

HOW TO



**BECOME
INDEPENDENT**

web cam model



ALEX SHWARZ

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Introduction

Thanks for taking time to read this eBook. It serves both the newcomers looking to get into webcam modeling business and existing webcam models who are looking to become independent. If you are complete newbie you will find everything you need to know in order to feel confident and make the right choice about getting into this industry. And if you already work as webcam model I want to show you how to go beyond being a regular cam girl and grow your modeling business to the next level. After you finish reading this eBook you'll be more confident, have a game plan, and be ready to take the action.

This is not a “make easy money online” scam. There is no easy money online these days. You have to be prepared to work hard and devote at least 1.5-2 hours a day. But the good thing is you'll start seeing results within 2-3 months and it will all add up. You just have to be committed and take it seriously.

The good news is that your investment will be minimal. \$11.99 for a domain name and \$6.95/month for hosting is all you have to spend at the beginning. A lot of beginners fall into a trap with different internet companies that make them pay a lot more, but they get nothing in return. I'll show you how to invest the bare minimum and still get ahead.

The most important point to this eBook is to show you that you can handle it all yourself. You don't need a lot of technical skills to run your online modeling business. With today's technology you can do almost everything yourself. You just need to know how.

All you need is the willingness to learn and the desire to succeed.

One more thing: Although this book assumes that you are a female model, it just as equally relates to male models. Just replace the word “girl” with the word “boy” wherever you see it through out this book.

Alright, enough of the introduction. Let's get started!

Traffic is everything!

Regardless of which Internet business you run it, it will not survive without traffic. For offline (non-internet) businesses such as department stores, “traffic” are the people who physically visit the store. For your webcam modeling business, “traffic” is whoever visits your site or profile page on cam networks. You could even call them “surfers”. The only difference is you can have thousands of visitors per day on the Internet, from anywhere in the world! The department store would be a very crowded place to get this amount of traffic.



Obviously, thinking about it from the ‘department store’ analogy, your goal should be to get as much traffic as possible. And the most important part is to get *quality* traffic. By quality I mean you get visitors who actually pay (and aren’t just there to browse or window shop). So let’s look at different types of traffic from the webcam model point of view.

Cam Networks

If you work on cam networks such as [LiveJasmine](#), [Cam.com](#), [Streamate](#) etc, you are getting traffic from those sites already. Whoever enters your free chat room is the “traffic” that the cam site is sending you. The good thing is that guys (visitors) who hang out on these sites are quite likely looking for sexual adventure, so you have a good chance of selling them your show.

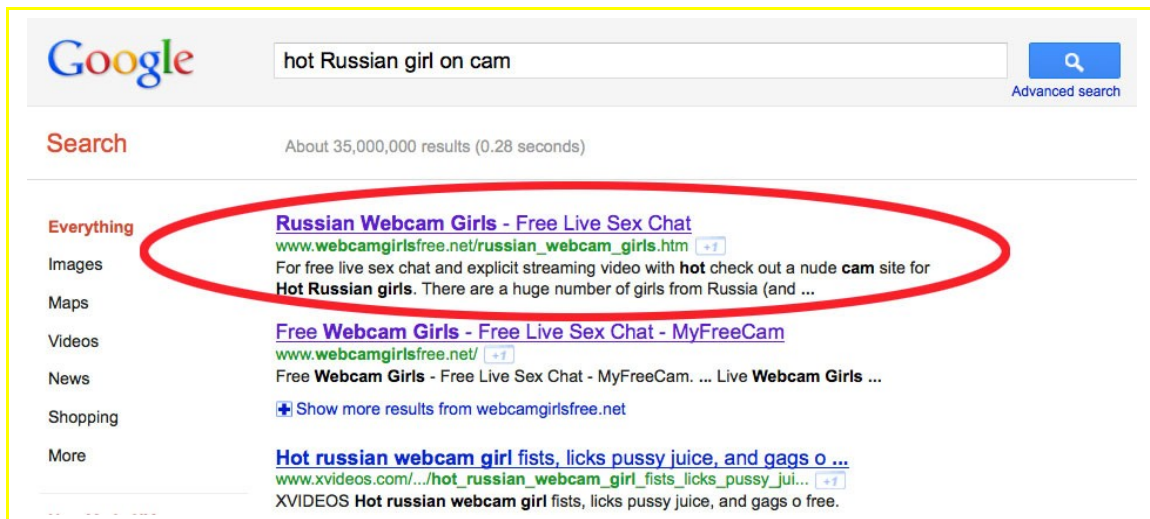
On the other hand, the problem is that there is a huge amount of competition on these sites. Guys have a lot of choices among models who are shown as ‘currently online’ and many enjoy just having free

chats. That's why it can be difficult to get a visitor into private chat, especially when you are a beginner. However, once you build a fan base (i.e. repeating customers), you'll find using these sites as a source of traffic will get more beneficial. Many viewers who frequent sites like these become loyal to certain webcam models, and will keep coming back, making you money, as often as you're both online!

Search Engines

Search engines (eg. *Google*, *Yahoo*, *Bing*) are the main sources of traffic for any site. When people want to search for anything online, they go to their favorite search engine, type in some keywords about what they want to find, and then click the link to the site from the search results.

This is the most valuable type of traffic you can have. Just imagine a guy who wants to meet a hot girl from Russia on cam. Most likely he will type into Google's search bar something like: "hot Russian girl on cam". Once he clicks on one of the search results (most likely one of the top ones), his browser will take him to a website that has these keywords mentioned somewhere.



The keywords are how Google finds relevant sites to show in the search results! Now, if this site actually does feature a hot girl from Russia on cam, it's very likely that the surfer will take out his credit

card and buy a cam session with her - because he found what he was looking for.

Owning your own site is a lot more beneficial to you since the traffic you will receive from search engine results will be targeted directly towards what you have to offer. Once the surfer gets onto your site, you're not competing with any other webcam models – it's just you.

If you work on a cam network you won't necessarily get direct search engine traffic unless you're the most appealing person in a certain niche within a cam site. Most of the time, however, it will be the cam site who is getting all the direct search engine attention and you'll only get a very small portion of that traffic. This is why it's so important that you develop your own site.

Links from Other Sites

Other sites could be great sources of traffic as well. There are sites that are getting 10,000+ visitors a day. If you have your banner in a prominent place, you could find that site sending you a lot of traffic. Of course nobody will put your banner up for free. It could be expensive. The free alternative is to leave the link to your site wherever you can: forums, social networks like Facebook and Twitter, comments on blogs, writing guest articles on blogs, etc.

If you have your own site, the more sites you have linked to it the higher your site will be in search engine result pages. This is another good reason to have your own site up and running. Be smart about which sites you are linking to and from however. Do a little research. Not all sites are created equal.

Privacy Concerns

Almost every beginner cam model has a privacy concern about being exposed to potentially **risky** traffic. What if someone who knows you in real life and comes across you on webcam? This is probably one of the main reasons why many girls don't want to work as a webcam model.

Major cam networks provide you with the option to block the incoming traffic from certain locations. This means you can pick the regions you don't want to be broadcasted in, so when a surfer from a blocked region visits the cam network site you're a part of (also known as IP blocking), he doesn't have access to your profile or shows. This solution works about 90-95% of the time but is not full proof. It is important to remember that a lot of people will use proxy sites like VPN to go on porn sites in order to guarantee their own privacy as well as many other reasons.

However, when you consider the number of people around the world who view webcams every day, the likelihood of someone you know finding your show is *extremely* low.

Of course the same kind of blocking ability applies on your own site. There are many ways to block - both free and with an investment. If you don't want to spend money on special software, the easiest way would be to find the IP address range of the regions you don't want visitors from, compile a list, and add it to your .htaccess file with your hosting. For example, if you live in LA you can easily find the range of IP addresses (of people who use the internet) in the whole state of California, type these IP addresses into the .htaccess file, and this will stop all people in that area from accessing your site. This way, if a guy from anywhere in California visits your site, he'll see "Page not found" or get redirected somewhere else (it's possible to also set up where you'd like to redirect him to). If this all sounds confusing, don't worry, I'll explain a little later in the *Installing Plugins* section.

Regardless of which direction you go either working for a big network or for yourself (which is advisable for many reasons as you will soon discover) it is extremely important to think about this privacy issue first and set your own personal boundaries from the start. Think what you are willing to do and the potential affects it may have on your family and future should the wrong person see you. Go into this with open eyes!

Many webcam girls have found the best option for them is to go into the fetish or tease niches for just that reason. Both of these niches

are popular and you can earn as much money if not more doing fetish and non-nude tease shows as nude shows with toys.

The downside to this is that it requires a lot more effort and time to get your name out and build a loyal customer base. If you are brand new to the fetish world make sure you do some research. Most of the fetishes are not hard to learn at all and can be a lot of fun and “easy” money for you once you have figured out the specific triggers for each fetish.

Entering the fetish or non-nude teasing niches will diminish your privacy concerns by a large percentage and you can relax and have fun.

However, remember that the more successful you become, the harder it will be to keep your business private from the majority of the public: so at some point you’ll need to make a decision as to if you want to continue and grow your business further, or keep it small and discrete. But up until then you can protect your privacy with very little risk.

Conclusion

If you want to succeed on the Internet you need to start thinking in terms of traffic. You need to be dedicated to get, and keep good quality traffic which you can convert to sales. Use every opportunity to get it. Whether you’re working as one of the many cam models in a network, or running your own independent site: traffic is everything for your business.

Now, let’s look a little closer into cam networks ...

Cam Networks

If you're reading this eBook it's likely you already have an account with at least one cam network. There are so many of them, and at least a dozen are really large production ones such as [LiveJasmin](#), [Streamate](#), [Cams.com](#), [ImLive](#), [iFriend](#), etc. So let's take an in-depth look into how cam networks work; the pros and cons of working on cam networks; and how you can leverage them for your own independent business.

Why Cam Networks Pay Such a Small Commission?

The main reason cam networks charge up to 70% of each model's performance fee (the fee is what you receive from the client for your cam show) is because they are spending a large amount of money getting enormous amounts of traffic to their sites to provide you with potential paying clients. Just like any business, they need to at least cover their expenses. Have you ever wondered how many people visit cam sites every minute? At least hundreds and depending on the time of day, thousands!

It's not just word-of-mouth that gives a cam site its popularity and high traffic volume - it takes a lot of money to buy the extra traffic. Taking into account the huge competition between cam networks, you can see how buying the traffic would help bring in bookmarkers (surfers who bookmark the site with plans to return to the site again) who hopefully turn into long-term paying clients.

To be more specific they spend 40-50% of the total on traffic. So let's say you gave a private show and earned \$60. You'll get around 40% of that which is \$24. This leaves the cam network with \$36. They give out another 40% of the total for the traffic which leaves them with only 20%: \$12. That's not \$12 profit – they also have to pay other expenses such as hosting, support staff, developers, etc.

Despite all these expenses, cam networks still make millions and millions (there are a lot of models on their sites). But what I want to

point out here is how large is a portion of the total income they spend on traffic.

Is It Good or Bad To Work for Cam Networks?

Many girls think that being an independent cam model means to have their own site and not work for cam networks. The reality is that many successful cam models still work on cam networks on the side, even when they have their own sites. They have a solid fan base on these network sites and an added opportunity to attract new fans. You could almost consider it another source of traffic for their own sites. Cam networks value their top models because they know if they lose them, they may lose their loyal fans as well. To try to ensure their consistency, they offer these models higher commission and offer additional help on reeling in 'whales' (high spending clients).

So yes, it is a good idea to partner with cam networks because it will provide an additional income stream for you and keep up your experience during times when your own site has slow weeks. It doesn't mean that you have to work 24/7 on these sites to make a good income. Spending just 2-3 hours a day performing would have you hit your daily goal, depending on how high you set it at first. Some successful cam models earn up to \$50-\$100 per hour on cam networks!

On a side note, if you have never worked as a cam model before, I would definitely suggest you start with a cam network. This will help you get all the experience you need to work on marketing yourself, learn how to give your clients what they want (without giving it away for free!), and also help teach you how to run your independent business later on. It also means you'll be able to start earning money without the extra overheads (i.e. expenses) that you can spend on growing your business once you're organized and confident enough to go solo.

Many cam networks cooperate with independent cam models in a mutual beneficial way. Contact the cam networks you're already involved with to see what support and extras they can offer

independent models. You may be surprised to find out what helpful things they may be able to offer for your independent website.

Why Is It So Hard To Get Guys Into Private Chats?

There are three obvious answers: client intentions, video stream quality, and competition. Unfortunately, not every surfer that checks out a cam network site is willing to lay their funds down for some special attention – many just want a free show – some visitors to cam networks enter the site with no intentions at all of paying for their night's entertainment.

Most guys are picky about the quality of the video stream you're in. Internet connection speed, the webcam you use, lighting equipment, and your room's environment – all of these affect your video quality. You don't have to spend thousands on setting up your work place, just make it look inviting and sexy, get a fast enough internet connection that will minimize your video feed skipping, and make sure your webcam is good enough quality so the viewer can see what you're doing – overly grainy video streams that you have to squint at to get a better view won't get you much business.

