



## My Blueprint of Earning a living on the Internet!

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A Success Story of Shane Dolby  
Compiled by Joseph Then

<http://www.nkthen.biz>

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# Foreword

Hi, this is Joseph Then. The purpose of this short, story-based report is to share with you one success story of a marketer, Shane Dolby, who makes money in just 6 months.

I get to know Shane Dolby in a forum and he has been very conscientious in learning the tricks of the trade.

Due to his lay off from his job, it “pushes him up against the wall” and he gives himself 6 months to make money on the Internet, income that will allow him to stay at home with more time with his family.

And he did it.

I asked him to share his success story and he did share his story without restrain and what I get is a full 7-8 pages of his methods.

Shane may not make \$10,000-\$20,000 per month but with \$1,000s made per month within 6 months, he has placed himself in the bracket of a marketer “who makes decent income”.

I'm glad to compile this story for you. So enjoy the story, follow his methodology and let's get started!

# **My blueprint to Earning a living on the internet!**

**By Shane Dolby**

In January 2006 when I was laid off from my job, I told my wife that I was not going back to work for anyone else. She gave me 6 months to show her that I could earn a living online. So I sat down and came up with a 6 month blueprint on how I was going to achieve that with very little money coming in. So here is the plan in step by step format. If you follow this plan you should make money. I can not guarantee that you will make any money but you should make several hundred to several thousand a month.

First things first this is not a get rich quick method it. **It is a slow and steady method of growing your business.** I will tell you everything that I do to generate my income from this blueprint. Yes you can speed things up if you have the money to do it. This method does require you to spend some money. You can't really make any money with out spending something.

My experience in internet marketing did help me when I created this blueprint and that is why I am passing this information to you as most people do not have this kind of experience and have no clue where to start. Some people have the knowledge but do not know how to implement it. Some are lazy and expect money to just fall in their lap. Not going to happen. If you are new you see people that make a ton of money online. What you don't hear or see is that most took years to make that kind of money. They had a lot of trial and errors and a lot of getting in the right circle of people. With my method you don't need tons of friends or be in the right clicks.

What you do need is to be able to follow directions and actually do it. This will lead you to be able to have more money to move further along and to create your own products and have large launches.

## Month 1

The first thing you need to decide is how many sites you would like to have in your network at the end of 6 months. So you need to think about how much money you can spend each month for domain names and hosting. I would suggest that you plan your hosting account for how many domains you would end up with at the end of the 6 months. You can get hosting for around 20 dollars a month for 50 accounts or a dedicated for around 60-100 dollars a month for unlimited domains. You can move to dedicated as your network grows.

### Domain Names

Now you can get domain names from several different places and several different types be they .com .info .biz you can find several deals that are under 8 bucks.

<http://Namecheap.com>

<http://godaddy.com>

You can get discount coupons at <http://www.dncoupons.com/>

One thing to remember is once you buy a domain name you don't have to pay again for 1 year if you take hosting and domain cost it takes just 12 dollars profit in one year for it to pay for itself.

I wanted to have 50 domains in my network by the 6th month. So that worked out to around 8-9 domains a month. I knew I had xx money to spend each month so I had to figure out how many I could put up the first month. That will come later as I explored all the cost in getting 1 site up. So at this point I was at 27 dollars. As I wanted to use .com domains this could be cheaper depending on what tld you wanted to use. And whether you want to spring for a reseller account now. Cost per domain is higher now but cheaper as you go along.

So I had hosting figured out and domain name cost figured out. Next came the actual website cost.

### Getting Websites

There are several ways that this can work. You can buy existing pre made sites. Or if you have html/php, graphic, or writing skills you can build your own and save money. You can also outsource any of the above.

For me I didn't want to build that many sites as I was in a little more of a crunch. So I bought pre made sites from <http://www.niche-mania.com> and <http://www.AdSense-ready-websites.com/aff/87/AdSense>

These sites will cost you anywhere from 9-30 dollars each. At niche-mania you can get sites either by paying a monthly fee or buy them separately depending on your budget. There are several options from 20-80 dollars a month. There are other sources you can look for but I would not and advise against buying pre made sites that have no limit to the amount they sell you probably have seen these 145 site packs for under 30 bucks.

