

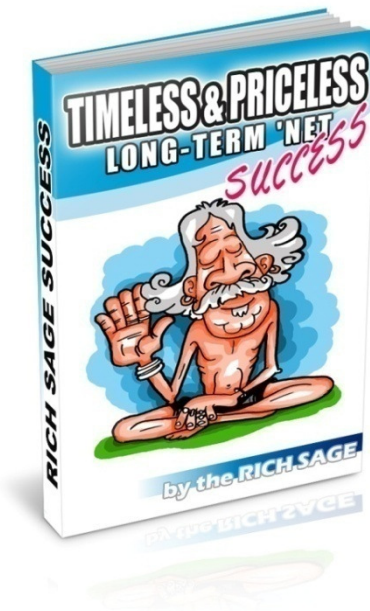


The RICH SAGE
Priceless & Timeless
Money Making Wisdom

The \$0 to \$12,000 per Month Challenge

*How to start with free resources,
an idea and turn it into a
full-time income using my wisdom...*

Only as a RICH SAGE can deliver!



Rich Sage E-book 1.0

This e-book is a summary of the RICH SAGE Wi\$dom. In this e-book I discuss various aspects of how I've built a business from nothing to my goal in just 6 months. All these lessons are also duplicated in video lessons, which are part of my Rich Sage PRO: <http://www.richsage.com/go/free.php> >>

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**E-Book Sponsor:
RICHSAGE FREE MEMBERSHIP!**

Still having problems starting, finding success or gathering momentum in your business? THE RICH SAGE'S TIMELESS and PRICESS Wİ\$DOM CAN HELP YOU. <http://www.richsage.com/go/free.php> >>

The Wi\$dom of the Rich*Sage

- Very few online business ventures are what I'd call "*ones that generate an income that is good enough to take to the bank*" –very few.
- **RICH SAGE WI\$DOM:** To help you build consistent income. That means I don't promote get rich quick schemes nor do I promote biz opps that are more like lotteries or those that offer 10,000% annual return.
- Very few online business ventures are what deliver lasting success –more often they use tricks and gimmicks to build a business.
- **RICH SAGE WI\$DOM:** To help you build consistent long-lasting income that is predictable and *real* mainly because you'll provide value to your customers with my advice.
- **I'll accomplish this in two ways:** To show you WHAT WORKS for the masses. This is the practical advice and philosophy that you need to stick to –stray away and you'll "pay the price". Secondly, by introducing you to the PERFECT BUSINESS, however, that has a catch: The Maxsimo AD Network that I've created is available for only 5,000 local site owners and 10,000 topic owners. When the local sites and topics are taken, they are *gone*.
- **Most of the Lessons I Cover Teach via TEXT Summaries and Video.**
- **Enough talk** –let's get started...

