



Max Your Holiday Profits

by Barbara Ling
<http://www.barbaraling.com>

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Last but never least:

My family. My wonderful husband, Moses Ling, my terrific kids, my wondrous mooses, my absolutely fantastic parents - none of this would be possible whatsoever without their love and support. This one's for you, folks!

DEDICATION

NOTES

To my husband:

Max Your Holiday Profits is dedicated to my husband, Moses Ling...
the man in my life who keeps me sane and gives me the truest
meaning to my life.

I love you the mostest. Always.

Barbara Ling

Fortune favors the bold.

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INTRODUCTION

NOTES

Hello and welcome to this work at home study guide for ensuring your end of the year holiday profits are as high as you could possibly hope for!

This workbook is broken down into 4 milestones, each of the spanning 6 days (as 25 divided by 4 equals 6. Kinda sorta. A bit. Maybe. Well hey, at least it's nice and even. :))

This way, every day you have one specific task you can follow. And you don't even have to do only one a day – if you're really into leapfrogging over your competitors, you can probably get through the whole book in less than a week, and have your holiday profits process up and running smoothly before 2.

Not only that – I also give you excellent resources and ideas for you to take my ideas and run off into the wild blue yonder! You're only limited...by your imagination.



In short, there's no open ends here! Each milestone in this workbook gives you the foundation to move to the next level, and the next level, and the.... you know what I mean.

Couple of things to notice – one, do you see the nice column to the right that has the word NOTES above it?

That's for YOU to write down anything that stands out in your mind. But not only that – for each milestone, I provide you with a printable checklist that you can print off and use to keep track of your own progress. Neat, eh?

Before you know it, you'll be well on your way to beefing up your final holiday profit goals.

Ready to begin? Alright then, turn to the next page and let's go!

MILESTONE 1 - DOING THE PREP WORK

NOTES

Before you dive earlobe first into maximizing the money you make during the next 25 days, it would help to have a few basics down. Here are the tools I consider to be mandatory for you to possess and use.

- **Autoresponders.**

An autoresponder is how you can do send followup emails to interested customers.

You might be aware of it already if you currently run a newsletter (generally powered by autoresponders) or a mailing list (ditto). There are other ways of contacting a customer base, mind you, using a Facebook Fan Page or a Yahoo Group or a Google Group etc. But truly, for personalization and ease of use, you simply NEED (as in, it's not debatable, you NEED) an autoresponder.



Popular autoresponders are:

- [aWeber](#)
 - [GetResponse](#)
 - [MailChimp](#)
- **Way to let customers sign up at your site for more information (ie, add the autoresponder to your site)**

Once you have an autoresponder, you need a way to tie it into your site.

Assuming you use Wordpress, the following links are helpful:

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- <http://www.aweber.com/faq/questions/241/How+Do+I+Integrate+My+Wordpress+Blog+With+AWeber%3F>
- <http://wordpress.org/extend/plugins/aweber-integration/>
- <http://wptutorial.com/blog/information/adding-opt-in-box-to-your-blog>
- [Popup Domination](#) (that's one of the things I use)
- **Way to transact sales** – In normal people speak, this means a way that people can:
 - 1.) See something they want to buy on your site
 - 2.) Buy said something (ie, give you money)
 - 3.) Receive said something (ie, you fulfill the order)

My book, [21 Easy Steps To Putting Your Business Online in 24 Hours or LESS](#), covers this in detail. But at the easiest, you can throw up a Paypal “Buy It Now!” button for your products.

Key!



Other helpful resources include:

- <http://webdesign.about.com/b/2010/01/21/do-you-want-to-add-ecommerce-to-your-site-paypal-makes-it-easy.htm>
- [Wordpress eStore](#)
- [The Complete Guide To Clickbank](#)
- **Way to build a site** – For me of course, that would mean that you have your own Wordpress blog or site or what have you. Some tips for that include:



- http://codex.wordpress.org/WordPress_Quick_Start_Guide
- <http://www.siteground.com/tutorials/wordpress/>
- <http://weblogs.about.com/od/wordpress/tutorialstips/t/p/10StepsStartWordPressBlog.htm>

Obviously, the above is only a brief brief BRIEF smattering of the barerock bare-bones bare-back thingees that you need to be profitable this holiday season.

But trust me...they're absolutely critical. 100%....critical. More critical than warp drive is for the Starship Enterprise. And if by chance you already have the above done and are ready to start incorporating affiliates to sell your stuff for you, you can indulge in:

- [WP Affiliate](#)
- [Rapid Action Profits](#)

Now, with that out of the way....let's begin your adventure!

DECEMBER 1 - ADD XMAS COUNTDOWN WIDGET TO YOUR SITE, CREATE SPECIAL SALES PRICE

Before you begin

Twitter Tip: Send the following to your network.

Getting ready to add great #niche holiday sales to my site!

Now...why would you want a holiday countdown widget on your site?

Simple! It draws attention to the fact that there are only X shopping days remaining until the G-day (gift day!).



So adding a free countdown widget is most intelligent indeed.



Why it's important

Customers need to be nudged more...than once.

7 times actually, if you'll believe what 99.983% of the worlds' foremost marketers say.

- <http://thebabyboomerentrepreneur.com/258/what-is-the-rule-of-seven-and-how-will-it-improve-your-marketing/>
- <http://www.free-marketing-tips-blog.com/2010/09/impatience-of-internet-marketing.html>

chat a bit about this.

But luckily here, we have 25 whole days to make our point!

That's why you want to include the countdown widget.

How to do it

The widget part? Easy!

Visit <http://mycountdown.org/> . There's Xmas countdowns and Chanukah countdowns and special day countdowns and

Choose the widget you want, say, <http://mycountdown.org/Holiday/Christmas/getwidget/3015/> , configure it and add it to your Wordpress site via the Widgets option on your dashboard.



<http://www.youtube.com/watch?v=8GlsWgyGCzQ> is a nice video about configuring widgets in Wordpress, if you've never tackled that before.

<http://www.springwidgets.com/widgets/search?terms=christmas> is another resource as well.

The special sales page – here's what I did. My special Holiday product that I'll be pushing is this book you're reading – **Max Your Holiday Profits**.

NOTES

However, even though it's going to take me more than one day to complete, I want to start generating income as soon as possible.

Thus, I created a special “Prelaunch” page over at <http://www.barbaraling.com/bhbp-prelaunch/> that does several things.

- 1.) **It lets people reserve their copy of the Gold edition** at only \$17 (I'll probably end up pricing the gold at \$37 or more). It's only a straight Paypal button that anyone can use.
- 2.) **If folks choose NOT to buy at that instant**, they can STILL optin to my Max Your Holiday Profits autoresponder and be alerted to when the book is finally available. Thus, I'm also building my list at the same time.



I accomplished the above by the following:

Step 1.) Created my Holiday autoresponder.

Step 2.) Created this button:



Want free buy now buttons?

<http://www.hypercovertemplates.com/marketinggraphics/buttons.htm> has some, and you can also invest in

NOTES



to easily handcraft your own (that fits your site color scheme...it's from [Quick Web Creations](#)).

Step 3.) Went to Paypal and set up said button via this link:

https://www.paypal.com/us/cgi-bin/webscr?cmd=_web-tools

Step 4.) Created my Prelaunch page at

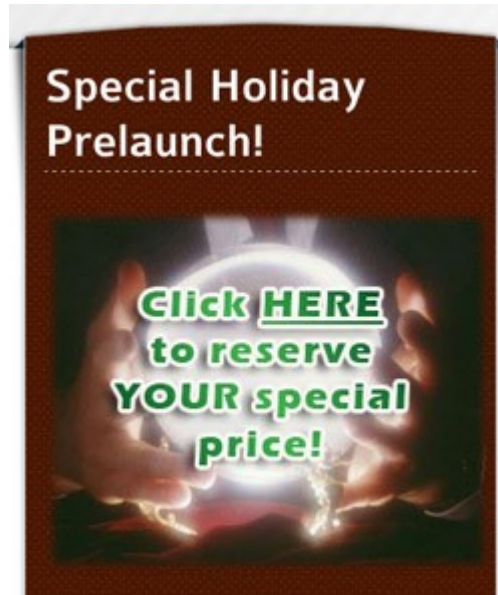
<http://www.barbaraling.com/bhhp-prelaunch/>

Step 5.) Created my Thank You page at

<http://www.barbaraling.com/thankyou/> (that's where Paypal sends people once they've paid for the prelaunch).

NOTES

Step 6.) Added the following caption/image to my sidebar via a typical Wordpress Text Widget:



So now I'm ready to continue!

Closing thoughts

Yes, it's quite a lot of work on the first day...I'll have to hand you that!

However, getting all of the precise annoying specifics out of the way asap....it gives you time to concentrate upon your future marketing later on in the month.

Key!



And about the holiday widget...

Think a bit about how you want to display your widget.

X days until Xmas

is kinda sorta boring...what about

- Niche Gifting Ideas Until Xmas
- X Days Left for Great Niche Gifts!

Etc.etc.etc. might give a wee bit more punch. :)

Next:

NOTES

DECEMBER 2 - CREATE AR FOR HOLIDAY TIPS ETC. AND DIRECT SALES LINK

Before you begin

Twitter Tip: Send the following to your network.

Making it easy to let my customers know about my #niche holiday sale...fun times!

To create an autoresponder for your holiday tips and sale, you need, well, an autoresponder like aWeber, getResponse etc.

Services like this these days generally offer unlimited autoresponders, so you'll be creating a Brand New autoresponder for the sole purpose of getting people to buy your holiday goodies.

Why it's important

People generally do not buy the first time they come to your site.

Instead, they might look around, they might surf off...they might never come back!

You want to prevent this from happening by compelling your visitors to sign up for something both niche related AND holiday related.

Key!



And here's a secret tip – notice how the title of this day is 'Create...Direct Sales Link'?

Given the fact you haven't yet begun thinking just **what** you plan on selling...you'd think this was most difficult to do, right?

Ah ha! One of the glories of followup marketing is that you can specify links on your site from the very beginning...and set them up precisely days later.



It's called using a placeholder link like this one called '21store.php'.

All it contains is the following 4 lines.

```
<?php
$URL="http://www.weeklyexpertsales.com/showcase/business-online/";
header ("Location: $URL");
?>
```

What you'll be doing is setting up a placeholder link on your site as well!

The benefits are fantastic – having a placeholder, like

<http://www.barbaraling.com/learnmore/21store.php>

enables you to fully configure your autoresponder series call-to-action link....in advance.

To where can you point that placeholder link?

Several ideas!

If you're sending a message to people who are already on your autoresponder, you can craft a placeholder page that has a countdown widget like so.



<http://www.barbaraling.com/bhbp-example/>

That page is also a dual-purpose page – you'll notice I also have the optin autoresponder form there as well.

It all depends upon what your final goals for your 2011 profits are.

Me, I much prefer building my list, so I myself personally will opt for the optin (as it were. :)).

NOTES

You? It all depends what's the most important thing for **you**.

How to do it

Here's how to get it all done....patiently.

Step 1.) Visit your autoresponder dashboard.

Step 2.) Create and configure a new autoresponder. I call mine (*wait for it*) “Max Your Holiday Profits”. You might want to call yours “Dog Training Holiday Tips” or “NASCAR Holiday Secrets” or “2011 Profit Plans” or “Holiday Fashion Bargain Alerts” etc.

In other words, create an autoresponder series that would intrigue your visitors enough to sign up...and then ensure the call-to-action link is your final placeholder/sales link.

Key!



Step 3.) Create a page on your Wordpress site that allows visitors to sign up

You can also use a [Popup Domination](#) thingee instead, or perhaps a sidebar optin. The choice is yours. I much prefer the entire page meself, because I'll be using it as a reference for future blog posts.

Step 5.) Create a placeholder link on your site. Ideally, it will go to your sales page you'll highlighting later on in the month.

Closing thoughts

I'm having you create the autoresponder and the placeholder link at the very beginning of this project, did you notice that?

Why, you might ask?

Well, it always helps to have in your mind the right sequence of actions to do! And as you know that you'll need a sales page, and

you know that you'll need a holiday autoresponder...it simply makes profound sense to get them out of the way asap.

NOTES

'course, that does bring up something rather important! Just what WILL you focus on for your 2011 holiday profits?

Glad you asked! Move now to:

DECEMBER 3 - DETERMINE YOUR MOST PROFITABLE PRODUCT TO PROMOTE FOR THE HOLIDAYS, ADD PSYCHIC SEARCH, ANALYTICS

Before you begin

Twitter Tip: Send the following to your network.

#niche makes a great holiday gift – you'll see soon at my site at URL!

You know what you have to sell, right?

Perhaps it's [fine custom furniture](#).

