

Squidoo 101

How To Create a Squidoo Lens



*from signing up
to getting your lens live and online
in easy-to-follow simple steps!*

Brought to you by:

PotPieGirl

<http://www.potpiegirl.com>
[One Week Marketing](#)

Table of Contents

Welcome!.....	3
What IS Squidoo?.....	4
Getting Started.....	5
Creating a Squidoo Account.....	6
Opening a Squidoo Account.....	7
Your Squidoo Dashboard.....	10
Avoiding the “Magic Builder”	11
Choosing your Squidoo Lens URL.....	12
Step One - Creating Your Lens.....	14
Step Two – Goal of Your Lens.....	14
Step 3 – Create a Title and Url.....	15
Step 4 Tagging Your Lens.....	16
Adding Content To Your Lens.....	17
The Intro Module.....	20
Introduction, Contents, and Discovery Tool.....	20
Adding an Image to the Intro Module.....	23
Adding a Table Of Contents.....	25
Discovery Tool in the Intro Module.....	26
Text Modules – Adding Content (ie, your article).....	28
Adding Links to a Squidoo Lens.....	31
Adding a Big Arrow Link.....	31
Adding a Guest Book to Your Squidoo Lens.....	34
Publishing Your Lens.....	36
Adding Tags to a Squidoo Lens.....	38
Editing Your Squidoo Profile and Photo.....	40
About The Squidoo Bio Area.....	42
Adding a Photo to Your Squidoo Account.....	43
Changing Your Bio.....	46
How To Get Paid by Squidoo.....	48
Adding your PayPal Information.....	49
Making Money With Squidoo Lenses.....	50

Welcome!

Before we get started, let me get some of this legal stuff out of the way.

First, you only have personal rights to this free Squidoo guide. This means you may not sell it, give it away, share it, or edit it in any way.

Second, this guide is not related or endorsed by the Squidoo.com site, it's staff, or it's members. I am one little Squidoo user who LOVES the site and wants to help others learn how to Squidoo, too =)

Third, there is no guarantee or implication of earnings potential. This is a simple 'how to' guide...not a make money online plan. Results vary from one person to the next.

Lastly, all effort is made for this guide to be as up-to-date as possible. However, the web changes by the minute and Squidoo changes from time to time also. I cannot guarantee that everything in this guide will be exactly 100% relevant when YOU read this guide (tho I try hard for it to be!)

Ok – now that all THAT is out of the way.... Let's make a Squidoo lens!

Jennifer
~PotPieGirl

What IS Squidoo?

Squidoo.com is a website that has thousands and thousands of pages about thousands and thousands of topics. The web pages on their site (called *lenses*) are free to make. Those that makes lenses are called *lensmasters*.

Yes, ANYONE can make a lens.... or as many as they like... for FREE!

Many people reading this guide already know a little about Squidoo so I won't go into all the details of what Squidoo is and how it works. However, all those answers and so much more can be found right here in the Squidoo site: <http://www.squidoo.com/pages/faq>

On that page you will learn:

- What is a lens?
- Why should I build a lens?
- Do I have to pay to build a lens? (no!)
- How to I build a lens? (I'm about to show you the easy way)
- Who should build a lens? (everyone!)
- What's a module?
- Can there be lots of lenses on the same topic? (yep!)
- Can I make lots of lense? (yep!)
- What's this about earning royalties?
- What charities can I donate to?
- Does Squidoo make a profit?
- A little more about money...
- What is SquidU?
- How do lensmaster referrals work?
- And much, much more!

What we are going to talk about today is how to MAKE your first lens – from setting up your account to getting your lens live to the world – in simple, easy to digest steps.

Many, many people have mentioned that they would love to use Squidoo for their marketing efforts or just for fun, but it all looks so confusing to them.

PotPieGirl to the rescue!

Getting Started

Before you make your first Squidoo lens you will need:

- an email account
- a topic in mind for your first lens

As I mentioned before, a Squidoo web page is called a lens. Think of a Squidoo lens as you would think of a lens on a camera. Know how the lens of a camera can zoom in and focus tightly on ONE subject or detail of a subject? A Squidoo lens works best when you create one like the lens of a camera.... zoom in and focus tightly on one aspect of a topic.

For example, you shouldn't make a lens that has text about dog training AND planting tomatoes. Those two topics are not related and your lens most likely will not do well.

Stick to one topic. Let's take dog training for an example. Instead of doing one lens on the broad topic of dog training, make one on *how to get your dog to sit on command*. Better yet, *how to get your Poodle to sit on command*.

See how that gets very specific? Squidoo lenses do much better when their content is very specific to what a reader is looking for.

One lens – one specific topic. Have another topic? Make another lens =)

When you have your first lens idea ready, keep reading and let's get your Squidoo account set up.

For this you only need an email account.

If you read the FAQ page at Squidoo.com you know that Squidoo offers half their advertising revenue as payments to their lensmasters. Now, this is NOT a lot of money (a few bucks a month per lens or so), but if you'd like to receive those monthly payments, you will also need to have your PayPal account id handy.

Ok, let's get started...

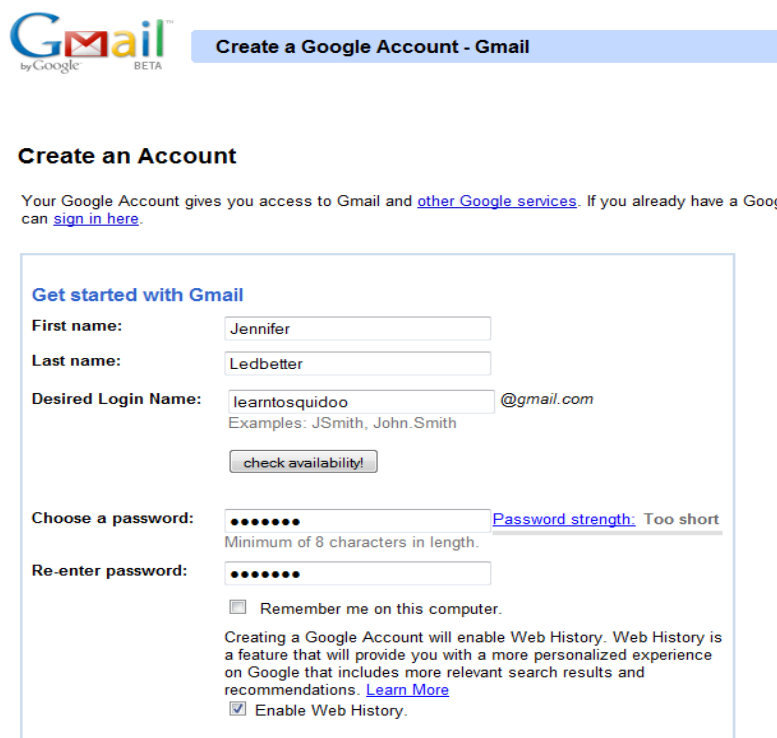
Creating a Squidoo Account

You will need an email address to open a Squidoo account. You can use your normal everyday email address, that's fine. Squidoo does NOT bombard you with emails, so don't worry about all that.

However, there are some folks that would like a "fresh" email for their Squidoo account creation...and others that want to open a second (or third) Squidoo account, and for this you will need a totally unique email address.

For the sake of this tutorial guide example, I am opening a new email account with Gmail. Gmail email accounts are free and simple to create. Just [go here to open a new Gmail account](#) or simply go to Google.com and click "gmail" in the top left corner.

For this Squidoo guide I opened a new gmail account:



Create an Account

Your Google Account gives you access to Gmail and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Get started with Gmail

First name: Jennifer

Last name: Ledbetter

Desired Login Name: learntosquidoo@gmail.com
Examples: JSmith, John.Smith
[check availability!](#)

Choose a password: Password strength: Too short
Minimum of 8 characters in length.

Re-enter password:

☐ Remember me on this computer.

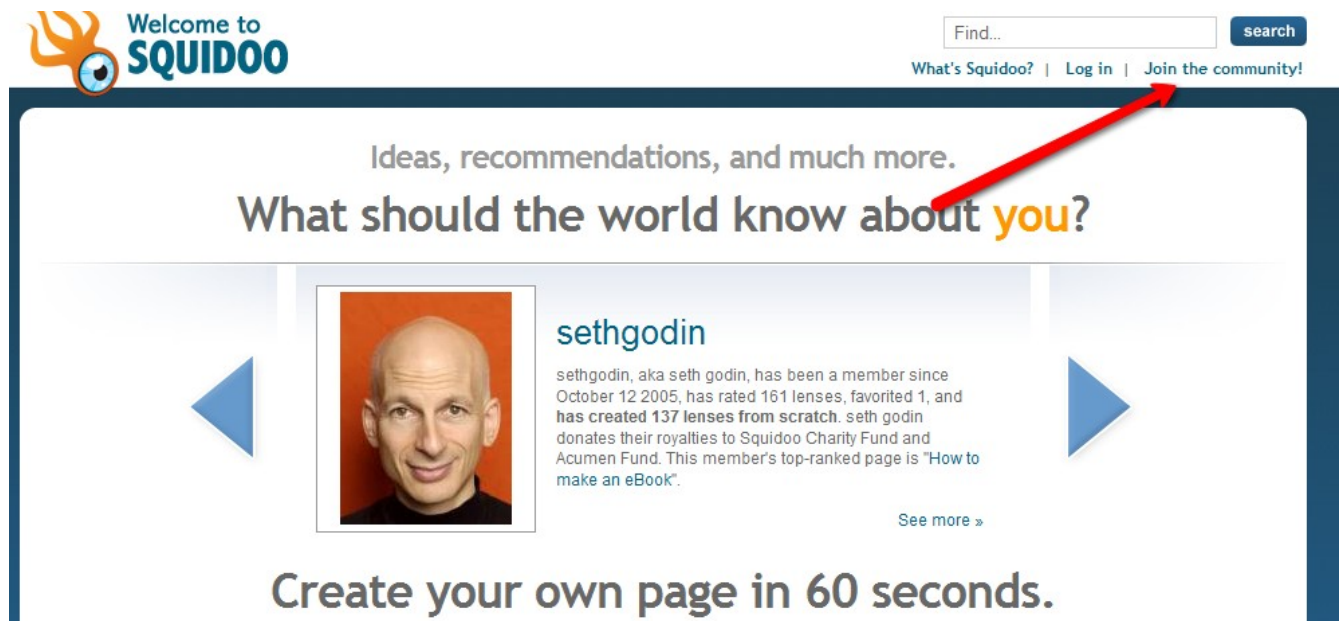
Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

☒ Enable Web History.

It took just a minute to have a new email account open and ready to use. Now I am ready to open a Squidoo account!

Opening a Squidoo Account

Go to Squidoo.com and click on "Join the Community" in the top right hand corner.



This will bring you to a screen you need to fill in to open your Squidoo account. Fill in the required fields, enter the "captcha"code...and click continue.

NOTE: Squidoo will ask you for a desired username. For this example guide, I will be making a lens about learning to dance so I am choosing a user name that reflects the topic my lens will be talking about. You can choose any kind of user name that you want. Your user name is not overly important, but if you want to "brand" yourself with your company name or passion or themed topic, choose something that reflects that.

Just fill it out and click continue like this:

Step 1: Sign Up

First Name:

Jennifer

Last Name:

Ledbetter

Your Email:

learntosquidoo@gmail.com

Retype your email:

learntosquidoo@gmail.com

Desired Username:

DancinFool

Choose wisely - this is forever and can't be changed

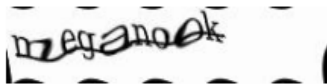
Password: (6-8 letters or numbers)

••••••

Retype Password:

••••••

- ☒ YES to all, let's get started
- ☒ Absolutely, I accept the [Terms of Service!](#) (And will check my email for a welcome email from Squidoo).
- ☒ Of course, I want to receive the popular [Lens of the Day](#).
- ☒ Yes, I want the [SquidU Review](#) newsletter: tips on traffic, money, contests - from fellow lensmasters!



