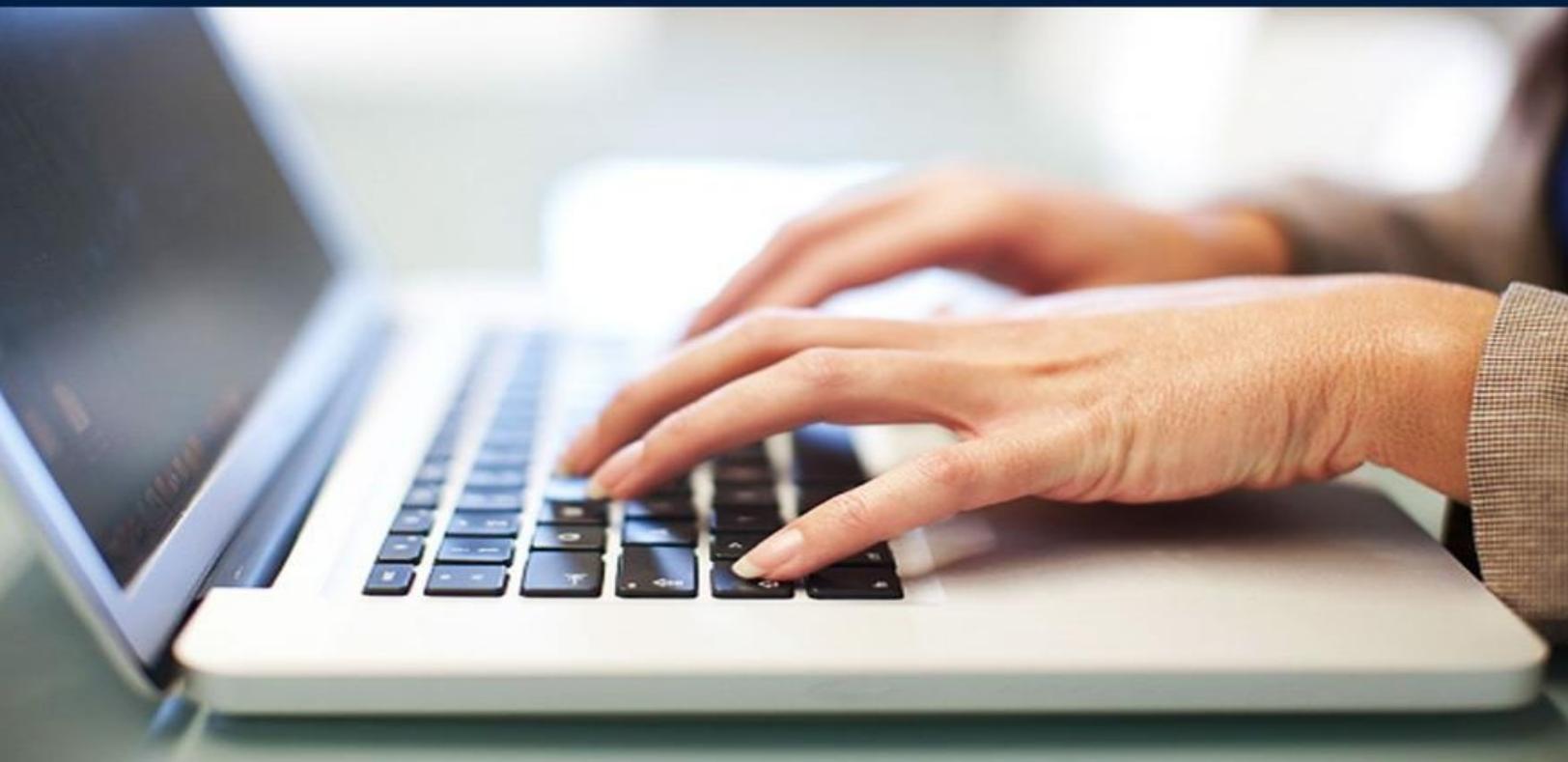


# HOW TO MAKE **MONEY** **ONLINE**

Learn how to make money with my  
step-by-step plan to build a \$5000  
per month passive income



**Richard Carroll**

# How To Make Money Online: Learn How to Make Money With My Step-by-Step Plan to Build a \$5000-Per-Month Passive Income

Richard Carroll

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HOW TO MAKE MONEY ONLINE: LEARN HOW TO MAKE MONEY WITH MY STEP-BY-STEP  
PLAN TO BUILD A \$5000-PER-MONTH PASSIVE INCOME

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Written by Richard Carroll.

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# **HOW TO MAKE MONEY ONLINE**

*Learn How to Make Money with my  
Step-by-Step Plan to Build a  
\$5000-Per-Month Passive Income  
By: Richard Carroll*

**Just to say “Thank you” for purchasing my book,  
I want to give you a FREE gift.  
A special Free Book  
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# Introduction

I want to thank you and congratulate you for downloading the book, “HOW TO MAKE MONEY ONLINE With Amazon: Learn How to Make Money with my Step-by-Step plan to Build a \$5000 per month Passive Income”.

