PAID TO SURF THE NET

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An Introduction

Alright now folks, before you settle in with that cup of coffee or whatever you might have in your hand and start reading; ask yourself the following question.

What do you do during your leisure time? By that I mean what do you do when you’re not either going to, coming from or actually at work. That time where you get to sit and do whatever you want to do? How do you spend that time?

Chances are that you spend that time on the internet. Whether you are looking at pictures of cute cats or a list of ways that you can turn an old coffee can into a stove, you’re probably going to be on the internet.

If you’re sitting on your couch and staring at your television watching a movie; even then you are technically on the internet. Most of us spend a lot of time on the internet. A great many of us pay for the privilege.

So, how’s about this? Wouldn’t you not only like to cover that cost and make a pretty sizable income for yourself as well for doing something you’ve been gladly paying for anyway?

I’m relatively certain that just about every one of you has just answered yes in your own minds. That’s not to say that every day is going to be you waking up and by the end of it a big bag of money has fallen from the sky into your bank account. Like with anything else it has its moments where you are going to have to put in some extra effort.

However, after some initial setting up you are going to have to set up a net in your front yard to make sure the bags of money don’t harm anything on the way down. There are even some that will generate a pretty good income for you while you are falling asleep, trying to stay awake in bed while watching a film on Netflix that you should have paused in the first place.
I have a great deal of respect for the people that work standard nine to five jobs. The purpose of this book is not to dog them. The purpose of this book is to tell you an alternate way to make money that even if you are a nine to fiver; you can greatly supplement your income or eventually make it your sole source altogether.

Let me tell you a quick story. In my youth, I would regularly be taken by my family to local fairs. My parents would myself and each one of my siblings ten dollars to spend on whatever we wanted. We thought we were on top of the world.

On one of these trips to the fair, I was walking somewhere and I looked down. I thought I was either being tricked or about to be hit by a bolt of lightning. There it was, arranged in several denominations of bills, was fifty dollars. It wasn’t joke money either, this was really fifty dollars. Which to a thirteen year old may as well have been a million. I was completely over the moon.

Imagine for a moment that you are thirteen again and find fifty dollars on the ground the immense feeling of joy that you get. Shoot, think of yourself finding fifty bucks on the ground now. Anyone that says they wouldn’t like to have at least fifty bucks a month handed to them is a stone cold liar. In this book, I’m going to tell you how to earn not only that fifty bucks on the ground; but the sacks of money falling from the sky.

How can you do this? Well, you may not realize it but there are places called PTC sites that basically pay you to go on the internet. We’ll get into it more in a minute. If I were you, I’d go buy my money catching net and then continue reading.
Chapter 1

What Is Paid To Click

Paid To Click is a money making program that is gaining widespread traction on the internet. It’s more commonly known simple as PTC. I’ve engaged in a lot of moneymaking enterprises over the years courtesy of the World Wide Web. PTC is quite honestly the easiest one I’ve seen in terms of setup and effort.

Before I tell you how everything works and how you can get yourself set up to make those sacks of cash that are going to be falling down from the heavens, it might be fair to tell you how the whole thing works.

Advertisers will go and buy ads from PTC websites. Once you’ve registered yourself with one of the many PTC websites that are out there the site will give you some advertisements to view. You don’t have to buy anything, just look at the ads. Each time you look at a particular ad a PTC website will pay you a prescribed amount. In so many words, that’s basically what’s going on.

To somebody that’s never heard of this and was given this book as a gift or managed to just stumble upon it by divine intervention; try and look at it in the following way. You’ve got a job that you get up every day and go to.

When you get to your prescribed place of employment, you have a boss that comes up to you and tells you what to do. You perform that task and some days later you get this thing called a paycheck. Same exact thing, just this time you are effectively your own boss.

It’s a completely legitimate enterprise. I find myself having to say that a great deal of time when referring to moneymaking opportunities that involve the internet. Unfortunately, it’s one of those byproducts that comes from living in an age of unprecedented skepticism. Just because it’s done online it has to be a scam right?

Wrong! I’ve worked at this for a great deal of time and I can tell you it’s as honest a living as your corner barber.
That being said, being practically an entirely digital enterprise you’re not exactly going to be getting a paper check in the mail. Don’t worry, most regular places of employment don’t even bother with using paper checks anymore anyway. Think about it, when’s the last time you got a paper check or paid a bill with one? Very rarely.

Anyway, there are a number of ways that you can have the money you have earned on a PTC site transferred from their hands to yours. PayPal seems to be the most popular and well known.

So when you get to the point with a PTC site that you are making money, you would in this case give them your PayPal info and once you’ve hit a minimum payout amount the money will be sent over to your side of the third rock from the sun.

Going the route of PTC sites is completely risk free. Once you’ve finished reading this book and have dove in you might be wondering how you can make a sizable income making a penny or so at a time. I’ve got you covered and I am going to make sure that you know all the ways to maximize your income level. There isn’t any funny business that people seem to unfairly associate with money making opportunities whose worst crime is that they use an internet connection.

PTC sites are set up to ensure that things like this don’t happen in the first place. PTC sites generally have excellent firewall protection against any attack or hacking attempt that might result in income being unfairly generated. We’re going to do this strictly by the books and I will tell you everything you need to do to make a completely respectable income without any risk to yourself. In other words, you’re not going to have to lease out any office space.

Just as I previously mentioned how the PTC sites have protective measures to keep themselves safe from any hacking attempts, you as well are protected through PTC sites. They protect your privacy and actually encourage what you are doing by dropping you little tips here and there. PTC are very astute in this regard. They know that if you make money, they make money.
Despite what I may have said a few moments ago, there are more tasks than just clicking ads. It’s a bit of a competition with that and there are some people that honestly acquire house buying money through that alone. Also, if you are a talented person you can make extra performing tasks for these PTC sites.

What I mean is that you fill eventually find a great number of surveys that pay you money to fill them out. If you’ve ever saved a receipt from a restaurant and you’ve probably seen the web address of the company asking you to fill out a survey based on your experience at their establishment. Same track, just a different train.

Most of these surveys take no longer than around five minutes to fill out. I’ve come to see that most of these pay around two dollars per survey. You might be thinking to yourself that two bucks isn’t a lot of money. When you figure the amount of time it takes you to fill the survey and what the average minimum wage is in the United States, it’s an amazing amount of money in comparison.

Now, once you’ve clicked on enough ads and filled out the right number of surveys you are going to reach a PTC site’s minimum payout amount. It could be any set amount big or small. A minimum payout amount is the lowest amount that they will start cutting those checks and send them to you. Every company has their own set way of doing things. I’ve seen companies that send out payments each time you hit that payout mark. There’s also companies that require you to hit a payout amount within a certain time period where you would have to meet their payout threshold each month for example.

I think we’ve covered what PTC is. So flip that page over and we’ll continue on in our journey...
Chapter 2

How It Works

Although by and large you are going to be your own boss in this enterprise, there are actually three parties involved. I’ll name them off and then give them a brief description. They are the Advertiser, the PTC site and then yourself.

As I mentioned, the first party is the advertiser. They are the ones that supply the ads to the PTC site. They are also the person that owns the ads in question. They buy the ads from websites and they could range from a product like a new system for brewing coffee to just about anything you can think of. They are doing this to increase sales, get more traffic to their own website or might be doing something else with them in terms of promotion. Without ads, the whole enterprise is nothing. After all, what would you be clicking on?

The second piece of the puzzle is yourself. You’re the one that is going to be clicking on the ads and filling out surveys. After you’ve registered with a PTC site you’re going to be provided with ads to give a look at. You will normally find them on your site dashboard.

On a PTC site, you’re going to have a profile page that’s going to provide basic information about yourself like where you are from and things like that. Your profile will also state your preferred payment method, whether it be PayPal or carrier pigeon. Personally, I would choose PayPal over carrier pigeon. Later on in the book I’ll tell you how to set up your profile and payment method.

Last but certainly not least is the PTC website. I say last but not least because the PTC site is the conduit from which any moneymaking opportunity is made possible. They act as the middle man between you and an advertiser. They sell space to the advertisers so they can have their ads displayed for you to look at.

If you’ve had any experience with Google’s AdSense program you might have a bit of an idea what I’m saying here. Chances are if you’ve visited somebody’s blog you’ve seen the little square boxes that resemble tiny billboards.
If the person hosting a blog is writing about coffee for example, the ad that’s being displayed is probably going to have something to do with coffee, be it the grounds themselves or the machine to brew it with. The ads that you are going to be seeing are not all that dissimilar from the ads you’ve probably seen a million times but never given a second thought to.

