



Bonus #5

The Successful Entrepreneur Weekly R.O.U.T.I.N.E.

The Internet Marketer's Weekly R.O.U.T.I.N.E. Day-By-Day Activities For Growing Profit Online

I use the acronym R.O.U.T.I.N.E.[™] to describe the 7 daily categories of activities for growing your home business. Each letter (R - O - U - T - I - N - E) represents a day of the week ... and a specific area to concentrate on in your marketing efforts...

R - RESEARCH
O - OFFER DEVELOPMENT
U - UPBUILDING
T - TRAFFIC GENERATION
I - IMPROVEMENT
N - NETWORKING
E - EVALUATION

It's important that you have a "routine" which you can follow each day of the week, each week of the month, each month of the year. When you have a schedule that you can follow, you'll almost certainly become more productive AND effective in your efforts because you are working towards completing tasks useful to your business development.

One of the easiest ways to do this is to set aside each day for a specific set of activities important to your business.

That's the foundation of what I'm going to teach you today. So, let's take a look at each of these task groups...

Day 1 (Sunday) ... R - Research.

Start your week off on Sunday by doing research for any of the upcoming activities for the week. This is so important - in learning HOW to do the things on your schedule for the week, you won't waste time during your productivity hours.

How many times have you said, "this afternoon I'm going to do XYZ" and then you spend the afternoon trying to figure out HOW to do XYZ! Instead of getting things done, you've spent your time learning how to get things done.

To be sure, there is a time and place to LEARN things, but it cannot be during the time you have scheduled to COMPLETE activities.

So, devote some time Sunday afternoons (mornings and evenings are for church :-)) to researching what you need to do in order to complete activities relevant to your upcoming schedule.

Example 1: If you're going to write an ezine article on Monday, don't wait until Monday to decide what you'll be writing about. Determine the topic and title on Sunday afternoon, along with a loose outline. When Monday arrives you won't spend time answering "What should I write about this week?" Instead, you'll get busy writing!

Example 2: If you're going to write a salesletter on Tuesday and you don't really know HOW to write a salesletter, then spend Sunday afternoon in study for copywriting. Buy a step-by-step tutorial online and read through it so you'll be familiar with the process when you start working on Tuesday. Jot down notes and you'll have a head start when gametime arrives.

It's a very simple practice, yet so profound in how much impact it can have on your week.

Learn this now -

When you get to a scheduled activity you should be able to begin working productively on it at that moment in time.

You shouldn't need to do anything else to get you to the spot where you are prepared to work on it. Preparation is done beforehand. Sunday afternoons are a great time to do some relaxed research to get you ready for the work week.

Day 2 (Monday) ... O - Offer Development.

Generally speaking, most people "*get back into the groove*" on Mondays. They are distracted with emails that have piled up over the weekend; they want to jumpstart the week with a bunch of activities that were unfinished from last week or are important to this week, and they generally are busy getting things started.

So, it's not always the best time for YOU as an internet marketer to contact them. However, that makes Mondays a great day to work on your offers to promote.

This would include –

1. Identifying Affiliate Offers. The "entry level" offer development is identifying other people's products and services that you promote as an affiliate. With sites like Clickbank.com/marketplace and AssociatePrograms.com, you should never run out of offers to choose from that you promote as an affiliate and earn a commission for each referred sale you generate.

2. Creating Product Offers. As enticing as affiliate marketing is (after all, you simply join an affiliate program and grab a link to promote ... how easy is that?!) it should never be the total sum of your offers. If it is, you're always at the mercy of someone else AND you'll never get the largest piece of the pie ... that point where thousands of other people are promoting YOU. It's important that you spend a few hours EVERY MONDAY to creating your own product.

3. Organizing Special Offers. You can also use Mondays to create "special offers" where you create incentive bonuses to use in promoting your offers or affiliate offers, put together special package deals of several of your offers, make a limited number of reprint rights licenses or private label rights licenses available for purchase, develop a coaching program, etc.

The main thing I want you to understand is that you should devote time EVERY WEEK to creating YOUR OWN products and services to sell online. Let me say that again ... EVERY WEEK you should DEVOTE TIME to creating YOUR OWN products and services!

Day 3 (Tuesday) ... U - Upbuilding.

According to Dictionary.com, the word "upbuilding" means "to build up, as with the result of establishing, increasing, enlarging, or fortifying". There is no singular category of activities that will "upbuild" your home business better than "list marketing".

So, develop Tuesdays of your work week towards this all important category of "list marketing".