Maybe it's scrapbooking supplies.

Perhaps it's [make money products](#).

It might be [lavender gift baskets](#)!

Or it might be academic tutoring.

What about jewelry selling?

And hey, perhaps instead your livelihood is instead running your own dance studio or Martial arts school or an [extreme tanning salon](#).

Right?

Well then, what would you prefer to sell?

Key!



Something that people want to buy, or something that people ignore?



Which brings me to:

Why it's important

Researching what's selling in your niche is important because quite frankly, you do NOT want to spend 23K on a grand and glorious idea, only to realize you completely misjudged what your customers want to buy.

Trust me.

Doing the above is not fun.

Whatsoever.

So do your research!

In other words:

How to do it

First tweet something like:

What would YOU want for a #niche holiday gift? I have some great ones planned...

'course, you'd change '#niche' to your niche, ie, soccer, math, lizards, marketing, beading, etc.

This way people will know...you're planning something they'll find most useful indeed.



So you know what you sell.

Right? Ie:

You know what you can sell.

So the question now becomes, what do you want to sell the most of, for the holiday season?

NOTES

Ideally, it should be something your customers would love to either give someone for the holidays, or perhaps bestow upon themselves.

Here's some ideas you can play around with.

Idea #1.) The holidays fall right before the start of the New Year.

What does your store have that will benefit your customers after the New Year begins? See if you can create a sale for that.

Idea #2.) The holidays cause major amounts of stress.

What do you sell that eases angst and emotion and more stress than Chicken Little feels when the sky is falling? See if you can create a sale for that.

Idea #3.) The holidays are expensive!

What do you sell that doesn't break the bank? See if you can create a sale for that.

Idea #4.) The holidays are for impressing MOTAS!

Otherwise known as, members of the appropriate sex. What do you sell that would make a customer's loved one go "OMIGOSH YOU REALLY SHOULDN'T HAVE BUT I'M SOOOOO GLAD YOU DID!!!!"? See if you can create a sale for that.

Key!



Idea #5.) The holidays are for keeping children quiet and occupied.

What do you sell that will enable Mom and Dad to enjoy more than 3 seconds of uninterrupted peace by amusing the children? See if you can create a sale for that.

Idea #6.) The holidays are for making New Years Resolutions.

Making, I say, not keeping.

Be that as it may, what items do you sell that would help someone attain their New Years Resolution? See if you can create a sale for that.

NOTES

Idea #7.) The holidays are for causing extreme amounts of envy.

Forget 'keeping up with the Joneses' – your customers want their neighbors to drown in undeniable envy. What do you sell that's a status symbol and will allow your customers to strut? See if you can create a sale for that.

Idea #8.) The holidays are for calmness and peace.

No matter how calm your customers might want to be, some things always have to be done. Cleaning the house, raising the kids, cooking the meals, washing the car, trimming the lawn with steak knives, reroofing the ceiling with lego bricks – your customers just can't get away from that.

What do you sell that will make your customer's lives easier? See if you can create a sale for that.

Idea #9.) The holidays are for rewarding oneself.

After all, your customer just got through an entire freakin' year of angst and mayhem!

Key!



Now is the time for your customer to treat themselves right. What do you sell that will make them feel oh so good? See if you can create a sale for that.

Idea #10.) The holidays are for thanks giving.

Holidays have a way of making people really appreciate how lucky they are with regards to their family and friends.

What do you sell that your customers could give to their friends and spread the joy? See if you can create a sale for that.

What else can or should you sell?

Well, consider researching popular trends within your niche!

Things like:

- [fashion trends](#)
- [diet trends](#)
- [sweater trends](#)
- [cooking trends](#)

You can also visit Amazon.com and search for items similar to what you sell....and see what falls under 'best-selling', ie,:

http://www.amazon.com/s/ref=nb_sb_noss?url=node%3D667846011&field-keywords=hdtv&x=0&y=0#/ref=sr_st?keywords=hdtv&qid=1291146467&rh=n%3A172282%2Cn%3A493964%2Cn%3A667846011%2Ck%3Ahdtv&sort=pmrank

http://www.amazon.com/Strength-Training-Equipment-Exercise-Fitness/b/ref=amb_link_84594631_33?ie=UTF8&node=3408271&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=left-2&pf_rd_r=1PA80JE6QFFJ4ANA4X60&pf_rd_t=101&pf_rd_p=1260645742&pf_rd_i=3407731

http://www.amazon.com/Food-Processors-Small-Appliances-Kitchen/b/ref=amb_link_353551822_4?ie=UTF8&node=289920&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=left-1&pf_rd_r=05FWESCCM9HDJR9661CW&pf_rd_t=101&pf_rd_p=1269939302&pf_rd_i=361395011

http://www.amazon.com/b/ref=amb_link_85978371_10?ie=UTF8&node=12899531&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=left-1&pf_rd_r=0DSFF1S8BC165325CPVK&pf_rd_t=101&pf_rd_p=1274122922&pf_rd_i=12890711

What can you do with this information?



Well, bunches, really!

You can see what you offer that's similar and promote that.

You can craft affiliate marketing promotions for Amazon best-sellers and focus on that instead! (my book, [Fast Track Affiliate Marketing Power](#) gives bunches of great ideas for that).

You can write an infoproduct/ebook that tells customers how to make the most (fill in the blank) with whatever it is they crave!

Remember, you're never limited by what everyone else under the sun does...you can spread your wings wide and soar.



Once you have a great idea regarding what you want to sell, it's time to tackle your Wordpress site!

Make sure you have the following two goodies installed.

- <http://www.maxblogpress.com/plugins/ps/>
- <http://wordpress.org/extend/plugins/google-analytics-for-wordpress/>

and of course

- <http://www.google.com/analytics>

You can also install <http://wordpress.org/extend/plugins/google-analytics-for-wordpress/> once you have your Google Analytics code, too

Psychic search will tell you what people are looking/searching for, on your blog. It will be most useful indeed when you start to write your holiday niche tips posts.

Closing thoughts

On this day, you gained a basic idea as to what you plan to sell during the 2011 holiday season, plus you added in the Psychic search and Google analytics plugins.

Now it's time to start fine-tuning things! Turn now to:



DECEMBER 4 - DECIDE 1 XMAS PROMOTION



Before you begin

Twitter Tip: Send the following to your network.

I'm thinking about making XYZ my #niche holiday sales event. What do you think?

Yesterday, you got a pretty decent idea of what you want to sell during the holidays.

Ideally, at least one item managed to smooch itself into your consciousness!

This item will be your primary Xmas promotion.

And please do remember – these ideas are only *one* particular way you can approach your holidays sales.

If you want to go the whole route of a site-wide coupon, do be my guest!



So...back to the item. There's ideally at least one flagship item you want to promote.

Why it's important

It's important to zero in on this item because it gives you a starting point, a focal point, for your entire holiday sales.

You'll be able to use sub-items as upsells during the checkout process!

How to do it



You make an educated guess as to just what you have that will be the most popular, highly craved goodie (based upon your research).

In other words, you just freakin' do it.

Sure, you might guess wrong. But at least making an educated guess starts you along the right path to bigger holiday profits!

Once you've decided on the primary product, take a good long look at what you current have regarding it.

Ask yourself:

Jeepers Self, how can I make it more attractive for buyers this holiday season?

Can you tweak it for the holidays?

Can you quickly write up an enhanced white paper that you include WITH purchases...that give your customers additional ideas they'd never have considered on their own?



Can you slash the price?

Anything you can do to attract a customer's interest (*ie, BONUS! Grab this in time for the holidays, and receive our special private gift for you – our top 10 creative uses for*) is a Good Thing indeed.

If you go for the whitepaper thingee, take a break now and write it.

'matter of fact, whatever goodie you decide you want to offer – stop what you're doing now and do it.

It will benefit you down the road.

Closing thoughts



Today, you decided upon your main holiday promotion. And do remember – this is just ONE idea! You can (and should!) easily modify it to best fit your needs.

A main holiday promotion – it's a good thing.

An upsell – it's a better thing!

And that brings me to:

DECEMBER 5 - DECIDE 2 UPSELL XMAS PROMOTIONS

Before you begin

Twitter Tip: Send the following to your network.

Almost done with my #niche holiday preparation – get ready for holiday savings!

Selling a product.

It's glorious.

And when someone does buy from you, they're already in the mindset of spending money on you!

So why not take advantage of that and offer an upsell prior to checkout?

It's a very simple concept, actually. Here's what I do (other marketers do it far better than me, mind you, but I'm a pretty simple Jedi, so I opt for what's easiest for me).

I'll take a product, say, Max Your Holiday Profits.

This will automatically be my SILVER version. It's just the book.

Then I'll create a separate sales page that adds bunches of yummy bonuses. That will be my GOLD version.



So I have:

SILVER: Just the book

GOLD: The book plus added power tools (ie, my upsell).

Now, true.

This DOES require me making two specific, separate sales pages (given my affiliate backend).

Which is okay, mind you. It's extra effort but works out well in the long run.

Why it's important

Creating an upsell is important because it increases your overall profits. If you're offering something truly tremendous, why not over-deliver with an even better concept (ie, your GOLD offering)?

How to do it

Refer back to your trend research. Is there one or two products that you already sell that would work well in a bundle? If so, add them for your GOLD version.

Want other ideas? You can buy Private Label software/reports/tools/etc. and add those goodies to your offerings as well. <http://www.barbaraling.com/learnmore/tiffanyplr.php> is one useful resource for this.

Once you've decided upon your upsell, you need to step back and think just how you're going to position your primary sales and your secondary upsell (ie, your Silver and your Gold holiday products).



Take your time with this to get it right!

Need some upselling resources? Check out:



- <http://speakersue.com/blog/2011/06/3-tips-to-upsell-would-you-like-cucumbers-and-tomatoes-with-that/>
- <http://www.trizle.com/tips/485-how-to-upsell-anything>
- <http://www.shoemoney.com/2010/11/17/upselling-shoemoney-s-ep-8/>
- <http://www.marketing-ideas.org/upselling-techniques.php>
- <http://www.davidleppard.com/how-to-upsell-and-increase-sales/>
- http://www.marketingprofs.com/ea/qst_question.asp?qstID=18001
- <http://www.fridaytrafficreport.com/increasing-your-average-customer-value-through-paypal-purchases/>

And of course, if you're new to selling online, you don't **have** to have your upsell.

But I'd certainly be remiss if I didn't mention it to you. :)

Closing thoughts

Today, you decided on what your upsell products/package would be.

Now you have two holiday packages to sell – your SILVER version (the default) and your more expensive GOLD version.

And now is the time for you to...well, start to make miracles happen.

Continue on and let's go!



DECEMBER 6 - DECIDE WHAT YOU'RE GOING TO SELL, MAKE THE SALES PAGE



Before you begin

Twitter Tip: Send the following to your network.

*What #niche gift do you want to get for the holidays?
Looking for ideas....*

So!

You have your main holiday promotion.

You have your upsell promotions!

It's time to make those two nifty neato sales pages siiiiiing!

Now, let's think about this for a sec. You have several options right now!

Depending upon what you're selling, you can simply focus your current sale page on the holiday sale.

Or...you can craft a single special unique Holiday page that has all of your discounts!

Personally, I'd recommend the second for the following reasons.

- 1.) Every time you create a new page in a search engine, you get one more opportunity for your site to show up in Google.
- 2.) Since this is a holiday sale, you want to take advantage of unique search engine optimization for your niche AND the holidays. Ie, you want your site to show up for things like:

- craft christmas gifts



- baseball holiday gifts
- handcrafted holiday gifts

or maybe

- cheap candy gifts
- barbie discounts for the holidays

Is your site also listed in Google Places? If not, why not? It can help your local search engine visibility too!

<http://www.google.com/local/add/analyticsSplashPage?pli=1>

is where you go to add your business online.

Why it's important

It's important to make specific holiday sales pages because you want to make it as EASY AS POSSIBLE for your visitors/future customers to find where your holiday discounts are!

Plus (and this is only my nerdy “it's good for you” speech), the more comfortable you get adding pages and writing sales copy and etc., the easier it will be for you to really soup up your online business without having to depend upon another webmaster.



Ready then? Alrighty, let's dive into:

How to do it

How to write a stellar sales page that causes your visitors to fling their wallets at their computer screen like maddened monkeys on a caffeine high....

It's kinda sorta beyond the scope of this book. :)

But in the meanwhile, here are some great resources that can help you out.