Enter word from the left:

meganook

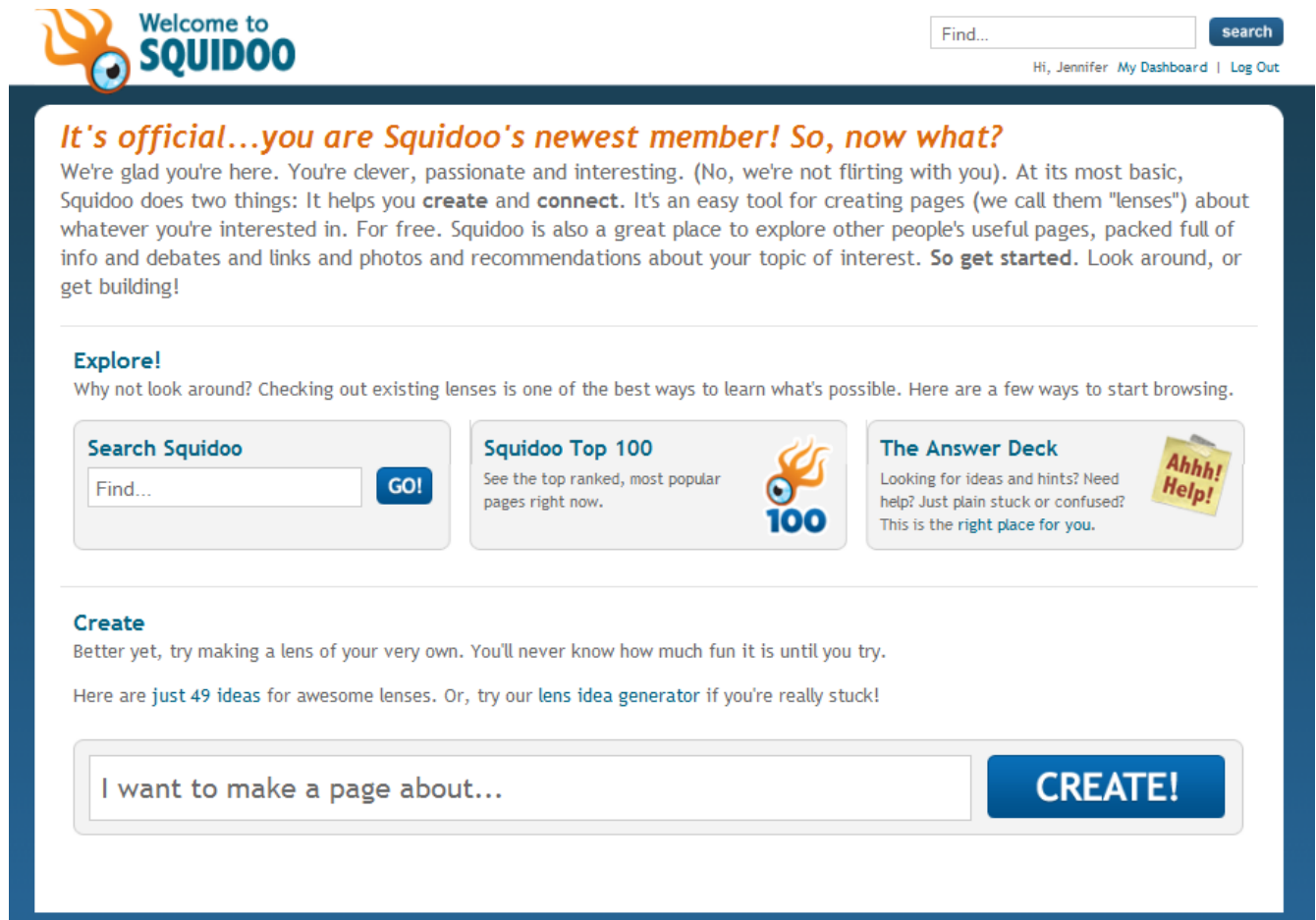
Can't read the word? [Click here](#)

CONTINUE »

Note: Be sure to write down and remember your email address you used for your account AND your password!

That's all there is to it! No email to confirm or nothin'! You will receive a welcome email from Squidoo....but your account is ready to go!

After clicking that green continue button you will come to a screen like this:



Here is where people get stuck!

When people do as “directed” they type in something where it says, “I want to make a page about...” and then get sent to Squidoo's Magic Builder. To me, this Magic Builder is confusing – so...

We are NOT going to use it. We are going to do things the easy way!

At this point, click “My Dashboard” at the top right hand corner:

It's official...you are Squidoo's newest member! So. now what?

Your Squidoo Dashboard


This dashboard will become your “life line” as you work on the Squidoo site. All of your lenses will be listed here as well as lots of cool stats about each lens. Right now, since you don't have any lenses, there isn't a tab at the top for “my lenses”. After your first lens is created, you will be able to find it here.

Also on your dashboard are links to LOTS of other helpful information. There is a search bar so you can find help lenses on as many topics as you need. There is a link to the SquidU forum where loads of great lensmasters hang out and help each other. Also you will find a link to the “answer deck” which you may find very helpful.

But, for now, we want to get our first lens started.

On your lens you will see quite a few options to click to “make a lens” or “create a lens”. This may sound backwards, but do NOT click those to start your first lens.

These options take you to the Magic Builder. Many people find this option too confusing for a new lensmaster. It looks like this:


MagicBuilder on SQUIDOO™

Share your knowledge. Make a difference.

Hi, Jennifer | [My Dashboard](#) | [Log Out](#)

STEP 1

Just the basics...

STEP 2

Add your content...

STEP 3

Claim your page...

My page is about:

Pick one or two keywords that best describe your page

Give it a title!

Ex: 'My California Road Trip' or 'How to Make Pear Tart'

Pick the best category for your page >>

☐ Music
 ☐ Movies & TV
 ☐ Arts
 ☐ Sports
 ☐ Food
 ☐ Family

☐ Business
 ☐ Tech & Geek
 ☐ DIY
 ☐ How-To
 ☐ News

☐ Shopping
 ☐ Animals
 ☐ Health
 ☐ Travel
 ☐ Autos

More ▾

CONTINUE >>

Avoiding the “Magic Builder”

There are 3 steps to the “Magic Builder”. In my opinion, it's just not as easy and as effective as my “simple way”. You are free to use the Magic Builder if you'd like, but this guide will walk you thru the “other way”

Before you start making your first lens, I want you to log out of Squidoo (top right hand corner) and then log back in.

Many of you might be logged in but see the option at the top right to say “Log In”. Why it wants you to log in when you are ALREADY logged in is beyond me, so to avoid all that, just log out (or click log in) and log back in.

Squidoo is a GREAT site, but it does have its quirks....lol No problem tho, we know how to deal with them =)

Choosing your Squidoo Lens URL

After logging back in, you will be brought back to your dashboard. Now, we are going to stop for a second and think of the lens we are about to make. What topic is it on? What is a simple phrase that relates to our new lens?

We are about to choose the url where our Squidoo lens will “live” online. A url is the web address. You get to choose what url your lens gets.

For example:

squidoo.com/you-choose-these-words-here

or

squidoo.com/youchoosethesewordshere

or

squidoo.com/you_choose_these_words_here

What words do YOU want after the squidoo.com part?

For my new lens, I am going to choose something about learning to salsa dance. I already know that my lens will be on this topic. So I will want to choose something like:

squidoo.com/how-to-salsa-dance

or

squidoo.com/salsa-dancing

or something like that.

With those ideas in mind, I am going to go right up to my browser window (where I would type a web address I want to go to) and type in my ideas.

Confused? Don't be... this is easy.... (yes, I've got pictures...lol)

I would do this:

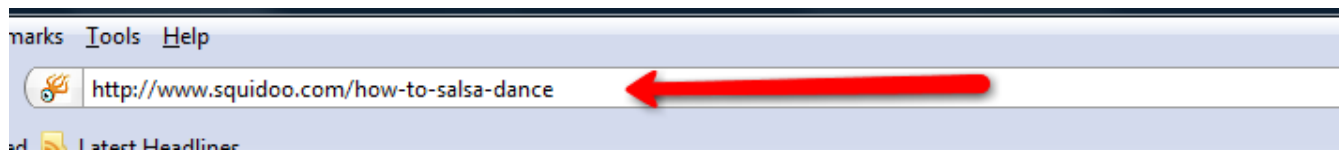


I would type in the url I want and then click to go to it as if it already existed.

Thing is, it MIGHT already exist. If someone has already built a lens at that url, I will be taken to their lens.

Which is what happened when I tried this first url idea. The lens url was already taken and I was shown that lens.

So, I try another one:



This time, it worked! That squidoo url IS available and I see this screen:

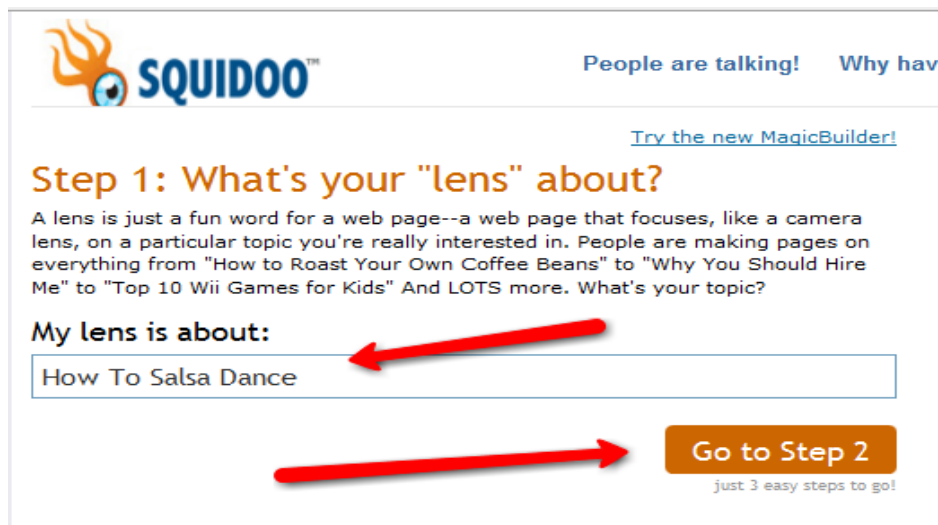


I click "click here to take it over" and now that Squidoo url is mine!

Step One - Creating Your Lens

After clicking to claim my lens url, I will see a screen that will walk me thru a very simple lens set up process.

First thing... tell Squidoo what your lens is about. This will be the title of your lens. This is a very important part of a lens, but it CAN be changed afterwards. Don't obsess over this, just get a starting title in there and click "go to step 2" like this:



SQUIDOO™ People are talking! Why hav

[Try the new MagicBuilder!](#)

Step 1: What's your "lens" about?

A lens is just a fun word for a web page--a web page that focuses, like a camera lens, on a particular topic you're really interested in. People are making pages on everything from "How to Roast Your Own Coffee Beans" to "Why You Should Hire Me" to "Top 10 Wii Games for Kids" And LOTS more. What's your topic?

My lens is about:

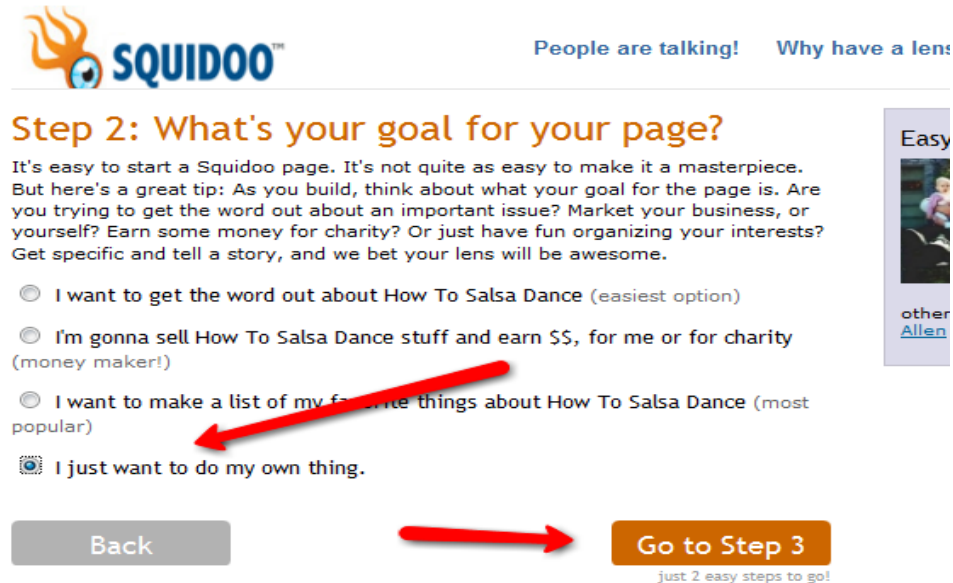
Go to Step 2
just 3 easy steps to go!

