

How to Make Money on Cellphone Advertising



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Introduction:

This book will help you understand what is cellphone advertising, what methods are used today and tools that will help you make money in the future.

At this point you may have been thinking of ways to add more on your monthly income. Allow this to be your guide and resource to making a brighter future with promoting services and products through a technology that is known to most people, cellphone.

Cellphones nowadays serves as a basic need. Meaning there are tons and tons of people you can reach out using this venue. While internet and television advertising are all still effective – cellphone advertising can be more promising. With the latest technology being offered today, people are trying to live off digitally

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and wirelessly. That's where you'll come in. You will make products and services under the sun at their fingertips, anywhere in the world through their mobiles.

Mobile Advertising

In the modern world cellphones and mobiles has undeniably become an integral part of our lives. In turn, this technology also plays a great role or a mode for marketing a product or service whether your own business or of an affiliate products and services.

We are not tackling sales on mobiles and cellphones or cellphone plans, yes this is a great and tested industry – but we are going to discover the money making potentials of sales leveraging the cellphone. Selling products, services, free trials on people's cellphone itself.

Right now worldwide cellphone users sum up to 3 Million people. That's an obvious great and wide venue for marketing. In it a varied type of consumers on and endless array of products and services abound.

US alone hold 250 Million cellphone users of it's 303 Million residents. What that number says is there is a great direct venue for advertising right in the hand of end consumers. Regardless of age, race, social status and income. Cellphone usage seemed more and more quintessential so to speak. A tool that is clearly up for grabs in aspects of marketing ranging from magazines, books, show tickets, services – too many to mention and it can range from anything that is used, consumed and utilized by the buying public.

However, this is a new trend. In the past internet became a great fixture in marketing business and services. Online sales still soars and are still deemed by so many business people and organization a a success-proof utility in marketing and presenting their goods.

Once you have discovered and apply the system to your

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marketing machinery you will be ahead globally. People to this day still go online to advertise and buy products and services but research has also shown a high response on ads through mobiles.

Just like how it was on the internet like the dot.com bubble burst or the google ads down to paperclicks – all of these have shown great promise for marketers out there. Mobile marketing is now the next big thing.

Getting on a saddle right now will put you ahead of the vast majority of your consumers. You can sell any type of business, product, or service once you have made up your mind that this will be a big phenomenon like how the internet was back in the 90's.

Mobile Industry

Just like any other business you have to understand and analyze the industry you are going to tackle. In college business courses they are taught how to formulate a business feasibility studies where they will be able to align a plan, recognize their market and more importantly craft their products.

Not doing this first when venturing into the mass mobile industry is as fatal as it is in the real world of four wall business. This allows you to put things in perspective and focus on what you want to achieve in order to present a product or service to your market. Your market is your key. Identifying them is crucial. You can either cater the young, the old the rich the poor – whatever it is, you have to recognize who they are.

And so think about what you want to offer your cellphone users. At this age cellphones have transformed into powerful gadgets and functions more and more like how PC are used. Students, Executives, Gamers, Moms and Dads all have specific uses for their cellphones taking their errands or business on the go. Just like for college students when they open their Androids or Iphones they not only use this to call and text friends and families anymore. This is where they manage homework and tests schedules and even social life.

Identifying what these people need creates an opportunity for the business minded folks. An application for organizing school stuff with their home work and all is a great product. And one that so many in college will be using.

With this you can create a product they desire. Managing and organizing homework and tests are of course just an example there are so many needs you can capture and serve. Offer them something they will recognize a desire to get your service or product right away. It can be a subscription or a retail good. It's a good idea to use something that is commonly used or needed.

In the internet and internet businesses they use keyword research tools. This is a practice used to research actual terms used by people when they search something online. From here businesses link their product or service. You can use this as well in the mobile industry by copying the same concept to make your business more visible and accessible. Products that catches peoples attention right away will make a good impact on your sales. So if you haven't made up your mind yet, it's always good to keep a list.

Using Proven Methods

Like what was mentioned earlier, research or using keyword research tools is a great method in recognizing what offer you want to make in your market and all your associated competitors.