Niche-mania only sells around 30 sites per user. Example of a Niche Mania site here <http://www.diabeticworld.net/> they are also easy to use and install so require very little in the way of html/php knowledge. Make sure you research before you buy anything from anyone.

So to put up my first site going the pre made way was going to cost me \$40 and each site after that would cost less.

So let's take this to a 6 month total Of initial costs:

1. Hosting \$120 (6x20 a month)
2. Domain name cost \$400 (50x8) can be less by using subdomins or buying cheaper domains when on special.
3. Premade sites from NM \$450 (using monthly subscription can cut cost down.)

That is a total of \$960 or around 160 dollars a month to put up around 8 sites.

**So to be profitable I would have to make \$960 by the end of 6 months**. Now the cost of this network for one year is a lot cheaper per month as all I would have is hosting cost of 120 for the year or around 80 per month if spread out over the course of a year. Year 2 would only cost me around 56 dollars a month as I would not have to buy the content again just domain name renewal and hosting. Again this is my cost and yours can be higher or lower depending on your choices.

### **Getting traffic to my website**

Ok so now I had my costs and my content. So after I put these sites up what do I need to do? Well next is getting traffic to the sites. I didn't want to use PPC at this time as it would push up my costs and I didn't have the budget to do this yet. So I was going to have to rely on SE's and other methods that cost nothing or very little. Also by using pre made sites I saved a ton of time building and had more time to focus on traffic generation.

They are simple methods but they DO get me the traffic that I want, for free.

#### Directory Submission

Now I had to decide whether I was going to automate the submissions or do them by hand. You can automate the process several ways. You can use a service I recommend <http://www.lazyseo.com/> or just Google free directory submission. If you want to do it manually you can get a xls list by going here <http://info.vilesilencer.com/main.php?rock=seo-friendly.php> all depends on how much time or money you have to spare.

#### Articles

Write articles and submit them to articles directories. It is very effective and it will get you a lot of traffic and pushes your website up in the Search Engine Rankings. You can get ghost writers from Elance or write the articles yourself.

I get a couple of very good ghost writers and I can share them with you.  
Isaiah - [Houolol@aol.com](mailto:Houolol@aol.com)

### Social Book marking

I used social book marking to submit the first page of each site. These are the 3 top ones that I use there are many more out there

DELICIOUS - <http://del.icio.us>

JOTS - <http://www.jots.com>

FURL - <http://www.furl.net>

Here is a list of more that you can use:

<http://www.listible.com/list/social-bookmarkingsites>

### Blogs

Now I also add a blog to each website with just a short blurb about the website and a link back to it. I use wordpress and most hosting company's have it available just make sure when you get hosting that it is. I also use a couple different themes that are monetized.

<http://www.monetizingtheweb.com/wordpress-theme-mw/>

Very good resource here <http://www.blogstraffic.com/> cost you around \$47 its used on one of my sites here <http://condo-rental.info/>

Another thing with blogs is you can create entire sites with it as you see above and also at <http://www.worldcityblog.com/>

### Sitemaps

Ok next came sitemaps to Google and Yahoo. You can submit your site maps here for

Google <http://www.Google.com/webmasters/sitemaps> and here for Yahoo

<http://submit.search.Yahoo.com/free/request>

You can build your site maps here <http://www.xml-sitemaps.com/> or if using pre made sites they generally come already built.

### Word Press

For word press you can use this

<http://www.arnebrachhold.de/2005/06/05/Googlesitemaps-generator-v2-final>

That's pretty much what I do to each site for traffic generation. You can also submit your articles that you have written or pay to have written to article directories.

As a lot of other se's will pick your site up via links from the other sites. MSN tends to pick them up faster. Now you have to wait as it takes time to get listed in the Search Engines it can take up to 3-4 months or more to get listed. Some will list you in a few days. Be patient!!!

Don't get discouraged. Remember this is a 6 month plan.

Ok on to Month #2

## Month 2

First thing we do is the same as you did in Month #1 put up new sites and submit them to the same sources.

Now we go back to the sites in month one and add 2 new page's of new content to each site. One to the site itself and one to the blog. You can add more if you like if you have the time in the month to do this. Its easy for the first month as there are only 8 or so sites or less depending on your budget.