Step Two – Goal of Your Lens

In step 2, Squidoo is going to offer to pre-populate your lens with modules you can fill in. My best suggestion is to choose "I just want to do my own thing". This way, you get what you want and will have less deleting to do (trust me on this...lol)

The other options are good and I recommend trying them each sometime in your future lens-making endeavors, but for a simple get-started option, just do your own thing.

After you click do your own thing, click Go to step 3 and let's move on...



The screenshot shows the Squidoo website interface. At the top, the Squidoo logo is on the left, and the text "People are talking! Why have a lens?" is on the right. Below the logo, the heading "Step 2: What's your goal for your page?" is displayed in orange. A paragraph of text follows, providing a tip about setting goals. Below this, there are four radio button options, each with a description. A red arrow points to the fourth option, "I just want to do my own thing." Below the options are two buttons: a grey "Back" button and an orange "Go to Step 3" button. A red arrow points from the "Go to Step 3" button to the text "just 2 easy steps to go!" below it. On the right side of the form, there is a vertical sidebar with the word "Easy" at the top, a small image of a person, and the text "other Allen" below it.

SQUIDOO™ People are talking! Why have a lens?

Step 2: What's your goal for your page?

It's easy to start a Squidoo page. It's not quite as easy to make it a masterpiece. But here's a great tip: As you build, think about what your goal for the page is. Are you trying to get the word out about an important issue? Market your business, or yourself? Earn some money for charity? Or just have fun organizing your interests? Get specific and tell a story, and we bet your lens will be awesome.

- ☐ I want to get the word out about How To Salsa Dance (easiest option)
- ☐ I'm gonna sell How To Salsa Dance stuff and earn \$\$, for me or for charity (money maker!)
- ☐ I want to make a list of my favorite things about How To Salsa Dance (most popular)
- ☒ I just want to do my own thing.

[Back](#) [Go to Step 3](#)
just 2 easy steps to go!

Easy
other
Allen

Step 3 – Create a Title and Url

In step 3 your title and url are already filled in because you already chose them. All you need to do here is select which topic your lens should be listed under from the drop down menu and then the rating of your lens. My lenses are all "G Rated" - meaning suitable for all viewers – but be sure YOUR lens goes into the appropriate rating or else you could have issues. (note: both can be changed later). Click to go to step 4.

Step 3: Create a Title and URL

Tip #1: Clever lens titles can make great first impressions.

Tip #2: When picking your Squidoo URL (or link) just fill in the blank where it says www.squidoo.com/_____.

Lens Title:

Pick your URL, the link where your lens will live.

(This can't be changed, so choose wisely).

www.squidoo.com/

And pick a category for your lens:

Please rate your lens:

If you're not sure, read up on our [Ratings policy](#).

My lens contains:

just 1 easy step to go!

Step 4 Tagging Your Lens

In step 4 you are given the opportunity to add tags to your lens. Tags are words and phrases that describe your lens or your lens topic that help others find your page. Tagging is important, but we are not going to do that here and now. You will see that the Step 4 screen already has your lens title as a tag/keyword. Just keep that as is. We will be adding tags later and can change them or add to them at any time.

Step 4: Tag your page so people can find it!

Keywords (or "tags") are important for helping people find your lens within Squidoo. Think about the search words someone might put into Google when she's looking for info on your topic. Those would be your lens tags.

The best keyword for my lens is:

And 3 more good ones are:

(Optional)



Enter the word on the left:

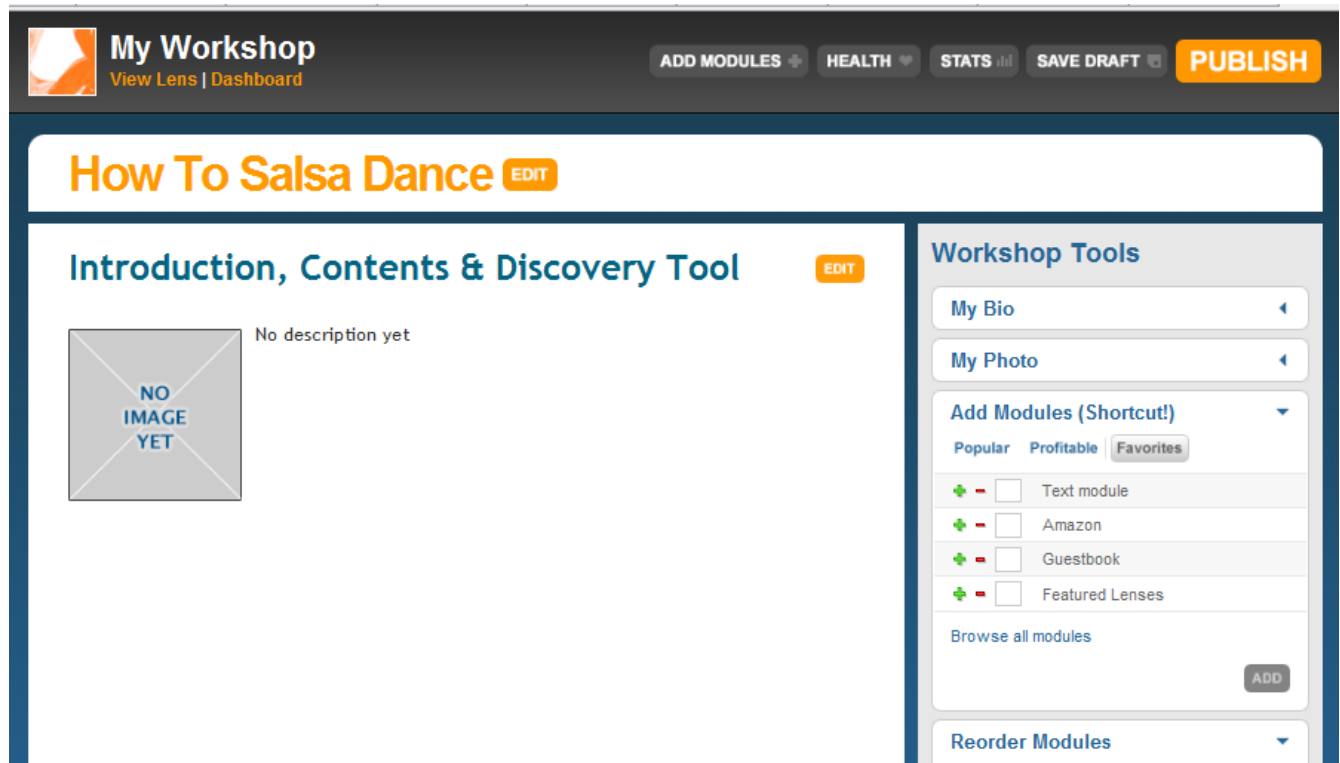
Can't read the word? [Click here](#)

Show me what I started!
(Your lens still needs some love.)

Enter the captcha code and click "done" because... you're done!

Adding Content To Your Lens

Now you will come to the workshop area of your new lens. While there seem to be a lot of options down the right side, there sure isn't much in the middle, is there?



We are going to be filling up the middle left area. This is the stuff that the world will see on your lens. We will be doing this by adding “modules” to our lens. The option to do that is on the right side.

Modules are like little building blocks for a Squidoo lens. You can choose a module that lets you add a block of text or a YouTube video or a poll or a guest book or eBay auctions.....and the list goes on and on and on. There are TONS of unique modules you can use to make your lens stand out and really look great.

For the sake of this beginner guide we are going to use the basics and get your first lens online.

The lens I am going to be creating is about learning to Salsa dance. I have found a product on Clickbank that I would like to recommend to readers who are interested in learning to Salsa – and I am interested in making some commissions if someone decides to buy it...lol!

At this point, I have these things ready in preparation to make this lens:

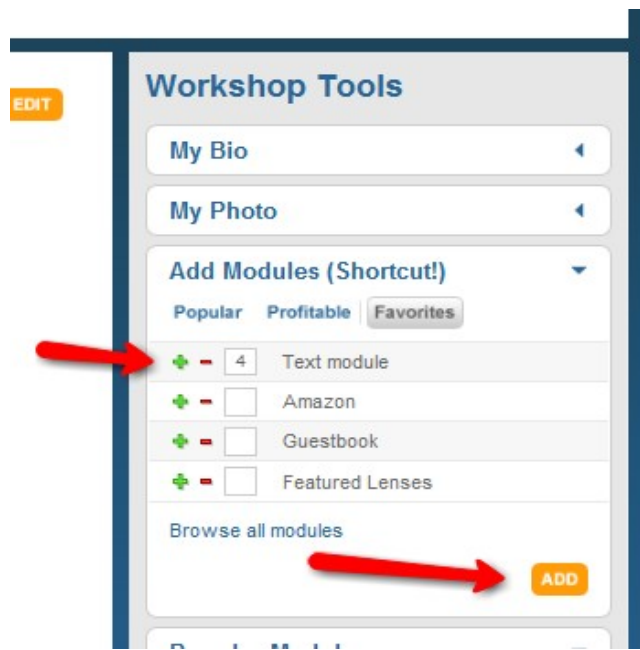
- an article about learning to salsa dance
- my Clickbank affiliate “hop link” that I will use to send traffic to
- a few images to make my lens pretty

That's all I need. I am going to copy/paste my article into different text modules to break up the text and make it easier on the eyes and I am going to add images to make it more appealing.

Note: Squidoo requires at LEAST 3 modules (not including the intro module that you already see there and not including a guest book if you add it in). You MUST do this or else Squidoo will not give your lens the “green light” to be seen and listed on site. Squidoo gives lenses the “green light” by awarding it a green check next to the lens name on your dashboard. It can take about 24 hours for that green check to show since Squidoo updates the rank of lenses once per day.

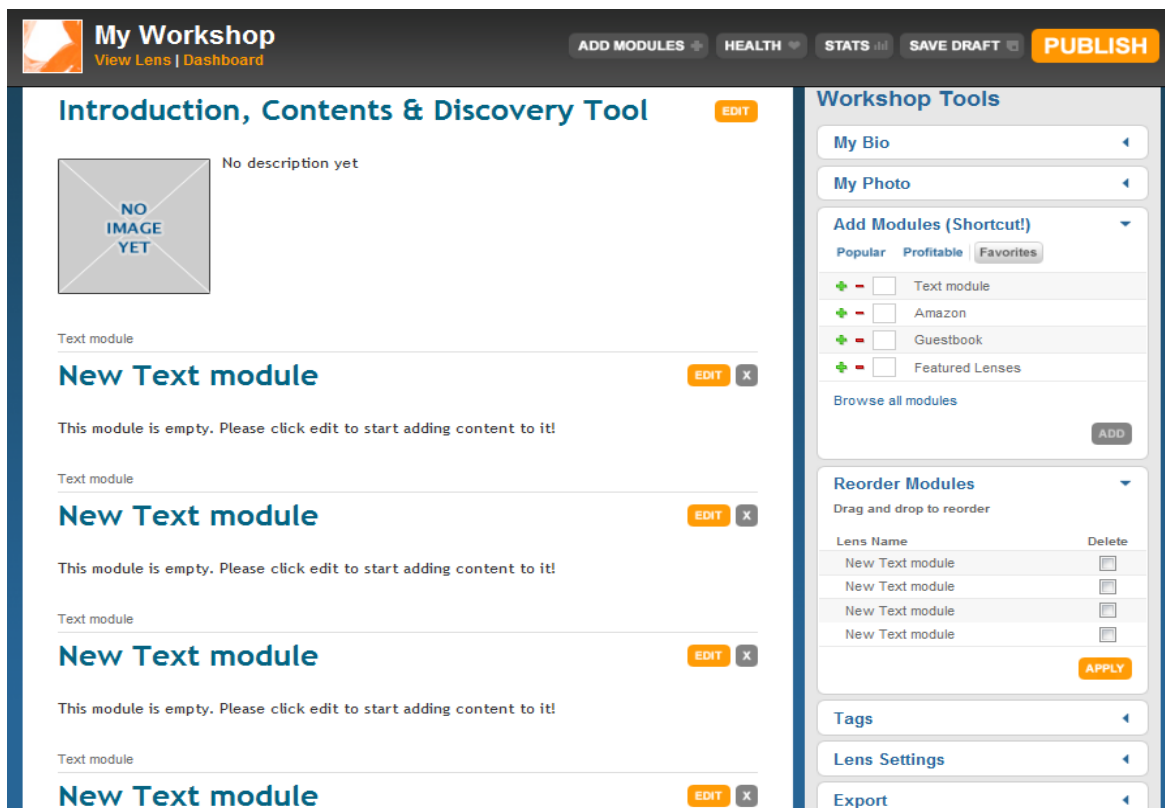
My article has 7 short paragraphs and I will be copy/pasting it into my new lens on individual text modules. I will put two of the paragraphs in the intro module and the rest in another 4 text modules.