Use standard search engines about the offer you are more likely to push through in the future and study your strategy in order to deliver your product or service creatively and efficiently. You can use Google, Yahoo, and MSN and research on the same offers. An example would be let the 'make money' offers online. You will find a flood of information and a ton of product that uses the same keyword. This allows you to recognize what is out there, and locate a possible competitor and analyze. Notice the first item on your research, these items are more likely doing a better job and had made a great strategy to stay on the top of that page. Look into that and possibly

copy that by making the same offer. Or use their product as an affiliate for your venture. The Google ads is a great utility you can use as a meter stick for your plans. Pay attention on how their products are designed these are relatively creative and effective ads which they paid a great amount of money to attain their success.

From there you can also analyze how they were able to catch the attention of their consumers or how a particular offer captured yours. Knowing this will be a great tool when you are ready to get into the mobile industry. You can use any online tools in your research even on videos which are now almost readily available through youtube. You will be able to find helpful tips and information from people like you who hold the same interest for this marketing concept and learn from there. Information such as people creating offers, or video to present their product or service and even making an audio stream - most of these have different versions posted somewhere. Use this as one of your resources In formulating your

offer.

The key to a great mass mobile venture is how you are able to easily capture people's attention in the midst of their hectic life while on the road or home using their cellphones. This plays a very important aspect in your venture. So when you do your research try to understand how your attention was captured and why - this will play along well with your plans once you are ready to make offers on mobiles. Once you understand these elements you will be able to manipulate an offer, a product, a service or other products and services you can sell as an affiliate that will bring you the most income.

Making Money in 48 Hours

This portion will let you translate the steps and techniques we laid out for you earlier that will help you fast track your offers in

the industry in bullet form. Remember this is a fast action, to get you started right now and earn right away!

Decide which offer you want to advertise on cell phones

At this point you should at least know what type of product or industry you want to be going into and also know what type of product or service you want to promote on cellphones.

To do this:

- Go to www.clickbank.com.

This is a massive marketplace to go where you can promote products and services as an Affiliate if you don't have your own products to get you started and start to make money immediately.

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- Sign up for an Affiliate Account.
- Go to Marketplace tab and choose an offer you like.

This is where you will find products you want to promote. Choose an industry that interest you and you think is interesting to the market.

- Pay attention to the monthly recurring pay outs

This will allow you to get recurring income for every sales you make.

Obtain your website link for what you will be promoting

You can obtain this from someone's products or services. They can provide you a link as an affiliate where you are able to get a commission for getting a lead or information from users or sales.

To do this:

- Go to 'create a hoplink' tab on Clickbank.
- Save the link that will show up as this will be used in your ad.

Create an Offer in the form of audio, video, or short message

These are the three most powerful types of marketing to suit what type of product or service your marketing needs.

- Use a www.admob.com and sign up to get started.
- Once you are logged on hit 'create iphone ad' – there are many formats you can use in Admob but for now you can use website. In the later part we will also deal with making video, audio and short messages. Right now we will just to do bullets to fast action making money right away.

Launch your campaign on at least one mobile marketing source

Start with Admob. This marketing source holds a large audience worldwide. From here can 'Create New Campaign' once you have made a decision which product or service to offer and then create your campaign name, and set budget, ad-text or your headline and copy-paste the link earlier to show up in your ad. Make sure it is formatted to iphones display. You can check this through checking the 'pitch site' tab. Those that has videos on their websites and will require a flash will be rejected right away.

You'll also be able to choose and set your target. Here you can choose which device you are able to support – it can be Andriods, Iphone or Blackberry specifically but you an always set it up on *Target all devices* for greater market coverage. You'll also need to set up target geographical locations or countries or once again

chose *Target all geographic locations* to have the broad reach. That is basically the rule of thumb, the better options are those that allow you to reach people more people.

Monitor what is working and make necessary adjustments

Once your ad is live, you will be able to monitor your campaigns and its clicks and impressions. If you notice that you are getting a lot of impressions(a lot of people see it in their phones) but not enough clicks or sales then you will have to make necessary changes to make it more compelling to attain that goal.

How to Choose your Offer

Deciding what product to offer can be as daunting as learning how to make money through cellphones. As I have mentioned earlier recognizing your market is a great tool in any type of business

venture including this one.