Competition, you ask? Some top cam networks have hundreds of live models online at any one moment. I've just checked quickly and found Cams.com has 283 and LiveJasmin has 710 models (it's midnight in my neck of the woods right now).



So, remember when you're just starting out on such large networks, you won't get every set of eyes that hit the site checking out your profile. It's very hard to compete with so many models, especially if you're all competing in the same niche/fetish. It's ok to be a model without a unique 'fetish' or interest for your audience, but if you can offer something special that most other models aren't offering, you'll find the number of directly competing models will be greatly reduced.

To get yourself some experience, and also to reel in as many visitors to your feed as you can, every beginning cam girl should start building a solid fan base via free chats and private shows. Once you have loyal fans, you won't need to waste your time in free chats any more. These guys will come back for a (paid) private show again and again.

However, to build such a solid fan base by just sitting on a cam network site will take a long time and enormous effort. This is another reason why you need to keep your fingers in different pies: set yourself up separate to the cam networks and promote yourself on websites, blogs, forums, etc. where you'll have much less competition, and a bigger potential audience with more independent money coming in (where you're not just paid commission).

Let's see how it's all possible...

Who Are Affiliates?

As mentioned earlier, the main reason webcam sites charge up to 70% of the total income from each cam show is to cover expenses – especially from driving traffic to their sites. Of course, they are not doing it on their own. Webcam sites have "affiliates" who bring visitors to their sites (and similarly to the models, the affiliates are paid a commission - but for the traffic they send). The term "affiliate" is simply a webmaster who has his/her own sources, sites, and skills to get traffic to the cam networks' sites.

Here is how it works: Let's say I'm a webmaster who builds adult websites. To make money, I subscribe to a cam network as an affiliate and receive a unique link code (URL) that I can use to send traffic to

their site. It tracks the traffic I've sent them, provided the affiliate code is in the URL (e.g: http://cams.com?affiliate_code=123234). The cam network gives me access to a lot of promotional material such as pictures and videos of their models. I can use all of these tools to build my own site or add to my existing sites with ads linking directly to their cam network. Affiliates, just like models, only make money when the surfer/visitor makes a payment for the performance.

When a visitor on my site clicks this link, they get sent to my 'sponsor' (the cam network site), where some possible scenarios occur:

1. Visitor looks around, has some fun in free chat and leaves.
2. Visitor gets into free chat, gets very excited about the attention, or the talent, and becomes a member. However, once he realizes he has to pay to see more action, he leaves.
3. Visitor browses around for a minute or two, then becomes a member, buys credit, and spends money in private shows.

So, if scenario 3 occurs, I, as an affiliate, receive my commission. Note that, no matter how much a visitor spends, I'm still getting the commission. Every site usually has a minimum (such as \$30) the visitor needs to deposit. Also if a guy leaves the site without ordering a private show, but comes back within 90 days (again, the number of days can change with each network site) and then gets into a private show with one of the models, I STILL get my commission because he's still being tracked under my affiliate code.

Most cam network affiliate agreements offer a percentage of the money spent by the surfer, however some offer a once-off higher payment per membership too. These two options usually consist of a fixed amount between \$40 to \$120 after the visitor's first transaction, or 20-30% of each transaction the visitor-turned-member spends on their cam network for the lifetime of his membership. So as long as the member signed up through your affiliate code spends money on the cam network, you will continue to get commission from him.

I have promoted cam networks as an affiliate and can tell you there is good money to be made from this. At one stage I was getting \$30-\$60

a day (% commission) from just one guy who signed up through one of my sites. It lasted for over 2 months. He must've been really keen on (or.. in love with) whoever he was getting so many cam shows with! Yes, it really does happen – members find a girl they really like and then become loyal, 'addicted' (in a nice way) and keep coming back for more – almost like she's a virtual girlfriend for them.

				details	
2011-08-31	Check	\$100	\$372.76	PAID (\$559.00) Move Your mouse ->HERE<- for payment details	\$0.00
2011-08-31	Check	\$100	\$340.50	PAID (\$340.00) Move Your mouse ->HERE<- for payment details	\$0.00
2011-08-31	Check	\$100	\$397.85	PAID (\$397.00) Move Your mouse ->HERE<- for payment details	\$0.00

You might be surprised why cam networks pay so much to affiliates who send paying members. The networks don't usually make a loss by doing this, don't worry. They know, on average, each paying visitor spends let's say \$100 throughout their numerous visits. That's why they are prepared to pay a one-off \$40 to the affiliate that sends the visitor to them, and still get a profit. It's the average – which means there is still the potential to have "whale" customers that spend thousands on their site – often on just one model's shows!

Become An Affiliate & Push Traffic To Yourself

Many successful cam models do exactly this: driving traffic to cam networks they work on. They self promote their own shows by running their own blogs, membership sites, participating in social networks like Facebook and Twitter, etc. Some cam networks add 40% to your regular 30% commission if you bring in new paying members. So in this case, you'll be getting 70% commission from your cam shows if the customers you perform for get to the cam network via your affiliate link! Remember what I said before about how affiliates get % or a high one-off payment for a member that signs up using their affiliate code? Well, you'll be looking at 70%

commission from your cam shows for a referred member, PLUS 20+ % of what he spends on shows with other girls.

Here is a likely scenario:

You start up your own blog and update it with short, fun articles and pictures twice a week. Your blog develops its own traffic (from you linking with other sites and blogs, and after attracting attention from Google and other search engines), let's say 200 unique visitors a day. In one of your blog articles you announce that this Friday, from 9pm – 11pm, you are going to be live on cam. In this blog post, you add some teasing pictures and throw up a link (with your affiliate code in it) that sends them directly to your profile on the cam network you're a part of. You will find you get 'traffic' from this text link from people who are both curious, and loyal blog visitors who have followed your posts, and possibly already been to one of your shows. Some of this variety of surfers may sign up to the cam network you linked to watch your show. There you have it: you've just generated your own traffic to the cam network, and you're going to make a decent portion of the total amount they spend on your show and 20% from all other shows they've purchased in the future.

As you can see, partnering with cam networks can prove to be very profitable if you know how to promote yourself. Many successful cam models are doing just that and don't actually bother with having their own membership sites. By having their own traffic, they choose to simply use cam networks as a service that just provides an easy way to set up private cam shows and process the payments securely.

Being A Successful Online Model

Let's look at how to get to the level where you can consider yourself a successful cam model, and explore some other ways to make money once you're there.

It's Not Only About Being On Webcam

Once you start getting the exposure, you can use many other ways to make money from your fans in addition to webcam shows. Which route you choose will depend on your personality. Let's look at some of the ways...

1. Selling Custom Videos

It's getting more and more popular for successful cam models to sell custom videos to their fans. This is basically where a fan wants to see you do something special or wants a personalized video of their favorite cam model that they can watch over and over. The fan orders a custom video from you that will allow you to be more 'personal' with him - many guys like seeing you hold a fan sign with their name written on it at the end of the video too. You will need to have a website or blog where you can provide all the details about this service, along with samples, testimonials and pricing. Or you can sell custom videos on other sites like Clips4Sale.com, Niteflirt.com and ExtraLunchMoney.com, although they will keep the percentage of your profits.

2. Wish Lists

Well, this is more about getting free benefits than making money. But the cool thing is that you can pick whatever gifts you want. You just need to register on Amazon.com or other similar online shopping sites, create a wish list and fill it with the products you need or would like. It can end up being a good money-saver for you. You can promote your wish list in many different ways and fans can buy products on your wishlist for you (some fans like to do more for their

“virtual girlfriends” than just watch them perform). You can do this mostly through interaction with your fans on social networks such as Twitter and Facebook.

3. Selling Posters

Some web models get high quality photoshoots produced, then print their favorite shots as posters, autograph them and put them up for sale. Selling more than just videos and live online performances can give your fans more, and put more in your pocket.

4. Voyeur Cams

Some cam models set up webcams all over their apartment or house: bedroom, kitchen, bathroom, etc. These cams are on most of the time and fans can watch the model whenever they like. Usually this is only included as part of the membership in a model's membership site (see below), rather than being available through cam network.

You can easily earn an extra few hundred dollars a month by leaving your voyeur cam on during the day while you are doing other work. Voyeurs are interested in seeing you do every day things. So it really doesn't matter what you are doing and you don't have to talk to them.

5. Membership Sites

All of the ways mentioned above can be combined into your own membership site. Many successful cam models have their own membership sites where they sell monthly memberships for access to their exclusive content such as picture sets, videos, and cam shows (of course). The only drawback is that you need to keep your content fresh so members keep paying every month. You'll have to pay from your own pocket to hire a professional photographer to create high quality pictures and videos. However, after you've had a few members buying merchandise and paying monthly access for a couple of months, you should start seeing enough money coming in to be able to use some of the 'takings' from the payments to get more footage shot. Plus you'll have so much fun producing the content!

How You Can Get To This Level?

A membership site should sound like a good option. Imagine having hundreds of members each paying \$30 per month. This isn't a pipe dream – if you work on it.

Here's a not-so encouraging scenario for starting up... You *could* invest money into your project (around \$4-5K) and buy a ready-to-use membership site that comes with all the design work completed including the scary scripts that confuse people already set up to make life easier. Then you'll have to create content (pictures and videos) which will add to the expenses (for a photographer). So, after spending \$7-8K you are left with a good looking and actively running site and you're ready to start bringing in members. The problem is that you won't have any paying members to help offset the initial start up costs, not at this stage anyway. Your site will be like millions of others on the internet and no one will even know about it. It will take a lot of starting effort to get paying members because your site won't have any traffic from affiliates or other sites, and you'll have to generate it all yourself. So you've invested a lot of money and started with nothing in return.

So, before you go throwing out a large amount of money like that, it would be smarter and more economical – especially from a starting-up standpoint - not to approach your project by investing so much money at first, but gradually building your membership site.

This is what I suggest you should do:

Start from a very basic site and grow it while it starts bringing you money. And it will start bringing you money once you have some traffic coming in and people start buying access (at least 100 visitors per day, most of which would look at it for curiosity, but you're bound to get several interested inside the membership area). The more traffic you have, the more money you can make from your site – there is now limit here.

You might be thinking that it's still very hard to start even a basic website, manage it and get traffic to it. But it can be very easy and fun

assuming you know how to use your computer and Internet (but hey, who doesn't know it these days?). You just need to know various aspects of setting up and running a website and have a game plan to put in effect.

You may start seeing good results in just 6 months after you've started. But it all depends on how much time you dedicate and how consistent you are. Spending 3-4 hours a day on your site and service 5 days a week will make your site profitable in 6-8 months where your profit will be above \$1000/month. And the income will continue to grow as long as you keep it alive.

The Game Plan

Still thinking of becoming an independent cam model? Let me show you the cheapest and most effective way to achieve this. I want to emphasize one more time that you will need to work hard at the beginning. But if you do it the way I suggest, all your hard work will pay off.

How Much Money You Will Need To Invest?

There is a good chance that you already have most of the items listed below anyway, however, this is the minimum I would suggest you have:

1. Computer (\$400-500).

A desktop computer would be the cheapest option (compared to a laptop). Make sure it has at least 2GB of RAM and a 2.0 GHz processor.

2. Webcam (\$70-80).

You shouldn't hunt for an expensive one at this point. The Logitech Pro 9000 will do just fine for the money you spend. If you can afford to however I would go with the Logitech HD Pro Webcam C910. It may be slightly more expensive (around \$100) but the quality is much better (remember what I said about feed quality?). It also comes with software for both PC and MAC's plus it has a good quality photo option with all the contrast and saturation setting you need to produce quality photos. A big plus! Your aim is to have a webcam with enough quality to not have your viewers needing to squint to see you properly.

3. Digital Camera (around \$200)

You'll need it to make good quality pictures. You won't get as good quality from webcam stills.

4. Invest in a mixture of “pro” shoots and cam shoots

Remember you are in the very visual cam girl niche. Don't go overboard on the “glamour shots” so since a lot of

customers are looking for the “real girl” look rather than the over airbrushed Maxim Super Model look. Webcam or self shot cell phone photos in your bedroom or when you are out with your friends will be very popular. And the content will be much easier to shoot! Which ever route you opt to go with the most important thing here is to know your niche and know what your customers are looking for!

5. Basic lighting equipment (~\$100).

With a Logitech Pro and any other new HD webcam, you won't need much additional lighting. A few clip lamps from Walmart works perfectly and saves electricity (which is another expense I haven't mentioned). (\$25.00)

6. Domain name (\$11.99/year depending on which company you get it with).

This is an annual expensive which you will have as long as you would like to keep your personal site going. You may want to (and you should to) make your domain name private so nobody can lookup your real name and address. It's going to cost you \$8.99/year (in addition to \$11.99 for the domain name).

7. Hosting (\$6.95/month)

You can either pay monthly for it or if you can afford to purchase a yearly hosting package at normally a 10% to 20% price break.

The last two you need for your own website. That's right, you can have your site up and running for around \$20.