You might be asking yourself right now, why would a company pay somebody for viewing their advertisement? It’s a perfectly reasonable question and you certainly wouldn’t get any funny looks from me for asking it. Companies pay a great deal of money to have advertising campaigns put together in the first place, seems strange at first that they would pay somebody to look at something they paid to make that’s supposed to entice people into buying a product.

The reason is quite simple. It is an extremely cost effective method of promoting a website. As everyone knows, the more you promote a website the most visitors you get. If the site is monetized, more visitors leads to more income for the owner of the site. This is especially true for companies that are selling things.

Once a PTC site is on the internet, the owner of the site sells his web space as advertising space to the advertisers. Yep, just like those billboards you see on the highway. Coke doesn’t own that sign, somebody else does. They are just renting the sign. Now, once an ad is online, the advertiser will buy those ads. PTC websites will then ask people to join their ranks and work with them, clicking on these ads and viewing them for a set amount of time. For each ad, a PTC site will charge money to the owner of the site. From the amount of money that a PTC site makes, they make a nominal commission and give you the rest as compensation for viewing the ad.

For example, if an advertiser charges two cents for each time an ad is viewed; the PTC site keeps one cent of that and you get the other half. It may not seem like all that much at first. But remember what good old Benjamin Franklin said. A penny saved is a penny earned. If you save enough pennies, you’ll have dollars. Lots of them.
Chapter 3

Is PTC Worth My Time?

You might be mulling over in your head right now the figures that I outlined in the previous chapter. On the surface, one cent might not seem like a heck of a lot. You might also be having that conversation with yourself where you’re trying to figure out if what you will get out of it is going to surpass what you have to put in. Yes and yes again!

I’m not interested in wasting your time so you can just make enough money to buy a half a handful of penny candy. I want you to be able to pay for something expensive with the money you’re going to be making. That being said, our primary focus is going to be aiming for a higher profit margin utilizing a bit of hard work in a short period of time. It might be a good idea now to let the cat out of the bag and talk about the benefits you are going to gain from this.

The first thing that should be said is that you are not wasting your time by following utterly useless affiliate links and promoting other’s goods and services. This is a little bit different than retweeting a link from your favorite laundry detergent.

With this, you have to click on an ad and wait for a certain amount of time. It’s not much. Nothing at all like the ads before a YouTube video that end up being longer than the actual video that don’t allow you to skip ahead. Generally, you’ll only have to wait about ten seconds. For each ad you view you are going to get paid. The penny example I gave earlier is a bit misleading is that like with most services, the pay for work performed is going to vary from advertisement and PTC site. So it’s perfectly acceptable and recommended for you for try and go for as many high paying ads as possible. It only takes about ten minutes to do all of this.

PTC sites also have other things that you can do to pad your income like filling out surveys, finding links to other sites and other tasks that might be exclusive to that site.
Generally, you can do most of these tasks simultaneously with the ad viewing. PTC sites aren’t going to charge you an upgrade fee or for a membership. Remember, anyone that makes you pay for the privilege of working for them isn’t worth working for.

When it comes to surveys, the minimum amount per survey you will have to fill out will generally be about two dollars. They take about five minutes to fill out and are pretty simple in their language for the most part. You don’t have to have a calculator in front of you to know that two dollars for filling out a survey is a bigger payout than one you would be getting for the viewing of an ad. On just about any PTC site you are going to find practically hundreds of surveys that are just waiting for you to fill them out.

Like with most jobs, even with the surveys you are going to be given a recommended time to complete it in. However, if something comes up and you get called away from your desk, don’t feel like all hope is lost if you didn’t complete a survey in the prescribed time. A PTC site isn’t going to take any kind of punitive action against you like deducting money from your payout. They are just happy that somebody is completing the survey; so take a deep breath and relax.

Another thing is that you normally don’t get any fees deducted from your payout for processing fees. We’ve all had that happen where money is transferred into our PayPal account and it ends up being slightly less than what we expected because PayPal has to take out a nominal amount for processing the transaction.

With PTC sites, they money you request to be transferred is the money you are going to get due to the fact that they have already taken out their end of things via the commission they receive when you click on an ad or fill out a survey.

You’re going to be paid automatically on a set schedule. Here’s a general example of how it works.

The PTC site that my friend Bob is set up with has a minimum payout amount of fifty dollars and they pay out every Friday. If Bob makes at least fifty dollars in one pay period, the PTC company will send Bob his fifty dollars.
However, if he only makes twenty dollars one week and breaks the threshold the next week he will get all the money that was coming to him seeing as how he broke their minimum payout amount threshold. Each company is going to have different ways of going about making their payment so don’t be surprised if one does things completely opposite of another.

Lastly, you might look at a PTC site and think to yourself that there isn’t a whole lot of security intertwined in their operation. You might be concerned, and rightfully so, about your earnings. I certainly wouldn’t think ill of anyone that’s concerned that somebody could hack into their account. If it happens to major department store chains, it can happen to you right?

Not exactly. PTC websites know very well that they are dealing with people’s money, their income and in some cases their livelihoods. They know that they need top notch security systems to make sure that nothing bad ever happens in terms of someone’s account information gets hacked.

All it takes is one bad round of account information to get hacked to sink an extremely profitable PTC site. They know that they need you to have perfect peace of mind when it comes to dealing with them.

Almost all of the PTC websites that I have seen have firewalls and security measures that would rival the guards at Fort Knox. They can also detect quite easily if something off script is happening and anyone is engaging in any cheating. So worrying about security is something you need not lose sleep, hair or weight stressing over. Once you’re in the system you will see exactly how secure they are.
How Much Can I Earn Through PTC?

This is probably the most important question in your mind. Ever since you were a little kid, anytime you were asked to perform some kind of chore or job you probably asked how much money you were going to make doing something. It’s by no means an unreasonable question to ask. You should want to know how much money you are going to make for performing a service.

When thinking about earning potential you have to remember first that you are doing this to earn extra money. You’re not doing this out of the goodness of your heart. If you decide to go exclusively with ad viewing you can earn about five dollars a week. Now, this is just for viewing ads and each PTC site is going to give you a different rate for viewing ads for them. Later on, I’ll go into greater detail on specific sites and what some of them offer.

If you are thinking about incorporating completing offers and filling out surveys, you can generally earn about five dollars a day just from that. Remember that what I am quoting here are minimum amounts for a minimum amount of work. The amount of money that you can make is entirely up to you.

Going with the five dollars a day example, the workload is only going to cost you about ten minutes a day when it comes to filling out surveys. Think about that, it’s only about an hour and ten minutes a week. Less than the time it takes to watch your average length movie.

If somebody told me that I could make a minimum of thirty five dollars in the amount of time it took me to watch a movie I would be pretty interested. So think about times where you’ve had a spare ten minutes that you would otherwise be doing nothing and imagine a few clicks of a mouse earning you a decent amount of money.
If you factor in offers and surveys into your prospective earning potential, you will earn more in less time. Like I mentioned earlier, in many cases filling out a five minute survey will generate about two dollars of income. If somebody asked me to sit in a chair for five minutes and at the end they would give me two dollars I would certainly jump at that!

With referrals you can truly max out your income. Referrals are probably the most profitable method when working with PTC sites. This needs to have more than a singular sentence dedicated to it so we are going to discuss it in greater detail later on in the book. Hopefully by now you’ve at least got a capsule view of how things work as far as the ability to generate income.

How To Find PTC Sites

Although it is a lot easier in terms of effort when it comes to making money than filling out an application at your nearest restaurant or department store, some people may have a rough go of it in terms of actually getting started making money through PTC sites.

Can’t say that’s incorrect. After all, it’s one of those things that you sort of have to find out for yourself. Well, until this book came along. When I first started making money through PTC sites, I literally had no clue. I had the link to one site and that was about it.

Wasn’t until much later that I started making enough money to support myself and my family. Didn’t have anything to do with not having the ability either. It’s that I simply did not know where to look. It’s not like PTC sites have signs up on every street corner that say “HELP WANTED”.

Which is why I am glad to help. One of the noblest things that you can do in my opinion is to make a road you’ve taken less bumpy for the next person. In this chapter I’m going to give descriptions of several of the top PTC sites and how to go about finding them.

