs in your browser.

However, if you are in a position to spend a little to make more money on a long term basis, I'll show you how to do that at the end of this guide. But that is not the primary purpose of this guide. This guide will allow you to make some quick cash, (Once you have it set up), without spending a dime.

### ***There Is No Cost Involved***

You can make money with your hot trends profit projects without it costing you even a penny. However, there are tools you can invest a modest amount of money into that can significantly reduce the amount of time you spend researching and creating each new project. I will include a list of these tools in the, "Tools and Resources", section at the end of this guide.

### ***You Will Learn The 6 Step System:***

Besides learning how to set up your system, you will learn hot to:

1. Locate a Hot Trend
2. Research the Hot Trend
3. Set up a FREE blog for the Hot Trend with content
4. Monetize your blog for targeted traffic
5. Drive targeted traffic to that Hot Trend blog
6. Keep records of the previous 5 steps and profits from each Hot Trend

Then do it over and over again with more Hot Trends as they surface with each new day.

### ***What Is Covered?***

I will cover what this hot trends phenomenon is and how you can set up a system whereby you can use a process to find everything

you need to research a trend, determine its potential and feed what you've found into a system, so you can make money capitalizing on that trend by driving traffic to your hot trends blogs. Once you have your system set up and the process down, you'll only need to invest about an hour per hot trend project, following the steps from beginning to end, to start making money from each project you load into your system.

That's right; you will learn step by step how to put a system together you can use over and over again that will have some serious money making potential and set up each Hot Trends project in about an hour.

It does take some time to set up your system. At times it may seem a bit overwhelming if you are new to Internet Marketing altogether, but if you will first read this guide through completely, as I recommend and print out this guide to have by your side, you can actually get your system set up and your first project loaded in one day. Obviously the more adept you are at using your computer, the web browser I recommend and the tools I recommend, the faster you will accomplish your goals. Therefore the more you use the system, the better you will get at it and the more money you will make.

Please keep in mind that making money from hot trends should be only one weapon in your arsenal of online marketing strategies. Considering that once you have your basic system set up to start making money from individual hot trends profit projects in about an hour, you will have plenty of time to work on your other Internet

Marketing strategies and systems but know you have NOW cash coming in.

However, should you decide to make this more of a full time venture, I will detail some options that will assist you in that effort as well. Don't worry. There's no hook here. That involves AERO COST as well.

But so your aware, this is not going to cover everything there is to know about Internet Marketing.

### ***What Is Not Covered In This Guide***

Though this project guide will touch on numerous aspects of Internet Marketing, it will not go into depth on any subject that does not have to do directly with system creation and implementation.

I will touch on the following subjects but only to the extent they affect profiting from hot trends:

- Internet Research
- You will not be required to do more than a minimal amount of research on a hot trend to determine if it is worthy of you taking your time to feed it into your system.
- Website Promotion
- You will not be promoting a website. You will be feeding information into a system that incorporates building certain aspects of building back links to a free blog using a minimum of keyword research.

- Social Bookmarking
  - I will cover social bookmarking only to the extent that you learn how to set up a system using FireFox as a browser to allow you quick and easy bookmarking you can accomplish in 10 minutes per project.
- Social Networking
  - Same basic situation as with social bookmarking except instead of just entering a bookmark description, you will copy and paste the copy you are using legitimately that someone else has written.
- Writing Copy
  - Yes we all know content is king when it comes to Internet Marketing. However if you work this system properly you can use copy written by other people and only have to add a paragraph or 2 to accomplish that portion of a project.
- Computer and Internet Skills

In this project guide I will assume you are familiar with the following and therefore not go into detail on how to do any of the following:

- (1) Set up new folders in your computers file system
- (2) Download files to a particular file folder/directory on your computer
- (3) Have and know how to use a compression utility program to un-zip files
- (4) Copy and Paste from one document to another
- (5) Bookmark to your Favorites a web page into an existing or new folder
- (6) Anything else that is generally considered common knowledge when working with a computer or the Internet

**For example:**

When I say "Go to: [www.WhateverSitePage.com](http://www.WhateverSitePage.com) and bookmark that page to your 'Bookmark Sites' folder you will know how to do that. If you don't yet know how to accomplish such rudimentary tasks, DO NOT become discouraged and think, "Oh this is too hard" or "You mean I'm going to have to learn all that stuff on my own" and give up. It may take you a little while longer than most to get your system set up but once you have it, you will have learned a lot of things you will use in other Internet marketing efforts and have also formed some excellent organizational skills.

Remember, as a last resort there is always a HELP section with any computer program.

### ***Getting The Most Out Of This Guide***

There will be numerous screen shots you will want to have at your side as you go through the steps to setting up your system, to make money capitalizing on hot trends. So please consider the following to best take advantage of this material as a project guide.

I recommend you print a copy of this guide and put it in a binder of some type. A small 3 ring binder is preferable but any kind of binder will do as long as the pages won't fall out. It will make the information contained in this guide considerably easier to use as a reference when you actually start putting this knowledge into practice.

It is always a good idea to use tabs to mark chapters in a binder and maybe post-it page markers for easy reference to subjects you want to refer to quickly.

It would be wise to read this guide completely through one time before you start to put this knowledge to work for you. Make notes in the margins as you go to remind yourself to check out links to certain pages, re-read a section for clarity.

You can make money with this project guide. Please take advantage of the information it provides. Don't put off putting this knowledge to work for you.

There are certainly plenty of people that are aware of the potential for making money with these techniques, strategies and the methods, but as you do your research you will find few are putting their knowledge to work. That really surprises me. Oh well . . .  
moe mony foe U & Me :o)

Why don't they though if it works? Because they say to themselves, "This sounds like a great idea and I'll go through the material this weekend and see if I can get it to work for me. This weekend never comes because other unfinished projects get in the way or any number of other excuses get in the way. Any excuse they can think of to get out of having to actually study and learn something new. It's sad.

Don't let that be you. If you are reading this E- Guide on your computer screen, STOP right now. Print this document, put it in a binder. It is step one of making a commitment to yourself that you will actually put this information to work for you.

If you are like most people you will start browsing through the pages on your monitor and clicking on links then web surfing off into never-never land or get reminded of some other task you promised yourself you would get done and this .pdf file will get closed and start gathering digital dust on your hard drive.

When I have done tele-classes to help people through my courses in the past, there are an amazing array of excuses as to why they come to the first call without reading the course or project guide as they were supposed to. But with most people it just comes down to one thing; they didn't do something to physically commit themselves to reading the material.

Don't be like most people. Print this guide out, get it into a binder and if you can't start reading it immediately, put it on top of everything else on your desk or work area that may distract you. It will hopefully serve as a reminder that you promised yourself you are going to learn this material and make it work for you.

If you hit pay dirt on your very first hot trends profit project, that is excellent. If you don't, that does NOT mean you should just throw your hands up saying, "Awwwww just another Internet money making plan that doesn't work". It may take you 3 or 4 projects or even a few more to get this process down to where you are regularly choosing hot trends that will pay off.

Once you have the research process down, using the system down and you are familiar enough with the system to load a hot trend into your system in an hour or less, you can make some pretty

good money. There are days when I've had a little time on my hands, I have loaded 3 or 4 hot trends into my system and within a week I've seen an income of \$200 to \$300 each. There have also been days I have loaded one hot trend into my system and made a little over \$500. There are also days when I have loaded hot trends and not made a dime.

This is not an exact science. You will be making an educated guess on what is hot and what will stay hot long enough for you to make some money from betting your time and efforts that it will. 2 to 3 days is all you need. I will be discussing how you can make those determinations/bets so you get better at choosing trends that will stay hot enough, long enough to be reasonably assured you will make money.

Not only will you be able to make money but track what trends have made you what amount of money as well as where most of your traffic comes from so you can constantly be improving on your system.

With that said, after you have printed this work out and put it in something so the pages are not loose, come back to this section and we'll continue to put you on the path to making profits with hot trends.

### **SIDE NOTES:**

If you purchased the audio version of this guide, listen to it on the way to work, on the way home, while your jogging, at the gym or anytime you can until you have finished your first hot trends

project. You will hear things you may have missed reading the guide or remind yourself of things you need to go over again. Listening to the audio version is a great way to soak up this information and to inspire yourself to get your hot trends system set up and working for you.

All of the web addresses (URL's) in this guide were live at the time of this writing. However, as you may or may not be aware this is the Internet we are working with which is relying on machines and transmission lines designed and built by human beings. Therefore the Internet is NOT perfect.

At any given time you may click on a URL link only to have the page go to timed out and not display anything but a time out error. The server the web page resides on may be down, maybe there has been an ice storm where the server is physically located and they haven't had any power for days or somebody just loaded the wrong index page - the list goes on. If you click on a link and it doesn't load the web page, try it again later. Unless the company owning the web page has discontinued business altogether, their site will come back up and be available some time in the not too distant future. It's nothing to get frustrated about. Just move on to something else and come back to the link later and try it again.

I have and I am making money using this hot trends system so I know it can be done. However that's no guarantee you will. There are no guarantees in life, so when you read the following Earnings Disclaimer, know it is here to do 2 things: (1) Cover my butt and (2) Make sure you understand I am not guaranteeing you will even

make a penny. But if you don't, I can guarantee you it is nobodies fault but your own.

### ***Earnings Disclaimer***

#### **EARNINGS AND FORWARD-LOOKING STATEMENTS DISCLAIMER**

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND IT'S POTENTIAL. EVEN THOUGH THIS INDUSTRY IS ONE OF THE FEW WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS, THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES. WE DO NOT PURPORT THIS AS A "GET RICH SCHEME."

ANY CLAIMS MADE OF ACTUAL EARNINGS OR EXAMPLES OF ACTUAL RESULTS CAN BE VERIFIED UPON REQUEST. YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

MATERIALS IN OUR PRODUCT AND OUR WEB SITE MAY CONTAIN INFORMATION THAT INCLUDES OR IS BASED UPON FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE SECURITIES LITIGATION REFORM ACT OF 1995. FORWARD- LOOKING STATEMENTS GIVE OUR EXPECTATIONS OR FORECASTS OF FUTURE EVENTS. YOU CAN IDENTIFY THESE STATEMENTS BY THE FACT THAT THEY DO NOT RELATE STRICTLY TO HISTORICAL OR CURRENT FACTS. THEY USE WORDS SUCH AS "ANTICIPATE," "ESTIMATE," "EXPECT," "PROJECT," "INTEND," "PLAN", "BELIEVE," AND OTHER WORDS AND TERMS OF SIMILAR MEANING IN CONNECTION WITH A DESCRIPTION OF POTENTIAL EARNINGS OR FINANCIAL PERFORMANCE.

ANY AND ALL FORWARD LOOKING STATEMENTS HERE OR ON ANY OF OUR SALES MATERIAL ARE INTENDED TO EXPRESS OUR OPINION OF EARNINGS POTENTIAL. MANY FACTORS WILL BE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR ANYBODY ELSE'S, IN FACT NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM OUR IDEAS AND TECHNIQUES IN OUR MATERIAL.

### ***It's All Available For Free***

Everything you need to build an effective hot trends profit making system is available online for free.

I will show you where to get the things you need for free and how to set them up step by step. I certainly recommend you use the

tools and resources I use because based on my research and successful hot trends profit campaigns, they will save you time and effort. There is no need to re-invent the wheel here.

However, as fast as useful time saving new tools and resources come online, there is nothing that says you can't improve upon this system.

If you do have a bit of a budget for your Internet Marketing efforts, I will also recommend a few tools that are low cost that can save you even more time and make implementing your projects quicker and easier. Less time spent, more return on investment.

## Chapter 2: Staying On Top Of What's Hot

### *What's Hot Online Changes At Light Speed*

New Internet marketing tools are coming online each and every day. Why should you care? Mainly because these new marketing trends and tools can have a dramatic impact on your online traffic, leads and sales. So much so, your online competitiveness can greatly depend on you finding and using these new marketing tools before everyone else does.

As Internet marketing grows more and more lucrative, it is becoming more competitive each day, so staying on top of what's happening in the industry has become vital to your online success. More importantly, if you're a full-time marketer like me, your livelihood will largely depend upon you being able to keep on up with of all the new ways of marketing on the web.

Again profiting from hot trends is only one of the newer ways you can leverage the power of the Internet. And as new ways to make money come online, others go by the wayside. There is no way to tell how long one money making method will last when it may be replaced by another.

So while profiting from hot trends appears to be something that will be with us for a good while (At least a year or two?), as fast as things change, you would be wise to not put all your eggs in this basket or any one online money making method. But that doesn't mean you get so many types of money making methods in play that you end up with none of them producing for you.

At the same time you need to start taking advantage of these marketing methods ASAP before too many people actually do see the profitability potential and the shear amount of competition starts eating into your returns for the time invested.

It will take some vision, forethought and planning to put yourself in a position whereby your potential competition will see your efforts as being pervasive and dominant in leveraging hot trends. Just like with many of the Internet Marketing methods you find where 4 or 5 marketers dominate those methods and you say to yourself, "They've got the market cornered on using this method", people will be saying that about you.

So lets seriously consider forethought and planning.

### ***Vision And Planning Can Put You On Top***

Plan your work and work your plan. You have probably heard that phrase a thousand times. But it has never been more true than it will be with setting up this, 'profiting from hot trends', system in such a way that you can implement it quickly and regularly as you find hot trends to capitalize upon.

Yes this system includes the plan to work this system effectively. However I am assuming you are approaching your Internet Marketing business with an overall plan with the primary goal of not just making money or generating revenues, but being profitable at it.

Some people will set down with this information and absorb it all in one day, and have their system up and operational in 2 days. That is what I would call a quick start. DO NOT think you have to do that yourself if you really don't have the time, study habits, computer skills or Internet literacy to become accomplished at using this system in just a few days or even a week.

The advice in this guide assumes that you are managing or approaching your business in a professional manner by having established long term goals, short term goals and are implementing the daily task (As you currently understand them), to attain your goals.

If this assumption is not correct, once you have read this project guide through completely and you believe it may take you more time to set up your system and start using it than I have estimated in my description of a "Quick Start", at least set some short term goals and break them down into the daily tasks it will take to meet your short term goals. That way you stay on track to having your profiting from hot trends system in place in no more than a couple of weeks.

You will need to integrate using this profiting from hot trends system into your Internet Marketing Business Plan so you can spend about 5 to 10 man hours learning and setting up the system and then committing one hour a day for as many or few days you choose to incorporate profiting from hot trends into your regular daily work schedule.

### ***Planning Pays Big Dividends***

Without knowing exactly where you want to go, how can you possibly expect to end up exactly where you want to be without a map or plan that will allow you to get where you want to be. Planning will also allow you to expend the least amount of time, effort and for some, even money to get there.

### ***One Hour A Day Can Make It Pay***

Once your system is set up properly, you're comfortable with it and you have made a couple of test runs, it shouldn't take you more than an hour to have everything you need in place to start capitalizing on a hot trend project.

Your hour will follow this abbreviated time line:

1. 20 minutes: Researching Trends for viability
2. 10 minutes: Locate keyword heavy copy
3. 10 Minutes: Set up your free blog
4. 10 Minutes: Monetize your blog
5. 20 Minutes: Promote your blog through back links

Obviously this timeline is a approximation and some steps will take a little longer and some a shorter amount of time. There are a number of variables that will come into play with each hot trend you decide you might profit from.

Just as obviously, in the beginning you will certainly take more than an hour to feed a hot trend into your system, but based on my experience I believe you can get your hot trends into your system in about and hour by the time you have done 4 or 5 hot trends. Set yourself a goal of being able to do it in an hour. If you always take longer, say an hour and a half or even two hours, you can still see a profitable return for your time spent.

One of the variables that will have a definite affect on your project completion time is the type of trend it is and whether or not you incorporate some of the optional or alternate promotion methods or strategies. That will depend largely on what you estimate the potential life of a hot trend to be.

Regardless of whether your research to deployment takes you one hour or more, having the tools in place to organize your system in one place will help you to cover the necessary steps in as little time as possible.

## ***Getting Organized From The Get Go***

As with any marketing system there are certain things you need to have in place so your campaign can be built and launched in as timely a manner as possible. The less time you have to spend on getting your campaign launch ready, the more time you will have to

spend on other money making efforts and therefore more potential return on the time invested.

Any tool that can help you to organize your hot trend profit system campaigns will ultimately save you time. Your time is worth money. So lets save some money so more of what we make is profit.

All of the organizational tools you will need for your hot trends profit system are available online as free downloads or free web based services where you just need to sign up for an account.

Below are links to the free downloads you will need to build your system. If you already have some of these programs in place that's good. You may be able to use them as is or you may want to set them up separate from your current software in your program files in a different directory. This first list is software. The second list down will be free web services.

## ***Tools You Will Need***

### **The FireFox Web Browser:**

We will be using Mozilla's FireFox Browser for a number of reasons including it is more secure than I.E. but more so because of it's plugin Addons that will help you organize your system with blazing speed.

If you don't already have FireFox running on your computer, you can download it here: [www.mozilla.com](http://www.mozilla.com) click on the big green

download button and save it to a folder you will or have named: @ProfitTrendsSoftware - the @ sign will move the folder alphabetically to the top and make it easier to get to when we start setting up your programs. **WARNING: DO NOT SET THIS UP** until you get to the "It's All Browser Based" section of Chapter 3

## ***Free Service Account's and Tools You Will Need***

### **A "My GOOGLE" Account:**

If you already have a GOOGLE account, you will want to set up another one just for your hot trends projects. If you already have an account, you will need to sign up with a different e-mail address. Even if you have a Gmail account set up you should set up a new Gmail account. The purpose being you want to keep everything in this account separate from any other information you store online. It is cleaner and easier that way.

Just go to: [www.google.com/accounts/NewAccount](http://www.google.com/accounts/NewAccount) and sign up. You will be sent information at your Gmail account (If you already have an account) or your alternate e-mail account. **NOTE:** from time to time GOOGLE changes their mode of operations as far as these sign ups go so you may have to use a little common sense to read between their lines to get a new account.

Most of the tools you will use with this system will be from GOOGLE. To access any of the tools referred to from here on, (Before you bookmark them), just sign into your Google account home page and click on the tool icon of the tool you want to work

with. You can also reach your account home page by using this link: [www.google.com/accounts/ManageAccount](http://www.google.com/accounts/ManageAccount)

### **Login Database Tool**

You will be required to enter a username and password when you sign up. You will be signing up for several free services. If you don't have a login info database like RoboForm you need to get one. It will save you untold frustration, time and probably your sanity. You can get it here: [RoboForm.com](http://RoboForm.com) there is a free version but it only holds login information for 10 logins. You'll need far more than that. In a perfect world you could just use the same username and password for all accounts but that's just not the way it works online. Some will assign your a password. Some will want a user name, some will use your e-mail address as your username.

Login Database Tool - A Free Option: You can use the "AllPass" database for login info. You can get it here: [www.altools.com](http://www.altools.com) It is by no means the user friendly, feature rich and powerful of a tool that RoboForm is, but you can get by with it for now.

There are numerous tools from GOOGLE you will use when we get into setting up your system. When you are logged into your Google account, all Google tools will be available through the same account and you should not be required to login to use any Google tool unless you have logged out. The only services that run contrary to that rule are AdSense and Adwords.

### **Use Gmail for all Your Hot Trends Projects E-mail**

The first thing you want to do is set up your Google e-mail account on Gmail. That is Google's Free Web Based e-mail. From your Google account home page You may have to click on "My Account" in the upper right of the page), click on the Gmail link/icon in the Products section. Configure your e-mail account any way you want.

It is **VERY IMPORTANT** to use this Gmail account for all the free services you will use for this system. Doing so will keep all your e-mail information apart from non Hot Trends related e-mail and you will be able to organize this e-mail account just for hot trends related communications.

### ***Organizing Your Trends System***

You are going to need to keep records of your Hot Trends Profits projects.

