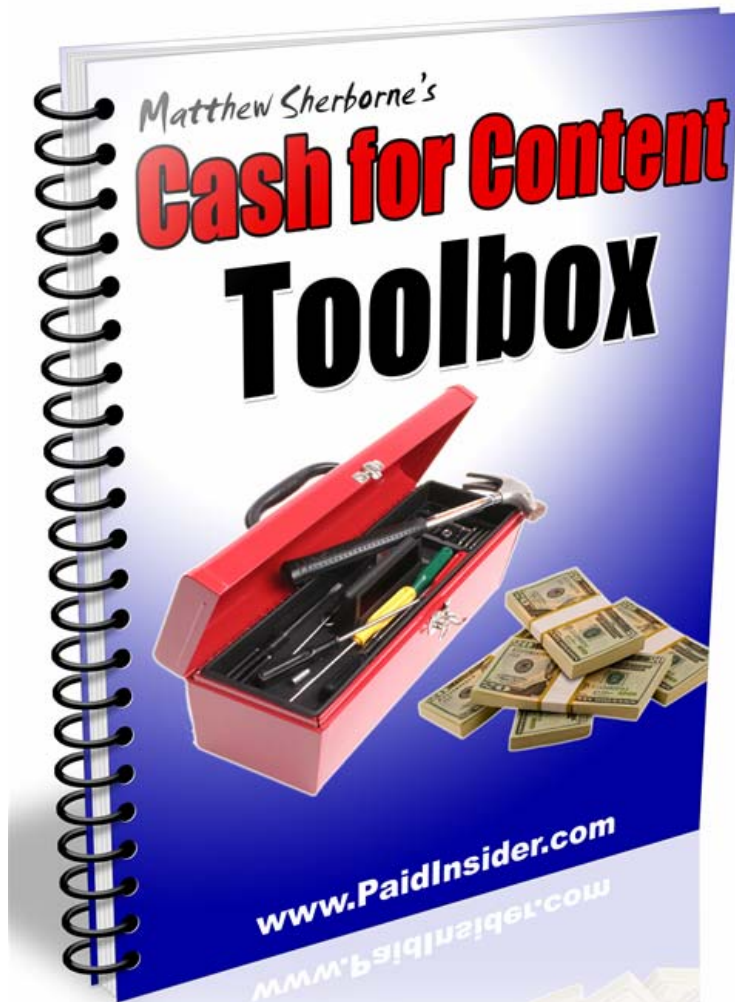


Cash for Content Toolbox



Matthew Sherborne

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Business Plan & Checklist

Even if you've chosen to be a Paid Insider to make a little extra cash, you still need a plan. Use this checklist to help you stay on track. There's no sense trying to reinvent the wheel. Follow this exact plan of action to get going.

☐ Yes, I've read the Paid Insider.

☐ Yes, I've set two hours a night, five days a week aside to make money from my knowledge.

☐ I know my "WHY."

Your "why" is your motivator and the real reason you've started this business. A weak "why" would be "to make extra money." A strong, powerful "why" is, "I want \$950 extra per month to help pay for my child's schooling" or "I want to make \$500 each month to save for a family vacation at the end of the year" or "I want to begin making \$1200 per month and increase it so I can learn how to continue to work from home and quit my job." Write your "why" here:

☐ Yes, I've committed to be positive about my new business and am ready to get started now.