How to write sales copy:

- <http://www.copyblogger.com/copywriting-101/> (read everything there!)
- <http://www.copyblogger.com/successful-sales-pages/>
- <http://www.copyblogger.com/prospect-fear/>
- <http://harrisonamy.com/sales-copy-the-until-now-credibility-technique/>

How to design a sales page:

- <http://www.smileycat.com/miaow/archives/000681.php>
- <http://hubpages.com/hub/Web-Design-Tutorial-1-Simple-Sales-Page>
- <http://startupprincess.com/how-to-create-a-sales-page-powerfully-easily-and-authentically/>
- <http://sbi-help.easy-online-money.net/write-sales-page.html>

Call to action graphics:

- <http://designshack.co.uk/articles/inspiration/25-examples-of-convincing-call-to-action-buttons>
- <http://www.webanddesigners.com/35-creative-call-to-action-buttons-for-inspiration>
- <http://www.doubleplus.com/add-to-cart-buttons-for-free.html>

Like I had earlier mentioned before, I tend to go with the Silver and Gold versions of my products.

Often, I'll highlight the GOLD version much more than the SILVER to grab visitor attention – you can see that in action over at

<http://www.weeklyexpertsales.com/showcase/power-affiliate/>

The GOLD copy is at

<http://www.weeklyexpertsales.com/showcase/power-affiliate-gold/>

and you'll notice....both pages are exactly the same, the only thing (behind the scenes that differs) is that the order buttons point to proper version.

Another example is:

SILVER

<http://www.weeklyexpertsales.com/showcase/business-online/>

GOLD

<http://www.weeklyexpertsales.com/showcase/business-online-gold/>

Hopefully all of the above pages will spark your own imagination!

Closing thoughts

So here are are – by the close of day 6, you have your special holiday products/sales highlighted on your site!

The joy you must be experiencing – 'tis wondrous indeed!

But thinking that simply because you built it...they will come....

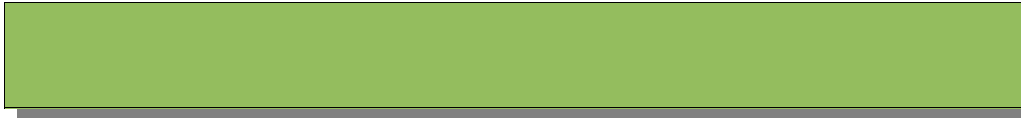
Ummmmm, no.

The easy stuff has been completed, yes indeed.

But now you have to get the targeted niche customers who would love to hear about it....to hear about it!

And that's what we'll focus on next. Onwards!





MILESTONE 2 - STARTING THE BUZZ

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So!

After 6 days, you have in place your holiday autoresponder, the products you want to promote, your sales page and your thank you page....

Now it's time to start, ahem, putting the pedal to the metal and slammin' the hammer down!

Actually, do people even speak that way these days? :)

Anywhos, it's time now to alert your future customers that you have a holiday deal they simply cannot afford to miss. So! Without any further ado, let's dive into:



DECEMBER 7 - SEO YOUR WP BLOG, CREATE TUTORIAL/CATEGORY, ADD HEATMAP

Before you begin

Twitter Tip: Send the following to your network.

Enhancing my #niche site for the holidays over at URL – what do you think?

Now, now, don't get all panicked on me!

Honestly, wouldn't it be grand if you could start to attract targeted customers because they find you in Google Search?

The way to achieve this is via high SEO, or Search Engine Optimization. And contrary to popular belief, it's not difficult at all, really, to do (especially if your business targets local customers as well!)



And you're not going to do anything mindshatteringly bizarre either – I'm simply going to tell you the Wordpress plugins you should add.



Additionally, you're going to be creating a number of holiday niche targeted posts too! So you're going to want create a special category or tutorial for your site too.

Why it's important

Gaining targeted traffic for free is, well, free.

As in, you don't pay for it!

Free is good.

I like free.

And because it's very easy to help slant visibility in your general direction, you really are leaving money on the table should you fail to take advantage of this.

How to do it

It's very easy. Just install one of:

- <http://yoast.com/wordpress/seo/>
- <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Need help configuring them? Refer to:

- <http://www.jackleblond.com/all-in-one-seo-pack-configuration/>
- <http://www.youtube.com/watch?v=uvC9w5bfve4>

- <http://www.danielhaim.com/2010/10/yoast-unleashes-wordpress-seo-plugin-the-best-thing-in-life-just-got-better/seo>

Of course, there are bunches of other things you can do when you write posts for your site. Refer to

- <http://www.wolf-howl.com/>
- <http://www.stayonsearch.com/blog-post-seo-how-search-engine-optimize-content>
- <http://yoast.com/articles/wordpress-seo/>

Now, regarding categories and tutorials and the like, I've written an extensive amount about that over at [Easy Free Local HIGH SEO](#). But in the meanwhile, the following resources should help you out:

- <http://www.youtube.com/watch?v=uy-JYskfvNM>
- <http://www.gnc-web-creations.com/wordpress-categories.htm>

And the heatmap thingee?

A heatmap will show you what's being clicked on in your site, to help you determine what areas of your pages are the most attractive and click-worthy of your information.

You can download/install the free Clickheat from <http://sourceforge.net/projects/clickheat/> (it requires that you include a javascript call in your Wordpress themem it's what I use), or check out tools/resources like:

- <http://www.knowtebook.com/8-heatmap-tools-and-why-how-to-use-them-1274.htm>
- <http://www.dailybloggr.com/2010/03/4-free-heatmap-tools-for-tracking-user-behaviour-on-a-site/>



You'll be using these tools later on in the month to determine where to focus your future marketing efforts.



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Closing thoughts

Remember, every single time you make a post on your blog, that's one more opportunity for your site to rank high in search engines! And if you use smart categories and tags and the like...it can help you tremendously in that area.

Remember, to add a new category to your wordpress blog, simply visit your dashboard and go to

Posts > Categories

Add your new category there.

I'd recommend adding something like

Niche Holiday Ideas

ie,

- Kitten Care Holiday Ideas
- Handcarved Cane Holiday Ideas
- Hackysack Gifts
- Make Money Holiday Gifts

etc.

I myself am simply using the category:

Tutorials > Holidays

for my 2011 holiday sales.

So today, you've gotten your blog ready to receive your brilliant holiday insights! Can you guess what tomorrow will bring?

You're so correct! Continue on...and let's go!



DECEMBER 8 - SEEK OUT GUEST POSTING, WRITE GENERAL HOLIDAY NICHE POST

Before you begin

Twitter Tip: Send the following to your network.

Are you looking for a guest-blogger in #niche? Pls drop me a line, thanks!

Today's joys will involve two separate, distinct, non-intersecting entities....BUT, if you do both TODAY, you'll set into motion terrific goodness as the days/weeks go by.



You're going to write your first holiday niche related post... AND...you're going to contact at least 5 related blogs in your niche and ask if you can guest post.

Why?

Because when you guest post, you have an opportunity to get your name and site on another ideally authority blog.

It will add loads to your credibility, plus assist you in reaching audiences that normally don't frequent your blog just yet.

And in addition, you'll write the first holiday niche related post for your own site. It will alert your audience and readers that you're aware of the holidays....and you have something truly awe-inspiring for them to buy!

Why it's important

It's important to guest blog because it helps promote your visibility in areas outside your usual stamping grounds....but INSIDE where your future customers gather.

And it's important to start writing holiday niche postings, because those will get indexed in search engines and help increase your search engine visibility (SEO).

How to do it

Guest postings!

There's TONS of stuff written about guest postings. Some super articles include:

- [Guidelines to Get your **Guest Post** Published on A-List Blogs](#)
- [Tips To Get Success Thru Guest Blogging](#)
- [**Guest Post** to get Noticed by Others](#)
- [Master Guest Posting and Hear Others Calling You an Authority Blogger](#)
- [Ask For Your **Guest Post** Instead of Waiting For One](#)
- [The "Holy Grail" of Guest Blogging Tips](#)
- [How to **Guest Post** to Promote Your Blog](#)
- [10 Proven Steps to Snag a **Guest Post** on an A-List Blog](#)
- [6 Steps To An Effective **Guest Post**](#)
- [How NOT to Get a **Guest Post** Published on a Blog \[in 11 Easy Steps\]](#)
- [9 Sure Ways To Get Your **Guest Post** Rejected](#)



- <http://www.blogperfume.com/guest-posting-secrets-how-to-get-published-on-an-a-list-blog/>
- <http://www.hivehealthmedia.com/guest-post-influence-people/>
- <http://www.bloggingzest.com/blog-promotion/what-to-do-after-your-guest-post-has-been-published/>



Looking for friendly blogs at which to guest post? Search for your niche over at

<http://www.barbaraling.com/fun/community-search-engines/ling-search/>

I created a custom search engine for all of my friendly community – you can find some excellent resources and wonderful bloggers there.

Once you find a blog at which you want to guest post, decide what are the benefits you can offer, contact the blogger, and take a note of when and where you sent the request (so you can follow up too).



One excellent site where you can submit a guest blog request is over at <http://www.comluv.com> - Andy, the gentleman who runs it, allows for free quality guest blogging. My article can be found over at <http://comluv.com/tutorials/easily-turn-your-site-downtime-into-profitable-business-in-with-these-3-simple-steps/> .

- <http://wordpress.org/extend/plugins/guest-blogger/>

is a wordpress plugin that can help you find niche blogs at which to blog.

And what if you want to make it easy for people to submit guest blogs to your own site?

<http://wordpress.org/extend/plugins/tdo-mini-forms/>





is one nifty plugin that works!

Next, you want to write one specific holiday niche related post.

Make it intriguing enough so that people will want to explore what you have to offer!

We're going to get far more specific as the days go by, mind you, but for your first post, why not focus on

- Beating The Coffee Jar Holiday Gift Rush
- Scoring The Perfect Holiday Coffee Gift
- Ensure Your Spouse Loves Your Power Tools Gift
- The Best Discount Value Video Game For Xmas This Year

You could also simply search on

<http://news.google.com>

for

- [home decoration holiday](#)
- [spa holiday](#)
- [equestrian holiday](#)
- [knitting holiday](#)
- [home gym holiday](#) (speaking of which, check out this article - <http://www.fitsugar.com/Healthy-Holiday-Day-Gifts-Home-Gym-12311881> . Nice, simple, and it gets the job done).

And now here's the important thing!

At the end of your post, include a link to your holiday autoresponder page.

This will enable you to followup market to them at a later date!



Closing thoughts

Today you set into motion future blogging opportunities by seeking out guest posts.

You also made sure to write your first holiday-related post, and include a link to your holiday autoresponder.

A good days' worth of work indeed!

Now it's time to start powering up your holiday promotions via more targeted blogs. Onwards!



DECEMBER 9 - WRITE HOW TO BUY POST AND ADD FACEBOOK FAN PAGE

Before you begin

Twitter Tip: Send the following to your network.

Looking for #niche buying tips? Writing up your guide now!

So tell me now.

What you're selling...how easy is it to buy?

Now, I don't mean, how easy is it for me to plunk down money and obtain your product....

Instead, I mean, how easy is it for me to become an educated customer OF your product?

What should I really know to ensure I make the best possible decision?

For example, let's say that I'm a husband who wants to surprise his wife with a 60" HDTV.

Unfortunately, I'm also a husband who focuses 120% on cooking and chef-izing, and has zero clues as to what makes a TV a really good buy!

So, I could go to my local "HDTV 'N Ripoff" store and see what's available, or I could search online for

- [hdtv buying tips](#)

or maybe

- [home theater buying guide](#)

Wouldn't it be great if YOUR site showed up in the top 10 for buying guides within your niche?

Hmmmmmm?

So, today you're going to create a Niche Buying Guide.

But that's not all!

Since you now have your sales page operational and your holiday autoresponder operational and your thank you page operational and your....(you get the idea, I know)....

It's time to dabble with Facebook!

More importantly, it's time to make your Facebook Fan Page.

But don't worry – it's not scary whatsoever.

Why it's important

It's important to create a Niche buyers guide because quite frankly, the holidays are for buying...

Well okay, they're also for love and family and joy and happiness and multicolored unicorns prancing about the



meadows but for the sheer purpose of making money...they're for buying.



And done well, especially if you're in a narrow niche, your site should show up in the top ten should people search on

- niche buying guide

or

- niche buying tips

etc.

And as far as Facebook Fan Pages...it's simply yet another wonderful way you can gain exposure for your niche products.

Sweet, eh?

How to do it

Create a new post in your Wordpress site with the title

The Ultimate #Niche Holiday Buying Guide – Excellent Tips for How To Buy The Best #Niche For Christmas Gift Giving!

So if your site is about Pampered Chef, your title could be

- The Ultimate Pampered Chef Buying Guide – Wonderful Tips on How to Buy The Best Pampered Chef Products for Holiday Gift Giving!

Notice how I made sure to include these keywords:

- Holiday
- Buying Guide
- How To Buy
- Christmas

That will help your post to show up for the above keywords in search engines.



Then write your post.

