

ClixSense

as a

Internet

Business

A Home-Based Business
That is Easy to Start

by

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Home-Based Business Guide

Edition 1.1

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Table of Contents

| | | |
|------------------|---|-----------|
| Chapter 1 | Introduction | 6 |
| Chapter 2 | Getting Ready | 8 |
| | 2.1 Finances | 8 |
| | 2.2 Time | 9 |
| | 2.3 Your Work Space | 9 |
| | 2.4 Computer Hardware | 9 |
| | 2.5 Computer Software | 10 |
| | 2.6 Computer Skills | 11 |
| | 2.7 Email Address | 11 |
| | 2.8 Payments | 13 |
| | 2.9 Mindset | 14 |
| Chapter 3 | ClixSense | 16 |
| | 3.1 The ClixSense Website | 16 |
| | 3.2 How Much Can I Earn on ClixSense for My Own Activities? | 20 |
| | 3.3 Is \$5.85 Per Month Really Worth the Effort? | 21 |
| | 3.4 Sign Up for ClixSense | 22 |
| Chapter 4 | How Much Can I Earn From ClixSense as a Business? | 23 |
| | 4.1 The ClixSense Affiliate Program | 23 |
| | 4.2 Earnings Per Active Referral | 25 |
| | 4.3 How Many Advertising Impressions Will be Needed to Get One Active Referral? | 25 |
| | 4.4 Putting it All Together – Getting the | 26 |

Table of Contents

| | | |
|------------------|---|-----------|
| | ROI | |
| 4.5 | A Note on Fringe Benefits | 26 |
| 4.6 | Summary | 27 |
| Chapter 5 | Creating Your Ads | 28 |
| 5.1 | Your Attitude Towards Selling | 28 |
| 5.2 | The Generic ClixSense Ads | 29 |
| 5.3 | Creating Your Own Ads | 30 |
| 5.4 | How to Create Your Own Ads | 32 |
| 5.5 | How to Create Ads for a Small Fee | 32 |
| Chapter 6 | Advertising | 34 |
| 6.1 | Spam | 34 |
| 6.2 | ClixSense Spam Policy | 35 |
| 6.3 | Advertising on Traffic Exchanges | 36 |
| 6.4 | Advertising on PTCs | 37 |
| 6.5 | Advertising on Forums | 38 |
| 6.6 | Social Media | 38 |
| 6.7 | Starting a Blog | 38 |
| 6.8 | Starting a Website | 38 |
| 6.9 | Conclusion | 39 |
| Chapter 7 | Tracking Your Advertising | 40 |
| 7.1 | What to Track | 40 |
| 7.2 | Tips on Maximizing the profitability of Your Campaigns | 41 |
| 7.3 | Tracking Your Campaigns on ClixSense | 41 |
| Chapter 8 | What Now? | 43 |
| 8.1 | Swear Off Internet Businesses Forever | 44 |
| 8.2 | Continue with ClixSense, but not as a Business | 44 |
| 8.3 | Continue with ClixSense as a Business, and Expand, and Diversify | 44 |
| 8.4 | Ditch ClixSense and Work on the | 45 |

Table of Contents

Next Amazon

| | |
|---|-----------|
| Appendix A Quick Start to Your Business | 46 |
| A.1 Sign Up for Paypal | 46 |
| A.2 Sign Up for ClixSense | 47 |
| A.3 Getting Your Ads Ready | 48 |
| A.4 Tracking Your Ads | 48 |
| A.5 Advertise | 48 |
| Appendix B All About Banner URLs, HTML Code and Affiliate URLs | 50 |
| B.1 Your Affiliate URL | 50 |
| B.2 Alt Text | 51 |
| B.3 Banner URL | 51 |
| B.4 HTML Code | 51 |
| Appendix C Design and Advertising Resources | 54 |
| C.1 Freelance Websites | 54 |
| C.2 Ad Design Websites | 55 |
| C.3 PLR Content Websites | 57 |
| C.4 Traffic Exchanges | 58 |
| C.5 PTC Websites | 60 |
| C.6 Conclusion | 62 |
| About the Author | 63 |
| Rebranding Information | 64 |
| Collaboration, Feedback and Updates | 65 |
| Licence | 67 |

Chapter 1

Introduction

The employment landscape has changed drastically in recent years. Companies are facing increased competition from a more connected world while technology has rendered some jobs obsolete and changed the nature of other jobs. As a result, many companies have been forced to cut benefits and salaries, restructure jobs, and retrenchments have become the norm rather than the exception.

Many employees are finding that working for someone is no longer how it used to be. They are being called to put in longer hours, take on greater responsibilities, handle more varied tasks, and sometimes, even to go for retraining in a completely different field. And all this for a promotion and a mediocre pay raise... if they are lucky.

More and more employees are deciding that enough is enough, and no longer see being a slave to their jobs as their lot in life and are looking for greener pastures. Some have started businesses of their own, while others have started freelancing on a part time, or even full time, basis.

Many are looking to the Internet to find a way to strike out on their own. Businesses on the Internet can be started with a pittance as compared to offline businesses which would normally require office space, renovations, and staff along with the monthly overheads for staff salaries and office rental.

Chapter 1: Introduction

But online businesses are not without their pitfalls. If you are looking to start an online business, you will face a dizzying array of information and misinformation. Everywhere you turn, whether in your emails or the ads on the sites that you visit, you are bombarded with claims of riches for the taking.

More often than not, such claims tend to have more fluff rather than real substance, while others are downright lies. And there are times when these claims are actual attempts at fraud.

But when all is said and done, there are also real people who have started real businesses on the web. And they are doing really well, much better than they would have done if they had stayed in their jobs.

This ebook is about getting you started on your journey into Internet businesses. You will learn about Internet businesses by actually starting and running a simple Internet business. Along the way, you will gain a real idea of what an Internet business is, how to start and run it and how to promote it. And, more importantly, you will have a first person perspective of the potential of such businesses, and discover if you have an interest in making this type of business your last “job”.

Before we carry on to the next chapter, I would just like to say that this ebook is not about joining an automated marketing program and promoting it to your family and friends. Nor is it any kind of MLM or pyramid marketing scheme.

This ebook is about starting an online business based on the [ClixSense](#) website as the product, but it is not a turnkey business or any kind of franchise. I will point you in the direction that you need to go, and the steps that you need to take, but there will be decisions and choices that you have to make, and hard work that you have to put in.

Chapter 2

Getting Ready

Let's get right down to business, shall we?

The first thing that we need to do is to make sure that you have what you need to get started up. One of the things that I hate is getting started halfway, and then having to stop and do something else because it hasn't already been prepared. It dampens the momentum, saps your energy and affects your productivity.

Don't worry, you are going to start a very simple Internet business and it will require just a bare minimum of skills and resources. You might have to make some decisions on how you are going to work, but it is something that you have to do sooner or later.

2.1 Finances

You can start this with very little cost except for your Internet access and power bill. However, as you no doubt realize, you get what you pay for. Free is always good, but also comes with a price. Free could cost you in terms of your time or the quality or reliability of the service provided.

So, if you have to spend a couple of dollars to get a better quality of service and to save hours or days of your time, it might be a good idea to spend.

For a start, I'd say that \$50 - \$100 a month would go a long way. Just forego one dinner at a good restaurant each month and you are good to go. Once everything is setup and you have some turnover going, you can then decide if you want to invest more.

2.2 Time

A time commitment of at least an hour each day should be enough to get things going. You may not have the time to work on your business every day, but try to at least schedule a little bit of time every day, or at least, every other day. In my opinion, you will have better results if you work on this business for a little bit of time each day, rather than schedule a big block of time on the weekend.

2.3 Your Work Space

If it is possible, find a place away from the hustle and bustle of your everyday living. Ideally, you should have your own desk large enough for your computer and some space to comfortably read and write.

