

The CafePress Module

This module is the best of both worlds. If you don't have a CafePress store, you can still sell items from the CafePress Marketplace. They sell promotional items like cups, t-shirts, mouse pads, and other imprinted material. If you do have a store, you can concentrate on selling your own products. Either way, you can use this module to create income from a Squidoo lens. It can work differently depending on whether you have your own store to promote or want to promote someone else's products, but it's still pretty easy to set up.

It Has An Automatic Pick Option

If you don't want to spend too much time setting up a CafePress module, you have the option to "Let CafePress Pick" the items you'll be showcasing in your lens via a keyword match. You enter the keyword, and it pulls up items from its marketplace that fit that description. It's not an incredibly sophisticated search engine, so you may be limited to just a few short words. It can take a bit of time for it to pull up items too. You earn a commission for the products that sell, even when they're not your own. You might not make as much as if you were selling your own products, but it's still a good way to create income streams very quickly through Squidoo.

When You Sell Your Own Items

Making a CafePress store is very easy. They even have a free basic option. You can set up a sample store with some t-shirts or mugs and then use these items to market on your Squidoo lens. You will need your Shop ID to show the shop's content. If you want to add individual items, you'll have to enter the URL for each individual product on CafePress and enter it into the CafePress module. That can be a bit labor-intensive, but it allows you to create a lens that is customized and far more interesting.

Match The Niche

The whole purpose of this exercise is not just to throw up products that are in your store; you want to match or complement the niche topic on your lens. The more targeted your lens is, the better the chance that someone will bother to read or look at your links and offerings. If you go way out in left field, people just will not understand what you're trying to offer them and will walk away. If you're talking about computers, for instance, you can sell custom mouse pads in the CafePress module, which is a perfect complement. Don't offer them the T-shirt that says "Party on!" because that's just jarring. People will think your lens is broken or you're a bit weird. Check to see what your lens displays to keep things like that from happening.

A Word About Traffic

Traffic is the real reason that Squidoo is so popular. As a community that rates itself, it is continuously improving, and Google tends to rank lens highly. When Google ranks something highly in their search engines, there is a lot of traffic that comes from that source. However, you can't just rely on traffic from Google to market your lenses. You have to use other traffic generating strategies to increase your lenses' standings in the Squidoo community if you want to be a big "Squid."

Methods To Attract Traffic To Your Lens

The same methods that people use to attract traffic across the Internet work here. You want to go to places that already have a large audience and promote your lens there with a link to get your lens more visitors. You can even promote it on social networks and ask people to rate it so that you can improve your skills as a lensmaster. Here are some classic ways by which people drive traffic to their pages across the Internet:

- **Comment on blogs** – They find popular blogs that talk about the same niche topic and then contribute to the conversation there. When relevant, they add the link to their lens to increase its exposure.
- **Submit to various search engines** – Google isn't the only search engine out there. You can index your pages and submit them to various search engines, like Yahoo!, to get wider exposure.
- **Create videos with links back** – YouTube is a very popular video platform that allows its users to put a link back to some other page on the video profile. Create a fun video and draw YouTube watchers back to your Squidoo lens via that link.
- **Update your content frequently** – This isn't just a one-time effort. Due to the way Squidoo rates the freshest content higher, you will want to constantly add a few updates to each of your lenses. That means more visitors coming to your lens as a result of your content being fresher. You can even just add a few paragraphs or modify a few sentences to make your content fresher.
- **Make your content sharable** – You will want to add the ability for people to grab your lists and promote them, using a Plexo module, or make your content easy to share by adding it to delicious.com and other link archives.
- **Be social** – Another great place to promote and share your content is on social networks. Twitter, in particular, is a fantastic place to add a single link a few times a day or a week to create more income. You do have to devote time to generating followers and friends on these sites, but it's a great way to target specific niche readers and to create more income possibilities for yourself.