

# How to make **MASSIVE** Profits From Your Own Poker Website!



## INTRODUCTION

Welcome!

As well as the most popular game, poker is just about one of the fastest growing businesses on the internet. In the last few years alone, poker has grown from a cult to a massive industry worth multi-billions dollars annually.

And the good news is there's plenty of this pie left for you!

Latest estimates are that there are now over 600 poker rooms on the internet, that is sites where you can go and play poker for money online. The largest of these, Party Poker, has over 70,000 players and even some of the lesser lights have thousands of players online at a time.

It is a VERY big business.

To give you some idea of the sheer amount of poker that is played on the internet, consider this startling fact. I just logged into Party Poker and went to a table at random. On each table there are "hand number" statistics at the top corner of the web page, "This Hand" and "Last Hand". In the table I went to, This Hand was showing 3,724,909,780 while Last Hand was at 3,724,905,724.

The statistics are the total number of hands played at Party Poker, so since the last hand was dealt there have been a total of 4055 hands played at Party Poker.

***The hand took less than two minutes to complete!***

So in the space of two minutes, 4055 hands had been played on ONE internet poker room. Remember there are over 600 poker rooms! Now considering that there are between two and ten players playing every hand how many people in total do you think are playing poker at any one time?

I don't know either but it sure is a lot!

Your main job as a poker site owner is to simply capture some of these players through the affiliate links on your website. You can then get paid every time one of your players play poker, forever!

Now does that sound like the kind of business you would like to be in?

To run a successful poker website, you have to understand the psychology of your visitors, the poker players. They are a different breed from other types of internet users, and certainly a mile away from the internet marketing scene.

What they **are** looking for is:

- Instant gratification
- Profit
- Any edge that will help them win
- Free tournaments (known as freerolls)
- Poker "goodies" like T shirts or mugs, especially if they are free
- Poker bonuses, money you get for depositing cash in your account
- Places where they could get big wins
- TV fame
- Somebody to listen to their sob story (bad beats)
- To play against/find out about famous poker players

These all present different opportunities for you to exploit and make money. Each of the categories above can be divided into several more subsections and all of them can be money spinners for you.

If you provide a service that caters to any of these needs then you can be onto a winner.

What most poker players who visit your site are **not** looking for is:

- To have to pay for anything
- Anything that isn't to do with poker, they are very single minded
- Poker strategy advice. Unless you are a recognized player or can prove you've made a lot of money at the game you will only embarrass yourself by rehashing second hand tactics and opinion.

So, I hear you asking, "If they don't want to pay for anything how can I make any money?"

The answer to that is simple, you make money by signing up players to play on the online poker rooms. Every time somebody clicks on one of your links or banners and becomes a member of a poker room you get paid.

So the simple monetizing strategy is:

1. Drive targeted visitors to your site, i.e. people who are interested in poker, or more specifically your particular poker niche.
2. Give them information that will encourage them to click your link or banner, and come back again later.

The section on becoming an affiliate covers this in more detail, but there are basically two earning models for all poker affiliate programs: Cost Per Acquisition (CPA) and Percentage of Revenue. With CPA you get paid **once** when a player signs up to the site, usually this is something between \$50 and \$100 per player.

With the Percentage of Revenue option, you get paid a percentage of the money they spend on the site, **for as long as they remain an active member**. As long as they arrive at the poker site by clicking a link on your site, you will get paid.

If you've never built a website before it can seem like a bit of a daunting task and there are a lot of steps that you need to go through in order to get your presence on the internet established.

However the basic business of how you make money from your poker site can be summed up in a couple of easy steps.

1. Build your website and get it listed
2. Sign up for affiliate and other monetizing programs
3. Drive traffic to your site

Now the three steps above are of course an over simplification and each of them is quite involved, but in essence that is what you need to do.

By its nature, there will probably be sections of this ebook that you will already know about. You will probably either be a poker player to some degree and want to know about the website side of things, or you will be an internet marketer who wants to get in on the poker action.

Either way the chances are you'll already know some of what's in this course. I would urge you however to read it all through, even though you do know bits of it there's always a chance that you will pick up something that I've done and you hadn't thought of.

In fact I can almost guarantee it!

My main poker site [Love-Texas-Holdem.com](http://Love-Texas-Holdem.com) is ranked very highly and I'm going to show you EVERYTHING I've done to get it pulling in free traffic and making me a great residual income.

So don't skip bits, even ONE simple tip you may not have thought of could be worth the price of the course ten times over.

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Finally please check out my website at [www.Love-Texas-Holdem.com](http://www.Love-Texas-Holdem.com) where you will find loads of poker ideas and information that you can refer to as you build your own site.

Good Luck, and thanks again for your purchase!

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### **Note about the book**

There are blue underlined pieces of text throughout the book, these are called links. If you click on one of these links you will go directly to the website that is being described, as long as you are connected to the internet.

As well as links to websites, there are also internal links to pages within the ebook. For example each of the title headings in the Contents section is linked to the section in the ebook, so if you want to go to a section just click the section title in the index.