

BUM MARKETING GUIDE-

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<http://www.casanads.com/content> -To Create 1000s best " Key-word articles" For BUM

<http://www.Casanads.com> - Complete advertising solutions in a nut shell.

<http://www.Casanads.net>- Potent Buyers' SAFE list To Promote Your Business FREE.

This is the ultimate guide in Bum Marketing gives you every important details and info on bum marketing in terms of practical success. You can sell this Guide at any cost you want. Or you have right to give this Guide for free to any one. Only content rights are Reserved With Authors and Publishers.

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Here we go ..

1. What is Bum Marketing? How to start this business? Other relevant Details.

Bum Marketing is the article marketing means you can use articles with back links to your sales page, to promote your business/affiliate links and earn great income. This is FREE and very effective if it is done in proper way.

In other words let us say-

Bum marketing Method is, in fact, a variation of article marketing. It works something like this: write an article about a topic with marketing potential, submit it to popular article websites, wait for the search engines to pick them up, and then watch money roll into your

bank account.

Theoretically, your posted article will inherit the search engine ranking of popular article websites, which will give it a good start and greatly enhance the chance of its getting listed on the first page on Google or other search engines. When a potential buyer reads your article, and, if you're lucky, place an order through your embedded affiliate links. Bingo! You've made a sale. Congratulations and welcome to the Bum Marketing club.

To put it simply, Bum Marketing Method falls into four parts:

Locate the niche market you can explore

Find the low competition keyword phrase to target

Write an article and optimize it based on the target keyword phrase

Submit your article to popular article websites

The key to Bum Marketing success is to find profitable keywords and tap into buyers deeper desires to close a sale. With increased experience with this free marketing method, you'll get the hang of it and create another income stream for yourself. Bum Marketing Method really works and will continue to work because content is king and search engines like original writing. You'll get free traffic by syndicating articles around the Internet. Although many unexpected factors may affect the profitability of your articles, the most important thing you need to do is to start using it and see how it works for you.

The heart of bum marketing lies when you find a key word that has a good search results and few if any google adwords. This is the important part as this will get you free searches to the article which you posted and zero will be the competition.

Then using bum marketing you can write up short 250-300 word articles that contain the search phrase. When writing your articles for bum marketing you should try and use the key word phrase in the first and second paragraphs and then about 5-7 more times throughout the article.

In the resource box at the end of your article, you will put a link to your website so the readers will click onto your product page. After you submit your bum marketing articles to a few article directories the search engines will index your article on key word density and rank you high in the searches for your key words. Bum marketing is a great no cost way to make money on the internet. Give it a try.

Lot of free information and Bum marketing service is available at

<http://www.casanads.com/bum>

web site You can Logon to that site from the link given at the top and bottom of this guide.

Please read below for further information about many thing.

In simple terms, the recipe to successful (by that, we mean profitable) bum marketing has four main ingredients:

1. Being able to find a niche market you can write ads, messages or articles for.
2. Come up with a low-competition keyword phrase and home in on it.
3. Create an effective and valuable article and make sure you build it around your keywords and/or keyword phrases.

4. Submit your article to well-known directories and websites with the purpose of being indexed in the first pages of the search engines.

THE PROCEDURE AND IDEAS OF BUM MARKETING-

The bum marketing method is the latest round of new ways of doing an old trick.

With the bum marketing method, you can make money online without spending any money on advertising which in return will make your profit margins larger. The bum marketing method is set up so even the most inexperienced person can put it to use and start seeing a jump in sales.

One thing you will notice from the start with the bum marketing method is that it will take some patience to see the results. The bum marketing method is a long term investment that can and will pay off in the long run.

Here is how you can start using the bum marketing method within a couple of hours and start making some profits.

First, you will want to find a product to sell. The best products to use for the bum marketing method are information products.

You can find thousands of different information products to use with the bum marketing method at <http://clickbank.com>

You can sign up as an affiliate for free and get paid every two weeks for any sales you make using the bum marketing method.

Once you have found a few products and joined the affiliate program, you will want to search out some solid, little used key words.

To do this, you simply think up key words that people might use to find the product.

Use <http://google.com>

Then add quotes around the key word as this will give you the exact match results.

If you are searching for key words on "acne cures" using the bum marketing method you might want to search for "acne cure tips" and you will find only 145 searches were done for that key word but there are no articles or google adwords for that product.

Next you will want to write up a simple 250-300 word article that contains the key word "acne cure tips".

When using the bum marketing method try and put the keyword within the article atleast 7-9 times for maximum results.

You should place the key word in the title of your article as well as the first and second paragraph.

Then make sure your article contains useful content on your key word topic and is not just an ad for your product.

Use a resource box at the bottom of your article that will direct the readers to your product page.

With the bum marketing method, your resource box will be nothing more than a three to five line classified ad for the product.

