

*Free  
Report*



*Ritoban Chakrabarti's*

*pr*  *fit* *IN\$TRUMENTS*

**REVEALED**

*Tiny Little Instruments that make  
you money on Autopilot*

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

## A LITTLE ABOUT ME



Hey, my name is Ritoban C.

I've been exactly where you're sitting right now. I tried it all and nothing worked. **Promises...promises, but they were always empty.**

Then I hit a point in my life where I had to make a decision. I had to decide whether I was going to 'give it my all' and find the "secret" or was I just going to get a job and work for the MAN.

I'm glad I went out and found the secret. Very glad.

**I spent over \$102,000 finding this secret (yes, of my own money).** Over the last few years, every penny I've made, I re-invest in learning more.

The good news is, you won't have to. Not anywhere even close to that!

I'm 22 years old and I've been making more than **\$20,940 a MONTH on auto-pilot** for well over a year now.

Before this, I used to make just over \$350 a month working a FULL-TIME job (yes, full-time). **Now, I work 10% as hard and make more in a month than I would have in 5 years combined...**

All this was possible with the help of my underground strategy called Profit Instruments. Now don't get me wrong, this isn't something I 'stumbled' upon. In fact, I have built dozens of Profit Instruments and PERFECTED the strategy over the last one year...

And in this very PDF file, you're going to discover exactly what its all about. Keep reading and enjoy :)

**Please bookmark: <http://profitinstruments.com/training>  
I'll be publishing a new video there in which I'll explain the entire PI  
Concept in a LOT more detail.**

## INTRODUCING PROFIT INSTRUMENTS

A Profit Instrument is a tiny website that focuses on just one keyword. And the one keyword it focuses on is a...

### ***'Product Name Keyword' or PNK.***

You'll be promoting products as an affiliate. So, you'll be doing 'affiliate marketing', but instead of spending tons of time finding out which keywords to promote, you'll just focus on 'product name keywords'.

Why promote Product Name Keywords?

#### **1) Better Conversion Rates**

Conversion rates with PNKs is a LOT better than general keywords.

Let's say you're promoting 'Fat Loss for Idiots' – which is a very popular weight loss product in Clickbank. Answer this question: Who is more qualified to buy the product:

- x A person searching for 'weight loss'
- ✓ Or a person searching for 'Fat Loss for Idiots'?

Obviously, the second person because he's already heard about the product somewhere and he wants to know more...*that's* why he's searching for the PNK.

#### **1) Lesser Competition**

Not always, but most of the times PNKs are a lot less competitive than general keywords.

- ➔ If you do a search for “weight loss” in Google – More than 100 million results come up.
- ➔ But, if you do a search for “Fat Loss 4 Idiots” in Google – Only 1 million results are returned.



## **PROFIT INSTRUMENTS IN BRIEF**

There's just three steps in the entire game:

- **Selection**
- **Creation**
- **Promotion**

Well, to be honest, there are a few more steps involved – but that's all hardcore advanced stuff. So let's just focus on the three basic steps for now.

### **Step 1: Selection**

In Selection, you'll go to various 'selection sources' like Clickbank, Amazon, CPA Networks... any place where you can find products to promote as an affiliate.

The key here is not to go and select any product you feel like. There are various factors involved in selection like:

- How many people search for the PNK every month.
- And how difficult will it be for you to rank in the search engines.

### **Step 2: Creation**

The Profit Instrument will be created on a very popular platform called 'Wordpress' for two simple reasons:

Any newbie can understand Wordpress in mere hours because it's just so simple to use. Second, and more importantly... Google loves websites created with Wordpress and rewards them with awesome rankings.

### **Step 3: Promotion**

After Creation, the next step is to do a little bit of promotion to give your PI (which is short for Profit Instrument) a good boost in the rankings and help you make more money.

In promotion, you just follow a few simple 'search engine optimization' strategies, which can take you anywhere from a few minutes to a couple of hours depending on your speed.

After that? Just sit back, relax, and just watch the money pour in while you're sipping cool aid and watching prime time sports with your family.

