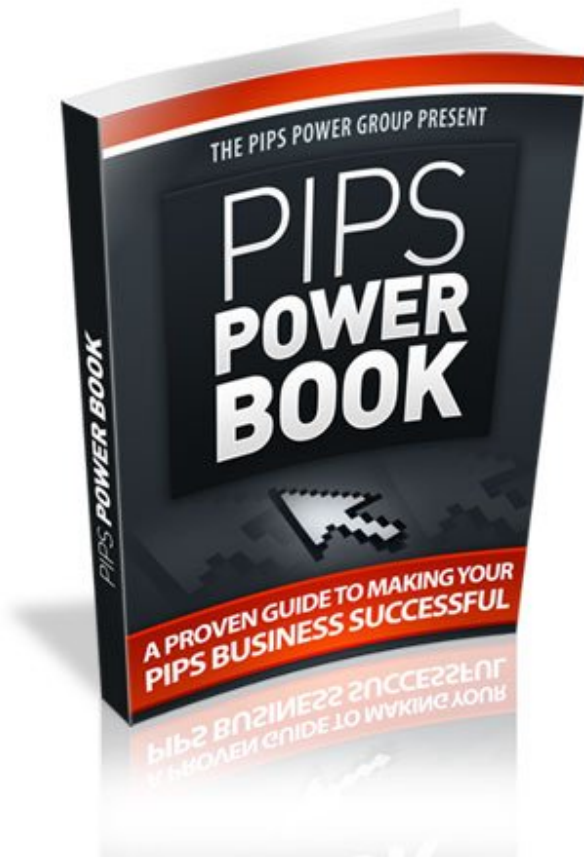


# Welcome to the PIPS Power Book

The ultimate guide for Plug-in Profit Site members,  
written by the staff from the PIPS Power Group



**DISCLAIMER:** *This book was written for the sole purpose of helping Plug-in Profit Members succeed. This book is not for resale. You have the full rights to give this book away for FREE, but under no circumstance may you sell this book. We recommend that you give this book away for free on your blog or website as a way to build your list. To find out more about how to do this, please go [here](#).*

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## Welcome to the PIPS Power Book



From Ken Troyer

Founder of [PIPS Power Group](#)

Welcome to the PIPS Power Book! My name is Ken Troyer...I am the founder, and creator of the PIPSPowerGroup.com, and now the PIPS Power Book. And I am very excited to have you here with us. Please take some time to absorb all the information in here...as this book is loaded with some golden nuggets that will help you tremendously with your Plug-in Profit Site (PIPS) business.

If you are reading this book and are not a Plug-In Profit Site Owner you can find out more about the [Plug-In Profit Site here](#)

The Plug-In Profit Site was created by online entrepreneur Stone Evans and is a simple way to start an online business for anyone who has little or no prior experience. For as little as \$24.95 a month you can have your own money making website set up for you within 24 hours, promoting multiple income streams.

You can [sign up for your own Plug-In Profit Site here](#).

You can then use this book and learn from the 4 mentors featured in it, who are all successful Plug-In Profit site owners. Each of the mentors will explain to you:

- How they got started online and found the Plug-In Profit Site
- How they became successful
- Their Top 3 Tips
- Their biggest online mistakes
- Their favorite tools
- Their most visited websites
- Their simple plan for success
- Their daily routine

By reading what each of the mentors has to say you can shortcut your journey to success, avoid making huge mistakes and learn immediately how to have a successful home business website.



Just visit the [Plug-In Profit Site](#) to find out more and sign up now. All the programs that are part of the Plug-In Profit site have a money back guarantee so you have nothing to lose.

## **Ken Troyer – Founder of the PIPS Power Group**

### **A Little History about Me First**



I joined PIPS back in the summer of 2005...and ever since then, I have been absolutely fascinated about internet marketing and affiliate marketing. I was born and raised on a dairy farm in Ohio. It wasn't until about age 20 that I finally got my own computer...and started researching opportunities online.

I was always taught to work hard to earn my money...usually by a lot of physical labor, lots of sweat, and little pay. After 24 years of physical labor I finally came to grips with myself and decided to work smarter, NOT harder. Finally, I put myself through college, graduated with a 3.9 GPA...and at the same time began discovering some powerful concepts of internet marketing.

### **My Story of How I Found PIPS**

My story is kinda funny. I bumped into Stone's offer way back, soon after he had started PIPS (I forget exactly when) but I did NOT sign up right away.

However, I remember that I really liked the idea...but I just wasn't ready yet. So I pushed it in the back of my mind, went my way trying and failing in many other different businesses.

LOL... I tried at least 15 different home business opportunities and I failed in all of them. Most of these businesses involved a lot of phone work, calling leads, prospecting, and closing sales. I have a very high level of integrity and I just couldn't go on trying to sell people on something that wasn't working for me...so finally, I burned out.

I was SO tired of being rejected on the phone that I wanted to get as far from the phone as possible and that is when I remembered Stone's offer again. It had been several years by now and the ONLY thing I could remember about Stone's offer was the fact that it had 5 **streams of income**.

That's it!

Remembering 5 streams of income, I went to work and started searching for this website. At that point, I did not remember Stone's name or the web address.

So I searched for the keywords "multiple streams of income" and "5 streams of income" and finally found PIPS and Stone again. After a few days of analyzing the offer I signed up and thus began my journey of internet marketing. The two main reasons I signed up was because I had done a lot of reading on "list building" and "multiple streams of income" and PIPS offered an easy solution for both.

### **My Success Story...**

I'll keep this short and to the point. I give most of the credit to my natural determination to succeed, my ability to take action, and the biggest

one...seeing the big picture of internet marketing. I could write a whole book about the power of the internet...perhaps I will someday.

I was determined to succeed, and I took action to allow it to happen.

No, I didn't learn everything at once, and neither will you...but that is the key, be patient with yourself and allow yourself to learn this stuff...it is worth far more than a college education. What I learned by starting my own website, has now taken me to a new level in the world...and that will happen to you too if you stay dedicated and patient.

### **My top 3 tips...**

1. Understand that this is a marathon, NOT a race. Slow down...pace yourself. I see so many newbies burn out and quit because they try to "buy" their way to success with PIPS. And that just isn't possible.
2. Learn some basic HTML skills...go here to learn: <http://www.w3schools.com> you don't have to be a professional at this, just learn some simple stuff so you can play around with your website.
3. Stop buying hyped up informational products...everything you need to know is right here. What you need to do is read, absorb...and take MASSIVE action. That's it! Most of the informational products out there are NOT new...most of it, you can find in either the Warrior Forum or our private forum over at the [PIPS Power Group](#).

## My top mistakes

1. I used to think that forums were a waste of time...boy oh boy was I wrong! Never underestimate the power of forum marketing. Especially the Warrior Forum...use it with respect, and never burn a bridge with someone...these are all business people and you may need them someday! Remember, in this game, your name is everything! Be nice to everyone in all forums...and take some time to research someone's question and give them an educated high quality answer. It will build your reputation.

Reputation is everything online...especially in the “make money” niche.

2. I used to think there was a magic way of making money online. I thought there was hidden secret that only a few people knew about. And worse yet, I thought if I spent enough money, they would share that secret. As it turns out...the secret is, there is no secret. Making money online takes hard work, dedication, and determination.

However, in theory...it's very easy. Find some people with problem or a need, find or create a solution to that need/problem, and sell it to those people. When people have problems, they search the net for the solution. They find you, they buy your information...and you make the money! It's very simple...yet most people completely miss it.

## My favorite tools and products...and how to use them

1. [Instant Article Wizard](#) is an absolutely fantastic tool to write help you write articles. Most people who use this, can write several articles per day, and writing articles (as you will read later) is very important in this business. The idea is to build as many one way links pointing back to your site...and writing articles is an easy way to get this done.
2. [3 Way Links](#) is a very powerful automated way to build one way links...and one way links is what you need the most to get good rankings in Google. **At the time of this writing**...if you search for "online business coach" and "online business mentor" you will find me on page one of Google...and I got there by using 3WayLinks.
3. [Keyword research](#) is very important...and is one of the first things you should think about as soon as you get your PIPS site up and running. Keywords are how people find you or your site. Keywords are to the internet...as location is to a shopping center. And we all know that location is extremely important for a shopping center. I would highly recommend starting with a 3 or 4 word phrase as your keywords. But before you make your choice...[go here](#) and see if anyone is searching for that keyword first. Or go to: [www.wordtracker.com](http://www.wordtracker.com)

## My top 3 most used/visited sites - and why

1. The [WarriorForum.com](http://WarriorForum.com) - just to keep up with all the marketing tactics.

2. [YouTube.com](http://YouTube.com) - whenever I have a question how to do something. There are a lot of free videos online that do a great job of explaining "how to" stuff. Just go over to YouTube.com and do a search for the keyword.
3. [Google.com](http://Google.com) - to check up on my competition, or to check my rankings. I also use a niche research tool...but I won't get into that now. I also use [Google's webmaster tools](#)

### **My simple plan of success with PIPS**

1. Build a high quality, personalized [lead capture page](#). ...**and sell yourself!** (In this business, it is most important to sell yourself...as people do NOT buy programs, they buy people.)
2. Drive massive traffic to that page via article marketing. (its free)
3. Follow up with pre-written emails in your auto-responder
4. Build a relationship with your list, and sell yourself to them as someone who will help them...and then show PIPS to them.