When you are on your Google "My Account" page, you will see an icon in the Products section that says "Google Docs". Click on that icon. It will load the Google Docs home page.

You will have the ability to use and save spread sheets and word processor documents for your system as you database information on your different hot trend products. If you understand Microsoft Excel, you can use the spread sheet documents to organize your project data. If not, you can use the word publisher document to paste text data information into in the most organized manner you are comfortable with.

I won't be showing you how to set up your data documents. Those kinds of things are always a matter of personal preference. You will only have about 6 distinct data items you will want to have available to you at any given time, so I'm not talking about mountains of data here. Still you need to have the someplace where you can get to them right in your browser and not have to go digging through your computer file manager to find what you need.

Another tool you will find on your Google "My Account" page is "My Notebook". Very handy for jotting down quick notes and keeping them organized where you can access them quickly as you are working your hot trends business.

When we get to setting up your Google Hot Trends bookmarks, I'll have you bookmark them accordingly. For now, if you want to take a minute and go check them out - you rock on. I'll be here when you get back :o)

In fact as you get introduced to any of these tools and get them bookmarked into your system so they are ready for easy access, you should take a couple of minutes to check out each one of them. Spend a few minutes clicking around on different menu items, links, help sections or FAQ's. Doing so may save you some frustration later.

If you don't already have the FREE browser we'll use for our hot trends system, we'll get it installed, set up and then configured for your hot trends projects.

# Chapter 3: System Set Up

## ***Browser Set Up***

### **Setting Up FireFox**

If you already have FireFox set up that's great. If not, please go to the folder where you saved the install program and install FireFox. During or just after the install it will ask you whether or not you want FireFox to be your default Browser. It is NOT necessary that it is your default browser. If you want to keep I.E. or whatever other browser as your default Browser, just check the "Don't ask me again" box and click NO. If you do, click yes.

### **SEO for FireFox Add On**

Now that you have FireFox installed, open the program if it is not already and go to:

<http://tools.seobook.com/firefox/seo-for-firefox.html> and download the SEO for FireFox add on. scroll down the page for install instructions.

### **Google Tool Bar for FireFox Add On**

Go here: <https://addons.mozilla.org> and in the search field at the top of the page, search for "Google Toolbar". Install the tool bar. FireFox will walk you through the process. You may need to sign up for a Google account to get this tool bar. It's been a while so; sorry I don't remember. If you do that's fine, you will have to anyway.

If you already have a Google account, set up a separate Google account for the purposes of this system. Google will allow you several accounts.

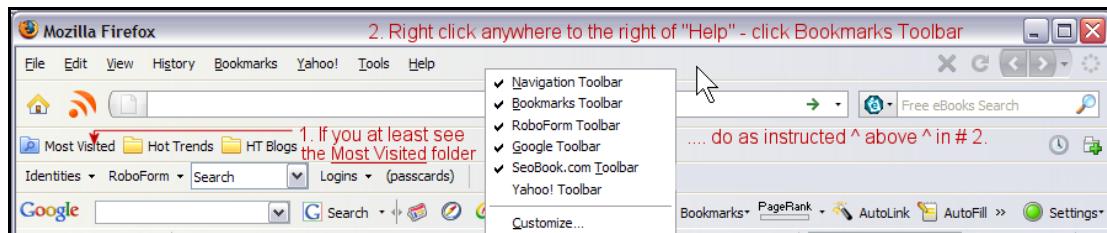
### **Don't Get Carried Away**

There are hundreds of FireFox Add On's but for our purposes you only need these two. any more and things can get confusing. Not to mention the fact that you can get lost and or loose track of time cruising all the Add On's that are available. Let's stick to business.

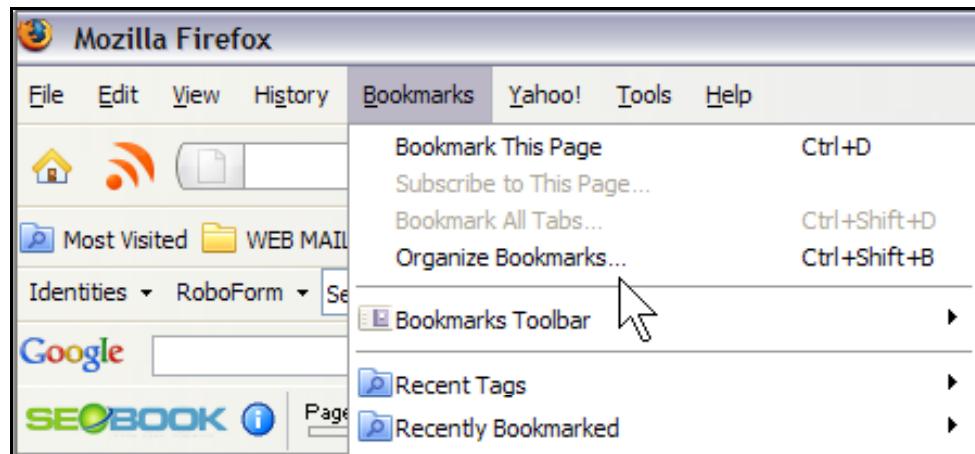
### **Now Set Up Your Bookmarks Toolbar**

When you save a link in Internet Explorer in your "Favorites" are called "Favorites". In Mozilla the same feature is available to accomplish the same purpose, but instead you save links to what's called your Bookmarks and those saved links are called bookmarks. In FireFox you can set up different a "Bookmarks Toolbar" button for different categories of sites with different purposes. Therefore you can keep all of your hot trends related sites in one Toolbar button. Click on the button and you will only see the sites links or bookmarks you have save to that "Bookmarks Toolbar" button.

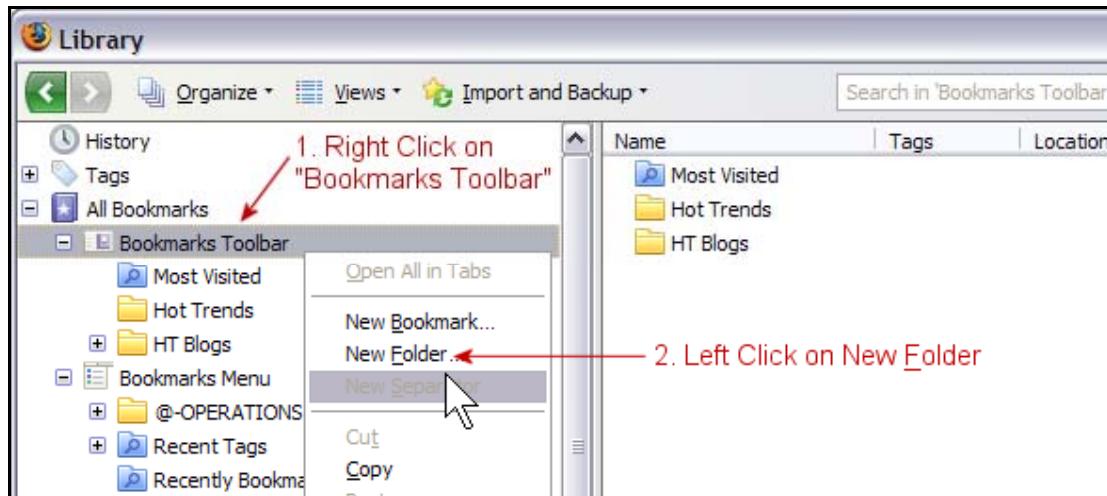
To make sure your "Bookmarks Toolbar" is visible, just right click as shown in the following screenshot. If "Bookmarks Toolbar" is not checked in the drop down, click/select it and it will appear on as one or more buttons in the header of FireFox GUI (Graphical User Interface). See the screenshot in structions in red on the following page for clarification.



In FireFox, as shown in the screen shot below, click on "Bookmarks" at the top of the browser then click on "Organize Bookmarks".



When Mozilla opens up your bookmarks data it will be titled "Library" on the Title Bar. It will look similar to the screen shot below.



Right click on "Bookmarks Toolbar" as shown above and select "New folder..." by left clicking on "New folder...". Now follow the directions in red in the screenshot of the new folder dialogue window below, an naming the folder **Hot Trends**:



If you were to close the "Library" window now, you would see a new tab has appeared on your "Bookmarks Toolbar" named "Hot Trends".

Trends". When you click on it, it will of course be empty because we haven't saved any page links to it yet.

Now let's set up more folder/tabs on your "Bookmarks Toolbar" exactly the same way you did Hot Trends. They will be set up and named in this order:

1. Hot Trends (You've already set up)
2. HT Blogs
3. SB Sites
4. SN Sites
- 5.

Now we will want to set our Hot Trends business home page, research pages and tracking pages into our Hot Trends "Bookmarks Toolbar" tab. But first we need to set them up on your iGOOGLE.

### **Customizing Your Hot Trends iGoogle Page**

Ok, now that we have the Add On's set up in FireFox along our initial bookmark tabs, let's set up your default home page.

Assuming you have set up a separate or new Google account, Go to GOOGLE at [www.google.com](http://www.google.com) and login. Just click on "Sign In" in the top right hand corner of the page.

Once you are logged in click on "My Account" in the top right hand corner of this page. That will deliver your main account product set up features page. (See the screen shot below).

deadlinet@ gmail.com | Google Home | Help | My Account | Sign Out

**Mike's Google Account**

Profile	Personal Settings
	<b>Security</b> <a href="#">Change password</a> <a href="#">Change security question</a>  <b>Email addresses</b> <a href="#">deadlinet@ gmail.com</a> (Primary email) <a href="#">Edit</a>  <b>Default payment method</b> <a href="#">Purchase history</a> <a href="#">Edit payment method</a>

**My products** - [Edit](#)

<a href="#">AdSense</a>	<a href="#">AdWords</a>	<a href="#">Alerts</a> - <a href="#">Manage</a> <a href="#">Help</a>
<a href="#">Analytics</a> - <a href="#">Settings</a>	<a href="#">Blogger</a> - <a href="#">Settings</a>	<a href="#">Calendar</a> - <a href="#">Settings</a>
<a href="#">Docs</a> - <a href="#">Settings</a>	<a href="#">Gmail</a> - <a href="#">Settings</a>	<a href="#">iGoogle</a> - <a href="#">Settings</a> <a href="#">Add content</a>
<a href="#">Knol</a>	<a href="#">Maps</a> - <a href="#">My Maps</a>	<a href="#">Notebook</a>
<a href="#">orkut</a> - <a href="#">Settings</a>	<a href="#">Picasa Web Albums</a> - <a href="#">Settings</a>	<a href="#">Reader</a> - <a href="#">Settings</a>
<a href="#">Subscribed Links</a> - <a href="#">My Subscribed Links</a>	<a href="#">Talk</a>	<a href="#">Web History</a>
<a href="#">Webmaster Tools</a>		

We will only be using the products/features I marked with gold stars in the screen shot above. Most will go in your Hot Trends folder/tab but not all. Just follow the instructions for each folder/tab as we go. Now bookmark your Google "My Account" page into your Hot Trends folder/tab.

## **iGOOGLE Home**

Now we are going to set up your iGOOGLE page as your main business hub for your Hot Trends projects. Look in the "My Products" section and you will see in blue, [iGOOGLE](#). Click [iGOOGLE](#) link and it will take you to the page we are going to set up so you will have a number of tools on one page you can see at a glance. We will also set some of these tools up as separate bookmarks in under the same toolbar folder/tab later.

## **Lets Get Rid Of The Fluff**

When you get to your [iGOOGLE](#) page there may already be items set up by default. If not, you are lucky because you will have to delete them all anyway. This page is strictly for business. If you see items you deem needless for our purposes, click on the drop down arrow in the top right of the "Gadget" and select "Delete this gadget". This is no place for recipes, a weather report, flower of the day, famous quotes or other items that don't have to do with our project. If you want an iGOOGLE page for your personal use, set up another account later. Lets stay focused here.

**SPECIAL NOTE:** From this point forward it will be assumed that for any link to a GOOGLE page listed in this guide, you are logged into your GOOGLE Account.

## **Now We'll Set Up What You Do Need**

Once you have any default gadgets cleared from your iGOOGLE page, near the top right of the page, click on "[Add Stuff](#)". When you get to the Gadgets page, look for the Gadgets search field on

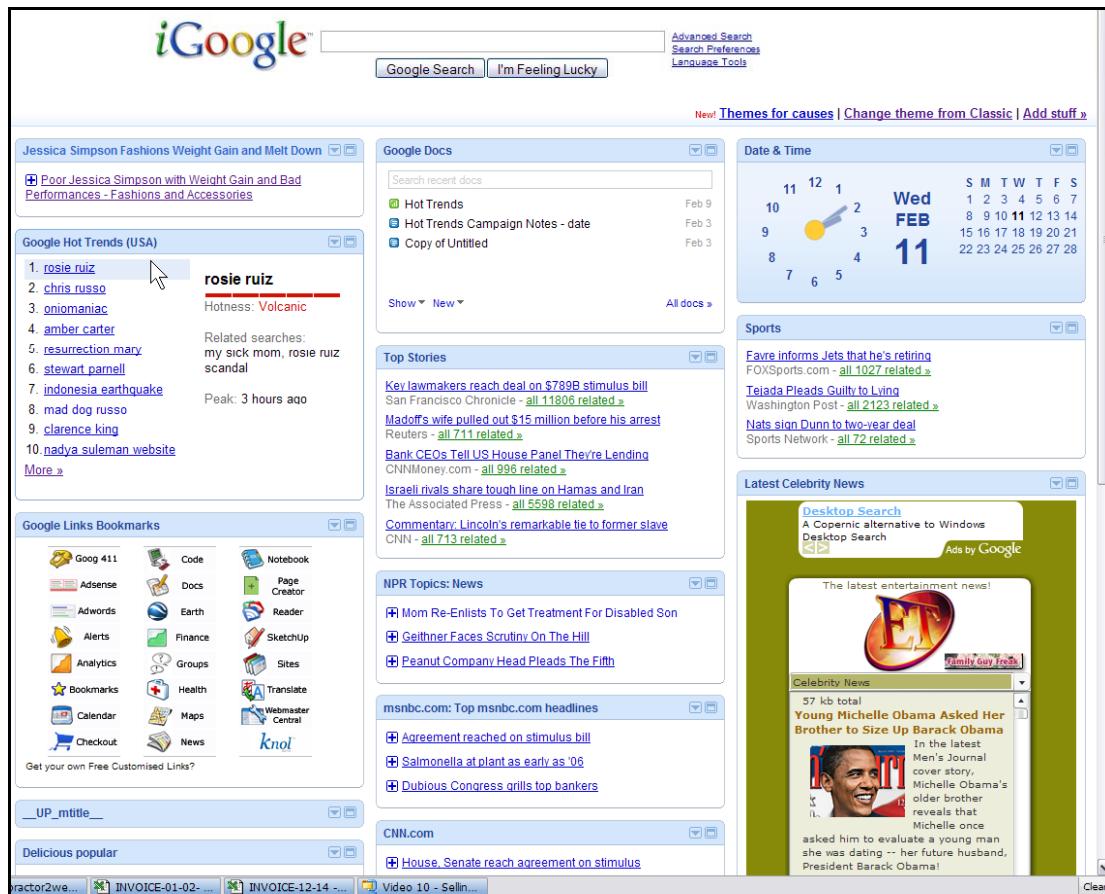
the right side of the page. Enter this into the search field, "Google Hot trends USA" or just "Google Trends" if you're outside the U.S.. That search engine will deliver the page that has that gadget on it. Click on the "**Add It**" button just below the little image of the hot trends list. The gadget will be added to your iGOOGLE page.

At this time you should open another browser tab with your iGOOGLE page in that tab's window. As you add these gadgets you can click back and forth between tabs and check to see what the additions look like. As you add gadgets, they will usually load in the upper left hand portion of your iGOOGLE. Don't worry you can move them where you want or put them in a different order as you go. You should end up with Google Hot Trends in the top left when you are done adding and moving gadget items around.

**Now you can add gadgets like:**

- The most popular stories on DIGG (Just search on "Digg 2.0")
- Delicious popular <(search on that in gadgets)
- Hottest of MySpace Today <(Search on that in gadgets - there are several)
- FaceBook <(Just search on that - You'll find endless gadgets.)
- Latest Celebrity News <(Search on that)
- Sports News <(Search on that)
- To Do Notes <(Search on that) this will allow you to make notes on what you find in your at a glance analysis that may be worth doing more research on.

As you work your system you will change some of the gadgets to give you an 'at a glance' view of what is hot in the news but the list above will get you headed in the right direction. Your iGoogle page may look something like the screen shot on the following page:



You want take notice of anything listed in Google Hot Trends you also find in any of the other gadget sources you use.

**Another note on gadgets:** Human beings make these little gadgets and you may find some that only work intermittently or in some cases not at all. That's just another sign the Internet has not reached perfection yet. Don't let it bother you. There are plenty of gadgets to get your hot trends juices flowing in what I have listed above or what you may find.

I will caution you that you can overload your iGOOGLE page with so many gadgets that it seemingly takes forever for everything on the page to load. When you have 9 or 10 you've about reached the limit of the system. How fast it loads of course depends on how much

information is pulling in to its little interface. If you find one that really bogs things down, see if you can find an alternate that doesn't take forever to load.

Now that you have your iGOOGLE page set up, let's bookmark it in your "Bookmarks Toolbar" Hot Trends tab. (See the screen shot in the printed version of this guide.)

Just click on "Bookmark" at the top of your browser window and select the first option; "Bookmark this page" or press the CTRL + D keys. In the bookmark screen click the down top down arrow and find the "Hot Trends" folder listed under your "Bookmarks Toolbar" and click on the Hot Trends folder. Then click the DONE button.

Now when you click on the Hot Trends Tab at the top of your browser, you will see your iGOOGLE listed. If you click on it, your iGOOGLE page will load in the browser. But for now, lets move on to setting up the rest of the pages in your Hot Trends Tab.

**This is CRUCIAL to saving time.** We are going to set up all the pages you need to research your hot trends in this one tab. That way you will be able to just click on the tab and choose "**Open all in tabs**", and you're ready to research hot trends for the day. This saves having to have a bunch of different windows open for each site in your bookmark tab.

### ***Loading Your Hot Trends Tab***

You already have a hot trends list gadget in your iGOOGLE page but it will be convenient to have the full hot trends page open in the next tab for more than just an at a glance view.

Book mark all of the following pages into your "Bookmarks Toolbar" Hot Trends folder in the following order:

**In your FireFox Browser, go to:**

**Hot Trends**

[www.google.com/trends/hottrends](http://www.google.com/trends/hottrends)

**Google Trends**

<http://google.com/trends> (Different in that it will allow you to compare trend sites instead of just listing hot trends of the day.)

**Insights**

[www.google.com/insights/search/](http://www.google.com/insights/search/)

**Checkout Trends**

<http://checkout.google.com/trends>

**Google Sets**

<http://labs.google.com/sets>

**Google Alerts**

<http://www.google.com/alerts>

**YAHOO! Buzz**

<http://buzz.yahoo.com/>

**YAHOO! Buzz Log/Index**

<http://buzzlog.buzz.yahoo.com/overall/>

Now let's set up your Blogger Blogs Tab.

***Loading Your Blogger Tab***

Now you need to set up a tab where you will keep your bookmarks for your Hot Trends Blogger Blogs as you build them.

Refer to the "Browser Set Up" section at the beginning of this chapter if you don't remember how to set up a "Bookmarks Toolbar" tab.

Name it what ever you like. I named mine "HT Blogs" to keep it short.

If you have a Blogger account, go to your account and sign in to your "Dashboard Page". Bookmark this page to your "HT Blogs" tab on your "Bookmarks Toolbar".