This book contains proven steps and strategies on how to use Amazon to have a reliable source of passive income.

Affiliate marketing is one of the ideal sources of passive income. You get to sell products without shelling out additional funds. It's like having a business – but not dealing with the burden of crazy customers and inventory and other related concerns – and earning out of it. That's good news, right?

Amazon is a trusted label. It's a household name, a well-known company. You don't doubt transactions made with them. If you need something, you go to Amazon and search for the product. Amazon has thousands of products. If you search for it, most likely you'll find it.

What if I tell you that you get to combine the two: getting involved in affiliate marketing by selling Amazon products? Don't you think it gets better?

Yes, all you need to do is to create a blog, and use that blog to sell Amazon products. That's how Amazon affiliate marketing goes. You can even earn money out of products you didn't sell or promote!

How do you do that? It's all inside this book.

Aside from blog creation, you'll also be taught how to choose products and how to promote them in your blog. You'll be given tips on how to select the items to sell, plus how to integrate them in the blog the best ways possible.

Lastly, you'll find ways on how to maximize your earnings. Of course, it's not enough that you have a blog and that you have Amazon products inside it. You also have to learn how to find ways in getting the most out of it, such as getting traffic for your site, understanding your audience, learning selling techniques, and more.

Everything seems easy and simple. However, it requires your effort, which makes it different from those other get-rich techniques. In addition, once you understand and implement the steps inside this book, soon you'll see why this is one of the best sources of passive income.

Thanks again for downloading this book, I hope you enjoy it!

**Bonus: Get FREE Book!**

Before you continue reading this book, I highly recommend you subscribe to my website and get exclusively a FREE copy of my latest book!

**[CLICK HERE](#) to get instant access!**

# Chapter 1 – Making Money through Affiliate Marketing

Today's technology has enabled people to find other means of income. The internet has become a medium for so many things, and social media, particularly, has become so dominant that people are finding so many uses out of it.

One of these methods is **affiliate marketing**.

## What is Affiliate Marketing?

**Affiliate marketing** is the act of promoting third-party products through your personal site or blog. It's mainly a joint and beneficial partnership; you as a marketer and the other party – usually a website owner – will gain for every sale made.

In affiliate marketing, you promote goods or services of the merchant, and then you get a commission out of the profits generated by the sale.

## Why Go for Affiliate Marketing?

There are certain perks that you get out of being an affiliate marketer. When you get into affiliate marketing, you get involved in a symbiotic relationship – you and the merchant are in a win-win situation. You both benefit from this set-up, and you both earn from each other's efforts.

What other benefits do you get out of affiliate marketing, and why is it a good venture to get into?

One, **joining an affiliate program is usually free**. You don't spend a dime yet you're given commissions whenever you sell products. You don't need a substantial investment amount to be involved in this kind of venture.

Two, **you don't need a lot to earn in affiliate programs**. You just need an area in your website or blog to publish banners and text adverts, plus undergo a quick registration process that usually just asks for your basic information. You don't even need special education and training for the products you wish to sell, even for the promoting itself.

Three, **you sell but not worry** about processing the orders, controlling stocks, customer service, invoicing, processing payments and complaints – all is taken care of by the main merchant.

Four, **it's an efficient way of advertising**. You get to advertise products and you earn out of it. You can even track your referrals and take note of the sales. You get exposed to a number of audiences, and help you build a name and an image for your readers.

When you're an affiliate marketer, you get to be your own boss and choose your work hours. You don't even have to drastically change your lifestyle or even quit current jobs to keep this income. That's why it's one of the best sources of passive income today.

Right now, there are a lot of sites that offer affiliate marketing, and one of these sites is Amazon.

## What is Amazon?



**Amazon** is a famous e-commerce company well-known for providing different services worldwide. Its headquarters is located in Seattle, WA, and it was founded the 6<sup>th</sup> of July, 1994 by its current CEO, Jeff Bezos.

Amazon was initially just an online bookstore, but soon the company sold other products such as CDs, DVDs, Blu-rays, video games, software, electronics, toys, apparel, jewelry, food, and even MP3 and video downloads and streaming.

They've also immersed themselves in consumer electronics by creating the famous Amazon Kindle, plus the emerging Fire products: Fire tablets, Fire Phone and Fire TV.



With their wide range of services, it's not impossible that you've already experienced Amazon services and products. You've proven how reliable they are, so why not become their partner and earn the same time they earn?

## Chapter 2 – Why Choose Amazon?

You've read in the previous chapter what affiliate marketing is all about, as well as what Amazon is, and what had it achieved since the time it was founded.

Among all other existing affiliate programs, Amazon Associates is perhaps the earliest and the largest. Out of those programs, what makes Amazon stand out? Why choose Amazon?