Have Your Own Site

From what you've read so far, it should be clear that having your own website is fundamental in becoming an independent cam model. Having your own website will let you:

- Get exposure to search engines and attract search engine traffic;
- Build yourself a fan base independent from the cam network you work on;
- Earn money from advertisements that you place on your site;
- Have your own profile with whatever information you want in it;
- Advertise your cam shows on cam networks with your own affiliate link to increase your revenue;
- Sell your other content directly to your fans (pictures, videos, posters, etc);
- Have your very own home on the Internet where you set the rules.

The important thing to understand is that you have to keep your site fresh with new content at semi-regular intervals. You want to keep your fans coming to your website and not just seeing the same content each time they visit; and you want to attract new fans too. As a very basic checklist, you should try to keep 3 primary things updated on your site:

1. **Pictures.** You will need a digital camera to take high quality pictures. Members don't want to have a collection of camera phone 5 megapixel pictures – aim for 10mp or higher. Grainy doesn't look very good – unless you're going for the 'very amateur' approach. You don't have to hire a professional photographer at this point. You can use a tripod to do pictures yourself or ask friend to give you a hand. You can even rest your camera on something solid and stable.

If you should desire to hire a photographer later on I would like to warn you ahead of time that you will encounter a lot of shady people in this Industry who claim to be professionals and don't know their craft. Be very careful whom you give your hard earned money to. Most so called "photographers" are in

actuality “guys with cams” also revered to as creeps who will see this as an opportunity to have sex with you.

If you are dealing with any photographer you will be required to sign a Model Release form which gives the Photographer the right to use YOUR photos any way they want, unless you place a clause in it to the contrary. ALWAYS read the fine print of any Model Release form you sign! You want EXCLUSIVE rights to your content (meaning only you are permitted to use and sell it). A better option would be to shoot the content yourself or with a trusted friend. If you do feel it necessary to hire a photographer talk to the other Models in your area first and get referrals from them!

2. **Video.** It's very easy to produce video these days. You can easily do it with your digital camera, webcam or cheap camcorder devices such as Flip Mono HD. The Flip Mono HD however is not that highly recommended by many experienced Models and has extreme set backs when it comes to editing. You can achieve the same with your Logitech Pro HD. The best option is a Video camera with a remote which you can plug into your computer and see yourself as you shoot your footage. The drawback is that those can be expensive, so you may have to wait on those for a little while. You may want to start off with a camera like [Sony Bloggie Duo HD Camera](#):



It has a front and back screen. This means you can see yourself if you shoot your own videos and other people can see the video if they are shooting you. And it is HD! The other

options should be enough to produce 2-3 minutes of teasing, nothing too fancy.

3. **Short text stories.** This is what is going to attract search engine traffic to your site - TEXT. The search engines don't look at pictures and gauge at how 'sexy' they look or what niche or fetish you're into etc – they scan your site for text and that's what helps your site appear in search results relevant to what your site's offering. Mixed with pictures and videos will serve as perfect content for your site. You can write about anything dirty you like – fantasies of what you like to do to yourself when you're alone or with a friend etc – use your imagination! Don't forget to add alternate text in your added photos as well if you are comfortable with those photos being indexed on search engines. Search engines may not read the photo, but they will read the alternate text you add to the photos, so make it descriptive!

Pick Your Favorite Cam Network

Cam networks will remain your main source of income for a long time until you become fully independent and start getting your own traffic from search engines, social networks and word of mouth. As I pointed out before, you should have leverage on your cam network, **not the other way around**. Think about cam networks as the final destination for your own traffic, which will get you a higher commission than if you were just modeling with them.

Many cam networks are friendly to models with their own sites as long as you don't break their terms of service. For example if you are signed up with [Streamate](#) and have your own membership site, you can set up another account for your members only shows, voyeur cams, etc. Your site members won't even realize that you're using Streamate to do your webcam shows! Just make sure you don't use your regular Streamate account for this because you don't want to affect the rating of it.

Members of your site will be able to watch for free (they pay monthly membership fee anyway), but Streamate members will have to pay

per minute. This is how Sreamate makes their cut for leasing out their video chat system to your site.

You have to check the external site plugin option in the Streamate performer software to broadcast this way. That way your members will be the only ones that can see you. [Streamate](#) members will see that you are in premium chat and will have to click in and pay to see your video stream.

Establishing a presence on Twitter and Facebook

Twitter and Facebook are the most popular social networks on the planet so you'd be silly to not make a presence on them. Being active on these networks will help you establish both a solid fan base with easy contact with your fans, and get additional traffic to your website.

At the very minimum, your presence on Twitter and Facebook should be a reflection of what's happening on your website. By this I mean every time you publish something on your blog or website, you should announce this in your Twitter and Facebook feeds too. Anytime you do a content update (pictures, videos, stories...) you should mention that too – make it look like it's not just a dormant site – everyone likes something new and fresh. Plus you will need to post personal updates on the Facebook and Twitter feeds so your account still looks real and not like a spamming feed.



It may seem overwhelming to be actively present on both Twitter and Facebook in addition to running your own website, but if you organize your few hours a day you work on your online business, it's not too hard at all. First of all, you can set it up so that every time you publish something on your blog, an automatic update will be sent to both Twitter and Facebook news feeds. On the other hand, you can use such services as *Ping* where you write your update just once (through the Ping interface) and it gets sent to both Twitter and Facebook news feeds. This way you will only have to do 1/3 of the work, which is 1/3 of the time!

Also, to send personal updates to your social network accounts, you don't have to be near computer. You can just use a cell phone (like many people do these days for their own personal social networking accounts anyway). Every major mobile platform (iPhone, Android, Blackberry, etc.) has Facebook and Twitter applications, so it's very easy to send updates on the go. If your phone gets Internet access, but not social network applications, you can still access these sites to do updates.

Be aware that it's very easy to get addicted to Twitter and Facebook once you build a fan base and start communicating with your fans, so make sure that you don't waste your time over there. Maybe put aside a maximum of one hour a day to spend on these networks, spread out over the day if you want. Remember, your main focus has to be your own website.

Also note that both Twitter and Facebook are not adult friendly, especially Facebook. I've heard a lot of stories where models have built a solid fan base on these networks and then their accounts get shutdown because they posted one nude or topless picture! Make sure you don't publish any nude content in your news feeds. Your posts have to be teasers to coax your followers onto your website. If your account does get banned don't worry, you may be able to start up another one, or at least you will still have your website and most likely some of the traffic from the networking sites from before they axed you.

Conclusion

By now you should be more comfortable with knowing how this business works, where the money is and the range of opportunities out there. You're probably already working on a cam network (or a couple) which means you will have most of the equipment I mentioned above. The only missing piece of the puzzle to becoming a fully independent cam model is having your own website. Having your own site lets you get your own traffic from a range of sources and will convert into easy money. So throughout the rest of this book, I'm going to cover how you can start and run your own website. You'll see how easy it is to do, AND with minimal spending.

Running Your Own Website

Many girls are scared of the idea of running their own website. They think it's an expensive and time consuming avenue for revenue, or think it's not possible because they need technical knowledge to run it. The reality is that you can easily run your own website with no technical knowledge. You don't need to learn advanced technical stuff like FTP, HTML, PHP, CSS, C++ and all those other acronyms that make you just stare at the screen groaning, "... Huh?".

There is one particular type of website that's both very popular and easy to setup and run.

The Definition of a Blog

A blog is the simplest and the most popular type of website on the Internet. It's a website where you can publish articles that include text, pictures and video. People who read these articles can comment on them, and you can reply to those comments - i.e. keep the conversation going on the topic, and therefore interact with your followers. In addition, a blog can have these features for your followers:

- . Photo gallery
- . Video gallery
- . Mailing list
- . Contact form
- . Accepting payments option

... and many more. There are a lot of 'plug-ins' you can install in your blog to make it into a fun and interesting place for your fans to go.

Many successful businesses have a blog and many people make money with their blogs just from advertising and suggestive selling ("...it worked for me!"). Webcam models like no one else can take advantage of blogs because they can produce interesting, adult oriented content that is easy to publish and easy to update (you can even set up updates ahead of time, instead of doing one every day).

You can also publish your content on Facebook, Twitter, MySpace, etc but you want to have thousands of visitors a day visiting your profile. Remember, however, those sites are not very adult friendly and can suspend your account without warning or giving you a reason. But with a blog you can publish whatever you want, no matter how racy it gets! All top webcam models have blogs and many of them have more than one!

At the very minimum, a blog could (actually, you should change that to “will”) be your personal profile, far more advanced than you have on cam networks. You can publish whatever you want: your recent photos, updates about your cam schedule, something interesting that happened during your show, or something funny you saw on the freeway, what turns you on, etc. Once your blog starts to grow, you’ll find even more ways to make money with it.

Another good thing about blogs is that search engines (like Google) love them. If you publish new posts regularly on your blog, the search engines will send you fresh traffic that will continue to grow so you can make money out of it. Search engine (SE) traffic is very valuable (it’s “quality” traffic) because it delivers people who were looking for something related to what you’ve been publishing on your blog. They also may have never come across your site if it weren’t for those search results.

Blog Examples of Top Models

Almost every successful adult model has a blog. Why would they spend their valuable time running blogs? Here are few reasons:

- They use it to promote their membership site updates, upcoming shows, DVDs, webcam shows, etc
- They use it to communicate with their fans and attract new ones
- They are getting tons of fresh traffic from search engines and other sites and they convert this traffic into paying customers in their membership sites

- They are running advertisements that bring them additional income



Here are the examples of the top blogs run by models:

- <http://blog.sandeewestgate.com/>
- <http://www.nikkibenz.com/blog/>
- <http://blog.pumaswede.com/>
- <http://eroticneighbor.com/blog/>
- <http://www.jessie-lynn.com/blog/>

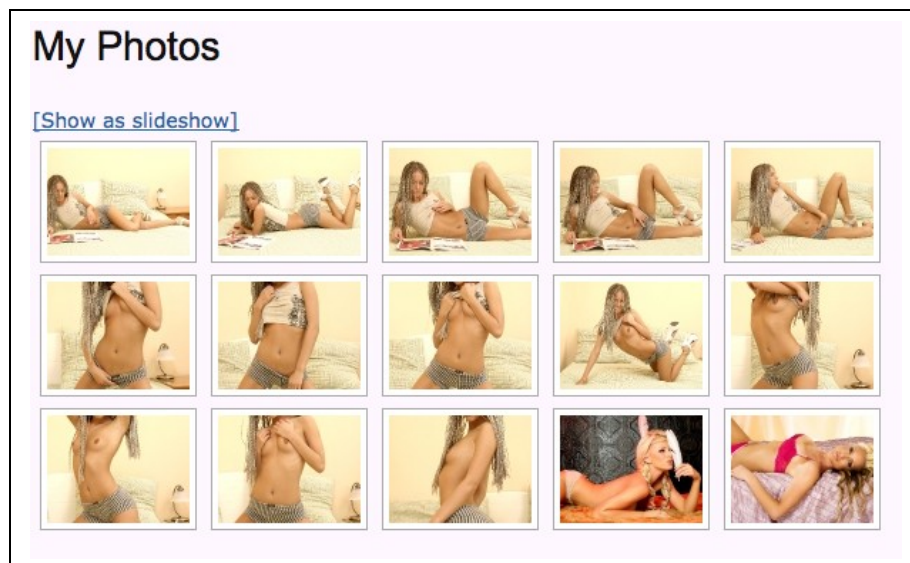
As you can see, all these blogs have something in common: the models are all sharing their latest news in the form of short text stories, pictures and even a video. These stories attract new and existing fans who keep coming back for the new content. Once you have hundreds of such followers every day, you can almost sell them pretty much whatever you want.

What Can You Put On Your Blog?

Even very basic forms of blogs allow you to easily publish text stories, along with pictures and videos. But apart from the 'generic', there are many other cool features that will attract even more fans and make your blog look more original:

Photo Gallery

You can have a special section on your blog that's a photo gallery. This is different to normal blog post pages as you can combine all the photos into albums and have as many albums as you like. Just like on Facebook, Flickr and other sites. It's very easy to set up and add images to your gallery, and the best part is there's no technical knowledge needed.



Contact Info

A contact page is a must have for every blog. This is how your potential customers will contact you for different matters. Once someone fills out the form on the site (by providing his name and email address), you will receive an email about his form submission. Then you can start an email conversation and invite him to buy access to your show or sell him something else.


You can also include your other contact information on your contact page, such as: links to your profiles on Facebook and Twitter, as well and your ICQ, Yahoo, MSN, AIM, and Skype IDs... you get the idea.

You should never put your phone number (unless it's a number you've set up for toll calls for 'phone performance'), address etc on this page – for obvious security reasons.

Videos

You can easily include videos into posts and create a special section for videos. All you have to do is start an account with major video sharing site like Youtube or DailyMotion (just a normal user account) and upload your videos there, and then include the embedded link of the videos in your blog posts. The videos will be 'embedded' into your blog posts so they will look like they belong to your site.

model Roselynn Locks. The site has grown into established independent online business with solid fanbase and it keeps growing every day. Roselynn shares her experience with the service from the very beginning:



Key Points:

- * Roselynn has her site up for over a year

By using Youtube or DailyMotion to host your videos, you're also increasing your exposure to another source of traffic – video search engine! People search for videos on Youtube and DailyMotion will be using relevant keywords in the search box, and your videos can turn up in their search results - just like videos you see when you're looking for something else on there. So, this means your videos will be viewable on your blog, your surfers will be able to watch them without costing you bandwidth expenses (from each streaming download), and you'll also have all of your videos accessible on video sharing site too! You can even start up your own profile on Youtube,

with a channel for people to view and have faster access to the full collection of videos you've uploaded to Youtube.