Now, list marketing involves two very distinct parts, both of which are incredibly important to your business...

1. List-Building. This includes any activity which generates new, voluntary subscribers to your opt-in list.

2. List-Profiting. This includes any activity which generates new revenue from the subscribers on your opt-in list.

It's important that you spend time weekly on BOTH of these activities. A set of great offers with no list does you no good financially. A list with no offers likewise generates no revenue. You need them both.

Now, there are a wide variety of specific activities you can complete on Tuesdays to reach these two objectives...

- Write and send ezine articles.
- Create autoresponder sequences.
- Write solo mailings.
- Buy PPC ads.
- Swap classified ads.
- Participate in joint ventures.
- Interact at forums.
- Market through communities. (Myspace, Squidoo, etc)
- Create viral videos (YouTube)
- Distribute free reports.
- Cross promote.
- Use polls and surveys.
- Insert fly-in windows.
- Send out newsletters.

The list of activities is unlimited. And, to be honest, it really doesn't matter how you mix 'n match them. It matters that you (a) find effective ways to build and profit from lists, and (b) put them into practice.

I recommend that you devote Tuesdays to your "upbuilding" (list-marketing) activities.

Day 4 (Wednesday) ... T - Traffic Generation.

If there is ONE commodity that every internet marketer on the planet needs (and focuses much of their attention on trying to get) it is website "traffic". (I.E. Visitors to your website).

Without it, you're doomed. It's that simple. You don't get to build a list. You don't get to make a sale. You don't get to pass "Go" and collect \$200. It's the Boardwalk and Park Place of the Monopoly game all rolled into one.

However, here's a rule that I want you to understand and apply -

**Traffic generation is a PART of your business,
it's not the SUM TOTAL of your business.**

The reason I tell you that is because I know way too many internet marketers who concentrate 95% of their time towards traffic sources. If that's the case, then you're going to miss out on profit simply because traffic alone doesn't translate into money. There are many other variables - things we're talking about in this weekly schedule of activities - that contribute to revenue generation.

So, that's why I recommend that you devote ONE DAY each week to traffic generation activities. Don't spend all week working on generating traffic, but rather concentrate your efforts on a selected day of your schedule towards this pursuit. It's important to be sure, but it's not the only part of building your business so don't treat it as if it is.

Having said all of that, there are (again) quite a few activities that you can schedule -

- Buying PPC ads.
- Buying solo mailings.
- Participating in joint ventures.
- Using banner advertising.
- Using SEO techniques.
- Distributing ezine articles.
- Creating viral tools and reports.
- Growing your affiliate program.
- Updating your signature file.
- Exchanging links, ads and banners.
- Participating in discussions.
- Utilizing social bookmarking.
- Posting comments on blogs.
- Advertising offline.

Again, I could go on and on. (Just as a reminder, this lesson isn't about teaching you how to do specific marketing activities, but rather how to setup a weekly schedule so you put these activities into practice on a regular and repeated basis.)

Determine what works best for you -- your budget, your creativity, your product, your current situation -- and work those into your weekly schedule and see if you don't begin to see traffic come to your site.

Instead of jumping from one thing to the next (which is what most people do) and never really see any momentum build, why not pick a half dozen things to do and then repeat them over and over for the next 6-8 Wednesdays and see some real progress?!

Day 5 (Thursday) ... I - Improvement.

I HIGHLY recommend that you set aside one day per week for "improvement". That is, you identify ways to make your existing business BETTER and more profitable.

Learn this -

It is EASIER to get MORE out of your existing assets than it is to build NEW assets.

Let me illustrate this in a simple scenario -

If you sell a \$10.00 ebook and get a conversion rate of 2% (2 out of every 100 visitors buys) in order to produce \$200.00 in sales, you'd need to get 1,000 visitors to your site. (1,000 visitors X 2% conversion = 20 orders X \$10.00 = \$200.00)

If you sell a \$10.00 ebook and get a conversion rate of 4% (4 out of every 100 visitors buys) in order to produce \$200.00 in sales, you'd need to get 500 visitors to your site. (500 visitors X 4% conversion = 20 orders X \$10.00 = \$200.00)

Now, which do you think is easier ... getting 1,000 visitors to your site or 500 visitors to your site?

Big, big difference, huh?

It is much easier for you to tweak things at your site to improve conversion by 2% than it is to go out and find **TWICE AS MANY** customers!

That's why it is so critical to your success that you spend time improving your business.