### **Amazon is a trusted label.**

In today's world, is there anyone who doesn't know Amazon? When buying online, Amazon is known as one of the safest options. You don't have trust issues with Amazon. Almost everyone has an Amazon.com account. It has already become a household name.

People choose to purchase from this company; Amazon even came out on a survey as the top online shopping destination. It's both straightforward and dependable.

Say the word "Amazon" – people are familiar with it. Consumers know it, trust it, and spend significant amounts of time and money on it. Why hesitate to work with such a trusted company?

### **Amazon Offers a Wide Range of Products**

Amazon offers a huge array of products. This wide range would offer a great opportunity to those whose blogs don't have a huge market. Some bloggers actually find it hard to search for affiliate programs that match their blogs' theme and niche, that's why Amazon is such a huge help to them.

If you're a blogger who tackles obscure or hard-to-find topics, then you're lucky for finding Amazon – you'll most likely locate a product that matches your niche. Your market is even luckier – who knows, what you're promoting might be that one thing they've been looking for.

If your blog is more of an everything-under-the-sun blog that can tackle any topic, then good for you; you have the upper hand as you can choose virtually any product you see in Amazon.

### **It's Simple.**

Compared to other affiliate programs, Amazon's program is easier to understand and implement. You don't have to jump through hoops to be accepted and you don't have to meet a lot of requirements just to be paid for your sales.

With Amazon, you don't have to promote products you don't like. You can choose products that match your blog content, get the link, and post it in your blog. You can choose items that will be worth the time and investment.

### **It's Not the Product, It's the Person**

As an Amazon affiliate, you make sales not solely because of the product. You also make sales because of the person.

Say a person visits your site, and then sees a product he's interested in. He clicks the link, gets routed to the product's page, and ends up buying the product. He checks his watch, sees he still has lots of time to kill, checks out other products, and ends up buying another product that's not promoted at your site.

Do you still get the sale? *Yes.*

He checks out other products, and sees a third product.

Do you still get the third sale? *Yes.*

That's what's good about Amazon: commissions are earned not only on the products you promote, but also on all other products bought by the same person. You send a person to Amazon; the clock will start ticking, and you earn commissions on all products they purchase **within 24 hours**.

### **Amazon Offers Various Payment Options.**

As an Amazon affiliate, you are paid in a number of ways. You can choose to be paid through checks, in cash, and get this: you can even choose to be paid in products.

(More information about payment methods in the next chapter.)

After signing up and providing the payment details, Amazon will be giving your payments after reaching the pre-established set limit. You'll be receiving your paycheck monthly if you've moved enough sales in two months.

# Chapter 3 – Amazon Associates: Amazon’s Affiliate Program

Perhaps you have an idea on how affiliate marketing could help you achieve a great source of passive income. Maybe you’re aware how wide the range of Amazon products is, and how selling them can get you commissions practically everyday.

Nothing would happen, though, if you don’t prepare the things needed for you to get started.

First things first. Do you have a blog?

## PART 1: THE BLOG

Selling products is important, but having a quality blog to sell your products in is as important.

If you don’t have a blog, then follow these tips to get started.

### Choose a Platform for Your Blog.

There are numerous blogging platforms available today, with the most popular platforms being Blogger, WordPress, Tumblr, Weebly and Joomla, to name a few.

Need help? Here are some tips:

- *Blogger* – This free blogging platform is ideal for beginners. With Blogger, you can just enter text, add images, and publish the content in an instant. Blogger is one of Google’s products, so if you already have an existing Google account, then registration will be easy.
- *WordPress* – WordPress is also a popular platform for bloggers. It’s also a free platform. Creating and maintaining your blog won’t a complicated process. You can integrate your WordPress blog with your social media accounts, and polls and comments can be added without needing plugins.
- *Tumblr* – This is not only a social networking site but a blogging platform as well. This is more popular with younger people. Visual bloggers will prefer tumblr as it tends to focus on images and gifs, but if you’re more into content, then you’ll more likely find yourself searching for a different platform.
- *Weebly* – Business owners prefer this platform as it is easy to use, and you can drag and drop images instead of learning how to perform coding commands. Weebly can be used for both web building and blogging, unlike other platforms wherein those two functions have to be created separately. Weebly focuses on those who want blogging to be fuss-free; expert coding options are not available in this platform.
- *Joomla* – Joomla is another great alternative for bloggers even though it might require a greater learning curve compared to that of WordPress’. One challenge with using Joomla is that it can get expensive – it’s free the first month but may charge any amount from \$20 to \$100 depending on any upgrades or modifications made.

Since all these blogs can be used without any costs, all you need to do is to design your site and add quality content. But before you do so, you have to know which blogging platform is suitable for you.

It’s not too hard: factor whether the user is an expert or a beginner, how much will be the costs and how much personalization or customization is required. It’s recommended that you use the

simpler ones; don't worry, you can always change or upgrade to a better platform if you feel the need to do so.