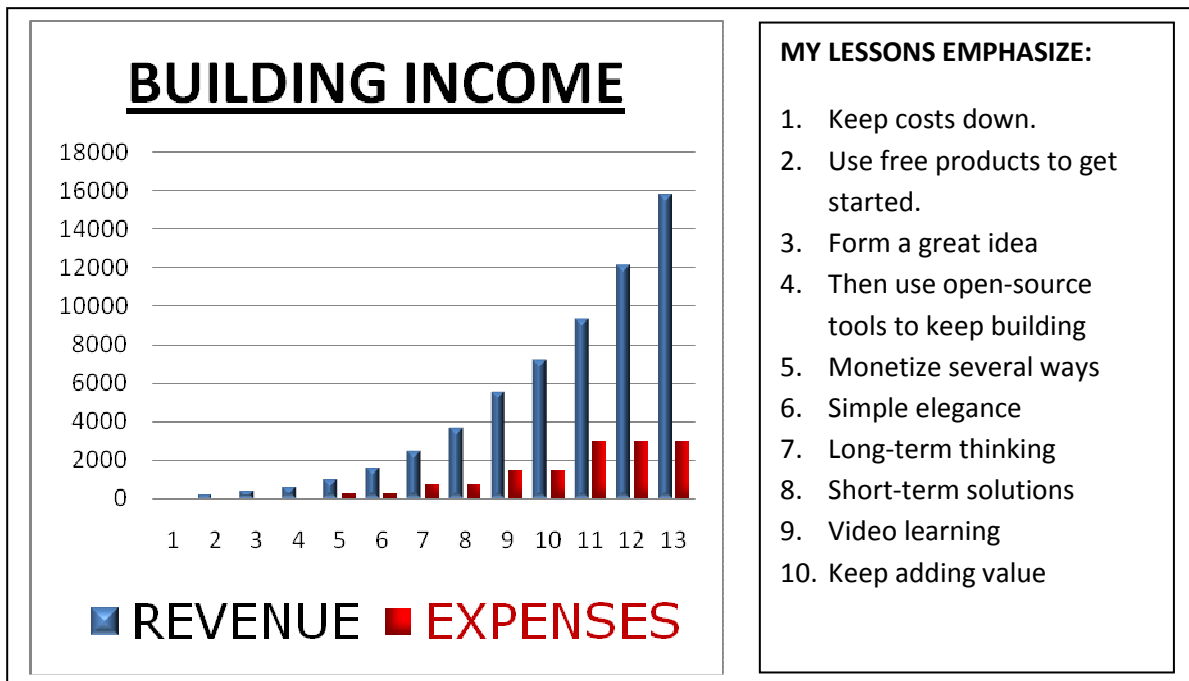
Rich Sage

<http://www.richsage.com> >>

Common Sense:

First of all some common sense in the money making frenzy that you are witnessing on the 'Net:

- 1. The more things change, the more things stay the same** –the success building techniques that worked offline are now used online. We just know them by a different name. What used to be a 'natural sequence of events' are now 'directed often by software'.
- 2. The essence of business is to provide a value, solve a problem, help a customer.**
- 3.** Match that with a viral aspect on the Internet and drop in a revenue model, and you can accomplish your goals.
- 4.** The rest of this e-book delves into the how-to BUILD YOUR INCOME. Accomplishing the below monthly income may take 13 weeks, 13 months or may CUT 13 years from your mortgage –BUT, if you don't try, you'll never know.



- 5. I do have a sense of humor on these things:** I hope you find this comparison funny: **See my example about the <http://www.richsage.com/go/gold.php> >>**

Why I do this: The PERFECT BUSINESS:

6. I've setup the PERFECT BUSINESS because there are nearly 100 million small business worldwide that need a better way to advertise locally and for those that need to, grow globally.

Often the problem for small business is that advertising and marketing services are a "hit or miss" proposal.

The PERFECT BUSINESS is the Maxximo Ad Network, which has a small monthly membership fee for a suite of vital business and traffic building services.

The benefit for Affiliates is that they can:

- Earn from a Membership product that is renewed over and over.
- Earn 2-tier commissions from Membership sales.
- Earn 2-tier commissions from ALL products sales.
- Earn from ANY business opportunity promoted by the Affiliate Mint System.
- Earn from traffic generated by the network.
- Earn from your own local or topic site/blog where you are an expert/consultant providing services for online business thru your site locally and globally.*
- *IF/when there is a client that you cannot help, you can pose the problem to our Affiliate forum and find a partner to resolve the issue and split commissions.

The goal of the network is to build your full-time online income, while the company maintains the software that helps you manage 10, 100 or even 1,000 or more clients anywhere.

Link to Me and Benefit:

7. The RICH SAGE will review your web site or blog and take an article that you have written about it and publish on my network, based on category.

This publication creates a link back to your site, and creates a search engine friendly link that will aide your traffic growth. You'll also get a lot of traffic from the review that I create.

All this is part of my effort to help you while creating a place to share ideas and help you better build your own business.

The directions on how you can setup a review are
<http://www.richsage.com/go/blog.php> >>

My Recommended Site Monetizing Ideas:

- 8. GOOGLE ADSENSE:
- 9. CLICKBANK:
- 10. AD NETWORKS: AZGOOGLE ADS
- 11. PERFECT BUSINESS: Maxsimo

Several Keys to INTERNET SUCCESS:

- 12. **START!** With what you have. If you are reading this, then you have everything that you need. In this report, and more extensively, in my free membership area I have a list of resources that I update weekly that are FREE.