To fully make use of the limited time that you have, make sure that you clear your work space of any and all distractions. Have only the stuff that you need to work on your business in your work space and nothing else.

2.4 Computer Hardware

The main computer on which you do most of your work should be a desktop PC with a reasonably big screen. If you are working on a notebook, you might want to consider investing in a large screen that you can connect to your notebook when you are working at your desk.

A tablet or even a smartphone might be able to do most of the work that you need but, for the longer term, if you intend to stick with

Internet businesses, I would consider that a notebook or a PC would be the minimum requirement.

2.5 Computer Software

You should already have all the software necessary. Whatever you do not have can probably be downloaded for free on the web. Individual requirements vary, but the following list should serve as a good guideline:

- **Graphic Editor.** If you are using the Windows operating system, the Paint program that comes with it should do for simple viewing and editing of graphic files. For something a little more involved, the [GNU Image Manipulation Program](#) or [GIMP](#) should fit the bill.
- **Word Processor and Spreadsheet.** The [Apache OpenOffice suite](#) is the leading open-source office software suite for word processing, spreadsheets and more. It can read and write files from other common office software packages like Microsoft Office. It can be downloaded and used completely free of charge for any purpose.
- **FTP Program.** If you need to upload files to a computer server, the web host would probably have a browser-based application that you can use. But if you should need an FTP program to upload files to a server, you can try [FileZilla](#), an open source software distributed for free under the terms of the GNU General Public License.
- **HTML Editor.** For simple editing of HTML, I find that text editors do much better than the usual HTML editors. For one, they do not mess up your indents as many HTML editors will. And they don't confuse you with great features which you are not using. You get a nice and simple program that gets the job done. My editor of choice is the [Programmer's File Editor](#) – also great for editing the source code of any software program that you might be writing.

Note that the editor was developed for Windows 98 and development has been discontinued, but I'm presently running it on Windows 10 without any problems.

2.6 Computer Skills

If you are reading this ebook, you would have done the following actions:

- Switched on your computer.
- Opened your browser.
- Navigated to or input the download URL into the browser.
- Downloaded this ebook.
- Run a PDF reader and opened this ebook.

You know what? You are already pretty good with a computer. Basic computer skills are needed to start up and run your online business, and it seems that you probably have most of what is needed.

But, there will be occasions in which you will be called upon to do something that is not so familiar. Examples would include:

- Configuring and setting up of various programs and accounts like your email, FTP program and web hosting account.
- Editing a HTML file and uploading it to your website.

Don't worry too much as help is usually available from the respective service providers. If not, just ask a question at a relevant forum or search the web for an answer.

2.7 Email Address

I'm sure that you already have an email address but that is not what this section is about. But if you don't already have one, it's about time to get one.

This section is to get you thinking about protecting your email address. When you start getting involved in Internet businesses, you are going to be moving around a lot on the web. You will be signing up for services and websites, requesting for information and communicating with other netizens, so you will be using your email address a lot.

An unfortunate facet of life on the net is the existence of spam. The more you use your email address, the more spam you are going to receive. I'm not talking about one or two unwanted advertising messages a day, but literally hundreds of messages a day, drowning out your legitimate messages and causing you lots of wasted time each and every day.

So, you do have to think seriously about how you can avoid, or at least minimize, the time spent in dealing with spam. So, I would suggest that instead of one email address, have 3 email addresses which you use to sign up for different services:

- **Main Email Address.** This is your main email address. You will probably retain this address for the rest of your life, so guard it with your life. Give it out only to family, trusted friends and colleagues. This address can also be used for trusted organizations and websites like financial institutions, government sites and other official sites that you are confident will not spam you.
- **Business Email Address.** Use this email for services and websites that you will be using over the longer term.
- **Throwaway Email Address.** Use your this email address for new contacts and for more transient or temporary services. The basic idea would be to always use your throwaway email address if it would no longer be needed a few months from the time you give it out. If you are unsure about a service or

website, you should also use this email.

In time, this email address would probably start getting a lot of spam. Then, all you have to do is to abandon it and open another new throwaway email account.

2.8 Payments

Payments online are generally cashless and do not involve cash or check. Online payments would normally go through a debit or credit card, or one of the online payment websites, or even through eCurrencies like bitcoin.

For a start, [Paypal](#) should suffice. Paypal is one of the main sites online for the sending and receiving of funds electronically. You can link Paypal to your credit card to handle payments, and funds in your Paypal balance can be transferred directly to your bank account.



If you have a choice of paying through Paypal or through your credit card, always choose Paypal. This is because when you are paying through Paypal, you do not have to divulge your credit card details to the website or service that you are paying to.

You can check out and open an account with Paypal [here](#). I would suggest opening a personal account first and then consider a premier account later.

Unfortunately, as of Feb 2017, Paypal has determined that the ClixSense business model is in violation of Paypal's user agreement and as such, ClixSense can no longer process any payments with them.

So, when you are cashing out or purchasing ads, you are going to need to use one of the other payment processors. Currently, the

following payment processors can be used with ClixSense for purchasing ads, cashouts or both:

- [Payoneer](#)
- [PayToo](#)
- [Payza](#)
- [Skrill](#)
- [Tango Card](#)

2.9 Mindset

On Wikipedia, mindset is defined as “a set of assumptions, methods, or notations ... that is so established that it creates a powerful incentive ... to continue to adopt or accept prior behaviors, choices, or tools.”

Your ideas or mindset towards Internet businesses and towards yourself as the owner of a business or as an entrepreneur is crucial to your success. You have got to see the possibilities of Internet businesses and believe in yourself as an entrepreneur or you might as well just stop reading this ebook because nothing much will come of it.

The success of your Internet business will depend on how much you believe in it and in yourself. The role of this ebook is simply to get you started and point you in the right direction. The eventual success or failure of your business rests solely on your shoulders.

This ebook is not about how to get the correct mindset but one good way that can help is to put yourself on the line. If you are committed to starting an Internet business and making it a success, then share it with the world.

Tell all your friends, your neighbors and the whole world if you can about what you are doing and how you are doing it. And set a time line for yourself on when you are going to achieve what. By doing this, you not only hold yourself accountable but everybody else will hold you accountable as well. It gives you that much more

incentive to succeed and not to fail.

I can't guarantee success however committed you are, but I can guarantee that it will be a worthwhile effort and if you should fail, you would have learnt something so that you would be better equipped for success if you should decide to give it another go.

Remember the motto: "If something is worth doing, it is worth doing well."

Chapter 3

ClixSense

ClixSense is going to be the product that you are selling. More specifically, you are going to refer people to ClixSense, and you are going to earn a commission from ClixSense when your referrals sign up and when they are active on the website. In addition, you will also earn when they upgrade to Premium, and if you have upgraded to Premium, you will earn if their referrals upgrade too.

3.1 The ClixSense Website

ClixSense is a website in which members can join for free. Members are paid to perform simple tasks like viewing advertisements, completing surveys, playing games and signing up for offers.

The following are the multiple ways that a member can earn from ClixSense:

Viewing Advertisements

You can be paid from \$0.001 to \$0.02 to view an advertisement for 3 sec to 60 sec. Obviously, the longer you have to view the advertisement, the more you will be paid.

Advertisements are put up by independent advertisers, and the advertisers can choose the

demographics and location of the viewer, so the number of advertisements that can be viewed each day differs every day and for each member.

However, ClixSense does guarantee that there will be at least one ad for \$0.01 for a member to click each day.

Completing Surveys

ClixSense has partnered with various survey sites like Toluna, OpinionWorld, YourSurveys and Samplicio.us so that there are lots of surveys available to its members. However, acceptance to a survey depends on multiple factors, like the member's income, geographic location, interests and economic activity, so each member will have a different number of surveys available.