If you have not already signed up for a Blogger account, you need to do so now:

Go to: [www.blogger.com/start](http://www.blogger.com/start)

**NOTE:** You should have already set up a Google account when you signed up following the directions in the "Getting Organized . . .)" section of Chapter 2, and though you have not used Blogger before, that Google account username and password will work for Blogger. In fact it will work for just about any Google service you use.

Now that you are signed in and viewing your "Dashboard" page, bookmark this page to your "HT Blogs" tab on your "Bookmarks Toolbar".

If this is your first account with blogger and you haven't used it before, I highly recommend you watch the video tutorial at the bottom of your Blogger "Dashboard" page.

For now you are done with this tab. You will load your different blog pages into this tab as you create them. We will create your first blogger blot later in this guide. But this reminds me, we need to take a little time to go over keeping your Hot Trends Profit system organized.

I will cover all other aspects of using Blogger later in this guide.

## ***Staying Organized***

As you set up your different campaigns, you will want to keep records of what you did, how you did it and what the results of each campaign were in the amount of traffic you developed and the money you made.

In an effort to keep your Hot Trends business separate from your other business efforts but still available at the click of a browser tab, I'm recommending you use Google Spread Sheets or Word Processor Documents..

Go to: <http://docs.google.com> Bookmark this page to your Hot Trends Tab.

Here you will be able to create documents you can use to track your campaigns and have them all available right in your browser along with your other hot trends Google pages.

You can use the word processor to create documents you can later download in several different file formats such as RTF, PDF, WORD etcetera.

Your spread sheets where you organize your campaign information and results you can export in numerous file formats including csv, text, Excel etcetera.

I will get to how you set up your campaign documents in the appropriate section later in this guide. For now we are just getting our browser system set up for maximum production in the least amount of time.

***Always Be Prepared To Take Advantage***

There is a lot to be said for keeping your business organized to the point you are always prepared to take advantage of an opportunity when it arises, or in some cases before an opportunity even presents itself. However there is more to staying organized to the point that your online marketing system is ready.

Starting a any small business venture will place unprecedented demands on your organizational skills! While this Hot Trends Profit system is not hard to keep organized, (The way I'm showing you how to do it), if you are the type of person who strives to organize his or her projects and daily schedule to achieve maximum efficiency, you can expect to make some pretty serious profits with this system. However if you are kind of hit and miss at keeping things organized, about all you can expect is hit and miss profits.

The point will really come home to you when you get 2 or 3 weeks down the road, and maybe have been paying more attention to your primary source of income; then you find some time to do some hot trends research, find something that has real money maker potential written all over it and you realize you haven't kept up your files,records, tracking, bookmarks or other organizational items and realize you're really not prepared to take advantage of the opportunity in the timely fashion that is required in this endeavor to make it profitable and you end up frustrated and maybe giving up.

### ***It's More Than Just Record Keeping***

Internet Marketing doesn't just require keeping clean records. You have to keep your computer up with proper maintenance so you don't end up with some MalWare or Virus problem. You need to keep your registry clean, drives defragged, security updates current, automatic virus scans scheduled etcetera.

If you are not in the habit of doing regular maintenance on your computer or your computer is running slow, has strange quirks about the way it works, take some time and look around on line for some maintenance recommendations.

Here is a link to some good information I found on maintaining a Windows PC.

[http://pcsupport.about.com/od/maintenance/Maintaining\\_Your\\_PC.htm](http://pcsupport.about.com/od/maintenance/Maintaining_Your_PC.htm)

You should also check out this site if you have any serious problems:

<http://www.suggestafix.com>

This maintenance list they have there is great. I run through this every Sunday:

<http://www.suggestafix.com/index.php?showtopic=27337>

Make these things part of staying organized and prepared so your computer will be prepared to see you through your projects.

## Chapter 4: Google Hot Trends

### ***What Are Hot Trends?***

Ok . . . so just what are these hot trend things?

In my estimation Google should have named their "Hot Trends" service, "Hot Fads" or "Hot Micro-Trends. Primarily because prior to Google Hot Trends, it was commonly accepted that a trend was something that somehow becomes popular within mainstream society over a long period of time. It is the direction of a sequence of events that has some momentum and durability.

However we are more concerned with tracking something that somehow becomes popular with a portion of mainstream society over a short period of time. That ability gives us the power to tap into that portion of mainstream society quickly to generate quick, passive income. By passive I mean there is no sales effort we personally make to receive an income from tapping into people that have "Jumped on the bandwagon" showing their interest in a certain fad or micro-trend.

***In plain language, a trend is usually caused by the "Band wagon Effect".***

**The Bandwagon effect**, also known as social proof or "cromo effect" and closely related to opportunism, is the observation that

people often do and believe things because many other people do and believe the same things. The effect is often pejoratively called herding instinct, or the herd mentality, particularly when applied to adolescents or even adults having similar particular interests.

People tend to follow the crowd without examining the merits of a particular thing. The bandwagon effect is the reason for the bandwagon fallacy's success.

The bandwagon effect is well-documented in behavioral psychology and has many applications. For our purposes we will be capitalizing the band wagon effect that causes "Micro-Trends, or daily trends of interest. The general rule is that conduct or beliefs spread among people, as fads clearly do, with "the probability of any individual adopting it increasing in direct proportion to those who have already done so".

As more people come to believe in something, others also, "hop on the bandwagon", or indicate interest in the Micro-Trend regardless of the underlying evidence. In short, the bandwagon effect creates buzz about a Micro-Trend.

### **What Are GOOGLE Hot Trends?**

Unlike what was commonly accepted as the definition of hot trends that require time to develop from fad status to trend to hot trend, GOOGLE has probably single handedly changed what people think of when they hear the word "Hot Trend".

Google's Hot Trends is a measurement of Google search trends. It is similar to Google Trends and Google Zeitgeist, except that it is updated multiple times per day.

The service does not measure the absolute popularity of search terms, as these don't tend to change much over time. Instead, Hot Trends looks for terms that have rapidly gained popularity relative to their previous rank or the previous average number of times a term has been searched for on Google.

What Google's Hot Trends and other Google services like Google Insights and Google's Check Out Trends allows us to do is; identify items of intense interest online and make determinations as to whether or not those items of interest can be quickly capitalized on using a system that will attract large amounts of traffic to a monetized blog this system allows us to deploy quickly.

### **Google Trends - A Different Purpose Than Hot Trends**

With Google Trends, you can compare the world's interest in your favorite topics. Enter up to five topics and see how often they've been searched on Google over time. Google Trends also shows how frequently your topics have appeared in Google News stories and in which geographic regions people have searched for them most. (Per Google - See "Source:" below.)

### ***Here is How Google Hot Trends Works*** (Source: Google)

Hot Trends reflects what people are searching for on Google today. Rather than showing the most popular searches overall, which would always be generic terms like 'weather,' Hot Trends highlights

searches that experience sudden surges in popularity, and updates that information hourly. Our algorithm analyzes millions of web searches performed on Google and displays those searches that deviate the most from their historic traffic pattern. The algorithm also filters out spam and removes inappropriate material. For each search, Hot Trends shows related searches and a search volume graph. The page also displays news, blog posts, and web results to give context about why a search may be appearing on the Hot Trends list. You can also choose a date in the past to see what the top Hot Trends were for that date by clicking change date.

Source: <http://www.google.com/intl/en/trends/about.html> I highly recommend you read this entire page so you are familiar with both and what they do.

### ***What Is YAHOO! Buzz***

Yahoo is the second ranked Search Engine with 20% of all web searches, and Yahoo Buzz tracks the Top Searches on the Internet and calculates the Buzz based on several factors such as Searches, Votes, and Emails. So this is really a good indicator of What 's Hot On The Internet. However, it is based on different scoring factors than Google Hot Trends.

Like Google Trends which tracks what's hot by the minute and posts changes almost hourly, Yahoo Buzz tracks not only what's hot today, it also keeps a running log of what's hot over time.

<http://buzzlog.buzz.yahoo.com/overall/>

A subject's buzz score is the percentage of Yahoo! users searching for that subject on a given day, multiplied by a constant to make the number easier to read. Weekly leaders are the subjects with the greatest average buzz score for a given week.



**Search**

## What the world is searching for...

Sunday, February 8, 2009 [Buzz Log](#) | [Overall](#) | [Actors](#) | [Movies](#) | [Music](#)

### top overall searches

Leaders			RSS		+ MY Y!		Movers			RSS		+ MY Y!	
Rank	Prev.	Subject (Days on Chart)	Move	Score	Rank	Subject	1-Day Move						
1	↑	<a href="#">Freida Pinto</a> (3)	+165	457	1	<a href="#">Madoff Client List</a>	Breakout!						
2	—	<a href="#">IRS</a> (24)	+19	409	2	<a href="#">Michael Graves Coffee Maker</a>	Breakout!						
3	↑	<a href="#">Katrina Darrell</a> (2)	+134	339	3	<a href="#">Hidden Disneyland Secrets</a>	Breakout!						
4	↑	<a href="#">Hilary Duff</a> (2)	+130	271	4	<a href="#">Boyd Coddington</a>	Breakout!						
5	↑	<a href="#">Michael Phelps</a> (5)	+132	231	5	<a href="#">Michael Graves</a>	Breakout!						
6	↑	<a href="#">Miley Cyrus</a> (36)	+164	226	6	<a href="#">Eight O'Clock Coffee</a>	3178%						
7	↓	<a href="#">Hi-5</a> (417)	+0	206	7	<a href="#">Etta James</a>	2640%						
8	↑	<a href="#">Etta James</a> (1)	+153	159	8	<a href="#">Flight 1549</a>	1458%						
9	↑	<a href="#">Kelly Clarkson</a> (1)	+86	109	9	<a href="#">Aubergine</a>	975%						
10	—	<a href="#">myYearbook</a> (44)	+0	109	10	<a href="#">Pancreatic Cancer</a>	971%						
11	↑	<a href="#">NBA</a> (90)	+12	104	11	<a href="#">Sara Kuszak</a>	856%						
12	↑	<a href="#">Club Penguin</a> (45)	+4	101	12	<a href="#">At Last Lyrics</a>	830%						
13	↑	<a href="#">Drudge Report</a> (44)	+2	97	13	<a href="#">Elizabeth Smart</a>	803%						
14	↑	<a href="#">Barack Obama</a> (19)	+0	97	14	<a href="#">Yu-na Kim</a>	723%						
15	↓	<a href="#">Hulu.com</a> (5)	+3	96	15	<a href="#">Jimmy Kimmel Live</a>	665%						
16	↑	<a href="#">Beyoncé Knowles</a> (92)	+25	92	16	<a href="#">Westminster Kennel Club</a>	636%						
17	↓	<a href="#">American Idol</a> (3)	-8	92	17	<a href="#">Yahoo Free Pool Games</a>	635%						
18	↓	<a href="#">Turbo Tax</a> (9)	-3	92	18	<a href="#">Dorothy Dandridge</a>	550%						
19	↓	<a href="#">Walmart</a> (30)	+0	84	19	<a href="#">Pat Summit</a>	542%						
20	↑	<a href="#">Limewire</a> (150)	+1	83	20	<a href="#">Air Force One</a>	523%						

Though Yahoo Buzz still says "Beta" in its header image, it appears to have been well received since it was launched for public use several months ago. It seems to be getting enough usage that Yahoo! will keep it going which is good for us. Why; because it gives us another source besides Google to confirm Google's data on a hot trend. Putting a BUZZ button on a blog you set up on your own domain using WordPress that is branded as a news resource or news commentary blog can also mean extra traffic. Something to consider if you see there is some life in this hot trend or the subject of the hot trend is regularly in hot trends.

You will also be pulling information from the previous style Buzz Log which they now call the "Buzz Index", and is still in operation here: <http://buzzlog.buzz.yahoo.com/overall/>

As far as how Yahoo! Buzz scores trends, here is what Yahoo! says:

A subject's buzz score is the percentage of Yahoo! users searching for that subject on a given day, multiplied by a constant to make the number easier to read. Weekly leaders are the subjects with the greatest average buzz score for a given week.

I highly recommend you read the FAQ Section here:

<http://buzzlog.buzz.yahoo.com/faq/>

So here Is how I use Yahoo buzz when doing hot trends research. I go to the "Buzz Index" where you see the overall scores

<http://buzzlog.buzz.yahoo.com/overall/> If I find a hot trend on Google that looks good, and I also find it on the Yahoo buzz index,

even if it just got hot today on Google, what you see on the Buzz Index is always 24 hours old. If the hot trend ranks high on Google and Yahoo, I know it has been searched heavily for at least 24 hours and therefore might have more staying power than just taking Google's word for it. It doesn't take but a second or two to check it out. In the cases where the hot trend is listed on both, I have a bit more confidence the hot trend will be worth my effort.

### **Using Both To Make Money**

Now you have access to the two giants in Internet trend tracking so you can define, verify, research and find both copy/content you can use and blogs where you can leave comment on, with links to your blog on a Hot Trend.

Combining the two will provide you with significant advantages over marketers that are using Google Hot Trends only. For example: As we get into putting up your blogger site you will find that pulling the RSS feed into both your iGoogle page and your MyYahoo! page will usually cause your post to get indexed very fast. It seems to depend on when the bots are out indexing, but from my testing, Google actually indexes faster on feeds I've only put on my MyYahoo page, than they do when I've only put them on my iGoogle page.

Actually I have seen indexing take 3 to 4 days when I've only pulled an RSS feed into my iGoogle page and as little as 24 hours when I pull a feed in from only Yahoo or both.

As well, if you find you want to make using hot trends and Internet buzz more of a full time enterprise, using both will have major positive effects on your traffic to your hot trend category blogs.

So let's go look at picking a hot trend.

# Chapter 5: Researching Hot Trends

## *Picking A Hot Trend*

We've discussed what hot trends are in the previous chapter. However there are things you will want to consider when choosing a hot trend to profit by:

- **How HOT is the trend?**
- **When or if the trend has peaked**
- **Can the hot trend be monetized?**
- **How long is the hot trend likely to stay hot**
- **Is the hot trend tied to something seasonal**

### **How HOT is the trend?**

Let's take a look at 2 hot trends and use some tools and common sense reasoning regarding the potential for the hot trends shown in black below to make money. (Obviously these won't be the hot trends you will see now as they change almost hourly.

**Feb 6, 2009** - [change date](#)

Updated 1 hour ago

1. [clement hurd](#)
2. [hotel carter new yor...](#)
3. [world nude day](#)
4. [madagascar 2 coupons](#)
5. [active intelligence](#)
6. [fabric softener toxi...](#)
7. [uss port royal](#)
8. [cathartic](#)
9. [charles krauthammer](#)
10. [equity 11](#)
11. [john schnatter](#)
12. [jessica simpson gran...](#)
13. [coraline](#)
14. [coburn amendment](#)
15. [coraline movie](#)

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1. [clement hurd](#)
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6. [fabric softener toxi...](#)
7. [uss port royal](#)
8. [cathartic](#)
9. [charles krauthammer](#)
10. [equity 11](#)
11. [john schnatter](#)
12. [jessica simpson gran...](#)
13. [coraline](#)
14. [coburn amendment](#)
15. [coraline movie](#)

Figure 1: ht-1

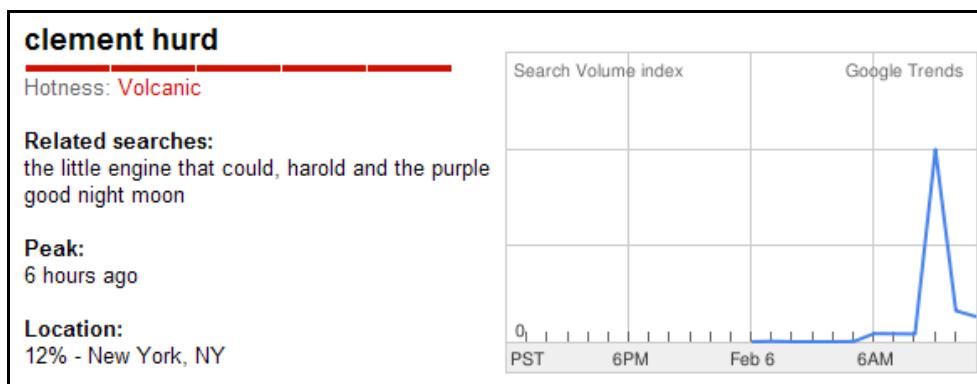
Figure: 2: ht-2

Ok so we go to hot trends from out Hot Trends book mark tab and there is the big list of today's hot trends for the last hour. We see in position number 1 is Clement Hurd in screen shot ht-1. We see in screen shot ht-2 ablve in position number 12, Jessica Simpson.

The initial knee jerk reaction of the untrained eye might think that Clement Hurd might be a hot trending project. Now lets look a little deeper. When we click on the Clement Hurd link we see on the "Hotness Meter" this trend is at the highest: Volcanic.

### **When or If the Trend has Peaked**

However even though the Clement Hurd hot trend is in the number one position and has the highest heat, his Google Search Trend chart in screen shot ht-1b below shows the trend having already peaked 6 hours ago. This is what I call a splash in the pan hot trend. It is not something that will engender mass interest. So I have no interest in making it a hot trends project.



**Figure 1: ht-1b**

The news items on the left below the chart were not what most people would call hot news. Basically a press release about this children's book illustrator books being presented as a play.

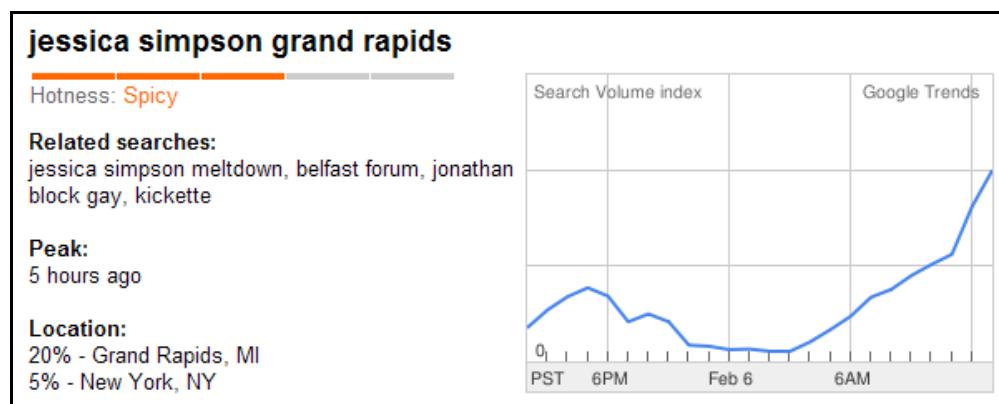
### Can It be Monetized?

The blogs listed on the right below the meter and chart consisted of one very lame attempt at monetizing a blog with nothing but "Clement Hurd" as an anchor text link, linking to Google hot trends. When I searched on Google for "Clement Hurd" there was only one lonely AdWords ad on the right side bar. so this hot trend is not what I would call a money maker; let alone a money maker with some life left to it.

### Now lets look at sample 2 - Jessica Simpson

#### How long is the hot trend likely to stay hot

This hot trend is listed all the way down in the number 12 position. And is only showing only "Spicy" on the Hotness Meter but when we look at the Google Search Volume index chart, we see Jessica Simpson as a hot trend had some other heat recently and this hot trend has not peaked yet. See screen shot ht-2b below:



**Figure 2: ht-2b**

Considering this hot trend has not peaked yet and Jessica Simpson is an internationally known singer and actress, even though the

current Hotness is only spicy, the fact that this trend has not peaked yet makes it worth looking into a little deeper. So I go up to the Google Trends search field and type in Jessica Simpson. Guess what? The trends chart on this young lady show quite a few hot peaks within in the last year. See screen shot ht-2c below:



**Figure 3: ht-2c**

So I look at some of the news releases to see where this current spike came from. She was written up in the LA Times, Dallas Times Herald, E-Online and Hollywood.com. Unfortunately for here the write ups were about how she blew a performance in Grand Rapids. Still she is in the news now, has been quite a bit in the past and therefore probably will be again in the future. Having seen some things on T.V. about her recent inordinate amount of weight gain and her almost totally blowing a performance, I can almost count on her being in the news again in the very near future. Millions of

people love to hear about and read about big stars falling from grace.