Note that your videos should not include nude content or pornography if you're using them on YouTube. Youtube is not an adult-friendly site, so you may get your videos deleted and your account possibly suspended. DailyMotion on the other end allows adult content. Not toys or hardcore, but you can get away with thongs and showing more skin than YouTube. If you're looking to upload hardcore adult videos, you may be able to find an adult-friendly tube site and upload them there. If you'd rather keep your videos exclusive to your blog, you can upload them directly onto your site so they're viewable nowhere else. It's all up to you.

Mailing List

Your blog can be used as a tool for building a mailing list of your fans. A mailing list is one of the most valuable features of any Internet business. The more email addresses you collect, the more money you can make from emailing your subscribers a variety of offers such as cam show promotions or affiliate offers (not to get them as affiliates, but offering discounts your sponsor or cam network might be offering at the time). You can easily set up a special form on your blog that will capture email addresses from your site visitors and then you'll be able to send out emails to all of them at once.

Accepting payments

You can set up payment buttons in your blog so customers can pay for the goods and services you sell. However, for this you will need to register with a payment processor like [Zombaio](#) which will actually process all credit card transactions for a small commission of 9%. This way you can sell your cam shows directly from your blog and perform them through Skype, Yahoo, MSN, or any other video streaming chat program you have.

Comments

By default, all blogs have a comments function. Your blog visitors can comment on your blog posts, pictures and videos. You can restrict who can leave comments as much as you want by different routes – manual approval by you, delayed auto approval, or the commenting

guy needs to create an account to be authorized to post a comment on your blog. This is just another way to keep your visitors come back and keeping conversations going on your blog. It can help you get to know your visitors too, which will make them feel closer to you (which leads to high paying and loyal followers!).

Why Your Blog Shouldn't Have Nude Content

Once you see how easy it is to publish photos and videos on your blog, you might be tempting to publish nude content to increase your chances of getting your fans into a private cam show. There are 3 reasons why this is a bad idea:

1. It's much harder to promote your blog when it has nude adult content on it. This way you will be limited to promoting your blog on only adult sites where there is a lot of competition. If your blog doesn't have nude content, a lot of other advertising possibilities open up. You will be able to promote your blog on mainstream sites such as Facebook, Twitter, etc where you can find a lot of potential customers to whom it's much easier to sell your cam shows. By not showing nude content, your accounts will also not be suspended from these sites.
2. When you have nude content on your site, you are required by law to have a warning page as your first landing page to prevent minors from directly accessing your adult content. Having a warning page as a home page is a bad thing. It may seem like it's not a big deal for adult fans to click the 'Enter' link on this page, but the reality is that many of them won't even bother especially if they found your blog through search engines. Many people want 'the action' as soon as they can, so the more clicks they need to do to get to what they want, the less likely they are to continue . So, you'll just be losing potential customers. Also, having a warning page doesn't really help with the search engine optimization of your blog. Search engines like it when the home page of a site is rich in textual content: a warning page has very little content on it, so your blog won't rank as high in search engine result pages, which will significantly reduce the amount of traffic you could be

receiving from search engines.

3. By teasing your fans with non-nude content, you'll increase your chances to get them into a private show. The idea of mystery, the unknown, curiosity, anticipation for what more you can offer, unwrapping a softcore present to give the hardcore reward... you name it – it's the idea that gets them keen to proceed.

In the case that you do want to publish nude adult content on your blog, you must make sure you have a warning page and a link to §18 U.S.C. 2257 Record Keeping Requirements Compliance Statement.

A Blog Is Perfect For Making Money With Your Affiliate Links

Blogs by their nature are rich in content and attract repetitive visitors who read the content. If your content has text linking to other places (like your cam network, your membership site, store etc), in it, those links will can be predicted to be clicked by a percentage of your blog visitors. So if using your affiliate links (with your affiliate ID) as much as you can (in a natural way) you can earn commissions on every sale and membership made through your blog.

Regardless if you want to do this part-time for a bit of extra spending cash with the upcoming holidays or if you are looking to make this into your career, getting started in the right place is of extreme importance. I can't think of a better place to do so than at [LiveJasmin](#). Another great bonus point for them is that unlike many other mega webcam model sites they do not have a minimum hourly requirement which you have to work. You can set your own schedule which is extremely important for Webcam girls who are raising families, going to college or working a regular job on the side. This open scheduling allows you to also test out which hours seem to be the most lucrative for yourself.

Plus you can put banner advertisements in a sidebar (column to the left or right - or both - of the area where your posts go) that can attract visitors as well. But they are not as effective as text links inside your blog posts. I know people who make \$30,000 – \$50,000 a **month(!)** on their blogs (non-adult) with their affiliate links.

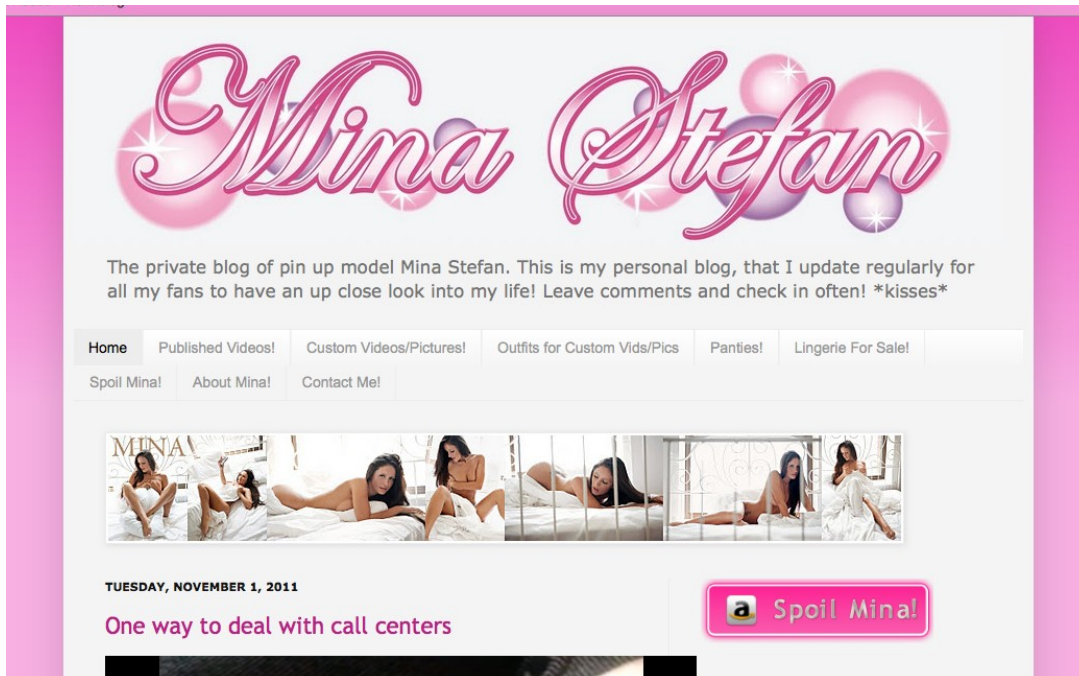
Besides promoting your shows on cam networks that will bring in an additional 40% to your modeling commission, you can point your

visitors to other popular sites like Amazon and eBay. If they buy something for you, or check out the store and return later to purchase something for themselves, you'll still get commission on their sales because they're still being tracked through your affiliate code. For example, you put a link to your Amazon wish list with your affiliate ID in the linkcode, or put a link to something you've recently bought on Amazon. The curious reader will click this link to see what you're into and you'll get a chance to earn a commission out of this if they purchase again. Your commission doesn't affect the surfer at all and you're not tricking them into doing anything – the commission is just between you and Amazon. Think of Amazon as just another 'sponsor' like your cam network – you get commission the same way for the same reason: bringing them traffic.

Another very effective way of making money with affiliate links is to build your mailing lists and send emails to your fans with your affiliate ID included in your links in the emails. As long as you don't spam your mailing list members (don't just send them emails promoting something), they will open your emails and click those links. Try to write emails as if they're an extra personal contact you're trying to make with each one of them. It's also very effective to promote your webcam shows this way. It's quite easy to build a mailing list with thousands of members if you keep your blog live for a year or so. But once you get such a large mailing list, every email you shoot to all members could earn you hundreds dollars.

Why not use a free blogging service like Blogspot, Tumblr, etc?

Because blogs are so popular, there are many services on the Internet that offer free blog hosting (by 'free blog hosting' I mean you can set up a blog on their site for free, so you can upload videos etc and have as many surfers visiting your site as you like, without it costing you a dime). For example many models have their blogs on sites such as [BlogSpot](#), [Tumblr](#), etc. The end result can look really good, like Mina Stefans blog on Blogspot (minastefan.blogspot.com):



And you can also get listed in search engines faster than your own blog on your own domain because the blog hosting site is well ranked in the search engines. This doesn't mean you'll get anywhere near as much traffic overall. As you can see from that URL, the big disadvantage to running your blog like this is you become dependent on these sites (it's a 'subdomain' on the 'domain name' of blogspot.com too).

Here are 6 reasons why you should not have your blog hosted on other sites:

1. Once the content is published in the subdomain (eg. <http://subdomain.blogspot.com>), you don't really own it anymore. If the site you have a blog on suddenly shuts down or has a database corruption, you may lose all of the work you've done on it.
2. The site owners may choose to shut you down at any time. If you unintentionally violated their terms of service by publishing something inappropriate (some blog hosts don't like adult content, just like Youtube etc.) they will shut you down without notice.

3. Your blog will be getting much less traffic from search engines like Google because it's not on its own domain name, even though it may get noticed faster because the blog host is already established (see next point).
4. You don't own your domain name (i.e. your website name). For example, in the case of <http://minastefan.blogspot.com> - her name "minastefan" is just a little portion of her site name. By having "blogspot.com" at the end her site name, the name becomes long and harder to remember for surfers who want to type it in later ('type-in traffic' can be a great contributing source of traffic too!). It would be much better to have just minastefan.com.
5. Your blog may look like thousands of others on these sites. When you set up your blog on a blog hosting site, you pick one of the available designs – not design one yourself with your own flare. If somebody else picked the same design your blogs, they will essentially look the same. One of the main reasons you want your own site, separate from a cams network, is to be an individual, a noticed performer, and to stand out – something you can't do if the sites look the same but with different colours.
6. You are limited in the number of features your blog can have when your blog is free-hosted. You won't be able to add something funky or unique to your blog like a membership area. This type of thing is not usually permitted both as an 'anti-spam' precaution in their terms of service, and because most people who use sites like this are usually doing it for completely personal reasons – they want a personal blog to talk about their day and adventures and don't require anything extra to get their messages across. If you want your blog to be your primary site for members and surfers to visit and not just another way to bring traffic onto your other 'main' site, you should make sure you have your own domain to do it on – so you can have all the extras like a shopping area, discussion forum, membership area etc – the world/your blog is your oyster.

So don't fall into the trap of starting your blog on someone else's site. It can get really risky and will be hard to change it later when your site starts to grow. That's not to say you couldn't actually use this free blog service as another means to feed more traffic to your main site! You could put a couple of posts on a blog hosted by Blogspot just to get traffic in to click through to your own site or blog.

How Much Does it Cost to Start Your Own Blog?

It's really quite cheap! \$11.99/year for the domain name (plus \$8.99 for private registration) and \$6.95/month for the hosting is all you need to start your own blog. The most popular platform for blogs is [Wordpress](#) and it's FREE. You may think that FREE means shitty, or means there are strings attached, but this is one of the very few exceptions. Even blogs that earn millions of dollars per year are run on a Wordpress platform.

If you want to start another blog, you'll only have to pay for the extra domain name (\$11.99/year). You can have as many blogs as you want on the same hosting. Once your blog becomes popular and starts getting lots of traffic, you can upgrade the hosting so your site handles the load and doesn't run slow. Upgrades are not expensive either. Remember though, you can use Youtube (not adult-friendly) and adult-accepting tube sites to upload and host your videos for your blogs, which will also save you on hosting costs because you're not paying for each time someone streams your video.

Setting Up Your Blog

It's very easy to set up a blog by yourself and it can be done within a few hours (it will get much faster as you learn if you want to start up additional blogs). I'm going to touch briefly on each step here. But if you feel like all this is a rocket science, you can use [our professional service](#) on setting up blogs for webcam models.

1. Getting A Domain Name

The domain name is your site name and this is what you should start from. You need to come up with something like blahblahblah.com. Make sure that it's an available name and purchase it for at *least* one year. Note that this is a very important step and you should take it serious. You should think up something unique that you really like because it's going to be your brand domain name that people type into their Internet browsers for years. It's very hard to change your domain name once your site is up and running so choose wisely.