An easy structure for this would be:

Introduction – talk about the benefits customers will receive from buying #Niche as their holiday gifts.

7 Excellent Tips For Buying The Best – here list your top 7 tips to educate your customer about how to buy #niche for the holidays.

Closing – Here put a direct link to your holiday sales page! You can include some copy like:

“Looking for the ultimate best resources for #Niche? Check out our holiday sale on #Niche – you'll love what you discover!”

followed by the link.

Wasn't that easy?

Now, about your Facebook Fan page, the GOLD version of Max Your Holiday Profits has lots of tools to help you make and promote your Fan Page beautifully.

But for some quick resources, check out:

- <http://socialmediatoday.com/robert-stone/375297/5-tips-creating-more-engaging-facebook-fan-page>
- <http://www.smashingmagazine.com/2011/09/13/freebie-facebook-fan-page-gui-psd/>
- <http://mashable.com/2010/02/22/build-facebook-landing-page/>
- <http://www.techipedia.com/2011/build-facebook-page/>



- <http://techcrunch.com/2010/03/28/how-to-build-engaging-one-of-kind-facebook-fan-pages/>
- <http://www.fridaytrafficreport.com/facebook-fan-page-marketing/>
- <http://communicatevalue.com/video-tutorials/add-optin-form-facebook-fan-page/>
- <http://www.smashingmagazine.com/2010/07/07/designing-a-facebook-fan-page-showcases-tutorials-resources/>
- <http://www.youtube.com/watch?v=igLDVCywlls>

My Facebook Fan page is over at

<http://www.facebook.com/UnleashedInnerExpert> .

And here's a really nice secret tip! Notice how every comment I receive on my blog shows up there?

It's a really easy and smart thing to do! Because I automate it, it creates activity on my Fan Page even when I'm not around.

All I did was create an account at <http://twitterfeed.com/> and specified my Blog Comments Feed as the feed to send.



That's it!

Nice, eh?

And once you do have your Facebook Fan page set up, you want to incorporate it into your own website. That's easily done by adding a text widget to your sidebar that includes the Facebook Like Box available over at

<http://developers.facebook.com/docs/reference/plugins/like-box>

More Facebook plugins can be found at

<http://developers.facebook.com/plugins?footer=1>

Closing thoughts

Today, you wrote a great Holiday Buying Guide for your niche, and added your own Facebook Fan page. Whew, what a lot of work you've accomplished!

Tomorrow, it will be time to add more holiday niche related pages to Google's search engine...which means you'll be writing another post. See you then!

DECEMBER 10 - WRITE 3 BENEFITS OF ... POST

Before you begin

Twitter Tip: Send the following to your network.

Did you know about the 3 best uses for #Niche? Stay tuned...

So tell me now.

Why should people buy your holiday sales products?

- What use do they provide?
- What emotions do they provoke?
- What goodness do they deliver?

Now, I'm NOT talking about their features.

“Buy a Volvo because they used to be big and boxy and really safe!”

I'm talking about the benefits.

“Buy a Volvo because your family deserves the ultimate best in protection.”

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Key!



I'm also not talking about:

Buy this how to make money guide because you'll learn to make money on the Internet!

But instead

Buy this how to make money guide because your future should be spent exactly the way YOU want it...not your bills.

Dare I say,

I'm not talking about:

Buy this makeup collection because its made of eco-friendly materials

But instead:

Buy this makeup collection because it will make you look 15 years younger!

See?

Benefits benefits benefits, NOT features features features!



So today, you're going to write a post about your Niche products benefits.

Why it's important

People will buy emotionally. And if you can hit on their emotions (especially during the holiday season!) you'll have a far better chance at securing the sale.

One of the best way to invoke emotions is to focus on the "WIIFM" aspect (what's in it for me to buy XYZ from you?).

And because every post you read will have a link to your holiday buying page, you'll increase the chances that people will either buy

from you or opt in to your holiday autoresponder for more holiday gift tips.



How to do it

Get yourself comfortable with looking at your products from a consumer's eye. Here are some tips for that:



- <http://www.chrisbrogan.com/sell-benefits/>
- <http://www.clickz.com/clickz/column/1697804/you-want-them-buy-sell-benefits>
- <http://www.reallifepurpose.com/selling-product-features-benefits-emotions/>
- <http://www.smalltownmarketing.com/benefits.html>
- <http://www.smallbizsurvival.com/2009/04/write-to-benefit-your-customer.html>
- <http://blog.sitesell.com/sitesell/2011/01/want-to-sell-a-product-focus-on-its-benefits.html>

Basically, you want to list to yourself each feature your holiday product offers.

Then take that feature and ask yourself:

"Jeepers! As a customer, why on earth should I even care?"

Answer that.

Bam! One benefit to buying your #niche product for holiday gift-giving...down!

Tackle the next feature.

Devise the next benefit.

BAM! Another benefit for buying your #niche product during the holidays....check!



See?

Another way to help get ideas for this post is to simply ask at your niche forums. Visit the most popular forums in your niche, and post a question:

***What are the best uses/benefits/etc. you've seen for XYZ?
Here's mine, ABC...I'd love to hear your ideas too!***



Once you have your benefits down, write your post.

One way to structure it is:

Introduction – talk about: “Ever wonder why #niche would make a great gift idea for the holidays? Here are some of what I've heard to date!”

Top 3 Benefits – here list your top 3 benefits that people receiving your holiday products would get.

Closing – Here put a direct link to your holiday sales page! You can include some copy like:

“Looking for the ultimate best gifts in #Niche? Check out our holiday sale on #Niche – you'll love what you discover!”

followed by the link.

Nice, eh?

And of course, once you're done, you'd promote the post via your Facebook Fan page, twitter and the like.

Closing thoughts

Today, you wrote a wonderful post about the holiday benefits your niche holiday sales will give.

One more page ready to be indexed by Google search engines – yay!

Tomorrow will be another creative writing exercise for your blog.
Ever know someone who is really hard to buy gifts for?

Well then, don't you think your holiday sale would be perfect for them?

We'll see tomorrow! :)

DECEMBER 11 - WRITE "THAT HARD-TO-BUY-FOR PERSON" GIFT POST

Before you begin

Twitter Tip: Send the following to your network.

Having trouble buying the perfect gift? Writing a #niche holiday post you're going to love!

So far, you've written a couple of great holiday-related posts.

Let's continue in that vein!

Look at your holiday products and...

Tell me now.

You've gone over the benefits they offer....

But can you now take those benefits to the Nth degree?

Ie, why is your product nifty for that “Hard to buy for” person?

See, it's easy to buy gifts for lots of individuals, but if you can strike that emotional chord of:

“Hey! This product would be peachy for XYZ who never likes anyone!”



We're talking guaranteed sale here. :)

NOTES

Why it's important

You might ask yourself, how will you reach those individuals who are desperately searching for your product as the perfect HTBF item (hard to buy for).

Well, remember...everytime you blog, you create a new page on your site that gets indexed in search engines!

And solving an incredibly difficult gifting issue...that's something that's bound to intrigue anyone who is thrashing with that idea.

How to do it

Take your item.

Review their benefits.

With me so far?

Okay, now, take those benefits and apply them to a Hard-To-Buy-For individual.

Key!



Boom, you have your post.

For example, let's say that you're selling accessories for pets. You know, little leashes, collars, jackets, etc.

And of the benefits you defined earlier is they make your pet stand out, they make it easy to walk your pet hands-free (that would be a belt-clip for a leash) etc.

So...you could focus your post on

Solve Your Hard To Buy For Gifting Problem With These 3 Creative Ideas

“Are you looking for a holiday gift for someone with a small pet? Someone who doesn't have the time required to really research and shop on their own? Someone who loves their dog like you loves yours and wants to make sure their canine companion has the best?

NOTES

Well then, what better gift than a (fill in your products with all the benefits....but focus those benefits on the HTBF individual).

- You're saving them time by getting them what they need.
- You're saving them money by making sure it's top of the line.
- You're showing you understand their love for their pets.”

Want another idea?

Let's say that you're selling a How To Make Money from your Blog for Next Year product.

Do you think your customers have friends who blog?

Do you think they have even considered the idea of using an infoproduct as a holiday gift?

Key!



I don't, do you?

Why not fix that today?

So you could write:

Give Your Fellow Blogger Friends What They Really Crave

“A profitable blog. Everyone wants it, right? But not everyone knows how to make one. Right?

And I'll bet that you have friends right now whose skill level is still 'way below yours. But...you would still want to give them the very best possibility of making it big for next year!

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Well then, why not give them the (fill in the product) as the perfect holiday gift? You know they need it, they know they need it, but probably....they're just not confident yet enough to buy it for themselves....”

Key!



- You're helping them achieve their own next year profit goals.
- You're showing you support their efforts to make money online
- You're making it easier for them to achieve their goals

Let's try something really out there...

Perhaps you're selling rose-scented automobile car fresheners.

Some of the benefits you had uncovered were:

- Makes the car pleasant for others
- Masks the odor of marching band spats and karate gear
- Comes in designer colors that match Ferraris

You could write:

“Kids. Pets. Disarray. Chaos. And it's all in your car.

I'll bet it's all in your friends' cars too!

Do you know someone whose car doubles as a MommyMobile or a DaddyDrivingMachine? Someone who virtually lives out of their car because of their dedication to their children and their community causes?

If so, did you realize how perfect a rose-scented automobile freshener can be? It's been well proven in scientific research that scents have the ability to deliver calmness and serenity during the most tense of situations (see <http://benefits-of-aromatherapy.com/aromatherapy-in-the-workplace/> for reference) ... and I'd call refereeing screaming children and the like, stressful indeed, wouldn't you?.....

NOTES

See how it works?

Take your product benefits.

Devise situations in which they would be a perfect solution.

Craft a story about your customers' friends who find themselves in that situation.

Key!



Boom – virtually guaranteed sale.

Nice, eh?

And of course, you'd Facebook and Twitter and Social Networkize everything you've done, once it's completed.

Closing thoughts

Today, you wrote a nifty post that positions your holiday products as a way to satisfy those 'Hard To Buy For' folk.

Good job indeed!

Let's take a second now and see where we are, aye?

You have several useful posts!

You have the ability to capture leads, send folk to your fan pages and more.

Now it's time to see just how effective things are moving along...and choose your next steps based upon what you discover.

Well, actually, tomorrow is. See you then! :)



DECEMBER 12 - REVIEW BUZZ

Before you begin

Twitter Tip: Send the following to your network.

*Checking out the results of my #niche holiday sales –
can't wait to see what I find out!*

So far, you've written a couple of great holiday-related posts!

Now it's time to see what kinds of traffic/optins/etc. you're receiving...and time to start planning for the next week's effort.

Why it's important

Knowing where your posts are being seen, and what pages people are clicking too...it's a Good Thing indeed!



Stats and analysis is something I myself really should do, so if you're just starting out, it's a great habit to get into!

Here are some resources for that:

- <http://blog.kissmetrics.com/google-analytics-resources-2011/>
- <http://www.blastam.com/blog/>
- <http://www.webseoanalytics.com/blog/improve-website-traffic-by-analyzing-the-seo-of-competitors-part-2/>
- <http://alternateimage.com/blog/aiblog/post.cfm/post/4489/using-google-analytics-to-view-website-traffic>
- <http://analytics.blogspot.com/>

- <http://www.seomoz.org/blog/5-simple-google-analytics-tips-you-should-be-using>
- <http://sixrevisions.com/web-development/hacking-google-analytics-ideas-tips-and-tricks/>



Ready?

Okay then, let's move to:

How to do it

1.) First tackle Google Analytics

Remember how you added the Google Analytics code on day 3?

Visit Google Analytics now at <http://www.google.com/analytics> and view your website stats.

Questions to ask yourself:

How are people finding your site?

Is it from keywords? If so, which ones?

What about referring sites?

Are they those at which you left comments? Would posting there more bring you additional visitors?

- How about Twitter?
- Facebook?
- Stumbleupon?

Would it make sense to add additional functionality to your site, ie, include a Tweet MeMe button?

(answer...yes! Make it easy for people to retweet your posts! The Tweet MeMe button plugin can be downloaded from



<http://wordpress.org/extend/plugins/tweetmeme/> - thanks go to Tristan of <http://www.bloggingbookshelf.com/> for alerting me to it).



Next:

2.) Tackle Your Psychic Search Plugin

Visit [http://www your domain dot com /wp-admin/index.php?page=psychic-search/psychic-search.php](http://www.yourdomain.com/wp-admin/index.php?page=psychic-search/psychic-search.php)

ie, paste:

[/wp-admin/index.php?page=psychic-search/psychic-search.php](#)

after wherever your blog is installed (this is assuming, of course, you've installed the Psychic Search plugin).