Let me give you another example to build off the one that we just improved -

If you sell a \$10.00 ebook and get a conversion rate of 4% (4 out of every 100 visitors buys) in order to produce \$200.00 in sales, you'd need to get 500 visitors to your site. (500 visitors X 4% conversion = 20 orders X \$10.00 = \$200.00)

If you sell a \$10.00 ebook and get a conversion rate of 4% (4 out of every 100 visitors buys) in order to produce \$200.00 in sales, you'd need to get 500 visitors to your site. (500 visitors X 4% conversion = 20 orders X \$10.00 = \$200.00) But in addition to that you offer a "deluxe" version of the ebook for \$17.00 and 40% of your customers buy it (a nominal upsell rate)... you've just increased your sales by \$56 (20 orders X 40% upsell purchase X extra \$7.00 per sales = \$56)

For every \$200 you'd make the "unimproved" way, you now would make \$256.00 with the "improved" way.

That's over 25% MORE PROFIT.

Over a year's time, that's HUGE.

All from taking the time to improve your existing business practices.

Again, there are many ways to do this...

- Tweak your salesletter (headlines, guarantees, etc.) to improve conversion.
- Adjust your price to see what converts best.
- Add an upsell or a one-time offer.
- Create backend offers to promote long-term.
- Send affiliate offers to customers through autoresponders.
- Create a "Part 2" to your existing offer.
- Regularly add new messages to ALL of your autoresponder sequences.
- Create special offers and limited time only deals.

Improving your existing business assets is one of the best ways to increase your profit. And, perhaps best of all, it's under YOUR control. You CAN do it ANYTIME you choose to do it.

And you SHOULD do it EVERY WEEK. I've scheduled it for your Thursdays.

And then...

Day 6 (Friday) ... N - Networking.

We're headed into the weekend at this point - and you should have accomplished a lot of important activities by now. So, Friday is kind of a "light" day in the schedule that I'm proposing for you.

It's a good idea to devote some time one day a week to "networking". That is, to communicate with other people in mutually-beneficial, relationship-building, business-growing ways.

A few things that come to mind include -

- Interacting at forums.
- Contacting JV partners.
- Communicating with affiliates.
- Returning/making phone calls.
- Managing projects.
- Personally responding to clients.
- Offering free coaching.
- Sending emails to important contacts.
- Commenting at blogs.

Spend an hour or two networking with those most important to your business. It's a great way to end a week of hard work and get some things going for future projects to put on your schedule for the coming week.

Day 7 (Saturday) ... E - Evaluation.

Your official workweek ends on Saturday with activities related to "evaluation". Primarily, I want you to concentrate on PLANNING your business.

Evaluation/planning takes on two very important forms...

1. Short-Term. In this category, your planning would focus on the coming week's schedule. Remember everything we've talked about thus far? On Saturday, you'll put your activities onto a calendar for the coming week. What specifically will you do on Sunday, Monday, Tuesday, Wednesday, Thursday and Friday? Every Saturday should have some time devoted to planning out the coming week's activities.

2. Long-Term. Additionally, you'll want to look at the big picture as you evaluate the coming months and even years of your business development. What do you need to be focusing on short-term in order to grow your business long-term? So much time is wasted on activities today, tomorrow and this week which have very little importance to the overall life of your business.

Short-term planning includes...

- What do I need to research on Sunday in order to complete this week's activities?
- What offer will I develop on Monday and what specific steps do I need to take this week?
- What list-marketing activities will I complete Tuesday, including both "building" and "profiting" tasks?
- What traffic generation steps will I take on Wednesday?
- What are some things I'll do Thursday to improve my existing assets?
- What will I do to network on Friday, including WHO specifically will I contact?

Note: As you decide what specific activities you'll be completing during the coming week, use tomorrow (Sunday - "Research") to learn HOW to do each of those activities. The cycle continues week after week with perfect harmony!

Long-term planning includes...

- How much income do I want to generate during the next 12 months? 3 years?
- What streams of income will I need in order to do this?
- What offers will I need to develop ... and in what order should I work on them?
- How will I incorporate affiliate marketing into my plans long-term?
- Will I develop strategic partnerships? If so, what kind and with whom?
- Are there other assets I plan to acquire? If so, what? How? When?
- What is my exit strategy for selling off part or all of my business?

- How can I reach as much of my market as possible?
- How many subscribers do I want in 1 year? 3 years? 5 years?
- How will I get them?
- How many affiliates do I want in the same amount of time?
- How about visitors to my site?
- Any other measurements that I can monitor? (Inbound links, etc.)

There are a lot of variables to consider, but it's always worth a regular, weekly look at your business to "evaluate" where you want to go and how well you are getting there.

