

# Social Network Profits

A Free Informational Report - Version 1.00

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**"How can an ordinary person like me -  
doing everyday, ordinary things online -  
make extraordinary profits?"**

If you want to answer a million dollar question, this is the one that people want to know: "How can I do simple things online and make lots of money?"

Social Network Profits is my story about how I am getting connected with other people on my journey to online profits. It is the story of how an ordinary person like me is doing ordinary, everyday things (that anybody could do) with the hopes of achieving extraordinary profits.

Social Network Profits builds on the answer that I am constantly hearing, when people ask: "How can an ordinary person make extraordinary profits online?" That answer is: "Get connected."

**Get Connected: Build A Social Network**

The idea of building a social network in order to find profits takes the idea of money-making at its most basic level. Profits come from the connection and communication of a willing seller with a willing buyer.

This report is a social network building tool. It is a piece of communication from me to you. I clicked "send", and you have completed the connection by clicking "open". Simply by virtue of the fact that you are reading this report, I can count you as a member of my social network. Even if it is only this once, even if you stop reading before the end of this paragraph, you have permitted a connection and a few moments of communication to take place between us, and I thank you for this opportunity.

There are other levels of connection that may be taking place between us. Quite possibly, you have decided to receive more information from me through my email list. By that subscription, you have asked for an ongoing connection and for future communication to take place between us. I want to thank you for that commitment as well. (If you would like to join my list, send an email to me at highlyclever at yahoo dot com, and ask to be added to my list of subscribers.)

Again, it may well be that you are connected with me on yet another level, at one of the online social gathering spots that I frequent - a blog or an online community - where ideas are freely exchanged between us. I appreciate having you as part of my network there, too.

However it is that we are connected and however it is that you have come to read this report, someone or something led you to believe that a connection and communication with me may be of some value to you. We have connected, and communication is taking place. And while it may only last as long as it takes for you to finish reading this report, you have become a member of my network, and I appreciate your time and your interest.

### **How I Am Building A Social Network**

I have outlined above some of the ways that I am working to build my social network - (1) by giving away a free report, (2) by building a list of email subscribers, (3) by blogging and posting to online forums and community sites. These are some of the very simple, ordinary, everyday things that regular people can do to work their way up to Social Network Profits.

I am participating in existing social networks (such as online communities, leaving comments for bloggers), where I can connect with potential future customers. As I participate in these existing social networks, I try to make valuable contributions so that I may be recognized by potential customers as a valuable source of information.

I am directing traffic from these existing social networks to the new social network opportunities that I am developing (in the form of my blogs, subscriber's list, web site, etc.) In order to draw new members into my new social networks, I offer valuable offerings to those who join, offerings such as this free report.

### **My Social Network Goals**

In the process of building my social network, I have four goals, and I consider my social network to be most successful when it achieves these four goals:

1. Since you have entered into my social network, it is my first goal to keep you connected for as long as possible.
2. Having made a connection with you, I want to impress you so much that my connections can be widened through you - so that those whom you know might also come to see value in the information and the products that I have to offer.
3. In order to keep you connected for as long as possible, I need to continue to deliver high quality and value to you.

For my part, I recognize that this little social network that we have going between us - our continued contact, your willingness to read what I write in various places, even your willingness to recommend me to others - will depend very highly on the things that I do to maintain our connection. In part, your willingness to continue to read what I write will depend on the value that I am able to continue delivering to you. Thankfully, I can continue to keep this social network alive on my end by doing some very simple things: sending emails, blogging, taking part in discussion boards, *etc.*

In addition to delivering quality and value, I also recognize how important it is that we share a level of trust between us, and so I am going to step beyond many other internet marketers and be quite frank and honest with you as I state my goal number four (which is really the underlying goal of my entire program):

**"My Goal Is To Make Money For Me Through You"**

4. It is my ultimate goal in setting up a social network is to make money for me through you.

I agree - when I put it like this - "My ultimate goal is to make money for me through you" - I seem very selfish. But in order for my selfish goal to be successful, I need to find ways to help you profit, too. If I end up giving you nothing that helps you to succeed, then it is ultimately my work that suffers. (Who would want or recommend something that helps nobody?) If my work can help you to succeed - and even go beyond your expectations - then the result will be that with every success that you achieve, my work becomes even more valuable to you and to others.