Of course the easiest step to take on your own is to do a Google search. If you can find out how long your local pizza place is open through a Google search, you can find a PTC site with no problem.
However, there’s so many that you might not know where to go once you’ve done the search. Which is why I’ve weeded out the best ones I’ve found and some of their rates.

**The first one on the list is Clixsense.**

They’ve been on the internet since around 2007 and have been earning people countless amounts of money ever since. For standard members their minimum payout amount is eight dollars and you can have your earnings sent to either PayPal or AlertPay.

When it comes to money making opportunities, you can generally click on around ten ads a day at the rate of one to two cents an ad. You can make about five dollars a day in other means on the site. Referrals in my opinion is where you can make big money as they pay out up to eight cents a referral with no upper limit. That means that if you managed to do a thousand referrals a day you could make a killing on that alone.

You can find them online at www.clixsense.com

**The next one on the list is NeoBux.**

NeoBux has a relatively small payout minimum. You only need to generate about two dollars for them to be able to pay out. They offer a pretty high number of ads in that you can earn about a cent and a half per click at twenty ads per day. This site is also unique in that if offers bonus points for every click that you can exchange for upgrades or money. It’s one of the most trusted PTC sites out there. If you just Googled PTC sites this is definitely going to be on the first page.

When it comes to referrals you can generate about five cents per referral and about one percent on purchases. What that means is that if you refer someone to an ad for a product and they then buy that product, you get five cents for referring them plus a small cut of whatever the purchase price was. This may not seem like much but if you refer someone to a link where they end up buying a flat screen television you could stand to make a pretty sizable amount of money for that one little click of a link.

You can find them at www.neobux.com
Incentria is the one we are going to discuss next.

This one I enjoy using a great deal myself. As far as ads go, you can view about ten ads a day at a maximum rate of about three cents a click. Their payout rate is next to nothing, as you only have to reach a minimum of one dollar for them to pay out to you. For completing sign up offers, like magazine subscriptions or things of that nature you can get upwards of fifty cents per offer you sign up for.

Onto the number of referrals. There’s no real amount of money you make per click when you refer someone. However, when somebody actually buys something off of one of these referrals you can get up to ten percent of the purchase. Didn’t I say something before about referrals being very lucrative?

In any case, check them out at www.incentria.com

Clicksia is another site

Similar in the referral department, you get unlimited referrals and can earn up to ten percent on clicks and sign up offers. You get around ten ads a day at a max of three cents per click. They’ve also got an extremely low payout threshold and they have a great number of sign up offers that pay about ten cents and up depending on the offer.

Find them at www.clicksia.com

Now, there are plenty more PTC sites that all have their own benefits depending on the way you personally look at things. Do a search for them yourself and you will find a couple that will no doubt fit the way you want to do things.
Chapter 5

Getting Yourself Started

Alright, now that you’ve been given some of the basics of the industry and some of the top PTC sites to sign up at; we move onto actually getting yourself started and clicking. However, it’s not as simple as going through and signing up on a bunch of different sites. You’re going to have to do a little bit of legwork before you can start raking in some cash.

Before starting you are going to need a few crucial resources. Even though you are doing this in your spare time to earn some extra money, you’re going to need somewhere for that money to go once you’ve earned it.

If you don’t have one already, I would strongly suggest that you sign up for a PayPal account as soon as possible. The reason is that practically every PTC site on the internet accepts PayPal as a method of deposit. PayPal is extremely easy to use and transferring money to somebody’s account is as simple as knowing their email address.

If you already have a PayPal account, you can take a short rest and then later I will get into the process of linking your account to a PTC site. If you don’t have a PayPal account, I’ve got you covered. Here is how you would go about signing up for a PayPal account.

First step would obviously be to go to www.paypal.com. In the upper right hand corner of the site you are going to find a little button marked “Sign Up”. Click the sign up button and when the next screen is brought up you’re going to be met with a couple of choice of account type. They are going to be either a personal or business account.

You can change your account to a business one at any time, but stick with signing up for a business account for the time being. Choose your home country and the language you want to use the site in. PayPal is quite literally used all over the world so they give you a wide variety of choices when it comes to native language and native currency.
However, if you are outside of the United States you might be asked to convert currency into U.S. Dollars at one point or another. Click the Get Started button and start filling out the information on the next page.

When you are filling out the personal information on this page, be sure to provide correct information. If your name is Bob Smith, be sure you use Bob Smith where it asks for your name. You have to remember, this isn't like being on a message board where you can use some variation on the name of your favorite movie villain. Eventually you are going to have to verify your account and there will be issues that arise when PayPal calls and you have to explain to them that you're not really Lex Luthor. Unless you really are Lex Luthor, but I digress.

When filling out your information, be sure to give them an email that you access regularly. This is because once the signup is complete and you are set up to receive funds you have to make sure that it is going to be going to the right place. Also, it's probably in your best interest to use an email address that you plan on using with the PTC sites.

Once you've filled out everything that PayPal needs from you, you are going to click the box indicating that you’ve agreed to the sites Terms of Service. Click and congratulations, now you’ve got yourself a shiny new PayPal account. There’s just one last thing to do.

Go and check your email! They are in the process of sending you a confirmation link to make absolutely sure that all of your contact information is correct. Once you’ve logged into your PayPal account they are going to ask what financial institution you would like funds that are in your PayPal account to be sent to. If you have a regular bank account this is something you are going to want to do right away.

One thing I would like to recommend is that as soon as you are able sign up for a PayPal Debit MasterCard. One of the great things about PayPal is that the funds are generally available for use within the account the moment somebody deposits them. However, depending on your financial institution it might take a few business days to get that money to where you can actually spend it.
A PayPal Debit MasterCard is a debit card like you would get at your neighborhood bank. The difference is in the following. Say you’ve got your card, and PTC site A sends you a hundred dollars. Without one of these debit cards from PayPal it you can’t really spend the money until you’ve transferred it to your bank.

With a card, that money is available for withdrawal from your PayPal account at any ATM practically immediately. It works exactly the same as any other bank card does. I highly recommend getting one of these. Now that you’ve got your withdrawal method we can move onto the next phase of things.

Start Working

Now that I’ve got you on the right path to making sure that your money gets to you once you’ve started earning it; it’s time to get you out there and earning money.

The first thing you need to do is get yourself registered with one of the many PTC sites that are out there. For purposes of demonstration I’ve selected Clixsense. First, click on the link or paste it into your browser’s search bar and hit Enter.

Once you are actually on the site, you’ll need to fill out some information that they ask for in the top right corner of the page. Then click signup and it will bring you to a different page.

Now, go check your email and click the link that will be contained inside and it will bring you do a different page. This will lead you to the login page. Login using you’re newly created account username and password. Once you’ve done that you are going to be brought to your profile page.
When filling out the information that they ask for in the profile page, it is of absolute importance that you fill it out completely and accurately because this information is going to be how they pay you. If you enter in the wrong PayPal address for example, there stands a chance that your money isn’t going to be sent to you at the scheduled payout times.

It could just sit there and you may not even realize that it was because one letter in the email address didn’t match up. Don’t worry though, PTC sites aren’t in the business of giving out your personal information to others. They don’t want to get on your bad side by doing this.

After you’ve filled out all the information accurately and as completely as you possibly can, click the Update Account button. There, you’re done with that part. Your site registration is completed. Now, you just have to start earning money.

First, let’s focus specifically on ad clicking. The first thing you would do on a PTC site is to click the View Ads button at the top of the page. Using Clixsense as our example throughout, you will likely see that there are some squares with words in them. These are the ads. Under each ad you will see how much time you will need to view the ad and how much money that they are going to pay for the time spent. To view an ad, simply click on it and it will bring you to a separate page. Most sites are going to have countermeasures to make sure that you aren’t using a bot of some kind.

One that I tend to see a great deal of time is that the page you are directed to will give you a set of three pictures of animals to choose from and tell you to click on the giraffe. Certainly a great deal more fun than those scribbly looking Captchas. Anyway, provide them with the correct answer and you will be redirected to the page with the ad.

Remember, they are looking to generate sales of their own from these ads. Don’t worry about that though. Your job is simply to view the ad. At no time during ad viewing will you be required to actually purchase anything.