So what am I going to do to be made aware when anything having to do with Jessica Simpson surfaces online? I'm going to set a "Google Alert" on Jessica Simpson. Go to your Google Account home page and click on the "Alert" icon. I'll type in Jessica Simpson, set the type and how often I want to be alerted and have the alerts go to my Gmail account.

Google alerts will let me know before she hits hot trends again that she is in the news. This will allow me to go back to my records I'm keeping in Google Docs and quickly go to the previous information that made her hot and prepare a quick post about what maybe about to make her a hot trend again.

Then I do a Google web search for her name in quotes like this: "Jessica Simpson". Even with her name in quotes which cuts out Jessica only or Simpson only, there are still 29 MILLION results listed. On page one I find fan sites of her's that have PR-5 Google popularity ratings.

### **Jessica on Yahoo Buzz**

Now take couple of seconds to look at what Jessica's scores were on Yahoo Buzz Index the same day:

Leaders		RSS	MY Y!	
Rank	Prev.	Subject (Days on Chart)	Move	Score
7	↑	1 <a href="#">Jessica Simpson (889)</a>	+25	45

**Figure 4: Jessica Buzz**

Now I have 2 reliable sources telling me the current information about her is hot, Google has shown her with some activity throughout "08" and she has been on Yahoo's chart for the last 689 days. Lookin good there Jessica.

### ***Researching Hot Trends Attitude***

Ok so you saw my steps to picking a hot trend in the last section and hopefully understood my rationale.

But lets take a minute here and talk about what's hot and not taking advantage of what it is because of how you personally feel about the hot trend or its subject.

The last thing you ever want to do is take some kind of opinionated approach as to whether or not a hot trend is worth building a project out of or not. In other words, regardless of what the hot trend is about, don't let your personal biases or opinions cloud your judgement as to whether or not you want to deal with any certain hot trends topic.

**For example:** I don't like pop music for the most part and country music even less. I have little respect for what I consider blonde bimboes that make it rich based Solely on their looks. Therefore as a rule I don't make it a habit to following anything that has to do with blonde bomb shell country singers. But there are such "Entertainers" that have audiences in the millions who have an interest in such entertainers.

I know if I can provide that massive audience with a little more information about their country star, on a blog that has been monetized with things on the same subject about the people the "Star" they are interested in, there is an extremely good chance that at least some of that audience can buy into my monetized items, and I will receive a commission for them. Guess what? I win! That's why I don't let my personal feelings about the subject of interest for a hot trend get in the way of me making money. I can't afford to.

The same thing applies to religion, politics, government, philosophy, business, foreign affairs or anything else all of us have our own opinions about. If you let your opinions stand in the way of making money, you won't make as much money with hot trends. PERIOD!

With that said, there is nothing that says you can't use your opinion, or voice your opinion as part of any hot trends project. Who knows; if your post on a hot trends project is well thought out, well written, delivers a rational argument about the hot trend, and is controversial to the norm regarding that hot trend, you may build traffic coming into that hot trends blog just to argue with you. I wouldn't waste a lot of time on doing so in the beginning though. But being controversial has made a lot of people a lot of money.

## ***How You'll Make Money with Your Hot Trend Blog***

### **Lets Complete Our Research On Jessica Simpson** (This is a sample)

So how am I going to monetize this hot trend? What affiliate deals are available that caters to this Jessica Simpson fan audience that may appeal to them?

I'm going to run ads on my blog with my keyword rich post in it about this hot trend for people to click on and buy from a company I am affiliated with by virtue of an affiliate contract. You can become affiliated with hundreds of affiliate programs for free; however usually 4 or 5 will do along with Google Adsense.

I will provide links later where you can find tons of affiliate programs. Just remember, the more you are affiliated with, the more complicated your hot trends business becomes. You want to look for affiliate programs that can cover a wide range of products but still pay half way decent commissions.

I will not be expounding on the ins and outs of each affiliate program or how to work them. That is another project guide worth of information. Just remember, the simpler the system is to insert appropriate ads, the better for your business.

The only way you will learn which affiliate or Pay Per Click program (Like Google Adsense), to use with any given hot trend is by actually using them, testing them and keeping track of your testing.

The reason no one could possibly teach you exactly which affiliate program will be best for which hot trend is the trends change in real time and the affiliate programs vary so much, as to the variables within each plan it is almost impossible to match the perfect affiliate, PPC or even CPA program with a hot trend. You will learn to develop and use your own judgement. However if you stick with these basic programs you can still make good money. The more you refine your process of matching hot trends with other ways of monetizing your hot trend blog, the more money you will make.

So here are some of the basic programs a lot of Internet marketers use:

### ***Pay Per Click Systems***

Allow you to earn money from relevant ads on your website. These ad services matches ads to your site's content and audience, and depending on the type of ad, you can earn money from clicks or impressions.

### **Google's Adsense** (You definitely want to do this)

Adsense is the mirror image of Adwords, (The ads you see on the right side bar of a Google search result page.) Adwords ads are ads that are purchased ad space paid for on a per click basis by people with products to sell. Those same ads can appear in websites and

blogs as Adsense ads. When those ads appear on our blogs, they are called Adsense and we make money on every click of those ads. It's that simple.

If you haven't signed up for a Google Adsense account yet, you may as well go ahead and do it now. Just go to your Google "My Account" page and click on the "Adsense" link under Products. Sign up, and come back to this section of the guide. **IMPORTANT:** When you sign up for Adsense, be sure to write down or copy and paste your publisher code to NotePad or put it in a document in your Google Docs. You're going to need it later.

### [Yahoo APT](#) (Yahoo's PPC Program - Yep it's worth it.)

Whether or not they produce can produce as much income with all things being equal on the site they are used on have sparked arguments all over the Internet. They are the 2nd biggest at this so they certainly deserve you taking a look. In fact setting up 3 different blogs for the same hot trend and testing ads on the three PPC programs here will help you to answer that argument yourself. Or you could try one system for a certain period of time, say a month, then another for the next month and another for the month after that. When comparing your returns, just be sure you're comparing campaigns that were somewhat similar. Anyway - NEXT!

### **AdBrite** (May want to sign up here as well)

AdBrite is another Pay Per Click ad program that operates much the same way Adsense does. However they claim to have provide you with more control over your ads and placement as well as more

transparency as far as your click through rates go. To sign up go to: [www.adbrite.com](http://www.adbrite.com)

## **Affiliate Programs**

**Amazon.com** (Worth joining their affiliate program)

An example but not the best example, as their commission structure doesn't allow you to make much in the way of commissions. Still in some situations, they may be a good fit. In the case of Jessica Simpson I would certainly have links to her CD's page on amazon through my Affiliate link.

To sign up go to: <https://affiliate-program.amazon.com/>

## **Ebay**

The Ebay affiliate program can be a pretty good money maker depending on the type of system you choose. This program allows us to create a web site that features eBay auctions and receive anywhere from 50% on up to 75% commission on eBay revenue.

There are two ways that you can make money as an eBay affiliate:

1. Get people to sign up for eBay. You get \$25 for each person that joins eBay by clicking a link on your site and then goes on to buy an item or win an auction on eBay in the next 30 days.
2. Get people to win eBay auction items from your site. You get up to 75% of what eBay makes on the auction. So, if your site is showing current listings for widgets and someone places a winning, \$20 bid on a widget from your site, you would get anywhere from about \$1.15 to \$1.72 (50% - 75% of about \$2.30). The percentage that you get depends on how

much you have sold from your site. We're still in the 50% range.

Ebay is worth considering depending on the hot trend.

To sign up go to: <https://www.ebaypartnernetwork.com>

Those are probably the most well known. However there are many other affiliate programs you can match up with hot trends.

### ***Other Affiliate Programs***

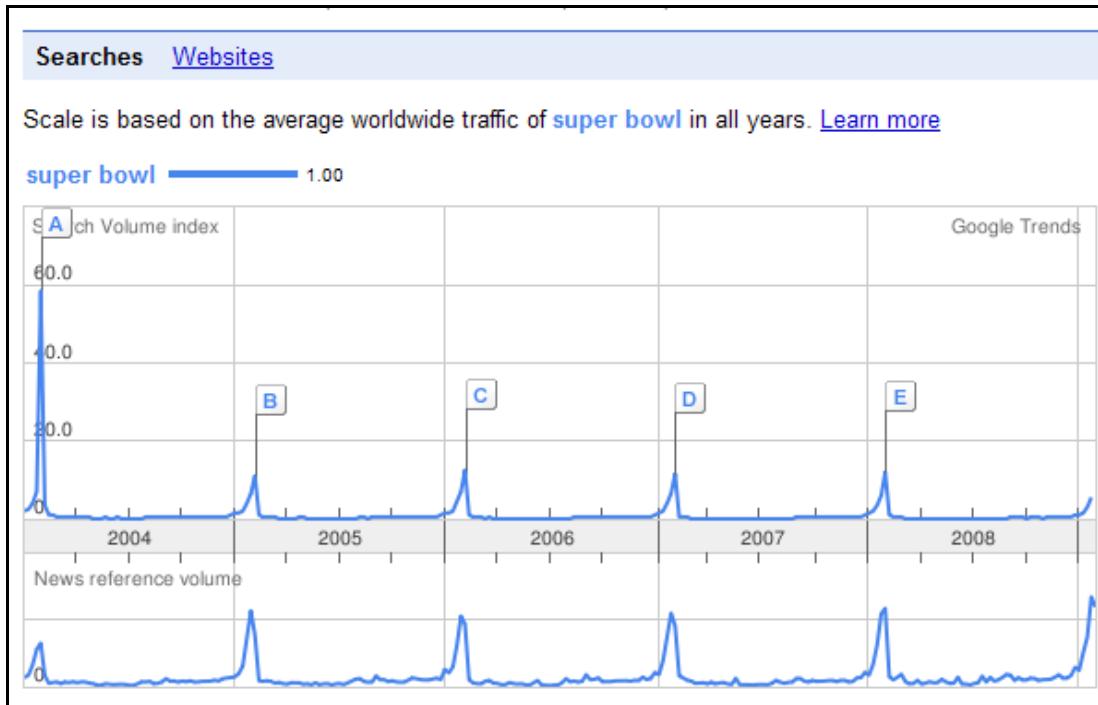
Let's take seasonal hot trends for example. How about tax season. Did you know the people that sell "TurboTax", which is Intuit who also sells "Quicken" and "Quickbooks" and many other business software programs. Well you know something is going to be in the news about taxes especially considering the economic sewer we're all having to swim through right now.

I have put in a number of Google Alerts and can't wait for April the 15th just to see what I am going to have to name the blog for the hot trend on taxes. And guess what. I'm an affiliate for INTUIT. Guess what else. I already have my banner ad code ready to paste into the blog and the article written in a general enough way that I can plug in the hot trend word about taxes regardless of what they are.

To sign up go to: [www.fi.intuit.com/marketing/affiliateprogram/](http://www.fi.intuit.com/marketing/affiliateprogram/)

It really doesn't matter what hot trend keywords you are trying to find an affiliate program for, you can usually find one just by searching online. For example: Let's say the Super Bowl is coming

up (It was really over this year just last week. Go Steelers!) So we do a Google Trends search on "Super Bowl" Here is what the chart looks like:



**Figure 5: Seasonally Hot**

There it is. Hot trends every year just like clockwork. So we want to be ready to jump on that as soon as the head lines start trending up. Usually around mid January. What if we could find a Sport Memorabilia affiliate program. Ok . . . good. We go to Google, and search on what? "Sport Memorabilia affiliate" and guess what pops up as number 1 in organic searches.

<http://www.prosportmemorabilia.com/Info/Affiliate.aspx> - with more pages right below it.

So my point here is; you can find an affiliate program that makes sense to use to monetize your hot trend blog with for just about any hot trend. Just think outside of the box and do some looking

around. That's what Google is for, (Well in our case it's for a lot more but who's counting :o)

I'm going to take one more shot at you regarding monetizing your blog and then we'll move on. So in researching Jessica Simpson, when I just search on her name, only 2 AdWords ads come up in the side bar of the results page. Hmmmmm . . . not many people think she is much to advertise about . . . or is she? Well she is a singer. What about Googling "Jessica Simpson CD". Curses, foiled again. Only 2 AdWords ads again.

So I'm going to go out on a limb here. It seems to me all these little singer/actress types under 40 (And yes some over 40), seem to have a line of fashions and accessories. So I Google "Jessica Simpson Fashions". EUREKA! 3 pages of search results with AdWords Ads about Jessica Simpson Fashions.

So what does that tell me. Am I going to keyword my hot trend blog only about Jessica Simpson and her flop of a performance this hot trend was about. Well yes and no. That info will certainly be keyworded into the blogger blog name and in the first sentence. But then I want to remark about how the flopped performance combined her additional weight gain must be adversely affecting here Jessica Simpson fashion empire, and how it might be interesting to be a fly on the wall when her business manager tells Ms Jessica Simpson her fashion and Jessica Simpson fashion accessories business took a major hit, that percentage wise equals in loss to the Jessica Simpson Clothing and Accessory line what her current percentage of weight gain amounts to.

Is that mean? Who cares? I certainly don't. But I got the keywords in there that will have Google loading those Jessica Simpson Adwords ads into my blog like crazy. And if you think at least a couple of hundred plump little teenage girls that have nothing better to do than stay up on their hero that is going through the same shame they are with unwanted poundage, won't click on her Fashion AdSense ads on my blog, think again.

I happen to know how you can get another free tool I will direct you to later, that shows me the number one AdWords Ad buyer is paying a low of \$00.41 to \$01.21 per click through, (41 cents to a dollar & twenty one). The [PPC Web Spy](#) screen shot:



**Figure 6: PPC Web Spy**

So lets say I wasn't writing this guide and actually took the time to load this hot trend. Because the visitors are so targeted, there is not only a potential of upwards of 2,000 visits on a hot trend like

this, the potential that 10% of them would click through on an AdSense ad is pretty good as well. Now that's based on previous similar celebrity hot trends campaigns I've done. So lets see here . . . 200 click thru's X say 81 cents per click thru = \$162.00 for what amounts to 1 hours work.

The research part of this hot trend set up took me all of 10 minutes. Will you be able to accomplish the same in as little time. Doubtful but you will with a little practice. Would you have known to search on this singer/actress beyond her name plus CD or the word movie? Maybe not! And if not you can probably see how you may have taken a pass on a hot trend that could have made you some serious money for one hours work. So you will have to think outside the box. Use your imagination and look beyond the obvious to cash in where others never will.

OK now that's just her fashions. What about posters? Sure there are all the 14 to 24 year young ladies that are fans but what about the 14 to 24 year old young men that have secretly (Or openly for that matter), lusted after Jessica Simpson. What if I went to AllPosters.com's affiliate site and signed up and found a killer poster of Jessica (Sans 40 pounds), and put a big poster of that little vixen right below my post. (Screen shot next page.)



**Figure 7: Simpson Poster**

Hello boys! Go ahead . . . click on Jessica. Now I don't consider myself sexist or exploitive. However just like every advertiser that uses a pretty girl or handsome hunk in an ad of any kind, I know that sex sells. And I have seen women wearing less than this in Vogue. So no judgements here please - Just think about the strategy I've employed that can allow me to tap into both the male and female market in this type of hot trend project.

By the way, you can sign up for "All Posters" at:

<http://affiliates.allposters.com/affiliatesnet/>

Open your mind. Use your imagination. Think outside the box. Google "Affiliate Program Directory". You'll find more affiliate programs than you ever wanted to know about.

Now let's get this hot little trend up on our blogger blog.

### ***Blogging A Hot Trend***

Lets say I chose the Jessica Simpson performance melt down in Grand Rapids hot trend.

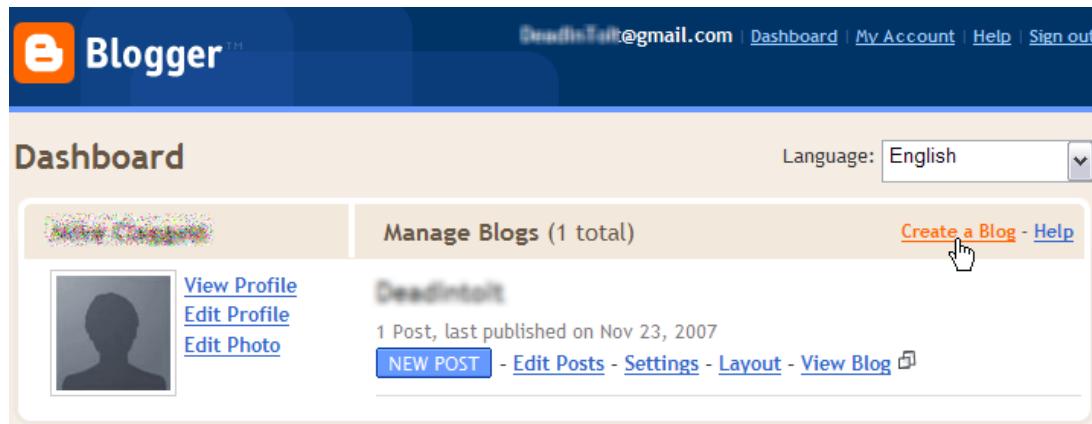
I need to set up a blogger blog using keywords in my blog URL or web address. Some people call it a domain name but that is really only true if the blog is on my own domain instead of blogger's.

I know from additional research I want may want to include additional keywords in the blog title to take advantage of searches on other Jessica Simpson searches; i.e. clothes and fashions.

So I'm going for a title of "Jessica Simpson Fashions Weight Gain and Melt Down"

There for I will go for a blogger web address/URL of:  
JessicaSimpsonFashionsWeightGainMeltDown . . . . but blogger will only accept up to 36 characters. So I end up with this:  
JessicaSimpsonFashionsWeightGainMeltD - No big deal but keep yours under 36 characters if you can.

So I go to my Blogger Dashboard (Remember you bookmarked it in the Hot Trends tab). and copy and click on Create a Blog near the top right of the Manage Blogs section, as indicated in screen shot ht-7 below:



**Figure 8: Blogger Dashboard**

On the "Create a Blog" page as shown in screen shot ht-7 below I will do the 4 steps as indicated:

1. Paste or type in my Blog's title.
2. Paste or type in my Blog's Address/URL and check availability. If the address/URL is available you will see green text appear that says: This blog address is available. If the address is not available you will have to try again. Get inventive. Using hyphens (Dashes - ) between your address/URL words will usually allow you to come up with an address that is available. The URL you select will be used by visitors, or yourself, to access your blog.
3. During the blog creation process, you'll have to select a URL for your blog if you want it hosted on Blog\*Spot. Since there are already a large number of Blog\*Spot blogs, you'll need to get creative and possibly try a few different ones before you find one that's available. One thing to note when selecting your blog's URL is that hyphens (also known as dashes, - ) are the only non-alphanumeric characters allowed. Spaces aren't permitted, nor are underscores (\_) or any other special characters.

4. Type in the Verification Word.

5. Click the "Continue Button."

1 CREATE ACCOUNT ▶ 2 NAME BLOG ▶ 3 CHOOSE TEMPLATE

## 2 Name your blog

Step 1: Past Blog title here

Blog title

Your blog's title will appear on your published blog, on your dashboard and in your profile.

Blog address (URL) .blogspot.com  
[Check Availability](#) Step 2: Past Address/URL here  
 then click "Check Availability"  
 The URL you select will be used by visitors to access your blog. [Learn more](#)

Word Verification  
  
 Step 3: Type in the Verification Word

Type the characters you see in the picture.