You will then want to search for a few article directories to submit your article to.

One of the best article directories for the bum marketing method is <http://EzineArticles.com>

You can find more by searching for "article directories" on <http://google.com>

You will want to try and write three articles per day for the key words on your product topic in order for the bum marketing method to give you maximum results.

Submit the articles to a few article directories and watch the traffic and sales start to come in.

The bum marketing method does work and has been proven over and over again.

2. How to find high and low niche markets ? And how to find subjects?

You can find HIGH and LOW Niches easily. The products and services which are more in demand are in to high niche market while products and services which are low in demand will fall in to low niche category. Example- Wed Promotion, Home jobs, Jobs, Health Products etc are High niche market subjects WHILE Dog Food, Book Binding etc are Low Niches.

You must know what is the niche marketing and how to do. That is very important.

If you don't find a niche market for the product or service you offer, you will most probably fail. Most newcomers who wish to do business on the Internet often market to everyone they can find with the expectation that everyone will do business with them. This is the same as throwing mud against the wall and hoping some of it will stick. They have not yet found their niche market.

What is niche marketing?

A niche market is composed of individuals and businesses that have similar interests and needs, which can be readily identified and that can be easily targeted and reached.

Finding a niche for your business means finding a great product or service for a highly targeted audience.

Here's the process to find your niche business:

1. Find a niche product or service you are passionate about - this will greatly improve your chances of being successful. Why? Because it's the only way you're going to be able to devote the kind of time and effort to create a meaningful web site, build up the right traffic, generate worthwhile income, and enjoy what you're doing.

2. Choose a niche product or service you are knowledgeable about - reflect on what skills, hobbies or products you know the most about. If you don't have the knowledge yet, then choose a niche product that you would love to promote, then spend the necessary time to research it, so you can eventually become an expert in your marketing niche.

For 70 high demand, low competition niche businesses you can start on the Internet read the Breakthrough new eBook "Strike It Niche"

It even provides you with easy-to-use blueprints.

3. Define your niche market - do the necessary research to see if there is a market for your niche product. To create a profitable business for your niche product, you need to ask yourself these questions:

- a) Is there sufficient demand for it? - if you choose a field that is too broad it may be hard to stand out from the competition ie camping equipment is your niche product. Well, unless you are a large corporation such as Sports Authority (a large retail store in my town), you won't stand out from the crowd. However, a more highly targeted niche product could be Coleman

Camping Equipment.

b) Keyword research - use keyword tools such as the overture suggestion tool or wordtracker to how many people are searching each month on keywords related to your niche product.

Here's an example:

According to overture (at the time of writing this article), the keyword phrase "camping equipment" was searched 76164 times in one month. If you do a search on Google.com for camping equipment you will find 1,610,000 web sites show up - heck, that's too competitive.

However "coleman camping equipment" generated 1242 searches in one month according to overture. Google.com shows 93,200 competing websites. That's much better though still somewhat competitive.

Tip: Notice how not many web sites (even the top ones), don't have "coleman camping equipment" in their titles. This is just one way to create a high ranking on the search engines for your newly targeted web site. This will then provide lots of targeted traffic to your site.

c) Take a survey - you may already have products or services that you selling to your customers. If so, ask questions within your survey about what product/service would help your customers business. If it can help them save time by gaining more knowledge or automating tasks, you could have a winner.

d) Create Your Own Unique Selling Position (USP) - study your competition to find out what they emphasize about the product which makes them stand out from the crowd. Then decide on something that will make your business unique from the others. It could be something unique about the product (ie discount coleman camping equipment) or you could choose a more highly defined target market (ie boyscout organizations and clubs throughout the USA).

4. Build and promote your web site - to develop a profitable web site for your niche product you need to create a number of informative pages that will not only attract visitors from the search engines, but inform and move them to purchase from your site.

Read my article, "How to Create a Web Site That Sells"

Niche marketing is the key to developing a profitable business that will make you stand out from the crowd. By doing the necessary research and building an informative web site, you will become an expert in your niche marketing field.

NICHE MARKET MORE ASPECTS- IDEAS

If your private practice is not growing niche marketing can help. How can clients find you and purchase your services if you are a generalist? Being a generalist is useful when you live in a small town or remote area. Niche marketing is a specialized area of work that sets you us as an expert. You can market your niche by writing articles, creating e-books or tip sheets, and letting the media know that you are available to give interviews based on your area of expertise.

1. Niche marketing is marketing your service or product to a segment of potential consumers (aka your target market).

2. A niche can be based on an endless number of segments of the population: age group (e.g. teenagers), a geographical location (e.g. the city of Montreal), an industry (e.g. the mining industry), a group of professionals (e.g. lawyers), a life stage (e.g. menopause), a special interest group (e.g. pet lovers).

3. Finding a niche market helps you to focus your marketing dollars and efforts on people with unique needs who will purchase your specilized services.