It will show you:

- **Searches Without Any Result (Within Your Blog)**
- **Searches Within Your Blog**
- **Searches From Search Engines**

You basically want to focus on the 'searches without any result', because that will give you an idea on what else you can write for your site to attract more visitors!



Wasn't that simple?

Other neat things you can do include:

See if someone has stumbled your page:

<http://www.bloggersbase.com/computers/how-to-find-if-someone-has-stumbled-your-postpagesite-or-blog/>

Do some really sweet tracking with Analytics:

<http://www.distilled.co.uk/blog/miscellaneous/6-cool-things-you-can-do-with-google-analytics-custom-variables/>



Track your SEO:

<http://tools.seobook.com/firefox/rank-checker/>

Closing thoughts

Today, you took some time to analyze your site.

How are people finding it now?

How are your optins for your holiday sales autoresponder?

Etc.etc.etc.



Now it's time to put into place some really nifty marketing techniques to get the word out about your holiday sale! Definitely stay tuned...you're not going to want to miss this one. See you tomorrow!



MILESTONE 3 - RIDING THE SOCIAL MEDIA WAVE

NOTES

Social media.

It rocks!

Well, actually, it CAN rock, or it can be the biggest time suck ever discovered since my children encountered Minesweeper.

These next few days will see you tying together several actions for various and sundry social media promotions....actions that will lead your visitors from one creation of yours to another creation of yours to....

Well, it's easier to show you, no? So let's now dive into:

DECEMBER 13 - MAKE A VIDEO ABOUT YOUR PRODUCT SOLVING PROBLEMS

Before you begin

Twitter Tip: Send the following to your network.

Making my first #video about #niche #holiday fun stuff – it's going to be great!

So far, you've written a couple of great holiday-related posts!

Now it's time to take advantage of video marketing and YouTube!

Now now now, don't look at me in that way!

Making videos is NOT difficult.

They really aren't!

You don't even have to use a video camera to make one...instead, you can simply talk over a power point presentation.



I used to be really scared of video marketing meself – you can see my first attempts here.

<http://www.youtube.com/watch?v=OrAFMQwdSAY>

Notice – it's just me! Talking over a power point presentation!

I moved from there to:

http://www.youtube.com/watch?v=JLd6tYu_cxc

and from there, to

<http://www.youtube.com/watch?v=Fvz1g990paY>

Notice the music intro!

And

<http://www.youtube.com/watch?v=vnFkhnnEgIY>

and

<http://www.youtube.com/watch?v=rW6Rs2mHk8c>

and...

you get the idea. :)

Once you give yourself permission to learn video marketing, you can really make a dandy, effective beastie indeed.

You simply have to take that first step.

Why it's important

This is important because for some strange, inexplicable reason, people like to watch videos.

I myself do not, mind you. But my customers do. It is what it is.

And you can close your videos with a direct link to your holiday sales page too!

How to do it

Video marketing by itself is one huuuuuuuge thing. I'll give you some nifty resources and also point you to some tools to help you do this.

Read:

- <http://www.barbaraling.com/insights/video-newbies/>
- <http://www.barbaraling.com/insights/video-marketing-tip/>
- http://www.ehow.com/how_4449901_make-video-using-powerpoint.html
- <http://www.youtube.com/watch?v=PK4XdJ-ywSs>
- <http://www.videomaker.com/youtube/>
- <http://makeavideo.net/video-marketing-secrets-1.html>



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And if you'd like a great video series on making videos via powerpoint and the like, check out:



[Video Marketing Blueprint](#)

The above will definitely help you in your efforts! And don't forget - <http://mashable.com/2010/04/26/branded-youtube-channel/> is really great for making your profile memorable indeed as well as:

- <http://thenextweb.com/lifehacks/2011/04/08/how-to-creating-a-compelling-youtube-channel-without-any-original-content/>
- <http://smallbiztechnology.com/archive/2011/04/want-to-build-a-great-youtube-channel-orabrush-reveals-the-4-essentials-for-video-marketing-success.html/>

Now...about what will you make the video?

Well, consider the following.

You have a great holiday sale for some great holiday products.

And your holiday products have truly tremendous features that help customers solve their own problems.

Make a video about that!

Write out a script of 3 annoying problems that your holiday sales products fix...create the powerpoint for that, read the script...and make a video.



Ensure the end includes a cliff-hanger that says, Visit <http://tinyurl.com/YourLinkHere> (obviously, replace YourLinkHere with your sales link). Check out the very end of <http://www.youtube.com/watch?v=RonghMDrPOU> for an example. :)

Closing thoughts

Today, you made a great video that highlights your holiday sales. Congrats for that!

And of course, you tweeted and facebooked it too, right?

That's now only the beginning! Tomorrow, we're going to turn the power up on it...bigtime.

See you then!

DECEMBER 14 - WRITE ABOUT PRODUCT SOLVING PROBLEM

Before you begin

Twitter Tip: Send the following to your network.

Yesterday I just finished my #video on #niche for the #holidays – you'll love how I'm following up today!

Yesterday, you created a wondrous Youtube video about your holiday sale!

You included a cliff-hanger call-to-action thingee that directed people back to your sales page.

Let's now power that up to the Nth degree!

Today, you're going to repurpose yesterday's content and write a post about all of the great solutions your holiday sales deliver....AND use your just-made Youtube video to demonstrate it!



Why it's important

It's important to make a post about your video that you just created because:

- 1.) It's a super way to get it out in front of interested peoples.
- 2.) Not everyone will watch videos, so you want to ensure you have content that intrigues people into buying your holiday goodies too!
- 3.) And because you already have a transcript...your content is already written. Woot!

Remember – the more posts on your site, the more opportunities you have for your pages to rank up there in search engines!

So it's definitely a Good Thing to do.

How to do it

Very easy!

First off, you need to know how to embed videos in Wordpress posts.

It's very easy – on every video page off of YouTube, you'll see an Embed button (unless it's disabled)

- <http://www.wpbeginner.com/beginners-guide/how-to-easily-embed-videos-in-wordpress-blog-posts/>
- <http://www.webimagedesigns.com/2010/08/how-to-embed-youtube-videos-in-wordpress/> (ie, something like:)



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In addition, you can use Wordpress plugins like

- <http://wordpress.org/extend/plugins/wordpress-video-plugin/>
- <http://www.geeksucks.com/showcases/15-wordpress-video-plugins-to-boost-up-your-blog.htm>

Next, choose a nifty title, perhaps something like your video title followed by EXPOSED (ie,

- How Lavender Saved My Sanity And Can Do The Same For You....EXPOSED!

Key!



- The 3 Top Customizations You NEED To Do To Surpass Your Competitors At The Next Model Horse Show (easy to follow video!)
- The Dramatic Holiday Weight Loss Secret Worthy Of An Oprah Appearance ... EXPOSED!



So you'd structure it like so.

Introduction – here you'd set the groundwork for your post. Talk about the 3 tips your video is going to show (or whatever it is that your video is going to show).



Meat – here you'd include the video.

Transcript – here you'd include your transcript and/or write compelling story-telling copy.

Closing – here you'd include a direct link to your holiday sales!

Closing thoughts

Today you wrote (and tweeted, and Facebooked, etc.) a post that included the holiday sales video you made yesterday. Yay!

We're rocking huge now – you had better get some sleep. Tomorrow...it will be a Big Day!

DECEMBER 15 - ADD iFRAMS ON FB FAN PAGE, WRITE A FAVORITE NICHE BLOGS POST

Before you begin

Twitter Tip: Send the following to your network.

Please like my #Facebook Fanpage at (URL) – adding a special #iche goodie today!

Yesterday, you created a wondrous Youtube video about your holiday sale! Yay!



Today, you're going to do two excellent things.

You're going to add a special tab to your Facebook Fan Page, and you're going to write a blog post about your favorite niche blogs!

Why it's important

Remember earlier on, you created your own Facebook Fan Page?

Well, probably you'd added it to your website, and maybe you've included some direct feeds and the like....but since it's there, why not take advantage of it and give your fans an offer they cannot refuse?

And the post you'll be making?

I firmly believe that the Internet is huuuuuge enough to consider, we can all be colleagues instead of to-the-death competitors.



Plus, because every page you add online is one more opportunity for your site to rank high in search engines, your visibility can only improve if you mention other sites that are in your niche.

Ready for the adventure? Let's go!

How to do it

1.) Visit your Facebook Fan page. Coo at it. Call it Fluffy and tell it, we're getting ready to rock, Fluffy!

Click on

Edit Page.

2.) Add an iFrame tab.

<http://www.socialmediaexaminer.com/top-10-facebook-apps-for-building-custom-pages-tabs/>

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gives you lots of great ideas!

One thing to remember...

Now that you have the ability to add code (and yes, you'll be adding straight HTML code here), you have to ask yourself....

Hang on, you don't KNOW html?

Ah.

In that case, you can do the following:



- Use the service [Facebook Fan Page Generator](#)
- Use the [Welcome Tab App](#)
- Use the [Tab Site App](#)

But seriously...I really do encourage you to learn basic HTML and stuff so you can do this all on your own! An easy HTML guide can be found over at

<http://www.clickfire.com/simplest-ever-html-tutorial/>

But I digress. :)

Back to my original question...what do you WANT to put on your custom tutorial?

One of the best ways to getting ideas is to see what others have done! So....first review:

- <http://web.appstorm.net/roundups/social-media-roundups/35-of-the-best-facebook-fan-pages/>
- <http://smallbusinessideagenerator.com/2010/06/inspiring-facebook-pages.html>

- <http://www.smartinsights.com/blog/online-pr-social-media/using-facebook-for-marketing-10-company-examples/>
- <http://econsultancy.com/us/blog/6438-25-brilliant-examples-of-facebook-brand-pages?>



Me, I confess I'm very basic. Being a solopreneur plus all-powerful mother unit plus godlike spouse plus moose-wrangler etc....my time is a weee bit limited.

So what I did was to simply take my first 4 Holiday Sales related posts...and center my tab around that:

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As you can see, I'm simply using my own Facebook Fan Page tab to drive people back TO my website (and ideally to my sale and optin as well) Heck, I've written the articles and like I mentioned before, I have 3,291 bazillion other things I need to do....so I like simple.

What about you?

- You already have written 3 excellent posts....
- You already HAVE your sale set up and ready to rock....

What would YOU like to add to your Facebook Fan Page?

Figure it out...and make it so.

Want to make it fan-only visible?

- <http://blog.debutantemedia.com/how-to-make-a-facebook-fan-gate/>

shows you how!

And regarding your Holiday Niche Blogs post, this is really neat...you're going to love this!

As much as we all might want to think we're the sole best resource for our niche online, the truth is....we're merely one of many

Content-wise, that is. Uniqueness...our own personal style and sassiness makes us the ONLY person from whom anyone can get our own particular brand of greatness. Never forget that, btw.



So!

Let's take advantage of that and embrace our colleagues, shall we?

I want you now to fire up your Feedreader and create a folder for your niche (if you already don't have one).

Then, I want you to search for the best blogs within your niche and add them to your feed reader.



- http://groups.google.com/group/google-reader-howdoi/browse_thread/thread/c9b8f936cf093eb4?pli=1
- <http://www.youtube.com/watch?v=ugVDBWrwTI8>
- http://www.youtube.com/watch?v=VSPZ2Uu_X3Y

show you how to add folders to your Google reader.

Next, search for:

best niche blogs

ie

- [best marketing blogs](#)
- [best exercise blogs](#)
- [best cooking blogs](#)
- [best mens fashion blogs](#)
- [best sex blogs](#)

Visit all the blogs that you find and if you find them peachy to a mango extreme, add them to your feed reader **AND also add the domain names to a plain textfile (ie, notepad, wordpad, etc.)** Do NOT lose this file!!



Try to uncover at least 21. And save the file someplace where you can refer to it at a later date.

Then, write the following post:

The Ultimate 21 BEST #Niche Blogs I Personally Have Uncovered For You

Notice how I do NOT say, include the word 'holiday'! In it. That's because this is an evergreen post – it's meant to be referred to at all times. Not just the holidays.

NOTES

And once you have the title down, write some interesting copy about how you were searching for extra resources for your reader and came up with these 21 sterling resources.

Then list them. And make sure to hyperlink them!!

That means the blog owners will receive notification (ie, a trackback) that you've referred to their site...and ideally swing by and perhaps return the favor.

But more importantly, you'll be linking outside your blog to other related niche sites...and Google likes that.

Here's another tip – always make sure to add a “target=_blank” to your link (ie, clicking on the link opens up a new browser so your visitors don't leave your site).

Key!



Trust me here – you're really going to want to do this step. :) And then of course, tweet and Facebook your updates.