### **What is Your Blog About?**

Your blog has to have a purpose. Realize what your niche is. Ideally, your blog's content should be about something you're interested in, passionate about, and should have strong opinions about.

With all this implemented, you won't find it hard to produce content for your site, and you won't have to force yourself to update your blog often.

You can stick to various subjects if you wish, but it'll be better to have a focused blog so you can easily find followers who share the same interests and be willing to provide suggestions for your future posts. A blog with focused content will also make it easier for search engines to "find" you.

### **Add Quality Content.**

Be consistent in posting quality content. You gain followers through the value of what you post, so aim to post quality content weekly on your website or blog. Your posts need not be long; you just have to provide a reason for your readers to visit your blog regularly.

The frequency of your posts may help too; not being able to post for a while may make your followers "forget" you. Keep your blog active. Make sure to keep in touch with your readers to maintain – and even increase – your market.

When adding content and integrating Amazon links, don't make it sound like you're selling. You'll end up repelling people if it looks like you're forcing your products on them. Make it sound like you're recommending products rather than selling them.

### **Improve Your Exposure.**

Now that you have the blog set up plus the readable content, the next step is to improve your exposure. This will help you improve your search engine ranking and make you more visible in the search engine results page.

Take advantage of **social media**: it's an excellent tool to use to promote your blogs. Have your blog linked to your Twitter account; you can update easier through Facebook pages. Use common hashtags for your blog to come up more often. Once your blog is known enough, that's when you can create your own hashtags.

Remember not to update too often; don't saturate people with your posts and make them grow tired of your presence. Updates must be substantial and sensible. All of your posts must be promoted without going overboard.

It's hard to launch a newly created blog. You'll have to think of what to put in there, plus you have to exert efforts in making it known. Remember that more traffic means more revenue for your site; spending efforts to make it popular will make it an income-generating blog – that's definitely one of the best rewards.

## **PART 2: AMAZON ASSOCIATES**

The blog is now set up. The next part is to set up your Amazon affiliate account.

### **Signing Up for an Account**

Your first step: go to **affiliate-program.amazon.com**. Check out all the information. Read all the details necessary. See which products are eligible for promotion, how to post links and products, and how you'll get paid whenever you have sales.

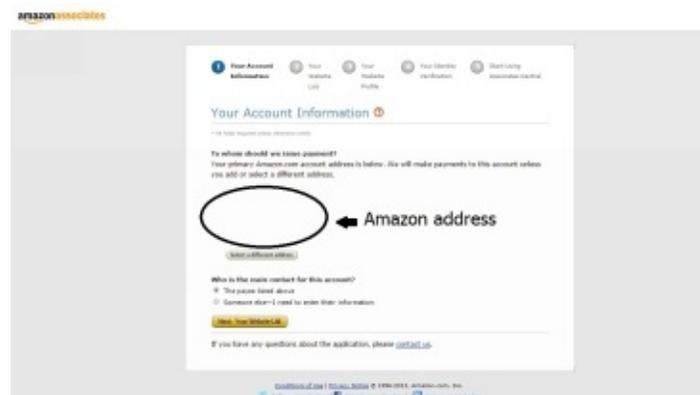
When you're ready, click the link that says "Join Now for Free".



You'll then see this on your screen:

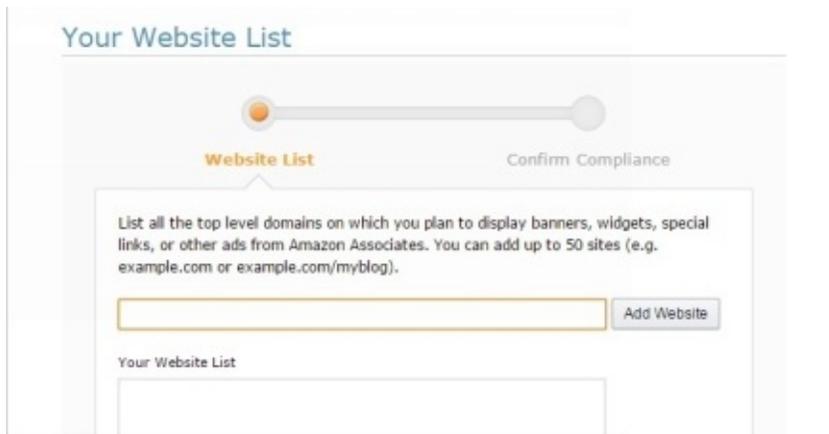


Sign up by providing your e-mail address or mobile number and your password.



You either choose the payment address from the list, or indicate which payment address you'll be using.

Next, you'll be asked to provide the websites or domain names wherein you'll be placing the links and the banners for your Amazon Associates account.



Once you're done entering all the websites, you'll be asked to verify whether there are sites directed for children under 13 – those sites won't be eligible for placing links. You'll also be asked to provide information on your web traffic, as well as your means of online monetization.