Payouts for surveys vary, but the average is about \$0.50 to \$2 per survey. In general, the longer it takes for you to complete the survey, the more the survey will pay.

Doing Micro Tasks

Micro Tasks are sourced from CrowdFlower, and each task can pay from a few cents to a couple of dollars. The nature of the tasks vary widely, with the more complicated and time consuming tasks naturally paying more.

You are paid a \$5 bonus by ClixSense for every \$50 of tasks completed. In addition, ClixSense also hosts a weekly contest, with the top 10 members sharing \$100.

Playing Games, Signing up for Free Offers, Installing and Running Apps

Third-party advertisers and websites like TrialPay, RadiumOne and Persona.ly will pay ClixSense members to perform some activities including:

- Watching videos.
- Playing games.
- Signing up for offers.
- Installing and running apps on their mobile phones and tablets.

Playing ClixGrid

In ClixGrid, you click and view an advertisement for 10 sec for a chance to win \$10. You get 30 chances a day, and prizes with lower cash values are up for grabs as well.

The ClixAddon

The ClixAddon is a piece of software that you can download and run and it keeps track of your account status as well as informing you of new PTC ads, surveys and tasks as they become available. You don't actually earn from running the ClixAddon, unless you complete the Daily Checklist (see below).

Daily Checklist Bonus

The Daily Checklist is a list of activities that you must complete each day to earn the Daily Checklist Bonus. The activities on the checklist are:

- Viewing at least 6 PTC Ads.
- Playing ClixGrid at least 20 times.

- Completing at least one of the following:
 - Completing at least 10 tasks.
 - Completing at least 2 offers.
 - Completing at least 5 tasks and 1 offer.
- Viewing one page of the ClixSense forum.

For each day that you complete the checklist, you get a bonus of 5% of your personal earnings for that day. If you run the ClixAddon for at least one hour on that day, you get an additional 1%. If you manage to complete the checklist 3 days in a row, you get another 1%.

Upgrading to a Premium Account

A Premium account costs \$17 per year. As a member without referrals, the benefits are shown in the table below:

Table 3.1 Standard Account Vs Premium Account

| Benefits | Standard Member | Premium Member |
|------------------------|------------------------|-----------------------|
| Guaranteed Ads Daily | 1 | 4 |
| Daily ClixGrid Chances | 30 | 60 |
| ClixGrid Timer | 10 sec | 5 sec |
| Minimum Cashout | \$8.00 | \$6.00 |
| Daily Checklist Bonus | Up to 7% | Up to 16% |

A Premium account is very affordable but is not necessarily the way to go unless you can manage to complete the Daily Checklist on most days.

Another way to reap the benefits of the Premium account is to refer members to ClixSense, which we will get into in the next chapter.

3.2 How Much Can I Earn on ClixSense for My Own Activities?

It's difficult to know how much any one member can earn on ClixSense but one way to come up with an estimate would be to look at how much some of the other members of ClixSense are earning and take the average.

One way to find out the earnings of some ClixSense members is to visit the ClixSense forum. Under the forum profile of the posters in the forum, you can see the total earnings for some of them. Along with the date on which they joined ClixSense, one can come up with their average earnings per month.

I did a random sampling of 10 forum posters at end of Oct 2016 and came up with their average earnings per month as tabulated below:

Table 3.2 Earnings Per Month

| Date Joined | Total Earnings | No of Months Joined | Earnings per Month |
|--------------------|-----------------------|----------------------------|---------------------------|
| Oct 2012 | \$28.02 | 56 | \$0.50 |
| Jul 2012 | \$32.13 | 53 | \$0.61 |
| May 2010 | \$69.21 | 75 | \$0.92 |
| May 2011 | \$110.38 | 63 | \$1.75 |
| Nov 2011 | \$127.25 | 69 | \$1.84 |
| Aug 2011 | \$149.45 | 66 | \$2.26 |
| Aug 2011 | \$406.71 | 66 | \$6.16 |
| Jun 2011 | \$558.87 | 64 | \$8.73 |
| Dec 2011 | \$1,010.78 | 70 | \$14.44 |
| Jun 2009 | \$1,869.42 | 88 | \$21.24 |

As expected, the earnings vary a lot, from \$0.50 per month to \$21.24 per month, with the average earnings per month coming in at \$5.85 per month.

The earnings of the members above are definitely not representative of the earnings of ClixSense's membership but just a very general indication of what is possible.

3.3 Is \$5.85 Per Month Really Worth the Effort?

If you look at ClixSense as a business, then you have to ask yourself if anybody will join ClixSense if the earnings potential is merely \$5.85 per month.

Firstly, consider that the figure of \$5.85 is just a ballpark figure. It is the average earnings of active and inactive members. If a member is active and works hard at ClixSense, I'm sure that earnings of \$10 per month or more can be easily achieved.

So, taking \$10 per month as the average an active member of ClixSense can earn, would it be attractive enough to entice someone to join and continue with ClixSense? Well, you can consider the following factors:

- If you have no job, every little bit helps, even if it is just \$10 per month.
- A member that joins ClixSense would probably also be a member of other similar sites like ClixSense. If a member earns \$10 from each site, and he is a member of 5 sites, then it is \$50 per month.
- Many members might be only working part time, or be low income earners, or living in countries where the average wages are quite low. If you are earning \$500 or less per month, \$10 per month is not too

insignificant.

3.4 Sign Up for ClixSense

If you have not already done so, do sign up for ClixSense before you go any further. ClixSense is your product so do take the time to browse around the website so that you are familiar with what you are selling. You can sign up for ClixSense [here](#).

Chapter 4

How Much Can I Earn From ClixSense as a Business?

When you run ClixSense as a business, it means that you will spend time, money and resources to refer members to ClixSense, and you get a commission from ClixSense for referring these members. Let's first take a look at the ClixSense affiliate program in detail.

4.1 The ClixSense Affiliate Program

The following table illustrates the various aspects of the ClixSense affiliate program:

Table 4.1 The ClixSense Affiliate Program

| | Standard Sponsor | Premium Sponsor |
|-------------------------------|--|---|
| <u>Referral Signup</u> | | |
| Commission | \$1.00 (After your referral has earned \$10.00) | \$2.00 (After your referral has earned \$5.00) |
| <u>PTC Ad Clicks</u> | | |
| Micro | \$0.0002 | \$0.0004 |
| Mini | \$0.0010 | \$0.0020 |

Chapter 4: How Much Can I Earn From ClixSense as a Business?

| | | |
|--|------------------|------------------|
| Standard | \$0.0020 | \$0.0040 |
| Extended | \$0.0020 | \$0.0040 |
| Sticky | \$0.0001 | \$0.0001 |
| <u>ClixSense Offers and Surveys</u> | | |
| Commission per Offer or Survey | 5% | 10% |
| <u>CrowdFlower Tasks</u> | | |
| Commission per Task | 5% | 10% |
| <u>Advertising Sales</u> | | |
| Commission per Purchase | 10% up to \$1.00 | 10% up to \$2.00 |
| Limit per Referral | \$100.00 | Unlimited |
| <u>Premium Membership Upgrades</u> | | |
| Level #1 | \$2.00 | \$2.00 |
| Level #2 to Level #8 | None | \$1.00 |

As you can see, the ClixSense affiliate program compensates you for referring other members, as well as giving you a commission whenever the members you refer click on PTC ads, purchase advertising and complete simple tasks and offers. You are also compensated whenever they or their referrals upgrade their membership to Premium, through 8 levels.

One thing to note is that the affiliate program rewards Premium members much more than Standard members. So, if you are intending to refer members, the \$17 a year Premium membership is a must as it will pay for itself very quickly and you will make much more with it.