### **My daily routine...and how I stay organized**

1. I use the [Fire Fox browser](#) to stay organized while I surf online.
2. I use [Microsoft Outlook](#) to keep my emails organized
3. And a good old fashion pen and paper to list my daily goals. ☺

My biggest aid in staying organized is an internet browser called [Fire Fox](#). You can download it for [free here](#)...and I highly recommend that you use it

to create your daily routine. Since I started using it, I absolutely hate Internet Explorer browser.

Staying organized is a mental thing.

You must prioritize and set goals. Be patient with yourself...don't try to absorb everything at once. Allow yourself a few weeks to get familiar with new information. In fact, you should force yourself to take action and do something for one year before you give up. Notice I said "take action"...and "do" something....NOT try something. ☺

By trying something, you won't put your heart into it, and you are already setup for failure. Save yourself the time...don't "try" anything. Do it to the best of your ability...and stick to it for a year. It will change your life!

### **My products and services for PIPS members**

I am the creator and founder of The [PIPS Power Group](#) where I recruited some of the most successful people that have started with the Plug-in Profit Site, and are now working at home earning a full-time income with a few of their websites. We offer a very dynamic mentoring/coaching program for PIPS members who want the real, upfront truth about what it takes to earn a full-time income working from home. Our goal is to help you build your business starting with as many free products as possible until you are making good money.

I also founded this book...the [PIPS Power Book](#)...which is what you are reading now. Keep reading, the best is yet to come.

My main blog is: <http://kentroyer.com> – this is where you can keep track of what I'm doing with my online business ventures.



**I wish you great success,**

**Ken Troyer**

**[PIPS Power Group](#)**

**[PIPS Power Book](#)**

## **Suzanne Morrison – a PIPS Power Group Mentor**

### **Who I am and my story of Success**



My name is Suzanne Morrison and I live in Edinburgh, the capital city of Scotland. Back in mid 2004 I started looking for ways to earn money online for two reasons. Firstly I wasn't enjoying my day job as a software developer anymore and secondly I just wanted some extra income to pay off my debts and generally improve my quality of life.

I came across SFI, which I joined straight away and then found out that a lot of the top SFI affiliates were using the Plug-In Profit site so I decided to join PIPS as well.

At that time I had no online marketing skills whatsoever. I had no idea of how to get a website ranked in the search engines, I had never heard of pay per click or Google Adwords, I had very few HTML skills, didn't know what an auto-responder was and generally didn't have a clue about how to promote a website.

Over the next six months I followed the 30 days to success guide, read as many free articles and eBooks about website marketing that I could lay my hands on, registered with the Warrior forum, asked lots of stupid questions and worked as hard as I could in the evenings and weekends promoting my website [HomeBiz-Direct.com](http://HomeBiz-Direct.com)

I didn't spend much money on advertising and I didn't get any special help or use much prior knowledge. I concentrated on building up links to my website, learning about pay per click advertising, writing and distributing articles and posting regularly in forums. After about 4-5 months I started to see regular signups and I was in profit.

After 2 years I was earning enough from the Plug-In Profit site to cut down my hours at work and I became part time, then in May 2007, exactly 3 years after I had joined the Plug-In Profit site I quit my day job and became a full time internet marketer.

I am now very happy, living the dream, working from home and doing something I love, while earning a regular income online. I have also used the skills I learned from the Plug-In Profit site training to create other affiliate websites in different niches and my online income continues to grow.

### **My top 3 tips - and why you should use them**

1. **Tip One** – Learn about keyword research and search engine optimization as early as possible. This is the best way to get free targeted traffic and since it is a long term strategy the earlier you think about this the better. As a minimum at least change the introductory text and some of the words on your website to make it unique. You can download my [FREE SEO Guide for PIPS](#) here.

2. **Tip Two** – Set a monthly budget. Think about what you can afford and really aim to stick to that budget. Don't be tempted by all these internet marketers waving new and exciting products and services in your face (I know it's hard!). Don't feel you need to upgrade in every program immediately. You can always increase your budget when you are in profit. If you are going to buy something ask your sponsor or ask in the PIPS forum first to find out what other peoples' thoughts are on the product before spending your money.
  
3. **Tip Three** – Persevere. It is not likely that you will be making money overnight, or in a few weeks for that matter unless you have prior experience in internet marketing. Think about this as a medium to long term project – a marathon rather than a sprint. If you haven't made a profit in the first few months don't be disheartened. It took me 4-5 months until I was making a regular income and it was worth the wait – if I had quit after 2 months I'd still be going to work every day doing a job that I hated!

### **My top mistakes and how you can avoid them**

1. **Mistake 1** – I didn't learn about keyword research or SEO until 6 months after I had joined PIPS – I didn't really know what it was. Getting ranked in the search engines is a long term strategy but it can pay off for months or years to come with regular, targeted free traffic. For this reason it is worth thinking about in the early stages rather than leaving it until later.

2. **Mistake 2** – Shortly after I started with PIPS I joined a few co-ops and guaranteed signups programs without doing any research first. If it looks too good to be true it probably is. I lost a few hundred dollars in one co-op after the guy disappeared off the face of the earth without delivering anything and the other one gave me guaranteed signups for free programs but none of these signups actually did anything. If you are thinking of paying for anything like this do your due diligence first. Look for testimonials, Google the name of the service or the person providing it, ask in the forum to see if anyone else has tried it. There are plenty of great co-ops and paid advertising programs around but there are also plenty of terrible ones.

## **My favorite tools and products**

1. [Article Post Robot](#) - this is a great piece of software that lets you submit your articles automatically to all the best article directories. It is easy to install and use and although it is time consuming to register with all the article directories, you only need to do this once. It also has a facility to easily let you create multiple unique versions of your article to ensure that you get as many links to your website as possible. I have written a review of article post robot [here](#)
2. [Submit Your Article](#) - As well as Article Post Robot I also use Submit Your Article. This is quick and easy to use and you can submit up to 8 articles per month. It only takes about 20 minutes to generate multiple copies of an article and submit it to lots of directories.

3. [Web CEO](#) - you can download a free version of Web CEO and use it to help you keep track of your search engine position. It allows you to quickly see and record how many backlinks you have, what position your site ranks for certain keywords, how many pages you have indexed on your site, if there are any HTML errors or broken links on your website and more.
4. [FileZilla](#) - I use Filezilla every day to FTP files to my websites. It is easy to use and is free.
5. [HTML Kit](#) - If you want to use an HTML editor rather than a WYSIWYG (what you see is what you get) editor, this one is great. It has auto-completion and lets you easily preview your web pages as you edit them. It's also FREE

### **My top 5 most used/visited sites - and why**

1. [StatCounter](#) – excellent free stats for your website. I visit this site almost every day to check my stats, see how many visitors have come to my website, which pages they visited, which countries they came from and which keywords they used to
2. [PIPS Power Group](#) – I like to visit the PIPS Power Group every day, answer questions and help people.
3. [SEO Centro Backlink Checker](#) - I like to visit this site and check how many backlinks I have compared to my competitors.

4. [Google](#) – for obvious reasons like searching, but also to check on my competitors, my Adwords campaigns and my Adsense earnings.
5. [Warrior Forum](#) – I visit the Warrior forum daily to keep up to date with internet marketing and to ask and answer questions.

### **My simple plan of success with PIPS**

1. Familiarize yourself with all the affiliate programs within PIPS first. Login to the PIPS affiliate center and read the material there. Have a look around in the back offices of MyWorldPlus, SFI, GDI, Empowerism etc. Look at your own website, follow the links and make sure they are correct, subscribe to your own newsletter and check that you are receiving it with no problems.
2. Register with the PIPS forum and make your first post. Read and learn from other more experienced members in the forum.
3. Don't let yourself become overwhelmed. Make an email folder for each of the programs you have registered with e.g. PIPS, SFI, GetResponse etc. Every time you receive an email file it into the correct folder – there is no need to read everything immediately.
4. Set yourself a monthly budget including the fees for hosting, any programs that you have upgraded in and advertising. This could be \$40 a month, it could be \$100, or could be more. It is entirely up to

you and depends on what you can afford.

5. Follow Stone's 30 days to success but think carefully before purchasing anything. Does it fit your budget? Does it work (do your research). You don't have to do everything he suggests and you don't have to do it in 30 days.
6. Learn about keyword research and pick some keywords for your website. Make sure they are searched on frequently but not too competitive. Learn how to optimize your website for these keywords or get someone else to do it for you.
7. Get as many backlinks as you can by writing and submitting articles, submitting your site to directories, posting in forums. Use your keywords and variations of your keywords in the anchor text of your links.
8. Start a blog and post to your blog at least once a week. Try to write something unique, interesting and relevant, but if you can't or don't have time reprint another person's article and add some introductory text.
9. Join a few business forums and aim to make a post in each forum every day. Ask intelligent questions or write useful posts and subtly market your website in your forum signature.
10. Continue to work on step (5) and repeat steps 7, 8 and 9

## **My daily routine...and how I stay organized**

Here's how I organize myself on a daily/monthly basis:

I have a master **To Do list**, which I call my **Home Business Backlog**. I keep this list in an Excel spreadsheet. I have different sections in the spreadsheet for different things e.g. one worksheet for all my home business website work, which includes all the work I need to do to promote my [Home Business Ideas](#) website and my various home business blogs.