To start doing this, I will first add more text modules like this:



I simply click the green plus button to add 4 text modules and then click add.

After I do this, my lens workshop now looks like this:



Now, let's get our article content onto our lens in the text modules.

The Intro Module

Introduction, Contents, and Discovery Tool

First we are going to add a paragraph or two into the intro module. We will also have the option here to add a photo, a table of contents, and choose whether or not to have our lens featured on other Squidoo lenses.

We start to work on any module by clicking the “edit button” :



This opens up that module and the intro module looks like this:

A screenshot of the "Introduction, Contents & Discovery Tool" module edit interface. At the top, there are three tabs: "Intro Text", "Table of Contents", and "Discovery Tool". Below the tabs, there is a "Lens Intro Title" field. Underneath that is a "Lens Description" field. Below the description field, there is a section titled "Upload an intro image!" with a subtext: "Adding a big image to your introduction sets the tone of your lens. It's your chance to make a great first impression. Upload something interesting and relevant to your topic (and, of course, something you can properly credit). Upload jpgs and gifs only, please." Below this text is a placeholder image with the text "NO IMAGE YET". At the bottom, there is a "Lens Photo" field.

First, let's add some content (text) and a title to our intro module. Since I already have my article ready in this case, I will copy a paragraph or two into the intro module and click save:

note: try and make sure that phrases that relate to your lens are very clear within your intro module. This is a very important part of a lens that helps Google know what your lens is about so it can send you traffic.

Try to avoid intro modules that say things like "Hi this is my lens...hope you enjoy it...etc etc". Instead, talk about your lens topic.

Here is what I put in my intro module before I clicked "save":

The screenshot shows a web interface titled "Introduction, Contents & Discovery Tool". It has three tabs: "Intro Text", "Table of Contents", and "Discovery Tool". The "Intro Text" tab is active. Below the tabs, there is a "Lens Intro Title" field containing the text "Learn How To Dance Salsa". Below that is a "Lens Description" field containing two paragraphs of text about salsa dancing. Below the description is a section titled "Upload an intro image!" with instructions and a placeholder box that says "NO IMAGE YET". Below the image placeholder is a "Lens Photo" field with a "Browse..." button. At the bottom right of the form are "UPLOAD PHOTO" and "REMOVE PHOTO" buttons. At the very bottom of the interface are "SAVE" and "CANCEL" buttons. Three red arrows are overlaid on the image: one pointing to the "Lens Intro Title" field, one pointing to the "Lens Description" field, and one pointing to the "SAVE" button.

After clicking save, the content I just added is saved to my new lens.

My lens workshop now looks like this:



Presto-chango! We've got content!

But wait, I want a picture there... so let's add an image.

Images are great for lens-appeal. Also, if you ever use something called the "featured lens module" on your lens to display other lenses you have, it will include this picture you add. If you DON'T add an image, your featured lenses will have the dreaded default blob and look nasty...lol

Adding an Image to the Intro Module

Again, click "edit" on your intro module. Scroll down to where it says "Upload an intro image". Upload basically means to take it from your computer and put it on their site online. For this to work, you need to have the image you want to use on your computer.

Click "browse" to tell Squidoo where to find the image on your computer, then click "upload photo".

Introduction, Contents & Discovery Tool

Intro Text | Table of Contents | Discovery Tool

Lens Intro Title

Learn How To Dance Salsa

Lens Description

Do you want to impress your date in the nightclub? Salsa is the dance for you. It is a trendy street performance too. We see more and more couples taking salsa classes now compared to ten years ago. The young and old admire this sassy dance, so why not learn how to dance salsa.

Salsa is a wonderful fluid dance that seems intricate but is relatively easy to follow. You will be easily fascinated by the hip movements involved, it almost seems magical with the speed and music beats. Even a beginner salsa dancer can quickly advance to more complicated movements with practice.

Upload an intro image!

Adding a big image to your introduction sets the tone of your lens. It's your chance to make a great first impression. Upload something interesting and relevant to your topic (and, of course, something you can properly credit). Upload jpgs and gifs only, please.

Lens Photo

C:\Users\Jennifer\Desktop


Now you should see the image you just uploaded. If you do, click save. If you don't see it... try again =)

every street performance too. We see more and more couples taking salsa classes now compared to ten years ago. The young and old admire this sassy dance, so why not learn how to dance salsa.

Salsa is a wonderful fluid dance that seems intricate but is relatively easy to follow. You will be easily fascinated by the hip movements involved, it almost seems magical with the speed and music beats. Even a beginner salsa dancer can quickly advance to more complicated movements with practice.

Upload an intro image!

Adding a big image to your introduction sets the tone of your lens. It's your chance to make a great first impression. Upload something interesting and relevant to your topic (and, of course, something you can properly credit). Upload jpgs and gifs only, please.



Lens Photo
C:\Users\Jennifer\Desktop Browse...

UPLOAD PHOTO **REMOVE PHOTO**

SAVE **CANCEL**

Now my intro module looks like this:



That was easy, right? Right!

You now have the basics to create a Squidoo lens – congrats!

Adding a Table Of Contents

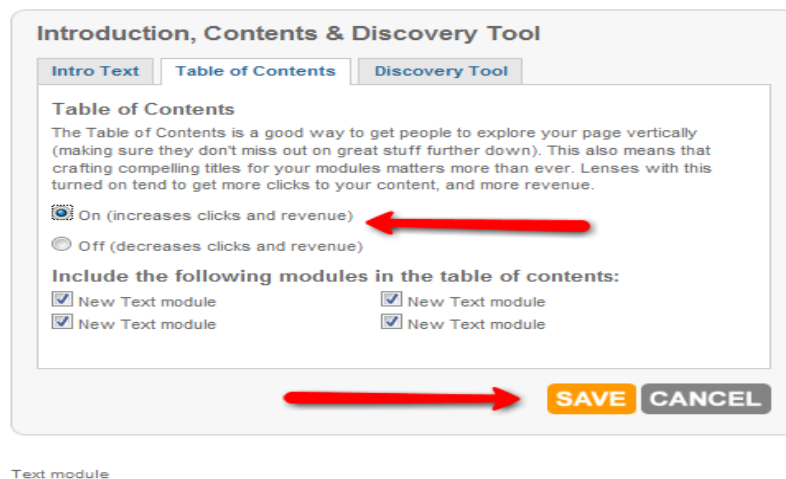
Within the intro module you also have the option to add a Table of contents in the blue area under your intro module. You will not see this from your workshop, but you will see it when your lens is published and live.

Let's add a table of contents – but first, go up to the top right in the black bar area and click “save draft”. We always want to save often just in case something weird happens. There is nothing worse than losing work you took time to create.

Clicking “save draft” will save it for your eyes only. Your lens will not be visible to anyone else until you click “publish”.



Now, go back and click edit on your intro module. At the top, click the “Table of Contents” tab. Click to turn in on and leave everything else as is right now. As each of your modules gets a title, these default “new text module” titles will change on their own.

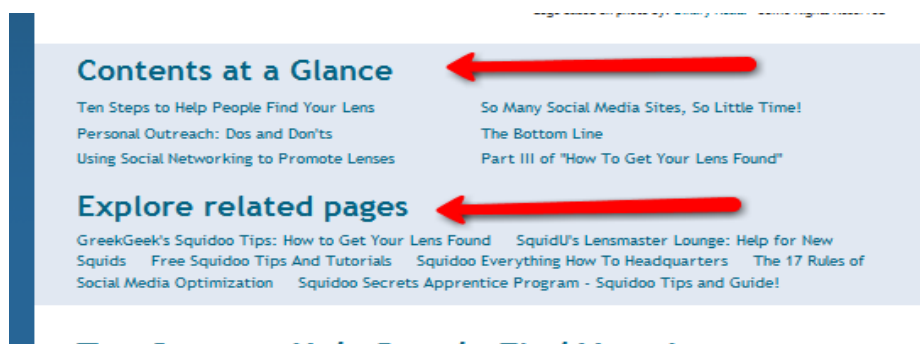


As your lens grows, there may be modules you don't want included in your table of contents. Feel free at any time to edit your lens and change which modules are shown in your Table of Contents option.

Now, let's do the discovery tool.

Discovery Tool in the Intro Module

The discovery tool is what shows other related lenses on Squidoo in the blue bar under your intro module.



The "Contents at a Glance" is your table of contents.

The "Explore Related Pages" is your discovery tool.

You have the option to turn either of these on and off individually from within your intro module edit area.

The explore related pages area of a lens (ie, the discovery tool) shows other lenses on Squidoo that are on basically the same topic as yours. Some people don't like to turn this on because they don't want to send traffic to other lenses before anyone has even read THEIR lens.

However, by turning this option ON, there are two good things that happen.

1. Your lens is shown on OTHER lenses via the related pages area, and
2. You can add up to 3 of YOUR lenses for this area.

All in all, this is a personal preference. For a brand new lensmaster, I would recommend turning this on to start out. This gives your new little lens more of an opportunity to be found and get visitors. You can turn it off at any time.

Simply click the "discovery tool" tab within your intro module (since we just did the table of contents, this area should still be open).

Click "on". If you have other lenses, or know of other lenses you want your readers to know about, add the urls where noted. Then, click save.

The screenshot shows a web interface titled "Introduction, Contents & Discovery Tool". It has three tabs: "Intro Text", "Table of Contents", and "Discovery Tool". The "Discovery Tool" tab is active. Below the tabs, there is a section titled "Discovery Tool" with a paragraph of text explaining the tool's function. Below the text are two radio buttons: "On (get traffic from other lenses on Squidoo)" and "Off (isolate this lens from the Discovery feature)". A red arrow points to the "On" radio button. Below the radio buttons is a section titled "Add your 3 favorite related lenses!" with a tip: "Tip: It works best if any lenses you add here are really good and relevant." There are three input fields for URLs, each preceded by a number (1, 2, 3) and the text "http://www.squidoo.com/". A red arrow points to the first input field. At the bottom right, there are two buttons: "SAVE" (orange) and "CANCEL" (grey). A red arrow points to the "SAVE" button.

As I mentioned before, you will NOT see this blue area of your lens until AFTER your lens is published and you are out of the workshop area.

Your intro module is now complete!

Text Modules – Adding Content (ie, your article)

Now we are going to simply add the rest of our article to the other text modules we already have waiting for us. Click edit to open the module up, paste in your content, and give the module its own sub-title. Be sure to get your keywords into the module title...this helps Google help you get traffic to your lens =)

After adding all this in, click save (do all the red arrows first, then click the blue arrow)

Text module

Give your module a title. Titles can only be one line, so keep it short.

Give your module a subtitle.

Enter your text below. The limit is 10,000 characters.

Afraid Salsa dancing might be too much for you to handle? Don't worry - step by step instructions will make it easy for you. You do not have to have a dancing background. In addition to learning an art, you also get a good workout.


Here's a secret... Salsa bootcamps are the latest and greatest in a fun time for couples!

325 characters used

SAVE **CANCEL**

People like pictures

Add one here to make your lens even better. Upload jpgs and gifs only. Please note: We save your image changes automatically. No need to click the SAVE or CANCEL buttons above. Don't swim after eating.