4. Niche marketing makes it easier for you to develop longterm relationships with clients or customers by targeting their needs.

5. Developing a niche sets you apart from, sets you up as a specialist and an expert which makes you recognizable in the crowded marketplace.

FINDING SUBJECTS- That is easy SEE The market place of click bank at <http://www.clickbank.com/marketplace.htm> You can find several subjects there. Most of them are useful and from there you can find subjects and corresponding niches as well. Logon to <http://www.goarticles.com> And find several subjects listed there. Each of them can be different subjects for your need.

MORE ASPECTS -NICHE MARKET

Bum Marketing is a step by step process and one of the key components is keyword research and niche selection. If you want to become a successful Bum Marketer, you absolutely NEED to know how to find low competition niches. However, simply identifying a relatively low competition niche which actually has a biting market, is not always easy.

If you're just starting out, one of the easiest ways to start is to begin by brainstorming. What things are you most interested in, and/or have some knowledge of (your hobbies, etc). Write down everything you can think of that you have some knowledge or interest in. Focus on quantity rather than quality when brainstorming. You can edit your list later.

There's no point trying to break into a topic you know nothing about, as you'll end up spending too much time on research which is why you should start with something you know. Besides, when your niche is something you know about, it becomes much easier to find the perfect product to promote, and your passion will show through in your writing.

Another train of thought is that if you pick a topic you know nothing about and are not interested in, you will eventually get frustrated and quit. When it comes to an actual topic you need to avoid at all costs, skip internet marketing altogether. There are already too many people targeting it (therefore it's not an untapped niche) and you would be wasting your time.

If your interests and hobbies are not enough you can always start reading magazines, checking the top sellers at online bookstores, browsing online auction sites, searching chat rooms and forums or even visiting shopping comparison sites to find hot topics. For other hot places to find a niche, check out the Bum Marketing Resources section.

When you have identified the right niche for you, select a few related keywords and do a quick search for them in Google. You're aiming for somewhere between 500 and 10,000 results to be returned. If there are less than 500 results, the market is probably not worth your effort, and if there are more than 10,000 it may already overcrowded. You should also ensure that there are at least a few sponsor ads down the right hand side of the page. If there aren't, it may possible mean that whatever market there is, it isn't worth marketing to.

Once you have found your niche and researched your keywords, make sure you identify the best possible affiliate program and/or products to promote. If the product you choose sucks, so will your sales. Happy Bumping.

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FREE.

3. How to find apt affiliate products, Landing pages, how to test them for pre success?

Finding affiliate programs are easy. Logon to <http://www.clickbank.com> OR www.cj.com will help you to choose good affiliate programs . In CB or click Bank you can choose them as per the popularity. In click bank you can even search them and find. Best way is after selecting niche subject try to find affiliate programs in that/those niche market.

There are many other tactics on choosing a good product to sell too. You have to see whether they have newsletter, whether their auto responders have your links and so on. There are so many tactics to talk about and I can't teach in just one article. It's impossible to earn your first paycheck in affiliate marketing without any guide. You need to have exact strategies and tactics from people who already make tons of money in affiliate marketing.

If you get their secrets to guide you in affiliate marketing, you only need few days to learn all their best tactics and strategies. If you want to make tons of money with affiliate marketing, you need correct strategies and tactics when you start. You need to get right product that promotes, conversion rates and so on. It's better if you learn all this strategies from scratch because you won't have to waste your time using all those strategies that doesn't work for you in affiliate marketing.

If you want to learn how to make money in affiliate marketing without any guide, go ahead. But it will take you months or even years of research before starting to earn your first paycheck on the internet. You need a good affiliate marketing guide. Look for an affiliate marketing guide that has proven tactics and strategies to earn money as an affiliate. Choose wisely because some websites charge a higher price for the same piece of information you can get for cheaper price online.

MORE ON THIS SUBJECT-

As there are thousands of affiliate products in the online market you really need to choose the right ones that suit your business program or the strategies that you currently focus on.

Before I touch on about how you can find good affiliate products for your Home Business, it is important to understand what are the attributes of a good affiliate product. A good product is one that sells phenomenally and isn't likely to stop anytime. Finding good products may be a challenge for you, and you do want quality products with a low refund rate so that your business remains profitable. On the same breath do not forget that the prospective buyer never sees the product until he buys it, so quality isn't really the entire picture.

Resale Rights

There are basically two types.

Basic Resale Right: which gives you the right to resell the product. When one of your customers buys this product, he owns the product for his personal use.

Master Resale Right: which gives you the right to resell the product as well as to sell the resale rights for the product. When one of your customers buys it, he owns this product and at the same time he can also sell the right to resell the product to his own customers.

Having resale rights to a product can give you an edge over others but more importantly it may present you with a good strategy when you offer it in addition to another product that you are promoting. An example would be to give away a free e-book or sell at a discounted price, if customers purchase your main product.