Closing thoughts

Today you made your own Facebook Fan Page custom tab and also came up with 21+ blogs in your niche. What a fantastic day's work!

I do hope you get a good night's sleep here....because tomorrow, you're going to take those 21 blogs and do something really, truly and wondrously exciting with them.

See you then!

DECEMBER 16 - CREATE/INSTALL NICHE CUSTOM SEARCH ENGINE, BLOG ABOUT IT

NOTES

Before you begin

Twitter Tip: Send the following to your network.

Need help for your #holiday #niche shopping? I'm making something right now that you'll love!

Yesterday, you uncovered 20+ blogs that are in your niche.

Think now for a second.

One of the best things you can do regarding blogging...is to build your own personal blogging community, aka, that which you see at:

<http://www.barbaraling.com/fun/community-search-engines/ling-search/>

This nifty neat page lets my readers search for niche topics among all the folks who comment at my site.

Is that neat or what?

After all, whenever you write a blog post, generally you might consider adding outbound links to folks who have their own take on the subject. And what better group of individuals to include than your own community?

And if your community didn't write on the topics you need? You can always search on the Alisters blogs....via

<http://www.barbaraling.com/fun/community-search-engines/really-really-popular/>

Now...apply this to your community. Your niche.



Are you thinking what I'm thinking?

NOTES

Why it's important

Including a custom search engine for your site that consists of either fellow niche blogs or people in your blogging community is just plain common sense.

One, it gives people a reason to keep going back to your site, because you're the one with the handy-dandy search engine!

And two, it makes it really easy for you to ferret out useful resources for your own blogging needs (or bookwriting needs for that matter; I've used my community search engine while writing **Max Your Holiday Profits** to find supporting links).

Key!



How to do it

It's really easy.

1.) Go back to your list of domain names from the niche blogs you found yesterday.

Say to yourself, OMG I'm SO glad I took down these notes so I don't have to manually find them all again!

2.) Visit Google Custom Search Engine over at
<http://www.google.com/cse/>

Click "Create a Custom Search Engine." Fill out the information and in the text field next to: **Sites to search:** , paste in all 20+ blog domain names that you found yesterday.

Accept the terms of agreement and continue.

3.) Tweakize the look/feel if you'd like.

I chose the Espresso theme. Jeepers, fancy that. :)

4.) Click on Get Code.

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The code thingee is going to look something like:

```
<div id="cse" style="width:
100%;">Loading</div>
<script src="http://www.google.com/jsapi"
type="text/javascript"></script>
<script type="text/javascript">
  google.load('search', '1', {language :
'en'});
  google.setOnLoadCallback(function() {
    var customSearchControl = new
google.search.CustomSearchControl('01593470435
9048990484:x1o-l7snxox');
    customSearchControl.setResultSetSize(google
e.search.Search.FILTERED_CSE_RESULTSET);
    customSearchControl.draw('cse');
  }, true);
</script>
<link rel="stylesheet"
href="http://www.google.com/cse/style/look/default.css" type="text/css" />
```

This is the code you're going to paste into a page at your blog.

Speaking of which:

5.) Determine where you want to put the Google Custom Search Engine

You can put it on the sidebar or on a page.

I opted to put it on a nested page.

6.) Make it so!

If you're going to put it on your sidebar, drag a text widget to your sidebar dashboard and paste in the code.

If you're going to put it on a page, create a new page on your blog and give some intro text like:



Are you writing about a topic and want to include resources from our community?

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Search for your topic among our 100+ great community blogs that are listed in my site!

Okay, mine lists 100+, so you should probably change the number to whatever makes sense for you.

Then switch to Source mode and paste in the code.

Need some help?

- http://www.youtube.com/watch?v=Xeyze_caM34
- <http://www.sourcecon.com/news/2011/06/09/how-to-build-a-google-custom-search-engine/>
- <http://www.makeuseof.com/tag/offer-custom-search-engine-fueled-research/>
- <http://www.dailytut.com/technology/how-to-add-google-custom-search-in-your-blog.html>
- <http://googlecustomsearch.blogspot.com/>

will steer you right!

Once you've tested out your custom search engine and ensured that it looks all peachified in your site, it's time to write your daily blog post!

Choose a title like:

Find your #holiday #niche answers insanely quick with this one simple step!

and then write about how you've seen the need for an easy way for your community/niche to search within the authority sites/useful



sites/wondrous sites online, without having to work your way through millions of results.



And of course, work in your holiday sale at the end.

Once you're finished and published your post, tweet, facebook it and anything else social media-related....do it. :)

Closing thoughts

Today you made a great custom search engine for your niche and for your blog and also alerted your community to that fact!

Nice....it's the actions you've just completed.

Take a break now and rest and regroup, because tomorrow...it's followup time!

You'll need the sleep, trust me. See you then! :)

DECEMBER 17 - FOLLOWUP ON GUEST POSTING AND WRITE ABOUT NICHE HOLIDAY SANITY

Before you begin

Twitter Tip: Send the following to your network.

Still have room for some #niche guest posting – drop me a line if you'd like one!

Yesterday, you added a great niche Google custom search engine to your site.

Today, you're going to take a small break (ho ho ho) and follow up on all the guest posting requests you had done earlier in this book.

Why it's important

When you guest post, you get your name on other great blogs plus a direct link back to your site.

And as there's now only 8 days left for the holidays, increasing your visibility out there is a Very Good Thing Indeed!

How to do it

I just realized this is going to be one really small chapter indeed. :)

Revisit all the people whom you had contacted earlier regarding guest posting with a followup like so:

Hi there,

This is XYZ from ABC, I'm just following up with regards to an earlier request for guest posting on your site. I think I'll really be able to benefit your audience because of

...

...

...

I still have some slots available, so if you'd like a guest post from me, please let me know. You can see my credentials over at DEF and my of most popular insights can be found at LMN and PDQ.

Thank you very much for your time,

XYZ

And your blog post about #niche holiday sanity?

You can now structure something like:

Seize Back Your Holiday Sanity Via These 3 Heavenly Actions



Introduction: would be a “Let me guess how the holidays are treating you right now”, ie, a story about some of the stresses your readers might be going thru.

NOTES

Main Content: You would then follow up with 3 ways to keep calmness and serenity. Search for

- [beat holiday stress](#)
- [beat holiday shopping stress](#)

and read articles like:

- <http://blogs.consumerreports.org/health/2009/12/holiday-stress-5-tips-for-coping-with-holiday-stress-.html>
- <http://mom-blog.com/?p=2518>
- <http://www.wisebread.com/3-ways-to-beat-holiday-shopping-stress>
- <http://www.urbanbalance.org/Urban-Balance-Blog/beat-holiday-stress.html>

See if you can take some of those ideas and apply them specifically to your niche.

Make sure to use your Community Custom Search engine too to help find resources!

Key!



Closing: You'd close with great wishes for decreasing stress, plus a link back to your stress-free holiday sale. :)

Closing thoughts

Today, you followed up on guest posting plus wrote a useful niche-related article about reducing holiday stress. Yay!

But don't rest now...tomorrow is going to start your massive push for your best holiday profits ever. See you then!

DECEMBER 18 - START UNIQUE CONTEST



Before you begin

Twitter Tip: Send the following to your network.

#Niche #holiday #contest about to start..stay tuned!

Yesterday, you followed up on Guest posting and also wrote a terrific article about decreasing holiday stress.

Today, you're going to start a contest, but a niche-related contest with a twist.

It's time to be a wee bit serious here. There's only 7 more days left until Christmas, yes?

So the chances of you making more sales now (unless you're dealing with electronically-delivered products) are decreasing a weeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeee amount.

Hey, these things happen. We're not going to give up hope, of course – you still do have that great holiday sale going!

But you now need to consider building up your list more for next year.



And what's one of the best ways to do that?

Run a contest, of course!

And here's the twist.

You are going to run a contest for the most self-indulgent or profitable or creative ways your product can be used and add one bonus question.

And you're going to give away your product to the person who comes up with the most unique answer....AND give a coupon/discount to everyone who participates as well.



Why it's important

Running a contest is important because it's a great way to build your list.

Choosing the most self-indulgent/profitable/creative use....well, quite frankly, people love talking about themselves.

And they also love sharing how smart/creative they are.

So you'll have a far better chance of people signing up if you hit those particular emotional buttons.

And the fact you're giving away a discount/etc for EVERYONE who enters; that means, everyone is a winner one way or the other.



Oh, and you'll be making a new Wordpress page AND creating a custom autoresponder for this.

Ready? Alrighty, here we go!

How to do it

Drink lots of coffee or tea. Get yourself psyched up for this.

Repeat the above 92 times.

Basically, you're going to:

- install a secure mail plugin
- create a new autoresponder that will send back the coupon link as its first message
- create a contest page that has the contest

- create a thank you page that has displays the autoresponder

Next:

NOTES

1.) Add the Dagon Secure Form mailer plugin.

It's at <http://www.dagondesign.com/articles/secure-form-mailer-plugin-for-wordpress/> .

You're going to use this to set up the forms for people to submit their answers.

2.) Create a new autoresponder.

You're going to use this to capture the email addresses. Make sure it's double-optin, of course.

Make sure to take note of the autoresponder code – you'll be adding this to a thank you page.

In your first return message back, include your coupon discount.

You don't want to offer the coupon discount UNTIL someone opts in, see.



3.) Create a new page in your Wordpress blog.

You'll be using this to add the Autoresponder code you just created.

Provide an introduction like so:

Thank you so much for your ideas! I have your coupon code ready to send you; please fill out the information below to receive it asap.

And paste in the autoresponder code.

Publish this page (make sure it doesn't show on your navigation menu) and take note of the URL.

4.) Go to your Wordpress Dashboard and select Dagon Secure Form Mailer.

It is called DDFM-Main.

Configure the information required, and then select **DDFM1**.

Here's one possible way to set up your contest.

And notice the bonus question of, what skills do you want to learn from me next year?

If they're going to fill out a contest for you, might as well get answers you can use yourself for next years' success and growth!



```
type=text|class=fmtext|label=Name|
fieldname=fm_name|max=100|req=true
type=text|class=fmtext|label=Email|
fieldname=fm_email|max=100|req=true|ver=email
type=verify|class=fmverify|label=Verify
type=textarea|class=fmtextarea|label=What is
the most self-indulgent use for niche you have
created?|fieldname=fm_message|max=1000|rows=6|
req=true
type=textarea|class=fmtextarea|label=What is
the most profitable use for niche you have
created?|fieldname=fm_message2|max=1000|
rows=6|req=true
type=textarea|class=fmtextarea|label=What is
the most creative use for niche you have
created?|fieldname=fm_message3|max=1000|
rows=6|req=true
type=textarea|class=fmtextarea|label=BONUS
What skills do you want to learn from me next
year? |fieldname=fm_message3|max=1000|rows=6|
req=true
```

Now, here's the important part.

There's a field at near the end that reads,

Success message.

In this field you want to include the link for your autoresponder. So you could include something like:

```
<p>Thank you for taking the time to fill out  
the survey!<br><br>Please <a href=(your  
autoresponder URL here)>CLICK HERE</a> to get  
your great discount and coupons!
```

Save the information.

But we're not done yet!

Now you need to create the contest page that actually displays this contact form.

5.) Create the contest page.

Create a new page in Wordpress.

Add some intro text like:

Enter the #niche contest!

Share your ideas for the most self-indulgent or profitable or creative uses for #niche; one lucky winner will get XYZ, while EVEYRONE will receive a special discount for some of the most popular products you see here!



Then switch to Source mode, and paste in:

```
<!-- ddfm1 -->
```

Publish this page. Take note of the URL.

View this page. You won't see the contest form yet, because you have to specify it in the DDFM1 configuration.

6.) Click on DDFM1 in your dashboard.

See the textfield that says,

Contact page:

Paste in your Contest page there.

Save the configuration and....

Visit your page!

Voila, your contest form should be there.

Here's an example of what I did for my site relaunch:

<http://www.barbaraling.com/youwant/>

Neat, eh?

Now, there IS another way to do this, without using the in-between step of the contest form – you can build the contest information into your autoresponder directly!



However, that's a bit advanced....so I opted to cover the Wordpress method instead.

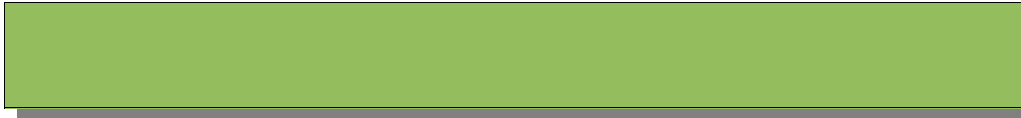
And of course, once you've completed this exercise, you will tweet and FB and social networkize it as well.