C:\Users\Jennifer\Desktop Browse...

UPLOAD PHOTO **REMOVE PHOTO**


Now my text module looks like this:

Text module

Learning To Salsa - Is It Too Hard?

Afraid Salsa dancing might be too much for you to handle? Don't worry - step by step instructions will make it easy for you. You do not have to have a dancing background. In addition to learning an art, you also get a good workout.

Here's a secret.... Salsa bootcamps are the latest and greatest in a fun time for couples!



Text module

New Text module

This module is empty. Please click edit to start adding content to it!

Continue adding content the same way to the rest of your text modules. You don't have to add an image – that's totally up to you =)

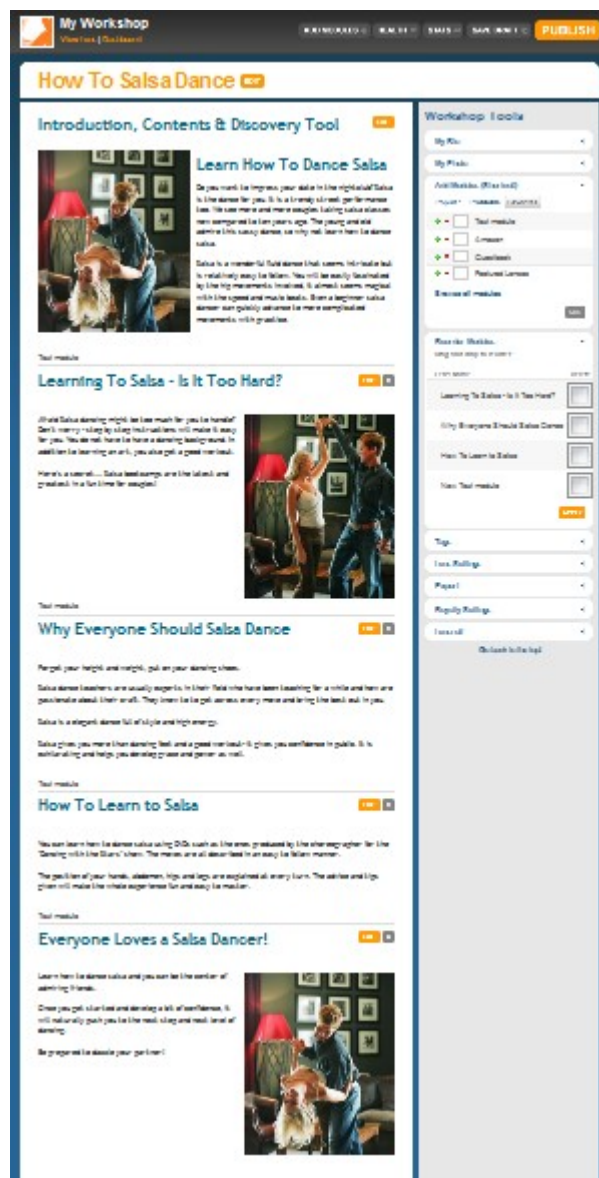
Images make a lens more eye-appealing and can help keep a reader interested and moving thru your lens. I like to use them because I sure know how I feel when I am greeted by a web page that is nothing more than a WHOLE BUNCH of endless text. How about you?

Get creative with your lens. Remember, this is FUN!

Don't forget to click "save draft" often through-out this process. Saving your work is important and can save you from a big ol' headache if your work gets lost.

Again, trust me on this ;)

Now that all my content is added and all my text modules are full, my lens workshop looks like this.



Now I want to add two more things.... I want to add a big link to be able to send readers to my recommended product and I want to add a guestbook so readers can talk to me and leave comments.

Adding Links to a Squidoo Lens

There are many ways to add links to a Squidoo lens. Most of these links require some knowledge of a code called HTML. While HTML is not difficult, for the sake of this guide I am going to show you the easiest way to link to an affiliate product or your own website for your lens readers to follow.

If you want to learn how to make HTML links and other ways to use HTML to make your lens look AWESOME, feel free to visit this resource list on my blog:

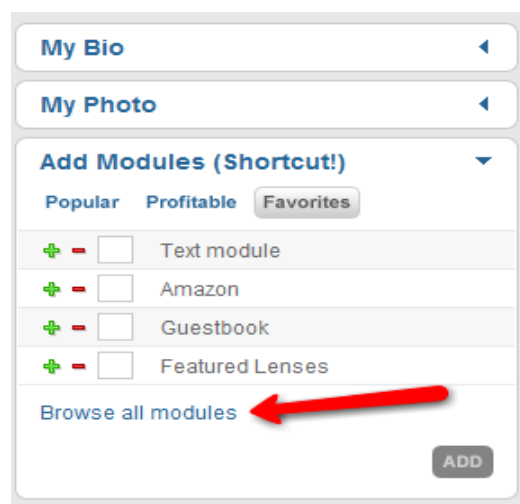
<http://www.potpiegirl.com/2009/02/great-squidoo-resources/>

These are all Squidoo lenses that are free tutorials. Be sure to read them at some point and bookmark that list for future use. You'll need it... trust me ;))

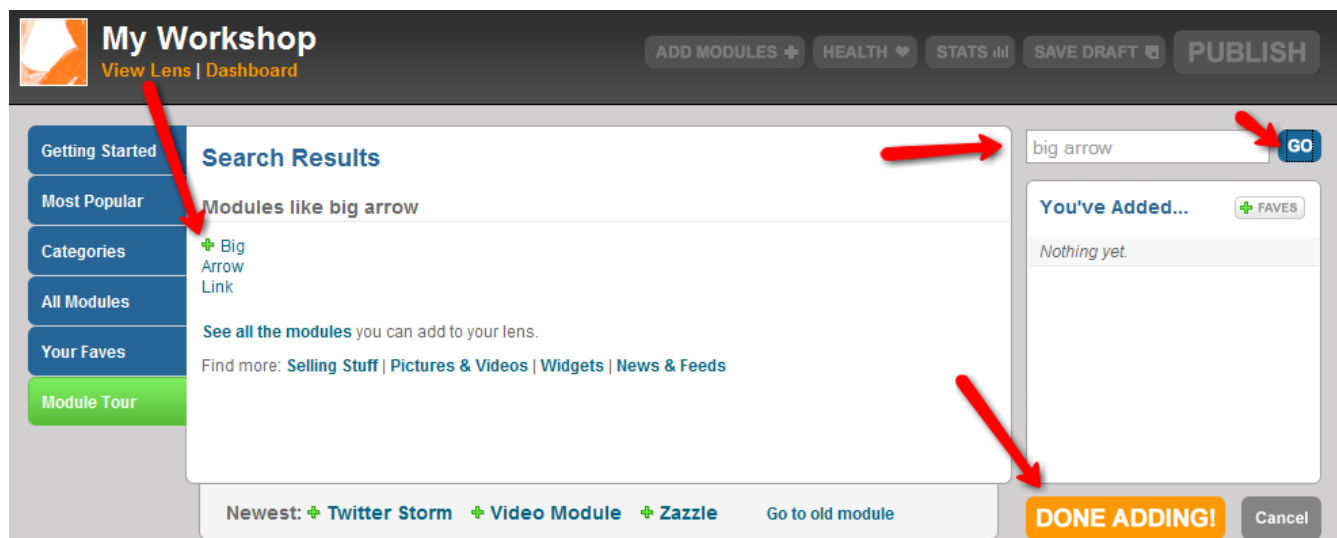
Adding a Big Arrow Link

We will need to dig into the module directory for this Big Arrow module (also called My Favorite Link)

So, let's click "browse all modules" there on the right under the Add Module area:



That will bring up a screen like this:



First, type in "big arrow" into the search bar and click go. The "big arrow link" module option will then be shown in the middle under search results. Click the green plus sign to add a big arrow link module, then click "done adding".

Now, at the BOTTOM of your lens workshop, you will see a new big arrow link module.

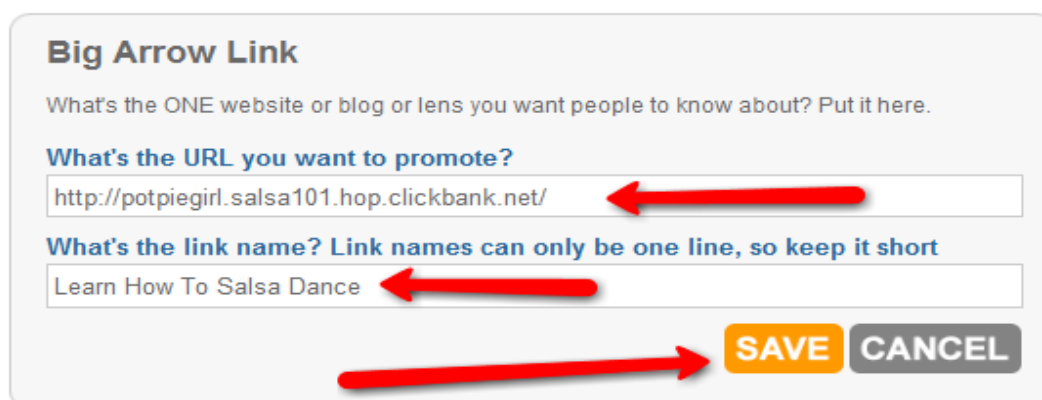


Click edit to open that arrow link module up so we can change it to what we want to link to.

I already have my affiliate link from Clickbank for the Salsa product I am recommending, so I will add that web address (url) into the area where it says "what's the url you want to promote?".

Next, Squidoo asks me what the link name is. I chose "Learn how to salsa dance". This will make the words "Learn How To Salsa Dance" a "clickable" word that goes to the salespage for this product.

Now, click save.



Big Arrow Link

What's the ONE website or blog or lens you want people to know about? Put it here.

What's the URL you want to promote?

What's the link name? Link names can only be one line, so keep it short

SAVE **CANCEL**

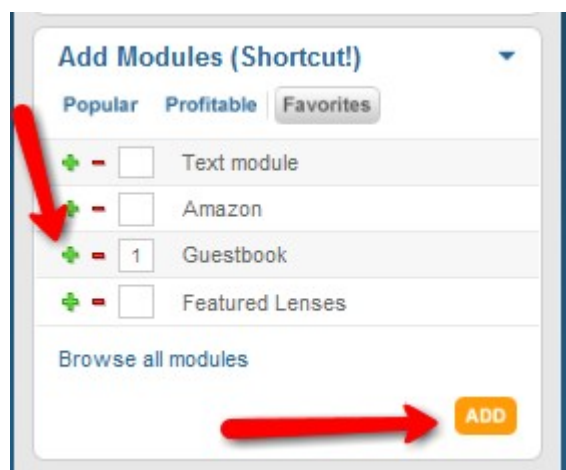
Now my Big Arrow link module looks like this:



Adding a Guest Book to Your Squidoo Lens

Next, let's add a guest book to our Squidoo lens to encourage conversation and feedback.... and discussion about Salsa!

Go to the right side to "Add Modules", click the green plus sign one time next to "GuestBook" to add 1 guest book module and then click "add". Now there is a guest book at the bottom of your lens. (just in case you don't see "guest book" - this module is found when you click the little "favorites" tab at the top of Add Modules)



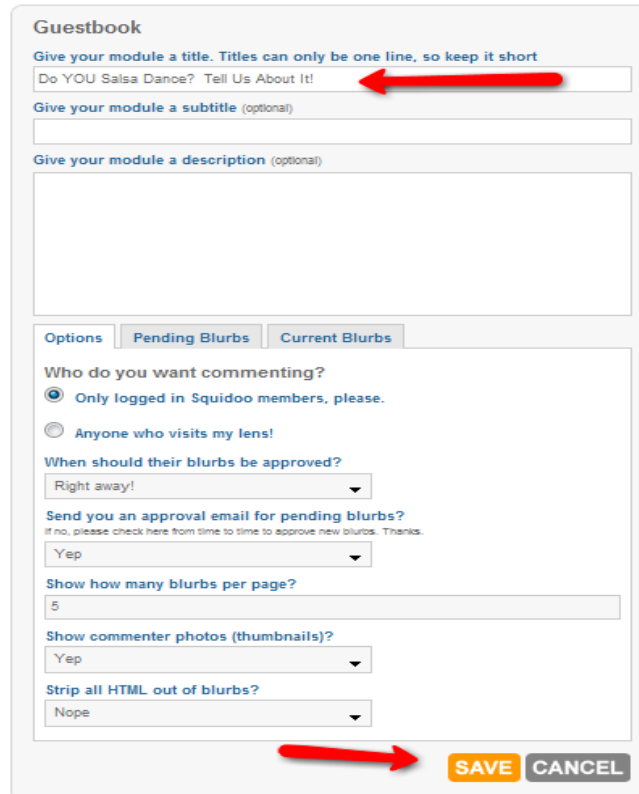
Now, scroll on down to the bottom of your lens and click to edit. Give your guest book an inviting title. You can also add your own words in the description area. There are all kinds of other options there that give you more control and flexibility over your guest comments, but for now – let's just let it be as is.