**Advanced Options** (you can always set up advanced options later)

Host your blog Want to host your blog somewhere else? Try [Advanced Blog Setup](#). This will allow you to host your blog somewhere other than Blogspot.

Import a blog Use our [Import Blog Tool](#) to import an existing Blogger blog.

Step 4: Click the "Continue" button → **CONTINUE**

**Figure 9: Blogger Create Blog**

### Choose A Template

There are only a few basic templates to choose from. It doesn't matter. Just give it your best guess. Click a dot into the template of your choice then click the "Continue" button at the bottom of the page. On the next page, click on the "Start Blogging" button.

## ***Hot Trend Blog Content***

### **Your Blog Post - Entering Your Post**

You can do something as simple as copying another blog post and including a link to the post and then putting an opinion statement just before and after the blog post you have an opinion on. In this case I might type in above the post from the other blog something like:

"I don't think Jessica is being treated fairly in the following blog post".

Then use a little imagination to put other key words I'm wanting to go for right after that opinion statement like; "Jessica may have weight problems, and not giving the best performances she can right now, but you have to admit with the line of Jessica Simpson clothing, apparel and accessories line she has she is a pretty sharp business person.

Then another short statement below the post:

Then below the other blogs post, type in a short opinion statement about how I would appreciate comments on my opinions.

However, I decided to write a short post about this girls woes as a celebrity. This is not rocket science. Here's the post . . .

**(SAMPLE) Title:**

*Poor Jessica Simpson with Weight Gain and Bad Performances  
- Fashions and Accessories*

*Post:*

*Yes one of my favorite singing and acting stars, Ms Jessica Simpson continues to be in the news about her weight problem, bad performances and so on with headlines like:*

- \* Jessica Simpson Performance Melt Down in Grand Rapids*
- \* Jessica Simpson's Weight Gain Makes Three Magazine*

*Covers*

- \* Magazine Denies Dropping Simpson Over Weight Scandal*

*I have no doubt Jessica Simpson's avid music fans like me will continue to buy her CD's but what about that large and previously profitable Jessica Simpson Fashion and Accessories line.*

*When the name sake Jessica Simpson herself probably can fit into any of the clothing items in her fashion line like the models do, I can't help but wonder what that is going to do to Jessica Simpson Fashion and Accessories Sales.*

*I think Jessica Simpson is just going through a rough patch in her life and will get it back together. With her CD sales tumbling, I hope this rough patch she's going through doesn't affect her clothing and fashion accessories business. What will Jessica have left then?*

*I know at least some people are still buying Jessica Simpson posters. My son just bought a poster of Jessica for his dorm room. I have to admit, when the girl was at her fashion weight, she was drop dead gorgeous. Maybe she needs a Jessica Simpson Poster in her clothing closet.*

*I hope she pulls herself out of this slump. Maybe I'll pay more attention to her career and let you know what I find here in this blog.*

*Denise*

### **Nothing Fancy**

See? Nothing fancy, just a quick 250 words that took me about 5 minutes. But look at the number of times I used the keywords: Jessica Simpson, Grand Rapids, Fashion, Accessories, clothing, posters, and so on. The blog address/URL, title, post title and keywords are what will be pulling in the targeted PPC ads (In this case we'll use Adsense), the site visitors should be clicking on.

Below the blog post editor field you will see a "Labels for your post" option field. This is where you want to type in your keywords. In this case I entered keyword phrases separated by commas like this: Jessica Simpson, Weight Gain, Grand Rapids Melt Down, Fashion Accessories, Poster

Then I clicked the "Publish Post" button. When you do your first few projects, you may want to just click the "Save Now" button if you want to save it for now so you can edit it later. When you do

publish your post, you will come to a page that gives you the options to "View Post" or view it in a new window. Choose "In a new window". Proof read your post. If you have mistakes or find you want to make some changes, go back to the options page and click on the, "Edit post" link and make your changes. Then save the post.

Ok . . . my post is done. Total time less than 10 minutes.

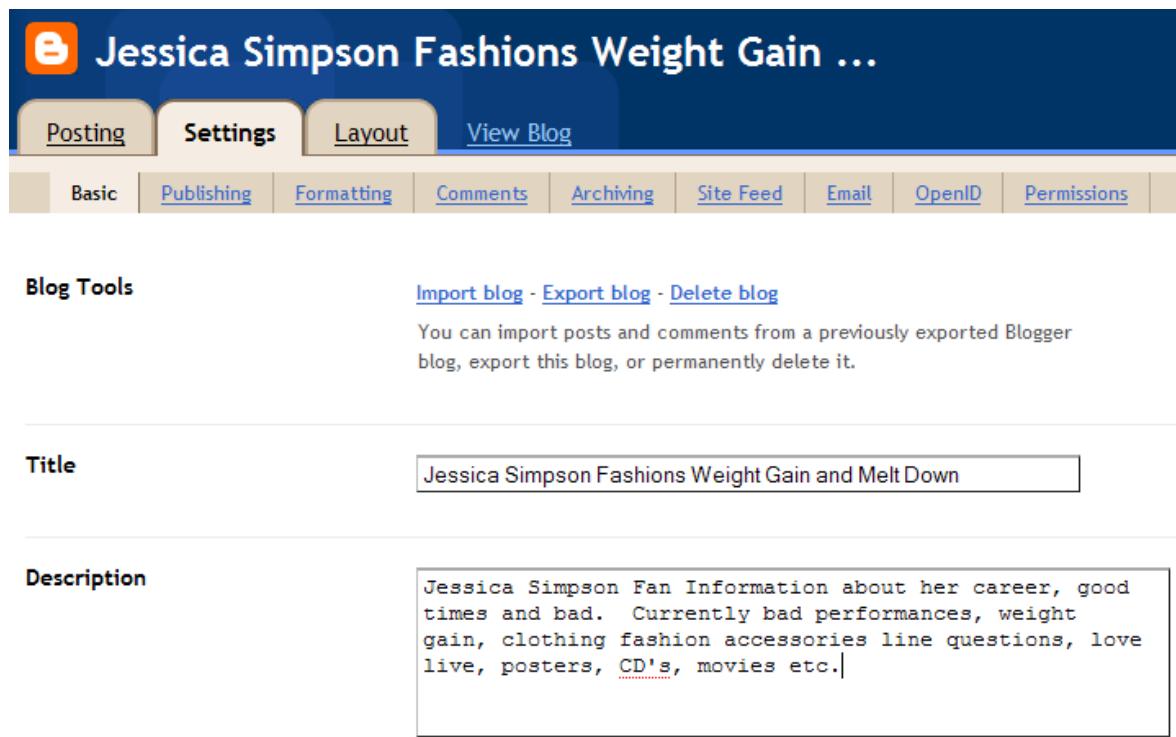
In screen shot ht-9 below you will see a partial picture of the blog with the post in it.

The screenshot shows a blog post with the following details:

- Title:** Jessica Simpson Fashions Weight Gain and Melt Down
- Date:** SATURDAY, FEBRUARY 7, 2009
- Post Content:** Poor Jessica Simpson with Weight Gain and Bad Performances - Fashions and Accessories
- Text:** Yes one of my favorite singing and acting stars, Ms Jessica Simpson continues to be in the news about her weight, bad performances and so on with headlines like:
  - Jessica Simpson Performance Melt Down in Grand Rapids
  - Jessica Simpson's Weight Gain Makes Three Magazine Covers
  - Magazine Denies Dropping Simpson Over Weight Scandal
- Text:** I have no doubt Jessica Simpson's avid music fans will continue to buy her CD's but what about that large and previously profitable Jessica Simpson Fashion and Accessories line.
- Followers:** 0 Followers (0)
- Follow:** Follow this blog
- Archive:** 2009 (1) | February (1) | Poor Jessica Simpson with Weight Gain and Bad Perf...

**Figure 10: ht-9 Simpson Blog Post**

Now go back to your blog dash board and fill in the blog for your hot trend description. You can see what I put in as a description for my sample hot trend blog shown on the next page in screen shot ht-10:



**Figure 11: ht-10 Blog Title - Description**

Now scroll down the page and answer the configuration question with the appropriate drop down options. Everything should be answered "YES" except for adult content and transliteration.

Now click the "**SAVE SETTINGS**" button at the bottom.

My methods and the strategies in this guide should start to make a lot of sense to you about now.

You may have noticed I'm not keeping any records as I set these things up. I will be going through record keeping when we go through the final walk through in the last chapter.

Let's move on to setting up our Adsense and poster ad.

## **Setting Up PPC And More**

To run Pay Per Click (PPC) Ads on your blog, say AdSense for example, you need the code from the PPC Ad service, like AdSense placed into what is called a "Gadget" in your blog. The nice thing about using AdSense for your PPC Ad service is Blogger and Adsense are both owned by Google. So they make it very easy for you to set up your AdSense on a Blogger Blog.

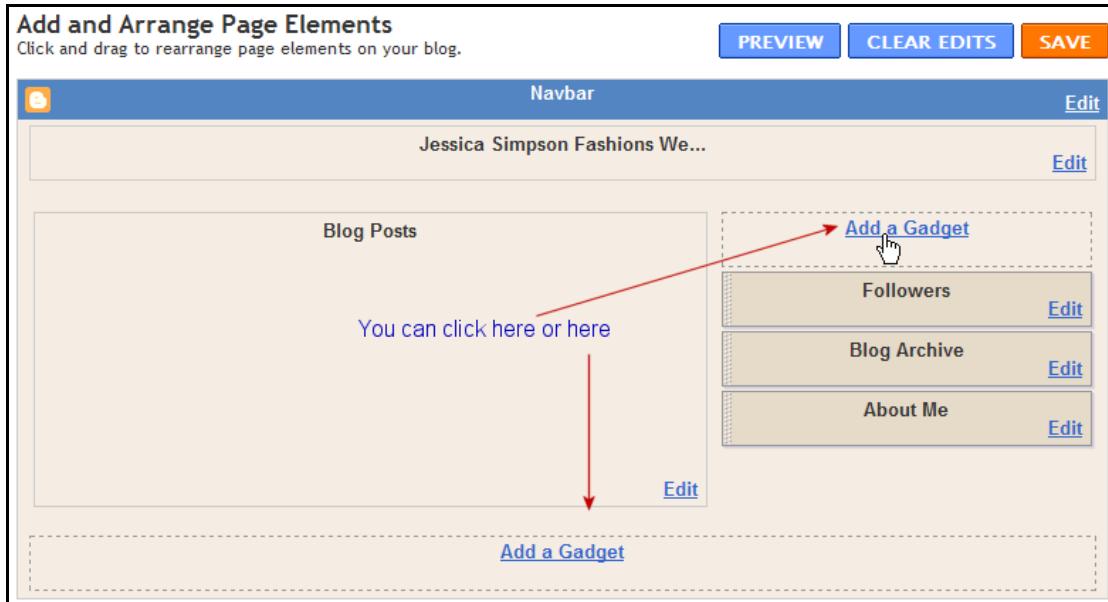
From your hot trends blog dashboard, (Not your primary Dashboard that lists all your blogs), click on the "Lay Out" tab as shown in screen shot ht-11 below:



**Figure 12: ht-11 Blog PPC Set Up**

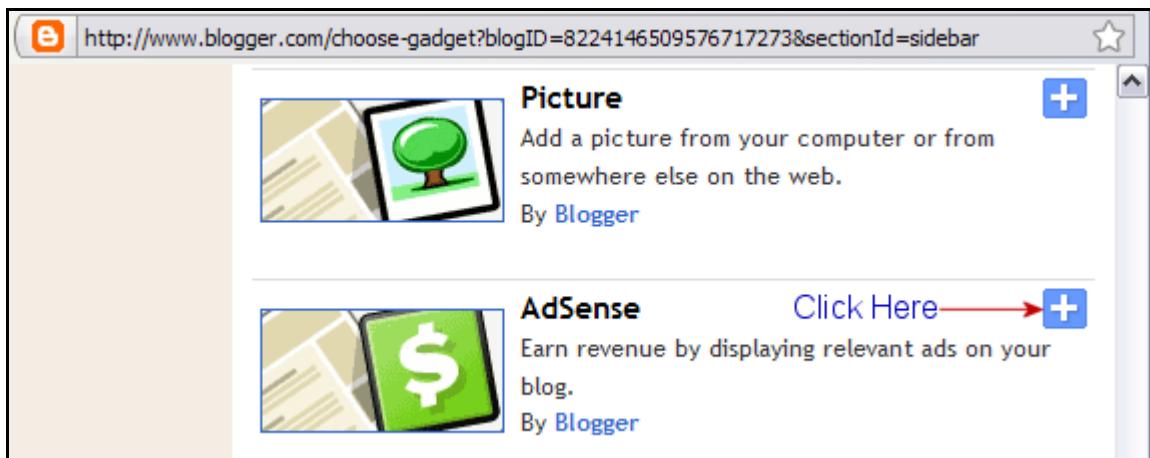
In the Lay Out screen you will see in the top right a link that says "Add Gadget". You will also see the same link below the post field. So there are 2 places you can add AdSense Ads through a Gadget. We will use the side bar gadget in this example. See screen shot ht-12 below:

When the "Add a Gadget" screen appears as a Pop Up, scroll down till you see the AdSense icon as shown in screen shot ht-13 on the following page:



**Figure 13: ht-13 Adding AdSense**

Click on the AdSense + icon. Another screen will appear. If you are not signed into your Adsense account, enter the e-mail address of your Gmail e-mail account and your zip code as you entered it when you signed up. You will then presented with the AdSense configuration screen.

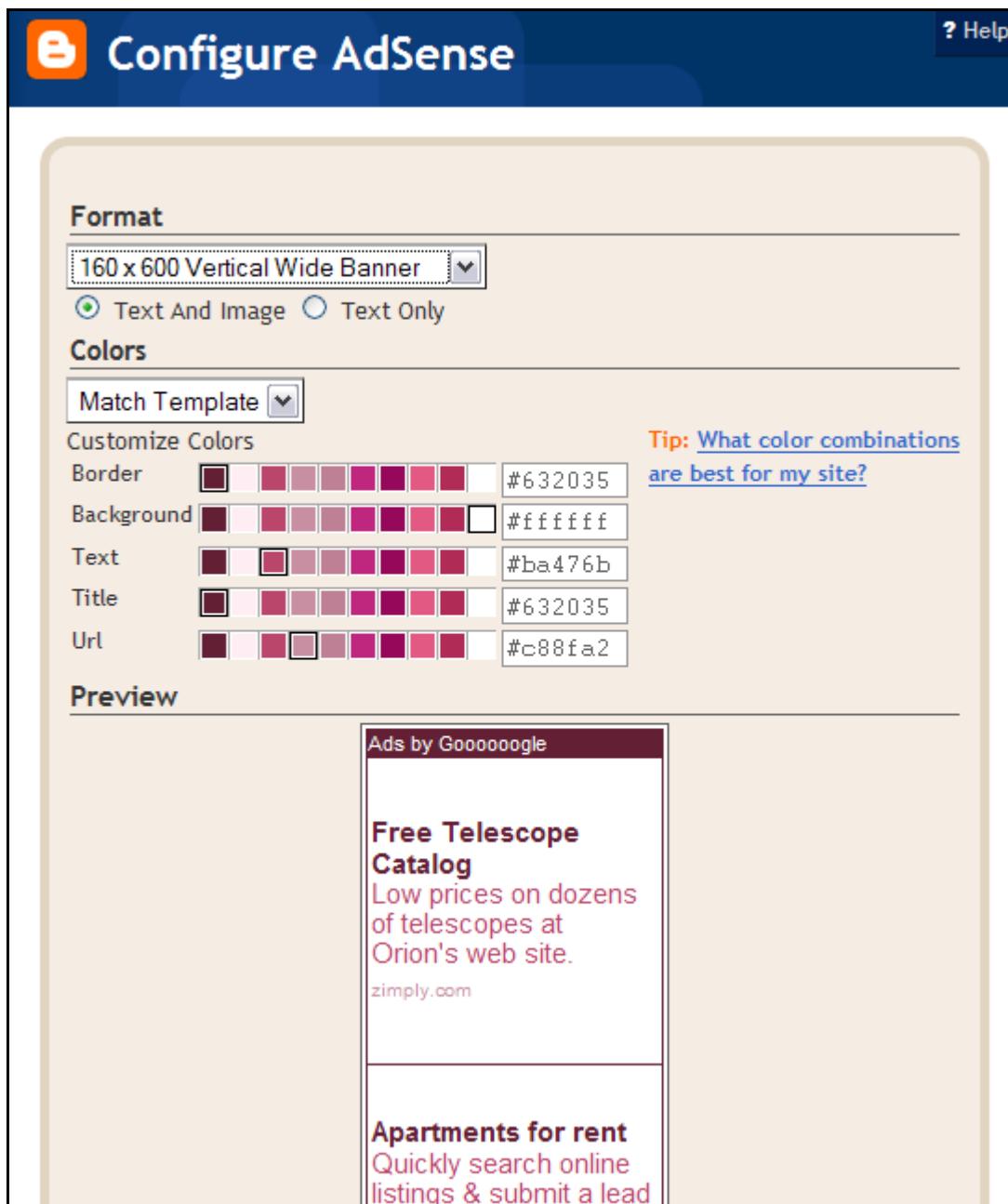


**Figure 14: Choose AdSense Gadget**

Depending on where you are placing this AdSense Ad panel, you will use the drop down options to select the size, color, number of ads etc as seen below in screen shot ht-13. Notice that since I am putting the AdSense Ads in the side bar this time I used the tall and long or Sky Scraper ad that is 160 pixels in width by 600 pixels in height. You will need to play around with these a little to meet your personal preference.

**NOTE:** I don't believe you can put more than 2 set of AdSense ads on your blog. You can choose "Match Template" and the ads will be color coordinated with the Template you chose. As you look through the different size ads, the sample ads below the options will change accordingly.

On the next page is screen shot ht-15 after I made my selections:



**Figure 15: Configure Adsense**

When you have configured your ads, scroll to the bottom of the "Configure AdSense" screen and click on the "SAVE" button.

You can go through the process again and put another AdSense ad in the body of your post. OK your done. You will get to where you can accomplish this task in under 2 minutes.

You can use code generated from other PPC services by adding a Text Gadget and pasting the code into the Text Gadget. The same goes for affiliate ads you want to run with a hot trend.