I constantly change my short-term plans to meet my long-term goals. I constantly re-evaluate what I want to do and in what order I want to do it. That's a natural part of our business. It needs to be flexible so you can adapt to changes within the market. Yet, it needs to be structured enough that you can make simple adjustments and stay on target.

That's why evaluation is so important. My wife will tell you, I spend a LOT of time planning. (Even more than I'm recommending to you in this example workweek). It's critical to success and I'm adamant about you investing proper time in it yourself.

Now, just as a sidenote, you don't have to do everything just as I've laid it out. You can be "successful" with any variation of this schedule that you choose. For simplicity purposes, I've arranged things into simple "daily" categories to keep it easy. The point of this lesson is to illustrate one simple fact to you: your business has lots of parts, and it's important that each of them get proper attention on your weekly schedule.

So, there you have the **Internet Marketer's Weekly R.O.U.T.I.N.E.** for success!

I think you'll find if you put these simple scheduling ideas into practice your own business will grow more successful over time.

Before we close out, I'd like to answer a few of your questions...

Question And Answer Segment

I'm going to answer ten questions related to running a successful home office/business.

1. How do you stay on task and productive? I work from home and find myself all over the place. At the end of the day, I've always been busy but seem to accomplish so little. Other than having an armed guard standing over me, how in the world can I continue to make myself FOCUS on only the things that make money?

First of all, it's important that you have a workable plan. That is, you need to ask yourself "where do I want to go" and "how can I get there?" You can't make progress until you know those two things. Everything else -- even though busy and well-meaning -- is just a distraction if it doesn't help you get to where you are going.

So, step one is always going to be to identify the end result you want to achieve and create a set of action steps to bring about that end result.

Example: If my "end result" is to create a 15-page small report to sell for \$10, I'd determine a set of action steps like these: choose topic, outline report, write report, setup website, drive traffic to site, etc. Then, it's a matter of completing those tasks.

When you get that foundation laid, then it's time to "stay on task" and focus in on productivity.

For me, I have two simple mechanisms in place that allow me to stay focused and get important things done that I can recommend...

1. Rules. I am my own worst enemy when it comes to getting things done. I may be world class in the appearance of how much I get done in any given week, but it's only through years of battling with procrastination and motivation. In short, I'd rather be playing tennis. So, I use that love of tennis to keep me focused on my business by setting a rule: I can't play tennis today until I have completed the tasks on my schedule. By setting some kind of "rule" in motion, you'll find yourself more apt to get important things done. For example: if you say, "I agree to not go to sleep tonight until this is done", there will be a time when you'll force yourself to work so you can go to bed. One simple thing to do is look for those things that prevent

you from being productive and make a commitment to avoid them (if possible) or minimize them until the workload is completed.

2. Rewards. The flipside of being restrictive is to give yourself "rewards" to motivate you to complete your task. Maybe a nice afternoon snack is your reward. Or a trip to Starbucks. Or a new CD. Or sex with your spouse (seriously, that'll motivate ya!). Whatever it is that you love, make it available for yourself immediately after the conclusion of the things on your schedule. You'll likely find that you stay focused better on those not-so-fun tasks, AND you'll also get them done even quicker because of the reward that's awaiting you!

2. I'd like to build out a business that's solid, stable, and provides recurring income. I keep adjusting my vision as my understanding of business and marketing deepens. What's needed is a guideline or plan - how to accomplish this, how to create from this vision. Can this be simplified into a method to achieve a modest goal of \$500 per week?

Ahh, the "s" word. "Simplified". That's what we really want, isn't it? A simple way to get things done.

Here's the thing - trying to "simplify" internet marketing would be like trying to "simplify" medicine. Or government. Or psychology. Or cooking. Internet marketing is a topic of many, many parts. There are no masters of it, only masters in training. There is always more information to be learned, new ideas to try, fresh technology to integrate.

Just when you think you have it all figured out, you realize you've got very little figured out.

This from a guy who's been doing this quite successfully since 1999.

Things that were hugely popular years ago (FFA pages, safelists, etc.) are virtually non-existent now while things that are hugely popular now (PLR content, membership sites, etc.) weren't around back in the day.

With so many parts (affiliate marketing, product creation, membership sites, traffic generation, list-building, etc.) and each of those parts having so many parts, how can anyone do it all? The short answer is: they can't. Although it's not for a lack of trying. The average "internet marketer" dabbles in as many different concepts as they can. They try it all and gain very little ground in anything.

They don't know the trick.