As you make more and more lenses and get more comfortable making them, you will find what options and modules work best for you. Right now, we are getting your lens LIVE and online... and that is super important. You can go back at any time – as often as you like – and make changes, edits, and additions to your lens and have those changes effective immediately after publishing.

I think many people wait too long to publish their first lens. Perhaps they are waiting for it to be "perfect". Thing is, the sooner it's live, the sooner

Google can find it and start to send you traffic. Don't wait for "perfect" - there is no such thing =)

Ok, this is how I filled in my guest book module:



The screenshot shows the 'Guestbook' configuration interface. At the top, there's a title field with the text 'Do YOU Salsa Dance? Tell Us About It!' and a red arrow pointing to it. Below the title is an optional subtitle field and an optional description field. Further down, there are tabs for 'Options', 'Pending Blurbs', and 'Current Blurbs'. Under the 'Options' tab, there are several settings: 'Who do you want commenting?' with radio buttons for 'Only logged in Squidoo members, please.' (selected) and 'Anyone who visits my lens!'; 'When should their blurbs be approved?' with a dropdown set to 'Right away!'; 'Send you an approval email for pending blurbs?' with a dropdown set to 'Yes'; 'Show how many blurbs per page?' with a text input set to '5'; 'Show commenter photos (thumbnails)?' with a dropdown set to 'Yes'; and 'Strip all HTML out of blurbs?' with a dropdown set to 'Nope'. At the bottom right, there are 'SAVE' and 'CANCEL' buttons, with a red arrow pointing to the 'SAVE' button.

I click save and I now see this:



Nope not very exciting looking, is it? Haha! If you want, add an image to it or more text in the description area. Totally up to you.

Now – click “save draft”.

Publishing Your Lens

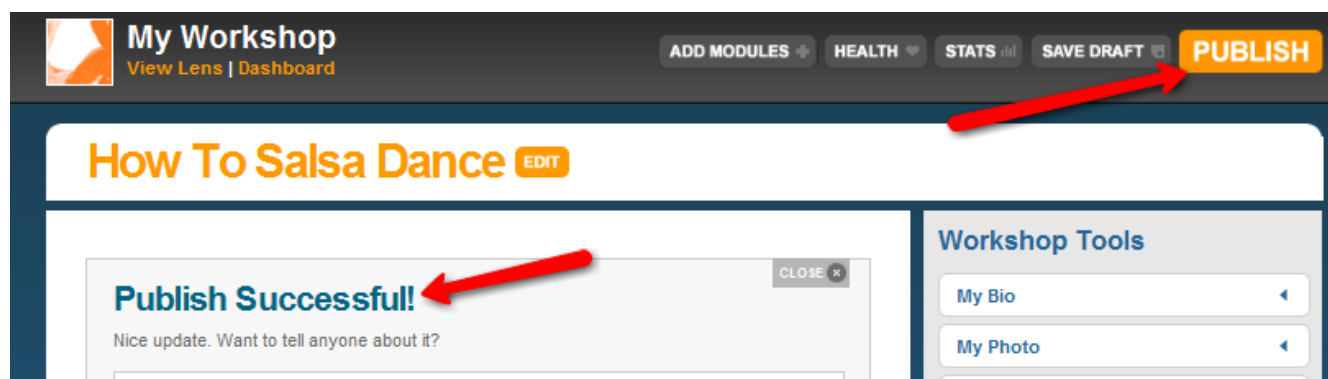
Now, we are ready to click publish and let the world see our new lens! Congrats!

That wasn't hard at all, was it?

While we aren't quite finished, you have already learned the basics of creating a Squidoo lens!

So if you haven't clicked “save draft”, do it now.

Next, click, PUBLISH – that big orange button up at the top right. When the publish is complete and successful, Squidoo will let you know.



Now, up there to the top left, under “my WorkShop” click, “View Lens”.

Now you get to see how the world sees your lens...

You get to see what YOU CREATED!

© 2009 PotPieGirl.com

[illegible]

Creating a Squidoo lens is super easy, isn't it???

You may notice that there aren't any "related pages" being shown in the Explore Related Pages blue box area, but that's because your lens doesn't have the approval green check yet. Once it does, this area will become populated with other lenses.

There are still a few things we want to do before we are really done with our lens for today.

One – we want to change that bio area so it's not the default words and image... and it is uniquely yours.

Two – we want to add some related tags to our lens to make our lens more "findable".

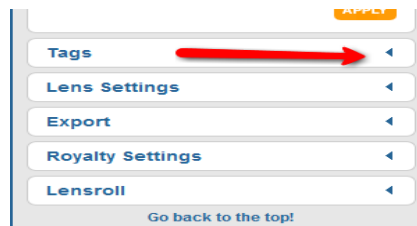
First let's add some tags...

Adding Tags to a Squidoo Lens

First let's go back into our lens workshop. Up there by your lens title, click "edit lens"



Look on the right side for the word "tags" and click the little arrow next to it.



Once that area opens, start adding words and phrase that are relevant to your lens. When you need another space for a new tag, click “add more tags”. You can have up to 40 tags. You don't need to use them all, but try and get about 15-20.

Also, some people say that having your primary tage (the main one listed up top) also included in your “other tags” area helps... so do this too if you think about it.

When you're done, click save. Then click “save draft” and re-publish. Keep in mind that changes you make to your lens are only seen by others when you click “publish”

Primary tag

How To Salsa Dance

What is the one best keyword or phrase for your lens?

Other tags

salsa

salsa dance

salsa dancing

dancing

dance

how to dance the salsa

how to salsa dance

learning salsa

how to salsa

ADD MORE TAGS

Other similar lenses also use:
Great! You've used all the tags we can recommend!

Consider these other tag variations:
Great! You've used all the tags we can recommend!

SAVE **CANCEL**

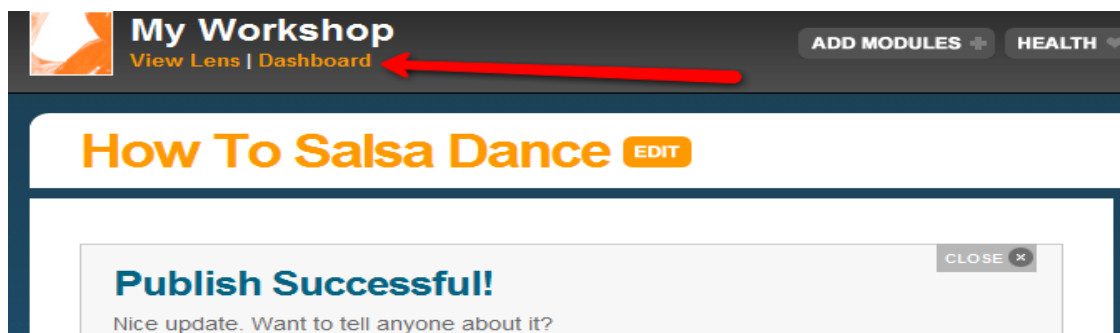
Editing Your Squidoo Profile and Photo

Now let's get that silly default bio and image taken care of. You CAN do this right on the lens, but I prefer to do it from my Squidoo dashboard so I have a default bio of my own. This default bio will show up on all lenses I make so I don't have to worry about it.

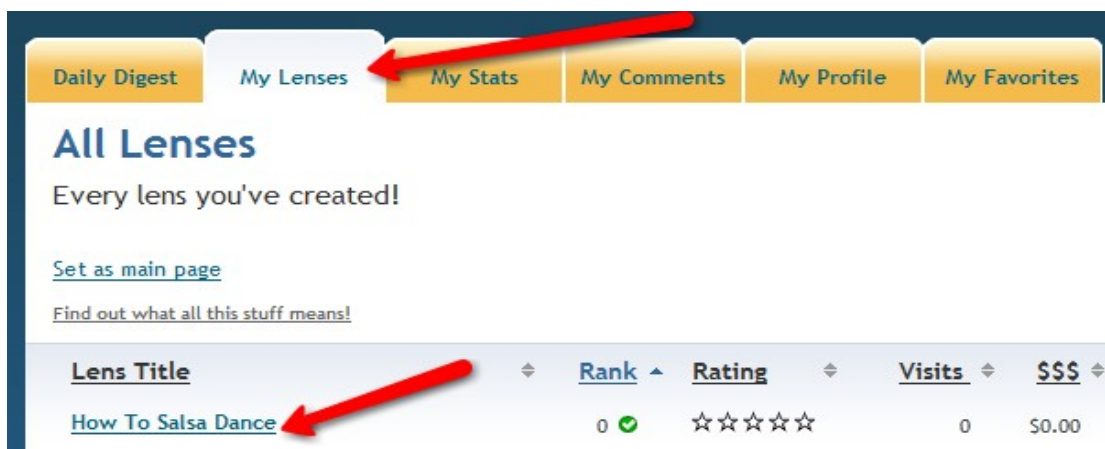
If I want one particular lens to have a unique bio, I can simply edit that one from inside that lens.

So, let's set up a default image and bio.

Go to your Squidoo account dashboard.



As you make lenses they will be listed here. In fact, my new lens is showing...and I can see it listed under the "my lenses" tab.



Once that new lens has a green check AND a number under it's "rank" column, my lens will be listed and featured in the Squidoo site.

Then I will also see lenses listed in the blue area of my lens under the 'related pages' part. Also, if someone clicks my lensmaster name on my lens, they will see my new lens listed on my lensmaster profile page =)

You will have access to all kinds of cool stats on your lenses too. You will be able to see how many visits your lens gets, where the visits come from, what they click on your lens...and so much more!

Just hold your mouse over your lens name and then click "stats". You can also roll your mouse over and click to edit your lens right from your dashboard.

What we want to do now, tho, is to give your account a default bio and a default photo.

About The Squidoo Bio Area

Every Squidoo lens (web page on the Squidoo.com site) has what's called a lensmaster bio area.

Squidoo Help Center | Squidoo FAQ with PotPieGirl

★★★★★ (by 113 people) Your rating: ★★★★★

Ranked #5 in [Squidoo Tips](#), #184 overall
Rated G. (Control what you see)

Google Website Optimizer
Easily test the effect of different messages & images on your site
www.google.com/websiteoptimizer

Optimize Your Website
Increase Website Ranking by Using Optimized Press Releases w/PRWeb!
www.prweb.com

Ads by Google

I Am Your Squidoo 911 and 411 - Help and Info For Squidoo Lensmasters

Learning how to use Squidoo? Having problems? Can Google find your lens? Why isn't your Squidoo lens getting indexed by Google? Why doesn't Google send traffic to your lens? How the heck do you make a lens, or optimize one? SOOO many questions about Squidoo lens making!!

Over at my blog, PotPieGirl.com, we do a lot of

PotPieGirl.com
Take a Chance!

by PotPieGirl

View Full Profile

I LOVE Squidoo! Squidoo is a big part of my all-free system of making money online. Read my personal system at One Week Marketing

Best Free Squidoo Resources!
Top 10 Newbie Mistakes
Does Wealthy Affiliate Work?

Feel free to... more...