Don’t forget, you’re not going to be able to cheat the system. Don’t forget the picture test. In the early days sites had a bit of a problem with people setting bots up that were able to view ads for them. That’s why you’re going to have to click on pictures of animals and cars and things of that nature.
Then we finally come to the ad page. Most likely, you are going to see some kind of a timer somewhere on the page. It could be anything from a ticking clock to a bar that goes from blue to red. Don’t worry about viewing the ad for too long, you’ll be made well aware that you’ve viewed the ad for the appropriate amount of time.

Viewing times also vary by site and by ad. For a higher paying at you might have to view the ad for thirty seconds to a minute. For shorter micro ads, you may only have to stay on the page for a few seconds. Now you’ve got a capsule knowledge of how to go about viewing the ads.

Normally, the site I am using in the example will give you around thirty or so ads to view per day. That means that you can earn about five cents per day. Now, don’t go thinking that you can take the same ad and view it over and over. Most PTC sites have a system that locks you out from viewing a particular ad more than once per day. Don’t worry though, once it has been twenty four hours since your last viewing you’ll be able to look at the ad once again.

You can view the ads as many times in a month as you are able, with the exception of only being able to view singular ads once every twenty four hour period. That isn’t going to do much in the way of giving you actual spending money. Don’t worry, I’ve got you covered.

Now I’m going to show you how to go about increasing the amount of ads you can view per day. This is a method I use personally so I hope it brings you nothing but great fortune.

There’s a great many places that have different tasks that you can complete. Some of them are including but not limited to ClixOffers, Supersonic Ads, Matomy, Token Ads and Super Rewards. Each of these have a varied number of tasks for you to complete. Not long drawn out tasks like filling out a three page report on your favorite carnival ride when you were a kid.
They just want short bursts of information out of you and most of the tasks only take about two or three minutes to complete. Generally, these tasks might only pay a couple of dollars each time. You have to think of it this way though; what other job are you going to get paid this much per minute of work? If you’ve got the gift of swiftness inside you, you’ll be able to complete these much quicker than you think.

Moving onto surveys. This is one of the more fun aspects of this particular industry in the idea of you are getting paid to give your opinion. Generally each survey you get asked to fill out is going to have ten questions that you are going to answer. Some sites require you to register for surveys, since some of them market surveys towards specific demographics. This is done mostly to ensure that a fifty year old man isn’t doing a survey that’s meant to gauge the opinions of people in their twenties.

Every survey is going to be different. Some might only be five questions, some might be twenty. The standard number seems to be around ten questions per survey. Most of them take you around three to five minutes to get through, although some of you might get them done in half the time. With that thinking, if you do ten surveys over the course of a twenty minute period you could stand to make about forty dollars. This is just twenty minutes a day. However, if you can figure out a system of your own to maximize your productivity you can make some serious money. Later on, I’ll go through my own personal system that you can adapt to your own environment.

The last thing in this section is going to be on the subject of tasks. Tasks are basically things that the PTC sites need done. For example, if you have the ability to read or speak another language; a site might call on you to translate a short document so it’s easier for them to read.

You can generally earn about five dollars a day on tasks. One word of warning, tasks tend to pay higher than most jobs that are out there so they tend to land in the laps of the people that get to them first. So I would set a time aside specifically looking for tasks because once they’re gone they aren’t’ going to pop up again.
Chapter 6

Affiliate Programs

An affiliate program is essentially where you are part of a group that refers people to specific websites or businesses. Sites and businesses enjoy being a part of affiliate programs on their end of things because it helps growing an audience and getting ranked highly on search engines. I cannot begin to tell you how many online businesses I have seen where their profits soared from moving from page two of Google to page one.

The way it works is that a website is going to give you a referral link, then you spread it among people. You can do this through Twitter, Facebook or whatever social media outlet you choose. Personally I go for Twitter and Facebook because even if I’m on a layover at an airport I can tap into their Wi-Fi and fire off a few links, generating a little extra cash while I’m waiting in line for a cup of overpriced airport coffee.

When people click on these links you send out and register with the site, the site will kick a portion of the profits to you as a way of saying thanks for helping advertise their business. The amount differs from site to site, buy they will generally tell you up front the percentage of each sale you would be getting.

To give you an example, let’s say that Bob is given a link to refer to people. That link is to a book that somebody wants to sell. If the book costs ten dollars and Bob gets ten percent from the website for each book sold, then each successful referral will generate him one dollar. If you get the link out to enough people you can generate a pretty sizable income from one tweet or Facebook post if your have a big enough following.
The Secret Of The Referral

In the previous chapter I glossed over the point that one of the most profitable things that you can do when it comes to making some serious money in the PTC game is by maximizing your earnings potential through referrals. Referrals are what can quite literally mean the difference between cents and dollars.

PTC sites give you the tools to make a pretty good living. However, the fact that they deal with so many people is why you might be sitting and scratching your head about the whole one or two cents per ad thing. It's literally pennies.

But you do have to look at it this way. A PTC site is like a technical school for carpenters. They give you the necessary training that you might need to become a success. You can get as many tips and tricks of the trade as you want. It’s a cold hard fact that some carpenters will help build multi-million dollar mansions and some will end up building birdhouses in their garage.

Not that there is anything wrong with that, it's an honorable thing. There just isn’t a lot of money in the birdhouse market. Hopefully you get my point. You want to be building mansions, not birdhouses.

That being said, the referral is where you can make that house buying money. You can max out any other profitability through all the other means of income generation that a PTC site has to offer, but it’s never going to be anything you can pay for something expensive with.

Referral programs are quite literally all around you in everyday life. If you have signed up for a bank account recently, you've probably heard the following. After you've made your initial deposit and have gotten your final paperwork, the bank employee begins to tell you about some program they have. Most likely, the program involves you talking to a friend of a member of your family.

If you manage to convince them to start doing business with their bank instead of the one they currently have their money in, you get fifty or a hundred dollars depending on the bank. That's a referral program.
Hell, even your local pizza joint has a referral program. Most of the time your local pizza place has at the very least your first name and phone number entered into a computer. My local shop has a thing going where if you have a friend come in and order and tell them the name of a rival pizza place they go to, they will give them a free slice of pizza or something small. If from that one sample, they make an order you get ten percent off of your order. That’s also a referral program.

Almost every single place of business has some kind of referral program on their books and a good majority of the time nobody really pays attention. Me, I get surprised when places don’t have one. Why? Because it makes me wonder how that business would have survived in a culture before mass advertising. Some businesses still live and die on word of mouth and that’s where the referral comes into play. Not everyone can rent a billboard.

As great as a discount on your pizza might be, perhaps you’d like to actually make some money. Excellent. Now that I’ve gotten your attention with the promise of a free pizza, we can get started.

**Referral Tip #1**

One of the simplest ways to get referrals is to join a dedicated referral website. Join every site that you can and start earning credits at each one. With these credits you can then advertise on that website or you can offer them to other members of the site in exchange for them joining your site.

However, you aren’t going to just show up on their doorstep and be handed a big sack of credits. Like with anything it’s going to take a little bit of work. One of the things that you can do is click on the ads and banner that other members have placed.

It’s free, but it takes a little bit of time and you generally need about a week or so to get enough credits to subscribe a person to one of your PTC sites. Think of it this way, you may want to start making money right this instant. Everything takes time. If you’ve sat and played the same mission on a mobile phone game that offers in app purchases to bypass playing the same two levels for hours on end you should be no stranger to this.
Don’t worry, eventually you won’t have to play the same level over and over. You’ll be making enough money that you can make all the in app purchases that you want.

There are many other ways to earn credits but most of them either cause to open so many offers that you literally won’t have time to manage them all or buy the credits yourself.

Under no circumstances would I recommend you actually going out and buying the credits. Remember, the point here is to make money, not spend it. It took me a great deal of time, which I will get into in a later chapter, to build a steady income stream. I could have gone out of pocket and spending money left and right. When it comes to making money online, spending money to get started is not something you should really have to do.

**Referral Tip #2**

Another solid way to build up referrals is through the use of a blog. Come on now, don’t act like you’re not familiar with blogs. My grandmother once told me that there’s two kinds of people in this world, those that have a cold and those that are going to get one. The same holds true for blogs, either you have one or you know somebody that does.

The reason why blogs work so well because there is only so much space that you can fill on a blog with whatever you want to talk about on that given day. You have so much empty space in a blog you could make the thing glow like Las Vegas at night if you wanted to. One quick thing though, don’t actually fill every bit of empty space up referrals on your blog if you decide to go down this road.

People are very fickle when it comes to ads. Ever since the VCR came into prominence several decades ago, people have been looking for a way to get through the whole process of looking at ads.