My Information

Paid Insider Topic #1_____

Sub Topics _____

Paid Insider Topic #2_____

Sub Topics _____

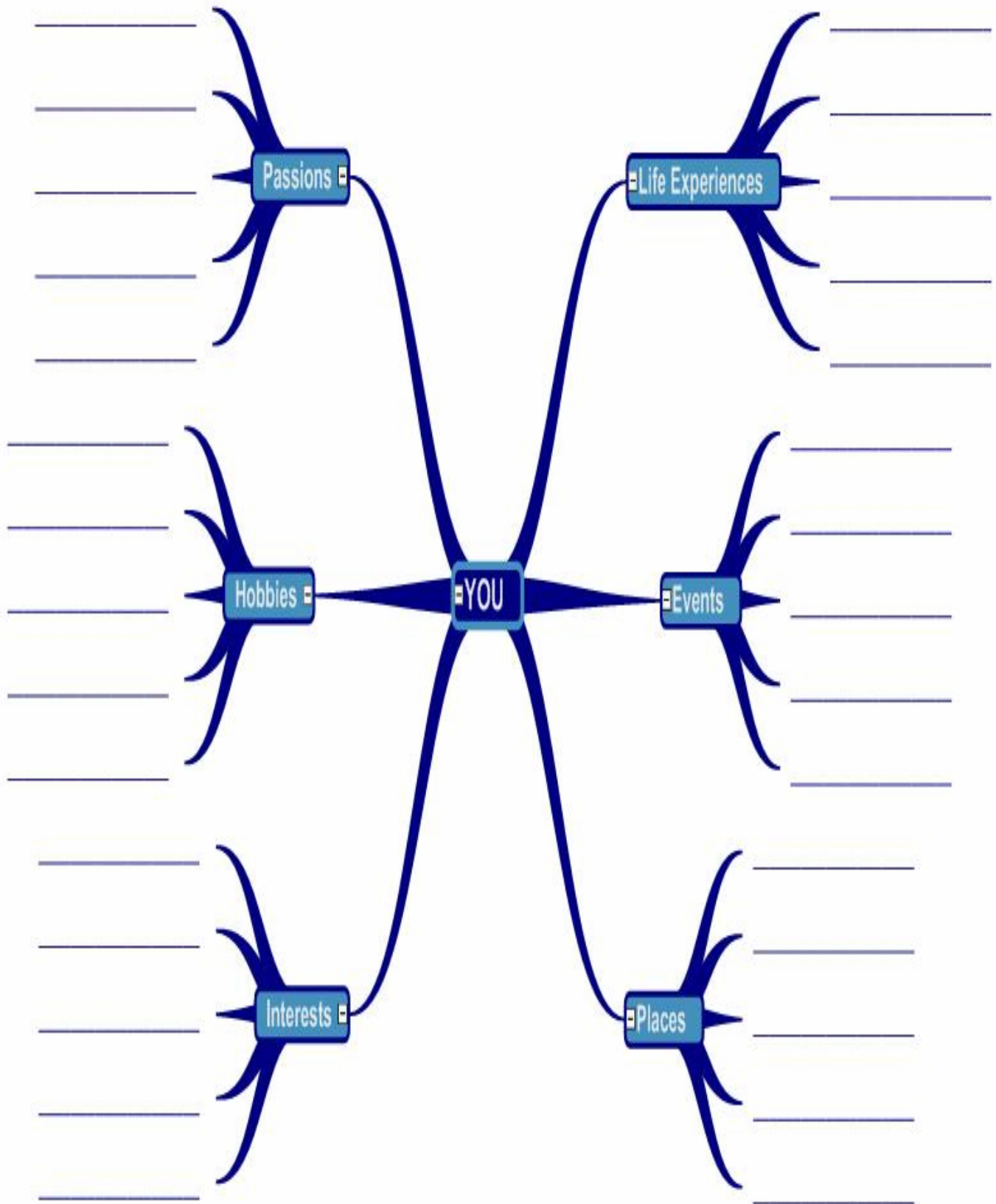
Paid Insider Topic #3_____

Sub Topics _____

Favorite Money Making Sites:

	Website	Username	Password
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Paid Insider Mind Map



Article Writing Know-how

The Paid Insider Outline for Article Success

Subject _____

Concept #1 _____

-
-
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-

Concept #2 _____

-
-
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-
-

Concept #3 _____

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-
-

Other Interesting Points/Facts

-
-
-
-

Headline Starters That Get Noticed

The trick here is to mix it up and change things so they fit your article. Think about using curiosity provoking words like: How to, Top, Best, Free and Secret to. Use strong action words that encourage people to read more.

Just fill in the blank to create your powerful headline on any topic you want. Making any changes to suit your needs.

The Secret of _____

- The Secret of the Law of Attraction
- The Secret of Starting a Non-Profit Organization
- The Secret of Getting Free Grant Money

Little Known Ways to _____

- Little Known Ways to Drive Traffic to Your Website
- Little Known Ways to Gain Muscle Fast
- Little Known Ways to Stand Out at a Party

Top 10 Reasons You Need _____

- Top 10 Reasons You Need to Install the New Firefox Browser
- Top 10 Reasons You Need to Quit Smoking
- Top 10 Reasons Why Downloaded Movies Suck

Here are some more variations to the list type headline:

- Best 7 Email Marketing Tools and Tricks
- Five Need-to-Know Press Release Tactics
- Top 8 Concerns When Breast Feeding
- 10 Powerful Techniques to Win at Negotiating

Who Else Wants _____

- Who Else Wants the Best Online Poker Strategies?
- Who Else Wants to know How to Get Cheap Cruise Travel?
- Who Else Wants to Make \$200 Daily With Adsense?