## LET'S TALK ABOUT RESULTS...

### **Daily Profits from just ONE Profit Instrument**

04/06/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	2,821	13	0.46%	\$0.16	\$438.00
04/05/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	2,908	13	0.45%	\$0.15	\$441.00
04/04/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	2,067	7	0.34%	\$0.11	\$237.00
04/03/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	2,101	7	0.33%	\$0.11	\$238.00
04/02/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	2,395	11	0.46%	\$0.16	\$374.00
04/01/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	2,949	18	0.61%	\$0.22	\$647.41
03/31/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	2,989	20	0.67%	\$0.23	\$680.00
03/30/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	3,505	28	0.80%	\$0.27	\$950.00
03/29/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	3,103	23	0.74%	\$0.25	\$782.00
03/28/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	3,080	13	0.42%	\$0.14	\$442.00
03/27/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	2,488	18	0.72%	\$0.24	\$607.00
03/26/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	2,398	20	0.83%	\$0.28	\$674.00
03/25/2010	<a href="#">Q</a> <a href="#">S</a> <a href="#">BH</a> <a href="#">TI</a>	1,964	9	0.46%	\$0.18	\$346.16

This is a screenshot showing daily earnings from my Azoogles account.

Day after day after day... All I do nowadays, is just login to my Azoogles account and see how much money I've made in the last 24 hours.

What about TRAFFIC, you may ask...

Well, my friend Google keeps sending my PI tons of traffic – that's not only FREE, but also converts like crazy.



I gotta be honest with you – until now, I've given you a very broad look at the entire process, but in the pages that follow, I've explained all the steps in a lot more detail. So keep reading...

## STEP 1: SELECTION

Have I told you that this concept works in ANY market? ANY niche? ANY product?

That's why we have a world of options when it comes to selecting a profitable PNK. You can go to any 'selection source' like Clickbank, Amazon, CPA Networks, Inhouse Affiliate Programs, etc to find these PNKs.

I'll focus on just Clickbank for now and show you how to find and then select the profitable PNKs.

Step 1: Go to the **Clickbank Marketplace**.

Step 2: Go to Advanced Search and search for products with **Gravity greater than 30**.

We're doing this because a gravity of more than 30 generally means that the product is making a lot of sales daily. Therefore, the product is popular... Therefore, a lot of people are searching for the PNK... Therefore, if you have your PI in the Top 10 for PNK search results, you'll make a lot of money. Simple logic, really.

Step 3: Open a notepad file and **write down five 'product names'** from the returned results. Well there are a few 'selection criteria' that need to be tested too, but let's keep it simple for now.

Till now, you have a list of products that get a good number of searches. But how will you know – for *WHICH PNK*, will your Profit Instrument have a good chance of coming in the Top 10?

Because, let's face it. If you target a very competitive PNK, then you'll have to do a LOT of SEO to get to the Top 10, and without a Top 10 ranking, your Profit Instrument won't get much traffic.

But don't you worry my friend, cause I've created a 'FORMULA' that let's me find them profitable PNKs in a jiffy. Yup, there's an actual formula for determining the golden PNKs very easily. This brings us to the next step:

Step 4: **Apply the Formula**. I planned on keeping it short and simple for you, so I'll give you a few exceptions to the formula that can be implemented in just minutes and give amazing results:

Go to Google.com and do a search for PNK in quotes. Look out for the number of results returned. That's the competition in quotes. If the competition in quotes is less than 20,000 – you have a winner.

Or

Go to Google.com and do a search for PNK. Open up each of the Top 10 sites one by one and note down their Page Rank. To know a page rank of a website you need to install the Google Toolbar in your browser. Find the average page rank of the top 10 websites – you just add up all the page rank values and divide the total by 10. That's your average PR. If the average PR is less than 2 – you have a winner.

Or

Go to Google.com and do a search for 'intitle, colon, PNK in quotes'. Look out for the number of results returned. That's the intitle competition in quotes. If the intitle competition in quotes is less than 5,000 – you have a winner.

So, you have to apply the rules above to each of the five product names that you have written down in the notepad file. Find a winner PNK and then move on to the next step.

#### **Step 5: Find LSI Keywords.**

LSI or Latent Semantic Indexing Keywords are basically 'related keywords' to the PNK. Its extremely important to find at least 6-7 LSI Keywords because you'll have to sprinkle them throughout the Profit Instrument.

These LSI keywords will give weight to your main keyword which is the PNK. Contrary to the standard belief of stuffing your site with the main keyword dozens of times, you'll include these LSI keywords a few times in your website. This easy strategy helps a great deal in boosting your rank in the search engines.

To find LSI Keywords, you can search for the PNK in Google and scroll down below to “Related searches”. Many of the keywords there can be your LSI Keywords.