Afterwards, you'll be asked to verify your identity.

The next step is all about providing other personal information, and once you're done, you can now start posting links on Amazon.

### Posting Links and Promoting Products

Here's the money-making part: posting links and promoting Amazon products to your readers. How do you do that, exactly?

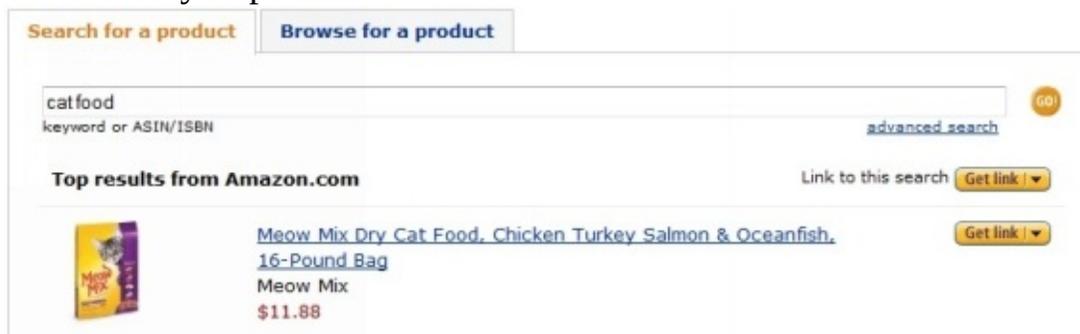
There are three ways on posting links on your site.

### Product Links

This leads to a particular Amazon product and shows you product details. You can choose to create Text Links, Image Links and Text and Image Links for your products.



So here's how you post the link:



First, search for the product you'd like to promote. In this case, it's *cat food*. Then, click the 'get link' button on the right part of the screen.



You can choose among 4 options: whether to add *text*, *image*, *text and image*, or *add to widget*.



Once you've clicked on any of the options, you'll see the following options:

1. Customizing the link – you can change text, link colors, etc.
2. Preview – you'll see how your link looks like
3. HTML Code – this is what you'll copy and paste to your blog post

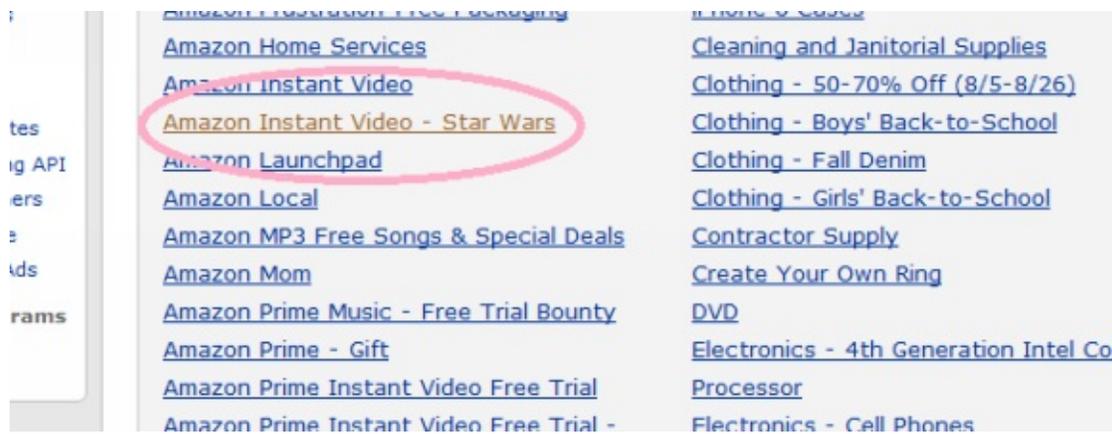
After pasting the html code, you can click 'preview' to see how your post will look like.

## ***Banners***

This creates links to different product promotions and categories using banners. Banners come in different shapes and sizes, and shows special graphics during occasions.



First, you have to choose a category that applies to your banner's products. Let's say you're promoting Star Wars products. Therefore, you choose 'Amazon Instant Video – Star Wars'. You click the link...



...and then you'll be asked to choose a size for your banner.

Each size comes with specific instructions on how to integrate the banner into your blog...



Example of a 468x60 Banner

...but mostly, all you need to do is to copy the HTML code and paste it into your blog post or website.

### Site Stripe

This allows you to create links from any page in Amazon. It allows you to build links easily, and the links are also easy to configure.



