

YOUR ROAD MAP TO SETTING UP YOUR OWN ONLINE BUSINESS

This report outlines the main steps that you may need to complete to build your online business from scratch. This is only a guide as each of us has different circumstances and current skill levels. You need to evaluate your own situation, then make the necessary adjustments to fashion your personal online business action plan. We used Days to divide the steps, but you might find that you need more or less time to complete each step. That will not affect the end result. Not every step is absolutely necessary for you to set-up and run an online business. Much will depend on what you intend to sell and other factors.

Day 1

Have a Good Rest...

**It is important that you don't rush
in when you feel OVERWHELMED.**

Day 2

Take a deep breath... get ready for the Big Ride!

**Yes, I am READY.
I WILL Make it
no matter what it takes
I KNOW that I can do
EVERYTHING others are doing!**

Day 3

Get familiar with the Terms that are commonly used on the internet

<http://worldinternetsummit.com/downloads/InternetGlossary.pdf>

Day 4

Brainstorm product ideas

What products could you develop to sell on the Internet?

- What are you currently doing that could be the basis of your product?
 - Can you offer what you are already selling off-line, over the Internet?
 - Can you develop some information products based on what you are currently working with?
- What are you good at? What is your expertise?
 - It's best if the product is from an area that you are the expert in.
 - The Internet makes it possible to share your knowledge with the rest of the world.

And that can be hugely Profitable for you too.

- What are your close family or friends are good at?
 - You could work closely with them to develop the products.
 - They can provide you with the knowledge and you can help to market their knowledge to the world using the Internet.

Day 5

Brainstorm product ideas - *Continued*

- What do you believe is popular now?
- What do you believe will become popular very soon?
 - What topics are hot on the TV?
 - What's hot in the newspapers?
 - What's hot in the magazines?
 - What are the popular topics which people are talking about these days?
 - What are people searching for on-line?
 - What are the current trends?

~~~ Tips from Tom Hua ~~~

- 1) *Most of the speakers will inspire you with many product ideas. Pay attention to every word they say.*
- 2) *You can hire someone to develop the products ^[Hint] or form joint venture deals with the experts in those areas ^[Hint] even if you don't know anything about the subject.*

{Resources}

- <http://inventory.overture.com/>
- <http://www.aleksika.com/>
- Alexa.com - to check out the popularity of the websites
- Google.com - Google Page Ranking

[Hint]

- Brett McFall's Presentation
- Jason Cox Presentation

Day 6

Market research

– Explore the potential of the products you intend to develop.

- How many people are searching for topics which are related to your products?
- How much competition does the market have for that product;
 - 1) How many web sites are offering Free Content?
 - 2) How many web sites are selling similar products?
 - 3) How many web sites are bidding at Pay Per Click Search Engines?

{Resources}

- Google.com
- Overture.com
- Aleksika.com
- <http://inventory.overture.com/>

~~~ Tips from Tom Hua ~~~

- 1) *If there are not enough people who are searching for the product that you have in mind, then try to pick a wider related topic.*
- 2) *If there is too much competition in the market place, try to narrow down your topic to a smaller niche in that market.*
- 3) *Go back to the previous step for more product ideas if the potential of the product does not meet your expectations.*

Now you have the product/service determined and you know there is potential market for it for you to make some money.

Congratulations! Let's make it happen!

Day 7

Develop the product

~~~ Tips from Tom Hua ~~~

An information product can be an eBook, an Audio recording, a Video recording, a software program or even a password-protected web site that delivers information and related content.

- 1) Develop your own ^[Hint]

{Resources}

- ThePdfConverter.com

[Hint]

- Mike Stewart's Presentation

- 2) Hire someone that you know to develop the product for you.

(If the expert that you have chosen to work with is your family member, close friend or some that you know well.)

- 3) Hire someone that you don't know to develop your product.

{Resources}

- <http://elance.com/>
- <http://rentacoder.com>
- <http://odesk.com/>
- <http://www.getacoder.com>

While the product is being developed...

Let's move on and put everything else in place.

Day 8

Register Domain names

- Your personal name?
- Your business name?
- The name of your product/service?
- Keywords related to your niche market?
- Some words, phases (even what you make up) that are Short and Sweet?

{Resources}

- NameBoy.com – Suggest a good name
- HostingBay.net – Domain Registration
- GoDaddy.com – Domain Registration

~~~ Tips from Tom Hua ~~~

- 1) *Although it won't make or break your online business, it helps if you find a domain name that is sound and easy to remember so people can come back to your web site by simply memorizing your domain name.*
- 2) *Some words, phases (even what you can make up) that are Short and Sweet could be a really good Domain name. Remember Yahoo, Google, Ebay... ?*
- 3) *I suggest that you have a main domain name as your online protocol while have a separate domain name for each product/service you are going to sell.*
- 4) *Having a protocol domain name helps with your Google Page Ranking and Alexa Rating and for upselling to visitors who already purchased one of your products.*
- 5) *Sending targeted visitors to a focused website that only sells ONE product is also important as too many offers will simply confuse the visitors. This is why you need one domain name for each product/service that you sell.*

Day 9

Find a Hosting company ^[Hint]

Your website is your on-line shopfront. A reliable website hosting company is critical. They host your online shop. With so many offers online these days, we recommend that you speak to someone you know about their web site hosting experiences. Don't host your web site without the recommendations of someone whom you know well.

{Resources}

- HostingBay.net

[Hint]

- Tom Hua's Presentation

Day 10

Configure your web site, email accounts, sub-domain etc.