You can also go to the “Adwords Keyword Tool” and search for the PNK. In the 'Additional keywords to consider' section, Google will itself show you LSI Keywords, that too sorted by RELEVANCE.

## STEP 2: CREATION

THIS is where a lot of people lose focus because the general perception is that 'creating websites' is only for the 'geeky' guys. Well, to be frank, that's all a bunch of BS.

A few weeks ago, I explained the PI concept to my brother who had no idea about computers cause he's a doctor – and even he created his first Profit Instrument in less than 2 hours.

All you need to do is listen close and follow EXACTLY what I tell you – it'll be easier than a walk in the park.

'Creation' consists of 4 simple steps:

- 1) Registering a Domain Name
- 2) Installing Everything
- 3) Configuring Everything
- 4) Adding Content

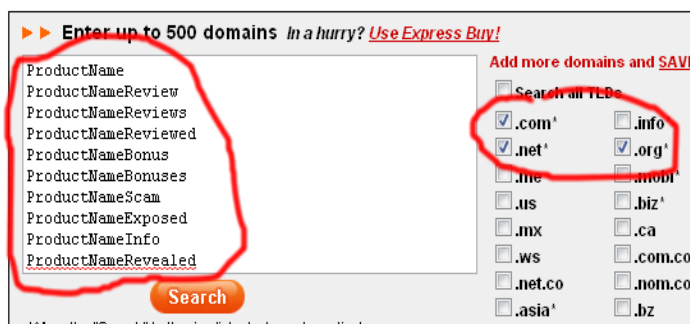
### 1) Registering a Domain Name

Go to any domain registrar like Godaddy and search for a domain that has the PNK in the beginning. Let's say your PNK is 'Profit Instruments' – so basically you're looking for domain names like:

ProfitInstruments.com or ProfitInstruments.org or ProfitInstruments.net.

Usually, you'll need to add a 'parameter' like 'review', or 'bonus', or 'exposed', or 'revealed' to the domain because if its a popular product that you're targeting, then most of the good domains will already be taken.

Something like:



You can add any meaningful parameter. Keep in mind to ONLY register a dot com or dot org or a dot net domain.

After registering, you need to add it to your hosting account. I recommend Hostgator.com for web hosting. The process is simple – Login to your cPanel, Go to Addon Domains, and add your domain. This brings us to the next step:

## 2) Installing everything

Go to 'Fantastico' from inside your cPanel and click on 'Wordpress'. After that, click on 'New Installation', and select the domain name that you just added. Enter the username, password and basic details. In just a couple of more clicks, a new Wordpress site will be installed on your domain. Its really that simple.



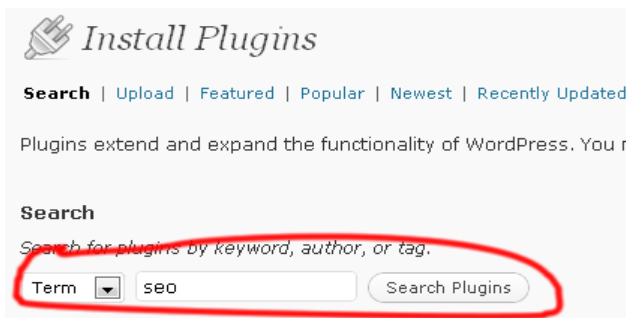
Next, you need to login to the Wordpress admin area and install the following plugins:

All in one SEO – which will automatically do most of the on-page SEO for your website.

Gocodes – which will automatically convert the ugly and long affiliate links to pretty and tiny URLs.

Google XML Sitemaps – which will automatically create an XML sitemap and also submit it to the major search engines.