I have another worksheet for general business related things e.g. tax returns, keeping my laptop up to date, brainstorming business ideas, reading business books etc. I have a worksheet for all my smaller Google AdSense related sites and blogs, a worksheet for all the training and reading that I want to do and a worksheet for each of my other projects. Everything in this Home Business Backlog spreadsheet is prioritized - High, Medium or Low and there is a rough time estimate beside each item.

Every 2-3 weeks I do something called a "sprint". I create some goals for myself and I look at everything in my Home Business Backlog and choose the most important things from it that I will need to do to achieve my goals. I work out how many hours I have available to me over that time period and ensure that the total amount of work I take from the Home Business Backlog adds up to roughly the amount of time I have available. I put all of these things into a new spreadsheet and this becomes my "to do" list for the next

2-3 weeks. Each task in the spreadsheet has an estimate of time beside it and every day when I work on a task I update the hours remaining on that task.

At the beginning of each day I start by checking my email and answering all the important messages - especially emails from prospects asking for more information about PIPS or people in my downline who need some help. I then visit my favorite forums just to see what is happening and make a few posts. I then just pick things off my "to do" list and aim to complete a specific number of tasks each day.

It is a great way to keep organized because it keeps me very focused on the most important tasks and I can only wander astray and surf the internet aimlessly if I am ahead of schedule!

This way of working may not be for you, but I really do recommend at least having a master to-do list or backlog.

The important thing for me is that it stops me from getting distracted and jumping from one thing to the next. If a new opportunity arises, instead of jumping on it I just add it to my main home business backlog and give it a priority. If it is more important than everything else, then I can do it now, otherwise I just include it in my next 2-3 week sprint.

All of the above techniques are borrowed from something called "Scrum", as I was a "Scrum Master" before I quit the day job. You probably won't have heard of this unless you have been involved with software development. It

sounds weird, but if you want to know that I am not making this up, do a search in Google for "Scrum Master" :-)

### **My products and services for PIPS members**

- [Free Email Training](#)
- [Free SEO EBook for PIPS](#)
- [Search Engine Optimization Service](#)
- [Content Update Service](#)
- [Lead Capture Page Service](#)
- [Home Page Personalization Service](#)
- [Fly-in Service](#)
- [Program Addition/Removal Service](#)

**Please see the PIPS Power Group's member bonuses and benefits page for a 30-50% discount on all my services!**



**Suzanne Morrison**

**Staff Member - [PIPSPowerGroup.com](http://PIPSPowerGroup.com)**

## Jeff Casmer - a PIPS Power Group mentor

### Who I am and my Story of Success



My name is Jeff Casmer and I own and operate <http://home-business-team.com> as well as several other niche sites. I am a single father of 3 who became a full time work at home entrepreneur in 2004. I have over 20 years in the retail and sales management field with career sales over \$40,000,000. I started my online career back in 2000 when I was in a troubled marriage, had a baby on the way, and lost my job to the downsizing movement of the late 90's and early 2000's. I decided enough is enough and I started looking online for a way to make some extra money and stop having my life directed for me.

I wanted to be my writer, producer and director of "my story" and to spend more time with my children. If I failed, it would be my way no other way so I started my career by joining (SFI) Strong Future International. I knew nothing about this business, what was expected of me, hours involved etc but I was determined to overcome all obstacles.

I then came across the Plug-In Profit System just by chance and my sponsor was Stone Evans himself. When I first started the Plug-In Profit Site was very new and I used to talk to Stone on the phone about how to build my business, suggestions to improve the site etc. In fact I was the person who suggested that he needed a follow-up system and way to capture prospects for a newsletter (GetResponse).

Over the next several years my business grew and grew through tireless SEO, blogging, article writing, forum posting and moderating, social bookmarking, and countless hundreds of other things.

As my business has grown I still contribute to new PIPSters success because when I started I didn't have all the tools that new people today have such as the [PIPS Power Group](#)

"Pay it forward" is my motto and good things come back to you....

### **My top 3 tips - and why you should use them**

1. Do NOT spend lots of money on buying all kinds of various internet marketing products or upgrading on every program right away. You are doomed to be broke and fail. Let's be honest. Take your business slowly. Learn from some of the best and most successful people in PIPS on what they are doing and what they are NOT doing.
2. Learn to write by practicing. I say this because as a new person most people's funds are tight for advertising dollars until they start making sales and a profit. You need to learn the skills of writing articles that you would submit to directories as well as for blog posts. This is NOT a skill that you're born with. I couldn't write worth a darn but unique content is important and writing skills are essential in this day of age. Don't worry if you were not good at it in school. I was never very good at it in school but when you start to write and more importantly

write about things you're passionate about, this skill can be sharpened and enhanced easily.

3. Optimize your website with keywords that your targeting in the organic search engines such as Google as soon as you first get your PIPS site. No one did this for me when I first started with PIPS but this step is crucial to getting FREE traffic from the search engines. Learning a little bit about html will serve you many purposes in your business and this is just one of them.

### **My top 3 mistakes - and how you can avoid them**

1. Time Management/Organization - I had real trouble finding time with kids, work, etc to work my business when I first started even though I was very motivated. I had to be more organized and I came up with goals I want to accomplish EACH DAY, not every month. I wrote my "To do" list for the next day before I went to bed each night. I also came up with a spreadsheet to monitor DAILY expenses and income so I knew how much was going out and how much was coming in. Once I did both of these tasks my income and production grew at a faster rate.
2. Not learning to make changes to my website sooner. I was scared about even touching my website since I knew nothing about html. Learn some html slowly so you can make subtle changes to your website. Make sure you make a copy to save original in case you make mistakes.

3. SEO my website. No one did it when PIPS first started but along with learning html you must do some keyword research and optimize it to get some free search engine rankings. Don't pick the big keywords right off because if you're new it will take a couple of years to get there. Start with some easier ones that will get you "some" traffic.

### **My favorite tools and products**

1. [Article Marketer](#)
2. [Social Marker](#)
3. [Directory Submitter](#)

### **Here are my top most used/visited sites**

1. Any work at home forum.....including my just launched forum:  
[Work at Home Forum](#)
2. [Social Marker](#) for social bookmarking blog posts.
3. [Article Marketer](#) to submit articles
4. [PIPS Power Group](#)

### **My simple plan of success with PIPS**

(This is JUST for NEWBIES with NO Internet Marketing Experience.)

1. 1. Read through the 30 days to success training BEFORE making any purchases. There is a tremendous amount of information but before you know it if you don't use caution you will spend too much money. Visit the [PIPS Power Group](#) to advise you on what to spend money on and what programs that are not necessary to use or there are FREE methods to replace the purchase option to save you the business owner money.. Spend at least 1 hour right away on each program to learn the ins and outs of each program contained in PIPS. You can't answer questions to prospects if you don't understand the individual programs.
2. Go to Google and type in "work at home forums". Pick out 5 forums, create signature files to include your website and your PIPS sales page ID and make 5 posts everyday! Constructive, educated, well spoken posts..EACH day.
3. Go to Google and type in "list of directory ezines". Make sure you list your ezine in every directory you can find. This was a great way to get new subscribers especially when your new site isn't getting much traffic or hasn't been optimized for FREE traffic from the search engines.
4. Use My SFI/PIPS Co-op to Get New Plug-in Profit Sales for YOU ([SFI/PIPS Co-op](#)). This co-op has been going on strong for several years now and helps you get new PIPS sales through a "backdoor" method using one of the PIPS popular programs called Strong Future International (SFI). I provide all members with a 60 Day Series of

Follow-Up Letters that create a sense of purpose for your new SFI affiliates to become a full Plug-in Profit Site business owner.

5. Do NOT buy guaranteed visitor packages. Complete waste of time and money. One product I do recommend for traffic help is:  
[Traffic Videos](#)
6. Pick up some free eBooks on search engine optimization so you can learn to optimize your new website. One product I do recommend purchasing is Brad Callen's SEO Elite which will teach you everything you need to learn about Search Engine Optimization:  
[Brad Callen's SEO Elite](#).
7. Learn to write articles and submit. Aim for at least 1 article per week to start and once you have gotten into a rhythm then start writing 2 or 3 a week. This is a FREE marketing method that you should not overlook.
8. Start to learn about blogging and social bookmarking for your content.
9. Wash, Rinse and Repeat Steps 1, 2, 4, 7, 8 and 9.

### **Here is my daily routine**

1. Check my affiliate stats and complete spreadsheet on how much money I made and my expenses.
2. Review Email first thing in the morning. Very important to respond to inquiries, questions, affiliates etc.
3. Review my website that nothing has changed, out of the ordinary, etc.