{Resources}

- Some useful Movie Tutorials:
<http://www.hostingbay.com.au/help/tutorial/>
- HostingBay Knowledge Base
<http://www.esolute.com/cgi-bin/hd/kb.cgi>
- Cpanel Online Help
<http://www.hostingbay.com.au/cPanel5/index.html>
- Work for hire
 - AllbizServices.com
 - EzyMagic.com/Webwork

Day 11

Start building your web site

- Using Templates - You have 1,000s here:

{Resources}

<http://www.worldinternetsummit.com/uk/bonus2005/>

- Build your own - Using FrontPage or FrontPage Express or some other web authoring software. ^[Hint]

[Hint]

- Alan Forrest Smith's Presentation

~~~ Tips from Tom Hua ~~~

- 1) *If you find the web site work is too technical or too boring, you don't have to do it all by yourself. There are people around you can just do that for you at low prices.*
- 2) *Most of the website hosting companies also offers that kind of services to their clients.*
- 3) *Although you don't have to do it all, you need to know enough to tell them exactly what you want done.*

{Resources}

- AllbizServices.com
- EzyMagic.com/Webwork

Day 12

Write the sales page

- Write Your Own ^[Hint]
- Use Brett McFall's Software ^[Hint]
- Hire some one to write it for you ^{Resources}

[Hint]

- Brett McFall's Presentation
- BurpiesByBrett.com

{Resources}

- PowerWriting.com
- WritingAssist.com
- AllbizServices.com
- EzyMagic.com/Webwork

Day 13

Sign up some accounts so you can accept payment online ^{Resources}

{Resources}

- Tom Hua's Working with ClickBank book
- ClickBank.com
- PayPal.com
- 2CheckOut.com

Day 14

Add your Order Link into your web site ^[Hint]

[Hint]

- Alan Forrest Smith's Presentation
- David Cavanagh's Presentation

{Resources}

- AllbizServices.com
- EzyMagic.com/Webwork

Day 15

Get an AutoResponder (Mailing List Management System – **MLMS**) ^[Hint]

Day 16

Plug AutoResponder (MLMS) into your web site ^[Hint]

1. Add Subscription Box to your web site
2. Arrange newsletter sequence in your **MLMS**/APR Account

[Hint]

- David Cavanagh's Presentation

{Resources}

- AutoPilotRiches.com
- Work for hire
 - AllbizServices.com
 - EzyMagic.com/Webwork

Day 17

Affiliate Management System ^[Hint]

1. Sign up for an account
2. Configure your affiliate system
3. Plug your affiliate program/links into your web site

[Hint]

- David Cavanagh's Presentation

{Resources}

- AutoPilotRiches.com

Day 18

Upload your product to your web site and then arrange download links ^[Hint]

{Resources}

- <http://www.hostingbay.com.au/help/tutorial/>

[Hint]

- Alan Forrest Smith's Presentation

Day 19

Upload your web site to your server – FTP or via Frontpage ^[Hint]

{Resources}

- <http://www.hostingbay.com.au/help/tutorial/>

[Hint]

- Alan Forrest Smith's Presentation

Day 20

**Initial Launch of your web site
by Purchasing Clicks from Pay Per Click Search Engines (P.P.C.)**

{Resources}

- Adwords.Google.com
- Overture.com
- FindWhat.com
- PayPerClickAnalyst.com

Day 21

Test and Measure

- Using facilities provided by **P.P.C.**
- Using Ad Tracker at **APR** for Split Testing ^[Hint]

{Resources}

- AutoPilotRiches.com

[Hint]

- David Cavanagh's Presentation

Day 22

Improve your Web site Conversion Rate using the results of your testing ^[Hint]

- Drop the loser, keep the winner
- Add more Split Testing

[Hint]

- Brett McFall's Presentation about Copywriting

Day 23

Invite J.V. partners ^[Hint]

[Hint]

- Jason Cox's Presentation

{Resources}

- Alexa.com - to check out the popularity of the websites
- Google.com - Google Page Ranking

Day 24

Test and Measure Again

Day 25

Improve your Web site Conversion Rate again ^[Hint]

[Hint]

- Brett McFall's Presentation about Copywriting

*Now you have a web site that is making sales while you sleep... Congratulations!
Let's now try to use some Advanced techniques which were shared by the speakers
to take your business to the next level.*

Day 26

Develop more products ^[Hint]

- Expand Horizontally
 - More products covering wider range of the market.
- Expand Vertically
 - Audio Products
 - Video Products

{Resources}

- ThePdfConverter.com

[Hint]

- Mike Stewart's Presentation

Day 27

Plug in Viral Marketing System ^[Hint]

[Hint]

- Tom Hua's Presentation

~~~ Tips from Tom Hua ~~~

Even if you are selling an audio or video product, I recommend that you use a PDF file as the distribution vehicle. i.e. having the links to your audio or video product in that PDF file so all you have to do is to distribute the PDF file after a purchase is made. The advantage of using a PDF file is that, not only it is much smaller and, therefore, easier to download, but it also allows you to have clickable links in the PDF file. That's almost impossible to have in an audio or video file for branding and viral purposes.

Day 28

Natural Search Engine Technics ^[Hint]

[Hint]

- David Cavanagh's Presentation
- Stephen Pierce's Presentation

Day 29

More Online Business Opportunities ^[Hint]

[Hint]

- Kirt Christensen's Presentation

Day 30

Revolutionize your Online Business ^[Hint]

[Hint]

- Armand Morin's Presentation

Day 31

Contact existing clients (who should be in your mailing lists) now with J.V. offer and up-sell offers.

Keep the ball rolling! Keep yourself on the leading edge!