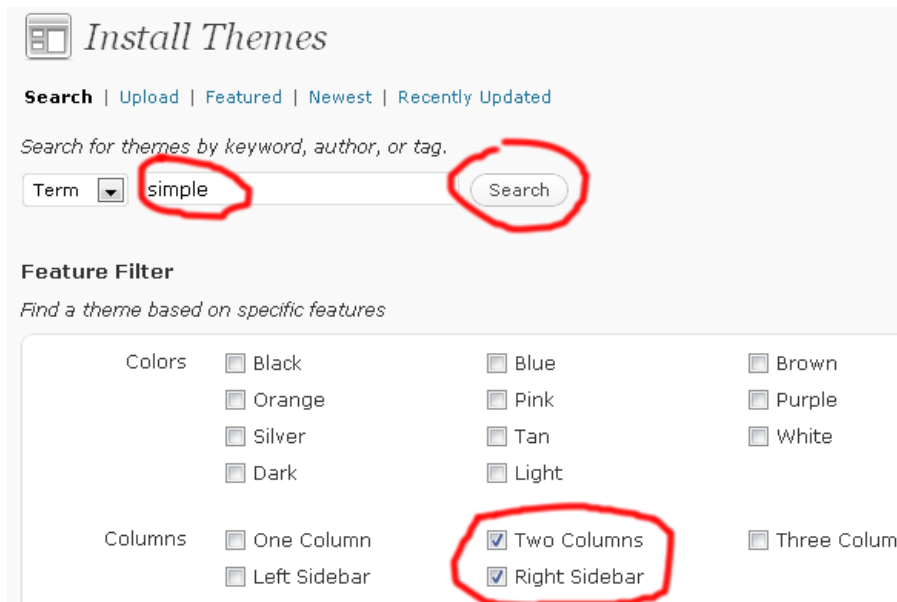
WP Spam Free – which will automatically block all spam comments on your website so that YOU don't have to do any maintenance in the future.



Notice how I use only those plugins that do everything automatically? I'm a fan of automation, and I'm sure you are too...

Next, you need to install a theme which has just one 'right sidebar' and looks 'clean'. Please don't choose themes that have distracting large headers or too much glitter.

Be on the lookout for clean themes which focus more on the content, than on design – this is because when people come to your Profit Instrument looking for a product review, they aren't one bit interested in your web designing skills...They want to read a review and you'll give them one.



Installing a theme is pretty easy. Just go to 'Add New Themes' and when you find a theme that you like, just click on 'Install' and then click on 'Activate'.

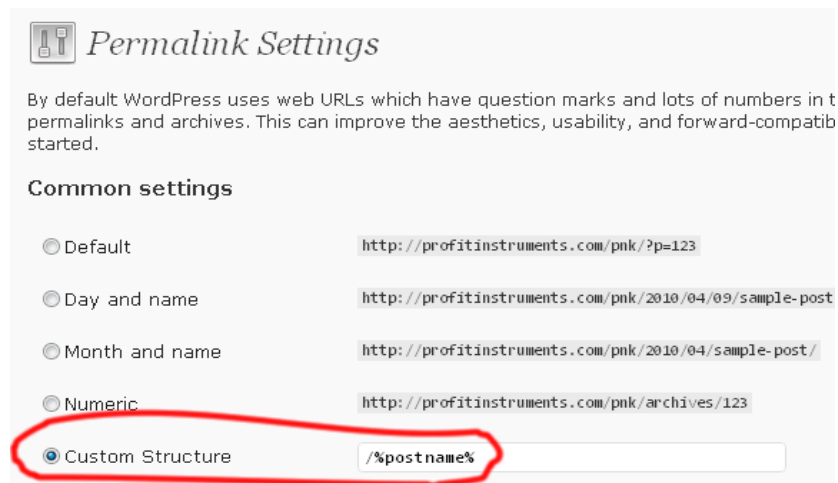
Well that finished the Installation step.

### 3) Configuring Everything

First, you need to make the URL's look search engine friendly AND human friendly.

Fortunately, you DON'T need to jump through fire hoops to make this possible.

Just go to 'Permalink Settings', fill in '%postname%' in the 'Custom Structure' field, and hit 'Save Changes'.



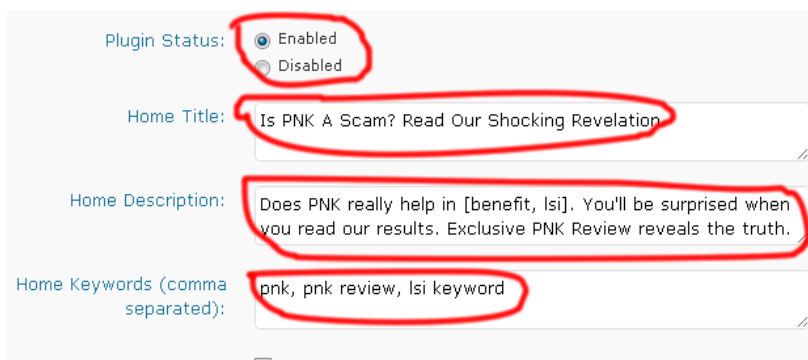
Next you need to enter your affiliate links in Gocodes. Enter meaningful 'Redirection Keys' like visit, try, order, etc.