In the making money on cellphones venture the younger crowd holds the greater part of the cellphone industry. With that said, choosing an offer that are appealing and relevant to this crowd is wiser for maximum gain. It can range from dating, song offer, or ring tones one of these have great appeal to the younger market.

These offers also have to be easy for people to take action. Offers that doesn't cost more than hundred bucks or offer free trials are more inviting. With low risk offers people are able to make snap decisions. The young are compulsive. Anything that catches their attention and anything that doesn't cost too much is easier for them to take action on and that's what you need. A quick and easy sale.

The type of offers that are marketable for this market are mostly offers that are fun and entertaining. It can be games or even dating –

an interactive offer will work best too.

Just like how appealing products are on social networks – offers on their mobile that provide an additional means of bringing income into their pockets are also a great choice.

Remember the young usually doesn't make as much money as the seasoned and tenured employees or they are simply just students who needs more money in their pockets. Right now there are modules for how to make money on facebook, or twitter and other social networks being sold – you can make the same offer too as an affiliate and end up offering money making ventures using their cellphones.

Money is an ultimate goal for most people even the younger crowd knows that. Offering a way to make money will help make peoples lives better and this can be a great attention grabber for

most of them especially those who are buried under their college loans or bills or simply not earning enough at their work.

Paths to Making Money through Mobiles

There are many products and services that utilize this marketing system. Illustrated below are those that are already “proven ways” to give you a successful return in making money on cellphones.

If you are new to the business world chances are you don't have your own product yet. If that is the case you can then promote other people's products or services. And this is what an affiliate is. Depending on your contract you can either make money from driving leads or driving sales for the product or service which is the most common today.

Promote your own services and products as well. There's a ton of product out there that are more or less the same as what you offer to the market. Nowadays, marketing means more so much when you are visible online or in cellphones. Don't be left behind by your competitors.

If you have your own product that costs a little more than a few dollars you can also promote on a live inbound voice calls. Which means basically you provide an ad that has a direct way of reaching your business by with simply a push of a button. This way they can reach you right away to make a decision. Most people feel better paying for products where they know they are able to speak to a representative. You can take care of this or hire people to help you. This type of service are usually effective especially for products and services that cost over fifty to a hundred dollars.

You can also promote podcasts or make them. Audio and music

and even short news has great success in this industry especially for those on the go and doesn't have time to leaf through their morning paper or watch an entire segment of news on their television before heading to work.

If you have any video tutorials – this sells a lot as well. You can link it to sell your youtube streaming videos. There are many examples of this online – even making money online videos. Think about what product you want to offer or which path to pursue. This will set you up on clearer perspective in making crucial steps towards financial reward and success.

Deciding a Target Market

Once you made up your mind that this is the business for you – now this is the crucial time to understand and define which market to focus on. This is not only a step but an integral one to undertake in

providing an effective marketing campaign.

Know what is the average age of your customers. When you do cater for the young which is by the way has the greater hold of the cellphone market. Offer products and services that are appealing and irresistible to this age bracket.

Also channel their demographics. They can be at any part of the US or any part of the world. You can advertise services and products at any part of the world so you will have to pay attention to their way of living and culture to convert your investment.

Once you got the age and the demographics you'll also have to know what your market is looking for online. In the research done about cellphone advertisement, what people buy on the internet they will more likely to buy on their cellphones as well. That's why it is important to make that correlation.

Use this information in making irresistible offers to your market.

Use that information in yourself as to what triggers you to buy a service or product when you are online. It can be the risk free trial period, a testimony, a discount or simply a good story. All these can make a product or service more appealing to your target market to the point they cannot resist not having it – right that moment.

Understanding Trends

Trends create a buzz in a market. This will help you formulate advertising headlines that are current, relevant and interesting to most people. Which translate to a big return in terms of hits and sales to what you offer. And this is what you want to generate as much income as possible using the cellphone advertising.

To begin with, know what people are searching online. As

mentioned earlier, anything people buy on the internet will carry over sales in the cellphone advertising as well.

Piggyback on hot stories and headlines or global concern this way people can correlate between what you offer and what is happening to parts of the world. Familiarity and interests to the product or service you offer is a great combination in selling something in the market.