Here are 5 rules for coming up with an effective domain name:

1. Your domain should end with .COM . There are many other endings like .NET, .ORG, .EDU, etc but .COM domains are the most valuable ones and get the most attention from the search engines.
2. It needs to have 2-3 words combined together and these words shouldn't be long.
3. If you have a nickname on a cam network, you can use it in your domain name.
4. Try to avoid using dashes between the words as many type-in surfers are not going to remember to put them in.
5. It has to be easy to remember and easy to spell

Here are few examples of good domain names for independent webcam model sites:

- <http://NikkiBenz.com>
- <http://AaliyahLove.com>
- <http://UndressJess.com>
- <http://PumaSwede.com>

I recommend you purchase domain name through a domain registrar such as [GoDaddy](#) or [NameCheap](#). Many hosting companies offer the

option of buying the domain name through them while you're setting up a hosting account with them, but I highly recommend buying it separately. If you decide to change hosting in the future, you won't have any problems with your domain name and less to organize when switching hosting.

Go to GoDaddy.com and verify that the domain name you came up with is available. Don't be surprised if it's not available. There are billions of domain names that are already taken. So be patient and keep trying.



Once you've found a domain name that's available, go ahead and purchase it. It's going to cost you around \$11.99 for each year. Although the process of buying is pretty easy, GoDaddy will try to 'upsell' you different services (e.g. hosting, etc). Say NO to all of their offers - there's usually a button at the bottom that says "No thanks, continue to my cart". You only need to buy a domain name from them. I had one girl who spent \$80 while she was buying just one domain name because she kept ticking the boxes and saying 'yes' to the offers :). She didn't realize until after she'd completed the transaction, she'd purchased another hosting plan with them – after setting one up with another company.

You should also make your domain name private so nobody can lookup your real name and address using your domain name. That will cost you \$8.99/year (in addition to the \$11.99 for the domain name. Private registration is something you may really want to consider, it will keep your personal identity safer and help your

privacy concerns as discussed in previous chapters. You'll find the option in your shopping cart just before you check out.

2. Who Should You Host Your Blog With?

There are thousands of hosting companies out there but not all of them allow adult-orientated websites. Make sure that the hosting company you choose is adult friendly, or you may find your website could get shut down once they find it has adult-related content.

Every hosting company provides different hosting plans. If you're just starting out, you should be fine to just get the cheapest hosting plan they offer, usually at \$6-8 per month. Once your site grows and gets more popular, you can consider upgrading your hosting plan to a larger bandwidth plan (it will be more expensive than your first plan).

Note: Watch out and don't get fooled with offers of a free hosting service. There are many hosting companies that offer free hosting on top of their paid hosting options. The reason they offer this is so they can run advertisements on your site either with or without you knowing it. The largest downside to this offer is they'll be using one of the prime areas of your blog to place banners to effectively 'steal' some of the traffic you get to your blog. This area is usually the top section of your page. This is how they can warrant offering 'free' hosting – by taking potential income from your site by taking your traffic. This is why it's just better to pay for your hosting – you'll be paying a set amount, not losing an unknown amount of traffic to their well-placed banners. Free hosting options are also hosted on a single server with thousands of other 'free hosted' sites which will also make your site run slow. Overall, free hosting isn't a good deal at all.

I recommend [CertifiedHosting](#) for your hosting needs. They are adult friendly, reliable and have great customer support. Their cheapest

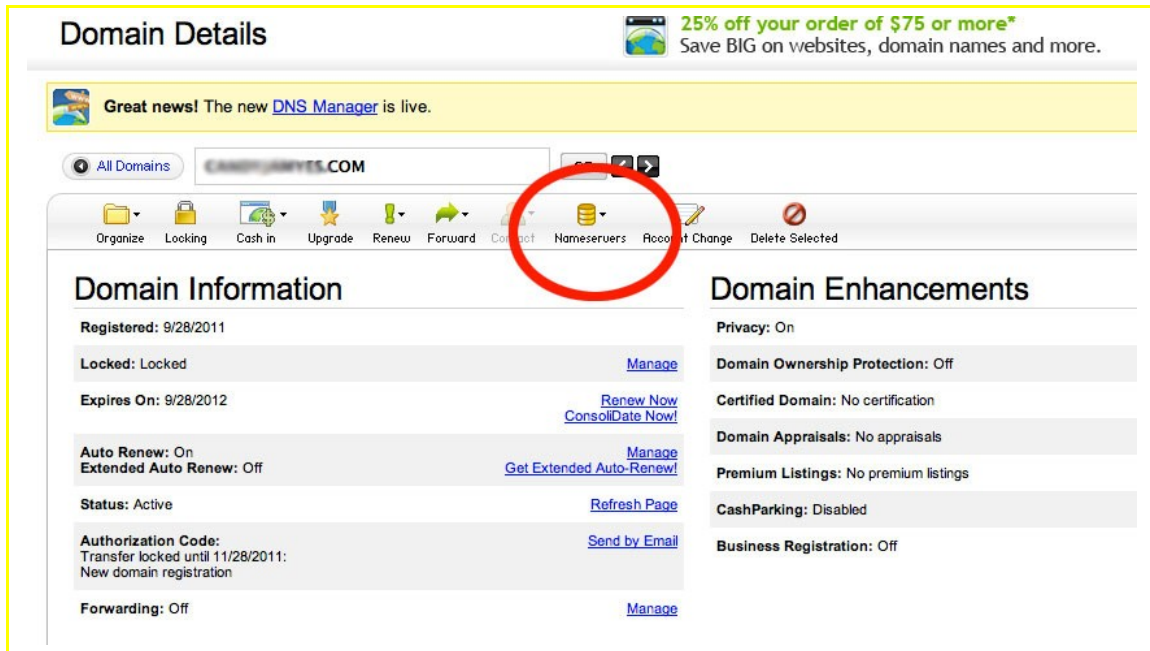
plan is \$6.95/month and the quality of hosting, speed and service is great.

3. Pointing Your Domain Name To Your Hosting

Once you have your hosting account set up, you need to connect your domain name to it. It is a little bit 'techie' but very easy to do and with minimal steps.

If you purchased your domain name from GoDaddy, you should see the default GoDaddy parked page when you type this domain name into your browser. This will change once you point your domain to your new hosting account.

Once you have your hosting plan ready, you will be provided with the list of 'Name Servers'. All you need to do is log in to your GoDaddy account, tick the box beside your domain name, and click 'DNS Servers' in the menu just above where your domain name is shown. Then you just have to enter these name servers addresses for your domain name, in order of numbers. For example, ns1.nameserver.com, ns2.nameserver.com.

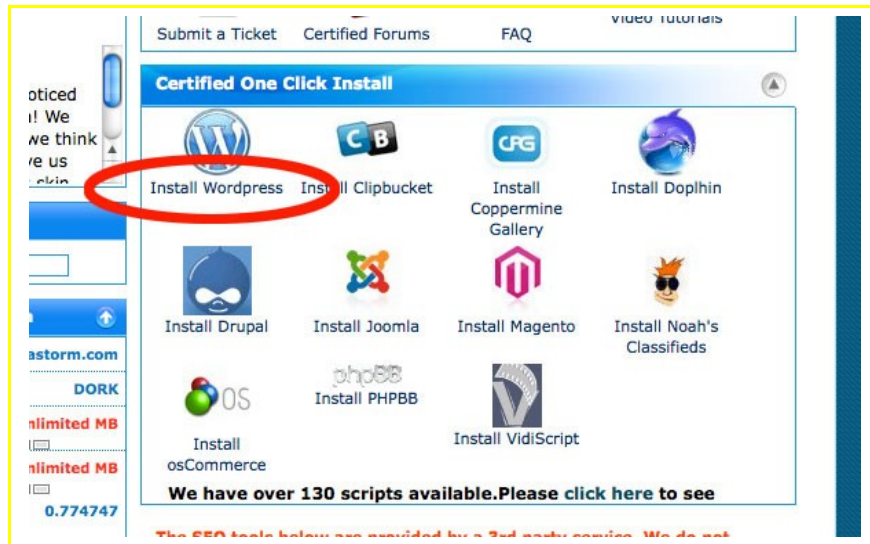


Note that it may take up to a few hours until the changes take place, so I would suggest waiting at least 2 hours before looking at the browser address again to see a change. Once it's changed over, you should not see Godaddy's page – you should see your hosting's default page. If it works or comes up as a white page (as some don't use a default hosting page when they've changed over), you're ready for the next step.

4. Installing The Wordpress Blogging Platform

As I mentioned previously, Wordpress is the most popular (and the most powerful) blogging platform these days. You have to be pretty tech savvy to install Wordpress from absolute scratch, but don't worry, if you're signed up with a good hosting company, it's as easy as 1,2,3. This is another reason why I recommend [CertifiedHosting](#) - it's almost effortless to install Wordpress with their control panel.

So, assuming you purchased hosting from [CertifiedHosting](#), all you will need to do now is log in to your hosting account control panel (*cPanel*), click "Install Wordpress" in "Certified One Click Install" section

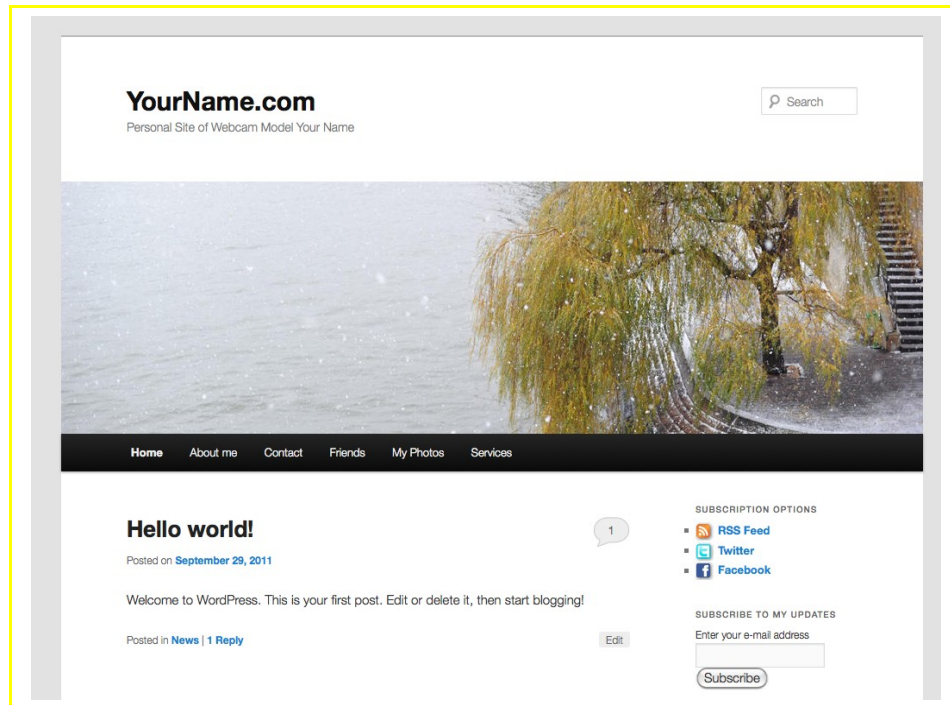


, and click Install link (on top). Then you need to fill out information like your blog name, email address and administrator's password and then hit "Go". Wordpress will be installed in next to no time and you should be able to login in to your blog's administrative area straight away.

5. Choosing A Design Theme For Your Blog

At this point you should have a fully functional blog. When you type your domain name into your browser, you should see what your visitors will see. Then, type in "YourDomainName.com/**wp-admin**" into your browser, and you will be able to access the administrative area where you can publish your content and manage your blog. Also, bookmarking the '/wp-admin' domain address can help speed up things up by a few seconds each time you access the backend of your blog.

But we are not done yet! Your blog will look like thousands of other blogs that use the default wordpress design theme, until you change it:



Fortunately, there are thousands and thousands of free themes available for Wordpress on the Internet. You can find the newest ones [here](#) or just search Google or your favorite search engine for "free wordpress themes" and you will find plenty. Once you find one you like, download it (as a Zip file), then you can easily install it through the administrative area of your blog.

There is still a chance that other people will be using the same theme you found, but there would be next to noone compared to if you were to just use the default Wordpress theme.

And you can easily change little things in your theme such as background color, fonts, etc too. Also, you should know that if you feel like changing your blog theme in the future, it's easy to do and won't mess with any posts you've already published later on - so don't go crazy spending hours trying to find the perfect theme when you're first setting up. Find something that looks good and move on. Remember the most important thing for your fans is your content and not the site design (it just needs to 'look good' – not like a million-dollar project).