So, your typical affiliate link will look like :

<http://yourdomain.com/go/visit>

Now doesn't that look inviting? And *wouldn't* your visitor want to click this beautiful link?

Next, you need to enter 'Home Title', 'Home Description' and 'Home Keywords' for the 'All in one SEO' settings.



These three things are extremely important because it will determine your 'Click Thru Rate' – which basically means 'what percentage' of people are coming to your website after searching for a PNK.

I'd like to share a small example. One of my Profit Instruments was ranking 4th in the PNK search results in Google, but I was getting much more traffic than the 2nd and 3rd ranking sites.

Why? Well, if you have a catchy and related Title and Description – then you'll get a LOT more traffic to your Profit Instrument.

To define what's 'catchy', you need to peek inside the mind of a regular searcher – and try to imagine WHAT must be going through the searcher's mind and WHY is he searching for the PNK.

Then, you need to just answer those two questions in the Title and Description.

In the 'Home Keywords', you'll just enter three keywords which will be: PNK, PNK Review, any LSI Keyword.

Next, you need to add 'three pages' on your website. A Privacy Policy page, a contact page, and an about us page.

### **Samples of About, Contact and Privacy Pages**

#### **Contact**

*If you have any questions or comments, please feel free to contact me at the following email address:*

*[email address]*

*I'll respond back typically within 24 hours.*

*Thanks!*

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## **About**

*Welcome to [Site Name].*

*I created this website to express my opinion on [Product Name] and help people make an informed decision before they buy [Product Name].*

*Because there are so many scams on the internet nowadays, its really difficult to know what actually works. In fact when I came across [Product Name], I was skeptical myself.*

*I've cut through all the hype and revealed the facts that will help you decide whether [Product Name] is right for you or not.*

*Feel free to through my website and get to know more about [Product Name]. If you have any questions, please go to the contact page.*

*Thanks for visiting my website!*

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## **Privacy**

### **Your Privacy**

*Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.*

### **Google Adsense and the DoubleClick DART Cookie**

*Google, as a third party advertisement vendor, uses cookies to serve ads on this site. The use of DART cookies by Google enables them to serve adverts to visitors that are based on their visits to this website as well as other sites on the internet.*

*To opt out of the DART cookies you may visit the Google ad and content network privacy policy at the following url [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html) Tracking of users through the DART cookie mechanisms are subject to Google's own privacy policies.*

*Other Third Party ad servers or ad networks may also use cookies to track users activities on this website to measure advertisement effectiveness and other reasons that will be provided in their own privacy policies, this website has no access or control over these cookies that may be used by third party advertisers.*

### **Collection of Personal Information**

*When visiting this website, the IP address used to access the site will be logged along with the dates and times of access. This information is purely used to analyze trends, administer the site, track users movement and gather broad demographic information for internal use. Most importantly, any recorded IP addresses are not linked to personally identifiable information.*

### **Links to third party Websites**

*We have included links on this site for your use and reference. We are not responsible for the privacy policies on these websites. You should be aware that the privacy policies of these sites may differ from our own.*

### **Changes to this Privacy Statement**

*The contents of this statement may be altered at any time, at our discretion.*

*If you have any questions regarding the privacy policy of this website then you may contact us at [youremail@something.com](mailto:youremail@something.com)*

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The content for these three pages is standard and you don't need to reinvent the wheel. Feel free to use these samples and plagiarize them in any way you want.

To add a page, just click on 'Add New' under the 'Pages' menu.

With that, the configuration step is OVER.

## **4) Adding Content**

The last three steps were pretty standard and easy to do – and by now you should have a 'Profit Instrument skeleton', so to speak.

But without any content, your PI won't get decent rankings and also your conversions will totally suck.

Adding Content may take some time especially if you don't know how to write articles. Well, you can obviously hire some article writers for cheap so that they do all the hard work – but I'm not here to tell you about the benefits of outsourcing.

So let me break it down for you:

- ➔ You need to add three posts or 'articles' in your Profit Instrument.
- ➔ All articles will be about 300 to 350 words .
- ➔ The first article will be published on the same day that you create your Profit Instrument.
- ➔ The second article will be 'scheduled' to be published two days from the first.
- ➔ And the third article will be published two days from the 'second article' publish date.