Also, remember those wacky stories and popular emails passed around the office or friends? That too can be a tool you can channel when making a banner for your product and services. These are usually brilliant ideas or even the funniest that it's ridiculous but are ultimately entertaining to most people. It's a nice way to introduce a service and product that way.

Keep up to date with what is trending on ebay. There is actually

a portal of information for that that you can easily access. Chances are you will be able offer them the same business and you may have found an already stable market that way. So, utilize as much information and trends out there to easily assimilate tidbits of your business.

Model after Big Advertising

Well the key is to find them first. Some people have huge money allocated for marketing services and products online. Like those paid advertisement on google ads. Google had become expensive and saturated these days so moving to a fresh wave of advertising like promoting on cellphones is a great field for success.

From this information you can formulate keywords on current trends result which is again very helpful to an offer you want to set up.

Once again, narrow down at least the top 10 results of paying advertisers on Google. You can learn so much from these ads. The more money allocated for that ad means a greater audience is out there where people are competing for sign ups, subscription and sales. Model you sales banner, headlines and offers.

But do remember not all highest paid advertising translates success for cellphones advertisement. So you must determine if you can successfully market that same product on cellphones. Remember the general users of cellphone are under 35. These market is comprised on young people. Most of them are tech savvy, it can be anything but cater to what catches their attention at this age bracket.

How to Develop Creative Ads

In the cellphone advertising it is important to make a short, highly effective ad copy that jumps out and grab people's attention. Just like when you are skimming through news or headlines there's one headline that is bound to catch your attention. One of those headlines that makes you want to read more immediately. That works for an ad in cellphones very well.

Once again to make creative ads brainstorm off the headlines in the news for your product or service. All this current information has been assimilated making it more catchy. People had heard about it before, or people gain a curiosity about the topic and they decide to check it out. And once they do, this hits bring you money – from either getting leads as affiliate or sales with commission or simply a sale for your own product or service.

Again, take note of the top 10 advertisers again. There's a reason why they are at the top. The more people are clicking on those ads or banners the higher the advertising cost goes. So this should be a good clue for you.

Also, research on marketing phrases that are used today. Filter through what brings results and which ones brings more money. There are a lot of information written nowadays about this. They are tested and proven to bring success to your ad. This ads makes it more irresistible to everyone.

And lastly, always put a link that suggests actions that your market can take right away. This are the 'touch here to begin' or 'touch here to get one now'. These are essential tools for an ad to bring in instant money. Making a creative ad will set you apart from either earning some or earning a whole lot. So it is necessary that

you hone this skill to make the most of cellphone advertising.

Marketing Networks

To this date cellphone marketing networks are flooding in the internet. Networks that promise so much clicks, hits and sales. Be very weary of these.

One of the tricks of choosing a network is using a particular type of phone you want to target. Right now, Iphone is the best venue. It allowed a lot of users to utilize a lot of features and services and the technology itself allows downloads. Last year it was reported that there were one billion applications downloaded by its users. That means a great and active audience for your product.

You can advertise through game application, for example. Your banner or ad will appear at the bottom that doesn't really cost too

much to do. You can then promote it through an audio, video and phone call that will tell them more about the product or service you offer.

Check out AdMob. This is a great vehicle for your business.

AdMob is the world's largest mobile advertising marketplace. It offers solutions for discovery, branding and monetization on the mobile web. This allows any business to leverage cellphones.

Once you register you can easily promote products to mobile phone users around the world, immediately. They provide basic and simple steps to product advertising and you are allowed as many products as you wish. This service is available to millions of phone subscriber all over the world that gives you tons and tons of possibilities.

Using AdMob – The Largest Advertising Network

There are other networks out there. But this one is highly recommended in terms that not only does it have a large reach across the nation but worldwide as well. Setting up is relatively easy to easier to operate as an individual or a company.

Other advertising networks requires you to have support, requires you to have a US address and phone number to contact. That is not the case for AdMob. They have less complicated and stringent restrictions that doesn't let a lot of people qualified to operate and with less marketable prospects too. Although cellphone advertising is relatively on a very young age, Admob had already served a 100 Billion impressions on cellphones.

An impression is the number of times your ads were shown.