Sell Other People's Products

Don't try to create your own products unless you know what you are doing. The rationale here is that it takes a long time to create new products and even for seasoned marketers, you would be starting without a track record. It is a bad approach to try to manufacture demand for something people don't really want. In reality, it is harder to generate demand than to satisfy demand.

Which Affiliate Company To Focus On

My recommendation is to sell or promote affiliate products. I would recommend visiting each affiliate network before you make a decision. It may be easier to just focus on one affiliate network and few products so that you do not overwhelm yourself in the beginning.

There are several options for locating affiliate products to sell. One of the best places to look for affiliate products is a site called Clickbank. I highly recommend it as one of your options to make online profits and their commission rates on average run anywhere from 10% -75% per each sale made.

Research Your Niche

You will also need to do a little research to determine your niche to target the type of affiliate products people are searching for in search engines. Your goal is to find something lots of people search for, but doesn't have ridiculous competition and you've got a good target market for your Internet Marketing business.

It is easy to TEST Them just ask your friends and relatives to see them and assess through them, often they will be right. Before taking any decision in this consult with them too.

REMEMBER-MORE ASPECTS OF FINDING AFFILIATES.

Who is an Affiliate?

An Affiliate is somebody who advertises the products and services of a web business owner for a commission of the product made from sales, all he does is register with the web master's Affiliate program and he is given an affiliate link which he will use to refer people to the website, write a good advertisement and advertise his link to draw customers to the website and when it results to a sale he is paid a part of the profit made from sales as commission.

What Makes a Good Affiliate Program?

As I browsed through the internet and visit search engines to search for a good affiliate program to join, though I get to join, some affiliate programs but I found out something that I should let you, do you know some affiliate programs are not worth joining despite the fact, they promise to pay you a "fat" sum as commission. So carefully read the next few listed points and I suggest you stick by it and always read these points before you join any affiliate program because I have learned my lessons so I don't want to hide it and allow you make the same mistakes because it could be a very ugly situation you might not forgive me for not telling you because this article was written to empower you on what makes a good affiliate program and how to make good use of your time advertising good programs you've joined.

My Research Result?

Although my research on how to make money on the internet, the concept of Affiliate program has proved to be the easiest way on how to make money on the internet because, you

(i) Don't need to have your products before you join an affiliate program, though some web marketers insist you buy their products and services before you can market them but it is very rare to find such programs online but they exist.

(ii) You don't need a website, but in most cases, when you want to really earn a living online through affiliate program, I suggest you need a website to advertise as many programs as possible, all you need to do if you want to go into this kind of affiliate advertising, just place the programs in categories, I tell you this is the secret of making \$10,000 a month without owing a product, but if you just want to go into part time Affiliate advertising, you don't need a website, effective affiliate advertising will be discussed in my next article coming up soon.

(iii) You don't need to wait for long before you earn commissions except if you have not advertised your affiliate link or you did not write a good and catchy advert or promotion, there is every possibility you can earn a commission in the next six hours with a good advert.

BELOW ARE THE POINTS YOU SHOULD CONSIDER BEFORE JOINING ANY AFFILIATE PROGRAM.

(i) Products and Services of the Web marketer, whether it is a one-product or multiple products web business, they must be market moving products (i.e fast selling) information or "how to" products.

(ii) Is the website an interesting site that customers can really get in and don't want to go anymore they just keep reading the sales letter and eventually buy to know if the owner has put up a catchy salesletter, read it for your self does it entice you to buy or make you feel bored reading such letter tip. If it is a good and catchy salesletter, you can even catch some points in the letter and form a good advert for the program.

(iii) Did the site owner create a way of following up visitors by inviting visitors to sign up for his ezine or newsletter on his site, because that is an excellent way to ensure your visitors buy from you and that's commission for you as his affiliate. for referring customers to his website.

(iv) Does (web marketer) after a two-tier affiliate program where people can sign with their affiliate program under you, thereby building a down line for your self and it is another way you can earn commission when members of your down line makes sales, you are paid a percentage commission (eg 6%)

(v) How is the sign up process, do you spend up one hour signing up or a few minutes people tend to ignore joining his (webmarketer) affiliate program if the sign up process is difficult to complete, you should be able to tell this fact since you signed up with his affiliate program. You can get more of these facts on what makes a good affiliate program, if you sign up for newsletter. I advice you sign up for my newsletter because there are still more to know on what makes a good Affiliate program if you know these things you still enjoy be earning fat residual income on monthly basis. So be empowered.

Learn the basics and stick to it. It's worth knowing. To your success

4. How to find KEY WORDS with Very Less Competition. How to test their Pre success

Use key word search tools to find exact keywords. You can find several types of closely related key words and use them together to produce great results.