You put too many ads on a blog, and your whole blog post could be about how you have a million dollars sitting in a grocery sack in the town square for anyone
to come and take from; nobody will get past the first line because they are inundated with ads. If you’re going to do an ad, put it on the side and on the right side of the page if possible. People tend to read from left to right anyway so they won’t feel interrupted by your ad.

If done correctly, one visitor to your blog can become a direct referral to all of your PTC related business. The big question though, is how do you build a blog without spending money?

The answer lies in content. The first thing you have to do is produce some kind of engaging content. Either come up with an amazing series of articles or videos that you know people will want to read or look at. You can either use Blogger or WordPress, each one of them has their own benefits.

So, you’ve gotten your blog set up and you’re posting content at a blistering pace. You’ve got links to your referrals set up in strategic yet unobtrusive locations. Now twitter and Facebook the heck out of that blog! Don’t spam, because people will see right through what you are doing.

Generally, if you publish a post every day, release a tweet or a Facebook post asking people to read the article. If you’ve got a lot of content, you can pre schedule Facebook posts to go live at whatever time of the day you like. If your content is engaging, you will slowly gain a following. Eventually, that following will click on your links which will then turn into referrals.

**Referral Tip #3**

The next tip that seems to work well with a great many people is getting referrals through traffic exchange sites. Basically, a traffic exchange site receives submissions from other webmasters that join exchange networks. The person who submitted the site then has to browse other member sites on the exchange program to earn credits. Everyone is helping everyone make money.
Referral Tip #4

If you’ve read somebodies blog or website, chances are that you have formed some kind of an opinion about what they are saying. Either you think that their post is the greatest thing since sliced bread or you truly believe that the person posting the entry is an insane person that should be put away immediately. They know that already and have likely set up some kind of comments section so people can voice their opinion.

Even if it’s just some two line comment, people like to have their voice heard. This is where you can get referrals out there. An important thing that you have to remember is to always leave comments that people want to read. If you go about randomly posting links and employing the internet’s version of yelling “LOOK AT ME” from a bullhorn, nobody is going to click on anything.

Have something to say. Structure your comment to that it contributes to the conversation even though it may not be something the people agree with. Always remain respectful even if you are expressing a dissenting opinion.

Before you start actually posting links to your referral sites, go on sites and leave comments just for the sake of leaving comments. Make them engaging so when you finally do decide to start posting links the readers just think that it’s you leaving your opinion again. Most blogs or sites with comment sections have a spot where you can leave your name and an address to a website. After you’ve built up a solid reputation with the community that surrounds the blog, lay down a link to the referral site of your choosing.

Try to be the first one to comment on a blog post. If it happens to be a popular blog that you know gets a dump truck full of views for each post; you will get hundreds if not thousands of people reading your comment. Eventually, their curiosity will get the better of them and they will begin to click your links.
The NeoBux No Upfront Investment Strategy

I know that earlier in the book I said that you should never do anything that requires to pay money upfront before you’ve started earning one dime. Don’t worry, I’m not straying from that belief. When I get to the chapter about my journey through making money online through PTC sites I will get into my very hardwired belief on that. That’s not to say that once you’ve made a few pennies or dollars you shouldn’t invest in yourself. It’s how the billionaires of the world became billionaires. They take some of their income and invest it back into their company (in this case, you) to bring more profit in their direction.

Take the case of the little boy on your street corner with the lemonade stand. At the beginning of the summer he will probably set his little stand out with his premade mix of lemonade and bring the pitcher out to the stand. He’ll charge a quarter or fifty cents for a cup of lemonade. He’ll take the few dollars that he’s made at the end of the week and probably spent it all in one afternoon.

If he took the money that he made and put a little bit of it into buying better lemonade mix or putting together a better built stand, he may not have as much liquid cash immediately. However, he will get more customers from people marveling about how great his lemonade is. Then he can start charging more. Eventually, that little boy on a street corner can be a chain of lemonade stands all over the world if done right.

You can’t open up a chain. So you’ve got to use a little bit of this same strategy in your own home so you can maximize your profits. I’m talking about a no upfront investment strategy.

What I mean by that is that you start off on a PTC site with absolutely nothing, no money to speak of. With a little bit of time and effort, you can take small portions of the little bit that you earn in the beginning to make a sizable amount of money. Remember, three hundred foot tall trees were once seeds.
We’re going to use NeoBux as an example because it is one of my personal favorites and it seems to be on the top page of everyone’s list in terms of their favorite PTC sites. Of course, this can be modified to whatever site you plan on using. Hell, you can even use it on multiple sites at the same time.

Getting started, you click your ads every day. It’s going to take you a little bit in the beginning to build up a usable balance. When you are at about seventy five cents you might be able to rent a few referrals. Now, I know that the temptation to go ahead and rent a few referrals is there but don’t do it right away. I’ve seen many people fail at this because they go and blow their earning on referrals. As soon as they reach the minimum amount because they end up not having the money on hand to maintain those referrals and eventually they don’t have the ability to pay for them. Then the referrals get taken away and you’re back at square one. It’s sort of like a bakery that rents a building that they can’t possibly afford and then wonders why it goes out of business in the first two months.

Before you actually start renting referrals you should have at least three or four dollars in your NeoBux account. I know it’s going to take a while but you’re just going to have to trust me that your patience is absolutely crucial. Get your three or four dollars built up and then transfer it into your rental balance.

This way you can have about a dollar per referral and you can easily recycle them if they aren’t active or you can pay to keep them for another month. Like I said, you might take a little while to build up that first three or four dollars but it will be worth it. You’re going to want that buffer that allows to time to go in another direction if a set of referrals don’t happen to be working for you.

Once you have that money in your account go and rent three referrals. Make sure you turn the site’s auto pay feature on so you don’t have to worry about keeping track of what day of the month a particular referral’s rental fee rolls over. It may only be twenty five cents a month to keep a referral but you aren’t going to want to suddenly lose the thing because you couldn’t keep track of it.

Don’t worry about keeping it once you’ve gotten a few bucks in your account. If you keep going back and viewing ad after ad you’ve essentially paid for your initial referrals in perpetuity just on account of you doing what you would normally be doing.
One problem that a lot of people seem to run into is cashing out too early. Cashing out early might be a good idea if you find yourself ahead at a blackjack table in Vegas or something; but here it’s a bad idea.

People as I may have said earlier in the book automatically assume that every moneymaking opportunity online is full of it and that no matter how much work you do you’re never going to really earn a dime. So what do they do?

They fill out a survey or two, and they click on a bunch of ads for a couple of weeks. They get three or four bucks and then cash out. What happens then? You’ve got three or four dollars in a PayPal or eventually your bank account. You might be lucky if you get a gallon of gas or a meal at a fast food place.

The best thing to do is take a portion of whatever money you make and put it into referrals. Rent them in increments of around three to start with. You can always rent higher numbers of referrals per at a time once you start making more money and continue until you have a few hundred referrals. It’s going to take some time to be quite honest it’s in this stage that most newcomers will flake out. Remember, perseverance is key.

When you get to around a few hundred referrals, stop renting them and maintain the ones that you already have. Keep at this until your money builds up to at least a hundred dollars and pay for the golden upgrade that NeoBux offers.

I know exactly what you’re thinking right now, that I told you never to pay money to work. Once again, you’re right. But once you’ve made a little bit of money you’ve got to invest something back. This is a business that you can make a great deal of money in. Hell, if you were mowing lawns for a living, eventually you’d have to buy new lawn mowers right?

Anyway, you upgrade like I said and your earnings will double. Keep renting new referrals once you’ve upgraded and don’t cash out. Keep going until you’ve gotten to about two thousand referrals. When you do cash out, you’ll be able to do it to the tune of at least fifty bucks a day. Doing the math, at fifty dollars a day you could stand to make about fifteen hundred dollars per month. That’s if you stay at the plateau of two thousand referrals.
Chapter 7

Advanced Referral Tips And Secrets

Author’s Note: For this next chapter I’m going to be turning things over to a friend of mine, Randall Griffin. Randall is actually the person that got me into the PTC game and I probably owe him dearly for the house I am currently sitting in. When I told him I was writing this book, he expressed a great deal of pleasure at the opportunity to give some of his own expertise. Without any further ado, let’s hear what he has to say.