Closing thoughts

Today, you crafted a contest for the main purpose of starting to build your list once again for next year, to get ideas what skills people want from you, and to offer people a discount for buying from you.

We're heading to the last 6 days before the holidays, so rest up well again – we're going to change our tactics a wee bit tomorrow.

See you then!



MILESTONE 4 - ACHIEVE A CRESCENDOING FINISH

NOTES

Well now!

We're up to our last 6 days of our holiday push.

By now, you should have increased your sales! The chances are that from now until the 25th, the majority of sales are going to be “last minute OMG I'm Screwed” etc. sales....so let's now take advantage of that, shall we?



We're going to embrace that concept by writing the Last Minute Tutorial Series!

And here's how.

DECEMBER 19 - WRITE LAST MINUTE 5 DAY TUTORIAL SERIES AND COMBINE COMMUNITY GOODIES

Before you begin

Twitter Tip: Send the following to your network.

*#niche makes a great last minute gift; writing up how
now!*

So.

Time is running short for your customers!

Either they have already bought their gifts or they're panicking now.

But you want to attract both types of individuals!

How do you do that?

NOTES

Easy! You write something that appeals to BOTH....and offer either the contest signup or the holiday signup at the close.

From my 13+ years of marketing online, I've found that WIIFM articles (what's in it for me) and voyeur articles (the most expensive/the most creative/the most outrageous/etc.) do really well in attracting all sorts of attention.

So we're going to now write a 5 days Tutorial thingee suite of posts that, once indexed in search engines, should continue to help drive traffic 'way in the future as well.



Why it's important

It's important to write a 5 days tutorial article because:

- 1.) There's only 5 days left to Christmas Eve, and it will enable you to close your business happily on Christmas itself.
- 2.) It will be an evergreen series of articles because of the voyeur slant, so it should attract traffic year-round.
- 3.) It will help build your list for next year.

With that, let's go!

How to do it

First off, you want to combine the signups for both your holiday discounts AND your contest onto one page.

It's not as difficult as it sounds!

- 1.) **Create a page on your Wordpress called 'Community'.**

Here's one of mine.

<http://www.barbaraling.com/join-community-today-1/>

NOTES

Notice all the subpages?

2.) Create a second page called “Goodies” or something like that.

This will be the page that you put your Holiday discount AND your contest. Make certain to designate your Community page as the parent (there's an option on your Create Page dashboard where you set this like so:



The screenshot shows a 'Page Attributes' form. The 'Parent' dropdown menu is highlighted with a red oval and a red arrow pointing to it. The text '(no parent)' is visible in the dropdown. Below the 'Parent' section, there is a 'Template' section with a 'Default Template' dropdown and an 'Order' section with a text input field containing '0'. A red text annotation 'Click there to set the page parent.' points to the red arrow. At the bottom, there is a note: 'Need help? Use the Help tab in the upper right of your screen.'

3.) Paste in either the direct links to your holiday discount optin and/or your contest optin.

It could look something like:

<http://www.barbaraling.com/newsletters/>

(I'd show you my holiday optins, but hey – I'm right now writing this book and my newsletter page is the closest thing I have to it).

4.) Revisit your holiday discount and contest optin page

Set the parents to those pages to be your Goodies page.

That way you create a nice dropdown effect.

Still with me? Excellent!

Now....view your Goodies page and take note of the URL.



Make a cloaked shortcut for that URL and call it "goodies.php." The contents of that file would be something like:



```
<?php
$URL="(your Goodies page URL";
header ("Location: $URL");
?>
```

Now, every time you add a new community goodie to your site, you don't have to hunt around on your blog to update the final URL...you now have them all at your fingertips.



That takes care of your backend stuff....now it's time to write the teaser post.

Create a post with the title:

HEADSUP! Last Minute #Niche Holiday Sanity Saver Tutorial – Coming Tomorrow!

I always like capitalizing at least one word in my title so it will attract the visual attention of people in their feedreaders.

And you can structure it like:

Introduction: Here you empathize with all of the stress people must be going thru for the holidays. Tell a story of what you've enjoyed over the years, ie, "I well remember my last stressful holiday shopping season.....etc.etc.etc."

Story-telling can really draw in your readers.

Main Content: Here you give a teaser as to how you're going to save the day over the next 5 days. Mention that hard-to-buy-for person and start chatting about extremes in your niche, including:

- The most expensive #Niche item you've seen

- The most creative use for #niche item you've seen
- The biggest #niche item you've seen

NOTES

and then close by revealing that over the next 5 days, your readers are going to be amused, entranced, and have their sanity saved by what you're going to reveal.

Close: Close your post with your Goodie URL, preface by:

Still looking for that ultimate #niche holiday gift? Or do you want an opportunity to win #niche goodies for free? Check out our Community Goodies page for a special readers-only deal that you do NOT want to miss!

Of course, hyperlink the Community Goodies page to your, well, community goodies. :)

Key!



And then Facebook and Tweet and use smoke signals and the like to encourage people to share your posts.

Closing thoughts

Today, you made a community page for your site and added your holiday discount and contest. Did you also know you could also add your newsletters and other community-related thingees too?

You also ensured that your closing now goes to a page that satisfies BOTH people who are still searching for a gift as well as those who are looking forward to the holidays, plus given your readers a heads up that the next 5 days will have a tremendous wealth of amusing/interesting information for them.

A good job indeed!

Tomorrow you're start crafting your tutorial series, so rest well tonight. Only 5 more days to go!

DECEMBER 20 - WRITE MOST LUXURIOUS NICHE PRODUCT

NOTES

Before you begin

Twitter Tip: Send the following to your network.

OMG, you won't believe what I found regarding outrageously expensive #niche products – writing it up now!

Yesterday you teased your reader about your up and coming tutorial series.

Today, let's dive into it!

And since lots of people are voyeurs at heart, let's focus upon what's almost certainly out of their reach (but will make them click to read) – the most expensive luxury #niche item you can find!

Why it's important

It's important to write about the most expensive luxurious #niche item you can find because it's human interest.

People naturally want to know what the Joneses can afford...plus, they like window-gazing at what folks with more money than sense can buy!



It also has a good chance of being retweeted too, depending upon how outrageous it is.

How to do it

It's really easy, actually!

First, go to eBay. Heck, go to

<https://www.ebaypartnernetwork.com/>



and sign up for the eBay affiliate program!

Next, search for your niche.

le, let's say.....coffee.

http://shop.ebay.com/i.html?_nkw=coffee

Next, sort by

Price: Highest First

And you'll see:

http://shop.ebay.com/i.html?_trkparms=65%253A12%257C66%253A2%257C39%253A1%257C72%253A4583&rt=nc&_nkw=coffee&_ipg=&_sticky=1&_trksid=p3286.c0.m14&_sop=3&_sc=1

Love this one meself:

[HI VOLUME COMPLETE SELF-CONTAINED COFFEE KIOSK TRAILER](#)

Anywhos, perhaps you want to get the most expensive coffee you can perk.

So change your search to

gourmet coffee

http://shop.ebay.com/i.html?_nkw=gourmet+coffee

(ideally, it should still be sorted by most expensive first).

Or

coffee beans

http://shop.ebay.com/i.html?_nkw=coffee+beans

and you should see some pretty interesting results.

Want other examples?

Check out this:

http://shop.ebay.com/i.html?_nkw=red+ferrari

http://shop.ebay.com/i.html?_nkw=gold+iphone

http://shop.ebay.com/i.html?_nkw=essential+rose

(Remember, if the prices are not highest-to-lowest, make sure you select that sorting ability).

http://shop.ebay.com/i.html?_nkw=knitting

http://shop.ebay.com/i.html?_nkw=antique+bible

http://shop.ebay.com/i.html?_nkw=daniel+radcliffe

http://shop.ebay.com/i.html?_nkw=signed+proof

http://shop.ebay.com/i.html?_nkw=swarovski+crystal

See what I mean?

You can also search at Amazon as well and sort by highest-to-lowest price too.

Then write a post like:

Title: Have A Spare \$392,492 for THIS Most Expensive Incredible #Niche Goodie?

(obviously, you'd change the price to reflect whatever you found)

Introduction: Here you'd write about common useful examples of niche products (ideally, your holiday sale too!). Then you'd move into:



Main Content: “But if you have money to burn, how could you resist.....” and then you'd detail all about that luxurious #niche item. You can even use your eBay/Amazon affiliate ID to point to it.



Chances are as well, other people have written about the most expensive thingees too, so you might want to include supporting links. Sites to check for that include:



- <http://most-expensive.net/>
- <http://www.luxuo.com/>
- <http://www.blavish.com/>
- <http://www.bornrich.org/>

Admit it – you searched for your favs there too. So did I. :)

<http://www.bornrich.org/search.php?cx=partner-pub-9415440757655812%3A10ajgc-bxde&cof=FORID%3A10&ie=UTF-8&q=coffee&sa=Search&siteurl=www.bornrich.org%2F#1157>

Buy me this, please:

<http://www.bornrich.org/entry/xelsis-digital-id-coffee-machine-serves-by-fingerprint-identification/>

And then this.

<http://www.blavish.com/swarovski-studded-gym-equipment/>

Thank you. :)

Closing: You'd close the same way you closed yesterday:

Close your post with your Goodie URL, prefaced by:

Still looking for that ultimate #niche holiday gift? Or do you want an opportunity to win #niche goodies for free? Check

out our Community Goodies page for a special readers-only deal that you do NOT want to miss!

NOTES

Of course, hyperlink the Community Goodies page to your, well, community goodies. :)

And then Facebook and Tweet and use smoke signals and the like to encourage people to share your posts.

Closing thoughts

Today you wrote a human-interest post that centers upon your niche (thus hopefully ensuring your post keeps attracting interest next year as well).

Tomorrow you're going to tackle the creative aspects of your niche and gifting and the like.

See you there!

DECEMBER 21 - WRITE TOP TEN CREATIVE USES FOR NICHE, FOLLOWUP ON CONTEST

Before you begin

Twitter Tip: Send the following to your network.

Did you know these great top 10 tips for #niche? Almost done with the post – really interesting!

Yesterday you blogged about the most expensive niche goodie you could find.

Today, we're going to focus upon writing a reader-useful-centric post so that it will be appealing to ALL enthusiasts of your #niche.



Why it's important

Lists posts, top 10 posts, etc., are always very popular to readers because:

- 1.) They use bullet points and are easy to read.
- 2.) They don't require much thinking to appreciate, so chances are, the post will be read in its entirety. (hey, they're bullet points, remember).
- 3.) They're link bait. And that's always a Good Thing!

How to do it

This will require some research, but that's another reason why you built your community niche search engine earlier, see? :)

Start off your post like so.

Title: Top 10 Most Creative Uses For #Niche You've Never Considered

Introduction: Here you'd set the stage for common uses for your niche, and move into "But did you realize that #niche can be used in ways mere mortals generally never consider? Allow me to present to you for your enjoyment:"

Main Content: Here you'd like the top 10 ways.

Besides searching in your custom search engine, you can also see what others have written like so:

- <http://www.google.com/search?q=top+10+uses+for+lavender>
- <http://www.google.com/search?q=creative+uses+for+fireplaces>
- <http://www.google.com/search?q=creative+uses+for+bras>



- <http://www.google.com/search?q=creative+uses+for+sewing>
- <http://www.google.com/search?q=creative+uses+for+blenders>
- [http://www.google.com/search?q=\(amazing|exciting|creative\)+uses+for](http://www.google.com/search?q=(amazing|exciting|creative)+uses+for) (here, you would tack on your niche keyword, ie, [\(amazing|exciting|creative\) uses for bags](#))

If you can't find 10, use 7.

If you can't find 7, use 3.

Closing: You'd close the same way you closed yesterday:

Close your post with your Goodie URL, prefaced by:

Still looking for that ultimate #niche holiday gift? Or do you want an opportunity to win #niche goodies for free? Check out our Community Goodies page for a special readers-only deal that you do NOT want to miss!

Of course, hyperlink the Community Goodies page to your, well, community goodies. :)

And then Facebook and Tweet and use smoke signals and the like to encourage people to share your posts.

Regarding your contest, don't forget to retweet that information and ensure your posts get sent to your Facebook Fan page as well.

Closing thoughts

Today, you wrote a link-bait article that will ideally continue to drive traffic to your site during the months to come, and promoted your contest once more to boot.

Tomorrow, we're going to return back to the human interest aspect, and write another evergreen post for your niche. See you there!

DECEMBER 22 – WRITE MOST BIG NICHE PRODUCT

NOTES

Before you begin

Twitter Tip: Send the following to your network.

I just found the biggest massive example of #niche online – this would be great for the holidays! Coming soon...

Yesterday you blogged about the most creative uses for your niche.

Today, we're going to focus on YAHIA (yet another human interest article) and write about the biggest example of niche you can find.