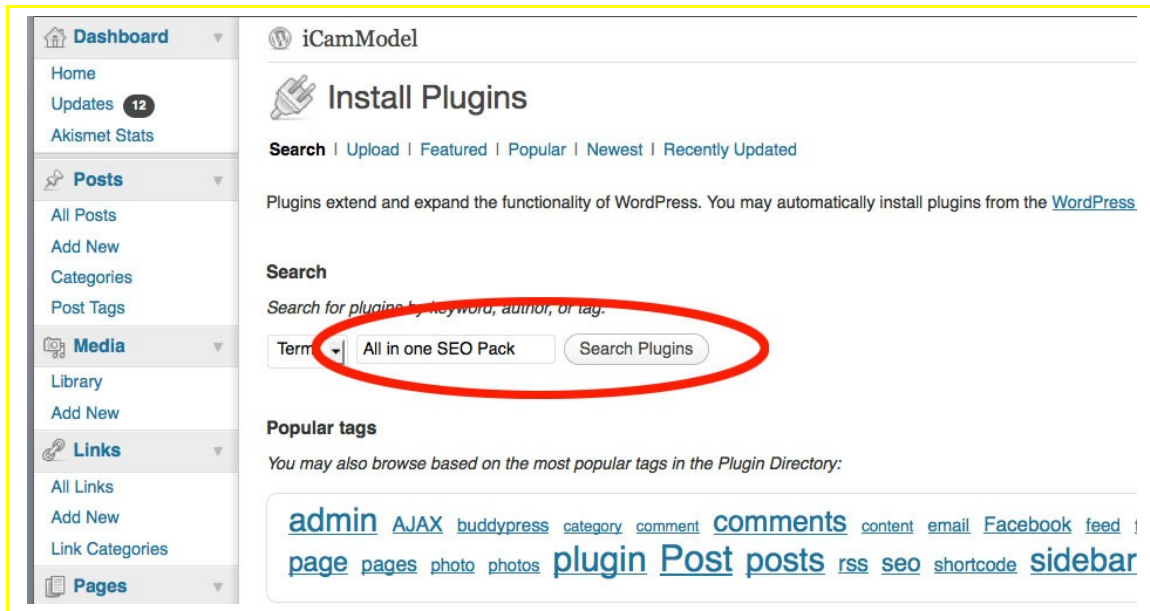
When your blog starts bringing you money, you can even order a custom designed Wordpress theme that is completely unique (it can

cost up to \$1000), or purchase one of the premium Wordpress themes that look more professional (they cost up to \$200). The emphasis I'm trying to make here is that there's no essential financial investment needed when you're first setting up your blog, and there are ways to make your blog look unique enough to not just seem like every other blog on the net, without costing the Earth.

6. *Installing Plugins*

At this stage, you are ready to use your blog. You can publish text stories along with pictures, and even receive and answer comments. But this is not enough for a cam model's blog. You will need some additional features such as a contact form, be able to publish videos, have a video gallery, photo gallery etc. You can get all of these features for free and relatively easily by installing additional plugins for your Wordpress blog.

The term "install plugins" might scare, you but you don't need to be scared. It's a very simple procedure that you can do from your blog's administrative interface. All you need to know is the names of the plugins you want to install. Then you can search for each of the plugins from your admin interface's 'Plugins' options and install them by clicking the "Install" button. It really is as easy as that: search and press "install":



Here is the list of good plugins you will need to install, along with a short description of how they will enhance your blog:

Akismet

This plugin will keep your blog away from spam comments. It's smart enough to see if the comment is spam or not. If *Akismet* finds a spam comment, it deletes it. This could save you a lot of time, especially when your site becomes popular and spammers try to use your comments section for their own purposes.

All in one SEO Pack

This plugin will help your blog become efficiently optimized for search engines. This means your blog will appear higher in search results, with less effort than if you had to go in and edit the code yourself. This will bring you more traffic from Google, Yahoo and Bing. And more traffic means more money, but you know that already!

Contact Form 7

This plugin allows you to add a contact form easily on any page, including your blog's contact page. Once a visitor fills out the form

and clicks the 'Submit' button, you will receive an email with all of the information the visitor entered. This is a much better alternative than putting your email address on the site. If you list your email address somewhere on your site (and any other site in general), it's easily picked up by spam robots, which will basically end in you having a ton of spam being sent to your inbox. You definitely don't want this.

Google XML Sitemap

This is another important plugin for search engine optimization of your site. It automatically builds your site's sitemap which allows search engines to see your entire site's content and show it in search results when somebody searches for it. It also pings all major search engines (Google, Yahoo and Ping) when you publish the new article which means it can appear in search results within an hour after you publish it.

My Link Order

This little plugin allows you to order the list of links however you want. It's a good idea to put the list of links to your "friend" sites into the sidebar of your blog. The default mode of your blog doesn't allow you to control the order they appear in. However, this plugin lets you order them however you want, allowing you to place your best friends at the top of your list.

iQ Block Countries

This plugin does exactly what its name says. It allows you to block any countries from accessing your site. Just select the countries you don't want accessing your site, click 'Save Changes' button and you're done. There are other similar plugins that allow you to put in different ranges of IP addresses to prevent those accessing your site too. These plugins allow you to block more specific areas such as cities and states, assuming you know the range of IP address you want to block. If you're not very familiar with IP addresses, this is a winner when it comes to blocking out countries at least.

NextGen Gallery

This plugin allows you to create nice looking photo galleries for your site in the same way you do on Flickr, Facebook and other similar sites. You can organize your photos into albums and list them in the 'Pictures' section of your site. Your site visitors will appreciate you giving away some of your pics for free and will often be more inclined to spend money to see more. Once you turn your blog into a membership site, you can use *NextGen Gallery* to create photo galleries that you can place in restricted areas of your site so that only paying members can see them.

Viper's Video Quicktags

The *Viper's Video Quicktags* plugin allows you to easily embed videos into your blog posts and pages. Unless your video has some hardcore adult content, I would also strongly encourage you to upload it to video sharing sites such as YouTube or DailyMotion. If you do this, your video will be exposed to both your site's visitors and the video sharing site visitors which will result in getting more traffic to your site. Hosting videos on the video sharing sites means you won't have to pay high hosting costs for the bandwidth each video download from every visitor would use.

WP Events Calendar

This plugin allows you to manage the calendar and add upcoming events, such as the feature cam shows for your members, vacation time, etc. You can also make a separate Calendar page on your blog featuring all of your events.

Lightbox 2 and Add Lightbox & Title

These two great plugins let your blog post pictures enlarge in a sexy-looking overlay on your blog rather than take over the whole screen like the normal format. So, when your blog reader wants to enlarge the pic, he clicks it, and then the enlarged version pops up on top of your blog's interface. When he's finished looking at it, he simply closes the pop up and is returned back to the blog. It may not sound like a big deal or an important feature, but it really helps make your blog look professional!

Feedburner Email Widget

This plugin allows you to add an email subscription form to your blog's sidebar. It's powered by the Google Feedburner service and is the easiest way to build a mailing list for your blog. Every time you publish a new post, an email is automatically sent to all of your email subscribers.

Here is how you set Google Feedburner up:

- 1) Sign up with Google Feedburner first: <http://feedburner.google.com>
- 2) Log in to your Google Feedburner account, click your site name and then go to 'Publicize' section
- 3) Click on "Email Subscriptions" link and activate the service:

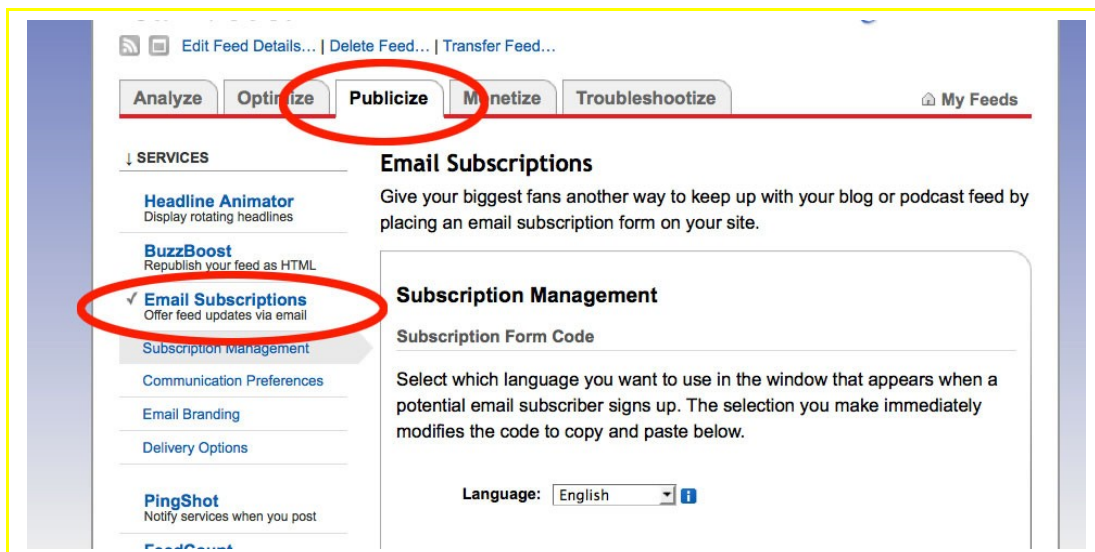


Image Banner Widget

This plugin allows you to create and manage banner images on your sidebar. These banners are essentially advertisements for sponsors (including the webcam network you use). When your blog becomes popular, banners can be a great source of affiliate revenue – that's money you can make while sleeping!

Subscription Options

This plugin lets you put attractive icons on your sidebar that link your surfers to your social networking accounts like Twitter, Facebook, etc.

It's very important to give your visitors a variety of ways to 'follow' you, not just through your web site.

Twitter Widget Pro

This plugin lets you add your Twitter feed to the sidebar. For example, you can configure it to show your 10 latest tweets. Having this on your sidebar serves 2 purposes: your site visitors will see you're active on Twitter (and you should be) which will encourage them to follow you; and it's another great tool to help with search engine optimization.

Wordpress Popup Scheduler

This plugin is very useful in case you have explicit adult-orientated content on your site. It will warn first time visitors about the content on the site and will give them Enter/Exit options. Instead of showing the warning on an index page like most sites do, this plugin lets you present it as a nice overlying pop-up and it will be shown to all first-time visitors, no matter what page on your site they land on. Remember, you are obligated by law to show the adult-content warning if you have publicly accessible explicit adult-orientated content on your site.

WpCache

WpCache helps your blog to run faster. This is very important especially when you're getting loads of traffic.

These are just few of many other plugins available for Wordpress. If you want to extend or personalize your site in any other way, it's very likely there will be a plugin to help you! The easiest way to find them is to search on Google or Wordpress and you will find a plugin to help you accomplish your goals.

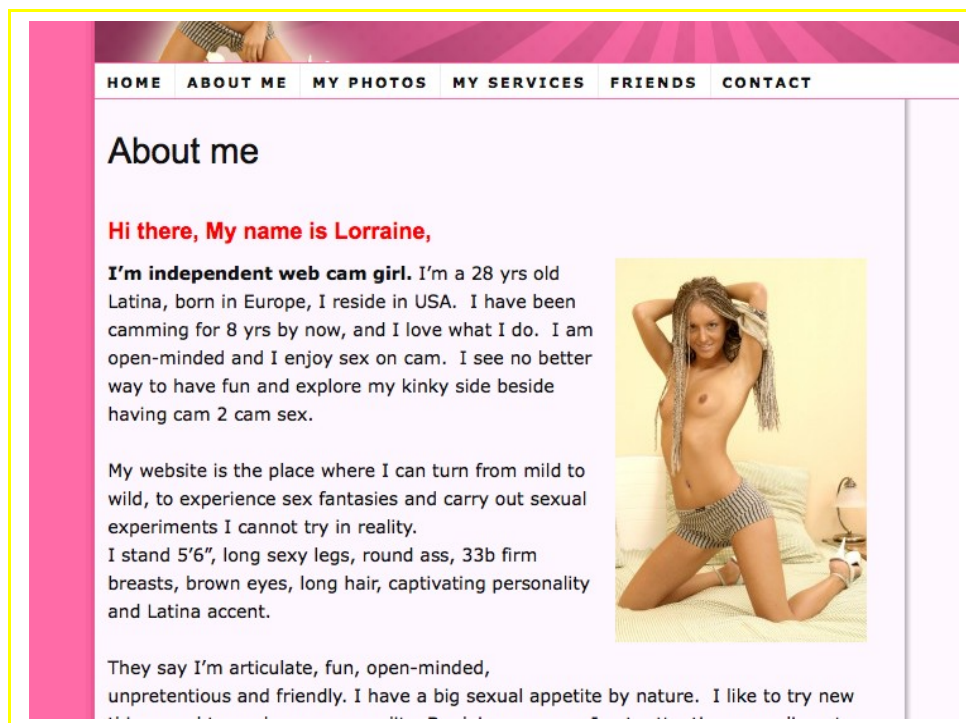
7. Editing The 'About' Page

Ok, the first thing you should do is edit your 'About' page. This is very important because when a stranger gets to your blog for the first time,

he would want to know what's your blog's about, if you are real person, etc. The 'About' page is the 1st place he will go to find out more about you.

When you initially install Wordpress, it comes with a default 'About' page that has some random crap in it (to put it eloquently LOL). You need to replace it with detailed information about yourself.

Consider the 'About' page as the same as your profile information on a cam site. You should fill it with a welcoming message to introduce yourself to the reader. Tell them what your blog is all about and what your fans should expect to find on your blog. I.e Give them a reason to come back to your blog!