4. Begin completion of my list of things to do which will include: forum posting, writing articles, social book marketing my blog posts, read and learn something about my business everyday.....
5. Review email a 2nd time.....
6. Work on building web pages, submitting articles, etc, more blogging, forum posting, etc.
7. At the end of the day.....make a list of goals I want to accomplish for the next day....
8. Wash, Rinse, Repeat!

### **My PIPS Products and Services**

My main product and service is the World Famous SFI/PIPS Co-op.

[SFI/PIPS Co-op](#)



**Jeff Casmer**

**Staff Member - [PIPSPowerGroup.com](#)**

## Cynthia Minnaar – a PIPS Power Group Mentor

### Who I am, and my story of Success



Firstly, let me introduce myself – my name is Cynthia Minnaar and I work online from my home in Pietermaritzburg, South Africa and my [Online Home Business](#) was born on the 28 April 2006 when I signed up for a Plug-in Profit Site.

I had tried many online programs without success prior to deciding to join the PIPS program, which I had seen around on the internet for a good two years or so.

My success so far with the PIPS program I have to attribute to the 30 Days To Success training and to the help from the veteran PIPS members who are so willing to help and give advice in the PIPS Forum as well as the fact that I have never reneged on the promise I made to myself, being “I will never quit”.

I learnt early on that in order to achieve success with an online home business you need to be totally committed and to treat it like a proper business and not a hobby. I started out with the ‘never quit attitude’ and

have worked consistently, patiently and persistently at building my business as well as overcome many challenges along the way.

When I started [cyns-home-biz.com](http://cyns-home-biz.com) in 2006 I had very little technical knowledge, knew absolutely nothing about html and had very little knowledge of the internet marketing methods that work. But, I have got to where I am today by being consistent, patient, determined, persistent as well as being prepared to learn and then apply rather than saying “I can’t do that”.

I have also built my business by learning to use and apply on a daily basis the totally free internet marketing methods that build back links to my website, such as article writing and distribution, SEO (on site and off site), posting to web and ezine directories and seeking out high ranking sites to exchange links with. My business costs me less than \$100 a month to run, i.e. hosting with Host4Profit, Executive Affiliate with SFI, Empowerism and GetResponse (although I pay this annually).

### **My top 3 tips - and why you should use them**

1. Treat your business like a proper business and be committed to see it succeed. This will put a whole new perspective on things rather than just “testing out another internet program to see if it works and if I can make some money”.

Do not expect immediate gratification. An internet business takes time, patience, persistence and work to build. It is not a sprint but a

marathon. Dedicate quality time to your business on a daily basis, whether it is 1 or 3 hours as opposed to spending 7 hours on a Sunday. It only takes 21 days to form a habit so immediately start off by working the dedicated time daily. Understand the “numbers game” and you will not get discouraged when you aren’t making sales or sign-ups. You need to get a lot of targeted traffic to your website before any sales or sign-ups occur. Not every visitor is going to sign-up or buy. My website started generating sales and sign-ups on a daily basis once I got over the 500 visitors/day mark. So forget about the dollars, concentrate on building back links and driving targeted traffic to your website.

2. Set yourself a monthly budget on what you can afford to spend on your business and choose the internet marketing methods that work for you and implement them on a daily basis. The 30 Days to Success training guide has a huge menu of options for you to choose from to market your online business, but you are certainly not expected or advised to buy or implement them all. You can build this business with very little financial resources.
3. Unless you are proficient in html, don’t get bogged down in trying to make massive changes to your site at the beginning. Rather spend the time on learning enough html to optimize your website with your chosen keywords for the search engines before you start article marketing and submitting your site to the search engines and web directories. Tweaking your website is going to be ongoing and you will become more proficient with html as you go along.

Work at continually producing unique content in the form of blog posts and articles and adding them to your site/blog. This is how you will maintain or increase your position in the search engine rankings. Stay focused on building targeted traffic to your websites. Targeted traffic is the lifeblood of your business and you need to spend your time constructively working on internet marketing methods that continue to build back links and drive targeted traffic to your online home business.

### **My top 3 mistakes - and how you can avoid them**

1. Trying to rush through the training without having a full understanding of what I was doing. Everything was new to me and yes my brain was bursting with information, which should have been an indication that I needed to take things slower and only move onto the next step once I had fully grasped and understood what I was supposed to be doing. As a result I got totally confused and so I started the training again. It does not matter whether you complete the training in 15 days or 60 days it is your business, so go at your own pace.
2. Wasting four months before I decided I had to start writing and distributing articles. It had been something I was trying to avoid as I

didn't think I could do it but it was only once I started writing and submitting articles that I started to make headway.

3. Starting to write and distribute articles before I had a full understanding of optimizing the articles for my chosen keywords and understanding the importance of the anchor text in the Author's Resource Box to create a back link to my website. The articles you write need to contain your keywords/keyword phrase, which should be placed in the title, body and anchored in the author's resource box in order to create a meaningful back link to your website which in turn will cause it to rank higher in the organic search engine results. You may like to read to [this article I wrote](#) which explains how to set up your Author's resource box.

## **My top 5 most used/visited sites - and why**

### **1. [Statcounter.com](#)**

As I aim to increase the number of visitors to my site on a daily basis, this is the first site I open every morning to check on the number of visitors, the keywords they used, the pages they visited and how they found my site.

### **2. [Google webmaster Tools](#)**

I check my Google Webmaster's account every day as valuable information is available here such as whether Google has found any problems with my website during the last crawl or any errors in my sitemap. Also to check if new pages have been indexed and the position of my site in Google for the keywords searched.

### **3. Forums**

I visit online home business related forums daily as there is so much valuable information available and also to see if I can respond positively and constructively to other members' posts. I am also a member of an SEO forum where I pop in daily to pick up tips.

### **4. Host4Profit Stats**

I check my stats in my hosting account daily as these vary slightly to Statcounter and give me a good indication if I am still heading in the right direction.

### **5. Affiliate Sites**

Although we receive email notifications of signups and sales from the affiliate sites, I still check each site daily just in case an email was not delivered, as I have made it a habit to respond personally to every new person who signs up or purchases through my links to thank them and offer assistance. I have received a lot of success from having links in my email signature to my main site and sales page e.g. SFI affiliates joining PIPS rather than getting a website through SFI. I also check my own site daily to ensure that it is in fully working order and that all links are working and every now and again I will test the newsletter sign-up.

## **My Simple Plan of Success**

### **1. Getting Organized**

## **Email Management**

When you first sign up for the PIPS website and join all the affiliate programs you will have received emails from all the affiliate programs you have joined as well as from Stone Evans regarding your new website with getting started instructions. I would strongly advise at this stage to open folders in your Outlook for each program and one called PIPS and move all those from your Inbox into the appropriate folders. It can be very confusing when you have so many emails sitting in your Inbox and this way you will easily be able to locate them. Recommended reading: [Work at Home Startup Tips](#).

## **Website Management**

Organizing your Favorites in Internet Explorer will also help you find websites easier. I would suggest opening a new folder in your Favorites entitled Affiliate Programs. Then open up the welcome email that you received from each affiliate program and click on the login URL. Once it is open in your browser add it to Favorites in the new Affiliate Program folder you have just created. You will then have all the programs associated with your PIPS site filed under one folder, which makes it much easier to locate them. Be sure to keep a note of your login details (username and password) for each program.

Recommended reading: [Work at Home Startup Tips](#)

## **30 Days to Success Training**

Firstly I suggest you read through the whole 30 Days to Success training to get an idea of what it is all about without buying or implementing anything at this stage. Remember that this is a guideline and you are not expected to

implement everything that Stone suggests. Go through the training a second or third time if necessary and decide what you would like to implement. If you are on a tight budget you can still build your business by Blogging, Article Marketing, Web Directory & Ezine Directory submissions, posting in Forums and later on with quality link exchanges. That is how I built my business. When I first started I did not even know I had an ezine – but it is the Newsletter that is offered on our sites!!!!

### **Set Yourself a Budget**

Set yourself a monthly budget on what you can afford to spend on your business and don't be tempted to exceed this budget.

### **Get to Know Your Website**

Get to know your website and how it actually works as it is more than just one page, which at first is what appears to be the case.

I found that the best way to find out all about my site was to login to my Host4Profit Panel and click on File Manager and then click on all the Explorer icons on the right hand side.

Another way to get to know the functions of your website is to sign up for your own newsletter and you will also see the Thank You page and then receive the first email asking you to confirm your subscription, then the email with the Dotcomology download and the subsequent newsletter emails. It all helps you to gain more knowledge on how your site works and what your subscribers are seeing.

### **Start Learning the Basics of HTML**

If you are not familiar with html let's first find out what it is. Open you new website in your browser and place your cursor over the page and right click and from the menu that appears click View Source. Up will pop a small window showing the html code that makes up your website.

Login to your [PIPS Member's Area](#) and under the Bonus section you will find the Newbie Training Videos and you will be able to view the html basic training videos. I also find [this site](#) very useful for learning html - .

### **Optimize Your Website for the Search Engines**

When you first get your PIPS website it is basically a “cookie cutter”, meaning it is identical to the other PIPS sites that have not been optimized or changed. It is vital that changes are made to your website if you want to attract free organic search engine traffic.