### Tracking your AdSense Click Thru's

go to your Google Adsense Account. Click on the "AdSense Setup" tab as indicated in screen shot ht-16



**Figure 16: Get to AdSense Setup**

On the next screen click on the "Channels" tab as indicated in screen shot ht-16:



**Figure 17: Channel Setup**

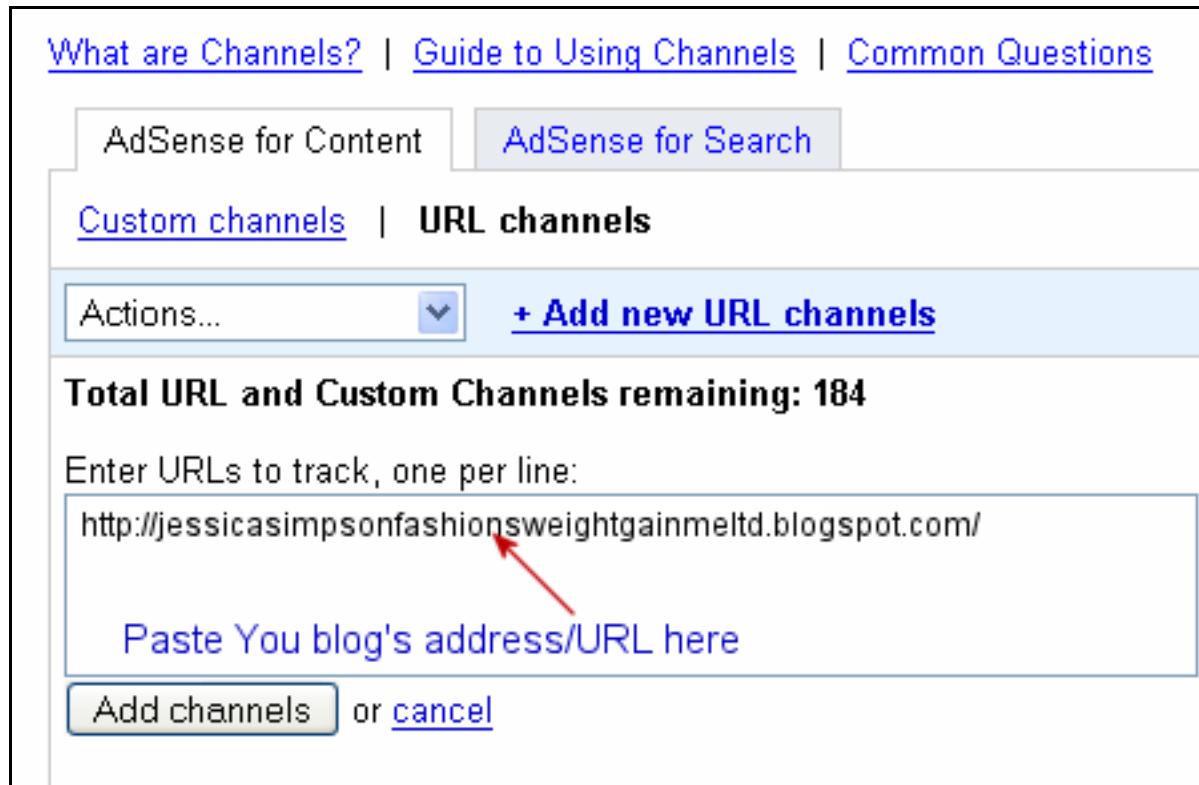
On the next screen click on URL channels as indicated in screen shot ht-15 on the next page:

**Figure 18" URL Channels**

Now click on "Add new URL channels" as Indicated below:

**Figure 19: Add New URL Channels**

Now where it says "Enter URLs to track, one per line:" paste in your blog's URL as I did in the screen shot ht-18 below:



The screenshot shows a web interface for managing URL channels. At the top, there are links for 'What are Channels?', 'Guide to Using Channels', and 'Common Questions'. Below these are two tabs: 'AdSense for Content' and 'AdSense for Search', with 'AdSense for Search' being the active tab. Underneath the tabs are links for 'Custom channels' and 'URL channels'. A dropdown menu labeled 'Actions...' is open, showing an option to '+ Add new URL channels'. A bold text box displays the total count: 'Total URL and Custom Channels remaining: 184'. Below this, a text input field is labeled 'Enter URLs to track, one per line:' and contains the URL 'http://jessicasimpsonfashionsweightgainmeltd.blogspot.com/'. A red arrow points from the text 'Paste Your blog's address/URL here' to the input field. At the bottom of the form are buttons for 'Add channels' and 'cancel'.

**Figure 20: Entering Channel URL**

Then click on the "Add channels" button. Now in reports you will be able to see what kind of impressions (site visits), you are getting, and how many click thru's you're getting.

# Chapter 6: Driving Traffic To Your Blogs

## *What Is Social Bookmarking*

The best way to get a good grip on social bookmarking is to start with the most basic of questions. Why do people use the Internet? If you are like many online marketers, you probably haven't given that a second thought for years, but considering that question is the springboard to understanding social bookmarking. People use the Internet to obtain information. They are looking for something when they get online.

They may be looking for the takeout menu from their local Chinese restaurant. They might be trying to find helpful hints on how to fix their electric garage door opener. They might want a movie or book review. A student might be trying to find out the date of birth for Ralph Waldo Emerson. A new Internet marketer could be looking for the perfect business opportunity.

All of them want something. They want information. Even when people are just surfing for the sake of undirected entertainment, are looking for interesting information.

Now, ask yourself another easy question. How do they get that information? Your instinctive answer might be "a search engine." In

many cases, you'd be right. Search engines are still the most popular way of finding information online.

However, if you were asked the same question ten years ago, you may have said "a directory." That would have been a good answer once upon a time, but it isn't anymore. What happened? Why was there a change? More importantly, what will the answer to that question be in the future?

A disorganized, but organic, series of links here and there wasn't a good means of categorizing information, so some enterprising people started to build directories. They wanted to make it easier to connect users with information. It seemed like a potentially workable solution, but before too long it became clear that applying an old organization model to the new Internet wasn't going to cut it. Human bias, human error and the sheer growth of the net rendered most directories unsatisfactory. Meanwhile, developers started working on an automated means of discovering and cataloging information.

Their preprogrammed "robots" started scouring the web, finding information, and reporting it back to a master database. Eventually, a simple interface would be attached to the mechanism, and we'd have search engines as an alternative to directories.

It was a seemingly perfect solution. It was objective, comprehensive and automated. Making the search engine results meaningful required the creation of complicated algorithms to help users identify authoritative and important sites, but it sure beat

relying on questionable directories as a means of finding information. The web, however, continued to grow. That growth, of course, led to increased commercialization. In turn, webmasters began to have a very strong monetary motive for finding out how to climb to the top of the search engine results.

Search engines like meta-tags? Stuff them with keywords. Search engines reward inbound links? Start buying, trading and creating links. Search engines like content? Let's create content heavy sites, regardless of the real value of the material. Redirects, cloaking, scraping, hidden text and a variety of other strategies have had varying levels of popularity at different times, too. Some are still used today.

However, they aren't used to make search engine results better for the user. They are used to create results that benefit the webmaster. The webmaster wants the traffic in hopes of converting visitors into buyers, after all.

This constant game of cat and mouse between webmasters and search engine programmers might be a lot of fun to watch from a distance, but it can be a real aggravation to end users. Many of them, looking for some more reliable and less commercially "polluted" means of finding the information they want are moving away from search engine reliance and are spending time with social bookmarking.

That's right. Social bookmarking is the natural progression of the most basic justification for the Internet--information acquisition.

Moreover, unless you think Google will somehow outsmart every genius SEO specialist (white hat or black) in the very near future, you better be prepared to make social bookmarking work for you.

## ***So, What Are Social Bookmarking Sites?***

You may be more familiar with the names of some of the already-hot social bookmarking sites than you are the actual mechanics of the phenomena. Stripped down to its core, social bookmarking is a means by which a group can categorize and locate information based on its own evolving taxonomy. In other words, it's very collaborative and a little unstructured.

Users "tag" content and the content is "bookmarked" for all to see based on those tags. That kind of information categorization is sometimes referred to as "folksonomy," a hybrid word referring to regular "folks" and "taxonomy," a method of organization.

The whole process is incredibly democratic. Whereas the search engines use top-down approach to sorting and filing data (the program algorithm shows people what it "thinks"), social bookmarking is a bottom-up, grassroots system wherein users tell other users what they think and something of a consensus eventually forms.

To those new to the idea, that may sound like information organization anarchy. In a way, it is rather chaotic. That's its greatest pitfall, in fact.

However, social bookmarking systems actually perform quite well over time. Organizational patterns naturally develop and the constant human editorial "touch" creates a level of certainty and is grounded in user expectations.

Social bookmarking works as a method of organizing, and providing access to, information. Remember, in the end, that's what it's all about. It provides users with a way to see through the search engine games and to avoid individual biases that wither as part of a greater collective whole emerges.

Its popularity, however, isn't just in its ability to make information retrieval easier. There is also an almost subconscious attraction to the community participation and the very human nature of the entire process. Although people use social bookmarking as a way of finding what they want, they also develop an interest and attachment to the process that makes them less likely to utilize other methods.

It's no coincidence that the rise of social bookmarking is happening alongside the growing popularity of blogging, either. Easy self-publication makes everyone a webmaster and participation in social bookmarking brings people together as a functioning community.

The line of people joining that community has grown into literally millions. Are you ready to set up shop there, or will you just let that potential customer base wander away from you?

## **Social Bookmarking Sites**

Ok you're first hot trends blog is set up and ready for visitors to come and read your content and hopefully click on your money making links. So let's get some visitors. Obviously we want all we can get in a short period of time.

Since we can't really count on Google to index out blog within 24 to 48 hours, so we can start seeing some traffic from organic searches, we need to build some back links to our blog that will generate traffic to our post from people interested in the content.

### **Here's the formula:**

More links from popular sites = higher search engine positions for your page.

### ***But for our Purposes:***

The initial traffic boost comes from people using Social Bookmarking sites INSTEAD of search engines. Why? Because millions of people have learned that people who are actual users and not machines do a much better job of categorizing topical RELEVANT information than search engines do. Not that they have stopped using search engines all together, but they have found that their favorite social bookmarking site(s) are a viable resource.

## ***Some Hot Trends Linger***

When a hot trend lingers (Stays hot for a week or 2), back links from popular sites to your hot trend blogs can make a significant difference. How does Social Bookmarking build or generate traffic to your hot trends blog? The top (PR-5 and above), Social Bookmarking sites are very popular and therefore just getting your blog URL, description of your content and tags (Keywords), generate traffic from the social bookmarking sites themselves.

Google sees links coming from the more popular sites as having more weight when listing your blog in search engine results. If you have done your hot trends research right, there will be some ongoing interest in your hot trend topic.

**(Note:** In case you are not aware, PR ratings are popularity ratings Google assigns to sites based on numerous attributes including traffic served, searches for, searches found and the relevancy of those searches.) The higher the PR rating, the more popular the site is and the higher the PR rating. The lowest rating is - 0 - and the highest is 10. Anything ranked above a PR-5 is pretty popular, PR-7 and above are VERY popular and therefore are a great sites to have links from, (In the form of bookmarks), back to your site/blog.

Link building is a natural by-product of social bookmarking sites. Since you are using your links and blog posts as leverage while you network, it becomes very simple to locate groups of interest, and then to proceed with sharing your links through article submissions and relevant posts.

You don't have to get carried away with putting together your profile page on these sites. Something simple will do. Why? Because your primary reason for setting up an account is to build back links, not to socialize or make friends.

Increasing links to your website can be done in a few different ways, without spamming:

- Commenting on blogs, articles, and posts and providing link back information of relevance which is your hot trends content.
- Making sure people are aware of information that you have posted, by copying and pasting the link on relevant discussions or comments at the blogs on the hot trend you researched.

These are all effective traffic builders for your website, and can start to spread the message about a particular about your take on a hot trend topic by getting your links to your hot trends blog post bookmarked into the top social bookmarking sites.

So just as we set up tabs in your FireFox Browser for Hot Trends and HT Blogs, you need to set up a "Bookmarks Toolbar" tab for social bookmarking sites. I simply named mine "SB Sites".

### ***Top 10 Social Bookmarking Sites***

As you go to each one of these top 10 Social Bookmaking sites, sign up for an account, get to your bookmarks page and bookmark that page to your "**SB Sites**" tab in your "Bookmarks Toolbar". Add any others you feel are necessary, but these are definitely to be included:

1. (PR-8) <http://delicious.com>
2. (PR-8) <http://digg.com>
3. (PR-8) <http://www.reddit.com>
4. (PR-8) <http://www.stumbleupon.com>
5. (PR-8) <http://www.propeller.com>
6. (PR-8) <http://www.blinklist.com>
7. (PR-7) <http://www.connotea.org>
8. (PR-7) <http://www.folkd.com>
9. (PR-7) <http://www.citeulike.org>
10. (PR-7) <http://www.furl.net>

I almost forgot this one:

(PR-6) <http://www.feedmarker.com> Even though this is only a PR-6 rated site, there is something about it that Google loves. I have had posts come up on hot trends keywords I've set in my hot trends post on page one of Google in 2 days - Same with Reddit and Stumble Upon.

**Note:** When you got your Google account and set up your Google tool bar, the Google Bookmarks tool is already active as part of your Google account. You do not have to be signed in to use it. Just have your blog post open in your browser and then click on the blue star that says "Bookmarks" next to it. Naturally being a Google tool, it has more features than just bookmarking pages into your Google bookmarks page. You can include this in your "SB Sites" tab on your "Bookmarks Toolbar" or not. With it already available on your Google tool bar, it's not really necessary.

As I said above, you can certainly add other SB Sites to the list above if you want to. However your purpose in submitting your hot trends blog posts to these sites is to get the most bang for your traffic generating buck as you can, in as little time as possible.

**IMPORTANT to Mark Public:** Remember to mark all your bookmarks in all Social Bookmarking Sites as public. When you import bookmarks, most sites will automatically or by default mark them as private. When they are marked as private, no one including search engines can find or view your bookmarks. If you leave them marked as private, it of course then defeats the purpose of Social Bookmarking from a marketing standpoint.

### **Social Bookmarking Tricks and DIGG**

Let's take a little closer look at social bookmarking since it will be a major source of traffic for you.

First you need to know there are services you can pay to use that will submit your bookmarks with descriptions and tags/keywords to many of the top social bookmarking sites. However you can do these submissions for free yourself. But when you consider you can use a service like "Only Wire" at [www.OnlyWire.com](http://www.OnlyWire.com) for what they believe are the top 36 bookmarking sites. For \$3.00 a month or \$25.00 a year you can submit your blog articles with the click of one button. While this sounds really cool, and it is, you still have to register and have a free account on each of the sites you want your hot trend blog article submitted to.

## ***Only Wire: Saving Time Is The Upside***

Using "Only Wire" can save you a ton of time, especially when you are new at using your hot trends system. So maybe you use it for just the first couple of months. It's up to you, but I felt like I would be doing you a disservice if I didn't at least tell you about it.

## ***Now For The Downside Of Only Wire***

The submission guidelines vary from social bookmarking site to social bookmarking site. So if you use a submission service, you have to have an understanding of which sites do and don't require you to submit your blog post under the correct category. There is no sense to doing mass site submissions if they get bounced because they weren't categorized properly. I believe there are numerous sites you will have to go in after you use Only Wire and mark your links as PUBLIC. As I said, I don't use it. But back when I did, there was no ability to choose categories when you did the mass submissions. So you want to take a close look at this before you jump off into mass submissions.

Only Wire Mass Submits Your Personal Bookmarking. But is there a way to allow visitors to your blog to bookmark your article into their personal bookmarks on their favorite social bookmarking site? YES!

Every bookmarking site has a small line of code you can put on your site that will allow site visitors to bookmark your blog page to their site. But if you use a tool on your blog page (Say on the side bar), you would have to put in a line of code that would show a clickable icon for every site. But to simplify things on your end, I recommend you use "Socialize It" so you only have to put one code

string into a gadget on your blog instead of 36. You can find Socialize It at: <http://www.socialize-it.com>

**WARNING:** Regarding any Social Bookmarking site, you may think, "Well hey, I can just get multiple accounts on each Social Bookmarking site and submit my blogs to all of them". Well they are way ahead of you. Your account is tied to your IP Address so with most of them, if you try to sign up for another account from the same computer, the system will not allow you to do that. Yes you could sign up for multiple accounts using a proxy server so you came in through different IP addresses, but I have only seen that approach make it worth the time when you are promoting a site or blog that will be long term.

As well for that tactic to be really effective, you would have to form a Co-op of at least 4 other people using randomized lists of each other's URL's and manually to the multiple submissions on staggered schedules so the system administrators don't get wise to what you are all doing. That whole process is WAY too time consuming for the purposes of hot trend project. So you have been forewarned.

Here is a prime example of what I am talking about:

### ***DIGG Requires All Submissions Be Categorized***

Originally DIGG only accepted actual news releases. As you can see from their simple version of their submission guidelines below, that has changed:

## DIGG Guidelines for Submission

All of Digg's content is submitted by people just like you, so thanks for submitting. There are just a few simple things to keep in mind:

- Submit things you think a lot of other people might be interested in.
- Link to the original source, not a site that's simply copying others' work.
- Don't submit content with spam, pornography, profanity or material that otherwise violates our Terms of Use. It's there for this reason.
- Yes, you can submit your own content to Digg - just think about whether it's of general interest to others.

Sounds pretty simple right? You should take a look at their FAQ page to get a better understanding at:

<http://digg.com/faq> Reading their Terms of Use would be a good idea too.

Here are some Tips I've put together for long term bloggers you may want to consider:

- Rework an article to make it Digg-friendly. Even if your submission is doing well on your site, you can re-create a different version and still link back to your original article as a source. This can help you provide a unique submission each time you do it.
- Always provide a catchy title and description. Digg readers are usually looking for something they can scan through and learn about in a few minutes. Make an extra effort to develop a short and concise summary to accompany each submission.
- Use information from multiple resources. Get used to harnessing new information about your industry or article topic by using an RSS reader or news aggregator. This will help you keep track of new and current information, making it much easier to develop a story and submit quickly.

- Be a respectful Digger! As you start building a profile and networking with other community members, it's essential that you follow all community guidelines and make sure you are providing valuable comments yourself. Don't link to your personal blog or unrelated information that may be deemed a spamming effort!
- Don't use all caps in the title. This is considered offensive in the social media sphere, and will not get you the quality visitors, traffic, or readers.
- Submit stories from reliable sources and articles, not always your own blog. This can help build your presence in the community.
- Submit the majority of your stories on weekday mornings; this seems to be the primetime reading hour for many Internet and web surfers.
- Be helpful. You can post information that may be of help to other readers and submitters, as well as finding information on the forums of Digg itself.
- Watch your grammar! Avoid overly edited content and keep your articles and submissions concise and simple. You'll have a wider range of readers and be able to set a consistent standard so people get used to your 'voice.'

The Digg top pages offer the biggest advantages for gaining an online presence, and the easier you make it for the community to see your content, the higher the chances of direct traffic for your site. Digg is one of the most effective social bookmarking tools available to you, and although it will take some time to master, the effort will be well worth it!

## ***Social Networking Sites Introduction***

If someone were to ask you what "Web 2.0" is, you would be very close to the right answer if you were to answer, "Social Media Networking". That is what social networking sites are all about.

For our purposes, once again your main idea is to establish back links from very popular sites. However with social networking sites you also get a blog. I recommend before posting the hot trends article you posted to your blogger blog, you use a slightly different title and keywords in your social site's blogs, but maintain the primary keywords.

You may chose to use social networking sites only if you plan to make profiting from hot trends more of a full time business venture. You will have a better idea of whether or not you want to incorporate social networking into your hot trends profit system by the time you finish your first complete read through of this work.

Before you go any farther, I want you to know there is a way to maintaining and keeping up with 4 of the hottest social networking sites on the web through one linked in site: [www.Power.com](http://www.Power.com) so before you start thinking social networking sites are too much work, they don't have to be.

Regardless of whether or not you chose to use social networking sites with your hot trends profit system, using social networking sites as part of any online marketing efforts will pay off. So you may want to set up a tab and name it something like "SN Sites" on your "Bookmarks Toolbar" so you can open all your social networking sites at once to save time and provide convenience.

### ***For Now Just Sign Up And Bookmark***

Just bookmark the login pages for the sites listed further down in this section like you did your social bookmarking sites.

I will be providing more information on how to use FaceBook, Squidoo, Orkut, Hi5 and even MySpace effectively for your hot trends profit system in a later chapter.

Now for a brief discussion on the Five major social networking sites.

## ***5 Major Social Networking Sites***

### **Myspace**

It should be obvious to you that anywhere people gather in mass online, there is a huge potential for traffic generation and more eyeballs looking at your businesses web pages. However, places like MySpace initially attracted a younger crowd and wasn't as suitable for business purposes, unlike FaceBook. However that is changing.

I watched the owners of MySpace being interviewed by Charlie Rose last night on PBS and they had some very interesting things to say about MySpace moving towards catering to small businesses. They have recently opened an advertising venue in beta where small business owners and yes even home based business owners can purchase advertising on MySpace for as little as \$25 for a campaign.