Often these resources are all you need to get a SEVERAL HUNDRED per month income built online.

- 13. When I recommend a product, the first thing I ask from the authors is a discount for my members. Again, these authors don't like software, e-book discounts floating on the 'Net -In my membership area you'll find special links that can be accessed only from the RICH SAGE site.

Essential Needs: A Domain & Hosting:

Getting a Domain: Selecting a domain and a name is rather easy –make sure the site name uses the very words that are part of your niche OR your brand. That’s all there is to it!

Regardless of what you do online, you’ll need to setup hosting.

HOSTING Your Online Success Story:

One of the ways that I'll save you a lot of headache, lost time and funds, and help build your online business is through solid, proven and valuable products and services that you can use to get your online business started.

Below is a product review and endorsement of just such a company: WebIntellects (<http://www.webintellects.com>) that not only has provided outstanding RICH SAGE hosting for several years, but also provides customer support that is second to none.

Are there cheaper hosting plans? Yes. However, the issue is support when there is a problem. WebIntellects goes above and beyond what I've seen done by a hosting company. AND that was done ***before*** I was known as THE RICH SAGE!

WebIntellects has your basic hosting (with outstanding features), advanced hosting for unlimited domains (VPS) to dedicated hosting. I'll cover all the features and benefits of their hosting in my lessons.

In the RICH SAGE Internet money making success plan, here is what you need to get your website started.

My FIRST STEP in the business plan, then a DOMAIN!

The THIRD STEP is getting hosting:

There are 3 types primary hosting that you can get.

A) Top of the line Hosting account: In this case the WebIntellects Webmaster Plan, which gives you the resources to manage a perfect online business.

B) One step above the webmaster plan is the VPS (a virtual private server) which can host unlimited domains and is managed just like your own server, however, it exists within another server. I don't recommend that you start out with this -First get your success growing with one site/affiliate program, etc. and then expand. Just keep in mind the hosting account (A) will host several domains.

C) Lastly, the top of the line, is your OWN dedicated server.

Following my business model, what you can do is get started with COST LESS THAN \$1.00 per day and **as revenue increase, you keep moving from A to B to C in the hosting plans.**

WEBINTELLECTS SPECIAL OFFER:

For just \$9.95 per month, you can get the WEBMASTER PLAN at WebIntellects, which allows you to host up to 5 domains, and follow the business plan taught by the RICH SAGE.

<http://www.richsage.com/go/host.php> >>

Then pick the WEBMASTER PLAN >> Then at the time of purchase enter RICH SAGE OFFER in the comments area. They will discount the WebmasterPlan to just \$9.95 per month. Then you make the final purchase.

RICH SAGE WebIntellects BONUS:

Let me know that you purchased the above WebIntellects hosting, and I'll credit ONE MONTH'S RICH SAGE PRO costs to your Paypal account. This is a \$9.97 bonus just for trusting the RichSage and WebIntellects to help build your online success!

Beginners Online Success Tips:

READER NOTE: All of my lessons, free membership and RICH SAGE PRO Membership (free part plus download area access with video lessons, ebooks and articles @ \$9.97/month) are all based on the below format, where I review, test, practice and report to you on WHAT WORKS building a business online.

131 TRAFFIC & BUSINESS BUILDING TIPS & Wi\$dom by the RICH SAGE: START, BUILD and ROCKET YOUR WAY to SUCCESS!

Fist Steps, Getting Started:

14. Getting started is the *first step*, otherwise, nothing happens.
15. Need help? Often that's free. Just need to know where, who and what to ask.
16. Develop a product after you find a market. Don't build a product and go searching for a market!
17. Looking for a hungry crowd? Every forum is full of them. Just need to keep your eyes and mind open.
18. Don't try to create a market when there are thousands of ones with eager buyers.
19. How does everyone remember you? Develop a Unique Business Angle (UBA). Then make the "YOU" the center of it.
20. Keep adding value. You might start with 50% of what you hoped to present. Just start. Then add value to your site, product, newsletter, etc.
21. Testing & optimizing is THE KEY to all marketing success.
22. How can you test IF you don't track? Track everyone coming to your site from ads.
23. The purpose of all of your advertising should be to capture a lead in the sales process. (period)
24. Sooner or later, you'll have to have your own products. Learn fast. Make it sooner.
25. Even free advertising costs you your time and effort.
26. Every aspect of your site and marketing should be focused on presenting your UBA.