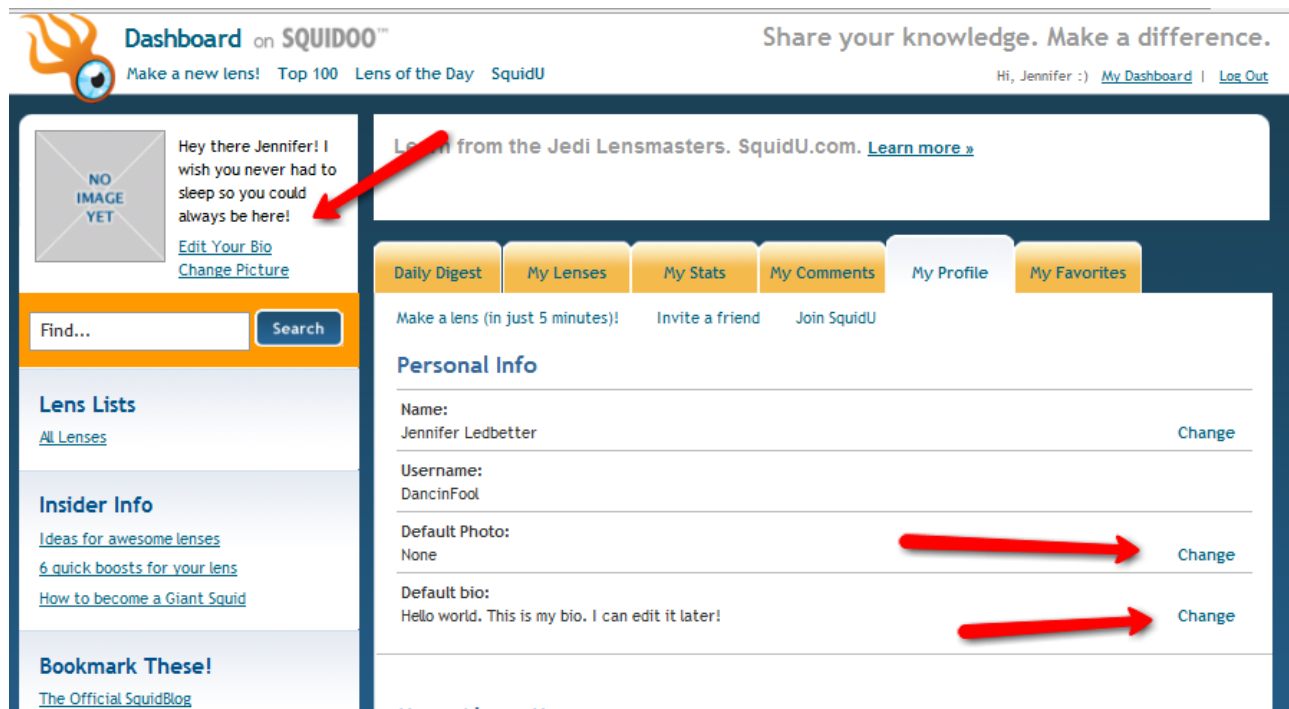
Find... Search

The lensmaster bio area is a very important area of a lens that many, MANY lensmasters over look or don't take seriously. To me, it is so important that I am going to make SURE that each of you create a default bio so we are positive your lenses will each have one.

While you can change the bio area on each lens individually, you can also set up a "default bio" that will automatically be put on each lens. You can change it to suit a individual lens, but this way you know there will be one on each lens no matter what.

This is important – please do not skip this step.

We can do this in one easy step from our Squidoo lensmaster dashboard. There are two ways to do it from the dashboard. Either at the top left (see arrows) or in the middle (see arrows):



Adding a Photo to Your Squidoo Account

First, let's give you a face or an image. We will do this by clicking either "change your picture" at the top left OR clicking "change" in the middle next to "default photo".

The image you want to use will have to be ON YOUR COMPUTER. You will simply tell Squidoo where to find it on your computer and they will upload it (put it on the site) for you.

This image can be just about anything. It can be a picture of you, a graphic, a picture of your dog.... whatever you want.

Since my new lens will be about dancing, I am going to choose an image that has to do with that.

I prefer to use the "default photo" option – sometimes the "change your

picture option is a bit “buggy” for me. I have no idea why....lol You may run into some odd “quirks” from time to time...and you will absolutely get used to working around them...or simply trying again. Squidoo is such a great free site...we don't stress about quirks, do we?

So, I click “change” next to Default Photo and it opens up a field like this:

[Make a lens \(in just 5 minutes\)!](#) [Invite a friend](#) [Join SquidU](#)

Personal Info

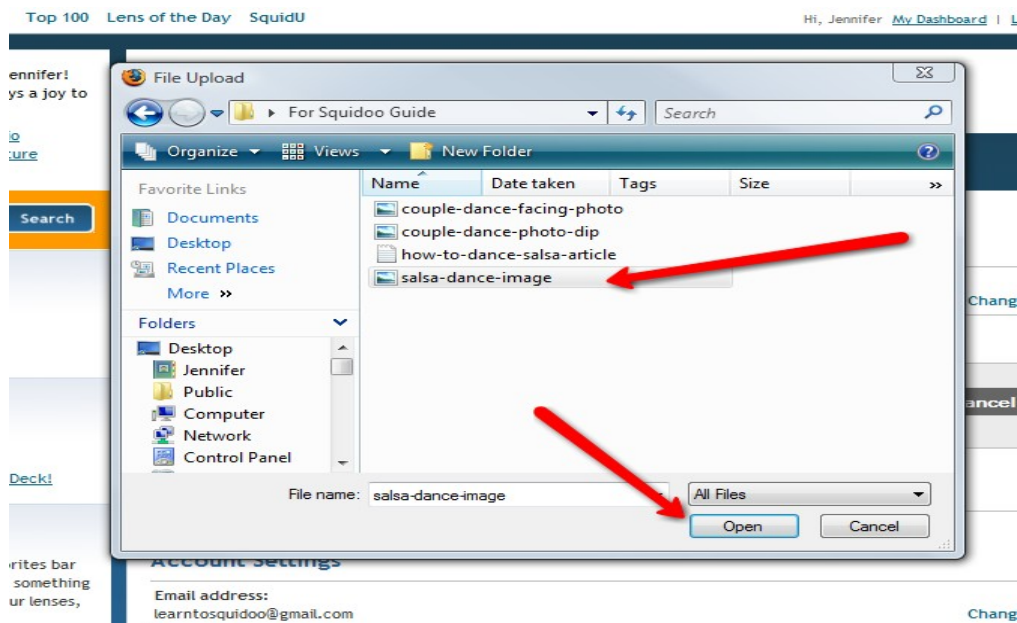
Name:
Jennifer Ledbetter [Change](#)

Username:
DancinFool


Default Photo:
Default Photo

Default bio:
...

I want to click “browse” and point Squidoo to where the picture I want to use is located on my computer.

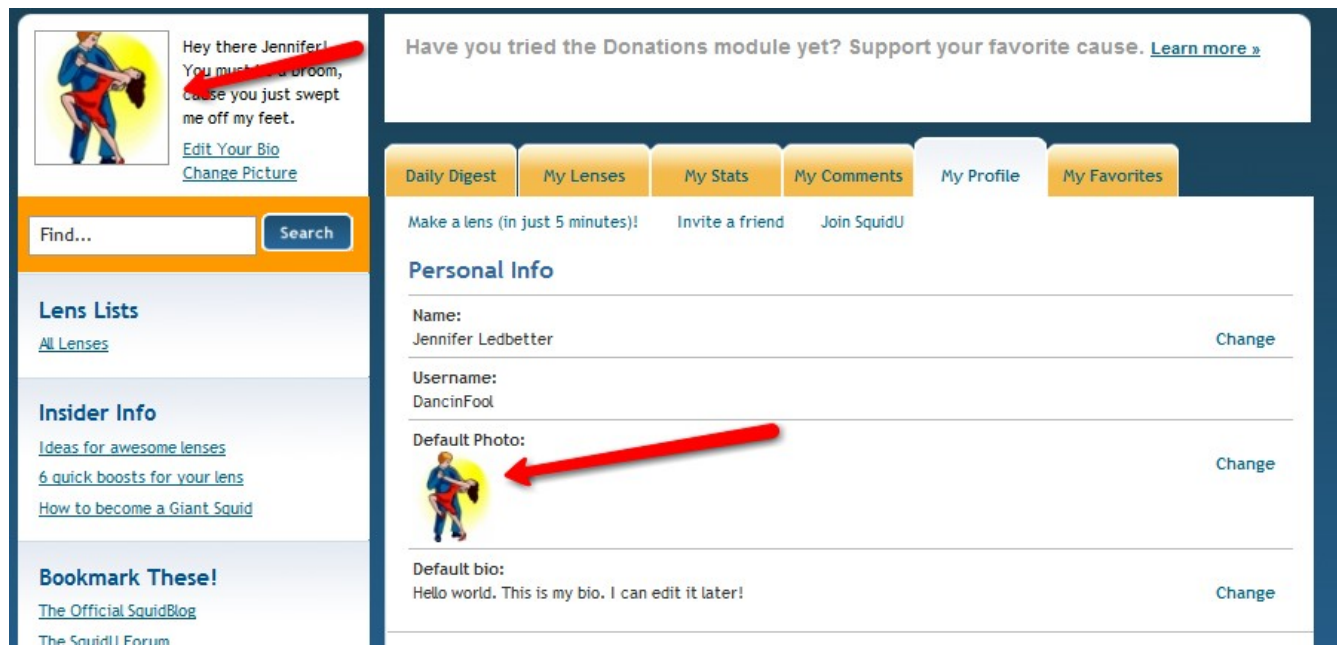


After I click "open", my Squidoo dashboard will look like this:



The screenshot shows the 'Personal Info' section of the Squidoo dashboard. It includes fields for Name (Jennifer Ledbetter), Username (DancinFool), and Default Photo. The Default Photo field shows a file path 'C:\Users\Jennifer\Desl' and a 'Browse...' button. Below the file path is an 'Upload' button, which is highlighted by a red arrow. There is also a 'Cancel' button to the right of the 'Browse...' button. At the top of the dashboard, there are tabs for 'My Profile' and 'My Favorites', and links for 'Make a lens (in just 5 minutes)!', 'Invite a friend', and 'Join SquidU'.

Next, simply click "upload" and your picture is live!

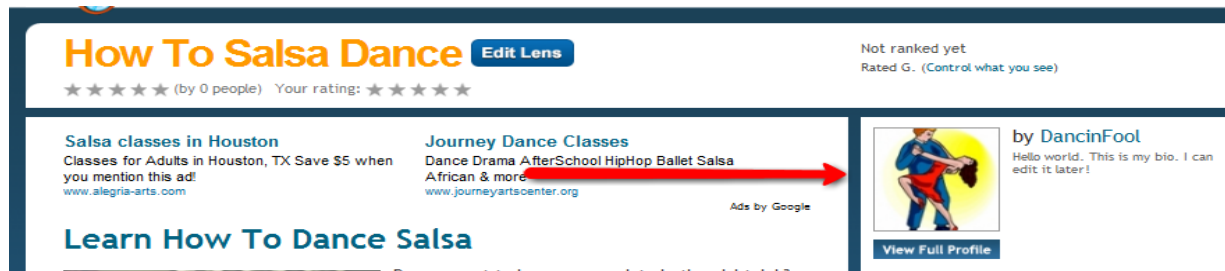


The screenshot shows the Squidoo dashboard after the photo upload. The 'Personal Info' section now displays the default photo as a small image of a person in a blue shirt and red pants. A red arrow points to this image. The dashboard also features a 'Lens Lists' section with links to 'All Lenses', 'Insider Info', and 'Bookmark These!'. A search bar is visible at the top left. A banner at the top right promotes the 'Donations module'. The 'My Profile' tab is selected at the top.

You will notice that the image was added in two places.

Also, if you took a sneak peek at your new lens, you will see the image is now showing there in the bio area too...

Look:



Easy, huh?

Ok, now let's change our default bio.

Changing Your Bio

Back to your dashboard under "profile" - click "change" next to Default Bio.


Now we want to add in some words about ourselves, our interests, our hobbies, - whatever you want. You can also use HTML to add links and images in this area. Since this is a basic beginners guide we won't be covering that tho....sorry!

Go ahead and type a few things in your bio area. It's not permanent and can be changed as often as you'd like. I simply typed in some stuff about Salsa dancing off the top of my head.

