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Make Your Virtual Cash Register Go KaChing!

The Web is a powerful "money button" that can connect you with vast networks of customers, solidify your business image, and create continual growth. The key is in knowing how to install that button effectively. In an era of blogging, social networking, message boards, and websites for every subject under the sun, it's difficult to figure out which Internet tools are the ones that will make your virtual register go "KaChing!" It's also important to create an overall strategy with these tools that will maximize your time and web usage.

Fortunately Joel Comm, one of the world's leading experts in making money online, delivers tips, tactics, and commonsense guidelines to customize your Internet approach with KaChing. From walking you through the best blogging tools for your needs to exploring the many avenues of Twitter, Linkedin, and web networking, Comm demystifies the many options the Web has to offer-and helps you clarify your business strategy to better reach targeted audiences.

KaChing will show you:

- 7 web content types that work together
- People who can help you generate content that gets hits, mailing lists, and merchandising
- Advertising strategies that connect you with contacts, partner sites, and customers
- YouTube, webinar, and other online video tools
- Branding approaches that speak to your customer base
- Search engine optimization (SEO) tips that get your web site and business more attention

- Sales Rank: #98947 in Audible
- Published on: 2010-07-20
- Format: Unabridged
- Original language: English
- Running time: 479 minutes

Most helpful customer reviews

126 of 135 people found the following review helpful.
good for some people
By E. Helm
I have been looking for legitimate ways to make money online and got this book to help me do just that.

Some of the book was great, but there were also a lot of confusing and unorganized parts. In short, the book was all over the place.

Some of the sections were very basic and others more advanced. I'm not sure if it's for a beginner or

somebody that is advanced. It doesn't really focus on one group. You'll get something out of it I'm sure, but if you're like me, only about half of it will apply to you. Because of this, I'm rating it right down the middle.

A few days before this book, I read Laptop Lifestyle - How to Quit Your Job and Make a Good Living on the Internet (Volume 1 - Quick Start Guide to Making Money Online) and was glad to have done that, since I feel it helped me to "read between the lines" with the information in this book. There were times when reading this one that I was going right along with the author, understanding what he was saying, but then he'd lose me by jumping to something else without finishing the thought. At the end, I was left with a bunch of odds and ends of a big picture but no real plan of action for making money now, with the exception of Adsense ads on a blog I have. If all the needed information to make a good living online was in this book, it wasn't organized well. He talks about blogging a lot, so perhaps this book was developed from random blog articles?

Just to give you an example of what I'm talking about, the first part of the book is a very basic section he talks about setting up a blog with Blogger. Then he talks about adding ads to make money from it. I was with him at this point and that's what I've done so far. He gives a list of banner ad companies and talks about Google Adsense and that was helpful to me. If you are not online at all, this is a good thing to read to make that happen although some of the finer details and technical terms are not explained well. If you've been doing this a long time, maybe you'll do better than me at figuring out how it all fits together, but if you've been doing it a long time, you're probably beyond a free blog on Blogger, too. I just started and am already seeing the limitations.

I enjoyed the part where he talks about "7 Types of Content" to put on blogs. For example, posts that review things, posts that interview people, "Top 10" lists, and Q&A posts. This gave me some good ideas and was the highlight of the book for me.

Then he starts to get more advanced and talks about buying articles to post on your blog, which I think is a good idea, because I'm busy. My hope of saving some time didn't last long though because when I went to the site he recommended, it appeared to be brand new, with only a few articles to purchase.

This is the kind of "back and forth" you get with this book. One minute you're following along and completely with him, then there is a detour that kind of derails the plan or at the very least confuses it. One minute he's doing something for beginners, like helping you get a free blog up, and then he spends an entire section talking about legal issues of posting testimonials.

Then he talks about passive revenue with membership sites. Then speaking. Then coaching programs. Then branding strategies. Then how to deal with PR and media people.

There is a lot of information here, but very little detailed information. If you are looking for a book that is going to guide you step-by-step to a business that makes money online, this is not it.

What this book does well is give you little ideas you can use in an existing business. The only problem there is that he jumps around to so many areas, he doesn't give the finer points of anything. I was hoping for more specifics.

20 of 22 people found the following review helpful.
Good book if your online business is blogging!
By Josh Charlesworth
When I bought this book there wasn't too many reviews and so I relied a little on the title to sway me 'How to

Run an Online Business that pays and pays'. That was what I was after and so I was hooked.

Initially I was a little disappointed, not much, but a little hence the 4 stars. I say this only because I felt the book largely centres around blogging your passion, your expertise or what interests you. Many of the tools, techniques and advice that Joel Comm discusses tie back to making money from blogging. Sure you can make money from your online business via blogging, but I just felt it was a little too one dimensional, as Joel Comm didn't look too much past this (blogging). Some online businesses are not just about blogging! Having said that Joel does discuss affiliate marketing and ways to make money from your site via membership and coaching programs but again its geared around your knowledge and doesn't touch on other online business strategies for those who may be trying to make money online via other initiatives i.e. selling products.

That said this book is easy to read and isn't overly complicated. Joel Comm delivers by providing a number of models on how to make money, most of which are geared around Google AdSense. He does though delve into AdSense discussing the importance of ad layout and formatting. At times I found I couldn't put this book down and was getting carried away with how I, someone who has never considered blogging, could maybe make a living from it. Joel Comm inspires you and makes you believe you can. I've never heard him talk, but he writes passionately, which I believe gives what he says credibility. If he believes it then I will too. Importantly he is a realist, advising making money from an online business takes time, effort in building networks and then more time. It doesn't happen overnight.

If you blog and want to make money from it, then I'm sure this book will help as many of the tips, tools and techniques suggested are clear and easy to understand. If you run an online business selling a product then I believe there are better books on internet marketing, searching engine marketing etc.

26 of 32 people found the following review helpful.
Another Great Book From Joel Comm
By Book Crazy
I received Joel Comm's new book "KaChing" from Amazon and read it from cover to cover. The book is very well organized and an easy read for anyone. I consider myself quite web savvy and I found lots of little gold nuggets in this book. The concepts he explains are driven home with case studies. This is a great book if you dream of trading in the 9-5 for web entrepreneurship or need some extra cash.

A few years ago I bought an eBook on a forum from Joel that would later become the best selling book The AdSense Code: What Google Never Told You About Making Money with AdSense. I read it and implemented his suggestions and tips not expecting the great results that I got. My AdSense income increased significantly from his suggestions. After awhile I wondered what's next? I had heard that AdSense is the tip of the iceberg in revenue generation for websites. This book answers what's next and I'm expecting the same results from implementing the suggestions in this book!

See all 36 customer reviews...

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