The title of the first article must have the PNK in the beginning. Something like: 'PNK – An Introduction' or 'PNK – What Is It?'. The body of the article must have PNK twice or thrice and you should also include a couple of LSI keywords in it.

The title of the second article must have an LSI keyword in the beginning and the body of the article should have about 3 or 4 mentions of that LSI Keyword and also sprinkle a couple of other LSI keywords as well.

The title of the third article should have the PNK in the beginning. Something like: 'PNK – Our Exclusive Review' or 'PNK – Is It A Scam?'. The body of the article must have PNK twice or thrice and you should also include a couple of LSI keywords in it.

That was the last step of 'Creation'. If you do everything correctly, then congratulate yourself because you'll have created your first Profit Instrument.

On an average day, I can complete the entire creation step in less 30 minutes. Granted, I do have all the articles written for me by a freelancer, but even when I decide to write all the articles myself – I never take more than 2 hours to create a Profit Instrument.

## **STEP 3: PROMOTION**

A Profit Instrument, on its own, can get good rankings in the search engines. It all depends on the PNK you choose to create your PI.

BUT, if you do a little bit of SEO or Search Engine Optimization, then you'll have much better chances of getting ranked in the Top 10.

Nowadays, everyone and their brother, go around beating the bush that: SEO is a loooong term process and that SEO is boring as hell. But, your buddy Ritoban has broken it down to three simple steps.

So let me tell you how 'Promotion' is to be done.

### **1) Quick Index**

Open up the 'Profit Instruments Quick Index Tool' which is located at:

<http://profitinstruments.com/quickindex>

Please open the quick index tool in a browser that supports 'tabs', like Firefox or Chrome. Enter your PI URL in the box without any 'http' or 'www'. Hit the 'Quickly Index This' button.

Click on 'Open URL Set 1' and a lot of tabs will open up. After all the pages get loaded, close each of the opened tabs. Then click on 'Open URL Set 2' and follow the same process. Then click on 'Ping URL Set 1' and finally 'Ping URL Set 2'.

This process takes less than two minutes and it'll ensure that the Google crawler comes to your PI and indexes it extremely quickly. Works like a charm, and doesn't cost an arm. I use this tool daily, and you'll love it too.

### **2) Social Bookmarking**

You need to go to a website called 'SocialMarker.com' and submit your site to 15 social bookmarking sites.

Very simple process: Just enter your PI's title, URL, description, and tags. Be sure to include your PNK at least once in all of them.

Then select the 'Best' social bookmarking sites, and hit Submit. Each of these sites will open up one by one – you may need to create an account first if you're new to a website. Just submit your PI information to all these social bookmarking sites. The whole process can be done in less than 30 minutes.

### 3) RSS Submission

You need to go to about 15 RSS Directories and submit your PI's Feed URL – which is just: <http://yourdomainname.com/feed>

This is another simple and quick process because in most of these RSS directories, you don't need to create an account.

Just open up the site, enter your Feed URL, choose a category and submit. An estimate time required for this process is about 15 minutes.

Here are a few RSS Directories:

<http://www.rss-network.com>

<http://www.rssmicro.com/feedsubmit.web>

<http://www.feedsee.com>

<http://www.feedplex.com>

<http://www.feedest.com>

<http://www.plazoo.com/en/addrss.asp>

<http://www.feedage.com>

<http://www.rssfeeddirectory.org/submit-rss-feed/free.aspx>

<http://feedmil.com/addfeed.jsp>

<http://www.feedlisting.com/submit.php>

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

<http://feedfury.com/submit>

<http://www.leighrss.com/rss-add.html>

<http://feedsubmitter.com/>

<http://www.feedzie.com/submit.php>

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That's it – you're done! Your PI will get top rankings in the search engines pretty soon and then the affiliate commissions will start coming in on autopilot. If ever there was a set-n-forget system for making money – this is it.

That's a LOT of knowledge in just 15 pages, eh? I usually skip all the filler fluff and talk straight to the point. I hope you like this approach.

I've created dozens of Profit Instruments and made a lot of money with this concept. It can never get saturated cause there are hundreds of thousands of products in the world, and that's why I decided to put down ALL my knowledge and I created the Profit Instruments course.

If you liked this document. I'm sure your friends will dig it too – so please share it with your friends and followers on Facebook and Twitter.

**I'll publish another free video really soon. Keep a watch out for my email.  
Please bookmark this webpage: <http://profitinstruments.com/training/>**

*To Your Success,  
Ritoban C*