Believe it or not, I actually started out in the PTC game back in the days when people still used phone lines to connect to the internet. Some of you probably can’t even imagine living in that kind of personal nightmare, but that’s what we had to deal with. God help you if it were a video ad. You’d be there all day for a few cents. So you had to come up with alternate means of making money.

Luckily for myself, I worked in a video store full time around the time that mom and pop businesses were having internet connections installed in their buildings so they could conduct business, or screw around if things were slow. The town that I lived in was this small one in the Midwestern part of the United States. If it wasn’t myself in the video store, it was the owner. Told you it was small.

Anyway, there was a great deal of downtime, especially during the morning and afternoon when it seemed the whole town was at work. Hell, even my boss had a part time job. Being fresh out of high school I was taking this job as an opportunity to earn an extra few bucks and enjoying myself. Probably what you want to figure out how to do by getting into the PTC industry right?

Anyway, when I wasn’t at this little job that was such a slice of heaven to me at the time, I was at home on the computer clicking away at ads. Then almost by accident I stumbled onto a referral. I put it out there as the link in the comments section of a message board I would read.
Some time went by and I got a notice one day in my email that I had earned like two dollars because somebody had clicked on the link and then bought something. To this day I don’t even remember what the referral was for, but I remember somebody telling me I made money from it.

Once I did a little bit more research into this I found out that you can do this as many times as you want and the more times that people click on it the more money you make. So I utilized my time at the video store. Boss put in an internet connection remember?

Anyway, while I wasn’t helping a customer I was surfing like I would normally do, looking at message boards and things like that. I would almost always leave a comment or try to add to the discussion, leaving that all important link somewhere in the response.

Over time, I was able to save up enough money that I could have quit the job whenever I wanted to. Eventually, the owner wanted to retire and sold me the business for a relatively nominal fee. I bought it all with money I made through making money from referrals.

When one of the major video store chains came a calling about a year later, I was able to sell them the rights to the store at a pretty substantial profit. And yes, I did send a very nice check to my former boss for giving me the opportunity in the first place. The funny thing about it, a few years later this thing called Netflix came along and put the people that bought the store out of business.

Anyway, I told you that story so you can understand that anyone can do this. You can be a college kid at a part time job or you can be a retired auto worker that has a little extra time on their hands. You don’t have to really be tethered to your desktop computer. You can be sitting in a Starbucks for crying out loud and be paying off the coffee you just bought from one post of a referral link.

But how do you do that? How do you actually get the referrals? It’s a very big part of how successful you are in PTC programs of any kind. How successfully you handle the referral side of the coin may be the difference between just making a few bucks on the side or making a few thousand dollars on the side. The larger the amount of referrals you have, the more money that you make.
You are going to realize that there are a ton more people in the same situation you are in. Everyone is trying to get people to join something via their own referral links. It’s a little bit of a shark tank atmosphere.

Well, it’s like trying to crack a walnut using nothing but harsh language. But if you do what I tell you to do here you will most certainly get yourself a fat stack of referrals in no time.

Let’s examine the ways you can get people to join a site using your referral link. Getting them takes a little bit of time and effort; but nothing that was ever worth anything truly ever comes easy.

It’s the reason a filet mignon takes a great deal of time to cook and a burger from McDonald’s takes about a minute. If you are doing your daily ad clicking, open up another tab in your browser and post on some forums. That way you can get all the ads you need to view taken care of while at the same time you can roll out your advertising machine.

Here are some places and different methods that you can use to get your links out there.

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**Forums and Message Boards**

Chances are, you’ve looked at a message board sometime in the past twenty four hours. Personally, I’m a member of a few different ones. Couple of them would qualify me as a stone cold nerd if I revealed them to you. Gotta keep my rep you know.

Anyway, if you enjoy anything in the slightest there is a message board dedicated to it. Post to these things regularly. After you’ve built up a reputation as someone that’s got an engaging opinion, start placing referral links in your signature. Most message board moderators are usually pretty lenient when it comes to what you can put in a signature.

Reason being is that you aren’t actually taking the body of the message and using it to spam your links. If you post replies to a message board ten times a day for example, it’s no big deal to them that the links show up with that same frequency. If you just posted nothing but links then people would start to get a little upset.
Message boards are a great way because you can literally do them anywhere. You can be on the International Space Station and put post on a message board. Shoot, I was on a flight from New York to London a few months ago and paid for my plane ticket just from referral income that was generated on the site. I utilized the plane’s Wi-Fi and just went around posting on message boards like I normally would. I touch down in London and check into my hotel room.

I log into my email and I see a deposit notice from PayPal that had at least three or four digits in it. The point with the message boards is that if you are willing to do something for free you can easily make money doing it.

### Blogs and Websites

The use of a blog or a website is also extremely helpful due to the fact that it can help you keep track of the PTC sites you are on. It will also allow you to review the sites you have tried out and some of the ones that you are currently using or testing the waters with.

The absolutely wonderful thing about a blog is that once again, you can keep track of what you are doing and to make this information public so you can make money from Google AdSense as well as gaining referrers to the sites that you are promoting.

Quick side note about Google AdSense. You get a blog with some good content going and then put a couple of well placed ads, you might be paying for your referrals just from your site traffic alone. Remember, even if they don’t click on your links that Google ad might entice them enough to click. You can never be too careful.

Guess what, a lot of what I am going to tell you that you can use hand in hand with other tips. Remember those message boards I spoke about a moment ago? Well, you can advertise your blog in the signature. Now, that’s not to say that it’s going to be easy. Effectively promoting a blog via a message board is going to take some time mostly due to the fact that how many people will actually come into contact with your link is dependent on the traffic of the message board.
One way to quickly rectify that problem is to advertise the message board itself. If you’ve got a particular sub forum that you frequent where your links can be seen. That way, you will generate traffic for the board while you know that you’re doing it so more people will see your links when you post things. Seeing as how most moderators on message boards regard the signatures as more of an afterthought; they’ll just look at you as some guy on the board doing something nice.

Promoting your blog this way is going to take a little bit of time to build a base that you can work from to rake in cash, but if something spreads by word of mouth the followers tend to be more loyal.

One site that I’ve seen people use a great deal in this regard is Squidoo. For the three or four that may not know what Squidoo is, it’s basically a platform that allows you to create pages for subjects that interest you which you can promote for profit. So if you’ve got lawnmowers for sale, you can make a lawnmower centric Squidoo page and use that to help you sell lawnmowers.

If you build your page, which is otherwise known as a lens, well enough and promote it; you will get featured on their search page and the visits to your page will rise exponentially. Think of some of the YouTube videos that you’ve watched that almost seem like they get a million views overnight. It’s because they have a partnership with YouTube where they advertise your video for you by highlighting it in search pages. Same principle here.

It’s absolutely important if you decide to go this route and take the time on your page to explain what PTC is. Granted, you enter those three letters into Google in that order and you’re going to get some mixed results that have nothing to do with the industry we’re talking about. Do this just in case you get some curious party that has never heard of the PTC industry before. Be simple yet informative and don’t ever exaggerate.

And for the love of God, don’t ever make false claims. We live in a world where people are trying to blow smoke up our backsides from the moment we wake up. Look at fast food ads on television. There’s no way that burger they’re showing in the McDonald’s commercial is going to actually be the one you receive.
In the best cases, you’re damn lucky you get one that doesn’t look like it was stepped on. You want to try and be the one honest person in a world full of charlatans.

If you tell somebody that they are going to make thousands of dollars a month, I guarantee you that once they sign up for a site and see that they get twenty one cent ads a day, eventually they will do the math and figure out that in all honestly that isn’t enough to buy them a cup of coffee.

You don’t just want people signing up, you want active referrals. To get those, you have to show each new visitor how they can succeed in this business if they really want to put the proper effort into it.

Otherwise, they are going to get upset at the low money numbers that they will be earning right out of the gate. So you have to put strict emphasis on the referrals and that they need to be patient. Remind them that even the richest people in the world started out at the bottom.

Patience and referrals. This is how they will end up making money in the PTC world. If they make money, you end up making money. By the way, when you post referral links, don’t put them all together in what seems like some giant referral link holding pen. It’s extremely tacky to do this and it doesn’t show the viewer anything other than a random mass of links.

Visitors to your site are going to be impressed by a couple of things, number and stats. Give them a little backstory on each one. Tell them your opinions and what your favorites happen to be. What are the ones that you seem to earn the quickest with? Give any info that you believe to be relevant. We will talk about these further, but Squidoo has a frame breaker placed in its code so you’re not going to have much like down that avenue as far as traffic exchanges go.