For the whole story go to:

[www.advertise.myspace.com/faq.html](http://www.advertise.myspace.com/faq.html)

You can sign up for MySpace at: [www.MySpace.com](http://www.MySpace.com)

## **FaceBook**

[www.facebook.com](http://www.facebook.com)

Since Facebook first started as a place for college students to meet other college students, it was natural for it to expand into the professional market once these students graduated. Not only that, but it is one of the fastest growing social networking sites out there with over 75 million registered users online.

If you decide to integrate social networking into your business, you need to be aware that setting up a social network does require a significant amount of time to establish your network and time to maintain communications with your network. So once again you may or may not want to make social networking a part of your hot trends profit system in the beginning.

## **Squidoo**

This site allows you to define your brand and even promote and market products. It is more of a marketer's social network and is based on the creation of lenses that are focal points of interest that you want to highlight about your personal expertise or your business. You can sign up at: [www.squidoo.com](http://www.squidoo.com)

## **Hi5**

Pretty cool system and carries a PR-7 popularity rating from Google. It will be an excellent place to set links to your hot trends blogs or affiliate deals you're working. You can link from your blog

or scrap book, (more on that later). You can sign up for Hi5 at: [www.Hi5.com](http://www.Hi5.com)

### **Orkut**

Orkut is more of an International social networking site, so other than posting to your Orkut blog you may not be spending much time here. The site's owned by Google and with a PR-8 popularity rating, it will be worth the few seconds it takes to copy and paste a post into your Orkut blog. You can sign up at: [www.Orkut.com](http://www.Orkut.com)

## ***Blog RSS Feed Directories***

### **What is RSS?**

RSS stands for "Really Simple Syndication". It is a way to easily distribute a list of headlines, update notices, and sometimes content to a wide number of people. It is used by computer programs that organize those headlines and notices for easy reading.

### **What Problem Does RSS Solve?**

Most people are interested in many websites whose content changes on a regular but sometimes unpredictable schedule. Examples of such websites are news sites, community and religious organization information pages, product information pages, medical websites, and blogs. Repeatedly checking each website or blog to see if there is any new content can be very tedious.

Email notification of changes was an early solution to this problem. Unfortunately, when you receive email notifications from multiple websites they are usually disorganized and can get overwhelming, and are often mistaken for spam.

RSS is a better way to be notified of new and changed content on a person's favorite website or blog. Notifications of changes to multiple sites are handled easily, and the results are presented to well organized and distinct from e-mail, (though there are ways to receive RSS Feeds by e-mail).

### **How does RSS work?**

RSS works by having the website author maintain a list of notifications on their website in a standard way. This list of notifications is called an "RSS Feed". People who are interested in finding out the latest headlines or changes can check this list. Special computer programs called "RSS aggregators" have been developed that automatically access the RSS feeds of websites you care about on your behalf and organize the results for you. (RSS feeds and aggregators are also sometimes called "RSS Channels" and "RSS Readers" or "Feed Readers".)

Producing an RSS feed is very simple and hundreds of thousands of websites and blogs now provide this feature, including major news organizations like the New York Times, the BBC, and Reuters, as well as many weblogs.

### **What information does RSS provide?**

RSS provides very basic information to do its notification. It is made up of a list of items presented in order from newest to oldest. Each item usually consists of a simple title describing the item along with a more complete description and a link to a web page with the actual information being described. Sometimes this description is the full information you want to read (such as the content of a blog post) and sometimes it is just a summary. How the information is received and how much information is displayed depends on how the end user or Feed Reader owner configures the options in his or her Feed reader.

Since RSS Feed readers have made staying current on sites user are interested in, they have become extremely popular. They save time, and organize information the way the user likes to receive it.

### ***What Will Your Blog's RSS Feed URL Be?***

For absolute definition on this go to your blogger instructions: [CLICK HERE](#) (In the printed version of this guide) or click on help in your blog's dashboard and search for "Feed URL" to find the same information. Here it is short and sweet:

Some directories use an Atom 1.0 protocol. Some use a straight RSS protocol.

The RSS Feed URL or web address for your blog will be:

For Atom 1.0:

<http://blogname.blogspot.com/feeds/posts/default>

for RSS 2.0:

<http://blogname.blogspot.com/feeds/posts/default?alt=rss>

**VERY IMPORTANT:** Be sure to substitute in the correct blog address for blogname.

**Example:** If my blogs web address URL was:

<http://jessicasimpsonfashionsweightgainmeltd.blogspot.com/>

. . . . so my feed URLs I will submit into RSS Feed directories will be:

For Atom 1.0:

<http://jessicasimpsonfashionsweightgainmeltd.blogspot.com/feeds/posts/default>

for RSS 2.0:

<http://jessicasimpsonfashionsweightgainmeltd.blogspot.com/feeds/posts/default?alt=rss>

## ***What are RSS Feed Directories***

### **Google's FeedBurner**

You may want to check out FeedBurner for the purposes of Feed Distribution. FeedBurner was bought out by Google some months ago. It appears their migration of accounts to their own "Improved" version of Feedburner is complete. However where I can see how it may ultimately save time with registering Feeds with

directories other than Googles blog search engine, I have yet to find a way to insert a "Ping" list into a Blogger blog so all of the sites and more listed below are automatically notified of a new feed being available from your blog.

There are however many Feed Directories and blog search engines that regularly import feeds from Googles blog search engine. This is something you may want to research on your own since for me the jury is still out. For instructions on installing Feedburner on your Blogger blog [CLICK HERE!](#) (Please click on the link in the printed version of this guide.)

Simply put RSS Feed Directories are search engines that are also organized by categories for locating RSS Feeds. These are very popular sites. Google's popularity ranking of these sites can be as high as PR-8.

You will want to set up a tab on your "Bookmarks Toolbar" to list these feed directories. I named mine "Feed Sites". Some will require sign up and some will not. One sign up or registration process may differ a little from another. Many of these sites will provide you with a code you can put in the side bar of your blog to verify it is your blog you are registering.

### Blog and Feed Directories

- (PR-8) [www.Technorati.com](http://www.Technorati.com) **Note:** this is a blog directory. You will need to sign up and go through a "Claim Blog" process. However this site is SO popular it is worth the few extra minutes required.

- (PR-8) [www.IceRocket.com](http://www.IceRocket.com) Requires registration and code insertion for tracking.
- (PR-8) [www.NewsIsFree.com](http://www.NewsIsFree.com) Requires registration
- (PR-7) [www.BlogDigger.com](http://www.BlogDigger.com) No Registration Required
- (PR-7) [www\\_FEEDs4All.com](http://www_FEEDs4All.com) Requires Registration and you need to read their Approval Policy on the page where you enter your Feed URL (Web address.)
- (PR-6) [www.pubsub.com](http://www.pubsub.com) No Registration Required

As you go to each one of these top 6 Feed Directory sites, sign up for an account (If required), bookmark that page to your "Feed Sites" tab in your "Bookmarks Toolbar".

Once you have these Blog Feed Directories set up in a tab on your browser, submitting your hot trends blogger blog feed should not take more than a few minutes. Just as with the Social Bookmarking sites you can add to the above list as you wish.

Now lets pull your feeds into your Free Google and Yahoo accounts for the fastest indexing strategy and use a couple of other indexing strategies.

## ***Getting Your Hot Trend Blog Indexed***

### **What is Meant by Getting a Site indexed?**

Not to be mistaken for new page indexing that Google now offers 24 hour on demand page indexing for existing sites that have deployed Google Site Search on their sites. However "On Demand Indexing" now offered by google can be useful if you decide to get serious about your hot trends business and run a Word Press Blog on your own domain. More on that later.

Site indexing is just that. Getting your new web site or blog's domain name (URL), indexed into it's search engine database. There is no hope of attaining any search engine position, low or high, without Google first doing what is called spidering the Internet with "Bots" that go out and search for new sites and new information on existing sites. These bots are generated from the numerous data centers Google has around the world. When they spider for indexing is a closely held secret. It is not on any regular schedule.

I can remember before Google was even in existence and it taking weeks to sometimes months to get a site indexed in what was the hot search engines and directories of the day. Old systems like Netscapes search engine, Web Crawler, Magellan, Excite, and others have been folded into the biggies we know today. A Few like MSN and Yahoo are a couple that have stood the test of time and the onslaught of Google. One relatively new one "Ask.com" (Used to be "Ask Jeeves"), is the only newcomer in years to grow and remain a semi major player. So when I hear people complain about it taking a week to get their new site indexed on Google, I have to laugh just a little. They don't know how good they have it.

Getting your site indexed quickly in the search engines is still not an exact science. At least not in the time frames we need to get them indexed in. so we're not going to rely on them being indexed and certainly not getting 1st page search engine results. Be proactive and getting our own traffic is the key.

However I have seen the methods listed below get a brand new blog indexed in less than 24 hours. That is livable in the fast paced world of hot trends marketing. I will occasionally not mess with the following processes if I found a hot trend that is pretty iffy. I won't take time spending time on something that is a long shot. Why do I take iffy long shots? Because I can afford the time or am between other projects when I do. And it's kind of a kick when I do go for a long shot and it pays off.

With that in mind, it is still worth employing a couple of tricks I've learned along the way. These action steps will only take you a few minutes once you have the process down.

## ***Indexing Tricks***

### **First:**

You want to go to the each of the blogs that were listed under the hot trend chart and leave a comment about their hot trend post and the URL to your hot trend blog on the same subject. Do the same thing on Yahoo if the trend is listed there too. The top 3 listed blogs will do. Yes you can use the same comment on each blog, so doing copy and paste comes in handy. Keep in mind some blogs may not allow comments, and some may require you register. If you have to register, use your Gmail e-mail address. Normally on registering to leave blog comments you are not required to confirm your registration through an e-mail confirmation.

**Second:**

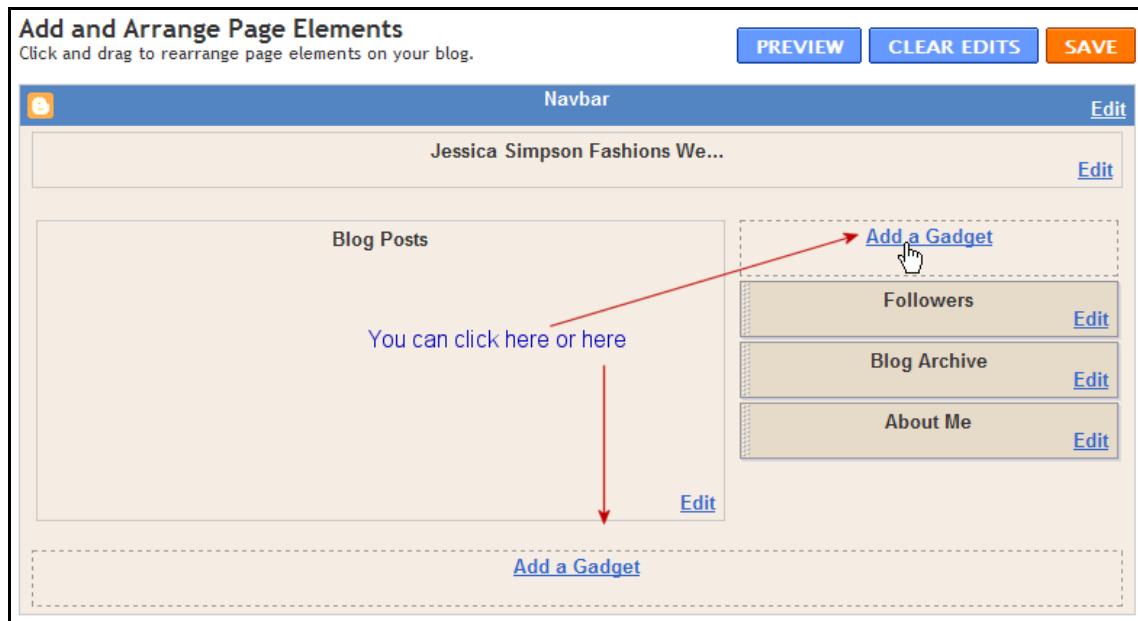
You need to set up Feeds for your posts to be available on your blog pages. You may never care whether a blog visitor subscribes to your post feeds or not. The reason you are setting this Gadget up is so you can subscribe through your MyYahoo Account. Make sure at this point you are logged into your Yahoo Account and have your "MyYahoo" page open in another tab.

From your hot trends blog dashboard, (Not your primary Dashboard that lists all your blogs), click on the "Lay Out" tab as shown in screen shot "Blog Feed Buttons" below:



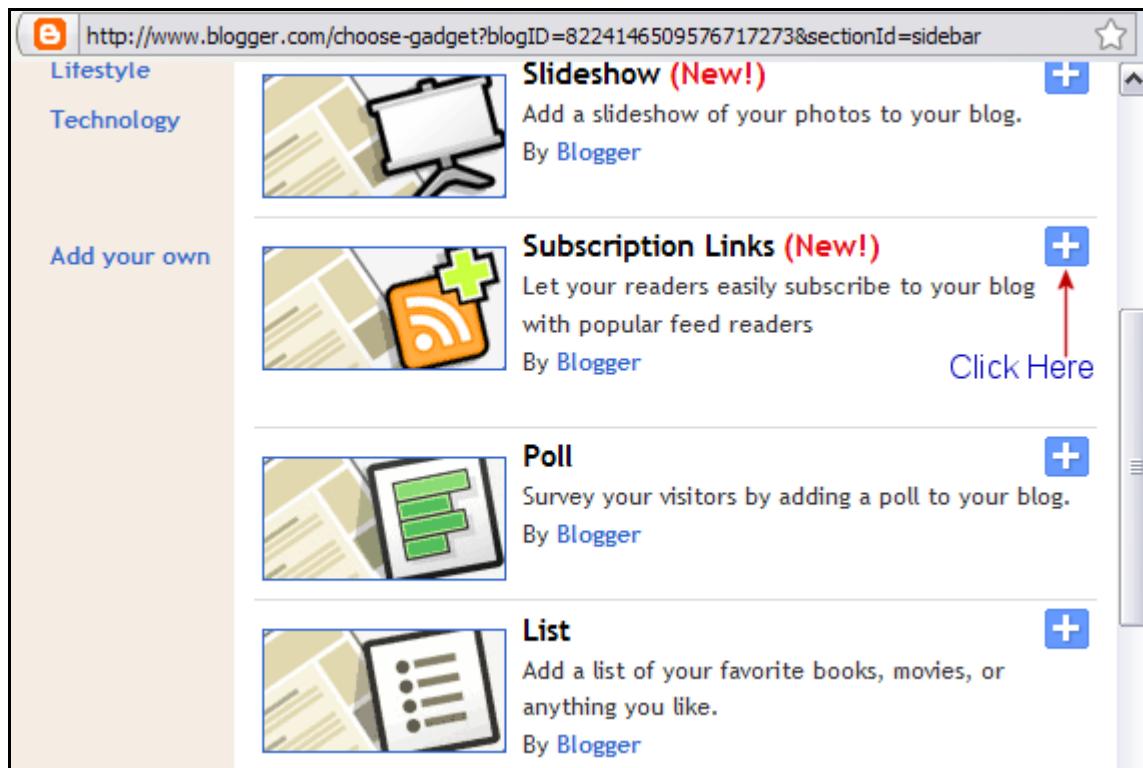
**Figure 21: Blog Feed Buttons**

In the Lay Out screen you will see in the top right a link that says "Add Gadget". You will also see the same link below the post field. So there are 2 places you can add AdSense Ads through a Gadget. We will use the side bar gadget in this example. See screen shot Figure 22: (Continued on the next page.)



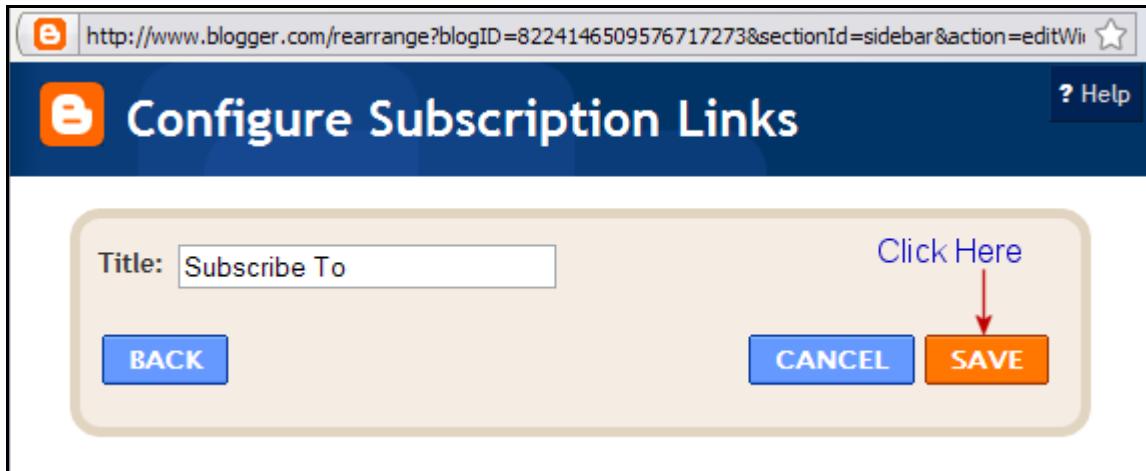
**Figure 22: Add Feed Gadget**

When the "Add a Gadget" screen appears as a Pop Up, scroll down till you see the "Subscription Links" + icon as shown in screen shot:



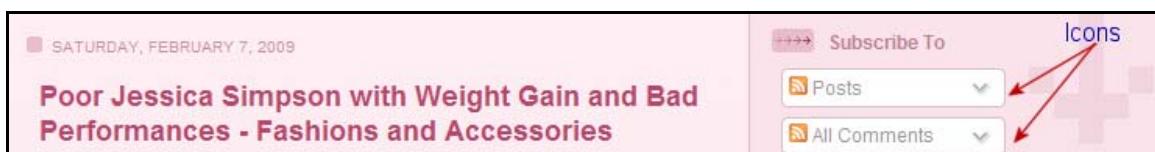
**Figure 23: Select The Feed Gadget**

A screen will appear that looks like screen shot ht-rssa below. Click on the "Save Button" as indicated. (Yes you can change the words "Subscribe To" so say something else if you like.)

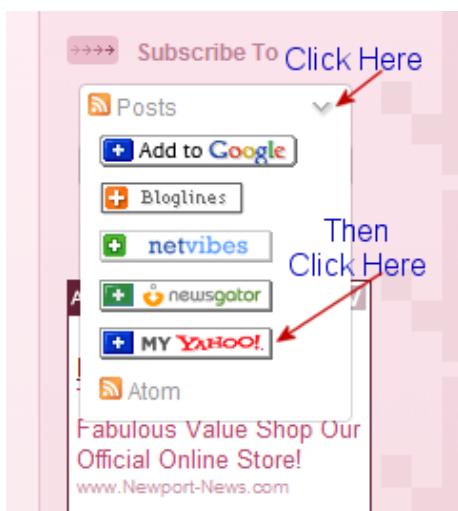


**Figure 24: Name & Save Feed**

Now go back to your blog, click on the title of your post. When the post appears in the next screen, scroll to the bottom of the page. You should see a comment box you don't see on the home page of your blog. Now you know you are on the actual page of the post. Scroll back up to the top of the page. On the side bar near the top you will now see 2 new icons similar to these in screen shot:



**Figure 25: Feed Icons Sample**



Now click on the little down arrow and then click on the "MyYahoo" icon as indicated in screen shot ht-rssc below

This action will invoke your "MyYahoo" home page in another

browser window. It will ask you if you want to receive the content into your MyYahoo page. Click yes, and change the configuration from showing the title only to the title and an excerpt. Click save and you're done.

