

Commission Blueprint Evolution

Week 5

Some New Folks Joining Us This Week

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
- DONE - CONTENT!!!!
- TONIGHT - Putting it all together and the “work” plan

Future of CBE

- Honey's Videos
 - Half this week
 - Half next week
- Templates - Doing this for ourselves too, consolidating ideas done in a couple weeks
- Written content - End of the month
- One more QA session Early October



The Master Plan



Agenda

- The Goal
- The Big Chunks
- Monthly Milestones
- Weekly Milestones
- Tracking
- Where to go from here?

This Is Only ONE
Way...Not the Only Way

I'm Going to Get as
STEP BY STEP as I
Possibly Can!

Failure Should Be Planned

The Goal : \$100k Profit
Per Year, \$8k Per Month

5 Successful Sites?

Failure Rate?
Success Rate?
Let's say 33%

Goal

- \$100k run rate (\$8k per month) within 12 months
- Make \$40k in next 12 months on way to run rate
- 5 profitable sites
- 10 failures
- Need to build a total of 15 sites over 12 months or 1.25 per month
- Needs to actually be more per month due to timing

Goal

- Limit the amount of sites that:
 - We need to build content to
 - We need to SEO
- Build fast, Fail fast...get to the good ones

Milestones

- Idea Generation
- Sites Built
- Profitable Site Selection

Milestone Tracking Sheet

Using Milestones, Break Down into Monthly Tasks

Weekly Tasks - Dive into Task Types, Then Rinse and Repeat

Idea Generation

- Review CBE-Week 2
- Start with Market or Niche from brainstorming, IMeye, DOF etc
- Run KWB 2.0 robot
- Look for a niche + 2-4 sub niches with longtails

Idea Generation

- Traffic volume to examine: only the longtails
- 100 exact match per day min. total of 500 or more

Niche

Sub Niche

Sub Niche

Sub Niche

Long Tail KW

Long Tail KW

Long Tail KW

Long Tail KW

Long Tail KW

Long Tail KW

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

Use Anything to
Brainstorm (DOF ,
IMeye etc) But Get to
That Picture for Each
Idea!

Eric's Document

Build Site

- Understand the competition - Review CBE week 2
- Decide on monetization strategy and source
- Obtain a domain - Over 1 year old, PR a plus etc, keyword or related term

A Word About Plugins and Themes

Build Site

- Set up hosting for the domain
- Install wordpress on the domain
- Install the “standard” recommended plugins
- Complete about us, privacy, terms and conditions statements
- Honey videos

Build Site

- Pick a Theme - Can ALWAYS be changed at any time
 - Amazon, Adsense, Clickbank, CPA
- Pick any supporting plugins
 - Amazon - <http://geeklad.com/free-wordpress-store-for-amazon-associates>

Build Site

- Pick any supporting plugins
 - Adsense - <http://wordpress.org/extend/plugins/awesome-google-adsense/>
 - CPA offers etc - <http://wordpress.org/extend/plugins/ad-injection/>
 - Clickbank - <http://wordpress.org/extend/plugins/wordpress-clickbank-integration/>
- Honey's Videos - second round

Build Site

- Figure out Punch Tab strategy - Review CBE week 3
- Figure out list building strategy
 - <http://www.aweber.com/faq/questions/241/How+Do+I+Integrate+My+Wordpress+Blog+With+AWeber%3F>
- Honey Video

You Don't HAVE to Use
WordPress!!

Initial Content

- 1 piece of content for each “sub-niche” and long tail
- Do this before SEO
- Review CBE - week 4

Ongoing Content

- During site's probationary period , update 2-3 x per week
- After site is picked as a “winner” update at LEAST 1x per week...preferably 2x
- Use tips from CBE-Week 4
- Funnel of a month of content built up if you can

The One Metric to Rule Them All

Average Visitor Value

Site Evaluation - Picking a “winner”

- Check after 60 full days of SEO - must meet ONE condition below:
 - Traffic - 50 per day from SE traffic
 - Revenue - Average of .10 or > per visitor
 - SERP position - Page 2 (give it another 30 days)
- If doesn't meet criteria - Fail it!

Getting to \$1-2k Per Month in Profit

- 100-300 visitors per day
- \$.10 - \$.50 per visitor value (Best site we've had was \$1.00 per visitor)
- Checking after 60 days assumes a reasonable level of link building
- If you're not able to meet that. You may need to adjust the timeline
- If all the sites are failing due to traffic - that's the issue

AMAZING Use of LJ Networks!

Link Juice Networks

- Buy accounts where you can change the sites
- Buy multiple accounts
- Bulk up on links during probation
- Change them for the failures

SEO'ing the Sites

- No link plan
- Review CBE - week 3
- Decide what time you can devote...more = better
- Balance with building new sites and content

Links for SEO

- Press Release - do 1 for each new site
- New site - Double up on LJ accounts if you can
- Existing sites that are winners - 1 account
- Consider using them to “bump” rankings of winners

Links for SEO

- Base of pyramid - BB, AB, LB
 - Minimum 1 AB per site per month
 - Minimum 10 BB per site per month
 - Minimum of 4 LB per site per month

Links for SEO

- Middle of Pyramid
 - Use link box and all the tips/tricks including bartering
 - Shoot for 4 or so per month for each site

Links for SEO

- Top of Pyramid
 - Use Linkbox
 - Use Yahoo site explorer, majestic seo, SEOMoz etc
 - Shoot for 1-3 highly relevant, high PR per month for each site

Nets you around 450
links per month per site
- ish

Link Juice - Our Network

Other Tasks

- Set up Facebook - Review CBE - week 3
- Set up Twitter - Review CBE - week 3

Tweaking

- www.getclicky.com
- <http://app.visualwebsiteoptimizer.com/create-account-clicky.php>
- <http://wordpress.org/extend/plugins/visual-web-optimizer/>
- The only secret to multivariate testing is to change SOMETHING...and test it

Tweaking

- Visual website optimizer has a dummies or intro mode
- Images, fonts, headlines, colors, “seals” etc
- Offers, ads
- Most tell you ...you’re never done
- Once you hit that .25 (or a 50% improvement) or $>$ per visitor, I think you’re pretty done

Tweaking

- You can also tweak Punch Tab
- Just make sure to have 500 visits or so before jumping to conclusions

Where to Go From Here

- Write down your personal goal and timeframe
- Build your spreadsheet based on the template
- At the very least build out the first and “busiest month” to see if attainable
- If attainable great...else go back to 1st step

Where to Go From Here

- Take action on your plan - you already have week 1
- Plan out each week on Friday before (at least)
- Hold yourself accountable

Where to Go From Here

- If you start next week as week 1
- All videos and templates should be ready for you by the time you need them
- Contribute to questions and discussion for early October - Process check

One Secret is Most
Often Cited When
Talking With VERY
Successful People

Taking Action,
Perseverance, Just
Showing Up...All the
Same Things Really

We have a friend/
partner...named Tom

Discussion