You see, the trick to being successful in this business is this -

Find something that works and keep doing it until it stops working, all the while looking for ways to improve it so that it never stops working.

Now, having said all of that, if I was going to recommend a "simplified" approach to building an internet business, it would be this -

1. Pick an affiliate program to promote.

If you have your own product, then obviously start with that. If not, then find a good affiliate program to promote as your primary offer to begin with.

2. Promote it with a free mini-course .

Write a 5-7 lesson email mini-course and set it up on an autoresponder. Use each lesson of this mini-course to share content with the subscriber and point them towards the affiliate program product you've chosen to promote.

3. Drive traffic to your opt-in form.

Direct visitors to a page at your website in order to subscribe for your free mini-course. A percentage of them will purchase the product you recommend throughout your content, thus earning you a profit.

4. Expand from your base.

From there, keep expanding. Add more content to your autoresponder sequence on a regular basis to promote other products. Continue driving traffic to your list. Begin working on your own products to offer. Start an affiliate program. Work with partners. Setup additional lists. Send out regularly broadcast mailings to your list.

Now, that's a simplified approach. To start, all you need is ONE offer, ONE mini-course list and ONE method of generating traffic. You can continue expanding from there to grow an entire business.

How do I know this? it's exactly what I did.

I started with the ProfitsVault.com site in August 2000. I wrote a free mini-course to promote it. I bought ads in newsletters to drive traffic to the opt-in form, which produced a profit. I steadily expanded from that base.

You can too.

3. I am profitable in several of my websites, but my sales are still fairly small. I'm a little concerned about the improvement part of the equation. I'm afraid of tweaking things to try and improve sales, because I'm afraid I'll ruin whatever small sales I have by messing around. Can you talk more about how to do this effectively without destroying whatever sales I already have?

Firstly, let me say that, in my experiences, fear shouldn't be a factor in making decisions about your business. Reason and logic, absolutely. Fear of results, that's not something I want to enter into my thinking. It is almost always better to make intelligent decisions than emotional decisions. In this question, the word "afraid" is mentioned TWICE, while the word "concerned" and "destroying" are also used. I'm not trying to be analytical here, but the decision to not try something seems to be motivated by fear.

And I understand that. I've been there myself. I'm fairly conservative when it comes to things concerning my business (and life in general, for that matter). However, I do know that taking calculated risks is an important part of doing business. And you need to not let emotions interfere with good sound business practices.

With all of that in mind, there are two things I would suggest here -

1. Split-Test.

There are a variety of tools out there which will allow you to rotate, for example different versions of your salespage, to see which one is converting best. A simple example is like this: Visitor #1 sees version #1 of your salespage, visitor #2 sees version #2 of your salespage, visitor #3 sees version #1 of your salespage, etc. Each visitor sees the version of your salespage not seen by the previous visitor. You can test variables of your page (headline, price, bonuses, etc.) by keeping one version the same as you already have it and the second version with some attempt at improving it. You'll know if you need to go back to the original version or go with the new version based on the results.

2. Post-Sale.

There are many things you can do AFTER someone has made a purchase which won't affect your existing profit at all. It will only ADD to the existing profit. For example: if you send out weekly emails to your customers with additional free articles related to their order which also have sales pitch for an additional offer (either your own or something you promote as an affiliate). This is just one way that you can generate extra profit from improving your process without doing anything to jeopardize the results you are already seeing.

4. Is it important to incorporate, get a license, etc. from the very start or would it be o.k. to wait and see if this email marketing thing turns a profit before going to that trouble and expense? Does every Amway sales guy or Avon lady need to get government permission to do biz?

This is a great question simply because I didn't mention anything about the "legal" side of things in the series of lessons. Thanks for asking.

Firstly, let me say that I'm not a lawyer, I don't pretend to be a lawyer and I don't play one on TV. For legal advice concerning your home business, I recommend that you consult a qualified, certified expert in this field.

However, I do think it's important that you protect yourself legally and comply with all local, state and federal laws.

Personally, I wouldn't want to do business of any kind without being incorporated to limit your liability in case a situation arises that you don't expect. (That's usually when they arise, when you don't expect them to!) There's a site online at <http://www.LegalZoom.com> that can do this for you.

You will also want to make sure that you comply with all laws concerning working from home in your area. If you are required to register with your city or obtain a permit, then do so.

Certainly, you'll want to report your income and submit appropriate income taxes.

Now, the question is: should I do all of this from the START, not knowing if I'm actually going to make any money or not?