Also, make sure your 'About' page contains a teasing picture of you - or better: a short welcoming video mentioning what you've written. You can also mention that you're looking forward to read their comments on your blog and you're looking forward to showing them your favorite things on cam (something that will excite them and let

them know you want them to stay). Most potential members want to feel special, feel like you're going to be fun when they interact with you, and usually want a friendly girl to watch and get to know. So if you tell them you're looking forward to chatting with them in your cam show, among other things, you could spark an interest before they've even visited the other pages of your blog.

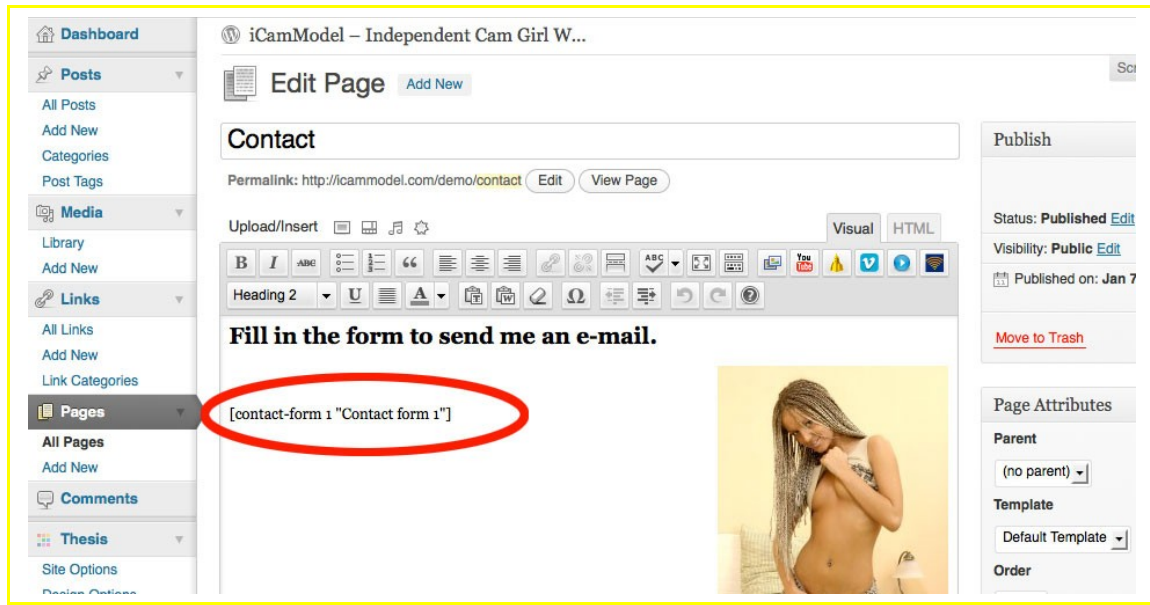
Also, feel free to put a text link to your video and picture galleries etc for easier referencing for those who like what they've read and want to see more. Add these links after you've created the galleries though!

Once you are done with the 'About' page, you are ready to start publishing your content and set up your contact form!

8. Setting Up Your Contact Form

Every blog should have a contact form that allows the blog readers to contact you. There are many reasons why they may want to contact you: they may have some questions about purchasing time on your cam show; they may want to express how cool you are, and ask how to spoil you; or may want to get some custom footage shot of you.

This form should be on separate page called 'Contact'. You have already installed the 'Contact 7 Forms' plugin, so all you need to do now is create the contact page on your blog and paste the special code that you can get from Contact 7 Forms plugin:



The contact form works by having your visitor fill out his name, email address and a message and then clicks the 'Send' button. A moment later, you should receive an email with all the info he sent.

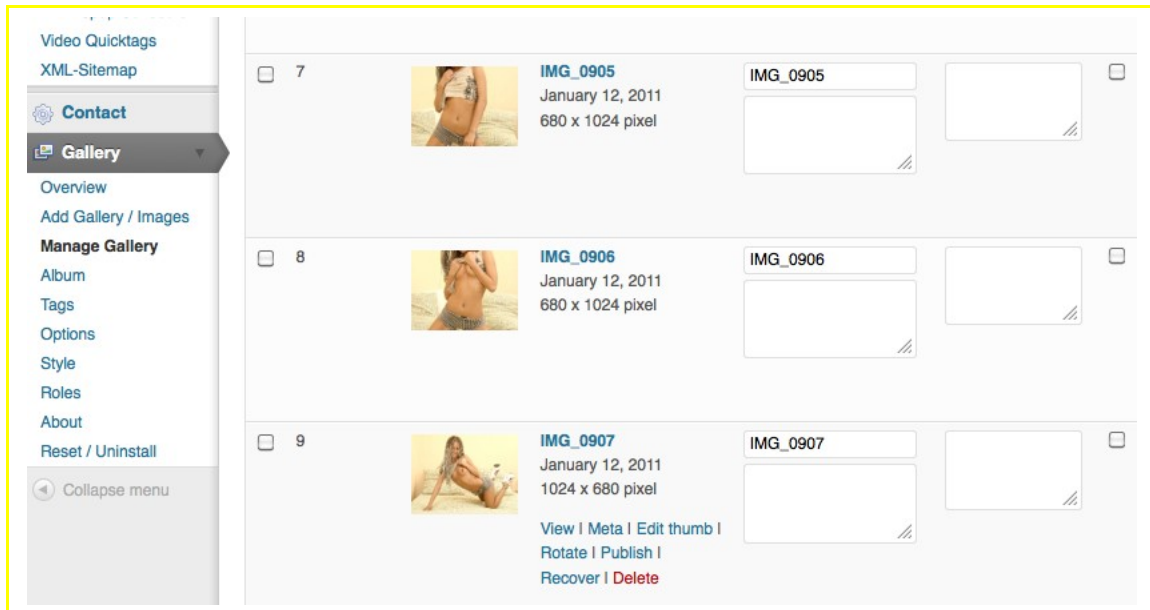
Note that having a contact form is much better than just providing your email address on the contact page. If you give up your email address, it can be picked up by the spammers' that scan sites pretty soon and you will end up having tons of spam in your mail box, rather than just information from your fans.

9. Creating A Photo Gallery

After checking your 'About' page, your blog visitor might want to see some more of you. This is where the photo gallery comes in handy. You should have a separate section on your blog with more teasing pictures in the photo gallery.

If you installed all of the plugins I mentioned earlier, you should have installed is 'NGen Gallery'. This plugin makes it extremely easy to create nice, professional-looking photo galleries and place them

anywhere you want on your blog. It's similar to how you upload your photos to Facebook, Flickr, etc. You just pick the photo and the NGen Gallery plugin takes care of the rest:

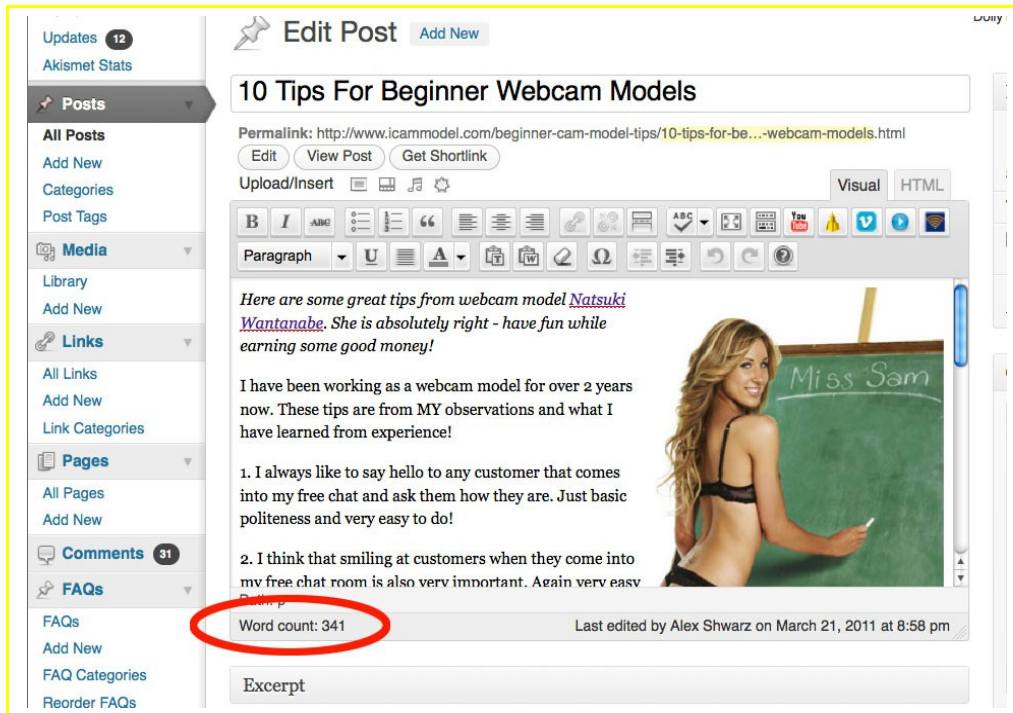


Once your photo gallery is ready you should create a separate page for it and insert a special code for the gallery, similar to what you've done for Contact Form.

10. Writing your blog posts

Now you have a fully functional webcam model blog, so you can start updating it with blog posts. As I mentioned before, it's very important to keep your blog regularly updated. Try to make a habit of writing at least 2 blog posts a week. Here are few simple rules you need to follow to write effective and attractive blog posts:

1. Don't make them too long. When you write a blog post in Wordpress admin, it shows how many words you've written. Don't make it more than 250 words. Long blog posts are boring, they take too much time to write, and very soon you'll be out of ideas of what to write about:



2. Have at least one picture or Video in each blog post. Without it, your blog post will look boring. Don't get crazy about the quality of the picture or video. The more amateur it is, the more connected your reader will feel because they'll feel a 'normal person' runs the blog, rather than a tech expert or a webmaster. You can use your cell phone for taking pictures or video too – that's totally fine.

3. Make your blog posts sound like you're teasing (not in terms of 'making fun of' but more of 'being suggestive' to your readers). Your blog posts should have a purpose. After reading your post, the visitor should want to spend money on you, or at least see more of you. So whenever it's appropriate, get your readers in a buying mood by describing what they will get if they buy a cam show from you or buy something from your wish list, merchandise store etc.

4. Put affiliate links in whenever possible. When you mention a website in your blog posts, there is the chance this website has an affiliate program attached to it. You should subscribe to this affiliate

program before you write the post, and use your affiliate link when referencing this website. As I mentioned before, your blog could be a good source of income for you, besides selling the cam shows etc.

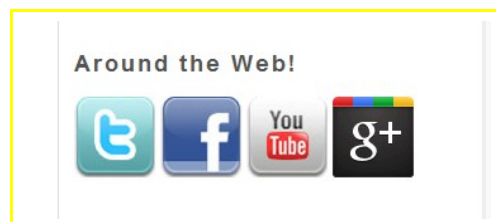
5. Make sure you link to your other blog posts if you mention something you have written before in a more recent blog post. This way your reader will stay longer on your site if they check out the older post too, which will increase his likelihood of buying something.

11. Connecting Your Social Media Accounts To Your Blog

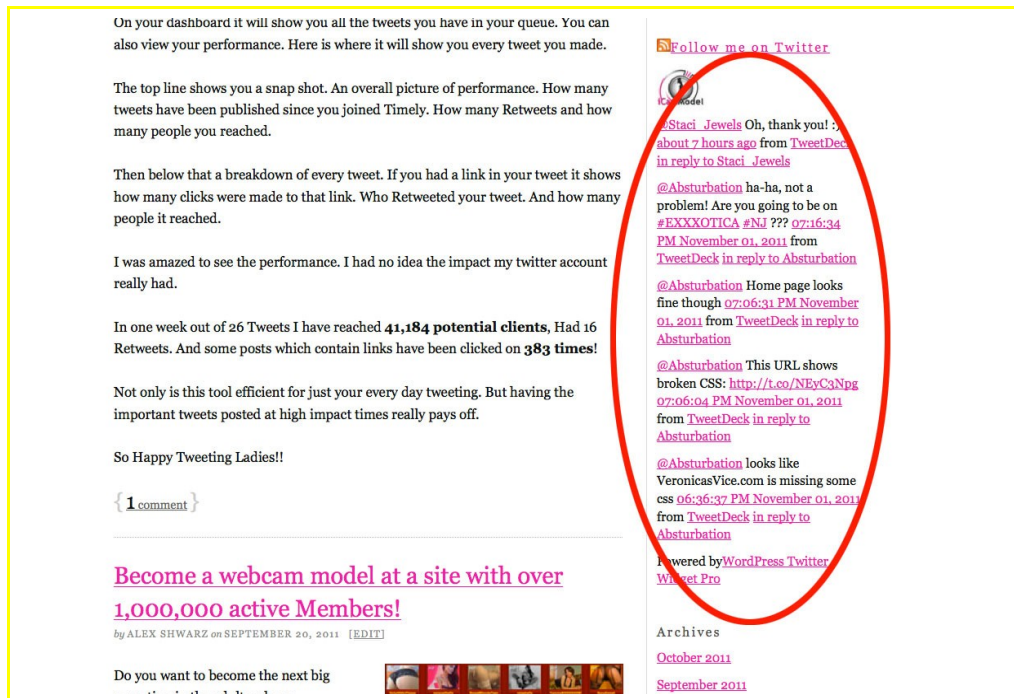
Your social media accounts (Twitter and Facebook) can be a good source of traffic for your blog. That's why you need to keep them connected to it.