So this final goal for me is that, through my contact with you, I hope to be able to deliver something to you that you will value, and I likewise hope to receive something in return that is of value to me.

### **Making Social Networks Profitable**

How do I hope to make a profit by using social networks? There are two ways that I see to use social networks and make a profit.

In the first place, some existing social networks will actually pay you for your participation! Because of the profits that your contributions are able to generate for them, they are willing to "profit share" in order to attract traffic to their sites, and so this makes for one way that participation in a social network can offer me some form of profit.

My ultimate goal is to build my own social network, as this is where I believe that the bigger profits will be found. I am attempting to do this by going those pre-existing social networks in order to recruit members for my new social network. I weigh the pros and cons of each community (based on site guidelines, number of users, site focus and interests, etc.) to see how these factors help or hinder the achievement of my goals. (I would definitely pass over participating in a site that allows no self-promotion whatsoever. Likewise, I would not try to promote a weight loss product in a community that is primarily interested in fixing automobiles.)

Since there are some sites that will actually pay me for my participation - I find these sites rather attractive as I attempt to use social networks to achieve a profit.

## **A Paying Community Site Example: MyLot.com**

[MyLot](#) is an online gathering spot where people from all over the world gather to discuss (in English) their common interests. This site pays its users for their participation, and I believe that the earnings system gives [myLot](#) a few advantages (over non-paying communities) in attracting my participation.

Advantages of [myLot's](#) earnings system. The first advantage is that quality participation (according to the site's guidelines) is financially rewarded.

Did we mention that you get paid (cash!) for your valuable contributions here? That's the best part of myLot for many users.

While it is great to be paid for my participation, I understand that I am not first and foremost trying to "make a living" through these site earnings; they are too low and too slow (at least in the beginning).

I keep in mind the fact that the real financial winners are those who operate the social network, and so, at [myLot](#), these winners are the site's owners themselves. From my outsider's point of view, it seems to me that these site owners have the biggest benefit from the social network that they manage. They have huge opportunities to make money from sales - mostly from the sales commissions that they receive for (clicked-through) advertisements that are posted across the site.

So while [myLot's](#) earnings system is a definite advantage in attracting my participation, it is actually the second advantage that I find weighing more heavily on my consideration for site participation. That advantage is this: [MyLot](#) boasts more than 130,000 registered users, and I would suspect that most of these users came to [myLot](#) looking for an easy cash payout. In exchange for their quality contributions (starting discussion posts, making comments on discussion posts, posting images, as well as recruiting new site members), the site has promised them a payment, based on the site's secret "earnings algorithm", and these users have embraced the opportunity to make some spare pocket change. I suspect that most of the registered users at [myLot](#) came to the site because they wanted to make money, (promoted as "the best part" for many users,) which means that [myLot](#) presents online marketers with a significant population of "opportunity seekers" for a target audience.

If you are not already a member of [myLot](#) and would like to join, you may follow the links that I have included for [myLot](#) in this report. If you use the links that I have provided in this report, [myLot](#) will be notified that I have directed you to their site. I will then receive a referral credit for having directed you to them. The address spelled out in long-hand is as follows:  
<http://www.mylot.com/?ref=highlyclever>

Both for the first advantage and for the second, I make money on [myLot](#) through my participation. Not only does the site pay me, but I also find ways to make my participation on the site "pay me", too.

As I said above, my goal is to build my own social network, where I believe that the "big money" is waiting to be made. Being very careful to follow their rules, I am using [myLot](#) to build my social network by using the community to make connections with potential future buyers. (I am careful not to violate site rules, because I don't want to be expelled from the community for any violations). I look for ways within the site's rules to direct users into my social network - to my products, to my blogs, to my email subscription list, etc., so that I can profit "through sales".

An example:

Users at [myLot](#) identify themselves by their areas of interest - posting discussions within interest areas that cover topics from "blogging" and "the internet" to "watching movies", "earning extra money", and even "life" in general.

Right now, I am going to go and visit the [myLot](#) interest group called "Watching Movies". At present, over 35,000 of [myLot's](#) 130,000 users have registered this topic as one of their personal interests.

