

Commission Blueprint Evolution

Week 4

Schedule

- DONE - Introduction and overall strategy
- DONE - Traffic, the site(very basic) and the offer
- DONE - Site promotion (other traffic), may also need to revisit KW research
- TONIGHT - CONTENT!!!!
- Week 5 - Putting it all together and the “work” plan
- BONUS VIDEOS

A Bit About the Future of CBE

BONUS Templates - 4 Themes

CBE Future

- All of this content - Video AND Written
- Honey's How to Videos
- Templates
- Master business plan to put it all together



Making this an “easy”
week! (I promised this
last week!)

People Say THIS is the
Hard Part...After
Tonight, You Will NOT
Agree

It's Really Only Just a
BIT More Difficult to
Create GREAT Content

Agenda

- Content Ideas
- Outsourcing Content Creation
- Content Publishing Schedule
- Discussion Surrounding Honey's Videos
- General Discussion

Important Tip: Have an
Overall Idea List for
Content Types

Important Tip: Have an
Topics File/List for Each
Site

Use Both Lists to
Create a Publishing
Schedule for Each Site



News

There is Simply NO
Better Tool Than Google
Alerts

Set Up an Alert for Each of Your Categories and Keywords

movingtoaustralia.com

*Living in Australia

*Moving to Australia

Jobs in Australia

study in Australia

Emigrating to Australia

Jobs in Melbourne

Australian customs

Australia Flights

Jobs in Brisbane

Cost of living in Australia

International movers

Jobs in sydney

Shipping to Australia

Jobs in Perth

Post News and/or Put
Into Your Ideas File for
Future Publication

EVERYONE Likes to
Feel Important

Interviews Can be VERY
Powerful Stuff

It's a Pain to Find People

Blogs Are Becoming Journalism

http://
www.helpareporter.com

http://
www.expertclick.com

http://
powerreporting.com/
category/
People finders/Experts/

Interviews Can Be Done 100% Through e- Mail

News Readers - Keep Track of Blogs in Your Space

Compile a List of Blogs and Track Their Feeds for News/Ideas

I Use Gruml - Front End to Google Reader

Image of the Week - Google Images

Video of the Week - YouTube

Everyone Wants Their 15 Minutes

Advertise Heavily for Guest Articles/Blog Posts



Calendar of Events



Maps



Before/After Stories or Pictures



Advice Column - Dear Abby (Question Source?)



Winner of the Month - Fiction?



Video Tutorials



Product Reviews

Use Google Analytics! -
Keywords!!

WordTracker - Wait...What??



Resource List

Article Ideas/Inspiration

[http://
www.findanyinfo.com](http://www.findanyinfo.com)



True or False - Myth Busters!



FAQ's

Catchy Article Topics

- How To's
- Top 10 problems
- Top 10 reasons why
- Top 10 Mistakes
- Top 10 Signs of
- You May Be a ... if ...
- LISTS

Outsourcing

Outsourcing

- Usual suspects of elance odesk etc.
- constant-content.com
- purecontent.com - even daily blog posts!
- guru.com
- bloggerlinkup.com

[http://www.quora.com/
Compiling-a-big-long-
list-of-outsourced-
content-creation-
options-who-do-you-
use-recommend](http://www.quora.com/Compiling-a-big-long-list-of-outsourced-content-creation-options-who-do-you-use-recommend)

Early Stage of Research

<http://zooppa.com/>

A Publishing Schedule

There is NO Secret
Correct Answer

One From Column A,
One From Column B,
One From Column C

Types of Content

Topic Ideas

Places to Outsource

- News Story
- Interview
- Image of week
- Video of Week
- Guest article
- Guest Blog Post
- Calendar of Events
- Maps
- Before/After
- Advice Column
- Winner of the Week
- Video Tutorials
- Resource Lists
- Myth Busting
- FAQ's
- How To's
- Top 10's
- You May be
- Lists!

- Word Tracker Questions
- News Readers
- Google Alerts
- findanyinfo.com
- Google Images
- YouTube
- Google Analytics

- E lance
- Odesk
- constant-content.com
- purecontent.com
- guru.com
- bloggerlinkup.com
- zoopa.com

Publishing Schedule

- Get disciplined
- Publish at least 1x per week
- Decide on your own goals, but MEET them
- Using the idea files etc have 1 month of content in the funnel
- Write and post each week

Honey's Supplementary Videos

Honey's Videos

- Getting a domain
- Setting up hosting
- Installing Wordpress
- Installing and setting up plugins
- Installing Wordpress Themes

Honey's Videos

- Using Offer Vault
- Using the themes to install CPA offers
- Setting up Punch Tab

What Else Should We
Add?

Action Items - Things You CAN Start Now

- Keyword research for up to 3 different projects
- The keyword testing
- Initial research and content creation
- The monetization / offer strategy for each project

Action Items - Things You CAN Start Now

- Craft press release(s)
- Figuring out rewards for punchtab
- Create Facebook fan pages
- Set up twitter accounts

New Action Items

- Set up Google alerts
- Set up Gruml
- Topic idea research
- Begin to create content...build up the pipeline

Discussion