27. Make sure that everything that you do is integrated into one primary strategy.
28. Plan for multiple streams of income up-front with several monetizing features on your site(s).
29. Then optimize those 'streams' with better content, landing pages and sales pages.
30. Make sure that your monetizing strategy includes 1, 2 * & * 3 or 4 digit profit products.
31. Learn to create buzz and channel those visitors down your sales tracks. Got a viral page?
32. Pick a niche you are passionate about. So, what's a niche? A niche is what everyone does, at the DETAILS LEVEL.
33. Did you pick a passionate niche? If yes, then become a leader in it.
34. Be willing to think outside the box.
35. Find your niche. Look to what you do daily.
36. Better yet, leave "the box" and take a vacation. Then re-visit the niche with fresh ideas.
37. Online is just a repeat of "off-line" stuff –nothing new. Just know what works!
38. Human nature: Yesterday, today and tomorrow –it remains the same. Go with the flow.
39. Look for opportunities that others have missed or use your UBA
40. Don't try to reinvent the wheel –Pick a business model that works.
41. Don't try to reinvent the wheel –Pick products that benefit (create value) to the user.
42. Don't go eye-eye with "deep pockets" competition. Work your UBA.
43. Base your plan on reality. Think like an Accountant. Watch those numbers!

Your Site, Your Progress & Growth:

44. Focus your site content –Meet the needs of those searchers.
45. What do you love to do? What is your hobby? What is your passion? Where and what do you like to do? What part of society would you like to help?
46. Make sure every page on your site links back to your main, sales page and most pages have opt-in areas.
47. Include the "new " command or a "new tab" is created when linking outside of your domain.

48. Keep it professional and cut down on site graphics you may not need.
49. Don't jump at the latest \$97 or \$197 dollar product –often a free or \$17 product may do the job.
50. Got to have your own domain.
51. Are you using WORDPRESS and/or JOOMLA –for 9 out of 10 of us, these two free programs do more than what we need!
52. Look for a hosting service with full support, PHP/MySQL support, and good equipment with a back up (Rich Sage Expands).
53. Make payments easy with credit cards, Paypal Payments and Clickbank sales.
54. Offer several options for ordering –again, with Paypal, Clickbank, 2CO, Paydot.com, etc.
55. Remember that freebies are the key to sales AND list building.
56. Give something of value away for free. Don't give everything away while at it.
57. Setup a contest. Remember the old fishbowl where you'd 'drop a biz card?' –setup one online!
58. What is the marketing plan for your site? What is the "marketing flow"? Get a friend to test it
59. Just an informative site? Then what will you do to "monetize it"?
60. What are you doing to build your mailing list? Using a list builder?
61. Is there a way to promote another list (JV) and earn an income?
62. How long are visitors staying at your site before clicking outbound?
63. Give an opportunity for people to present feedback –at the site, upon exit and after the SALE.
64. No idea how to program? Don't bother. Find a programmer.
65. No idea how to write copy? Write the first and second editions/versions. Then find a pro.
66. The software you need is too expensive? Get started with free software – look for open source software to get started with.

Web Site, One-Time Offer, Opt-In Pages, Sales Copy:

67. The right headline is the first step to capturing the reader.
68. Then A.I.D.A.
69. The SALES LETTER is vital (period)
70. Keep your own style.
71. Do you know how much you earn per 1,000 visitors? 100 Visitors? 1 Visitor?
72. Are you creating a customer relationship or one-time sale?