As I open this group, I find discussions about popular movies and actors. Here is a sample of the questions being asked: "Who is excited about this movie?" "What movie are you dying to see this summer?" "What are some of your favorite movies?" (There are a couple of threads about popular movies. There are a couple of popular actor/actress threads.) And here's an interesting one: "I want to rent a couple of movies this week, what should I get?" (Think of the possibilities with that one!)

Let's say that I go over to [blogger.com](http://blogger.com) and register a free blog for myself called "moviereviews". (Actually, that one is already taken. But "[trailingmovies](http://trailingmovies)" is not, so I just registered that one for myself: [trailingmovies.blogspot.com](http://trailingmovies.blogspot.com).)

This past week, I just saw the latest Disney/Pixar movie with my kids (who loved it). I could write a short review at my blog (a reasonable expectation for length on blog posts is 250-600 words). And since I have outfitted my blog with advertisements from Google's AdSense program, I have a possible source of revenue as visitors come to read my review of this popular movie. (And after the movie comes out on DVD, I can join as an affiliate for a DVD seller - a site such as Amazon - and put up a link for visitors to buy the movie through my site... and make commissions from the sales!)

At this point, I have a blog, but nobody knows about it. I could go back to [myLot's](#) "Watching Movies" interest group, and re-open the discussion about this summer's popular movies and post a comment. Or I could start a new discussion about the movie itself - saying that I saw it and that I thought it was great. And then, before I sign off on my post, I would remember that [myLot](#) encourages its users to

Make sure to post useful links in discussions when necessary to provide authoritative guidance or to refer to a third party article.

I would also remember that according to [myLot's](#) rules, I should not:

Post any links promoting other affiliate programs or that do not pertain to the discussion. Posting the same link over and over or posting links that have no relevance to the discussion is not allowed.

Is my new blog an authoritative source about this new movie? Certainly! Could I sign-off at the end of my post: "A more detailed review of this movie can be found at [trailingmovies.blogspot.com](http://trailingmovies.blogspot.com)"? Absolutely! (If [myLot's](#) staff finds the post inappropriate, they will remove the post. However, according to my reading of the site's guidelines, this should be appropriate.)

A final question that needs to be answered for this example is: "How do I get blog visitors to join my network?" Since I am trying to build a social network in order to achieve profits, I want to find ways to keep visitors "connected" so that I have an opportunity to earn a profit through them.

[Blogger](#) makes "becoming connected" an easy operation, as their blogs have a set-up option in the layout section for adding a block that enables feed subscriptions. Visitors that are interested in [trailingmovies](#) can therefore join my blogging social network on that topic by signing up to receive notifications of updates (new posts and comments). They can select the feed of their choice (Google, Bloglines, Netvibes, Newsgator, or My Yahoo!) to subscribe and stay connected to my blog.

Summary Thoughts on MyLot. In order to make a "dollar" (or even hundreds of dollars) with [myLot](#), I need to work to build a presence on the site, to connect with others users and offer something of value to interest them, to continue to comply with the site's rules, and most especially, to take advantage of opportunities that the site's rules permit. My goal is to find ways (without getting banned from the site) to add new members to my social network, and as long as a site like [myLot](#) allows me to do this - by making valuable site contributions - then participation on the site is worthwhile for me.

Starting out on [myLot](#), here is the path that I have taken. (Similar things can be done with other similar sites.)

1. I registered a username (highlyclever) for which I also own the corresponding "dot com" (<http://highlyclever.com>). As I have participated on social network sites, I have found that users will sometimes type in other user's names and add ".com" to see what they will find, and this is a great "promotion" that sends traffic to my site.

2. I have customized my personal profile page so that users who want to learn more about me and what I have to offer can go to web pages that give me a greater share of the profits.

3. I post everywhere that I can within the site to increase my general exposure to the community, but most especially, I post in interest areas and on topics that match the products that I offer.

Please note: I do not use my discussion posts to try to sell products to other users; this would violate site rules.

I try to make valuable site contributions with my posts, so that my contributions attract the attention of other users. Having caught their eye, they come to my personal profile page (or add ".com" to my username) and go to learn more about me and see what I have to offer.

### **"How Can I Make Money Once Visitors Come To My Site?"**

This is another million dollar question that this report hopes to answer. I have alluded to this answer throughout this report, but here I will state it clearly: Offline or online, sales is going to be an important part of any money making equation. The way that most social network sites make a profit is by directing visitors to "pitch pages" or "purchase pages", where sales are made and money "goes to the bank".