_____ **Like** _____ **'Insert Strong Verb' like 'List Professional/ Guru'**

- Play Golf Like Tiger Woods
- Make Money Like Donald Trump
- Do Vegas Like a Rock Star

Why _____ **Beats** _____ **Hands Down**

- Why Myspace Beats Facebook Hands Down
- Why Vista Beats XP Hands Down
- Why Forex Beats Mutual Funds Hands Down

Here's a Quick Way to _____

- Here's a Quick Way to Clean Up Your Credit Report
- Here's a Quick Way to Read Faster
- Here's a Quick Way to Sell More On eBay

Get Rid of Your _____ **Once and For All**

- Get Rid of Your Dog's Pet Odor Once and For All
- Get Rid of Spam Junk Mail Forever
- Get Rid of Hiccups and Stop Them From Coming Back

Here are some other problem solving headline formulas.

- Revealed, How You Can Spend Less On Auto Insurance
- A Better Way to Find the Perfect Vacation Home?
- Stop Wasting Time Upgrading Your Computer

How You Can _____ **and 'Add Results'**

- How You Can Meet More Women in Less Time
- How You Can Completely Clear Up Acne In 7 Days
- How You Can Give a Winning Presentation

Classic examples of the powerful headline 'How to' are:

- How to get _____
- How to develop _____
- How to enjoy _____
- How to have _____
- How to improve your _____
- How to get rid of _____
- How to keep _____
- How to get the most _____
- How to become _____
- How to start _____
- How to begin _____
- How to avoid _____
- How to end _____

Here's another play on the classic 'How to' headline.

Have a _____ You Can Be Proud Of

- Build Your Own Model Airplane that You Can Be Proud Of
- Own a Chiseled Physique the Chicks Will Dig
- Have a Six Figure Income that Will Make Your Own Mother Jealous

Understanding Keyword Density

Here is an example of content I wrote about a very important concept, keyword density.

Keyword density is a percentage of how often a specific keyword is shown on a particular website page. One of the main things that you might have wondered is how much keyword density you should add to a particular website page.

The most important thing that you need to understand is that it is crucial to use the right keywords for excellent search engine rankings, however, you should not overuse them. They should be present enough in the article enough to serve their purpose, but at the same time, they should only be used where they belong.

There is a method that can be used to figure out how many times you have used a word on your website page. You should first figure out how many words are in the content, not including HTML codes. The easiest way to find out is to use the word count feature that Microsoft Word has to offer under the tools tab.

After finding out how many words there are, you should select edit from edit from the Word tools tab. Then select find from the menu. Once you are there, select replace. Then, enter your keyword in the find and replace boxes. Choose replace all. This will keep the words the same but still give you an idea of how often the keyword appeared.

The next thing that you will do after you get the number of how many times the word appears, you should divide it by the total amount of words that are in the content. Let's pretend that there is 200 words in your content. If your keyword appears 10 times, you should 10 by 200, which gives you .05. Then, you multiply this by 100 to get a keyword density of 5%.

The recommended keyword density for a website page is between 3% and 5%. It isn't a good idea to go over this percentage. Although it may sound harmless to you, one of the things that "keyword stuffing" can lead to is your website being rejected as an artificial website.

If you are sure to follow the 3% to 5% keyword density rule, you will find that your websites get more exposure, better search engine ranking and a higher level of income. As you can see, keyword density plays a very important role in the success of your website.

Time Management

To help you organize your time and use it more effectively, follow this process to cut down the amount of time you spend creating content.

	#1
Outline & Research	37 min
Body	28 min
Introduction	13 min
Conclusion	7 min
Headline	9 min
Summary	4 min
Editing	10 min
Submit to Sites	25 min
Total	133min

First, have a stopwatch handy and time how long it takes for you to complete each section. Fill in the time under #1. Remember, for the first article, just time yourself so you know what goals to make the next day.

The next day, make it your goal to shave a minute or two off the previous day's time. The left hand side of the chart is where you write down your goal.

Then, as you write your content, write down your actual time using the timer.

Write it on the right hand side of the box.

This will let you know where you accomplished your goal and where you still need improvement. Add the total of each to see how much total time you're actively saving.

	#1	#2		#14
Outline & Research	37 min	31		15
Body	28 min	24		14
Introduction	13 min	10		15
Conclusion	7 min	9		5
Headline	9 min	6		4
Summary	4 min	6		3
Editing	10 min	8		4
Submit to Sites	25 min	9		4
		3		2
		3		2
		9		8
		9		8
		21		15
		21		14
Total	133min	112		70
		113		67

Continue this process until you're writing content quickly and efficiently. Sixty minutes, from start to completion, is a reasonable final goal. Add another twenty minutes to submit it to the money making sites.

You'll be surprised how easy it becomes to accomplish each section once you set a specific time goal.

Paid Insider Time Management Chart

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12	#13	#14
Outline & Research														
Body														
Introduction														
Conclusion														
Headline														
Summary														
Editing														
Submit to Sites														
Total														

* Remember to save your content in your Content Portfolio!