This is not as difficult as it sounds but I stress that optimizing your site for the search engines is very important and I recommend what I used and that is SEO Made Easy to start with – it is free and you can download the PDF file here - [SEO Made Easy](#).

Brad Callen takes you through all the steps in detail starting with how to choose your keywords, optimizing your site and getting listed on Google. You just need to set aside some really quiet time, concentrate and implement all his steps, because this is the most important foundation stone you could lay for your business.

SEO is ongoing and as you learn more about keywords, keyword phrases and long tail keywords you can implement these more advanced strategies later on, but at the moment you need to do the basics before you start marketing.

You may also like to read this article I wrote to get some basic SEO tips - [DIY Tips and Ideas for Organic SEO](#)

It is also advisable to make changes to the wording on your site to make it unique. You need to keep the meaning the same but just use different words and of course ensure that the keywords that you have placed in your meta tags appear in the body of your web page.

### **Start Marketing Your Website**

Now you are ready to start marketing your website. I chose the free methods of Article Marketing, Web and Ezine Directory submissions and quality link exchanges. These are the disciplines that I work at consistently on a daily basis to build back links to my website. You can see the process that I go through when writing and submitting articles in the more detailed version of “My Simple Plan of Success” in the PDF document which you can download below.

### **Web & Ezine Directory Submissions**

If you do a search for “web directories” or “SEO friendly web directories” and “ezine directories” you will find hundreds of links to submit your site to. You will find that most directories are free to submit to, others will require a reciprocal link while some are fee based. If you do not have reciprocal

linking software it is very difficult and time consuming to keep track of reciprocal links, so rather just go for the free submissions.

The Warrior Forum has a section dedicated to Link Swapping & Exchange which is well worth visiting. In fact most forums have a Link Exchange section.

[For a more detailed version of My Simple Plan of Success you are welcome to download the PDF file here](#)

### **My daily routine...and how I stay organized**

1. The first thing I do when I log on in the morning is to check my emails and respond to the urgent ones. I file the emails I have attended to and those that still require a response or action by me I leave in my Inbox. Emails that I am awaiting a response on or important emails that I want to keep current I flag and keep them in my Inbox.
2. Check my own site, back links, my site stats and affiliate sites for new signups and sales.
3. Login to the forums that I am a member of, read new posts and reply or post where appropriate.
4. Attend to any “light bulb” moments or “brilliant ideas” I may have had during the night. This may require tweaks or changes to my website, sending a broadcast to my opt-in list or posting to my blog.

5. Start writing a new article and distribute, submit my site to ezine and web directories and search for quality link partners. Once I have completed an article and started the submission process, I am already thinking of a topic and keywords for my next article. I find I need to keep the iron hot to keep the momentum going.
6. Procrastination is a killer – so if there is a difficult or boring matter I need to attend to I will tackle it first thing in the morning to get it out of the way, otherwise it will distract me for the rest of the day and probably get pushed ahead to yet another day.
7. I personally work to a very strict daily routine this keeps me focused and ensures that I do complete all my daily tasks



**Cynthia Minnaar**

**Staff Member - [PIPSPowerGroup.com](http://PIPSPowerGroup.com)**

## Testimonials from PIPS Power Group Members

Here are some testimonials from Plug-In Profit Site owners who are current members of the [PIPS Power Group](#).



***“I was completely amazed at what I saw...” – Matt Belock***

When I first got started I was constantly searching for ways to make money online. With me being new I had no idea on where to start. I came across many business opportunities from which I did not what too choose. I spent days searching for the right chance.

Then one day reading all my emails I got introduced to a site called PIPS and from that day on has been the best opportunity for me. PIPS has allowed me to get started on the right track with no knowledge of internet marketing or web design. Having my own website created free for me and have 5 income streams setup for me, was an answered prayer.

About 5 months ago I noticed members of PIPS talking about PPG (PIPS Power Group), so I wanted to take a better look. I was completely amazed by what I saw. There were 6 mentors helping PIPS members grow their online business the right way with such a personal feel. These 6 mentors have helped me improve my website rankings by over 4 million in under 5 months. Without them I would still be in the beginning stages.

I went from not knowing anything, to joining the right opportunity and then learning the right way to grow in 5 months. PIPS was my answer to the opportunity, PPG was my answer to growth. You too will learn to be a “Leader” with PPG.

**Matt Belock**

[InternetReadyCash.com](http://InternetReadyCash.com)



***“The amount of knowledge you have access to is amazing.” – William Hutchinson***

I have been working with the Plug-In Profit Site (Pips) for about 18 months now and can tell you it is the easiest way to get started in Internet marketing I have found. Simply using the tools that are provided, website, training course, complete email follow up series I was able to start earning money online in a relatively short amount of time.

Seven months ago I join a program called the Pips Power Group (PPG). While the Pips step-by-step training is easy to follow there is no comparison to being mentored by not 1 but 6 very successful full time Internet marketers that all got their start with the Pips Program.

Since joining I have learned the proper way to do keyword research and the proper way to optimize my website for my chosen keywords. As a result my website holds several page 1 and 2 rankings in Google for the selected keywords. The result has been increased traffic to my website. This is just two of the many things I have learned through the Pips Power Group that has allowed me to take my business to the next level and increase my success.

The Pips Power Group is an excellent enhancement to the Plug-In Profit Site program. I highly recommend the PPG to any Pips members that want to shorten the learning curve and to take their business to the next level. The amount of knowledge you have access to is amazing.

William Hutchinson  
[HutchesAffiliateMarketing.com](http://HutchesAffiliateMarketing.com)



***“I am eternally grateful to the PPG mentors for their help, their guidance and support!” – Josip Barbaric***

Finding the Plug-In Profit Site was a big turning point for me. I finally found a program that I could be comfortable with and promote it with passion and excitement. And the value of the program is incredible. Soon after I joined, I discovered that there was more to the Plug-In Profit Site than what meets the eye! I got a chance to work with like-minded people, all striving for success, all dedicated to make their online adventure into an online business and all of them ready to share their knowledge and experience with others.

One group of those people have already proven that they know the way to success - the 6 mentors of the Pips Power Group. With their help, I was able to master the necessary skills, gain the proper knowledge and implement what I had learned to achieve results that have been more than incredible!

After implementing their step-by-step instructions, I began building my list faster than ever, traffic to my sites increased beyond my expectations, and I developed multiple streams of income, that make my work more enjoyable and stress-free.

I am eternally grateful to the PPG mentors for their help, their guidance and support! I

have benefited from it more than I can explain. And I am now able to contribute and help others on their road to success.

Josip Barbaric

[www.Heaven4Affiliates.com](http://www.Heaven4Affiliates.com)



***“I am 81 years old, and if I can tackle this anyone can” – Margie Sharp***

I have been with PIPS for 19 months. As I continue to learn what online business is all about, with the best offers and training you can get.

I joined the Pips Power Group and have refined my work goals with their help and continue to do so.

I am confident that they will lead me to earning my income by teaching me how.

Right now my success is just beginning but I see a bright future, who could ask for more. All we need is the dream and put up the green light and go.

I am 81 years old, and if I can tackle this anyone can. Adventure and learning never stops.

Margie Sharp

[Margies-Home-Based-Business.com](http://Margies-Home-Based-Business.com)



***“This is by far the best thing that has happened to me since starting my online venture” – Ina Smit***

I was so excited when I decided to join PIPS because it felt like just about everything on the Internet is a scam that newbies can easily fall into, but reading Stone's sales letter, made me feel this guy is real and sincere. So I joined the different programs and got started on the 30 Days to Success training. The 30 Days helped a lot and gave me some direction, but I felt totally overwhelmed.

After doing this for about 3 months, I finally heard about the PPG or Pips Power Group and what attracted me most was the fact that they have not just one mentor but SIX! I dug a bit deeper and decided that it's worth it to join them because I was going nowhere fast on my own.

Man, and was that a good decision! This is by far the best thing that has happened to me since starting my online venture. For the first time it felt like I was going somewhere and making progress. We get step-by-step instructions and everyone on the forum is happy for you when you achieve something – just a great place to be. There's a proven plan to follow, which generates visible results. Just yesterday I had my website and 3 articles on the first page of Google and to me that's progress!

Francina (Ina) Smit  
[InHouseDollars.com](http://InHouseDollars.com)



**“What I like most about the PPG is that you can rely on the mentors” - Ingrid Grzeskowiak**

When I found the Plug-in Profit Site on the web - or should I say it found me - I was a total newbie to internet marketing. I started reading the sales letter and it took me 5 minutes to decide that PIPS was my thing.

It provided lots of training for me, a ready to go website with 6 income streams and the autoresponder mails were already written for me. I did suffer from information overload though in the beginning like many of us do until I was introduced to the Pips Power Group.

These six Plug-in Profit Site owners running the PPG have decided to help other pipsters to succeed with their business and they are doing a d\* good job. They are the living proof for me that the Plug-in Profit Site is a home business opportunity that will lead to a full-time income if you market it the right way.

What is it that makes the PPG so unique? There are lots of other forums out there. What I like most about the PPG is that you can rely on the mentors. They will answer your questions on the same day you posted it. They provide you with step by step action plans and the tools to achieve success. And they openly discuss methods, successes and failures. What more do I need?