73. Once you perfect your own program, extend to an Affiliate program.
74. Site, OTO page, Sales Letters, Opt-in =1 Focus: Benefit, Benefit, Benefit.
75. Write many headlines for the same articles/copy and pick the best.
76. Bullets and lists are vital to advertising. Can you insert pictures or even video?
77. Your web site must establish credibility. Say what you do, and do what you say...
78. Testimonials are one of the keys to credibility, but don't over do it.
79. Offer a no questions asked guarantee.
80. Use bonuses to add more value to your product. Make sure that each of the bonus has real value.
81. PS: Always use a P.S. It's one of the most read elements.
82. Repeat the offer on the Order Form.
83. Offer an immediate upsell during the order. Checkout a Godaddy® or DELL® order process. Learn from the successful ones.
84. Create a swipe file on your hard drive. Save things that you learn from.
85. Make sure to exercise the collected items in the swap file!
86. Read everything you can get your hands on about writing sales letters. Pay particular attention to the ones that compel you to purchase.
87. Create a system for writing your sales letters –HEADER, INTRO, A.I.D.A., SIG BOX.
88. Don't market an affiliate program that doesn't already have proven sales.
89. Even an affiliate should own their own domain, which is essential for tracking, landing pages and ROI calculations.
90. Limited banner campaigns are the least effective means of selling your affiliate program's products, BUT, for branding they are great.
91. Offer a free bonus for buying from your affiliate link –Set yourself apart!
92. REMEMBER, when building traffic, WHERE YOUR VISITOR IS IN THE SALES PROCESS –Are they at the START of IT? OR they are at the end, ready to buy?
93. Often those who are ready to buy are going to look to save: Are you offering a bonus, a discount, a coupon –what are you doing to help your customer save money?
94. OPT IN MAILING LISTS, AUTO-RESPONDERS and E-Zines:
95. Start your own opt-in mailing list or if you don't have the time, promote another list .
96. Find JV partners who will recommend your list(s).
97. Personalize your email communications –from header to body and even follow-up auto-responder messages.
98. Use an automated follow-up auto-responder
99. Provide value, solutions, advice –a benefit in your email. Don't always try to sell. HELP and you'll sell more.

100. Publish your ezine at least once a week, and optimally, only 6 to 7 emails per month.
101. Use your web site and Opt-In list together –Click Here for More Info, which leads to site.
102. Promote your list, like you promote your site, blog or business in general.
103. Trade mailing list ads with lists that provide synergy and don't compete.
104. Use joint ventures to build your list and also to help monetize if you don't have a list –promote someone's list
105. Make your ezine short and to the point. Need more info? Bring the reader to your site.
106. Always build a customer database, opt-in list with first name and address.
107. Use non-ppc advertising for testing. Never test with expensive traffic, unless the test is further optimizing a proven sales channel.
108. WEB2.0, FORUMS, DISCUSSION GROUPS:
109. Prepare a signature file with your UBA. Test the sig. Vague = No clicks. See mine? Exact terms force clicks!
110. Participate in Discussion Groups, keep learn and most importantly practice what you learn.
111. Submit Articles to Ezines, Niche Web Sites and Article Directories.
112. Create Your own E-Book or two or three. Have one to give away. Sell others.
113. Trade Links –better yet, ask for reviews and do a few each week.
114. DO SITE REVIEWS: Do a Review for My RICH SAGE SITE and I'll do a link back to you.
115. Submit to major Search Engines and setup sitemaps, RSS feeds, etc.
116. Put Your Web Site or UBA on all of your current materials.
117. Put your UBA on *everything*.
118. Press Releases are the best free advertising available and there are just a few places to insert them.
119. Once your system is proven, start using paid advertising. Then optimize everything.
120. Make banner ads look interactive. Once again, optimize every step of the process.
121. Static Banners are less effective than FLASH banners, which are less effective than Video.
122. Pay-per-Click ADS: Only Great AFTER you've optimized all other traffic and proven your ROI.
123. However, once you find the groove, work to get more paid traffic. ROI is the key.
124. Ad Headlines are JUST as important as SITE, Articles, Ebook and just about every headline.
125. Try some offline ads from postcard decks to newspapers and classifieds.