Most important key word tools are following

Researching keywords and keyword phrases is one of the most important elements in a well rounded search engine marketing campaign. There are a variety of keyword suggestion tools available and we've listed a few of those here.

Word Tracker Key Word Tool.

<http://www.wordtracker.com>

Wordtracker helps you find all of those keywords and keyword phrases that relate to your

business, product and/or service, many of which you might never have considered.

Overture Keyword Suggestion Tool- At

<http://inventory.overture.com/d/searchinventory/suggestion/>

Not sure what search terms to bid on? Enter a term related to your site and Overture will show you; related searches that include your term and how many times that term was searched on last month.

Google AdWords Keyword Suggestion Tool

At <https://adwords.google.com/select/KeywordSandbox>

Get ideas for new keywords that can help you improve your ad relevance. You must join with Google adwords with a free google account to access this tool.

STEPS. The steps are simple. First find the niches subjects and the affiliate products then you can search for key words through these tools to find a set of exact matching keywords APT for these products at least find 30 keywords per product. You can find them as and according to the number of searches made in that particular key word - SEE OVER TOOL FOR THIS- This way popularity of that key word search can be measured. Now choose most popular keywords for each products both in high and low niches.

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5. How to Make great BIO BOXES- To pull traffic and income?

BO boxes are AUTHORS' Info carrying places in an article. They are very important , may be most Important as they actually process back links to your web landing pages and affiliate sites.

Very important to keep that very attractive. Let us explain an example.

Here is BIO BOX with nice article.

" Author- John Martins -(CA) Author of many E book Information. Did you enjoy this article? If yes I will be the most happy man on earth. Please logon to .. www.yoursite.com/page.htm To know further free information about this subject above give, and have a free report with more than a dozen ebooks waiting for you there."

Like this any one can create amazing BIO Boxes. Hope you will be an expert in BIO BOX creation sooner or later. There is nothing big rocket science in it but some thing catchy must be there to attract people- the readers. You must create a BIO BOX and ask your self, also to your friends as well as relatives to give advices and edit them according to those advices. Tell your self whether this BIO box is attracting your self and if you are a reader will you go for clicking the link there. You can finer the BIO BOX and can get lot of traffic in record time. Test them online and edit them every now and them to tweak them well.

5. How to make hundreds of articles with keyword rich text&back links to landing pages?

We have already discussed about making quality articles. Here is more important to put key words in to articles than anything else. The main key word must come at least 6 to 8 times in an article and must be there in first 3 paragraphs at least one time. This is very important and also must use main key word as first one to add in key word column while submitting in to the article directory.

You can create articles self or by ghost writers and also by taking articles from content websites like article directory etc. Then make changes in those articles plus edit well to make that is unique to you. Change heading and other aspects. Make that a new one almost.

IMPORTANT- Apart from placing main keywords in first 3 paragraph and last paragraph plus repeating the main keyword at least 6 to 8 times in an article, you must know how to write a good articles if all by self you create one. I am not mentioning on editing of existing articles which are taken from article resources and directories. I am mentioning the quality and what makes an article good one as well as how that will be rated and how to write such a nice article.

ASPECTS OF A GREAT ARTICLE-

Firstly, carefully research and study your subject matter.

Think it all through very carefully, WHAT you are going to say and HOW you are going to say it.

I believe the essence of writing a good interesting article is simplicity, but with a touch (or could it be "tinge" of the unusual).

Always aim for clarity and simplicity in your writing.

How long should your article be?

In writing for newspapers or popular magazines the length is probably around 500-750 words (or one to 2 pages).

I would far rather read a 1000 word article giving information that would help me, than a breezy 3000 word article of waffle that doesn't say much at all.

Always try to put yourself in the position of the reader.

After completion, re-read your article a number of times.

Polish it up by changing words and expressions.

Ensure that your article reads quickly and easily.

Otherwise if an article is too long the reader can easily lose concentration and give up.

Examine your sentences and paragraphs carefully to ensure that the words flow smoothly.

A paragraph should deal with one idea, developed in one or more sentences that logically advances the points you are trying to make, add meaning or develop the story you are telling (the plot).

Always try to make your meaning clear.

Ensure that your sentences are well structured and that your grammar is correct.

The first words of your article are of vital importance to grab your reader's attention.

You are doing a "selling" job to entice them to read more - so make the reader want to read

more.

Develop your theme logically. Carefully plan what you are going to say.

Make a list of your main points.

Then progress from one to another (logically), so that they lead to a conclusion.

For example

"...and that is why I think the resource management act is good for the local environment."
or

"and that is why I believe all accountants and actuaries should be set in concrete and used as traffic bollards"

Oops sorry accountants and actuaries!

Do you know what an actuary is?

An accountant who didn't have the personality!

An Example Of An Article

Eg: You are writing about the growing popularity of home computers.