Ingrid Grzeskowiak  
[Go4YourMoney.com](http://Go4YourMoney.com)



***“Thank you PPG for all the wonderful help and advice that is always available. I would not be able to do it without you” – Michelle Jayes***

I looked at many business opportunities when I first decided that I wanted to make internet marketing my choice of business, but felt that with the Plug-in Profit site I stood the best chance of succeeding as the offered free training and a ready built website.

Being an absolute newbie to the internet I was completely overwhelmed in the beginning, but with the fantastic help and support from the six mentors available through PPG I felt much more confident with what I was doing and felt very much a part of a family of likeminded people.

Thank you PPG for all the wonderful help and advice that is always available. I would not be able to do it without you.

Michelle Jayes

[Online-Income-Business.com](http://Online-Income-Business.com)



***“My own site has changed beyond all recognition in the last 6 months “– Carol Aston***

I found The Plug-in Profit Site 9 months ago after looking for a long time to find a program that really suited me. It had everything I needed to get me started with affiliate marketing and so I signed up. Within 24 hours I had my own website online with several different affiliate programs on it that would earn me money.

A couple of months later I heard that 6 others who had started their online businesses with PIPS were forming the PIPS Power Group, at first I was a little hesitant to sign up but decided to give it a go and I have not looked back since.

The PPG gives us a step by step guide to follow to improve our business giving us helpful advice on keywords, SEO, backlinks and lots, lots more.

My own site has changed beyond all recognition in the last 6 months and I am now regularly getting sign ups to my programs and the amount of traffic I get has improved no end. I have also made a lot of new friends in the group and we all try to help each other if we can. I would advise anyone who has signed up with The Plug-in Profit Site to go that extra mile and join the PIPS Power Group.

Carol Aston

[AffiliatesThatServe.com](http://AffiliatesThatServe.com)



***"I have been awestruck ever since by the legitimacy, honesty and detailed training provided to me" – Leon Bowes***

I joined SFI in December 2007. After many frustrating months, I decided to contact my sponsor to see if she would share her secrets to being successful. She told me that time and patience was the main factors in building her business, but she was able to really excel when she joined the PIPS program.

I had been scammed many more times than I want to admit. I decided I was going to investigate the Plug-In Profit Site thoroughly. I searched day after day for 7 days, to find something wrong with this program. I "Googled" Stone Evans, PIPS, Host4Profits and any other keyword and I could not come up with any reason not to give this program a shot. I joined in March, 2008 and have been awestruck ever since by the legitimacy, honesty and detailed training provided to me.

Just when I thought things couldn't be any better, along comes the PPG. I had seen many comments in the Warrior Forum about how great the Pips Power Group was. I went to their website and chills went up and down my spine as I read the introduction from Ken Troyer, their founder and knew in my heart he was talking to me. I joined and the 6 mentors have put me on a path to success with their detailed, step-by-step training using the same techniques they use to successfully build 6-figure income businesses. I highly recommend PIPS as an opportunity to succeed and the PPG to take it to the next level.

Leon and Deana Bowes  
[HonestlyFreeHomeBiz.com](http://HonestlyFreeHomeBiz.com)



***"I am now on Page 1 of Google for certain keywords and my traffic is increasing." – Ros Bott***

I discovered the Plug-in Profit Site after joining Success University and trying to find out how to market online. PIPS just seemed to click with me, and I loved the step-by-step training program, and after I joined the forum and found so many lovely and motivated people, I realised I was going to love this work!

Then the PIPS Power Group started, and I jumped on board because I knew that the best way to learn anything is to learn from those who are already successful - and here there are six of them! I haven't regretted it and I have learned so much about internet marketing in 6 months that I would never have done on my own.

I am now on Page 1 of Google for certain keywords and my traffic is increasing. I have also feel part of a community of like-minded people - and that is so important when you work at home on your own. I am confident of the success of my business through being a part of this group.

Ros Bott  
[Wealth-City.com](http://Wealth-City.com)



***“Each mentor gives you personal touch and is in the forum every day to answer your questions”– Nial Robbins***

While corresponding with another SFI affiliate they told me about the Plug-In Profit Site (PIPS). They said the PIPS program had a wonderful 30 day Internet marketing program.

I joined PIPS and began to read the 30 days of training. The 30 day training covered both free and cost ways to advertise. I learned very quickly you need to set an advertising budget and stick to it.

In February I learned about a team of successful PIPS members that had started a mentor program called the PIPS Power Group (PPG). I joined the PPG and I have never regretted it.

The PPG breaks the PIPS training down to the bare essentials. You learn what is working for each of the mentors and how they are doing it.

They share their testing and let you know where you will lose money or earn money. They will show you how to accomplish your home business goals. They tell you exactly the truth and do not beat around the bush.

Each mentor gives you personal touch and is in the forum every day to answer your questions. They are all very caring and enjoy helping you succeed.

Through their help I have been able to make either the top page or two on Google for at least 9 different keyword phrases that I know about. This equates to targeted traffic to my website. I have also learned the ins and outs of article marketing to increase my backlinks.

Nial Robbins  
[NDR-HomeBiz.com](http://NDR-HomeBiz.com)



***“I have made more sales since joining the group in February 2008 than I did the first year of my business. “ – Tara Martindale***

I joined PIPS in October 2006 not knowing anything about internet marketing. I figured the only way to learn was to dive in and never look back. PIPS is so easy to start with because it gives you step by step instructions on what is required to succeed.

The fact that there was a support forum for PIPS was very helpful too. I learned most of what I know about this business to the people in the forum. Six of those people are the mentors of PIPS Power Group so I was learning from these wonderful people even before joining their group.

Joining the PIPS Power Group only fuelled my desire to succeed because I knew the mentors were all successful with their online businesses. They give straight to the point, honest advice that will help propel anyone’s business. My knowledge is growing and I have made more sales since joining the group in February 2008 than I did the first year of my business.

The mentors let us know what to do and, more importantly, what to avoid. They even test various advertising methods or programs to let us know if it is worth our time and investment. We get answers to our questions from the mentors and from the other members. It’s great! I’m so glad I joined the PIPS Power Group!

Tara Martindale



***“My knowledge of how internet & website marketing works increased exponentially as soon as I joined the PIPS Power Group “– Yasir Khan***

It was only recently that I started searching for ways to make money online. Among the first websites I came across was PIPS.

As soon as I signed up for the service in June 2008, I knew for sure that this online business is practical and lucrative and I started to actively work towards making it a passive source of income.

My knowledge of how internet & website marketing works increased exponentially as soon as I joined the PIPS Power Group in July 2008. During one month that I have been a

part of the PPG, I can confidently say that I have learnt a lot of new information and techniques which will help me improve my online success. This experience would never have been possible had I not joined this helpful group.

The PPG is hosted by 6 people, dedicated to helping new people who venture into the world of Online Business. The success of the PPG, to a large extent, is due to the diligence and hard-work of our 6 mentors.

In conclusion, the PPG provides its members an exceptional value for their money, simply because this kind of high-quality training is not available anywhere on the web. I personally recommend new PIPSters to join PPG as doing so will greatly reduce their learning curve.

Yasir Khan



***“For me, the real benefit of the PPG is how it brings focus to my Internet Marketing efforts.” – GT Bulmer***

Everybody knows that the potential to earn massive income on the Internet is significant. All you need are the right marketing tools, effective training and support, a desire for success and a lot of enthusiasm and personal initiative.

But when you are new, where do you find all of that? Where do you start?

That was the dilemma I faced when I first embarked on my journey into the exciting world of Internet Home Business.

I was one of the fortunate few who quickly discovered the answers that I needed.

The Plug-In Profit Site (PIPS) program offered everything, from a complete Internet Business in a Box, to training and support, to encouragement and peer support from fellow PIPS members of all levels of experience.

I was soon in my glory, learning all about Internet Marketing.

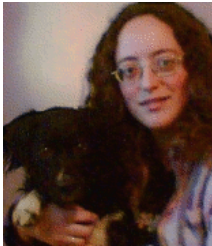
Then, to make it better, Ken Troyer introduced the PIPS Power Group. Immediately, I could see the value of this group and I jumped on board.

For me, the real benefit of the PPG is how it brings focus to my Internet Marketing efforts. If you don't know what you are doing, your marketing activities can be all over

the place. The PPG helps you focus on the most meaningful and immediate things you need to be doing today to build your business and generate income now.

I used to just dream of cutting my piece of the Internet Marketing pie. Now, with the PIPS program and the PPG, I am being served daily!

GT Bulmer  
[StarrBizz.com](http://StarrBizz.com)



***“The PPG mentors show us all that it can be done and we can achieve success online” – Tanny Lahav***

I Joined the Plug-In Profit Site in June 2007 after a long search for the right home business opportunity. I liked the PIPS sales page, it didn't promise any get rich quick program but it offered something that I really wanted, a website setup, and it was free.

That made it very easy to enter the internet marketing world, this was a new world for me and I knew nothing about it, PIPS made it easy for me to learn the basics and slowly master it.

However, it was hard for me to go to the next step and grow my business, I didn't know what was doing wrong, and then Ken announced the PIPS Power Group, I knew this is what I was waiting for.