Within the AdMob user interface, advertisers can view the total number of times their ads were shown or view impression data on a campaign, ad group or individual ad level.

That means more people can see your ad or banner on their applications like such in the Iphones or games – and the more people can see it the more actions can be taken. That converts to hits, leads, and more importantly sales.

Best Marketing Practices

To stay on top of mobile advertising we have listed the best practices available in the industry. This will help you distribute awareness, information and actions to your banners or ad.

To date here are the best methods used by many successful cellphone advertising individuals or small businesses.

- Direct calls from your users

If you like talking to people in a friendly manner and approach this type of ad will work best for you. You can hire people or enlist the help of your family to take calls and provide information or testimony to you users.

You don't necessarily have to do hard sales on the phone. The best approach is to provide information, answer queries that they may have and as mentioned earlier testimonies of your product or service. Then you direct them to your website to make that final decision and get an email address and name as an affiliate.

- Let a user see a video about your service/product

For those who doesn't want to talk over the phone you can enlist

this as an alternative which is also very effective. You can direct your users to a youtube clip pitching the service of product of your choice. You can do several types of videos pertaining to what you want to offer. The possibilities are endless.

All you need is a creative and effective perspective as earlier mentioned.

- Let a user listen to an audio recorded message

If you are shy to be on camera or just don't want to fuss around on creating a video. An audio pitch for your product or service is just as effective and are used often.

Here you can do a brief and concise summary of what you offer, what the service and product is all about and direct them to your website.

Always project a friendly and efficient demeanor on your audio as this will be a first impression to what you or your service or product offer. This projection will translate to sales or listing which equates income.

- Let the user visit your website

This is actually a difficult method. Most people don't use this as this has a lot of technical issues associated to it.

When you decide to set up users to visit your website you have to make sure that your website is compliant with iphone standards or admob otherwise your ad can be rejected.

And more importantly having to fill up long forms to order on their cellphones isn't really inviting to most. If this will be used to just

gather email addresses and names for contact then you may use it.

But then again – take all the restrictions into consideration.

For now direct calls, audio, and video pitches are used more as they bring more money. And are easier to act upon.

- Make Iphone Application and have user install it on their Iphone

This is the most complicated method in the cellphone advertising. If you have the technical savvy and the talent to craft an application for an Iphone with your product or service – you may do so.

A lot of people make a lot of many creating application for Iphone but this takes a great deal of money as well as software. So whatever suits you and is more available to you is of help to make a

creative and efficient ad.

Concepts used in Ad industry

Let's delve in to the proven concepts rallied by a lot of individuals or small businesses in promoting their services or products currently. This are methods of making an effective advertisement of a users cellphone that let's do something about your ad. And when they do that it can bring you income conversions. Let us narrow down the most effective concepts used today.

- **Strong Call-To-Actions terms**

An example for a call-to-action are those you see on sales webpage as 'click here to lose weight now' or 'click here to get

started'. This allows the user to be compelled to make a decision right away.

Having this on your cellphone ad will make it easier for your users to get your product or service, subscribe or simply just provide name and email addresses. All this are results driven.

- Engage in direct customer interaction

Interaction through the call to action is one. Here you allow your customer to see a human aspect of the product of service. Make sure that you project or establish a warm relationship to your users when they read your ad.

This allows the user to establish trust on what you offer. A good vibe for the product and the people behind it is never consider a disadvantage.

- Incite curiosity or controversy in your ad

You don't have to add both of this on one ad. Making a buzz to any of your will do wonders on your advertising. People will talk about it, twitter about it that are actually trending, or blog about it.

This kind of advertising takes a whole lot of skill and experience and timing. The more people are intrigued or curios of your product the larger the possibility of income.

A lot of this is due to the buzz associated online. And when people talk about it, it can serve as a marketing outlet that is viral. That alone will set off hits and leads and sales off the charts.

Building your Offer

A lot of peoples mistake when venturing into the cellphone advertising is that they make too many offer at the same time. Especially if this is your first time delving into this business. You are better off starting with one. One where you can put all your focus into it, understand the trends relating to your business and make a sound logic without too much distraction from your other offers. One offer that is creative and effective will make you more money than five offers that doesn't provide returns since it wasn't thought out pretty well for people to get compelled to get it or have it.