Now where do I get the content? Well you can get it from several places you can purchase it from WSO's on the Warriorforum.com you can hire people to write it for you at about 6-20 dollars per article. You can also write it yourself.

There are plenty of places to get your articles written. You can also use other people's articles from article directories that give you permission to use them with the author box on them.

Let's talk about duplicate content for a moment. I would like to dispel a myth about it. Duplicate content is using the same information over and over again on the **SAME** site i.e. using the same article with different keywords. Its not if more than one site has the same article.

## Month 3-6

Month 3-6 is the same as month 2 just that you have more sites to add content to as you just keep growing your sites from month 1 and 2 and then sites from month 1-3 in month 4 and so on till you get to your 50 sites.

Now as you hit month 3 you should start to see traffic and a little income from month one works could be sooner, just being optimistic, and increasing each month.

Now all my income does not come from just AdSense but each month my AdSense grew by a good amount and it has averaged \$15 - \$30 a day after month 4. Might not sound like much but can you use an extra \$400 -600+ a month? And this will grow as the sites I put up in month 5 and 6 have not started to generate any money yet.

Now there are other various methods that I use to monetize my sites. I use <http://www.ClickBank.com> and <http://www.cj.com> and <http://www.amazon.com> and <http://www.affiliatefuel.com> and <http://www.ian.com/> for travel to generate even more income. Just search for programs that fit the theme of your site. My income after 6 months has been steadily making \$2500-\$3000.

Here is a site that uses Commission Junction and AdSense <http://londontheatersguide.com/>

This one uses AdSense and ClickBank <http://swaptraveltips.com/>

I am now putting up sites that use AdSense and PLR stuff that I buy from various places. I am also adding other affiliate programs as I go along.

Now that I am making more I have more money to spend to go back and add more money making things to the sites that I put up in the first months that are getting traffic and I can use the stats to see what people are searching for and match up products to it.

I am also looking now into the new Amazon ads to put in place of the old Amazon ads.

Now remember you can use this system a lot cheaper than I did by using sub domains off a generic .com which would save you the domain name money.

You can also cut cost by building your own sites. There are several places to get templates for free. Just Google free website templates.

I use no blackhat (ie.illegal) tricks or funny stuff to do this. It is all normal everyday stuff. I want a long term income not something that makes money quick and then dies.

Don't have to worry about trying to pick niches that pay the most money remember a niche is profitable once it pays for the domain name and website. This means around \$25 in total income. It all depends on what you paid for the site and the content or if you created it yourself.

The majority of my income comes from around 25 sites at this time so think what I will be making when they all start to generate. You can keep on going after the 6th month and make even more money. This takes work but it is not a job. If you take a

week or 2 off you will still be making money as the majority of the work is done once you do each task for the website. Don't worry as you get to month 6 if you don't get to add pages just make sure you grow the ones that are 3 months or more old.

As you increase your income now you can think about going to seminars (I highly recommend this) and meeting people. You will now have money to start creating your own product and making JV's and gaining affiliates for your product. But that is another lesson in itself.

More resources that you may find useful that I use.

**Recommended:**  
[Your Own Articles](#)  
[Article Nugget](#)  
[Niche Product](#)  
[FREE Newsletter to various Internet Marketing Tips](#)

**Others:**

<http://www.associateprograms.com/directory/>  
<http://www.domaintools.com/>  
<http://www.articlechief.com/>  
<http://inventory.overture.com/d/searchinventory/suggestion/>  
<http://www.whonu.com/>  
<http://www.broobles.com/scripts/simpletags/>  
<http://www.guru.com/>  
<http://www.AdSense-ready-websites.com/>  
<http://www.nichesavers.com/>  
<http://www.nicheempires.com/>  
<http://www.aweber.com>  
<http://www.coreftp.com/>  
<http://sourceforge.net/projects/filezilla>  
<http://www.simdata.com.au/mifiles.html>  
<http://www.smartftp.com/>  
<http://www.evrsoft.com/download.shtml>  
<http://www.arachnoid.com/arachnophilia/>  
<http://www.chami.com/html-kit/>  
<http://www.nvu.com/index.html>  
<http://www.openoffice.org/>  
<http://www.primopdf.com/>

Thanks and hope you use this information to create your own internet income.

Shane Dolby