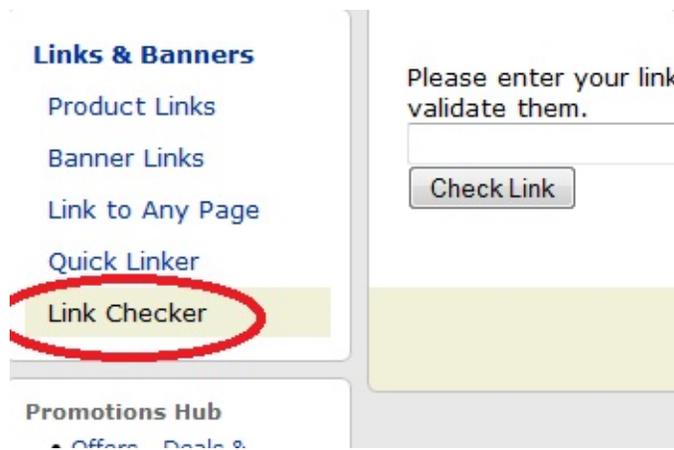
The *Site Stripe* is said to be the fastest and easiest way to link to any Amazon page. There'll be a link to every Amazon page you visit as long as you're logged in to Amazon using the same Amazon Associates account.

To create a link, go to the Amazon page and click the button that says "Link to this Page" on the Site Stripe.

In a nutshell, **Product Links** link to the product directly, **Banners** connect you to sections, and **Site Stripe** can link to any Amazon page.

### "How Do I Know if my Link is Working?"

Of course you want to make sure that all your links are working. If it doesn't, then you won't get credited for all the referrals you've made to Amazon.



The *Link Checker* is created for those who modify or create their own links, to ensure that it's working and that it'll be able to detect their accounts.

Paste the link inside the box and click 'Check Link'. Wait for a few moments to see the confirmation from Amazon.

### **Payment Times**

When will you be paid for your referrals? Here's the schedule of payment:

- January – paid in late March
- February – paid in late April
- March – paid in late May
- April – paid in late June
- May – paid in late July
- June – paid in late August
- July – paid in late September
- August – paid in late October
- September – paid in late November
- October – paid in late December
- November – paid in late January of the next year
- December – paid in late February of the next year

# Chapter 4 – Product Selection and Promotion

The success of your affiliate marketing efforts with Amazon won't push through if you don't have the right products on your site. You have to choose products that are suitable for your site, and not only that, you also have to know how to promote them well.

## PRODUCT SELECTION

First things first: you have to choose products and place them in your site before you can promote them.

Choosing your featured products is a critical decision to make. After all, there could be millions of Amazon products you can choose from – trying to check out each and every product might be close to impossible.

How do you choose which products are right for you, give you commissions, and boost your earnings?

First, **choose a product that matches your site's content.** The people who are in your site are there because of what's in your blog – they read the content, and then they see the product. After reading your content, they realize they need the product. They click the link, get routed to Amazon.com, and they purchase the product.

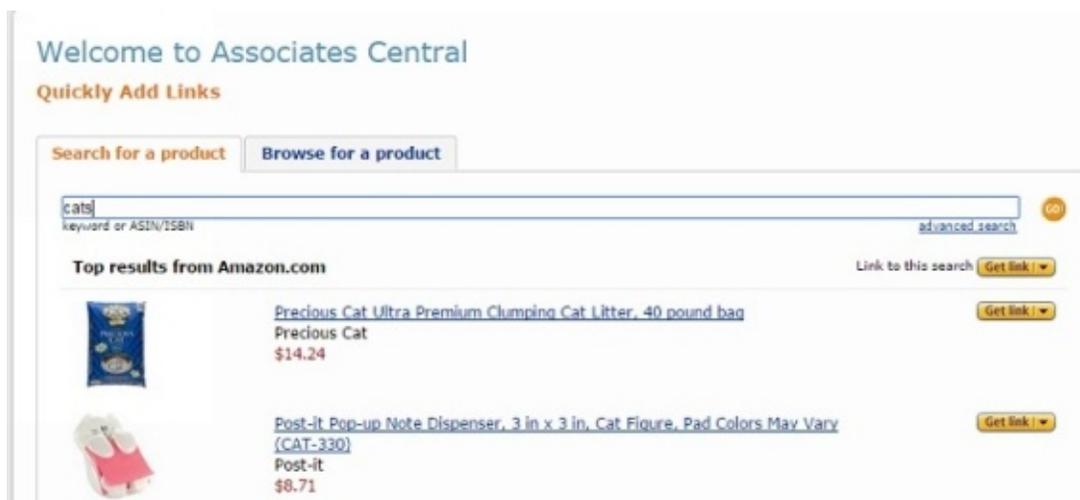
You have to make your readers realize they need such products, but not to the point that you'll be shoving the content to their faces. It has to be straight yet subtle.

If your blog content is all about cats, then aim for cat-related products: cat food, cat litter, cat toys, etc. After they've read about your adorable cat Snuffles and how he got fat because of eating cat food, perhaps theirs will become as huggable as he is too. So they buy cat food too.

If you're featuring recipes, then go for cookbooks, cooking utensils, appliances or even food. Make your readers crave for cuisines and make them want to cook the food themselves.

It's all up to you.