Identify 4 or 5 main points:

say,

* cost

* who is buying them

* how they are being used

and

* implications for the future.

In a short article each of these points will be a paragraph.

In a longer article, the points will be developed.

Arrange your points logically.

You can include sub-points under each main point.

In the example on computers you may include:

* word processing

* computer games

* accounts

and

* school work.

There are three main parts of any article.

Your article should have an introduction.

This introduces the reader to the subject.

Then the main body of the article which comprises most of an article.

This then leads logically to a final deduction or conclusion.

This is essentially a summary of all the main points mentioned before.

I believe the key to writing good articles lies in good PLANNING.

Collecting your material and thinking clearly.

Spend a quiet time thinking before you even set pen to paper.

Ask for inspiration.

Your article should answer the five questions of a very inquisitive person:

WHO

WHAT

WHERE

HOW

and

WHEN

I've just remembered I used to drive my dad 'dilly' with those questions when I was a kid. "Inquisitive little bugger!"

As I mentioned, the title and your first words are of vital importance to grab your reader's attention.

Make them want to read more.

Develop your theme step by step - it's like building a wall brick by brick.

Plan what you are going to say, and how you are going to say it.

Make a list of your main points.

Then elaborate on them.

Progress logically, naturally and smoothly from one to another, so that they lead to a conclusion.

I'm repeating myself, not out of senility... but for effect.

Also saves me the trouble of even more editing!

Have a strong summary to round off your article.

If you know exactly how you are going to end off, the more easily you will shape the article as a whole.

It's like starting off with a piece of clay then molding and shaping it.

You are adding your personal touch, a bit of your personality, your individual thoughts and creativity to the sculpture of life.

It is a little bit of the real you coming out - a little of you and your unique "work of art" is being expressed to the world.

PRESENTATION

Not one of my strong points, but here are a few points to help you...hopefully!

Present your work on A4 size paper.*

Type on one side of the page only.

Use "double space" between lines.

Leave a margin of at least 1 inch (25cm) each side, top and bottom.

Have a Title Page with the name of the writer on it. Makes you feel quite proud of your 'little effort'!

Use a Header with the Title, Your Name and Page No.

Much easier writing for the www and being published on the net. No chopping down trees, so the "greenies" must be very happy.

OTHER POINTERS

I firmly believe writing articles should be entertaining as well as informative. I aim for that in my writing STYLE.

Don't be too impersonal - put in little anecdotes about yourself.

Also don't be afraid to express personal opinions on issues.

(I must learn to keep quiet at times!)

So why not start writing that article.

You may even see that article published.

Seeing my first article in print gave me a big thrill.

Now use your creative imagination to the fullest and happy writing. Perhaps I may even see your name in print.

Good luck and happy writing.

Ghost writers - Ghost writers to write articles for you are available. Just find them in many article service sites. But do not use article spinner software tools and other artificial ways to make articles. Use human beings to make excellent articles. Try to make them self or else through ghost writers.

Building a business online requires a lot of hard work. Sometimes, in order to get everything done that you'll need to do to get ahead, you will need to outsource certain tasks. This

becomes critical to being able to turn a profit in a reasonable time frame (i.e., before you run out of seed money). Article writing, in particular Bum Marketing is one of those things where it winds up being more profitable to pay someone else to do them than to spend the time and effort on it yourself. This allows more time for meaningful work such as keyword research, product generation and marketing.

So, if you can afford to do it, outsourcing can save you a lot of hassle and time. This way you can spend your valuable time on keyword research and finding products to promote and are not spending your days writing dozens of articles. Using freelance sites like <http://www.Elance.com>, <http://www.RentACoder.com>, <http://www.Guru.com> or visiting <http://forums.digitalpoint.com> (no login required) can give you access to plenty of great writers for anywhere from \$15-\$20 per articles. Usually if you order in bulk, you can get 10 good articles for about \$100 TO \$150.

If You are really serious and want to make great articles in BULK to pull super riches from BUM Marketing HERE THAT IS ! Logon to CASAN [CONTENT MANAGEMENT SERVICE](http://www.casanads.com/content) AT FOLLOWING URL <http://www.casanads.com/content>

There are many ways you can create articles and make the fortune from them. The articles are really useful when they are readable and when they carry information for a successful solution for some bad [problem or when they convey a useful information to a needy person.

VERY IMPORTANT TIP- Important thing is **Write as many articles as possible**. Bum Marketing is more about quantity than quality and common sense dictates that the more articles you have floating around in cyberspace, the more signature click you'll get and the more income you'll earn. But it doesn't mean that quality is not at all important. You have to produce nice quality articles in large quantity to get the great things from BUM MARKETING World.