Organize information about what you offer and keep tabs of your successes and failures this will help you in the long run. Having an organized thought and procedure makes an easier operation for your ad. Consequently, if you must have more than just one offer.

Organize them accordingly. Organize research materials and results so you can study your promotional methods properly. This way you know exactly how to manipulate your offer to a better path.

These are all common sense but most people fall into bad habits that can jeopardize their chances for success. Like setting a good habit for yourself and keeping yourself on a schedule. This will allow you to accomplish more in a day than not knowing what to do the next day. Taking information down from results of your offer will also allow you to see the pattern of your offer's successes or failures. It will let you see and learn from what has worked and what hasn't and dissect and apply for a more favorable result in what could possibly be a short time. Just like any job you will take, you'll have to put more time in and more focus on your ad. I will assume this is going to be an endeavor you will do at home. You need to consider this as serious as a 9-5 job or even more. The more thought, dedication and hours you put in the more favorable returns will come.

Loading Your Offers

This will go back a whole lot to ones' ability to organize. For the most part these will be considered common sense nonetheless it pays to remind yourself as there are mistakes that can happen to the anyone.

- Create an Ad Name that is easy to organize. This will allow you to easily associate an offer to how it is strategically offered on a a very specific subject. As you go on with this business you will very easily make multiple offers in the future. Keeping this sense of the organization at the beginning will pay off in the long run as you make your success in the mobile industry.

- Using Ad Text based off proven headlines. Just by looking around the internet or magazines of subjects that are not very

familiar to you, you'll notice big campaigns. These are great examples of people who have relative success on their offers. They have a reason why they are on the top results on the search engine or at the entire ad page in the magazines. There are a lot of information out there that you can use and learn from that. Model your ad to have that same impact on people.

- Putting an image for you Ad. When you make an ad in Admob there is a section there that asks you load a photo or use the ones provided by Admob. Preferably making your own makes a great personality to what you offer. If you are creative this is not a hard concept to take, but if you are not do not worry. There are many resources out there that offers images you can use to make a more creative and efficient campaign for cellphones.

- Confirm the URL of your ad. Once again, this is common sense. Little mistakes on the URL such as an additional letter or lack

of it can lead your users to a broken path or a wrong website. You will end up with many impressions but with no sales. This happens all the time, so when you make your campaign try to double check the URL as keenly as you can.

- Target all possible markets. In order for you to get more exposure and more not only impressions and clicks, but sales is to get your offers on many geographical locations or globally. The more people can see it, the bigger the possibility of return.

Keeping Watch on your business

There are a lot of people in the business world that doesn't properly monitor their business and in that sense they are putting themselves up for failure. Once your ad is live it is important to

monitor them daily so can check the progress of your business. This way you'll be able to advance, improve and expand on your ads.

There are many primary elements to monitor in the mobile industry and thus needs not only monitoring and taking notes but making and changes.

- Slow impressions. Impression is when people see your ad on their phones. When you made your Admob account you were asked to place bids for your campaigns, since it is advisable to stay in the minimum range it doesn't mean you cannot change that. If you notice that somehow you have done everything right, but you don't get more impressions you can increase your Cost-Per-Click bid. As Admob operates on an auction model, increasing your bids will bring you more activity.

- Low Sales. Sometimes people get so much impressions or even clicks and yet sales doesn't seem to come as often. Since you

are paying for your ad per click, you can lower your Cost-Per-Click bids to make allowance for your ad expenses.

- Daily Budget. Setting up a daily budget for your campaigns is absolutely wise. Even though you can afford to spend a couple of thousand dollars each day doesn't mean you have to. Start with a 100 or less, whatever you can afford and adjust as you go. As more money comes in, you can then add more on your daily budget.

- Long approval from marketing networks. Make sure that you meet all the guidelines in making your ads. For Admob, they do not allow 'make money' or 'work from home' ads, these will automatically be rejected. If you feel like you have done all within the guidelines you can always contact the network to make sure it's going along as delays can happen.

Setting Up A System for Tasks

Once you have gained some success in your business you will probably want to get more time to be with your family, or pursue your other hobbies. You absolutely can and you can hire people to help you complete your daily tasks to keep your business going. However there are things you must remember to do when this day comes to make it run effectively and efficiently for your business and for yourself.