126. Create an advertising co-op. Help others. Help yourself.
127. Send articles out to magazine publishers, newsletters, ezines, websites – anyone you can get a hold of to promote.
128. Having your own product is the best way to make money online. Make sure you are ready to promote it by knowing how to promote as an affiliate of similar products.
129. Once you have an effective system, start an affiliate program for your own product –the fastest way? Clickbank. Then Paydotcom. Sure there will be others.
130. Look all around you for product ideas, niches, web sites –keep in mind that solving a problem or making life better is the essence of a business product/service.
131. Research public domain materials that are often not copyrighted for research and product ideas.
132. Video is great. YouTUBE. Viral Campaigns... Just get it going.
133. Subscription sites are HOT! In fact, CLICKBANK now let's you sell Memberships. Come up with your ideas.
134. Press releases work great. Just keep them coming, regularly.
135. Articles work great. Keep those coming as often as you can. Become known in your niche.
136. Don't work on projects that take years –they may never get done. Work on short-term projects that build success very quickly. Then add more and more sophisticated ideas.
137. Keep your costs LOW! Then success is not that far away.
138. HISTORY ALWAYS REPEATS: Learn from it...
139. THINK FORWARD –make sure your niche is expanding, not shrinking.
140. THINK BIG! Don't keep going down the rope chasing smaller and smaller niches. The rope will end sooner than you think.
141. Excellence: Do one thing, with excellence and passion.
142. MIND SET: GO with the FLOW – LEARN to BUILD STRENGTH. DON'T DWELL on WEAKNESS
143. Always end the days and start the next on a review of WHAT WORKS for you. How much closer did you get to your goals? Inches turn to feet, that turn to yards and soon you've concurred what might have looked like a marathon.
144. Save the bills for one or two days. The rest of the month work on enjoying cash-flow.
145. Remember, you've got to start somewhere –might as well be right now, as you are.
146. Optimize yourself, daily. Make today better than yesterday. Things don't change overnight, but they do.

- 147. Obviously the reason you've read to this point is to change your life or to execute your grandiose plan –Keep that vision where you can see it daily
- 148. READ THIS DAILY: IF it is to be, it is up to me. Then JUST GO DO IT. Carpe Diem.

Wise Habits of Online Success:

- 149. Be consistent
- 150. Be passionate
- 151. Readers/movers/communicate
- 152. Link based on good content, not SEO
- 153. Brand
- 154. Write well
- 155. Manage your bookmarks well and create 001: The RICH SAGE Book Mark!

Keep COOL! Participating in Forums:

- 156. Controversy creates a lot of buzz. BUT stay cool!
- 157. Still be part of the discussion
- 158. Don't get angry –address the issues

Post Length, Frequency & Creating Content:

- 159. Quality vs. Quantity: Study of article writing.
- 160. PROOFREADING
- 161. FIREFOX, WORDPRESS & WORD
- 162. BE professional

Miscellaneous:

- 163. Check Comments
- 164. Other blogs
- 165. Community
- 166. Talk about other site or YOU TUBE video

Must Have Wordpress Plugins:

At this time I have over 600 Wordpress installations running. Just about all of them are running WP 2.1 and most of the below pluggins. Not all of them have the same pluggins. Make sure to install the latest version of each of these pluggins!

167. Wordpress is best utilized using these pluggins –
 - A. Adsense-Deluxe: This plugin place Google AdSense ads in your WordPress Posts.
By Acme Technologies:
<http://www.acmetech.com/blog/adsense-deluxe/> >>
 - B. Akismet 2.0: Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use it.
Akismet Setup:
<http://akismet.com/> >>
 - C. Brian's Threaded Comments: This pluggin gives you threaded comments and a "wandering" comment form.
By Brian Meidell:
<http://photomatt.net/> >>
 - D. Digg This: Adds Digg story link on detection on dig.
GET a DIGG PLUGIN:
<http://meidell.dk/archives/2004/09/04/nested-comments/> >>
 - E. FeedBurner FeedSmith: This plugin detects all ways to access your original WordPress feeds and redirects them to your FeedBurner feed so you can track every possible subscriber.
By FeedBurner:
http://www.feedburner.com/fb/a/help/wordpress_quickstart/ >>
 - F. Google Sitemaps: This generator will create a Google compliant sitemap of your WordPress blog.
By Arne Brachhold:
<http://www.arnebrachhold.de/> >>
 - G. NextGEN Gallery: NextGENeration is a Photo gallery for the WEB2.0(beta). If you look at my photo gallery, you will see how cool the application is handling pictures.
By NextGEN DEV-Team:
<http://www.kev.hu/> >>
 - H. Optimal Title 3.0 Mirrors the function of wp_title() exactly, but moves the position of the 'separator' to after the title rather than before.