If you want to subscribe the others in the drop down list, "Add to Google" , Bloglines" etc, you certainly can. Of course you already have a Google account so that is just a matter of clicking on the icon and following directions. The rest it is up to you. The main reason for feeding your MyYahoo Account is it's popularity rating of PR-7 to 8, (it seems to fluctuate), and potentially quick indexing. Yes I know your iGoogle will start out with a PR-8, but like I said, my experience has been dropping my feeds into my MyYahoo page gets quicker results. If you find you are getting different results, do it your way.

This entire process above only takes 5 clicks. You will get to where you can accomplish this action task in less than 10 seconds. Believe me it can be 10 seconds well spent.

# Chapter 7: Putting It All Together

## **Steps To Hot Trend Profits Part Time**

Ok let's pull this plan together. Follow the steps below using the information provided in the previous chapters. These steps assume you have already gone through setting up your browser with the appropriate "Bookmark Toolbar" tabs, signed up for your Google Account, Yahoo! Account, have one of the login databases recommended set up, have set up your iGoogle page, bookmarked your social bookmarking sites, social networking sites into their tab, set up your Google Docs spread sheet and notes, you've pulled maintenance and your computer is in tip top shape. Here we go: (If you don't have your browser windows [open click here now.](#))

### **Step 1:**

Go to Google Hot Trends

<http://www.google.com/trends/hottrends>

### **Step 2:**

Research 3 or 4 of the top trends as we covered in the research section in Chapter 5. Make a decision. Don't labor over this. Just pick one. You should be wanting to learn using your system first; NOT try to make \$500 on your first try. Consider this first hot trend project a test run. In fact you may want to consider the first 3 or 4 test runs.

**Step 3:**

Go to your HT Blogs tab and click on your blogger account bookmark. Based on the blog articles you read that tell you what the hot trend is really about, make up your blogger web address (URL) and create your blog. Bookmark that blog to your "HT Blog" tab in FireFox. Set up your Blog's RSS Feed as described in Chapter 6 in it's "Getting Your Hot Trend Blog Indexed".

**Step 4:**

Copy one of the blog articles and paste it into a text editor complete with the author's information and a link to the article. Put your opening opinion/argument of the article at the top of the article. Put your closing opinion below the article.

OR . . .

Write a short article of your own like I did on the Jessica Simpson hot trend.

**Step 5:**

Post your article into the blog you've set up and give the post an appropriate title for the hot trend you've chosen.

**Step 6:**

Monetize your blog with AdSense on this first test (You can try others later). Don't forget to set up your channel tracking in your

AdSense account for this blog. Also monetize with any other affiliate deals you feel are topical.

**Step 7:**

Open your Google Docs or Google Notes in another tab. Copy and paste your blog URL, Blog title, Blog headline, the first 2 sentences of your post, and your keyword list into either Google Notes or your Google Docs spreadsheet.

**Step 8:**

Open a brand new FireFox browser window (Not just a tab). Go to your "Bookmark Toolbar" SB Sites tab in FireFox. Click on that tab, scroll to the bottom of the drop down for that tab where you have bookmarked all the social bookmarking sites you have set up and click on "Open all in tabs".

Those sites will all open up in tabs in this new browser window. Some will open with you already logged in, some you will have to login. Copy and paste your blog URL, the article headline and put the keywords in the "Tags" field. Make sure the submission is marked PUBLIC and not private. Submit your bookmark to at least the 10 SB sites referred to in Chapter 6: Social Bookmarking sites.

**Step 9:**

Open another new FireFox Browser window and in the "Bookmark Toolbar" click on the "Feed Sites" tab, scroll down in the drop down

and click on "Open All in Tabs". Depending on the protocol, copy and paste your blog's Feed URL into the RSS field and submit it.

You will also want to subscribe your feeds to your MyYahoo page and your iGoogle page minimum.

You're done. Now either set up another hot trends project or weight about 2 or 3 hours to see if your are getting any impressions through your AdSense, Clicks through your AdSense or if you set up an affiliate deal, look for sales.

There you have it. A complete Google based business in a FireFox box. Everything to you need to run your Big Profits from Hot Trends business is here. Now get your part time business set up and make some money.

If you find you like your hot trends business and want to do it full time, move on to the next section. If not, don't miss the resources section below that.

## **Steps To Hot Trend Profits Full Time**

If after you have run some successful hot trends projects, you feel like you might want to spend more time at this endeavor, you will need your own WordPress Blog hosted on your own domain.

You can use all of the techniques and strategies you have learned in this guide and be able to take advantage of building permanent

traffic to your hot trends blog so you can have one blog that will become an ongoing money maker.

### ***Yep It's Free To Be Full Time Too***

Now you probably think I'm going to be talking about a lot of money here but I'm not. You can get state of the art domain hosting at [HostMonster.com](http://HostMonster.com) for as little as \$5.95 per month with no registrar fees for your first domain name.

You can get the PERFECT WordPress blog platform for this business from Jeff Johnson here:

[www.UndergroundTrainingLab.com](http://www.UndergroundTrainingLab.com)

He has a killer blog system pre-loaded with everything you need to have a Search Engine Optimized AdSense and Affiliate selling monster.

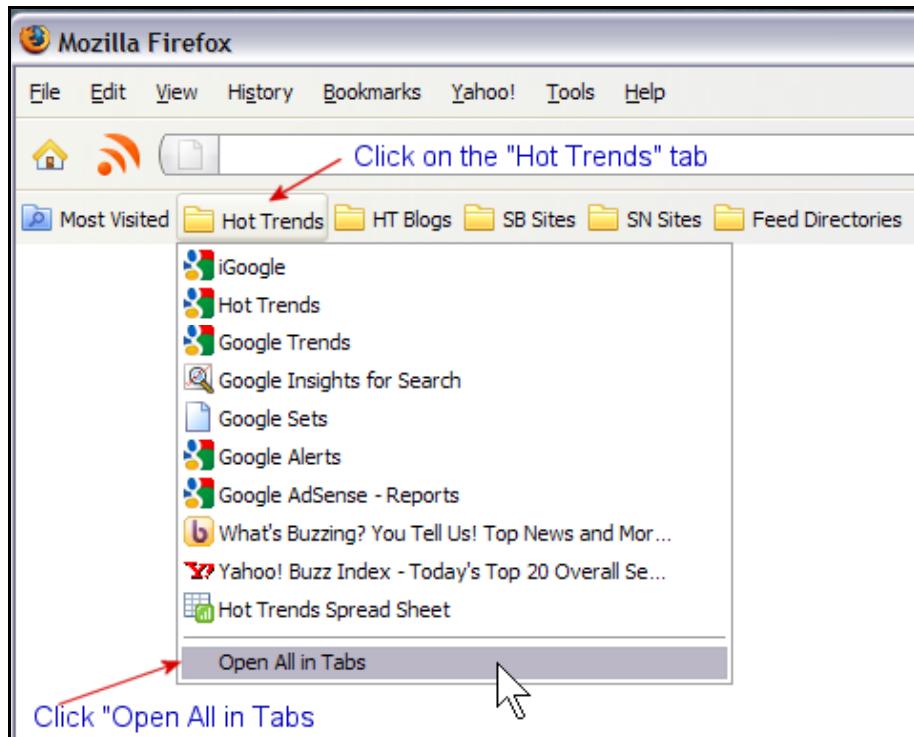
He provides free tutorials that are extremely well done and all the training you need to take this business to the next level.

I wish you all my best.

(Don't miss the resources section below - in the printed version of this guide.)

## Ready FireFox Browser Windows

You should have 4 Browser windows open with it's pages open in tabs. First close all windows on your computer screen. Don't just minimize them, close them. Now open 1 FireFox Browser window, then do as directed below:

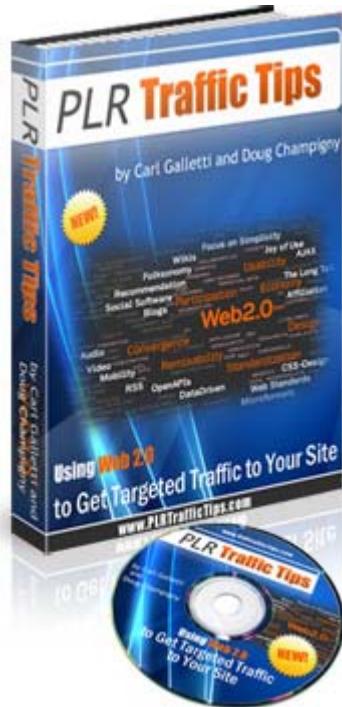


Now you should have one browser window open on your screen with everything you need except your email but that can be reached from your iGoogle page. Open the next new browser window, "HT Blogs" which may only have a link to your blog dashboard or maybe one blog. Open a browser new browser window for each tab and open all of its contents into that new browser. Repeat the process until you have 5 browser windows open with 5 browser buttons showing on your task bar. Now you can move between the different tasks in the different tabs when you go through the steps to complete a hot trends project going through steps 1 – 9 [HERE!](#)

## Bonuses

If you have not downloaded the bonuses I cut a deal with Carl Galletti for you to have as a purchaser this guide, here is the bonus list and the link to claim your bonuses is at the bottom of the list.

**CLICK HERE TO CLAIM YOUR BONUSES  
LISTED BELOW**

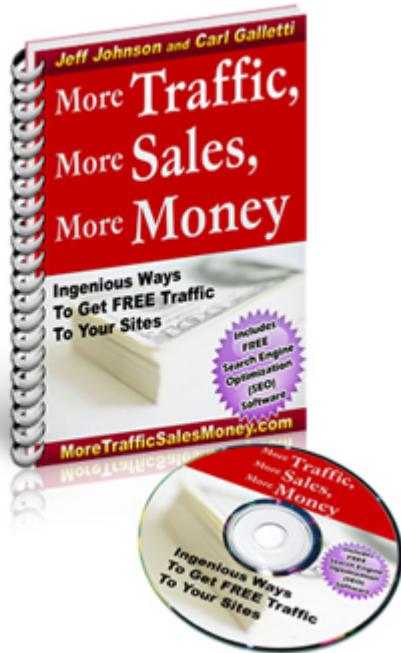


**Bonus # 1**  
**(Normally available to PLRights  
Members Only)**

**PLR Traffic Tips -**  
**How To Get Massive Amounts Of FREE  
Targeted Traffic Using Web 2.0 Super  
Strategies** **Value \$47.00**

Just as taste of what you'll learn:

- Simple Steps To get listed on GOOGLE in 12 to 24 hours
- How some are making \$5k to \$10k Per/Mo - forgotten features
- Learn Specific Back Link Skills to get targeted traffic
- What to extract from your PLR eBooks to enhance your Web 2.0 marketing plan!



### Sign Up Bonus # 2:

#### More Traffic, More Sales, More Money . . .

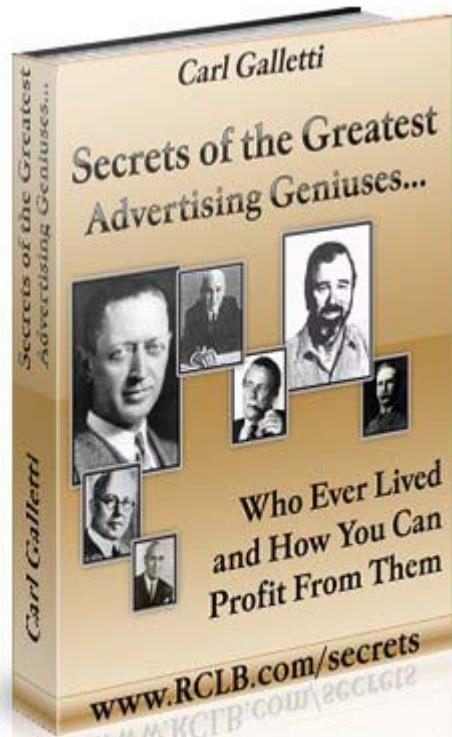
Carl interviews Jeff Johnson on how he generates amazing amounts Traffic, Sales and Money than most of us could ever dream about and all for FREE!

Not only is this one of the more informative interviews I've heard in some time, it's just crammed with gold nuggets of Web 2.0 Strategies Jeff uses effectively almost daily.

You'll learn about:

- Hot linking from YouTube
- How and why forum signatures are coming back into fashion as ad tools
- What Social Networking Sites are Hot and those that are not
- SEO is NOT dead and why
- How to get your own **Free SEO Software**

Jeff Johnson's **Free SEO Software** is instantly available to you when you purchase your **PLRights** Membership!



**Sign Up Bonus # 3:**

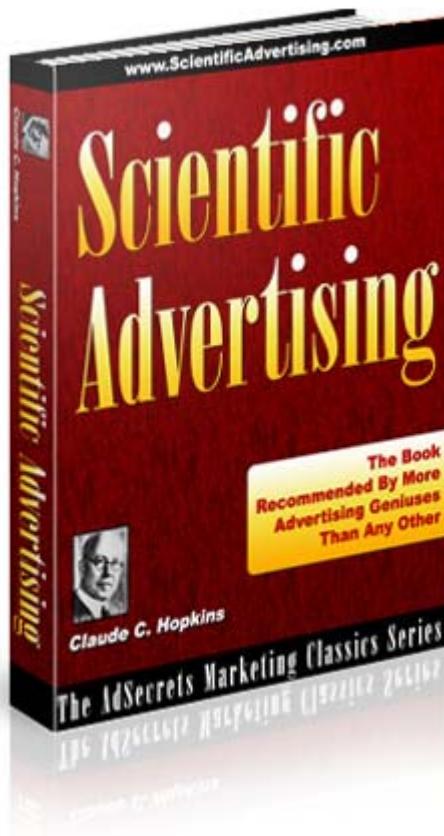
**Secrets of The Greatest Advertising Geniuses . . .**

What you will learn from this Ebook is some of the best advertising knowledge that has ever been assembled from the works of the greatest advertising geniuses of all time.

You can learn the secrets that made their advertising the most successful of all time. And then, you can use them in your advertising, marketing, and promotion to make your own business successful.

A few of these advertising geniuses are still alive today but most are not. Many of them were at the height of their expertise in the early part of last century, a lot of them before 1930, some between then and 1950. And then it seemed to drop off dramatically. The real artist of print advertising dwindled rapidly with the advent of Radio and TV.

I've captured the best of truly the greats in the ad copy right here, just for you. **If you don't read any of my other works - READ THIS & WIN!**



**Sign Up Bonus # 5:**

**Scientific Advertising**  
by: Claude Hopkins

One of the greatest copywriters of all time, Claude Hopkins invented sampling, risk-free trials, money-back guarantees, market testing and other breakthrough advertising techniques. His findings have done more for direct marketers than any other copywriter in the history of advertising.

First published in 1923 this book is as relevant today as it was 80 years ago. Anyone interested in improving their knowledge of advertising or their response rates must read it. Indeed, **David Ogilvy said of it**, "Nobody should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life." It can do the same for yours. **Don't make the mistake of just viewing this in your browser. It's only 74 pages, PRINT THIS E-BOOK, go curl up in a chair and LEARN!**

**CLICK HERE TO CLAIM YOUR BONUSES  
LISTED ABOVE**

## Tools & Resources:

### ***Mozilla FireFox Browser:***

[www.mozilla.com](http://www.mozilla.com)

### ***Google Account Signup:***

[www.google.com/accounts/NewAccount](http://www.google.com/accounts/NewAccount)

### ***Other Google Links***

#### **Hot Trends**

[www.google.com/trends/hottrends](http://www.google.com/trends/hottrends)

#### **Google Trends**

<http://google.com/trends> (Different in that it will allow you to compare trend sites instead of just listing hot trends of the day.)

#### **ABOUT Google Trends**

<http://www.google.com/intl/en/trends/about.html>

#### **Insights**

[www.google.com/insights/search/](http://www.google.com/insights/search/)

**Checkout Trends**

<http://checkout.google.com/trends>

**Google Sets**

<http://labs.google.com/sets>

**Google Alerts**

<http://www.google.com/alerts>

***Yahoo! Links***

**YAHOO! Buzz**

<http://buzz.yahoo.com/>

**YAHOO! Buzz Log/Index**

<http://buzzlog.buzz.yahoo.com/overall/>

**Yahoo! Buzz FAQ**

<http://buzzlog.buzz.yahoo.com/faq/>

***Login Database Tools:***

**RoboForm**

[RoboForm.com](http://RoboForm.com) << the best @ \$40.00

## **All Tools**

[www.altools.com](http://www.altools.com) << OK @ Free

### ***SEO for FireFox Add On***

<http://tools.seobook.com/firefox/seo-for-firefox.html>

Google Tool Bar for FireFox Add On

<https://addons.mozilla.org>

Blogger Signup

[www.blogger.com/start](http://www.blogger.com/start)

### ***Windows PC Maintenance***

[http://pcsupport.about.com/od/maintenance/Maintaining\\_Your\\_PC.htm](http://pcsupport.about.com/od/maintenance/Maintaining_Your_PC.htm)

### **Suggest A Fix**

<http://www.suggestafix.com>

### **This maintenance list**

<http://www.suggestafix.com/index.php?showtopic=27337>

## ***Free Blogs***

[www.Blogger.com](http://www.Blogger.com)

## ***Monetize:***

### ***Pay Per Click***

#### **Google Adsense Signup**

[https://www.google.com/adsense/login/en\\_US/?gssid=p3pfepUkMoACTYyiKN32uQ](https://www.google.com/adsense/login/en_US/?gssid=p3pfepUkMoACTYyiKN32uQ)

#### **Yahoo! APT Signup**

<http://apt.yahoo.com/>

#### **AdBrite**

[www.adbrite.com/](http://www.adbrite.com/)

## ***Affiliate Programs***

#### **Amazon**

<https://affiliate-program.amazon.com/>

**Ebay**

<https://www.ebaypartnernetwork.com>

**Intuit**

[www.fi.intuit.com/marketing/affiliateprogram/](http://www.fi.intuit.com/marketing/affiliateprogram/)

**Sports Memorabilia**

<http://www.prosportsmemorabilia.com/Info/Affiliate.aspx>

**All Posters:**

<http://affiliates.allposters.com/affiliatesnet/>

***Free EXCELLENT Keyword Tool***

**PPC Web Spy**

[PPC Web Spy](http://PPCWebSpy.com)

***Social Bookmarking Sites:***

(PR-8) <http://delicious.com>

(PR-8) <http://digg.com>

(PR-8) <http://www.reddit.com>

(PR-8) <http://www.stumbleupon.com>

(PR-8) <http://www.propeller.com>

(PR-8) <http://www.blinklist.com>

(PR-7) <http://www.connotea.org>

- (PR-7) <http://www.folkd.com>
- (PR-7) <http://www.citeulike.org>
- (PR-7) <http://www.furl.net>
- (PR-6) <http://www.feedmarker.com>

### ***Automated SB Site Submission:***

[www.OnlyWire.com](http://www.OnlyWire.com)

**Socialize It** All in One SB Site Button for your blog

<http://www.socialize-it.com>

### ***Social Networking***

#### **Multiple Social Networking Site Maintenance**

[www.Power.com](http://www.Power.com)

### ***Sites:***

#### **MySpace**

[www.MySpace.com](http://www.MySpace.com)

#### **FaceBook**

[www.facebook.com](http://www.facebook.com)

**Squidoo**

[www.squidoo.com](http://www.squidoo.com)

**Hi5**

[www.Hi5.com](http://www.Hi5.com)

**Orkut**

[www.Orkut.com](http://www.Orkut.com)

***Blog and Feed Directories***

**Technorati**

[www.Technorati.com](http://www.Technorati.com)

**Ice Rocket**

[www.IceRocket.com](http://www.IceRocket.com)

**News Is Free**

[www.NewsIsFree.com](http://www.NewsIsFree.com)

**Blog Digger**

[www.BlogDigger.com](http://www.BlogDigger.com)

**Feeds 4 All**

[www\\_FEEDs4All.com](http://www_FEEDs4All.com)

## **Pub Sub**

[www.pubsub.com](http://www.pubsub.com)

## **Hosting**

[HostMonster.com](http://HostMonster.com)

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