First of all, write down everything you do on a regular basis. This will serve as a mold a day's worth of work for anyone you want to bring on your business.

Organize these tasks in a format where it is more clearer what are the daily expectations are. Like what should be done on Mondays

first, what are deadlines on wednesdays and so forth. Keeping all this organized together will make work run smoothly done accordingly.

Choose tasks that you would want to assign or hand off to someone. There might be things that you don't want to deal with in the day, that may not be as much interest to you but needs to be done can then be given to one of the people you hired. But be careful not to give away too much of the core business aspects as this will disconnect you from your business. As an owner, remember, that it is important that you stay ahead of the trend and your competitors. The more you understand the industry, the more you pay attention to new products and services the more you are able to manipulate your offers to greater success and unlimited potential.

It's also a great idea to put each task you need to outsource in a one page description. There are plenty of people who can do the work you probably don't want to deal with any longer. It is important

to make it clear as to what your expectations are. You can post ads in craigslist and find people who also works from home.

How to find Outsourcing

Handing off tasks to other people especially in your business is one of the tasks that you have to be critical about. Just like when you hire a babysitter at home where you are giving all your trust to that person to take care of your children. Remember that you have to make sure that you hire the person you feel most comfortable working with and trust to help you run your business smoothly. Do not hire anyone just to hire someone. The better track record and competency they provide the better they are for the work you will be delegating to them.

In the process of hiring do use companies that has been around and has a great history to back them up. Use companies such as

Elance.com and Guru.com. Both of these companies have been around for quite sometime and has in time accrued individuals that are talented, skilled and proficient in their previous outsourcing jobs.

You can make research on what others are paying for the job you want to outsource and you can also find out which people they are hiring. You can look them and check into their credentials. These can be the people you would want to be working for you. And since they've had the same training the lesser time you will have to watch teach them.

When you do post work ad online chances are companies will bid for the work you need. This companies speaks for a number of people that are qualified to work for you. So do not hesitate to answer and be as clear of your expectations as possible.

Screening companies and teams

Once you have posted a job ad online you will get tons of responses bidding for the job you offer, and it can be daunting. There are so many people from a lot countries such India and Hong Kong that will send their bids in. You have to analyze first what time you would want to work and what their location and think about the time difference. This is a very important matter especially if you want to make sure that you are able to speak to them frequently with deadlines and work. If these aspects doesn't matter to you then go ahead and hire the right person, team or company for the job.

Also on the websites like Elance.com and Guru.com, you will be able to find an amazing feature that lets you see reviews of their previous work. This is a great and helpful tools for people who do outsource work. There you will see how competent they are, if they are always on time with deadlines and such.

If by chance you get bids from companies or terms, choose those that have at least 10 client reviews. This allows you more feedback to work on. These reviews are your greatest tool in making a sound decision for your opening. Hiring people without knowing their work ethics in the first place in a huge gamble you may not be able to afford. They will be an important part of your company, so it is important that they can do the tasks accordingly and efficiently. This is especially important for projects for videos – check their portfolios. The worked they've made in the past gives glimpses on what they can offer for you own mobile advertising. From here you'll be able to sort through people that are a little amateur for you, or those whose sense of creativity doesn't really match what you are looking for.

Also watch out for people, teams or companies that are over-qualified. You might get carried away by the samples they've made. But they can cost more than you first intentionally are willing to pay.

Time Management

For people who have achieved a tremendous success working from their homes would tell you that it took a lot of their away from other aspects in their life such as their family or another passion. With outsourcing, you will be able to disconnect from work a little bit giving more time with your wife, husbands, children or friends. Ultimately working from home is like a dream – but there are so many aspects you need to attend to and this the great benefit of outsourcing. You are able to get people who are competent without paying too much.

Getting people in your business will also let you do more and focus on more important aspects of your business. In a day you only have 24 hours to and you can only do so much. It will take so much of your time. So it is important that you do things that you continually enjoy. You may not necessarily like mobile marketing, and you don't

have to. But just like other people who have found the things they love and are able to make money out of it, notice that they are the most fulfilled ones. If you truly enjoy working from home and marketing then this field shouldn't too hard to take. If not, you may want to channel other deep seated skills in yourself that will allow the lifestyle and luxury of working from home and doing it successfully.