Get OPTIMAL TITLE By Aaron Schaefer here:

<http://elasticdog.com/2004/09/optimal-title/> >>

- I. Show Top Commentators: Encourage more feedback and discussion from readers, by rewarding them every time they post a comment! Readers with the most comments are displayed on your Wordpress blog, with their names (linked to their website if they provided one).

Show Top Commentators by Nate Sanden:

<http://www.pfadvice.com/wordpress-plugins/show-top-commentators/>

>>

- J. Subscribe To Comments: Allows readers to receive notifications of new comments that are posted to an entry. Based on version 1 from Scriptygoddess

By Mark Jaquith –Get Subscribe to:

<http://txfx.net/code/wordpress/subscribe-to-comments/> >>

- K. WP lightbox: Lightbox JS v2 is a simple, unobtrusive script used to overlay images on the current page written by Lokesh Dhakar. Add rel="lightbox" attribute to any link tag to activate the lightbox. This plugin integrate its feature into your WordPress blog.

By Safirul Alredha –Get WP Lightbox:

<http://zeo.unic.net.my/notes/lightbox2-for-wordpress/> >>

Blog Update with Timestamp:

1. One of the benefits of using WORDPRESS is that you can time the blog/site updates as you wish. You can enter, for example 15 entries while you are away on vacation. Then have the posts appear automatically based on date and time. All you need to do is enter the time that you *wish* to publish the post when you write it.

JOOMLA:

2. Often you'll see an elegant website that is fully updated with the latest publishing services, well formatted, easy to read, etc, etc. What you may have not known is that this is a site run by Joomla, a CMS –Content Management System, which manages ALL aspects of the website.

The Rich Sage Membership sites are driven by Joomla, as are the forums that are behind it.

What can you do with Joomla?

- A. You can maintain your own complete e-commerce site.

- B. You can help your own clients maintain their web sites.
- C. How long does it take to install Joomla? About 5 minutes. See my video tutorial and note that with WebIntellects hosting, you'll have the needed files already in your hosting account.

Content is King:

- 3. Yourself: Be the expert in what you write about.
- 4. Hire someone: Perhaps, the first or second version of an ebook is yours. After that, hire someone to make the changes.
- 5. Readers: When they make comments, your pages become active and unique. Make sure to get reader updates and comments.
- 6. Trade Links: As often as you can, create a link trade or review to build one-way links.
- 7. Republish: You can always grab an articles or post from a year or two ago, on a hot topic and update it.
- 8. RSS: Get your feedburner account and show when you have more than 100 or 1,000 subscribers.
- 9. PLR: Give away or package as much PLR content as you can to advertise your affiliate program.
- 10. FREE RIGHTS: Give publishing rights to your affiliate copy.

Increasing Subscribers:

- 11. Growing a large opt-in subscriber list is vital to your success. As you may know by now, I use SendMY.INFO to manage my lists because:
 - A. It builds lists
 - B. Manages subscribers
 - C. And sends out the opt-in email

Get your own account in the PERFECT BUSINESS, the Maxsimo AD Network and use this system to build your mailing lists.

Monetizing Your Site:

- 12. Use every opportunity to monetize your site. This is my main work at the RICH SAGE site. Although, I don't do that aggressively via the site, I do have multiple monetizing systems running, including the Maxsio Ad Network, the RICH SAGE Membership and NEXT Super Stock.

Affiliate Marketing Done Right:

13. When you do affiliate marketing the right way, then you can avoid the hassles of maintaining your own membership site or product site. BUT, and this is a huge "but" – You need to make sure that you work with consistent and powerful affiliate programs. I believe this is how I have structured the Maxsimo Ad Network.