Every time you write a new blog post you should announce it in your Twitter and Facebook news feeds and link back to the new blog post. This will expose your blog to new fans on these networks and your old fans will have an incentive to visit your blog again.

On the other end, your blog should also link back to your Twitter and Facebook accounts. You should put nice Facebook and Twitter icons at a prominent place on your blog so that your 1st time visitors know that you have presence on these social networks and can follow you there too:



Another suggestion is to put a widget with your Twitter feed to the sidebar of your blog. This way the last 10 messages you post on Twitter will appear inside this widget. This will also show your visitors that you are active on Twitter and will make it more likely they'll set themselves up to follow you on Twitter. Having such a widget on your blog is also very good for search engine optimization (for getting your blog listed higher in search engine results):



You can also use Google Feedburner to post tweets to your Twitter account every time you publish new blog post. Just click the "Socialize" link (underneath the "Email Subscriptions" one, see above) and link your feedburner account to your twitter account. Then your blog posts will post to twitter automatically and be indexed faster. You can also set up your standard hashtags for twitter here. For example you might always want your posts to include the hash tag #camgirl or #camgirls. You will also be able to turn the categories in your blog post into hash tags in your automatic feedburner post. Obviously you can't go hash tag crazy because you still only have 140 characters. So be selective and focused on the topic of your blog post and your niche.

Feedburner uses Google URL shortener (<http://goo.gl/>), so you can see how many people have clicked on your link right away!

12. Creating Sales Page

You should create a separate page on your blog that describes everything your visitor needs to know about buying a webcam show with you, as well as any other content you might sell (pictures, videos, autographed photos etc.). This page should be the most important one on your blog when it comes to making money, so you need to pay special attention to it.

The first thing you need to do is to write a short introduction describing what your visitor will get when he orders a cam show from you. Remember that whoever visits this page might not know what a cam show is (e.g the guy has landed on your site from a search engine after typing in something that wasn't just about cam models – it could've been other keywords that triggered the search engines to put your site in their results. He also may have typed in something cam related for curiosity and not know what to do next), so you may need to explain it well. Don't assume that every visitor is experienced in watching cam models.

Also, make sure that you've put a quality-teasing picture or (even better) a video preview on this page. Having just the text may scare the visitor from buying. You need to keep them interested.

You might be wondering how they can pay you for the cam show. The same question will arise in your visitor's head. So the next thing you should do is describe what payment options you provide. Although there are many ways you can accept the payments, I'll share the most common ones:

1) PayPal

PayPal is the most common way of accepting payment on the Internet. But you as a webcam model you should be careful with Paypal. They don't allow adult-related transactions to be made through their site. If they find out, your account will be blocked and all your funds will be frozen. Also, chargeback aren't very hard to do on PayPal.

PayPal still remains the easiest option to accept payments through. If you do everything right, there is very little chance you'll be caught. The first rule of thumb is don't announce that you accept PayPal. Just write on your sales page that if a visitor is interested in buying a cam show from you, let them contact you through the Contact form. Once they do you'll get an email from your blog with their name and email address. You can then email him with the details of your PayPal account.

Also, it might be a good idea to request an ATM card for your PayPal account and withdraw all your funds once your account balance exceeds, for example, \$100. This way, if you do get caught, only a minimal amount of your earnings will get frozen.

There are other ways to get your clients to pay through Paypal, but you would need to ensure they put a 'mainstream' comment in the sending form to ensure it doesn't tip you off as an adult service provider. Also, if you can get them to send their payment as a "personal" payment rather than a "business" payment, you will be able to avoid the business-orientated fees associated with business transactions with Paypal.

2) Zombaio

[Zombaio](#) is an adult-friendly payment processor. What makes it special is that they only charge you 9% of the amount you earn, which is pretty low in comparison to other payment processors that charge 15-20%.

Once you sign up with [Zombaio](#), you can generate a code that you can paste onto your sales page, and it will generate a payment button for you. For example, you can generate "\$20 for 10 minutes", "\$30 for 20 minutes". When your visitor clicks one of these buttons, he'll be taken to Zombaio's secure site where he can make the payment by credit card. Once the payment is made, you'll get an email with his contact info. You can then contact him to discuss further details such as when he wants the show.

Note that although [Zombaio](#) sounds like a great option, however there is one tricky part to get your site approved by Zombaio: They require you have a secured membership area (membership area where members must have a username and password to access it) on your site to be able to use their payment option. This is something you don't have. But don't fret because there is the way to work around [Zombaio](#) by installing a script that will make them think that your site has membership area. Contact me if you need any help with this.

3) Alert pay

This is an adult friendly option to PayPal, which operates the same way they do. Read their TOS carefully for specific niches. Set it up as a Business Account to remove some of the sending limitations they place on personal accounts.

4) CCBill

[CCBill](#) is the gold standard for payment processing in the adult industry. They have a good track record, so there is less of a concern that they will go out of business like epassport did. It is more

expensive to set up a CCBill account if you want processing for visa. You have to pay \$750 for Visa registration. Mastercard doesn't require that extra fee.

You will gain more affiliates if you have a member site with a [CCBill](#) affiliate program. Webmasters like CCBill affiliate programs because they know they will get their cheques every week consolidated in 1 cheque. Most affiliates promote hundreds of sites. Imagine the hassle of getting multiple cheques every week. There is no question that you will have more affiliates signing up if you use CCBill.

You can avoid paying the \$750 visa fee by getting a sub account on another sites [CCBill](#) account. Just be careful that that person doesn't end up ripping you off. You should never agree to split your income 50/50 with your main CCBill account holder if you are promoting your site, paying for hosting, shooting your content etc. I'd say a 90/10 split of your earnings is fair. Or a 80/20 split if they are helping you out by promoting your site by allowing you to use their affiliate software (galleries for affiliates to use).

But don't go into business with someone you hardly know. Getting a [CCBill](#) is fairly safe once you agree on the terms because it can be set up so that you have complete control over your sub account and the cheques come to you and CCBill is aware of the income split agreement. But people close sites all the time, so you might lose your sub account and have to apply for a new CCBill account. So think about that carefully and decide if you want to get a CCBill sub account or your own.

5) Verotel Ticketclub

Another adult friendly payment processor with a good and long standing reputation like CCBill and will allow you to accept payments via Visa, Mastercard, American Express, Debit Card and 1-900 Billing. The downside it that the maximum amount you can charge is \$125.00 per transaction and you cannot sell any physical goods. It must all be online based!

Their percentage is extremely low as well and their minimum payout is \$50. They also allow you to set up an affiliation account for your Membership Site!

13. Connecting Your Instant Messengers Accounts To Your Blog

Instant messengers such as Skype, MSN and Yahoo IM can be used to perform cam shows. This is your cheapest option. You won't have to pay any extra hosting fees for performing your video chats because they're all free to use. This is why it's important to show that you have accounts on at least of these two major instant messenger platforms, so your clients can watch your cams through their own accounts without extra effort on their part.

Both Skype and Yahoo provide you with nice looking icons that can show if you are currently online from your blog when they're linked to your IM accounts. You should put these icons in two locations: on your Contact page and in your blog's main page sidebar:

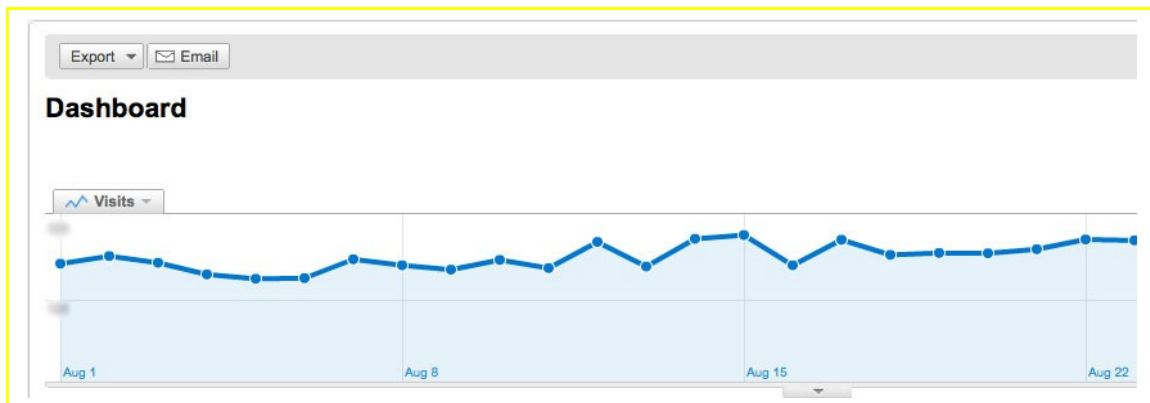


So let's say you are online and logged in to your Skype account. When somebody visits your website, he will see the Skype icon showing you're online. If he clicks the Skype icon, for example, and he has Skype already installed on his computer, it will open the program automatically and include your Skype ID in his contacts list. A guy would most likely try to start a conversation with you to make sure that you are real and not just a 'bot'. Once you exchange a couple of messages to let him know you're 'real' and friendly, point him towards your sales page politely so that he can purchase web cam time with you.

14. Sign up for a Google Analytics account.

A Google Analytics account is easy to set up and you can track where

your traffic is coming from, what key words people are using to find your site:



You should also look at your bounce rate and try and keep it low. Basically keep making small adjustments and experiment with small changes to your blog to improve your search engine traffic, page views, time on site, and bounce rate. It would take an entirely new e-book just to give you all the options, ins and outs of google analytics here, the benefits and options are seemingly endless but easy enough to learn! Sign up for Google Analytics [here](#).

15. Securing your web site

Once your website starts getting traction you need to think about its security. Especially if you have a membership site you **MUST** protect your members area with additional software. I recommend [StrongBox](#) security system. It's very effective in protecting your membership site from hackers and they will help you with the installation and setup.

When hackers try to get into your members area (which could happen every week) they use automatic programs running through thousands of passwords. Once they find at least one username/password combination, your content will basically be open to the public. That's why you need to install the software system like Strongbox to protect your member site.

Strongbox also prevents password sharing. They will lock a member out if they sign in using their user/pass from multiple IP addresses (i.e. from multiple computers connected to the internet). Obviously people travel and they can contact you to unlock their password if that is the case. But they have probably shared their password if someone is logging in to your site in New York at 1pm and Los Angeles at 3pm.

If you use CCBill as your site's payment processor you can set your CCBill options to automatically generate usernames and passwords for your members. Select an option that includes at least 7 characters that are a mixture of numbers, letters, upper case, and special characters. This is an additional security measure. You would be surprised how many people use the word 'password' as their password. People know this and could get in, even if you use extra security features.

Conclusion

Now you know what it takes to become an independent webcam model! It's not as easy as most people think, but if you can get yourself set up and keep at it, the potential is endless. The more popular your site gets, the more valuable it becomes (especially financially). It can be so much fun running your own web site, and exciting to know that all the people visiting your site – especially the members – are your fans! They will tell you their wants and needs and you will be able to find more and more ways of making money.

In this eBook, I covered everything you need to know about how to start and run your own independent webcam modeling business. You will have to work hard, but just like any other business, it requires some effort - especially at the beginning. My eBook is not supposed to be a 'complete reference guide' on the ins and outs of starting and running your business (it would take another year to write!!), but there's definitely enough information to get you started and progressing in the right direction. As long as you organize yourself and know what needs to be done next, you can do a little more research on how to do it yourself. Or you can hire us to have your website professionally setup for the very reasonable price ([click here](#) for more info).

As you've seen, starting your own web site is quite cheap and easy. Once you're set up with the right interfaces, it's very quick and easy to upload regular fresh content and communicate with your growing number of fans. As long as you keep your site regularly updated, stay in-touch with your fans (via blog comments, emails, etc) and keep promoting it via Twitter, Facebook and other similar sites, traffic to your site will continue to grow – so will your popularity. In essence, the more traffic you get, the more money you'll make.

One last point I want to make: You shouldn't expect great results straight away. It will take some time before your site will start bringing in money. For this reason, you really shouldn't consider immediately quitting your 'day job'. Keep doing what makes you money and devote extra time on the side to your site. At the beginning, you should see it as a kind of hobby, and gradually turn it into your main

income source and business. It may take 1-2 months before you make your first buck with your site, so it's important to persevere with both working on your site and your 'day job'.

So have a think through everything one more time. If you are serious about your web modeling career you should attempt pursuing the independent route. If you are not serious but maybe just a little curious, maybe try doing a few web cam sessions using a webcam network. If you are still hesitating, I encourage you to give it a try - you may like it!

I hope you found this eBook informative and useful. If you have any questions or suggestions you can contact me here.

I wish you good luck, no matter what route you've chosen!

Truly yours

Alex Shwarz