Honestly, I don't know. My guess is that you probably SHOULD do it from the start. And I'm drawing this conclusion strictly from a traditional, offline sense of business. You still register for the city permit, apply for a sales tax license, etc. that is required for running a retail business even though you aren't guaranteed to make any money from that venture. I would think a similar principle would apply to online marketing.

5. What are the top seven tools or software that you recommend in running your IM business.

Let me quickly run through the programs that I use on a daily basis in my business...

1. Mozilla Thunderbird. Despite the fact that I own Microsoft Office (which includes Outlook) I use this free email client from Mozilla simply because it has always been more stable for me and has less security risks. You can grab a free copy at Mozilla.com.

2. Dreamweaver. I use this HTML editor to write/edit sales pages, create .php files for the List And Traffic site and modify code (only when I've been told what to do by someone who knows what they are doing!) for some of my scripts. It's a bit pricey, but you can usually find earlier versions at eBay.com for a bargain.

3. WS_FTP. This software is used to upload files to my various sites. While there are many ftp programs available, I've always liked this one because of the numerous handy features that it offers. It's available at Ipswitch.com.

4. Adobe Acrobat Pro. All of my special reports and products are converted to PDF with Acrobat Pro. While there are a lot of free alternatives on the market, none of them come close to the robust features of Acrobat Pro. Again, it's a bit pricey, but you can always find earlier versions of it at eBay.com at a discounted price.

5. Soundforge Studio. I use this software program to record and edit audio files. I've tried several others, but this one is the easiest to use and provides great sound quality. There are many top-notch features to this software that I haven't even explored yet. Highly recommended. They are always changing where it is available, so visit Google.com and search for the current location.

6. Microsoft Word. It's the old standard when it comes to word processing. I usually write my content in Word and then use the one-click option to convert it to PDF using Acrobat Pro.

7. Roboform. This is probably the best tool I've ever purchased in my life. It stores all of my passwords, urls, personal details, etc. so I can quickly and easily enter password protected sites with just the click of a button. If you aren't using this, you simply must have a copy of it. Roboform.com is the place to get your own copy.

8. Aweber. I use these guys for all of my list/autoresponder needs. They have a great track record of deliverability and are competitively priced. Great customer service and a feature-rich control panel make this one an easy recommendation.

9. Clickbank. I've been using this third-party network to process my orders since 1999. They also run my affiliate program at <http://1099affiliates.com>. While they have had some hiccups in their service (as well as some customer service nightmares) I continue to use them because they are convenient and (usually) effective.

10. Paypal. I've had a Paypal account since they were called X.com (anyone remember them?!!) from a LONG time ago. I use them to process orders for my List And Traffic membership site and I pay affiliates for my membership program through their "mass pay" option. Their processing fees are among the lowest in the industry.

11. 2Checkout. I use 2Checkout.com to also process orders for my membership site (for those who prefer to pay via credit card instead of Paypal) and for my high ticket items (e-coaching) which are beyond Clickbank's limit, as well as for my physical products (InfoproductMastery.com) which Clickbank does not allow. These guys have done a great job for me.

6. How many people does it take to staff your office? Who does what? For example, you mentioned you have an Affiliate Manager. Any others in order to get your 3 hour working day?

There is only ONE "staff" member in my home office ... and that's me. My affiliate manager is offsite and isn't actually a staff member, she's an independent

contractor who is paid a percentage based on the overall performance of the Infoprofitshare.com affiliate program.

In fact, as surprising as this may be, she's the only "outsider" that I work with on a regular basis. I'm pretty much a "one man show" who still answers his own email.

Having said that, there are several other vendors that I use from time to time that are worth mentioning...

1. Programmer.

A friend of mine is a great web programmer (he's the one who created the List And Traffic membership script for me) and I hire him (and others) to create/modify scripts when I need to have something done that's outside of my comfort zone. While I won't reveal the name of my own programmer, you can find qualified vendors at Scriptlance.com, Elance.com and Rent-A-Coder.com.

2. Ghostwriter.

While I PERSONALLY write ALL of my "internet marketing" related content, I do work with ghostwriters to create infoproducts in other markets where my experience and knowledge are limited. Again, you can find ghostwriters at Elance.com. And, again, I'm not gonna reveal my own ghostwriter's name. :-)

3. Designer.

I need a variety of graphics created on an ongoing basis and I outsource this primarily because (a) I'm not very good at graphic design, and (b) My time is better used in creating content. Vaughan Davidson at KillerCovers.com does a lot of my stuff for me, as well as several independent contractors that I've met at DesignOutpost.com and Elance.com

4. Clerical Worker.

I expressly do not like "non-creative" work such as data entry, formatting, proofreading, anything routine and repetitive, etc. For things like this, I have several people that I pay "per job" such as the daughter of a pastor friend of mine. When my personal contacts are busy, I turn to services like the one offered by Workaholics4Hire.com.

