

Week 1 End to End Strategy Class Homework April 2008

Recording of today's call:

<http://www.instanttelemseminar.com/?preview=3&previewbar=1&eventid=2618625>

1) Write and upload 20 emails to your autoresponder campaign. Read this ebook as a guide (although in this ebook I stress a more even selection of 'types' of emails, but follow the plan I gave you on the call – mostly article emails, which you will replace over time with ebooks, recordings, etc):

<http://www.secrets-of-internet-success.com/ListBuildingStarterCourse/LBSCLesson2-WritingYourEmailCampaign.pdf>

2) Write 10 articles using the method discussed in class

3) Send out a request to do an interview to at least 10 experts in your niche. Here is a template you can use to write your emails:

Subject line:

(name) Can I interview you?

Body of email:

Dear (name),

I am currently doing research for a product and a web site, and am impressed by some of your work.

How would you feel about doing an interview with me, which would be included in my promotional materials, etc., created exposure for you?

Sean

4) Submit an additional 10 articles to ezinearticles.com (this should get you to a total of 30 articles submitted to ezinearticles.

5) Record another hour, using the second 10 sub topics in your 10 X 10 as an outline. Each topic should run between 3 – 5 minutes.

6) Place an ad in www.getafreelancer.com for a transcription of your first hour of audio (the one you recorded last week).

This homework is designed to take 10-15 hours each week, and when all the homework in all the sessions is completed, you should have a complete web business, including traffic, a system for generating subscribers, an active subscriber list, and several products.

If in any lesson you are getting stuck on one particular action (for example, one of the 6 actions in this homework), stop working on that action, send me an email so I can help you with it, then go to the next action. As a warning, it is easy to spend 10-15 hours trying to figure out one action on your own, and then run out of time to complete everything else, so it is important that you manage your time effectively, and balance the time you spend on each action.

It is critical that you finish each week's homework and assignments before the next class, as each class builds on the prior work.

Past history has told me that when you get behind, it becomes increasingly difficult to catch up. As this is a commitment of not just your money and my information, but also your time and my time, be sure to schedule yourself a minimum of 10-15 hours per week to do the work associated with each lesson.

Please feel free to send me any questions via about anything we have discussed or about any of the homework.

Sean