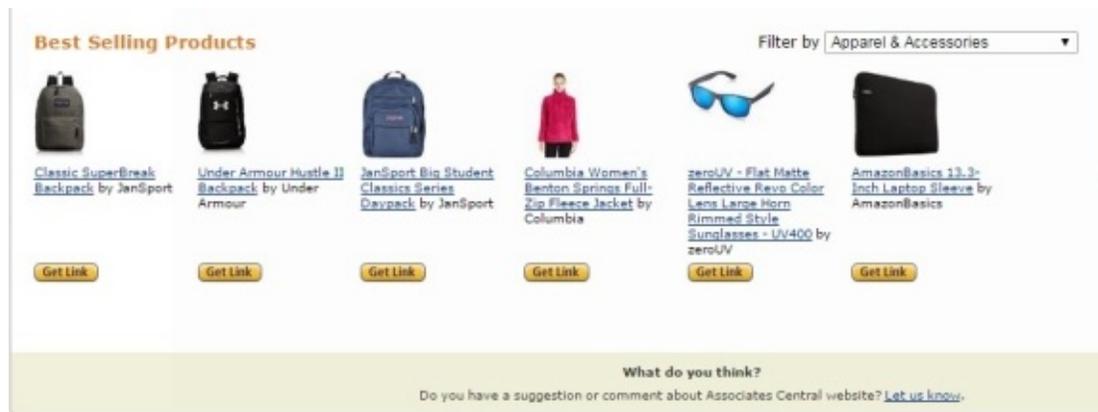
Next, **search for the products in that category.** Amazon has a search bar and has divided the products themselves in different categories for you to narrow the products easily. This will enable you to see all related products and see which ones are suitable for your site.



Amazon has categories as well that can help you choose which products to sell:

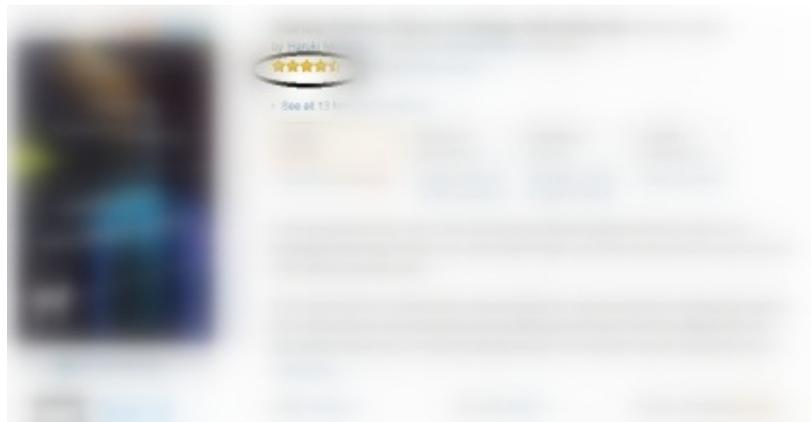


Affiliate marketers usually go for the *Best Sellers*; as the name suggests, people tend to buy these products the most.



So if your blog's topic is related to some of these products, then it would help to promote the 'best sellers' of each category.

You can also **check out the product's ratings**.



Ideally, the products must have 4 stars or higher – 3.5 stars is acceptable – and this indicates that the product has good quality. A product that has good quality will entice people into buying it.

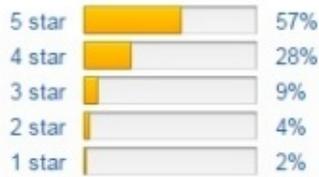
You'll find it difficult to promote products with low ratings; people will see the product as one with low quality, hence not worth spending money on.

You can also **check out the product reviews**.

## Customer Reviews

★★★★☆ 170

4.3 out of 5 stars ▾



Share your thoughts with other customers

Write a customer review

[See all 170 customer reviews >](#)

The higher the star rating, the better the reviews. The more reviews, the better. It'll also help if the product has more of positive reviews that give praises to the product.

Products with 10 reviews that have a lot of detail are possibly better than 100 reviews that only contain a line each.

It's also preferable that the first page doesn't contain any awful reviews. Negative reviews tend to repel buyers and stop them from purchasing the product they were eyeing initially.

Looking at it from a different light, a product with a single awesome review won't be too bad, as long as the review is able to describe what's good about the product, and why others should buy it too.

It's not surprising to see negative feedback; what's more important is if the positive reviews are able to outweigh the negative ones.

**Another factor to consider is the product's price.** Amazon's commission rate is 4%, so it helps if the product is priced higher.

Your commission won't matter much if you sold a \$5 product, but you'll see it still matters once these amounts accumulate. On the other hand, 4% will still be a large amount if you sold a single product worth thousands of dollars.

Amazon also has this tier to follow with regard to selling:

Number of Products Shipped/Downloaded in a Given Month**	Volume-Based Advertising Fee Rates for General Products
1-6	4.00%
7-30	6.00%
31-110	6.50%
111-320	7.00%
321-630	7.50%
631-1570	8.00%
1571-3130	8.25%
3131+	8.50%

The tier illustrates that the more products you sell, the higher commission rates you get, and the more money you earn.