A social network site owner makes its money through sales. The site owner may have a product to offer directly. For example, if a matchmaking site targets singles, what better product could be offered than the ebook: "How To Get People To Like You For Who You Really Are"?

(My latest product is a digital report called "[Simple Steps to Protect Your Digital Goods Online](#)". In this report, I offer a simple checklist that every online seller should use to make sure that their valuable online digital products - sometimes sold for hundreds of dollars! - are not available using simple methods for the general public to download freely - without payment.)

Social network operators may profit by selling their own products, but they also frequently turn profits by promoting the products of others. Affiliate advertising programs make these promotions easy, as ad serving programs scan pages for content and place content-related advertisements on the page; when content-interested readers click through on the advertisements, the site owners receive some form of compensation. (Another way of making a profit by promoting others' products is by participating in affiliate programs (such as [Clickbank](#)) where commissions are paid for product sales.)

A third way that social network sites profit is by charging a membership fee. I currently do not exercise this option, although there are many sites and many internet marketers that do charge membership fees. (The demand for these sites and the information offered would need to justify the expense in the minds of their users.)

A fourth way that social network sites profit is by looking to the long-term for sales. While immediate sales are great, what is far more likely to happen is that visitors who "join" a network are most likely in a frame of mind to "browse before they buy". It is ok that they want to do so, but sellers need to be equipped to keep these visitors connected and to keep them interested in the seller's products. Email opt-in lists are a common way that sellers accomplish this task, sending out periodic "newsletters" or notes to keep these visitors connected and to remind subscribers of the value their products offer. This method is commonly promoted for social network sites as they work to earn profits.

### **How Am I Building My List?**

The conventional wisdom for building an opt-in list is this: A list owner offers something of value, and people subscribe to the list in order to receive that product. That "something of value" might be a free product - like this report that you are now reading. Usually, mention is made of a free newsletter or a series of quick "how-to" tips that are delivered over a period of time. Once a person subscribes (in order to receive the free product), the list owner works to promote products that are for sale (that will return a profit to the list owner when the list readers make a purchase).

## **How Can You Use This Report To Achieve Social Network Profits?**

This report does not simply benefit me; it can also benefit you. As I stated on the title page, I am giving this report to you as a free gift, and I am also giving you permission to distribute this report - for free - by sending recipients to the following address for the latest edition of this report:

<http://highlyclever.com/mostrecent SNP.html>

You can use this report as your own opt-in list bonus. As you build your list, you can say: "Receive a bonus report - Social Network Profits - absolutely free when you subscribe to my list!" It is my way of thanking you for your time and consideration, as well as my way of helping you to begin on your journey to Social Network Profits.

## Conclusion

This is a simple report, and more can certainly be said about Social Network Profits. The profits come through sales, and the sales come through the connection of willing sellers with willing buyers. Online social networks are great places to make those connections, and building your own network can be a profitable venture.

My goal is to make money for me through you, which means that my goal is for you to make money, too. I hope that you have found something of value in this report, and I look forward to hearing your success story!

Best wishes

N. W. Higgins, [highlyclever.com](http://highlyclever.com)  
highlyclever at yahoo dot com

## **Visit My Sites**

[Highly Clever - http://highlyclever.com](http://highlyclever.com)

[Bygonedayviews - http://bygonedayviews.com](http://bygonedayviews.com)

[Smile Outlet - http://smileoutlet.com](http://smileoutlet.com)

[Trailing Movies Blog - http://trailingmovies.blogspot.com](http://trailingmovies.blogspot.com)

[Spend to Grow Rich Blog - http://spendtogrowrich.blogspot.com](http://spendtogrowrich.blogspot.com)

[Nuttall Encyclopaedia -http://nuttallencyclopaedia.blogspot.com](http://nuttallencyclopaedia.blogspot.com)

## **Sites Referenced in this Report**

[MyLot - http://www.mylot.com/?ref=highlyclever](http://www.mylot.com/?ref=highlyclever)

[Blogger - http://blogger.com](http://blogger.com)

[Clickbank - http://clickbank.com](http://clickbank.com)

[Amazon - http://amazon.com](http://amazon.com)