

# Bad Health Could Bring You Wealth

By Stephen Bucaro

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Are you suffering from an illness or medical condition? In a survey by the Pew Internet Project, 73,000,000 people in the US alone said they went on-line in search of health information. This provides a great profit opportunity for a Web site that provides health information.

How do you profit from a health web site? Here are some ideas:

1. Sell affiliate products like vitamins and natural health remedies.
2. Review books about the condition. This makes good content, and you also just happen to provide a link to purchase the book.
3. Sell advertising in a newsletter about the condition.
4. Sell your own ebooks about the condition.

How to develop your health information Web site.

To get sales from your Web site, you need traffic. To get traffic you need to be listed in the search engines. To get listed in the search engines, you need quality content. Create quality content by monitoring the major health information sites, such as JAMA (Journal of the American Medical Association) and Mayo Clinic. When you

find an article related to the topic of your site, write a news story about the article.

It's perfectly legal for you to write a news story about an article or research study. Do not plagiarize or violate the copyright. Restate the article in your own words. You can even directly quote a section of the article as long as you put quotation marks around it, and the quoted section does not constitute a major portion of your article.

Important points:

- Don't create a general information site. People are looking for information about a specific illness or condition.
- The best subject for your site would be a condition that is too embarrassing to talk about, like herpes or incontinence.
- People are especially interested in non-invasive, natural, and alternative treatments.
- People avoid health sites that are too commercial. Don't use giant banner ads or popup windows. Place your advertising in a third column, at the bottom of the page, or deviously weave it into the contents of your articles.

What makes a health Web site special is that you are not going out looking for people who might be interested in what your site is about. Instead, you are putting your site in the path of a stampede of people already going on-line seeking health information.

How much you earn from a health Web site depends a great deal on your sites credibility. If you have an illness or medical condition, this gives you extra incentive to work on the site. And what would give a health Web site more credibility than the fact that it is run by a fellow sufferer? Your bad health could bring you wealth!

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