The PPG is a group of 6 amazing mentors, all are successful PIPSters, and their one goal is to help other PIPSters succeed with home business.

In the last 6 month since I joined the PPG, I learnt how to focus and how to make the most out of my business with no budget or with very low cost.

The PPG mentors show us all that it can be done and we can achieve success online, it is only up to us.

The PPG is one little big happy family and joining it was the best decision I have ever made in all my internet marketing days!

Tanny Lahav



***"I'm so excited to see an increase in traffic to my website, increase in newsletter signups, and new affiliates signups." – Jonathan Haryanto***

I sincerely believe that Plug-In Profit Site is the best way to build a solid online business we can find. Besides experienced marketers, it is also suitable for the newbies who need step-by-step guidelines. The site is so professionally designed, beautiful, and works effectively. Additionally, with reputable affiliate programs, cash-back monthly hosting account, Plug-In Profit Site member support forum, autoresponder and 400 day pre-written newsletters, the power of this website is incredible!

To be frank with you, no matter how good the Plug-In Profit Site along with its 30 Days to Success guide, I was at the edge of quitting, thinking I had failed within the first few months. Apparently online business is more competitive than ever. Thanks to the Six PIPS veterans in PIPS Power Group who teach me how to build the business, with each one whole-heartedly contributing expertise in their own areas, my business is now growing, and I regain my fighting spirit. Now I have the chance to succeed, even though I have yet to take all advantage of so many free bonuses such as lessons on keywords, SEO, blogging, articles and so on.

I'm so excited to see an increase in traffic to my website, increase in newsletter signups, and new affiliates signups. I would highly recommend to anyone who is serious about building online business to get started right or take the business to the next level by joining this privileged group.

Jonathan Haryanto

***"My blog has been getting traffic after following their advice and has a page rank of 2" – Cherie Ang***

I started on researching online business as early as 2003. But I couldn't make up my mind at that time. I have been switching in and out of various programs. About in late 2004, I found PIPS. But I didn't continue due to drawstring budget. But I didn't delete the PIPS account.

Only in late 2007, I had some budget for the PIPS program. That's how I involved with PIPS again. It is a very good program for newbie like me. It has the 30 days training guide. That's how I get started with PIPS.

On one occasion, I accidentally found PPG. This program has 6 mentors and all of them are successful with the program. I decided to give it a try, as it is not that expensive. There are a lot of resources and advices from the mentors. And there is also a private

forum that is shared with the PPG members.

I have been following their advices and guidelines. My blog has been getting traffic after following their advice and has a page rank of 2. I also get some affiliates for some of my PIPS programs like SFI, Empowerism, Success University.

Cherie Ang  
[sgprofitsite.com](http://sgprofitsite.com)



***“Frankly without the PPG package I could not have improved my knowledge and chances of success in such a short time. ” – Charles C. Boustany***

I have been a member of the PIPS (Plug-In-Profits) family for 11 months. To tell you the truth I can't even remember how I found out about it but am sure glad I did.

You see I have been looking for that 'something' that will get me started give me a base upon which to build my future income without having to know about all the nuts and bolts you need to start a business working from home.

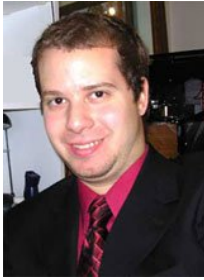
I was fortunate enough to make an enlightened decision and join the PPG (Pips Power Group) this a private membership forum where you will be mentored, supported, guided, cajoled and then enticed to achieve your goals at your own pace and level.

Six diverse mentors with many years experience covering all aspect of the home business market available to you whenever you needed. You also get FREE content, products as well as heavily discounted services very useful if time is precious to you.

I have of course left the best till last. In my opinion the PPG forum is the crown in the jewel of this proposition. Here you not only have access to your mentors but also to your fellow members with so much help, support and knowledge. Frankly without the PPG package I could not have improved my knowledge and chances of success in such a short time.

So please stop being a butterfly, focus on ONE thing the PPG. It will vastly improve your chances of success.

Charles C. Boustany  
<http://www.godoitrightnow.com>



***“The mentors are serious about helping you succeed with your business, and that is important to me.” – Alan Mater***

I was working at a dead-end job, looking for a way to make money on the internet. I figured if other people were doing it, then I could too. One day I came across the Plug-In Profit Site. I didn't know anything about marketing online and was confused by a lot of it. The instruction I received helped me make sense of it all so that I could start building and promoting my website.

Then, I heard about the PIPS Power Group and the great response it was getting by its members. I wanted to take my success to the next level with my Plug-In Profit Site, so I checked it out, and eventually joined. The six mentors are great; they tell you what works and what doesn't. They give support on any question or problem you have. The mentors are serious about helping you succeed with your business, and that is important to me.

I would say for anyone looking to start an internet business, the Plug-In Profit Site can help you do just that, and the PPG can take you to the next level. I have learned a lot and seen firsthand that my efforts are making a difference. With the knowledge I have gained, I can now help others achieve the same success.

Alan Mater

[ReplaceYourSalary.com](http://ReplaceYourSalary.com)



***“I joined this group on its initial launch day and it has been the greatest, fulfilling seven months that I have ever had.” – Jim Suzak***

I had joined the Plug-In-Profit Site about nine months ago thinking that it would make fine supplement to my current income. I knew absolutely nothing about Internet marketing and thought that this program was going to make me money right away. It was perfect, I had a website and affiliate programs to make me money.

After two months of no sales, frustration had set in and I was about to give up when I read somewhere that a group of six well-heeled and accomplished people had come together to form a group called the PIPS Power Group. This was absolute perfect timing for me since my drive was stuck in neutral!

I joined this group on its initial launch day and it has been the greatest, fulfilling seven

months that I have ever had. I never would have thought that I could modify a website myself, select "rich" keywords and generate traffic like I am now!

The six mentors of the PPG are truly sincere about sharing their vast knowledge of this business. Prior to joining I had felt intimidated by the thought of why someone would want to waste their time to help me as a newbie in this business. But since my first day aboard, the mentors have made me feel like part of their family.

I would personally like to thank the mentors for making my transition into this business an exciting, informative and a successful one!

Jim Suzak

[DynamicInternetProfits.com](http://DynamicInternetProfits.com)



***“My first month I had 171 visitors to my site – my second month (after joining the PPG) I had just over 10,000! “ – Kym Robinson***

I got online 3 months ago. I wanted to make money online and was looking for an opportunity. I found thousands and started weeding through them (what a task!)

I tried data entry, online surveys and trying to sell affiliate products and although they were good options, they were not really what I was looking for. Surfing a traffic exchange one day I came across the Plug-In Profit Site and although the sales page was long, by the time I was half way through, I was sold!

I signed up for PIPS and started the 30 days to success training program. There was so much info available and with the opportunity that was provided, I knew I had made the right choice. I was now the owner of my own money making website and a member of several affiliate programs. I was on my way!

I had become a regular at the Warrior Forum and it was there that I read a post about the PPG (Pips Power Group) I found Suzanne Morrison’s site and then I went over to the PPG sales page and knew I had to get involved. So I joined the PPG. The PPG is the best thing that has happened to my online career so far!

There is so much help available at the PPG that is directed purely at Plug-In Profit site owners. There is nothing else to get in the way! My first month I had 171 visitors to my site – my second month (after joining the PPG) I had just over 10,000! I am sure this is because I was now focusing on what I was learning at the PPG and not everything else!

I would like to offer my sincere thanks and gratitude to my 6 caring and dedicated

mentors at the PPG and to my PPG family, because everyone there helps and supports each other - I love it!

Kym Robinson



***"I am loving every moment"– Eileen Davidson***

I first came across PIPS about 4 years ago but was unable to grasp how good this opportunity was being a newbie to the internet I didn't have a clue.

After trying many ways to make money on the internet all I ended up doing was buying information that was taking me nowhere.

Having come full circle I am now a member of PIPS as by now I was able to recognise a really good business, I am loving every moment.

Everything has been made easier to set-up in the step by step training and after joining the forum with so many lovely people I know I have come home.

In the past I had been learning affiliate selling which is not the same as growing my own business and earning 'residual' income for my future income success.

I am now a member of Pips Power Group (PPG) they are a group of six people who are already very successful at what they are doing with PIPS. I am a great believer in 'Hitching Your Waggon to a Star' so that is exactly what I have done.

Eileen Davidson

[WorkAtHome4Profit.com](http://WorkAtHome4Profit.com)



***"This, in my opinion, is by far the most informative integrated group of very talented internet marketers ever assembled on the internet. "***  
***– Kerry Johnson***

I found the Plug-In-Plug site through a search for a home based business opportunity. My previous experience was with a MLM company which I had to purchase the websites, leads and products from the company or your upline. As you can imagine, this was very expensive and not very profitable. I decided if I am going to be in this business, I needed to learn how to make money other than hustling my family and friends. While searching for another opportunity, the PIPs

30 day plan made it an easy decision. I had little knowledge of internet marketing, there was a lot of information to digest but I was excited and motivated to learn about building websites, auto responders, and advertising on the internet.