Pathway to Success Training

Dream Building

The more you think about the things you really want to do, or really need, the more motivation and determination you'll have to do something about it! Check the things that matter to you most or write your own dream list.

- | | |
|---|--|
| ☐ Have more free time | ☐ Go back to school |
| ☐ Visit Maui | ☐ Join a gym |
| ☐ Buy new wardrobe | ☐ Learn to play golf |
| ☐ Go on a Caribbean cruise | ☐ Go yachting |
| ☐ Remodel kitchen | ☐ Buy first home |
| ☐ Buy a Ferrari 612 Scaglietti | ☐ Brew beer |
| ☐ Take kids to Disney World | ☐ Hire a weekly house cleaner |
| ☐ Landscape the yard | ☐ Learn to play the piano |
| ☐ Buy a new computer | ☐ Learn to speak Japanese |
| ☐ Childcare for kids | ☐ Swim with dolphins |
| ☐ Take a pottery class | ☐ Go hang gliding |
| ☐ Private school for kids | ☐ Backpacking in Yosemite |
| ☐ See the Grand Canyon | ☐ Bungee jump in New Zealand |
| ☐ Go to concerts | ☐ Paint the house |
| ☐ Continue education | ☐ Quit my job |
| ☐ Quit job to stay at home | ☐ Sleep under the stars |
| ☐ Climb Mount Everest | ☐ Learn to surf |
| ☐ Learn to crochet | ☐ Go rock climbing |
| ☐ Get braces for your child | ☐ _____ |
| ☐ Go white water rafting | ☐ _____ |
| ☐ Buy a new computer | ☐ _____ |
| ☐ Eat at upscale restaurants | ☐ _____ |

The Seven Paid Insider Success Tips

Work Hard and Play Hard

Do everything at 100%. Get rid of all distractions, give yourself a time limit, and get to work! In other words, stop multi-tasking. You'll enjoy your vacations, family time, and work time much more when you know you're giving it your all.

Live Life

They say 50 is the new 30. Go out there and live your life. Exercise regularly. Exercise helps oxygen flow through the body better. Deep breathing gets the oxygen to the brain, literally waking it up. Go for walks, enjoy sunsets, and just get outside. Be sure to change up your daily routine every once in awhile. Get away. Do something adventurous, that gets your adrenaline pumping.

Set Goals & Say Affirmations

Read your goals out loud every morning and every night. Tack your goals near your computer as you create content. Stick them on the fridge. The more you read your goals, the more you'll have a burning desire to reach them.

Not sure you're your goals are? Remember that "*why*" you wrote in the beginning of the Paid Insider Toolbox? That's a goal. Your dreams you wrote down on your Dream List are potential goals. Make them more specific, add dates to when you want them accomplished, and you've turned your dreams into goals.

Throughout the day, pay attention to your thoughts and words. If you find you're putting yourself down, make a conscious decision to change those thoughts to positive ones. Use thoughts and statements that encourage you throughout the day. Some good positive affirmations are, "I am a valuable person," or "I am on the exciting path to financial freedom."

You'll be amazed at the changes that occur in your life when you start reading your goals and using positive affirmations.

Be Aware

You're a Paid Insider. So start noticing the world around you, and how you can transfer it to money making content. That doesn't mean you're supposed to grab your laptop and start typing away while you're at a ballgame or a ballet recital.

What it does mean is that you need to pay attention to what's going on around you and jot it down in a small notebook or your palm pilot. This allows you to not worry about trying to remember everything so you get to go back to playing hard. When you're ready to give all your attention to work, just pull out your notebook and review your notes.

Let Your Workspace Inspire You

Some Paid Insiders like to have pictures of their family and friends at their workspace. Others like to write at the desk with absolutely nothing around to distract them.

Discover which environment you are most creative in and keep it that way. Be sure to always keep your workspace neat and have your goals near you to help you stay motivated.

Discipline (Includes Having Breaks)

You may think being disciplined means staying on task when working and not allowing yourself to get distracted. You're right, but being disciplined is so much more. It means setting a schedule. Know when you're going to sit down to work.

It also means you need to take breaks too. It's been proven that a ten minute break every two hours will increase your productivity and creativity. Don't just sit at your computer and check your email. Get up from your computer and walk to a different room. Get a snack, a breath of fresh air, stretch, whatever. Just take a break.

Schedule your work time and break time in your calendar and stick to it like glue.

Include Your Family

Since you're practicing being disciplined, be sure to share it with your family. Let them know your schedule so they can take part in cheering you on with your business. The positive side-effect is that your family will observe you sticking to your goals. The best part is you are a role model to your family and friends for success.

You're going to find the more you follow the strategies in the Paid Insider, the more income you'll have. With extra income, you have more time to focus on other areas in your life. Congratulations on making the decision to improve your life.