

Niche Blueprint - Module #1:

Introduction to Niche Blueprint



MANUAL 1

Course Overview

Module 1 – Introduction To The Program

This will be the introduction to all the materials. You'll get an overview of every piece of Niche Blueprint and how they all fit together. We'll introduce you to each module, and set the expectations about what you'll learn and what you should have done by the completion of each.

Goals and deliverables

- Understand the purpose of each module of the program
- Understand all the goals and deliverables for each module

1 Video

- Introduction video

2 PDF's

- Overview (this PDF)
- Module 1 goal sheet

Module 2 – Choosing Your Niche

This module will show you a process for brainstorming and researching possible niches. You'll learn how to come up with many ideas for their Niche Blueprint store and how to do quick, but quality market research to determine which ideas you should move forward with. After this module, you will have 3 candidates and 1 top candidate to begin working on your Niche Blueprint store

Goals and deliverables

- A large list of potential niches to build your Niche Blueprint store around
- A priority list of the top 3 ideas and the one that you will begin to work on first

3 Videos

- Brainstorming process
- Market research
- Other considerations

4 PDF's

- Brainstorming resources
- Market research process flow and resources
- Market research checklist
- Module 2 goal sheet

Module 3 – Finding The Suppliers And Pricing Your Products

In this module, you'll learn how to use our supplier database and other ways to find sources for the products you are going to sell. In addition, you'll learn how to best price each of your products.

Goals and deliverables

- A list of suppliers for your products
- A catalog and pricing sheet for your products

2 Videos

- Finding products
- Pricing products

3 PDF's

- Finding products process flow and resources
- Pricing products checklist
- Module 3 goal sheet

Module 4 – Finding A Domain Name

This module will show you how to obtain a web site address (domain name / URL). It will explain the criteria for selection and show you tools to find the best solution.

Goals and deliverables

- An understanding of the how's and why's of domain name selection
- A domain for your first Niche Blueprint store

1 Video

- Finding a domain name

2 PDF's

- Finding a domain process flow and resources
- Module 4 goal sheet

Module 5 – Building Your Niche Blueprint Store

In this module, you will build your Niche Blueprint store. You'll learn how to quickly install and configure your Niche Blueprint E-Commerce platform and how to set up your catalog and customize the look of your store.

Goals and deliverables

- An understanding of how to implement the Niche Blueprint E-Commerce platform
- A payment gateway setup with PayPal or another processor
- A new logo for your store (quick, cheap, painless, and GREAT quality!)
- A toll free number for your store
- A complete working Niche Blueprint store with a complete product catalog

8 Videos

- Overview
- Signing Up for a hosting account
- Installing the Niche Blueprint platform
- Configuring the Niche Blueprint platform
- Setting up your credit card payment gateway
- Setting up your catalog
- Getting your logo
- Other design considerations

5 PDF's

- Installation instructions for the Niche Blueprint platform
- Configuration instructions for the Niche Blueprint platform
- Configuration checklist
- Sample design contest listing
- Module 5 goal sheet

Module 6 – Getting Customers

In this module, we'll show you how to get paying customers to come to your store! We will use search engine optimization strategies first, to get free traffic and then show how to move into pay per click advertising (if you choose to do so)

Goals and deliverables

- Understand the concepts of search engine optimization and other strategies for free traffic generation
- A complete free traffic plan for your Niche Blueprint store
- Understand the concepts of paid advertising
- A complete paid traffic plan for your Niche Blueprint store

6 Videos

- SEO concepts
- Putting together your SEO plan
- Working with shopping portals
- Article marketing
- PPC Concepts
- Implementing Your PPC Plan

3 PDF's

- Sample SEO plan
- List of shopping portals
- Module 6 goal sheet

Module 7 – Running Your Niche Blueprint Store

Now that your store is up and running, this module will help you understand and plan the things that need to be done on a regular basis to keep your Niche Blueprint store operating profitably.

Goals and deliverables

- Understand the regular tasks that keep your Niche Blueprint store operating
- A complete plan for regular/recurring tasks. A blueprint for operating your store.

1 Video

- Running your Niche Blueprint store

2 PDF's

- Order processing flow chart
- Sample operations plan

Module 8 – Outsourcing

Once your store is up and running, there are a few options to outsource the day-to-day operation. That way, you can have autopilot income and make money when you're literally just sitting around!

Goals and deliverables

- Understand what you can outsource
- Understand the different outsourcing models
- Introduce outsourcing resources

1 Video

- Outsourcing

2 PDF's

- Outsourcing resources
- Module 8 checklist

Module 9 – Selling Your Site

This module will go into detail about selling your website. This is one option for quick cash rather than operating the store.

1 Video

- Selling your site

3 PDF's

- Selling your site resources
- Sample auction posting
- Module 9 checklist