My learning curve really steeped when I joined the PIPs Power Group. This, in my opinion, is by far the most informative integrated group of very talented internet marketers ever assembled on the internet. These six members and their encyclopaedic knowledge of this industry are incredibly valuable and they are truly here to help you every step of the way.

Since joining PIPs and PIPs Power Group, my knowledge of the internet and how it works has increased immensely. There is so much to learn and do but focusing on one thing at a time is the key your success. After joining PIPs and the PIPs Power Group, my network marketing experience has been both exciting and rewarding. I would recommend the Power Group to anybody who is searching to increase their knowledge of working online.

Kerry Johnson  
[SkoshaBizOnline.com](http://SkoshaBizOnline.com)



***“The help and support has been top notch.” – Mark Dunbar***

I started My online Business with the Plug-In Profit Site in April 2008 and It has been the most thrilling ride I have ever been on.

I have learned so much about the Internet and HTML. I can now easily change my Website and add almost anything to it.

I joined PPG to help me with questions I needed answers to regarding my Website and how to run my PIPS business. The help and support has been top notch.

I recommend anyone to join PIPS and definitely PPG.

Mark Dunbar



***“Joining the Power Group was the best internet business decision that I have ever made. I will be a member for life.” – John Baril***

I have tried a lot of affiliate programs over the past 2 years, and the Plug-In Profit Site is, in my opinion, the best of the whole lot.

About 2 or 3 months ago, I joined the PIPS Power Group and my business is really starting to launch. I can't say enough good things about the Power Group.

Here is what it the PIPS Power Group is: It is a step by step "blue print" for your online success. Before the Power Group, I was groping around in the dark. Now I know for positive that I will succeed at this business (you can't fail if you follow the plan).

The other great resource available is the Power Group Forum. Here you will get any question answered quickly by the leaders or other members. Also, there are great networking groups within the forum (such as social networking and blog commenting groups, etc.).

Joining the Power Group was the best internet business decision that I have ever made. I will be a member for life.

John Baril

[Wealth-Dynamo.com](http://Wealth-Dynamo.com)



***“ If I could go back and change one thing I would surely join the Pips Power group right from the start. “ – Uné Hardee***

My online journey has been a very exciting one so far. I was looking for a stay at home business opportunity so that I can be at home with our 14 month old baby girl.

I was referred to the Plug in Profit Site by a family member. My experience from the beginning has been nothing but pleasant. I was brand new to the field and I have to say the learning curve sure was steep, but all the information was available to me to access at my own pace.

If I could go back and change one thing I would surely join the Pips Power group right from the start. They basically 'Turbo Charge' your PIPS vehicle. At PIPS you learn all the basic techniques to market your site. At PPG they help you fine tune your skills and

teach you the expert way of approaching marketing. The Pips Power Group is definitely complimentary to PIPS and they should be used as one.

My online business is still in its baby stages, but my ratings are increasing daily. These past few weeks I've been concentrating on article marketing, directory submission and posting on forums. It's very rewarding to see all the hard work pay off as my website is moving up on all the search engine listings. I just wish I had more time available - at this point my job is interfering with my online business 😊

Hopefully I'll be home for good next year this time!

Uné Hardee

***"I highly recommend Pips Power Group to those who want to take their business to higher levels and get amazing success in life." – Damodar Kakule***

I was fortunate enough to find Stone Evans Plug-In Profit site in 2007, when I was searching for a right home business opportunity to work from home.

What attracted me to and helped me most from Stone's Plug-In Profit site was that in addition to a free money making website, I was able to get all the required features and strategies for promoting my business online. But when I started, I was new and could not do one thing on my own, was to apply those features and strategies for promoting my business effectively.

Fortunately after about six months, while going through support forum for Plug-In Profit site members, I came across Pips Power Group, a group of 6 like-minded people, who had joined hands to share their knowledge and help others to achieve success in life.

I would like to thank, The PPG founder - Ken Troyer and the other Senior PIPS Members in PPG -Jeff Casmer, Suzanne Morrison, Cynthia Minnaar for all the help they have given to me to convert my PIPS business into a profitable one.

One thing I can certainly say now that Plug-In Profit site is the best program to have excellent business foundation to make money online and I highly recommend the Pips Power Group to those who want to take their business to higher levels and get amazing success in life.

Damodar Kakule

[HomeBusinessEasyCash.com](http://HomeBusinessEasyCash.com)



***“Their commitment to other people's success is contagious! It gives the forum a great sense of shared purpose and team spirit.”  
– David Hurley***

The Plug-In Profit Site (PIPS) is an excellent way for anybody to set up an Internet marketing business, no matter how little experience they have. Today, there are many, many PIPS success-stories, which prove that the Plug-In Profits Site is a viable and potentially very profitable business.

But there are also a lot of people who struggle to succeed even when the best tools and resources are available.

So, to help those people get their business on the right track, six successful Plug-In Profit Site members launched the PIPS Power Group (PPG). I joined the PPG as soon as it was launched because I had been frustrated by my lack of success up to that point.

I quickly discovered that the PPG is completely unlike anything that I'd experienced before. It is simply an amazing online mentoring service! Here were six successful Internet marketers telling us to CUT our budgets, and showing us the best way to do it! Incredible!!

The PPG mentors taught me what to do and what NOT to do in order to succeed online. The PPG has given me a clear focus and given me the confidence to succeed. I am now making fast progress towards my goals. Before I joined the PPG I was not selling anything. Now I am making regular sales and am confident EVERY month that I will generate more.

All six mentors are totally dedicated to helping every single member of the PPG succeed with their PIPS business, and they demonstrate their commitment by being AVAILABLE in the forum every day to answer our questions.

Their commitment to other people's success is contagious! It gives the forum a great sense of shared purpose and team spirit.

David Hurley  
[Grasp-The-Nettle.com](http://Grasp-The-Nettle.com)

## Resources and Tools

Here is a list of the resources that we talked about throughout this book.

### Ken Troyer's Resources

[The PIPS Power Group](#) - A mentoring group for PIPS members

[KenToyer.com](#) - Ken Troyer's website

[HTML Tutorial](#) - Learn some basis HTML skills

[Instant Article Wizard](#) - Write articles in 15 minutes

[3 Way Links](#) - Automate your inbound links

[The SEO Book Keyword Tool](#) - Keyword selection tool

[Wordtracker](#) - Keyword research tool

[The Warrior Forum](#) - Also the home of the PIPS Forum

[YouTube](#) - Source of "How To" Videos

[Google](#) - Check your rankings

[Google Webmaster Central](#) - Improve traffic with Google Webmaster Tools

[Instant Squeeze Page Generator](#) - Create a squeeze or opt-in page

[Firefox Web Browser](#) - Fire Fox will help you keep organized

### Suzanne Morrison's Resources

[Homebiz-Direct.com](#) - Suzanne Morrison's website

[Website Update Services](#) - PIPS update services

[SEO Website](#) - Suzanne's SEO Website

[Article Post Robot](#) - Automated article submitter

[Review of Article Post Robot](#) - Find out all the details of Article Post Robot

[Submit Your Article](#) - Online article submission service

[Web CEO](#) - Keep track of your search engine position

[FileZilla](#) - The free FTP solution

[HTML Kit](#) - Free HTML Editor

[Statcounter](#) - Free Stat Counter

[Warrior Forum](#) - Answer questions and read the latest info

[Blogger](#) - Free Blog service

[Free Email Training](#) - Plug-in Profit training by email

## Jeff Casmer's Resources

[Home-Business-Team.com](#) - Jeff Casmer's website  
[Article Marketer](#) - Free and paid article submission service  
[Only Wire](#) - Bookmark your blog posts  
[Warrior Forum](#) - Maintain the pulse on new PIPSters  
[SFI/PIPS Co-Op](#) - Jeff Casmer's famous SFI Co-Op  
[Traffic Videos](#) - Traffic help  
[SEO Elite](#) - Search Engine Optimization e-book

## Cynthia Minnaar's Resources

[Cyns-Home-Biz.com](#) - Cynthia Minnaar's web site  
[Author's Resource Box](#) - How to set up an Author's Resource Box  
[Internet Business Start-Up Tips](#) - Tips to help you get organized  
[Edit Your PIPS Webpage](#) - Video on how to edit your PIPS webpage in NVU  
[SEO Made Easy](#) - Free search engine optimization e-book  
[SEO DIY Tips](#) - Do-it-yourself SEO Tips  
[XML Sitemap Generator](#) - Free XML Sitemap Generator  
[Content Checkup](#) - Check by what % you have changed your original article  
[Wordtracker](#) - Search for the best keywords for your site  
[Online Image Editor](#) - Edit, overlay and create images  
[Image Optimizer](#) - Optimize your images  
[Anchor Text Analysis](#) - Back Link Anchor Text Analyzer  
[Make A Button](#) - Make a button to match your site  
[Article Marketer](#) - Article Submission Service  
[SubmitYourArticle](#) - Another recommended article submission service  
[Free Traffic System](#) - free backlinks

## Start Your Own Online Business Today!



Do you want to have your own money making website up and running within the next 24 hours? If so, please visit the [Plug-In Profit Site](#). No experience is required and it is possible to make a full time income from home.

If you would like to receive personal online coaching from the mentors featured in this book visit the [PIPS Power Group](#).

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