The best way is to simply promote the thing everywhere. If you’re reading this, chances are you’ve got either one or fifty social media pages where you post about how your day was.
While you’re keeping all your friends and family up to speed on how your last vacation went, slip in a link to your blog or your site. We’ll get into this in a moment, but email everyone you know too. One of the unfortunate drawbacks to using Facebook is that occasionally people only view what’s been in their timeline for the previous hour or so. They may miss your link. An email they are basically forced to look at.

Join groups and organizations related to your particular topic. This is a layup because people are going to look at your page just for the fact that it’s got something to do with a topic they have been interested in before they ever heard of you.

If you build a site that’s convincing and informative, combine that will promoting the site effectively; you are going to get referrals flowing in. Now, not all of them are going to stay active.

Some are going to maybe click on a couple and decide that this isn’t for them. That’s fine, occasionally people will try a Coke and decide they like Pepsi instead. Besides, you can interact with the ones that stay on board and you can encourage them to keep at it when they feel like things aren’t going well on a particular day.

**Refer People You Know**

This may not be the most appropriate one in some situations but if you know people that might be keen to the idea of getting involved in the PTC industry then tell them about it and make mention of anywhere that your links might be seen.

One of the best things about PTC sites is that you can tell everyone about them and about your humble little blog. They are all free to look at so nobody gets hurt if something somehow manages to go wrong. All they’ve lost is a little bit of time. Make sure you tell them though, that there are some PTC sites that have shaky reputations. So make sure that you only promote to them the ones that you truly believe in.
Traffic Exchange Sites

In a nutshell, traffic exchange sites are places that offer their members the ability to advertise their links and banners after viewing other links and banners. Think of it like the friend that helps you move after you’ve helped him move.

The way it works is that you sign up to a traffic exchange site. You view some ads the way you would on any normal PTC site. Instead of getting compensated in cash money, you are given the ability to advertise your banners and links.

They normally offer a standard ratio of exchange between ads viewed and ads you can post. For example, a traffic exchange site that has a one to one ratio will almost always allow you to get one click on your link for every click you make to somebody else’s. Scratch someone else’s back and they scratch yours.

Now, to make the most out of a traffic exchange site you’ve got to build a splash page. You’ve got to pack as much information into that page as you can. Remember, you get one click for each time you click so you’ve got to make this bad boy count. If you don’t, people will go right past your page.

That being said, you’re going to need a page that will load up quickly and get the prospective viewer in to click as soon as humanly possible. Often it’s the case that the signup page for a PTC isn’t exactly the most inviting. You need to sell it hard if you want them to become a referral. Another big thing is that occasionally when somebody clicks onto a referral link, if they click onto another page to check out that site you will no longer be their referral. They are somebody else’s now! You can avoid this little pitfall by selling them on the site with a good splash page.

Plan to dedicate a few hours out of the day to being on the internet. Spread that time out among as many sites as you can reasonably handle. Three is about as many as I can handle personally without starting to lose track of what I’m actually doing. You’re going to be on the internet anyway so you might as well load up a couple of your favorite podcasts and start clicking away.

Closing up this section, whatever way that you do decide to spread your links around; don’t spam people. It’s one thing to put a link up once a day, but if you send people emails every fifteen minutes you’re going to get hit square in the head by their block button. That is a fate worse than death in this industry. So keep your head up and use common sense when spreading the word.
Chapter 8

How To Make Money By Unplugging

Now, I know what I am going to say right now might sound like the ramblings of a raving lunatic; but you have to trust me on this. Sometimes you can make just as much money in the PTC industry with your modem unplugged and those little lights extinguished instead of flashing.

Don’t get the net and the guys with the white coats just yet. Think about this for a second. Even though the internet has been around for about a couple of decades now, there was actually a time when only a few select people had access to the information superhighway. Now, everyone and their grandmother has an internet connection.

We spend about three quarters of our time on the internet in what I like to sometimes refer to as busy tasks. Little stuff like checking your email, scanning through message boards, seeing how many people read our blog, and trying to teach grandma how to use Skype.

Before I had regular internet access, I remember driving home from work and thinking of everything that I would like to do if I had the ability. Sometimes, I would actually sit down with a pen and paper (remember those things?) and create a clear plan of action. A handwritten strategy of things that I wanted to get done. You’d never guess what happened the next time I actually got near a computer.

I engaged myself in a massive plan of action. I acted like the government was going to cancel internet like a network cancelling a bad sitcom. I got as much done as I possibly could. Here’s the steps that I took. I actually still do this to this day so don’t think that the pen and paper is an archaic method.
First thing I do is I completely cut myself off from anything connected to the internet. That means the phones get turned off, the computer gets turned off. Hell, I’ll even unplug the modem and my router form the wall.

I recommend just unplugging it. One time I dedicated myself so much to this idea that I actually disconnected all of the wires and put them back in their boxes. Wasn’t really fun trying to put all that stuff back in its original location. Just stick with unplugging it.

Next is I would do absolutely nothing related to computers or technology for at least an hour or two. Some days, I would spend that time going for a walk. On others, I would actually pick up a book and begin reading. Read through several really good books using this method. In other words, during this away time clear your head of any informational clutter that gets generated from spending copious amounts of time connected.

After giving myself that time away, no more than an hour or so, I will sit down and write down four what I feel to be the most critical things that I need to get done but I have been putting off. If you keep yourself away from any informational medium other than the stuff you can directly see and hear without that magical cable that runs up to your modem; you’ll be able to focus better and eventually you won’t be looking for that next text alert to come beeping in.

Under each thing I’ll write myself a quick five step guide to getting it done. The reason that you need to write it down instead of typing it out is that it’s actually a lot harder to dismiss an idea that you’ve written down as opposed to one you’ve typed out. The reason why is simple. What do you have to do to dismiss some idea online?

You hit the delete button. A simple keystroke that lasts a fraction of a second. What do you have to do to get rid of an idea that’s been written down? You have to either rip the paper up, crumble it up and throw it away, or set the paper on fire. You’ve made it easier for yourself to focus on whatever plan you come up with my making it harder to get rid of it.
Once you’ve studied your plan and have gotten it down in your mind, go ahead and reach behind the computer. You can plug everything back in. Do this at least once a week.

Like I may have said, the reason is simple. You cut yourself off from any distractions and you will force yourself to focus. I do this quite a bit. Because of the nature of the business, I spend a lot of time online. You can never truly review the way you are doing things and ways you can improve because when you are doing it you are so focused on the day to day operation that you don’t really see the forest for the trees. You end up missing something that you might need to correct to make your profitability soar.

It’s the same exact reason that companies hire outside firms to inspect their business practices. Most companies are so hung up on getting the job done that they sometimes miss a step and that step missed causes them to lose traction.

In your case, getting hyper focused on the job and not disconnecting once in a while may cause you to not see that maybe a referral here and there aren’t working as well as they may have been in the past. You end up not paying attention to one referral that has played itself out, chances are that you will end up repeating your mistake.

So every once in a while, you need to take a deep breath, disconnect the cord and figure out where you could be doing better. Besides, if you’ve already got links scheduled out you’re getting work done while the cord is disconnected anyway. Think of it like an employee review on yourself. Remember, this is a business and you are your own boss.
Chapter 9

My Journey
In The PTC World

Some of you might be wondering how I came across the success and knowledge to be able to write this book. A great deal of it came through trial, error and a great deal of frustration. A lot of it was due to the fact that I was inspired by the lack of actual readable PTC books on the market. There are enough of them to fill an online dump truck. However, most of them aren’t exactly the best written in the world and some only cover bits and pieces of the industry.

I want you to be able to get good, solid information as well as be able to understand it. I hope you’ve learned something from what you’ve read so far and can input it into your life as a way of making a good sum of money.

That being said, here’s the way I’ve gone about things from not knowing anything about the PTC market until where I am right now. My good friend Randall that was kind enough to write the guest chapter that you just read actually introduced me to the PTC game. We were old friends from high school and when I went off to join the military he stayed behind in our small town to attend a community college.

Every year or so I would come home during my time in the military on holidays. Almost every time I would come home, I would ring him up at his parent’s house to see what he was up to. Practically every time he was sitting across town behind the counter of our local mom and pop video store. Yes, we came from a town that had one video store. Strange huh?