However, the overwhelming majority of my "day-to-day operations" are handled by me.

7. How do you find and hire a reliable, honest, talented and dedicated Virtual Assistant to help you with admin and web site tasks so that you have time to do the important things in your business that generate income?

First of all, I wouldn't recommend "hiring" them as an employee for your business unless you have a compelling reason to do so. By making them actual employees you take on many additional responsibilities (Ex. Payroll taxes, additional paper work, etc.) If you work with them as independent contractors (which is generally how the relationship works) then you'll find it works better in most cases.

Now, as for "how do you find" some assistance for your online business, there are three primary options...

1. Look for an existing contact.

Your best option is to look for someone with whom you already have an existing relationship. This can be a family member or friend, customer or subscriber, affiliate or joint venture partner, etc. Obviously, the candidate should be someone you trust and someone who is capable of fulfilling the duties you require. You can, at your discretion, train someone. Put the feelers out in a mailing to your list or through personal contact.

2. Look for a trusted recommendation.

If you can't find someone you already know, then get a recommendation from a trusted source. Solicit recommendations from your list(s). Post a notice at your favorite high traffic forum. Ask others whom you know are using outside assistants for a recommendation. Contact the assistants of others for a referral. You should be able to generate several possibilities.

3. Look for an established service.

Lastly, you can turn to an established service with a good track record. (Ex. Workaholics4Hire.com) Visit Google.com and search for "virtual assistant" and quite a few listings should be returned. Ask for references and contact those references to inquire about their experiences. There are PLENTY of

services available that offer virtual assistance and you should be able to quickly find a suitable match for your needs.

Spell out the terms up front by letting the potential VA know exactly what you'd like them to do, how many hours will be required, what skills are necessary, payment, etc. Get your agreement in writing and you should have an enjoyable, beneficial experience.

8. What is your advice for setting up one's own actual computer for the organization of things. Some points to consider are: usage (/partition?) system software directory/folder usage tips programs/shortcuts amount accessed on desktop it seems difficult to escape (even with knowing) the inevitable mass numbers of procured PDFs, programs, audios, graphics, you know...

Admittedly, I'm no "expert" in this area. However, I can tell you what has personally worked for me in keeping things organized on my computer.

I have three main folders on my hard drive ...

1. Active. Within the "active" folder are about a dozen sub-folders, one for each of my current projects. These folders are ONLY for projects that are either (a) In production, or (b) are Ongoing.

Example -

I have a sub-folder entitled "Subscription Program Secrets" that contains files for an e-coaching program that I'm working on. This is an "in production" folder as it has not yet been completed, but will be at some point in the future.

Example -

I have a sub-folder entitled "List And Traffic" which contains all files associated with my membership site. This is an "ongoing" folder as it will remain open as long as the site is open for business because I'll continue to generate new content files.

All of the sub-folders in the "Active" folder contain files that are related to current projects.

All of the sub-folders in the "Active" folder have sub-folders themselves (Such as "webpage" which contains all files associated with the webpage for that project, "Product" which contains all content files, "Promotion" which contains all marketing materials for that project and "Miscellaneous" which contains any other file associated with that project) which house all related folders and files.

2. Inactive. Within the "inactive" folder are a hundred or so sub-folders containing information that I use "from time to time" but not on a regular, daily basis. These are generally "closed" projects that aren't updated regularly or at all. Each sub-folder contains all files associated with a particular project.

Example -

I have a sub-folder entitled "Profits Vault Monthly" which contains all of the files (products, webpages, marketing materials, etc.) related to my monthly membership that I closed about 4 years ago. There are times when I still need to use the files and they are easily accessible.

Example -

I have a sub-folder entitled "Advantage Marketing Strategies" which contains all back issues of my newsletter that I published several years ago.

These sub-folders are labeled by project so I can easily find what I'm looking for. I don't just have a bunch of files all in one gigantic folder to sort through - they are project specific.

3. My Documents.

The final folder is a "My Documents" folder and it is HUGE. In this folder, I have all files that are unassociated with particular projects. (For example: if someone sends me a complimentary PDF copy of a product). This "My Documents" folder is divided in several large sub-folders: PDF files, Raw Word Files, Text Files, HTML Files, Software And Exe Programs, Graphics, Audio Files, Video Files, Powerpoint Files, Zip Files, Pagemaker Files.