# Chapter 5 – Maximizing Your Earnings

How do you make sure that you'll be earning as much as you want?

**One word: Traffic.**

Truth be told: you'll be earning a lot if you get a lot of traffic on your site. People visit your site, they see your products, they get directed to Amazon, and they shop. Then the commissions start coming in.

The more people who see your blogs and websites, the more chances of you getting commissions. You can't control their buying power; what you can control is the number of people visiting your site.

*But wait. If I don't have much traffic on my site, does that mean being an Amazon affiliate is a waste of time?*

No, it won't be a waste of time. You'll end up learning a lot. You'll still earn but not as much compared to what you might have earned if you had lots of people visiting your site. And remember, earning a little is better than not earning any at all.

The previous chapters have given you tips on how to increase traffic on your sites – take note of those tips and see which of those tips work.

**Study your Audience.**

Now that you've driven a lot of people into your site, your next step is to study their behavior. Why have they visited your site? Are they in that "buying mood"?

For your marketing tactics to be successful, you have to study two things: do people flock into your site, and do they click your links and buy Amazon products.

If there's one factor that's missing, then Houston, we have a problem.

Traffic isn't that hard anymore, as suggestions have been given in the previous chapters. It's now time to check the second factor – the person's "buying mood".

Why are people visiting your site? Are they looking for tips? Are they searching for products? Do they need answers?

Let's say your site is all about mobile phones. You discussed different mobile phone characteristics. You checked out which phones did what. By having this blog profile, you'll attract readers who are perhaps on the verge of buying mobile phones but still confused on what brand to buy, and probably push them into making that purchase.

**Go for Product Review Articles**

You'll have more people clicking your links and giving you more sales if your blog content provides quality product reviews. Writing reviews about products in your niche will easily drive traffic; if the review favors the product, you might even convince other people to buy that product which can definitely lead to more sales for you.

How do you get products to review? If you're lucky, you can contact the product's manufacturing team or PR agency so they can give you a demo unit. This, however, will require effort and may sometimes be not worth it.

What you want in this product review is to tell your reader to check out their purchasing options – that's why it's ideal to place links at the end of every article. Doing this will make the transition from just reading the product review to buying the product itself.

**Sell During the Holidays.**

People go to Amazon whenever the holidays are fast approaching. They're looking for gifts to give their loved ones. Why don't you aim to be a part of their festivities?

Sales are good during occasions such as Father's Day, Mother's Day, and Valentine's Day. Amazon provides deals during these times as well, and the deals can be pretty good.

### **Learn Selling Techniques.**

Don't let the low commission rates get to you. Learn other selling techniques to maximize your sales and to get the highest commissions.

Selling multiple products can mean more money; the more products sold, the higher commission given to you. This will be noticeable during the holiday months; people tend to buy more so they can give their loved ones gifts, and this you have to take advantage of.

If you're selling more of the cheaper products, then make up for it by selling them in large numbers. After all, these more inexpensive products tend to be sold more, and the more expensive ones are sold less frequently.

### **Just Make Them Go to Amazon.**

Whenever someone goes to Amazon because of you, you get commissions out of what they buy, even though you haven't given hints of promoting that product. Anything they purchase within the next 24 hours, you'll be credited for it.

Amazon is always finding ways to make people purchase their products. They study every customer's viewing pattern and buying behavior. They understand what is needed to close a sale. This dedication and innovation makes you realize why Amazon has stood tall after all these years, and now, they're helping you.

The best thing you can do is to find ways to make your guests click your links and get routed to the Amazon website – nothing else to do, as Amazon will take it from there.

# Conclusion

Thank you again for downloading this book!

I hope this book was able to help you to understand how to create an Amazon account to help you earn extra income. Understand the concept of affiliate marketing. The next step is to follow the steps provided by this book. Use the instructions inside this book to guide you.

Soon, you'll see how your earnings climb. It might not be too substantial or significant at first, but soon, you'll see them accumulate and pile up. You'll also learn how to gain more and get more as days pass.

You don't have to fall into traps of get-rich schemes to have a steady and reliable source of income. All you need to do is to be innovative, creative and be industrious enough – the money will come to you.

Again, just follow the steps: understand the concept of affiliate marketing, create a blog, create an Amazon associates account, choose the worthy products to sell, and maximize your earnings.

Don't you think that \$5000-per-month passive income is possible? Yes, it is!

(Please note that images of products in this book are for illustrative purposes only, and is not meant to be promoted.)

Thank you and good luck!

**FREE GIFT!!!**

[Please Click Here To Get A Free Gift](#)

**Bonus: Subscribe To My Newsletter**

[Sign up for my NEWSLETTER](#) and receive special offers, access to bonus content, and info on the latest new releases and other books from me!

You Sincerely,

***Richard Carroll***

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