Anyway, every time I would walk into that video store I would always see him in between checking out videos for customers clicking away at a computer or posting something online. If he wasn’t looking at the computer that handled the rentals he was using the computer behind the desk. I would always look and he’d be posting on a message board.
Over time, I would come back home and I would notice something. When we would have our customary “Welcome Home” evening out, he started paying for everything. When I mean everything, I literally mean everything. From the meal we ate to the drinks we had after, I don’t think I opened up my wallet once. I thought nothing of it and figured it was just a good friend being nice. In my mind there weren’t really any dots to connect.

Fast forward to the last time I came home. I ring him up at his parent’s house and to my surprise he wasn’t there. His parents had told me that he purchased a home in this development that they had been building for a couple of years while I was away. My head was racing wondering how the hell this guy working at a video store was able to buy a house. When I say buy the thing, I mean pay for it up front. No financing or anything.

Come to find out, Randall had bought out the owner of the video store when the guy decided he wanted to retire to Arizona or something like that. Once again, how the hell did a video store employee end up owning the thing? Well, you know the story by now. He somehow bought the store, then flipped it a short while later when he saw that a national chain wanted to get into our tiny little corner of the world. He had bought the house partially with money from the sale of the business.

Over dinner, I asked him once again how in the heck he got in that position in the first place. My buddy Randall had never worked more than part time at a minimum wage job at a video store and now all of a sudden he’s buying a house! He reminded me of all the times I would come into the store and see him clicking away or typing some post on a message board. That’s when I got introduced to the PTC industry.

I didn’t have a book to learn from, I had my friend Randall and he was more than glad to help. He gave me some of the finer points that I have later modified and given to you in this book. He pointed me in the right direction and now I’m going to tell you the path it took me down.

At first I didn’t even own a computer. So I would hunker down in the town library and use their less than lightning quick internet connection. Sometimes it seemed like carrier pigeons would have been a faster mode of communication. That being said, it was a free way to get started. He got me signed up with a couple of good PTC sites, some that I may have spoken about to you earlier.
Of course getting a PayPal set up was the next thing. I had honestly never seen or heard of PayPal before this. Remember, a lot of these now world famous sites and services didn’t even exist when I joined up after graduating high school. I got set up and ready to operate.

I have to admit that the first week or so of going to the public library every day during the week and clicking on ads for an hour a day was about as frustrating as you would believe to somebody that didn’t have the complete picture of how things worked. Eventually, I had clicked on enough ads to where I made about five or six dollars. It wasn’t much, but I was sort of amazed at the idea that I could make a few bucks here and there just from clicking on links.

I called up Randall and asked him what the heck I should do with the money. It wasn’t much and I have to admit that I was a little bit dejected. I couldn’t exactly spend it on anything. That’s when he chimed in about referrals.

By the way that I understood it, the referrals were where he lived and breathed. It was where he made his house buying money. He told me just as I have told you to take a portion of that money from clicking the ads and invest it in the referrals. It felt kind of strange putting the little bit of money that I had made back into the site, but I trusted my friend and did it anyway.

I got my referrals going and started about promoting them. Luckily by the time that I came into the business there were these things called Facebook and Twitter. I liked going on message boards too so eventually I would put a referral link or two into the signature of each post. I kept clicking on the ads and would begin to put more and more into my referral budget.

I honestly didn’t check my PayPal for the first couple of months. My time was spread so thin on a public computer in between handing the referrals and posting links that I really didn’t have the time. You’d be surprised how many people there were waiting to use a public computer in such a small town.
After a while, my curiosity got the better of my and I decided to check my PayPal balance. There was about a hundred dollars in there. I was quite literally over the moon. I wanted to go out and spend it right away. Luckily for me, Randall stopped me dead in my tracks otherwise you wouldn’t be reading this book. He told me once again to take the same percentage of my proceeds as I had been before and put it back into my referrals.

Thankfully I took his advice. Had I not, I would have spent that money in a day and been back at square one before the final dollar was ever spent. I kept putting a little bit more into things until all I really had to do was send out a couple of links on Twitter and Facebook and do what I normally did reading message boards.

Around month six I looked at my PayPal balance and thought to myself that the number I was seeing had to have been a mistake. Without giving too much away, there was a number at the front that wasn’t a zero and three to the right of it that were. If I hadn’t been sitting down I would have fainted. I quickly learned from that point on that if you want to truly make money in this business, ads will get you started. Referrals are where you make your true money. Needless to say, I wasn’t working at the local grocery store anymore.

So where am I now? Well, I’m certainly not living in that small town anymore. I actually do quite a bit of traveling. Matter of fact, as I am writing this now I’m at about thirty thousand feet in a chair I couldn’t have afforded to look at let alone sit in before I got into this business. I just used the plane’s Wi-Fi to check my PayPal balance and it continues to climb. I generally spend about an hour out of the day maintaining the store, so to speak. I keep the referrals going and it seems like money is pouring in from all sides.

Going to give you a word of caution though. Not everyone is going to have the same results. This isn’t for everyone, and nobody is going to have the exact same set of results. Some of you reading this that are working full time jobs may only have a little bit of time to dedicate to the PTC business per week.

That’s perfectly fine. I know plenty of people out there that fund entire family vacations from the money they make through doing this. You can literally make as much money as you want, it’s all about how much work you want to put into it.
So here’s how the average day goes for me. I wake up bright and early with a good strong cup of coffee. Once I’m actually awake I’ll check my PTC sites, which I belong to about four of them. Was up to as many as eight at one point but four seems to be manageable for me.

I’ll spend about a half hour or so clicking on ads to keep the money trickling in for pay for an extra referral here and there. Then I pre schedule my referral links on Facebook. I do this using a website that I put up to sort of keep everything together in one neat location.

One trick I learned is that you can very easily link your Facebook and Twitter together to sort of simulcast the same message out in one post. So instead of taking link number one, posting it to Facebook and then to Twitter manually; I just post it to Facebook and Facebook shoots it over to Twitter for me.

Another thing I figured out that helps a great deal is that I keep a text file of every post that I want to put out there. I generally put out about five to seven different posts a day, so I came up with a list of about twenty that I can cut and paste directly into Facebook.

You’d be surprised how much time that saves you from having to manually type everything in. Besides, Facebook has that wonderful feature where you can pre schedule posts so each day I just schedule posts to go online every few hours, not repeating the same one for three or four days.

After about a week of the same posts I’ll sit down and come up with new ones so if a person only happens upon my page once every few days they get hit with new posts all the time.

After that I’ll write a good blog post. That doesn’t really take much, just need to say what’s on your mind. Spreading links is all well and good but engaging content is what will really drive people to your page. Especially if people end up sharing the link with other people.
The most this ever really takes me is about two hours a day. So for ten hours a week I’ll do this, giving myself the weekends off which is kind of funny when you think about how little time I actually have to put into this now.

Every few days I’ll check my PayPal balance and then put a little back in. Sometimes you’ve got to spend money to make money.

Luckily for me, I can spend the rest of the day doing what I want. Even if I feel like traveling, which I am doing as I’m writing this book I can still make money. If you’ve got an internet connection anywhere around you, you can click your ads and post referral links.

I’m very lucky to have had somebody introduce me into the PTC business. You may not get much at first, but through time and effort you will get out what you put into it. That much I can promise you.
Chapter 10

Frequently Asked Questions

For the benefit of some of you that may have sped read through the book and missed an important point or two, I’m going to finish things up by including a brief set of Frequently Asked Questions. Take a look at them and read the book again. Getting a pen and paper out to take some notes might help you as well.

What Is A PTC Site?
A PTC site is a website that pays the members of the site to click on and view the ads of another website. These ads can range from any type of good or service imaginable. A PTC site is the direct connection between advertisers and the members of a particular PTC site. An advertiser will pay a fee to the PTC site and shares a portion of that fee with its members with the only condition that the members click on and view the ads.

How Do You Earn Money?
To earn money from a PTC site you have to click on a list of ads that are shown in your member area. It’s generally a good idea to do this on a daily basis due to the fact that some PTC sites will penalize members for continued inactivity.

Clicking The Ads
The number of ads that you are generally allowed to click on will change depending on the site. Some will give you ten ads per day while some allow you about a few dozen.

How Much Money?
You can generally earn about one or two cents from every click of an ad. This amount can increase exponentially with every referral.

What Is A Referral?
A referral is a person that joins a PTC site through your referral link or a person that opened up an account at the PTC site and is attributed to your account via a site administrator through renting or buying.