Again, these are files that aren't a part of one of my "active" or "inactive" projects.

What makes this organization especially helpful is the fact that they are stored by "type" of item. In other words, if I'm wanting to find an audio interview that John Reese sent me 4 months ago, I know it's in the "Audio Files" folder in My Documents.

I've been using this system for many years now and it has always served me well.

9. How do you develop a "big idea" into structured business plan, what steps do you take to break it down into a manageable and actionable list of things to do?

I approach every project that I develop in three stages...

1. Manufacture. This stage involves any steps that are required in order to "setup" my project. Beginning with the initial planning and ending with the final step just prior to launch, I list and prioritize all activities required in startup.

2. Multiply. After I've launched my project, I begin working on a series of action steps that will allow me to grow the project. This includes things like generating more publicity, bringing in partners, etc.

3. Maximize. The final stage of any project of mine is to create a plan of activities that will allow me to take my existing project and make it better so that I can earn as much profit from my existing setup as possible.

The reason I approach it with these three stages is to prevent myself from trying to create the "perfect" system from the beginning. What tends to happen with me (and almost everyone I know) is this: we have this end result in mind and we get frustrated when it takes so long to make things "perfect" from the beginning.

It's usually a better idea to look for the bare minimum it takes to get something in play and then grow it and perfect it over a period of time. (Think Microsoft Operating Systems.)

That's not to say that you sacrifice quality, but rather that you don't attempt to get every possible detail covered in advance ... it's just not going to happen in the overwhelming majority of cases.

With all of this, it's important that you think backwards. That is, you take the end result you want and ask yourself, "How can I achieve this?"

Example - If I want to create an information product, I ask myself, "How can I achieve this?" I then determine the steps required and organize them in chronological order. Then, it's a matter of completing the steps one at a time until they are finished.

(It's important to note that there are times when I don't know what the steps are for a particular project, so I must do some research in order to determine WHAT needs to be done and HOW to do it. This "research" involves things like purchasing information products, hiring a consultant, joining a coaching program, etc.)

As I teach my e-coaching students, I work from "checklists". Anytime I have an idea, I run it through a series of steps related to the three stages that I mentioned earlier.

It's important that you create these kinds of "mini-systems" for every process associated with your business so you can streamline things. Any "big idea" that comes along will be easily handled by knowing "I'm going to start by doing these 7 things to MANUFACTURE this project and then I've 8 things on this list that I can do to MULTIPLY this project and finally I have a series of 10 items to MAXIMIZE this project."

While there isn't a particular set of steps that will be applicable to EVERY project you take on, the three stages of development can be universally applied.

10. If you have to pick, what would you say are the top 2 or 3 things we should concentrate on? I've heard the domain/site(blog) are the most important, then others say writing info products, others say lists. For short term and long term investment, what is the most important things to be working on?

Again, without telling you everything that I teach my coaching students, I'll tell you the exact three things that I encourage them to work on. There are three things - and three things only - that you need to concentrate on with your business...

1. Offer Development.

You cannot make money online unless you have an OFFER. It's that simple. Unless there is some way for income to be generated, you can't get paid. End of discussion. Every business is founded upon a revenue-generating offer. Now, this can either be your own offer (small reports, ebooks,

membership sites, coaching/consulting, advertising, etc.) or something you promote as an affiliate and earn revenue for referred sales.

2. List Marketing.

The fortune is in the list. You've heard it an untold number of times in the past, right? Building and profiting from opt-in lists should be a major priority on your schedule. You need to devote yourself to attracting new subscribers and then getting all of your subscribers to spend money with you ... by purchasing your OFFERS (see #1 above).

3. Traffic.

The third and final thing you need to concentrate on is "traffic". This includes both traffic GENERATION (getting visitors to a site) and traffic CONVERSION (getting that traffic to buy). This includes things like: starting an affiliate program, buying PPC ads, participating in joint ventures, utilizing viral marketing tools, raising your visitor value, tweaking your sales pages, etc.

With each of these categories, you have a variety of options to choose from in directing your attention. It would be foolish for me to say "grow your affiliate program" as your number #1 traffic activity since I don't know if you even have your own product to sell. That's why I don't recommend specific activities, but rather three key categories of business-building.

With each of these categories, find 2-3 activities to work on each week and you should see results in a short amount of time.

In a nutshell -

- Find an offer to promote.
- Setup a list to promote the offer.
- Drive traffic to the list opt-in page.