4.2 Earnings Per Active Referral

To gauge how much you can earn from the ClixSense affiliate program, it is useful to have an idea of the amount of commission that an average active referral can earn you. Do note that this is only an estimation and that the activity and earnings of an active referral can vary widely.

Assuming that an active referral will earn \$10 per month and remain active for 12 months, she will earn her sponsor the following commissions over 12 months:

Table 4.2 Approximate Earnings Per Active Referral

| | Standard Sponsor's Commission | Premium Sponsor's Commission |
|--|--|--|
| Referral Sign Up | \$1.00 | \$2.00 |
| Earnings of \$10 per month for 12 months | $(\$10 \times 5\%) \times 12$ months = \$6 | $(\$10 \times 10\%) \times 12$ months = \$12 |
| Total | \$7.00 | \$14.00 |

4.3 How Many Advertising Impressions Will be Needed to Get One Active Referral?

Now that we have an idea of how much a referral is worth, let's look at how many impressions of an ad will be needed to get one active referral. Let's start with 10000 impressions.

Table 4.3 ClixSense Signups Per 10000 Impressions

| Description | 10000 impressions |
|----------------------------------|---------------------------|
| Click-throughs to ClixSense (1%) | 100 to 500 click-throughs |

Chapter 4: How Much Can I Earn From ClixSense as a Business?

| | |
|--------------------------------------|----------------------|
| to 5% impressions) | |
| Signups (1% to 5% of click-throughs) | 1 to 25 signups |
| Active Signups (25% of signups) | 0.25 to 6.25 signups |

So, for the following paragraphs, let's take the midpoint and assume that 10000 impressions will get us 3 active signups to ClixSense.

4.4 Putting it All Together – Getting the ROI

Advertising costs vary a lot, but for this example, let's consider ClixSense's advertising rates, which gives us 10000 impressions of our ad for \$14.80 (Micro Exposure Ads).

So, if you were to invest \$14.80 for 10000 impressions, you should be able to get 3 active signups. At \$14 per signup – assuming that you have upgraded to Premium – you would earn $\$14 \times 3 = \42 over the course of one year.

In other words, the return on your investment or ROI would be:

$$\begin{aligned}\text{ROI} &= (\text{Profit} / \text{Investment}) \times 100\% \\ &= ((42 - 14.80) / 14.80) \times 100\% \\ &= 183.8\%\end{aligned}$$

4.5 A Note on Fringe Benefits

I am not promoting just the ClixSense website but also ClixSense as a business. To run ClixSense as a business, I will introduce other websites and services. If I get signups to those other sites and services, I will also benefit. So, if you intend to promote ClixSense in a similar way, this is an additional financial benefit not stated above.

4.6 Summary

The figures in the previous paragraphs are exciting. But do take note that the figures are just a very basic guideline as to what you can expect, and can be very different for different advertising campaigns. The main purpose here is to show you what is possible, but you should develop your own figures and expectations as you embark on your own business.

Chapter 5

Creating Your Ads

This is where things will start to get interesting. You will be putting up your ads, monitoring the response to them, starting to get signups to ClixSense and actually seeing a little bit of money roll in. But, before all that can happen, you got to have some ads first.

5.1 Your Attitude Towards Selling

Before we go into the ads, let's take a small detour and talk about selling for a bit.

I am sure you have heard that a good salesman is able to sell ice to the Eskimos, that a good salesman can sell anything to anybody, regardless of whether they need it or not. While that might be true, I would think that selling something to someone who does not need it would require quite a bit of hard work and finesse, however talented you might be at it.

Me? I'm lazy. And not too fond of hard work and finesse, especially when it comes to selling.

Instead of selling ice to the Eskimos, I prefer to sell a nice cold lemonade to a thirsty man in a hot desert. No hard work or finesse required. I'll just show him my glass of ice cold lemonade and I would have made the sale.

This chapter and the chapters that follow is all about selling. Your

attitude to selling would determine how your ads are designed, the wording of your ads and where you would advertise. It would determine how you are regarded by your customers and how well you would sell.

Stop for a bit and really think about the previous paragraphs. You can try to sell ice to the Eskimos or an ice cold lemonade to a thirsty man. Selling the right product to the right customer would be virtually effortless while pushing a product onto a customer who doesn't need it and doesn't want it would require a lot of effort and talent.

What would you rather do?

5.2 The Generic ClixSense Ads

When you are signed in to ClixSense, you can click to “Affiliate – Banners” to see the banners already designed for you by ClixSense for use in your advertising. The banners are quite extensive by normal standards, coming in different sizes and various designs.

ClixSense also provides a few splash pages for your advertising use. Click through to “Affiliates – Splash Pages” to see them.

For a start, I would suggest using the generic ads to get the hang of things. The banners and splash pages are already hosted on ClixSense's servers, so you just need the URL to point to the ads and not worry about the hosting of the ads.. But do note that the very same ads have already been used by many other members, so the ads would



Under the banners and splash pages in ClixSense's website, you can also see some HTML code, the URL to the banners and your affiliate URL. If all this is new to you, please refer to [Appendix A](#) for a more in-depth discussion.

probably not be so effective in the usual places where ClixSense ads are shown.

5.3 Creating Your Own Ads

Creating your own ads is, of course, the way to go if you are serious about starting a business around ClixSense. Doing so will allow you to get more signups to ClixSense, as you can tailor the ads to suit the audience in a particular advertising medium, design many different ads to cater for different people or design ads to take advantage of a hot topical issue.

However, designing your ads does come with a little bit more work and hassle. The following are some factors to be aware of when you are doing so:

Cost

A professionally designed ad might not come cheap. If you were to get a simple banner ad done by a design company, it might cost you upwards of \$50. If you were to search Google for the cost of making an explainer video, you will find that the price ranges from \$500 to a cool \$100,000.

Looking at the manpower and other costs of running a graphic design company and the amount of effort and expertise that goes into the design of an ad, the prices above are not necessarily unjustified. However, when you are starting a new online venture, with uncertain prospects, such high costs must be avoided at all costs.

Fortunately, there are many alternatives on the web that allow you to produce a professional ad or graphic at a fraction of the costs above. In many cases, you might even be able to do it yourself for free.

Hosting Your Ads

ClixSense's generic banners and splash pages are hosted on ClixSense's web servers and you simply need to link to the appropriate URL.

But, when you are designing your own ad, you are going to have to find a place to host the finished ad.

Even if you are using a service to design the ad and that service allows you to host the ad on their servers, it might be a better idea to host the ad on your own server.

The first thing you will need to do is to register a domain in your name. Just go to a domain registrar and select a domain name. If you are intending to use the domain for serving ads, the name that you choose is not important but if you have want to also run another business or website, you might want to select the name carefully.

The cost to register a domain name is about \$5 - \$10 per year, so I would highly suggest that you register one and not just use the domain provided by the web host or any other service as there is always a chance that they might go out of business.

Imagine a situation in which your ClixSense business is doing well and you have hundreds of ads being served from "ad-designer-web-server.com". If the company owning the "ad-designer-web-server.com" domain gets into trouble and goes offline, you will have hundreds of ads pointing to a non-existent server.

Once you have a domain name registered, you can start looking for a web host. If you just want to serve

ads, most web hosting packages on the market would suffice. You can probably get a good host for under \$5 per month.

5.4 How to Create Your Own Ads

When you start creating your own ads, my suggestion is to first look into doing it yourself. Other than saving up on your budget, you will become more familiar with the available online resources, enabling you to be more effective when negotiating ad design prices with your future vendors.

It doesn't matter if you do not have a creative bone in your body. There are many sites that have already done the major part of the work for you, and all you have to do is to plug your words or text, and maybe choose the colors and fonts, and voila, you have just designed your own professional ad.

Do visit [Appendix C](#) for a listing of sites where you can create your own ad.