Personal Info

Name: Jennifer Ledbetter [Change](#)

Username: DancinFool

Default Photo:  [Change](#)

Default bio: [Change](#)

Sala dancing is the most fun for my husband and I. Not only do we enjoy the time together, we both get a workout that is enjoyable. If you're intimidated by learning to salsa... don't be! You'll catch on fast!

Default Bio

[Save](#) [Cancel](#)

Click save and you're done!

Too funny, I noticed I had a typo in my bio text, so I had to click change again and edit it. But now, this is how my Personal Info area looks on my dashboard:

Personal Info

Name:	Jennifer Ledbetter	Change
Username:	DancinFool	
Default Photo:		Change
Default bio:	Salsa dancing is the most fun for my husband and I. Not only do we enjoy the time together, we both get a workout that is enjoyable. If you're intimidated by learning to salsa... don't be! You'll catch on fast!	
		Change

And yup – it changed on my lens, too!

How To Salsa Dance

[Edit Lens](#)

Not ranked yet
Rated G. (Control what you see)

★★★★★ (by 0 people) Your rating: ★★★★★

Salsa classes in Houston


Classes for Adults in Houston, TX Save \$5 when you mention this ad!
www.alegria-arts.com

Journey Dance Classes

Dance Drama AfterSchool HipHop Ballet Salsa African & more
www.journeyartscenter.org

Learn How To Dance Salsa

Do you want to impress your date in the nightclub?



by DancinFool

Salsa dancing is the most fun for my husband and I. Not only do we enjoy the time together, we both get a workout that is enjoyable. If you're intimidated by learning to salsa... don't be! You'll catch on fast!

[View Full Profile](#)

That's all there is to it!

You now have not only created your first lens... you also have a default bio ready for all your future lenses!

Well done!

How To Get Paid by Squidoo

Squidoo shares it's advertising revenue with their lensmasters (ie, YOU!).

In short, their shared revenue comes from the AdSense ads and other ads you see pre-placed on your lens. Lenses are divided into earnings "tiers" each month, and each tier of lenses earns a certain amount that changes month to month.

Now, don't go quitting your day job over this revenue. It's only a couple bucks...lol The top-tier lenses make over \$10 on average per month...and the bottom tiered lenses make a few cents per month. Basically, the better your lens does with Squidoo lensrank, the more it will earn you from Squidoo.

Lens rank is Squidoo's own internal algorithm for ranking lenses. Many things go into this formula and the exact formula is not disclosed. A lens rank of 1 is the best... the bigger the number, the lower your lens is ranked.

All lenses start at the bottom. As they get traffic and ratings and comments, etc, they start to move up the ranks – and earn you more =)

You have the option to donate your Squidoo earnings to charity or to have them paid to your PayPal account. Squidoo pays out by the 15th of each month, but it takes about 2 months for you to get paid.

In short, what you earn in January is processed by Squidoo in February and then paid to YOU in March. Got it?

If you want to have your earnings paid to you via PayPal (currently only option for payment from Squidoo), you will need to change your settings on your profile page.

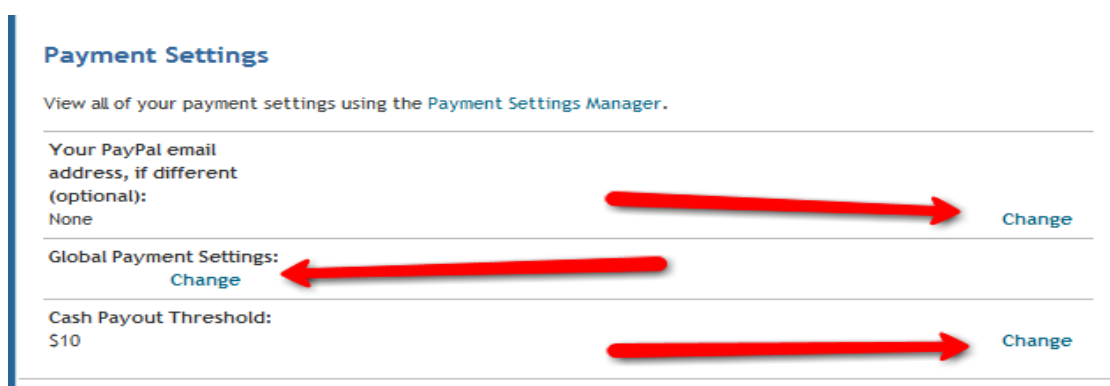
Adding your PayPal Information

On your profile page on your dashboard, scroll on down until you see:

Payment Settings

Click change next to each of the three fields and fill them in with your appropriate details.

That's all there is to it!



The screenshot shows the 'Payment Settings' section of a dashboard. It includes a sub-header 'Payment Settings' and a note: 'View all of your payment settings using the Payment Settings Manager.' Below this are three settings, each with a 'Change' link highlighted by a red arrow:

- Your PayPal email address, if different (optional):** None [Change]
- Global Payment Settings:** [Change]
- Cash Payout Threshold:** \$10 [Change]

You will also notice on this profile area that there are a lot of other options to fill in and personalize your profile. Feel free to poke around and click to add anything that applies to you.

Otherwise, you are DONE!

You have just created your first Squidoo lens!!!!

A BIG high-five and an even bigger "Way To Go!!!!!"

Making Squidoo lenses is fun... and easy.....

and it can be VERY profitable!

You can see my completed lens here:

<http://www.squidoo.com/how-to-salsa-dance>

Making Money With Squidoo Lenses

I got the big crazy idea to make money online in late January 2007. Problem was, I didn't HAVE any money to MAKE money with. That whole "it takes money to make money" idea was weighing on me like that plague.

It wasn't too long before I heard about a new site that was free to use. This new site shared their revenue with their page creators AND allowed them to use their own affiliate links for additional earnings (and no, you don't have to share your personal affiliate earnings with them).



This new little site was called Squidoo. I couldn't wait to sign up – and once signed up, I just about cried because I had NO IDEA what I was doing. Modules? Lenses? Say What?

As most other new internet marketers do, I pushed aside the new thing I didn't understand and went on to try other things. It wasn't a few months before I was back on Squidoo, tho.

I learned in my earlier make money online travels that those with limited resources have a hard time finding a "home" to be able to start bringing money in. Fact was clear to me tho – in order to really create an online business, I would have to make some money so I could afford to buy domain names and web hosting so I could make my OWN sites.

I needed to bring in money NOW... and I needed to be able to do it for free. Free Money - Not a big request, is it? Hahahaha!

Here's the thing – I am NOT a marketing professional or a website genius or any of that. I knew how to post on forums and send emails and stuff, but that was about all I knew about the internet.

I'm a mom – a wife.... I used to be in the golf business. Internet marketing was not even a phrase in my vocabulary!

After I came back to Squidoo I was at the point that my head was about to EXPLODE from information over-load. Lord, there is SO MUCH out there. One page takes you to another, then that page to another... round and round we go...gathering little bits and pieces in the process.



There comes a point where all this information goes from being a good thing, to a big solid brick wall that keeps you from taking any action.

No action = No money.

That is a very simple truth.

This frustrated me to no end. I wanted to spend more time DOING and a lot less time reading and beating my head against a wall.

I also realized that since I was low on resources, that I would have to learn how to be resourceFUL...

I realized I would have to figure it out myself.

Squidoo.com was the perfect place. I start making lenses like crazy – learning how to do this and that on lenses.... and started seeing some earnings.

Then I also realized that if Google doesn't find my lens and rank it highly, they wouldn't send me traffic.

No traffic = No sales

Also a simple truth online.

I then threw myself into learning all I could about Search Engine Optimization – and focused on learning how to optimize Squidoo lenses specifically.

I was QUITE a ride. Months and months of this unassisted learning. Self education might be really cheap, but my Lord, it is PAINFUL and ENDLESS....lol! Hours and hours, upon days and months of testing this and trying that... I really can't believe I not only stuck WITH it, but that I *survived* it.

Then, it all started to work. The things I was doing were finally all coming together! It felt like a miracle!

I rummaged thru the mountains of sticky notes I had ALLLLLLL over my desk to find the steps I had taken for the lenses that were working. I then repeated the process... it worked again. I did again... and yup, it still worked.



This may sound cheesy, but in all honesty, I could feel my life changing at that moment.

I've never had the mindset of working online to get rich quick. While the goal may sound low, my main concern was earning enough to not have to go get a "real job". Anything above that was just icing on the cake for me.

I used to look at those earnings screen shots on product pages and blogs and think, "Wow! If only I could earn PART of that... that's all I need!"

I guess I'm not good at setting high enough goals for myself, but I seriously only wanted a piece of the pie... not the whole darn thing...haha!

Best part is, after my lenses started working for ME, I did start to get a piece of the pie. I then grew my web presence and built some websites and niche blogs... and expanded my potential income streams.

Some bombed BADLY... but some worked...and worked really well.

There was such a feeling of empowerment and accomplishment when it all started coming together. It's hard to put into words... it felt so GREAT!

There was money coming in... I was making more than my little goal of just a *piece* of the pie...and every web page I put online was yet ANOTHER potential income stream back to me.

It didn't take long for me to realize my real passion for all this was to get OTHERS to be able to take the same journey to this empowerment and success I was finding. So, I started my own personal blog at PotPieGirl.com to teach others little things I learned or was learning about internet marketing.

My theory was that if my little blog could help even ONE person make the life changes I had made, then it was a success.

My "little" blog turned out to be much more than that.

PotPieGirl.com attracted some of the most incredible people – REAL people. None of those "make a million overnight while you sleep" folks, but real people who were all busting it to make life changes by working online.

One day, in April 2008, I asked my readers if they wanted to know exactly what I did with Squidoo to make the money I was making with Clickbank.

The response was over-whelming. Before I knew it, I was off and busy creating my first Clickbank product where I detailed, step by step, day by day, the steps I took to turn Squidoo lenses and other free websites into money getting web pages that worked FOR me.

Once I had the whole Action Plan completed, I still hesitated to release it to the public. Was it because I was selfish and didn't want others to know?

Heck NO!



I had this lingering self-doubt that maybe I was just *lucky*... that maybe this would only work for ME.

It would horrify me if others got my personal Action Plan – and they couldn't make it work.

I needed a guinea pig – someone new.... someone who hadn't made any money and had very little understanding of internet marketing.

Enter Nick.

I met Nick in the [Wealthy Affiliate forum](#). It started off as a casual exchange of private messages where Nick asked me for some advice. Throughout the almost two-week exchange, I had walked/talked/typed Nick thru my entire Action Plan. Nick made three sales his FIRST WEEK!

I ended up keeping the entire conversation between Nick and I - and added it to my Action Plan. As I read thru it, I realized that I would've paid good money just to read *that* conversation. I knew it would help others, so I left it un-edited and added it to the package.

On October 1, 2008, my personal [One Week Marketing Action Plan](#) was released to the public – and boy, was it was received with open arms!

One Week Marketing has been a big success. I underestimated just how many people are out there that feel just as I felt when I was trying to make sense of all this internet marketing mumbo-jumbo.

So many people have emailed me to thank me for being the one who FINALLY said “do this today, do that tomorrow, do this the next day, etc” AND explained WHY we do it.

A lot of new internet marketers are now finally making money because of the One Week Marketing Action Plan. I am so proud of them – and I feel so blessed to have them in my life!

So many folks have found clarity, too – suddenly it all makes sense to them... and THAT is a WONDERFUL feeling!

If you want to learn how to get Squidoo lenses and other free web pages to make money for you, please feel free to join us at [One Week Marketing](http://OneWeekMarketing.com)

We're all just regular people – moms, dads, grandmas and grandpas...students and singles... who work at home on our computers to bring income into our homes and to our families.

We all live by my motto -

**"If you're willing to do for a year what others WON'T,
You can spend a *lifetime* doing what others CAN'T"**

We'd love to have you!

Please go to OneWeekMarketing.com and let me send you the first 18 pages on the main Action Plan for free so you can see how my personal Action Plan will work for you.

Thank you for reading!

All the best to you and yours!

Jennifer
~PotPieGirl

PS – That is my "happy place"

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Now, thanks to internet marketing – I am able to enjoy that happy place with my family MUCH more often =)

[One Week Marketing](http://OneWeekMarketing.com)