Advanced Techniques

- Create controversy videos based off of current trends. This method is fun but it is hard to master. Mostly what you do with this is find stories that are trending or making a big news over the internet and television and spin off from them. This will pique peoples' curiosity and interest that way you're able to make a successful campaign. You can put it up on You Tube where a lot of people is on anytime.

- Create useful videos that pre-sell the offer you are promoting. For the most part this are product reviews. You let people know what you think of service honestly. In a way that is informative and helpful to make them decide to buy the product. In here people can also leave their names and email addresses.

- Create warm and fuzzy relationship building videos. This is also a difficult method. This will basically go down to relationship building where honesty in the videos is felt. More like talking to the people in your life whom you care tremendously to speak the truth. The more people feels that you are being who you are without pretense and lies about what you offer, the more they are able to respond in a good way.

- Pay a bubbly person to answer inbound sales calls from your Ads. You can do this yourself or hire a person that is going to make a good impression for your customers at the very beginning.

■ Pay a bubbly person to create addicting and inspiring audios. There is a great resource at www.voices.com that you can tap for this very purpose. In there you can submit a script and ask people to give a demo of their voices. You'll also be able to specify what type of character you want. Being bubbly, happy and giddy are a good way to start plus what gender you want it to play. From there you can choose from a varied demos that will give you the best result for the ad.

Planning Strategically

Over and over again in this literature you are constantly reminded of organizing, systematizing and planning. This is very important as this will set you up on a day that won't be wasted. Waking up each morning with a list of things to accomplish is better than burning the day with trying to constantly remember what you

need to do, or your deadlines.

When you do you home business mobile advertising you must focus 100% of your time on either videos, calls or audios. This will let get ahead of the mobile advertising. Honing your skills and making sure your campaigns has any of this separates from the rest. Anyone can do mobile advertising but they won't be as creative.

You must also stay current with all the latest and hottest surfacing trends. You can check online what people are getting into these days, what products are hot, what stories are talked about everywhere. These are all effective tools for advertising.

Also do not get attached to a certain campaigns. When one is clearly not making money, always be ready to abandon it. There a lot of stuff to get into, you just have to pay attention to what's being more talked about, searched for on the internet and piggyback off the

latest as this will translate on the the mobile advertising as well.

Take notice of all the successful ads you see. This is why you have to monitor closely, not only what you offer but your competitors as well. If you think that a certain is always at the top week after week. That is because they are doing well and it wise to model your offer from that, use their keywords and try if that will make your ad improve.

Reverse Engineering

You can also outsource this aspect of your business. But here are the tools that you can use if you have the money to invest on them they will greatly help your efforts. However, you can get free trials just so you'll see how these tools can help a whole lot.

- Use the iSpionage web based software

- Used the Keyword Spy web based software
- Combine both software to find and analyze competitors
- The competitors are for Pay-per-Click, still still information is important. You can use the titles and their headlines, you can bet that they have paid for these information that is already working.
- Obtain creative titles, ad copy, and find undiscovered offer

Five Figures in 5 Steps

- Step 1 – Choose a high paying recurring affiliate offer. The key word to this is recurring. There are tons of advertising you can find on clickbank that doesn't have a future pay. If you want your efforts to pay off, the best way to go about is with recurring fee.
- Step 2 – Gather information on hot trends to promote the offer.

Find great offers and use them when presenting yours.

- Step 3 – Decide which method of marketing will be effective.

Once again you can either use videos, voice, short messages or an iphone app there's so many you can choose.

- Step 4 – Use reverse engineering to craft a high converting Ad.

This will let you model after big advertising companies and use their headlines and learn from them.

- Step 5 – Leverage AdMob to reach millions of people instantly.

As previously mentioned, AdMob has a great global audience. Use them as your tool. However, if things don't go as expected once again you can leave the project and move on to another one.

AdMob is an up and coming network in the very near future they can get saturated and can become absolutely like it went for Google Ads. If that happens and there are more and more hoops that you

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would have to go through remember that there are other networks
you can use.

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