5.5 How to Create Ads for a Small Fee

At some point, you might want to hire someone to design your ads. Having professional ads done might not necessarily cost you a bomb. There are many freelance websites on which you can find a freelancer to get a great design done at a fraction of what it would normally cost.

For example, on Fiverr, you can get things done for as low as \$5. The sellers will post what they will do for a certain price and if the buyers are happy



As it is with all things online, do exercise caution. Freelancers can promise the sky and might not necessarily deliver. Try them out with a small job and go from there.

Chapter 5: Creating Your Ads

with the price, they will buy the job, or gig, as it is called on Fiverr.

Do visit [Appendix C](#) for a listing of sites where you can hire freelancers to design your ad.

Chapter 6

Advertising

There are literally thousands of ways that you can advertise online. Some ways are free, some are low cost while there are others that will cost you a pretty penny. One thing to note is that the higher cost advertising techniques does not automatically equate to higher response rates or profitability.

This chapter will focus on the advertising of ClixSense as a business, meaning that while the advertising of ClixSense itself is looked into, I will also look into the building of networks and infrastructure that will make your promotion of ClixSense more productive and profitable.

6.1 Spam

Before we continue further, it would be best to deal with the topic of spam. There are a few definitions of spam but for the purposes of this ebook and for the advertising of ClixSense, the following definition should suffice:

“Spam is the sending of a large number of unsolicited and untargeted messages to a large number of people.”

As an advertiser who is actively promoting, there is probably no 100% foolproof way to make sure that there will be nobody who will accuse you of spamming. But, if you follow the rules, you should

be safe 99.99% of the time.

And, for the 0.01% of the time, explain that it was a mistake and that you did not intend to spam, and apologize. The other party would probably accept your apology gracefully and you would have made a friend....and maybe even a referral.

Here are some tips that will help:

- When in doubt, always err on the side of caution.
- Never send out an unsolicited and untargeted email or message with the sole purpose of promoting ClixSense, even if it is only to one user.
- Before posting an advertisement, always read the rules first. It might also be a good idea to lurk for a while before posting to have a better idea of what is and isn't acceptable.
- Be careful when sending out emails to a list that is not your own, even if the provider has stated that everyone on the list has consented to receiving advertising emails. One way might be to get the email recipient to consent to receiving your message before sending your message or adding them to your list.

6.2 ClixSense Spam Policy

Under the ClixSense spam policy, you cannot promote your referral links “through unsolicited emailing (i.e. SPAMMING), newsgroup postings, classified ad sites and any other method of mass communication.”

You can check out the full text [here](#) under the “Spam Policy” heading. While you are at it, if you haven't read the user agreement yet, it's time to do so.

Do note that the phrase “any other method of mass communication” seems rather vague and probably worded that way on purpose. If

you have any doubt as to the suitability of an advertising method, it would be best to contact ClixSense support to clarify.

6.3 Advertising on Traffic Exchanges

Okay, let's continue with advertising on the traffic exchanges.

Traffic exchanges are sites in which members visit each other's sites. You visit a random member's site to earn credits. And you assign credits to your own site to get the other members to visit your site

When traffic exchanges first started, people used them for promoting their own websites, which can be about anything under the sun. Nowadays, traffic exchanges are primarily used for the promotion of online businesses and business opportunities, get-rich-quick schemes and anything else relating to making money online.

Many traffic exchange members are only interested in waiting for the timer to run out so that they can earn a credit and click "Next" for the next site. They are probably running several traffic exchanges on their browser at the same time, tabbing between them for the traffic exchange whose timer has run out.

In other words, the traffic exchange surfer is not interested in your site. He is only interested in earning a credit so that you can visit his site. In such a scenario, the following strategies might prove effective:

- Since the surfer is only interested in getting visits to his site, promoting other traffic exchanges and cheap advertising rates on ClixSense might work. Getting referrals to traffic exchanges would help you to earn free ad credits, which you can use in promoting ClixSense.
- You only have a second to grab the surfer's attention.

Promoting a web page would probably not work well. Use a splash page to convey your message in as few words as possible.

- You do not want to interrupt the surfer's session. So, if the surfer is interested in your offer or information, do one of the following:
 - Provide a button for the surfer to bookmark your page for browsing at a later time.
 - Provide a form for the surfer to input his email address to get more information.
 - Provide a free download in the form of a PDF report or ebook.
 - Make sure all clickable links open in a new browser window so that the surfer can continue his session and browse your link at the same time.

6.4 Advertising on PTCs

There are tons of paid-to-click or PTC websites offering cheap advertising on the web. My advice on advertising on these sites would be similar to advertising on traffic exchanges as the members are generally not interested in your site.

Before spending any money on a site, it might be best to join as a member and check out their ads first. If you see a lot of ClixSense ads, then simply advertising your ClixSense referral link would probably not be a good idea. But you can still promote ClixSense as a business and build up your online business.

If you decide to spend money on a site, it might be best to start with a small purchase first. This will allow you to test out the effectiveness of your ad on the site's audience. And also allow you to gauge how fast your ad credits get used up as some less popular sites may deliver just a few visitors a day to your site.

6.5 Advertising on Forums

Online forums are a great place to advertise, and it's free. Most forums will have a section that allows you to advertise, so feel free to take advantage of that. And normally you will also be allowed to advertise in your signature.

But do lurk a while and be familiar with the rules before making your first post. And when you do post, don't post with the intention to advertise, but post to communicate, share, educate and inform. That, in my opinion, is the best advertisement of all.

6.6 Social Media

Social media is all the rage these days. I am not going to quote any statistics here but all the reports are pointing to a lot of people spending hours each and every day on social media. And, as an advertiser, this is a platform that you cannot ignore.

Marketing on social media platforms is time-consuming, so choose a few that you are comfortable with and learn the ropes of marketing on them.

6.7 Starting a Blog

Starting a blog is a great idea. It is not going to be something that you start, get it going and then forget about, though. It's going to be an ongoing commitment, or your blog is going to end up like the millions of other blogs on the Internet – deserted, lonely and a total waste of effort.

So, if you decide to start a blog, don't stop!

6.8 Starting a Website

A website takes a bit more effort than a blog as you need at least a

few pages of content before going public, while you can start a blog with a single post. Even if you intend to go with free web hosting for a start, make sure that you register your own domain name.

Starting, running and promoting an online business through a website should be your ultimate aim as this will give you a web presence that you can build on.

6.9 Conclusion

If you are new to all this, or even if you are a seasoned marketer, I have one very valuable piece of advice for you:

“Take it one thing at a time, and one day at a time.”

Internet marketing is filled with so many things that you have to learn, prepare and do, that if you are to wait until you are fully ready before starting your online business, you may never start.

So don't wait until you can see the complete picture before you take action. Do some planning, have an idea of what you want, and take action. As you move forward, continue to plan your way ahead and continue improving and refining your techniques. And, if you have to, don't be afraid to stop and change course.

The idea is to keep moving forward and to keep improving. Internet marketing is more like a marathon than a sprint. In a marathon, all you need to do is to keep putting one foot in front of the other and you will finish. In Internet marketing, all you need to do is to do one thing each day to improve your business and you will taste success.

Chapter 7

Tracking Your Ads

Tracking your advertising campaigns is essential for maximizing your advertising dollars. By tracking each of your campaigns, you will know which ad is effective.

7.1 What to Track

An intuitive understanding of “tracking your advertising” would be tracking the effectiveness of one ad against another. While that is important, and definitely recommended, there are other metrics that you might want to consider measuring:

- The effectiveness of the website or web medium in which you are placing your ads.
- The demographic and location of the surfer. Some websites allow you full control over who views your ad so take advantage of that if available. Parameters that you can control might include:
 - The country that the surfer is in.
 - The gender, age and interests of the surfer.
- The timing of the ad, whether it is shown on weekends or weekdays, or the beginning or end of the month, or the time of the day.