SUBMISSION OF ARTICLES- You have to submit articles to as many best article directories as you can . here are some

LOGON TO FOLLOWINGS

<http://www.ezinearticles.com/> - This is our top pick for the best article directory. Your first 10 articles will take approx 5 days to be approved, but then it's just 2 days after that. Great traffic from this article directory. **Page rank: 6 -Authors: 60,000**

<http://www.articledashboard.com/> - Our articles at ArticleDashboard are producing very close traffic statistics to EzineArticles. Don't miss this directory for your article submissions. **Page rank: 6**

OKAY LOGON TO <http://www.articlestop.com>

AND FIND A GREAT LIST OF FREE ARTICLE DIRECTORIES AND SUBMIT YOUR ARTICLES TO THEM.

Here is the end of the most important part of this guide. Hope you have studied well. These are very important information. You can never miss them.

7. Manage revenue AND Time? How to recycle Time and money?

This is small part to deal with. Here i want you to re invest some of you time and money to make more articles and submit them. You can re invest money you make from BUM Marketing . At first stages let it be 50% of what ever you earn should spend to make articles (salary for people who makes them) and create more articles for better income.

This can be up to 25% or even lower up to 10 % in later stages. Have time to think of the revenue management. Time and revenue are important to be managed.

You must this way recycle at least a part of the income you gain. This is important. Managing time is very important.

Write a plan sheet of time table.

Every day ..from ..AM TO .. AM- Write Articles..

Or Find time for finding more niches, apt products plus researching key words, creating articles and placing them well. This is to be done every day basis with maximum nice way by managing the 24 hours given to you on earth.

Well best manager wins the business. Life is a business. and who manages money and time well will be successful.

Well this is most important advice I can ever give you. MANAGE YOURSELF AND WIN..

8. Conclusion- Sum Up And Wishes.

VIDEO BUMS- BEFORE WE FINISH HERE IS AN IMPORTANT UPDATE- IF YOU WANT BUM MARKETING IN YOUR COMPUTER SCREEN AS IN VDEO -LOGON TO FOLLOWING URL AT <http://www.casanads.com/bum/videos.htm>

So here let me say Bye to you. We have to stop. NOW what is important is action! YES ACTION NOW ITSELF!

LET ME TELL SOME VERY IMPORTANT- AND LET ME MAKE BUM MARKETING IN TO A NUT SHELL-

HERE THAT IS-

The Bum Marketing Method is quickly becoming a popular internet marketing method and is hotter that ever before. The reason why it's such a sensation is that it's not only profitable, but it's also dead simple. In fact, it's one of the easiest and cheapest ways for anyone to earn a decent income online.

In general, Bum Marketing involves:

- Identifying a highly profitable market niche;
- Finding an affiliate program or a product to promote;
- Discovering low-competition keywords and key phrases to be included in the articles;
- Writing articles promoting the selected product;
- Submitting the articles to popular websites and/or posting them to a blog;
- And earning income.

The benefits that Bum Marketing offers and the ease with which they can be gained are enough to make anybody want to hop on the bandwagon. Here are five great reasons why you should join the roster of the ever-increasing number of successful Bum Marketers.

1. Becoming a Bum Marketer doesn't cost a penny and is risk-free.

Aside from not having to spend money to learn the basics of Bum Marketing, there's also no need for you to buy anything to become an effective Bum Marketer. There's no need for you to purchase expensive software or ebooks to learn fancy techniques or even have a website. All you need is a computer and an internet connection.

2. You don't need to possess any special skills.

Becoming a Bum Marketer is easy. You don't have to be a web designer since you won't be required to create stunning graphics and images. The only skill you need is the ability to do minimal research and write basic articles. These are fundamental skills that everybody should possess.

3. You don't have to run a website or build an email list.

As a Bum Marketer, you won't really need to maintain a website so there's no need for

proficiency in even basic HTML. And even if you feel you should get a website up, there are enough providers willing to provide you with free blogs, with functional and excellent templates to boot. And unlike some internet marketing techniques, you don't need to build an email list to make money.

4. You can build a reputation for yourself.

The longer you write articles to promote a product, the more articles will be circulating with your name on them. This will build a reputation for yourself as people will start to see you as an expert in your chosen niche.

5. You're practically guaranteed to earn money.

The central focus of Bum Marketing is making money. As a Bum Marketer, your energy will be spent on earning money by writing articles, submitting them and earning commissions. If you decide to turn the notch up a little, you can compile all your related articles into an ebook to sell, which will earn you even more money.

These are only some of the numerous benefits that being a Bum Marketer can offer. If you're really serious about making money online then Bum Marketing is just right for you.

NOW FEEL FREE TO THINK AND ACT.. HERE IS THE KEY OF SUCCESS FOR YOU.

What is left? What else to do? Hah Let us come to the end of this guide here.

Make a challenge to yourself...say you want an extra \$200 a month...free and clear...so make yourself write 10 articles or ads...maybe you won't hit that \$200 your first month...maybe \$100 or \$150...but...once you do that and get your first check in the mail...you will be hooked!