Getting Affiliate Links Ready:

Affiliate Links: Hide, SEO, redirect –options:

14. Using PHP, HTML, JAVA and .htaccess you can create SEO optimized links that don't give away your affiliate codes, which people tend not to click on.

This is a great file to get to know, if you're using linux. .htaccess is located in the same folder as your index.html or index.php files. These are the first set of files that you'll encounter from the PUBLIC FOLDER that is a "WWW" or "HTTPDOCS" type of setup. If you don't see it, create one.

Open it up .htaccess and move to the bottom of that file and type this in:

```
RewriteEngine on  
RewriteRule ^test.php$ http://www.maxsimo.net/company/
```

"RewriteEngine on" just turns on the mod rewrite program. As you see, <http://www.richsage.com/go/test.php> >> will redirect to the PERFECT BUSINESS, Maxsimo AD Network signup site, plus it will contain the corporate affiliate code.

NOTE that I've inseted the "/go/" directory. You can put your name, brand, 'go' or 'recommends' there. I've just put 'go' to keep it short and maintain control and order.

While editing just one file, you can create, edit and maintain your system-wide affiliate links.

TRACKING, TRACKING, TRACKING

15. One of the FEW PRODUCTS that I endorse is Amir Darwish's xTREME CONVERSIONS, which helps you track everything. It resolves the problem of "running bling" while advertising and marketing online. You can learn all about it in my FREE Membership area, where I've pointed to lessons and gotten a 20% discount when you purchase it.

RICH SAGE Reviews:

16. The RICH SAGE will review your web site or blog and take an article that you have written about it and publish on my network, based on category.

The publication creates a link back to your site, and creates a search engine friendly link that will aide your traffic growth. You'll also get a lot of traffic from the review that I create.

All this is part of my effort to help you while creating a place to share ideas and help you better build your own business.

The directions on how you can setup a review are below. SET-UP YOUR REVIEWS: <http://www.richsage.com/go/review.php> >>

Getting More Text Links:

17. WEB 2.0 SITES – See my list in the Membership area (PRO)
18. FORUMS
19. FREE AD SITES
20. CLASSIFIEDS

Google Optimize:

21. Optimize to Google? Well, I gave up on this to focus on content. However, I do get a lot of the SEO tasks done. This is my secret weapon: WORDPRESS. Make sure that the WORDPRESS that you run is SEO optimized.

Google Section Targeting:

22. Make sure to use Google's codes for "<!-- google_ad_section_start -->" and "<!-- google_ad_section_end -->" By using these codes you can optimize Adsense to look *exactly* at the text that you want seen. Then the ads that show up are very well tuned to the context of the writing.

Promotional Ideas:

23. Setup a contest
24. FREE Ad forum
25. Give away an Ebook
26. Sell your kids on e-bay.

Link Building Strategies:

27. Trade Links: You've seen my review setup.
28. Forums
29. E-books
30. Articles

FREE Articles:

31. Articles are the hottest way to build traffic and constant traffic. Make sure to use Ezinearticles.com, GOarticles.com and iSnare.com

MY Story:

32. Since 1997 I've developed tools full-time of the 'Net. Only in the past year have I taken up marketing. However, I take up things 100% and you've seen my fast progress. My first blog was setup in 2004 and now has nearly 700 pages of content I've written. Slowly, I am turning that into a FREE AD FORUM site.
33. My focus now is on traffic and the RICH SAGE Brand, which you can learn a lot from via my FREE Membership.

My Start:

34. Everything is at <http://www.p31.com> >>
35. All marketing ideas are via <http://www.richsage.com> >>
36. AND all stock ideas are via <http://www.nextsuperstock.com> >>

My Progress:

37. I have focused on the RICH SAGE brand and 12 key words/phrases that are searched over 25 million times a month on leading search engines.

Rather rapidly, I am gaining visitors from those key words. You can see my **One-way Link Strategy Here:**

<http://www.richsage.com/go/reviews.php> >>

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