7.2 Tips on Maximizing the Profitability of Your Campaigns

When you are starting to advertise, the following tips might be useful:

- If you are testing out a new ad or website, never start out with a big campaign. Start as small as possible and track the performance. Only if the performance is satisfactory should you consider a bigger campaign.
- Every single ad that you put out must be tracked. Even if it is a link on a website, forum or blog, take the trouble to track it because you never know when you might discover a gem. And, needless to say, if you do find a spot where the conversion rates are great, make sure you take advantage of it.
- When you are doing A/B testing, that is, comparing the performance of 1 parameter against another, always change just one thing. For example, if you are comparing the performance of Ad 1 and Ad 2, make sure that you advertise them in the same medium and to the same audience.
- An ad that is ineffective on one medium might be very effective in another medium.

7.3 Tracking Your Campaigns on ClixSense

You can use ClixSense to track the click-throughs from your advertising campaigns. All you need to do is to add an “&” followed by a one word campaign name to the end of your referral link.

For example, if your affiliate link is:

<http://www.clixsense.com/?9189764>

Chapter 7: Tracking Your Ads

and your campaign name is:

myfirstcampaign

then the URL to track “myfirstcampaign” would be:

<http://www.clixsense.com/?9189764&myfirstcampaign>

When you are deciding what to name a campaign, take into account that you may be running hundreds of campaigns as your business improves. Don't just name your campaigns with names like “campaign1”, “campaign2”, “campaign3”, etc. Very soon you are going to forget which campaign is running where.

Try to name a campaign so that you can easily figure out where the link is from. For example, I would name links from this ebook with campaign names like “ebook_clix_v10_chap7_1” representing “the first link from chapter 7 of version 1.0 of the ebook about ClixSense”.



It is useful to know that “myfirstcampaign” is a single word to the computer as it identifies separate words by the spaces between them. Hence, since there is no spaces in “myfirstcampaign”, the computer sees it as one word.

Ideally, try to make it so that each and every link has a unique campaign name. That way, you can easily figure out exactly where your clicks are coming from.

You can view the click-throughs from all your campaigns by clicking to “Affiliate – My Campaigns”.

Chapter 8

What Now?

We have now reached the end – the end of the beginning. In the previous chapters, I have shown you a simple Internet business based on referring people to ClixSense.

I hope that you have already put what you have learnt into practice and, as you are reading this, your ClixSense business is already profitable and earning you a small but steadily increasing income each month.

You have, no doubt, realized that while you can make good money promoting ClixSense, you would probably have to look beyond ClixSense if you want to make Internet businesses the “job” for you.

So, what now?

The idea behind this ebook is to actually get you to start a simple Internet business. You can read as many books as you want about Internet businesses but there is nothing quite like getting your feet wet.

Now that you have a real feel for what an online business can be, the ball is now in your court. What do you want to do with what you now know?

8.1 Swear Off Internet Businesses Forever

While the earning potential of online businesses can be very attractive, it is difficult to start, profitability can be uncertain and it can make severe demands on your social life. So, if you find that Internet businesses is not for you, so be it.

8.2 Continue with ClixSense, but not as a Business

You might choose to continue with ClixSense, but don't want to run it as a business. ClixSense has a wide variety of tasks and offers for you to complete, so if you were to work hard at it, you should be able to make pretty good pocket money from this site. And, along with other sites similar to ClixSense, we could be talking about a pretty substantial side income.

But even if you don't want to run ClixSense as a business, there is no harm in spending a little bit of effort and money trying to get referrals to ClixSense. It could be as simple as:

- Signing up as an advertiser at the advertiser's website.
- Picking the ad package.
- Making your payment.
- Entering the details of your ad.

You can be done in 15 minutes, probably less. The worst that can happen is that you lose a couple of dollars and end up with no referrals. But, if you are lucky, you can get a few referrals that can earn a small income for you on an ongoing basis.

8.3 Continue with ClixSense as a Business, and Expand, and Diversify

You have probably realized that this ebook has hardly scratched the

surface as to what can be done in an Internet business. You want to start up a website, and a newsletter, and start promoting other products and services.

Well, be my guest and dive in. As Robin Williams once said in Dead Poets Society, "Carpe diem!"

8.4 Ditch ClixSense and Work on the Next Amazon

You have my utmost respect and best wishes. And when you make it, don't forget that it was my humble ebook that got you started.

Appendix A

Quick Start Guide

This ebook talks about the starting of a simple online business. This appendix condenses what is covered in the previous chapters into a few simple steps.

Remember that most of the stuff covered have been left out. This appendix is meant to be a quick summary and a quick reminder of the steps that need to be taken. This appendix should be read along with the rest of this ebook and not instead of.

A.1 Sign Up for Paypal

When you are talking about starting and running an online business, you will definitely need to send and receive money. There are many payment processors online but, for a start, Paypal should be more than enough.

If you don't already have an account with them, you can visit and open an account with them [here](#).

Unfortunately, as of Feb 2017, Paypal has determined that the ClixSense business model is in violation of Paypal's user agreement and as such, ClixSense can no longer process any payments with them.

So, when you are cashing out or purchasing ads, you are going to need to use one of the other payment processors to handle the

financial transactions. Currently, the following payment processors can be used with ClixSense for purchasing ads, cashouts or both:

- [Payoneer](#)
- [PayToo](#)
- [Payza](#)
- [Skrill](#)
- [Tango Card](#)

A.2 Sign Up for ClixSense

ClixSense is a website on which members are paid to do simple tasks like view advertisements, complete surveys, play games and install apps on their devices.

Your online business is based on referring people to ClixSense, and earning a commission from ClixSense from the activities of your referrals.

Sign up for ClixSense [here](#) and browse around the website to have a better idea of your “product”.

Remember that when you are referring people to ClixSense, you must use your ClixSense affiliate URL and not the generic ClixSense URL. Your ClixSense affiliate URL will look something like this:

<http://www.clixsense.com/?9189764>

The URL above is my affiliate URL so don't use that. To find your own affiliate URL, log into ClixSense and move your mouse over your username at the top of the page. Click on “Account Summary”. You can find your affiliate URL under “My Affiliate Details”.

A.3 Getting Your Ads Ready

ClixSense has a good selection of banners in various shapes and sizes at “Affiliate – Banners”. They also have a few splash pages that you can use at “Affiliate – Splash Pages”.

If you like, you can also consider designing your own ads, or getting someone to design them for you. Check out [Appendix C](#) for some helpful resources.

A.4 Tracking Your Ads

Before you start your advertisements, you should think about tracking your ads. While you can try your best to advertise at the places where your target audience is, you can never be sure of how effective your ads will be.

So, tracking your ads is definitely necessary if you want to make a success of your business, and to make sure that you spend your money wisely.

ClixSense offers a tracking feature built into your referral URL. All you have to do is to add the symbol “&” and your campaign name after your referral URL, and ClixSense can automatically track that campaign for you by monitoring the number of visitors arriving with the campaign name in the URL.

A.5 Advertise

Now that you have all your ads ready, and have an idea of where to place them, it's time to advertise. How and where you advertise will be dependent on your advertising message. Or you can choose to tailor your message to your expected audience.

However you intend to advertise, my suggestion would be to start

Appendix A: Quick Start Guide

small and track the performance of your ads before considering bigger campaigns.

Appendix B

All About Banner URLs, HTML Code and Affiliate URLs

When you start advertising ClixSense, you are going to have to fill in forms asking for your banner link, affiliate URL and other technical stuff. You probably already know all this, but just in case, I have detailed the usual parameters that you will be required to supply.