If you have an extra hour a day...commit to writing one article or ad a day...after 1 month you will have 30 articles...after 2 months you will have 60 articles...after 3 months 90 articles...

Well think-on average you are getting \$20 a month PER ARTICLE X 90 = \$1800 a month! Extra Bucks from BUM. The real worth full BUM BUCKS !

Maybe your first some article ..Gibberish, AND you are going to say to yourself "This is a crappy article"...DON'T WORRY ABOUT IT just finish it...and write the next one...and the next one...and the next one...in the process of researching and reading other people's articles and writing your own...your articles WILL IMPROVE...ask friends as well as relatives to look in to them and edit as per their advices. And never stop this.. keep your eye on the goal...whether it is \$200 a month...\$1800 a month...or \$18,000 a month. AMAZING !

And let me say you.. GOD WILL HELP WHO HELPS THEMSELVES.

Wish You All The Best - HAVE A GREAT Time ahead !

Complete BUM Service Available in Nut Shell ! - Casan Bum Division Will Help you personally to set up your own Bum Marketing Business to earn \$10000 or more a month online . This is a one to one direct service no where else you find. Logon to <http://www.casanads.com/bum>

<http://www.casanads.com/content> -To Create 1000s best " Key-word articles" For BUM

<http://www.Casanads.com> - Complete advertising solutions in a nut shell.

<http://www.Casanads.net>- Potent Buyers' SAFE list To Promote Your Business FREE.

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DO YOU WANT FURTHER IN TO BUM MARKETING/AFFILIATE MARKETING/ MAKE HUGE MONEY FROM INTERNET - LIST OF VERY BEST AND RECOMMENDABLE PRODUCTS ON BUM MARKETING-We Recommend To Buy Study/ Use Them. They will pay you 1000 times BACK Of what ever you invest to buy them . GUARANTEED !

LOGON TO FOLLOWING URLS OF TOOLS GIVEN BELOW.

1. Micro Niche Finder - 'Powerful New Software Tool Uncovers Hot Untapped Niche Markets That Have Been Completely Overlooked By The Masses And Allows You To Swoop In And Absolutely Dominate These Niche Markets In Google!. This alone can bring you hundreds of dollars in no time

2. Super Affiliate Handbook. Start Your Own Home-Based Affiliate Marketing Business With Super Affiliate Rosalind Gardner 's Expert Guidance! Topics Include Blogging, Market Research, Affiliate Programs, Web Design, Problem Avoidance And So Much More! Updated Completely For 2007. Secrets revealed- kept secrets of Gardner who made/is making 650000 dollars a year from Affiliate marketing.

3. Easy Chair Millionaire. In Just 15 Mins You Can Create Multiple Set-And-Forget Passive Income Streams That Automatically Make You Money While You Sleep! Very best money making idea ever designed.

4. Internet Million Dollars ::: Make \$100,000/month - Every Month. It Works! We Make Our Customers Millionaires! Order Now And Get \$600 Bonus & Free Money Making Website! THIS Is un believable yet perfectly TRUE.

5. Ultimate Wealth Package. MAKE NOT 1000S BUT MILLIONS OF DOLLARS! BEST EVER TACTICS ,UNUSED IDEAS. JUST A CLICK AWAY. IF YOU MISS THIS MEANS YOU MISS EVERY THING.

ADDITIONAL PRODUCT FOR EVERY ONE! BEST AND GREATEST!

6. Witchcraft Exposed! Powerful Spells About Love, Luck, Wealth, Money, Protection, Etc. Guaranteed Results From The European Wizards. Great Affiliate. You believe it or not this will make you extremely successful in all fields of life. Get any woman you want! get millions of money. and every thing you like to get.. **NO ONE CAN STOP YOU.**

YOU CAN **SELL THIS GUIDE AT ANY COST** YOU WANT OR CAN GIVE THIS AWAY FOR FREE. ALL SALES RIGHTS ARE OPEN. **YOU CAN CUSTOMARIES** THIS IN YOUR NAME WITH AFFILIATE LINKS IN YOUR NAME. PLEASE **SEE BELOW** FOR THAT INFO. **TO GET TOOLS TO SELL THIS GUIDE.** FOR MORE DETAILS LOGON TO <http://www.casanads.com/bum/bgsales.htm>

IF you want to customaries this guide please E mail us to support@casanads.com (Cost is \$10 Pay by [paypal](https://www.paypal.com)). Parts to customaries or FILL are- "**OWNED BY Column**" with your name. AND **your web site link** also will be added. PLUS we will **replace all the Click Bank Affiliate URLS Here with your Click Bank ID/ Affiliate URL**- This will ensure you secondary income from lot of back end sales through the CB Links.

VERY BEST WISHES AND GOD SHALL BLESS YOU.

- CASAN ADS.COM/BUM