Introduction End to End Strategy Class April 2008

Recording of today's call:

http://www.secrets-of-internet-success.com/EndtoEndApril08/IntroductionEndtoEndApril08.mp3

1) Create an aweber account.

This tutorial will take you step by step through creating your first aweber list:

http://www.secrets-of-internet-success.com/EndtoEndApril08/TutorialtoSetUpAweberAutoresponder.pdf

2) Get a domain name and a web hosting account:

http://www.secrets-of-internet-success.com/EndtoEndApril08/WebDomainandWebHostingTutorial.pdf

3) Create a squeeze page.

I recommend putting this on your squeeze page, or creating a new domain for the purpose of sending traffic to this page. If you do choose to place it on an independent page, keep in mind, you will want to specifically send your traffic to this unique page, in order for the squeeze page to be as effective as it can be. By using the javascript version of aweber's web form code, aweber will give you an accurate traffic count, subscriber count, and calculate an opt in conversion rate for you.

This tutorial will take you step by step through the entire process of creating your first giveaway item, your squeeze page, and uploading it to your web site:

http://www.secrets-of-internet-success.com/EndtoEndApril08/LBSCLesson1-CreateaSqueezePage.pdf

4) Write or compile 10 articles and submit them to http://www.ezinearticles.com . The importance to this step is that if you do not already have an account with them, it can take 10-15 days to get your first 10 articles approved, and 5-7 for your next 25. You want to

get this account to 'platinum' (which is unlimited submissions and 1-2 day approval time) as quickly as possible.

Use this tutorial to learn step by step how to write an article and bio:

http://www.secrets-of-internet-success.com/EndtoEndStrategyClass/HowtoWriteanArticle.pdf

Here is a link to download my Article Marketing Manifesto. Keep in mind, it is for reference only, you do not need to do everything in that ebook – the above tutorial should give you everything you need to write your first articles.

http://www.secrets-of-internet-success.com/Purchased/AMMThankYouPage10102303.htm

5) Create a list of the 10 primary steps or techniques about which you teach in your niche.

Then add 10 sub topics or techniques that support or need to be included to complete each of the 10 primary steps or techniques.

This should yield 100 total topics, and I will often refer to this as your 10 X 10 list or 10 X 10 matrix.

6) Choose, set up, and test (create a 10 minute test recording) using one of the following methods of recording audio:

This is the teleseminar recording company I personally use:

Instant Teleseminar I use this service for both recording live telecalls and for stand alone recordings.

You can also use:

www.thebasementventures.com

or

www.freeconferencecall.com

Also, here is a link to try out the wavepad mp3 editing software I personally use:

Wavepad

For mac users, this is the preferred product for recording online:

http://www.freeverse.com/apps/app/?id=5012

Keep in mind, with these products, I am not advocating that they are better than any other product or service, they simply happen to be the ones I personally use and am happy with.

The conferencing services can be used to record everything, and you will need them for delivering any telecalls and your final product, however, the audio recording software can be used for all other recordings.

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