B.1 Your Affiliate URL

Your affiliate URL might also be called your affiliate or referral link. This link identifies you as the affiliate or referrer to ClixSense. Whenever you refer someone to ClixSense, you must use your referral link instead of the generic ClixSense link.

To find your affiliate link, move your mouse over your username at the top of the page when you are signed in, and click on “Account Summary”. You can find your affiliate link under “My Affiliate Details”.



| My Affiliate Details | | | | |
|----------------------|---|----------|--|--|
| My Affiliate Link | http://www.clixsense.com/?9189764 | | <input type="button" value="Shrink Link"/> | |
| Referrals | ACTIVE | TOTAL | PREMIUM | |
| | 0 | 0 | 0 | |
| Referral PTC Clicks | TODAY | TOTAL | | |
| | 0 | 0 | | |
| Referral Tasks | TODAY | TOTAL | | |
| | 0 | 0 | | |
| Referral Offers | TODAY | TOTAL | | |
| | 0 | 0 | | |
| Commissions | TODAY | TOTAL | | |
| | \$0.0000 | \$0.0000 | | |

Fig B-1 Your Affiliate URL

B.2 Alt Text

Some websites might ask for the alt or alternative text that you would want displayed. This text is usually used when the image or banner is not available or turned off. When inputting your alt text, regard it as part of your ad and make sure that it conveys the same information as your ad.

B.3 Banner URL

If you are using ClixSense's generic banners, the URL to the banner can be found under the third text box with the heading of "Banner Link" under the banner. The banners can be found under "Affiliates – Banners".



The image shows a ClixSense banner for "GPT 2016 728x90 #5 Green". The banner features the ClixSense logo, a "SIGN UP NOW" button, and a list of benefits: "GET PAID TO:" followed by "Refer Others", "Complete Tasks", "Complete Offers", "Visit Websites", and "Take Surveys". The background includes a woman holding cash and a laptop with money falling out. Below the banner, there are three text boxes: "HTML Code:" containing an HTML anchor tag, "BBCode:" containing BBCode for the image, and "Banner Link:" containing the URL to the banner image.

```
HTML Code:
<a href="https://www.clixsense.com/?9189764" target=_blank></a>

BBCode:
[url=https://www.clixsense.com/?9189764]
[img]https://csstatic.com/banners/clixsense_gpt2016e728x90green.png[/img]
[/url]

Banner Link:
https://csstatic.com/banners/clixsense_gpt2016e728x90green.png
```

Fig B-2 ClixSense Banner

B.4 HTML Code

There may be some occasions in which you might need to supply the HTML code segment for your banner. This would usually be used for inserting into a web page, blog or forum post. For most cases, the HTML supplied by ClixSense under each banner should be sufficient.

If you are not using ClixSense's generic banners, or would like to make some changes to the HTML code to implement some additional features, the following HTML code segments might prove

useful:

HTML Code Segment 1

HTML Code Segment:

```
<a href="https://www.clixsense.com/?9189764"></a>
```

Banner URL: http://quittingyourjob.com/clixsense/graphics/b_clixsense.png

Site URL: <https://www.clixsense.com/?9189764>

Description: This HTML code displays the banner or graphic located at the banner URL. When the banner is clicked, the user will be taken to the site URL.

HTML Code Segment 2

HTML Code Segment:

```
<a href="https://www.clixsense.com/?9189764" target  
=_blank></a>
```

Banner URL: http://quittingyourjob.com/clixsense/graphics/b_clixsense.png

Site URL: <https://www.clixsense.com/?9189764>

Description: This HTML code displays the banner or graphic located at the banner URL. When the banner is clicked, the website at site URL will be opened in a new browser window.

HTML Code Segment 3

HTML Code Segment:

```
<a href="https://www.clixsense.com/?9189764"></a>

Banner URL: [http://quittingyourjob.com/clixsense/graphics/b\\_clixsense.png](http://quittingyourjob.com/clixsense/graphics/b_clixsense.png)  
Site URL: <https://www.clixsense.com/?9189764>  
Alt Text: ClixSense PTC Site

Description: This HTML code displays the banner or graphic located at the banner URL. When the banner is clicked, the user will be taken to the site URL. The alt text will be displayed if the banner or graphic cannot be displayed.

### HTML Code Segment 4

HTML Code Segment:

```

```

Banner URL: [http://quittingyourjob.com/clixsense/graphics/b\\_clixsense.png](http://quittingyourjob.com/clixsense/graphics/b_clixsense.png)  
Site URL: <https://www.clixsense.com/?9189764>

Description: This HTML code displays the banner or graphic with a border of 1 pixel located at the banner URL. When the banner is clicked, the user will be taken to the site URL.

There are other features that can be implemented but they are beyond the scope of this ebook. Just remember that some features might not be implemented on the platform or website that you are using or posting on, so make sure you do a preview and test to see that everything works or displays as expected.

And keep in mind that in the examples above, the banner URL used points to my website and the referral URL is my own referral URL. Remember to change those to your own.

## Appendix C

### Design and Advertising Resources

The following is a short list of resources that you should find useful as you go about starting and running your business. I use most of the sites myself so, while I can't guarantee that you won't face any problems with them, I am quite sure that they are not outright scams.

#### C.1 Freelance Websites

Want to have an ad done for your ClixSense business? Perhaps you have decided to start a blog and would like to customize a WordPress template. You might even be looking for some content for your new website.

You might be able to do a decent job yourself but sometimes, you might just want to spend a few dollars and save your time for something more pressing.

There are tons of websites where you can find a freelancer to get the job done. Most of the time, you can get the job done at a fraction of what it would normally cost if you were to outsource it to a proper company.

Of course, these sites are not without their risks and headaches, but with a little trial and error, it is quite possible to get a quality job done for an extremely good price.

The following are among the more popular freelance sites:

**Fiverr.** You can get things done for as low as \$5. On Fiverr, you don't post a job and have the sellers bid on it. Instead, the sellers will post what they will do for a certain price and if the buyers are happy with the price, they will buy the job, or gig as it is called on Fiverr.

**Freelancer.com.** This is one of the oldest players in the game. Job categories include IT, software, writing and data entry all the way to product sourcing and accounting.

**Upwork.** Upwork is the result of the merging of oDesk and Elance. You can post a job, and have sellers bid on your job.

### C.2 Ad Design Websites

You don't have to be a graphic designer to come up with professional looking ads. There are many sites that have already done a lot of the work, and all you have to do is to include details specific to your promotion and you are good to go.

You would sometimes have to pay a small monthly fee for their service, but many sites would offer a free subscription for a limited time. For some sites, the service would be completely free, but the ads generated would carry a small, usually unobtrusive, credit to the ad design site.

The following are some sites that you can use to design your own ads:

**AdDesigner.com**

AdDesigner.com is a completely free service for banner ads. You choose the style of the ad that you

like from a selection of 91 high quality ads, add your text, choose the style, size and colour for your font, and you have your ad ready for download.

However, given the popularity of AdDesigner.com, their ads are quite commonly seen on the Internet. Furthermore, since they do not have a paid service, they include the text "FREE AD BY ADDESIGNER.COM" in a corner of every ad.

### Cool Text

Cool Text is a free online graphics generator that converts text into an impressive logo without a lot of design work. They have templates that you can start with, input the text that you want, change the settings of the effects if you want to, and you can have a logo that looks great in minutes.

This site is great if you want a good looking logo that looks like some work has gone into it, and you want it done free of charge and you need it yesterday.

In fact, don't tell anyone, but the logo of my website at [QuittingYourJob.com](http://QuittingYourJob.com) is done solely using Cool Text. And check out some of the logos I created using Cool Text below:

A stylized logo for "QuittingYourJob.com" where the text is rendered in a blue, hand-drawn, brush-stroke font with a slight shadow effect.A highly decorative logo for "Vampire Dreams" featuring ornate, gothic-style lettering in red and black with intricate flourishes and a shadow effect.

### FACE and BODY GLITTER

#### [Instant \\$queeze Pages Generator](#)

The Instant \$queeze Pages Generator is a website that takes the hard work out of the design of squeeze and splash pages. Splash page templates are already available onsite and you just need to select your template, choose your graphics, input your text and you are done.

The Instant \$queeze Pages Generator also provides a selection of bonuses that you can give away as an incentive. If you sign up for the paid membership, your links will be included in the bonuses given away.

The squeeze pages generated can be stored on the website, so you do not need your own web hosting. But if you would like to host the pages yourself, you are also able to download the HTML of the pages.

### C.3 PLR Content Websites

PLR content can be a great help to your ClixSense business. You can use a PLR ebook to entice web surfers to sign up to ClixSense. You can also repurpose a PLR ebook into separate articles for your own



PLR stands for Private Label Rights. Products released with PLR rights essentially give you the rights to do nearly anything you want with the product including adding your name as the author, editing the content freely and selling or giving it away. But do read a product's terms carefully as they do differ between products.

## Appendix C: Design and Advertising Resources

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website, article directories, blog posts or an ecourse. Or you can give away a PLR ebook about ClixSense with your ClixSense affiliate link embedded within.

While there are some caveats when using PLR products, I believe the advantages far outweigh the disadvantages. But, before deciding to use PLR content, I would suggest that you read up on their pros and cons.

The best way to get access to PLR content is through a PLR membership site where you will have hundreds of products available for download. Listed below is one of the more popular and bigger PLR membership site:

**[IDplr.com](http://IDplr.com)**. A paid membership to this site gives you access to 8000+ PLR and resale rights products. If you just want to take PLR products out for a test drive, you can sign up for their free membership which gives you access to 500 or more products.

### C.4 Traffic Exchanges

Traffic exchanges, also called hit, start page or surf exchanges, are sites in which members browse other member's sites in exchange for visits to their own site. Visits would typically last 10 sec to 30 sec, after which the person browsing can click to load the next site. Many sites would introduce features to ensure that the person browsing is an actual human and that the same site is not shown to the same person in a certain time frame, usually 24 hours.

A member of a traffic exchange would be very interested in getting someone to visit their site but much less interested in the other member's sites..Many traffic exchanges now offer a cash reward for surfing, which further gives an incentive for a member to surf as much as possible, paying little attention to the sites that he is surfing.

## Appendix C: Design and Advertising Resources

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Traffic exchanges have been labeled as a waste of bandwidth and a total waste of time. But, with the correct mindset and a little experimentation, marketing to the traffic exchange crowd might not be a total loss. The following are some ideas that you may like to try or think about:

- Traffic exchange members are interested in web traffic, business opportunities and making money online so any product related to these niches should do well.
- There are many webmasters among the members, so products related to search engine optimization (SEO), web hosting, Internet marketing and advertising should find a ready audience.
- You only have just a tiny amount of time to capture the traffic exchange surfer's attention, so it might be a good idea to prepare a splash or squeeze page rather than direct them to your main website. The splash or squeeze page would normally be designed to arouse their curiosity or interest in your offering, and get them to click-through to your site or to capture their email address.
- When the traffic exchange surfer clicks through to another site, it is best if the new site opens in a new browser window. The surfer can then continue his surfing session without interruption and peruse your site at the same time, or at a later time.
- The use of audio and/or video on your splash page might increase your conversion ratio. Note that the keyword in the previous sentence is "might" - make sure that you conduct the necessary tests so that you know if audio or video affects will increase your conversion ratio.
- Spend a little time looking at the websites promoted in the traffic exchanges. It gives you an idea of the character and interests of the traffic exchange surfer,

allowing you to market more effectively to him.

There are literally thousands of traffic exchanges on the web right now. I have listed a small selection of the better and more popular exchanges below:

Table C.1 List of Traffic Exchanges

| Name                           | Description                                                                                                                         |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">EasyHits4U</a>     | One of the few exchanges offering a 1:1 ratio. You get paid cash for referrals and surfing too.                                     |
| <a href="#">TopSurfer</a>      | This traffic exchange offers 6 different ways to advertise including a hit exchange, solo ads, link impressions and newsletter ads. |
| <a href="#">TrafficG</a>       | One of the older exchanges offering geo-targeting and 48-hour unique hits.                                                          |
| <a href="#">WebmasterQuest</a> | An exchange that seems absolutely paranoid about cheating. Good for the advertisers.                                                |

### C.5 PTC Websites

Paid-to-read (PTR) or paid-to-click (PTC) websites pay their members a small financial incentive to visit your site for a few seconds or read an email from you. The financial incentive would typically be in the range of \$0.001 - \$0.01.

In addition, many such websites are offering additional tasks and offers for members to complete. Some of the tasks and offers might include:

- Completing surveys.
- Watching videos.
- Playing games.
- Installing and running an app on your smartphone.

## Appendix C: Design and Advertising Resources

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- Performing micro tasks similar to those from the CrowdFlower or other similar websites.

You can buy traffic to your website for as low as \$1 per thousand visitors. As it is with members of traffic exchanges, members of PTR websites are interested in making money online, so any offers relevant to that niche might get a good reception.

As it is with traffic exchanges, if you are marketing in this niche, it is very useful to sign up as a member and view the sites that the members view. The sites that you view would be what is popular with the people interested in this niche and gives you an idea of what they are thinking and how to market to them.

The table below lists a small selection of PTR websites:

Table C.2 List of PTCs Websites

| Name                        | Description                                                                                                                                                                       |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">BTC Clicks</a>  | A PTC site in which the earnings are in bitcoins.                                                                                                                                 |
| <a href="#">ClixSense</a>   | This is the site that this ebook focuses on. Other than paid-to-click ads, members can also be paid for completing surveys, doing micro tasks, playing games and installing apps. |
| <a href="#">DonkeyMails</a> | Advertising packages available from as low as \$1. Various options including PTC, paid email, country targeting, banner impressions and manual surf.                              |
| <a href="#">Ojoo Wad</a>    | Paid clicks and banner ads that you can target geographically. You also have the option to select time frames for display of your ads and get detailed statistics.                |

### C.6 Conclusion

There are literally thousands of ways that you can promote online, and offline. Just do a search on Google if you are ever out of ideas, and you will be faced with more ideas than you will ever need or have time or resources to implement. The issue isn't the lack of resources but the lack of time and finance to use all of them.

## About the Author

I am the webmaster of [QuittingYourJob.com](http://QuittingYourJob.com), a site about starting and running an online home based business. Probably the best thing about this site is that it tells it like it is, without any of the hype that is so typical in other similar sites.

I also run another site at [Wacky-Background.com](http://Wacky-Background.com), which features some rather amazing background textures.

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A brandable version of this ebook is available.

The following links will be brandable:

- The title and link following the text "Brought to you by:" on the front cover.
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- The ClixSense referral URL at the first paragraph of Chapter 3.
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## **Collaboration, Feedback and Updates**

This is the very first edition of this ebook and there is so much more that I want to include but couldn't or this ebook will never see the light of day. The next edition of this ebook is already being planned even as I am putting the finishing touches to this edition.

### **Collaboration**

If you have content, information or resources that is relevant to the readers of this ebook, I am always ready to find ways to collaborate to our mutual benefit, and especially, to the benefit of our audience.

I can be contacted at [David@QuittingYourJob.com](mailto:David@QuittingYourJob.com).

### **Feedback**

If you have any requests as to the topics you want included or expanded in the next edition, feel free to email me.

You may also contact me with questions about the topics in this ebook. But remember that I am not the owner of, nor am I employed by, ClixSense. Any support questions or problems about ClixSense should be directed to ClixSense.

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