Why it's important

This is important because yet again, it focuses on voyeurism and people's never-flagging desire to see what they cannot obtain for themselves.



And because you always close with your community goodies, you have a good chance at intriguing visitors to sign up as well!

How to do it

Craft a new post like so:

Title: The Biggest #Niche You Will Never Believe Exists

Introduction: Here you'd talk about general all-purpose niche examples. The most common, the most luxurious (point back to your previous article for that), etc.

And then write:

“...but you haven't seen anything yet! Take a look at:”

Then you'd move into:



Main Content: First, actually search for your biggest #niche thingee.

le,

- <http://www.google.com/search?q=biggest+stereo>
- <http://www.google.com/search?q=biggest+gym>
- <http://www.google.com/search?q=largest+chair>
- <http://www.google.com/search?q=largest+home+theater>
- <http://www.google.com/search?q=largest+hot+dog>
- <http://www.google.com/search?q=largest+train>

Keep in mind that the biggest or largest might be a statue or roadside attraction!

- <http://www.roadsideamerica.com/set/coffee.html>
- <http://www.roadsideamerica.com/set/cow.html>
- <http://www.roadsideamerica.com/set/donut.html>
- <http://www.roadsideamerica.com/set/pie.html>

Once you find your biggest/largest/most massive/hugest/etc.est/etc. Thingee, write your blog post.

The point to this article is to be humorous, be engaging....grab your readers' attention so they'll want to share your site (and ideally your holiday updates!) with others.



Can't find the largest?

***Search for the smallest! Or the smelliest! Or the scariest!
Whatever "ist" or "est" works for your niche...take
advantage of that.***

Closing: You'd close the same way you closed yesterday:

Close your post with your Goodie URL, prefaced by:

Still looking for that ultimate #niche holiday gift? Or do you want an opportunity to win #niche goodies for free? Check out our Community Goodies page for a special readers-only deal that you do NOT want to miss!

Of course, hyperlink the Community Goodies page to your, well, community goodies. :)

And then Facebook and Tweet and use the Pony Express and the like to encourage people to share your posts.

Closing thoughts

Today, you wrote a human interest article about the biggest or smallest or whateverEst you could find in your niche.

Christmas is only 3 days away!

So let's start to get even more outrageous. We're going to focus more and more on simply bringing people to your site, not only for the holidays (as buying for them is pretty much over), but for next years' profit as well.

See you soon!



DECEMBER 23 - WRITE MOST INSANE NICHE PRODUCT

NOTES

Before you begin

Twitter Tip: Send the following to your network.

I never realized you could do this with #niche – writing up day 4 today!

Yesterday you blogged about the biggest or smallest usage for your #niche.

Today, we're going to go all-out for your readers in entertainment...and write about the most insane usage or example of your niche products.

Key!



Why it's important

Admit it.

Wouldn't YOU want to know about insane uses for ball point pens?

Or insane uses for gourmet cheeses?

Or insane uses for car accessories?

Or insane uses for vinyl records?

Or insane uses for make money products?

Or insane uses for birdseed?

Or.....

See what I mean?

During the stress and hoopla of the holidays, chances are...you do NOT want to read stuff that requires massive amounts of brainpower.

Instead, you want to be amused.

Entertained.

Soothed.

Stroked up and down and being called 'Fluffy'.

Okay, perhaps we can nix the Fluffy part, but the point remains.

Think “Entertain my readers!” and you cannot go wrong.



How to do it

First, you need to put on your creative thinking hat.

Take your niche product. Say, “how to make money blogging.”

Then take a customer that would be totally off the wall.

Say, your pet rock.

Then put it together like so:

“One of the most insane uses for a “How to Make Money Blogging” would be to give it to your pet rock Fluffy. Just imagine it! You could print it out and make a new origami home for him but remember, he'll thank you in a gravelly voice (remember, he's a rock).”

You could then continue that in that vein remembering to keep the humor at a high level:

“Fluffy would then sit and ponder about it for hours. Days even. Heck, chances are that unless you take him for a throw, he won't

even move from his post as he thinks about how to make money blogging. Ideas he'll focus on might be....."



And there you'd list bullet points from your holiday product.

Want another insane use?

Take your niche product, say, oh, I don't know, cute iphone covers.

Think what they resemble. Building blocks!

Think about a unique customer....Einstein at age 2.

Put it all together!

"Ever think about insane uses for iPhone covers? Heck, I'd bet that when Einstein was 2 years old, he'd probably have taken a few billion of them and built the Great Wall of China or something similar....."

Another thing you can incorporate are YouTube videos!



Tack on your keyword/niche to:

- [http://www.youtube.com/results?search_query="creative+use"](http://www.youtube.com/results?search_query=\)
- http://www.youtube.com/results?search_query=insane
(check out http://www.youtube.com/results?search_query=insane+mowing)
- http://www.youtube.com/results?search_query=%22will+it+blend%22&aq=f
- http://www.youtube.com/results?search_query=amazing

Anything that will amuse your niche readers....be creative!

Remember....today is a FUN post with a capital FUN. It's not to educate and not to make your readers think like they

would for a tutorial post...it's meant to lighten their spirits and make them smile and feel good!

NOTES

And of course you'd close it like so:

Close your post with your Goodie URL, prefaced by:

Still looking for that ultimate #niche holiday gift? Or do you want an opportunity to win #niche goodies for free? Check out our Community Goodies page for a special readers-only deal that you do NOT want to miss!

Of course, hyperlink the Community Goodies page to your, well, community goodies. :)

And then Facebook and Tweet and use Stumblupon and the like to encourage people to share your posts.

Closing thoughts

Today you simply had FUN with your writing...and amused your readers to boot.

But did you realize....

Christmas Eve is TOMORROW!!!!!!!!!!!!!!

So tomorrow, we're going to write about something your readers will LOVE.

See you then!

DECEMBER 24 - WRITE THANK YOU POST

Before you begin

Twitter Tip: Send the following to your network.

Today is Christmas Eve! Writing what I'm thankful for...coming soon!

NOTES

Yesterday you blogged about the most insane use for your niche. It was a fun post with a capital FUN!

Today, as it's Christmas Eve, you're going to start talking TO your readers.

Forget about selling now, that's over and done with.

Now is the time to showcase to your readers just how thankful you are for them and wish them the best for the holidays (if they're celebrating them).

Why it's important

You have to ask? :)

Let's be honest with one another – while we all adore being the stand-out blogger in our niche, we also are considered great and wondrous because our readers tell their friends about us.

We owe our readers big huge bunches of thanks!



And that's what we're going to show....now. This is a very easy post, btw, but it will turn out to be one of the most satisfying as well.

How to do it

Start off with a title like:

Title: Big Huge Thanks To YOU! (and here's why....)

Introduction: Here you'd write about what the past year has been like for you. The good times, the bad times, the stressful times (ideally, write the storylines behind that as well).

Then you'd lead into the main content with something like:

“But even during the hard times as well, I've always had my spirits raised by....”

NOTES

Main Content: Here you'd start to list the individual readers who have commented on your site and include links back to their sites as well.

Like I said, this is an easy post!

Just go thru your comments on your Wordpress dashboard, and start to list, one by one, the folks you recognize from your community.

Take your time with this! Try not to leave anyone out. But if you do, close by saying:

“I've been soooo busy that I might have missed some folk and if so, I'm really sorry – please be sure to draw my attention below via the comments!”

Can you see the benefits of this post?

It's creating good feelings and good cheer and all of that goodness around!

And don't forget to include those folks who do NOT celebrate Christmas – after all, this is around the Winter Solstice as well, so you should embrace ALL.

Key!



Close with:

Close your post with your Goodie URL, prefaced by:

Still looking for that ultimate #niche holiday gift, even with one day left? Or do you want an opportunity to win #niche goodies for free? Check out our Community Goodies page for a special readers-only deal that you do NOT want to miss!

Of course, hyperlink the Community Goodies page to your, well, community goodies. :)



And then Facebook and Tweet and use Stumblupon and the like to encourage people to share your posts.

Closing thoughts

My gosh, you've done so well so far, I'm impressed! You've gone thru 24 structured days of holiday planning; that's incredible.

Tomorrow is Christmas, so tomorrow...will be a very short, yet very satisfying post indeed.

See you then!

DECEMBER 25 – WISH ALL YOUR READERS A FANTASIC HOLIDAY!

Before you begin

Twitter Tip: Send the following to your network.

Happy Holidays to all!

Yesterday you thanked your readers.

Today...you're going to write what you're thankful for...yourself.

Personally.

Happily.

And with great passion and joy.

Why it's important

It's important to write about what you're thankful for, personally, because it gives readers a glimpse into You the Human as opposed to You the Marketer or You The Guru or You the Fill in the Blank.



Remember, the way to big profits all around these days is social networking...and when you share stories about what you're thankful for, it touches the emotions of your readers as well.



NOTES

How to do it

First off, do NOT name names.

Don't share the names of your family, your spouse, your kids, etc.

Refer to them, yes, name them, no.

While we'd love to believe the Internet is filled with rainbow prancing ponies, there's also lots of scumbuckets online as well.

So keep your personal and private information...personal and private!

Next, start off with a title like:

Title: Here's what I'm thankful for This 2011 Holiday Season

Introduction: Start off with the fact that you could never have done what you did this past year without the following precious peoples/activities/etc.

Main content: List what you're thankful for.

It can include people....

It can include hobbies for destressing....

It can include trips you took....

It can include coffee....

It can include your pets like my mooses....

This doesn't have to be a funny post – it should be more heartfelt instead.

Again, it's a very simple post....but one that should zing its way straight into the hearts of your readers.



And you'd close this post with:

And of course, I cannot forget my readers – I'm so thankful for you! Without you, my voice would be an island in the middle of a silent ocean – I'm so grateful that you value me and my ideas enough to visit and become part of my community.

Closing thoughts

Today you showed just who floats your boat, is the icing on your cake of life, puts the Joy into Joyful and much much more!

And today....

It's Christmas!

If you celebrate it, you should now remove yourself from the computer and glory in what's truly important – the people who love you, the people you love, and the life you choose to create.

If you don't celebrate it, you should take advantage of the fact that most people are taking today off....and start to ramp up your New Year's Eve and 2012 sales promotions!



Whatever you choose to do....make it incredibly satisfying for you.

After all, you, more than anyone else.....deserve it from all the effort you just put in over the past 25 days.

Make it big!

And that's an order. Enjoy!

IN CLOSING

NOTES

Success....It's An Attitude

OMG, you're done!

You did it!

You followed an intensive 25 day series of steps....and you did it!

You should be incredibly proud of yourself, I know I sure am. It's tough to stay the course and tough to keep going even when the going gets tough....but.....

You.

Did

It.

And that's incredible. Pat yourself on the back...you really deserve it!

With that, I shall close....

Best wishes for your future success!

Barbara Ling

ABOUT THE AUTHOR

NOTES



Success...it's an attitude! 😊

Welcome! My name is Barbara Ling, and in a nutshell, I'm all about sharing what I've learned over the past decade about creating and running a profitable business online.

My credentials include:

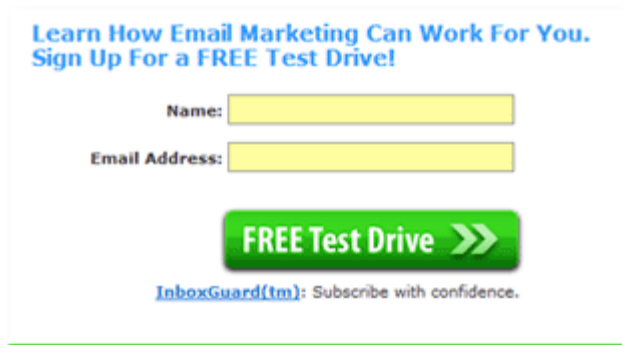
- **Writing 35+**
books/ebooks about various/sundry ways for people to generate income online (entrepreneur, recruiting, real estate, auctions, SEO, finding a job, safe weight loss, hidden customers, etc.etc.etc.)
- Being quoted/featured/etc. in various publications/blogs online like:
 - [I'm quoted in the LA Times about Twitter, Scams, Buyer Beware, and Reading the TOS](#)
 - [Barbara Ling: Secrets of a Veteran Webmaster](#)
 - [Empower Your Children To Out-Earn Their Professors](#)
 - [Nailing a good contractor](#)
 - [Microsoft Small Business Success Story](#)

There's 'way too much to write here....you can visit my [Barbara Ling About Me](#) page to learn more!

APPENDIX A – RECOMMENDED RESOURCES

NOTES

A WEBER AUTORESPONDER



Learn How Email Marketing Can Work For You.
Sign Up For a FREE Test Drive!

Name:

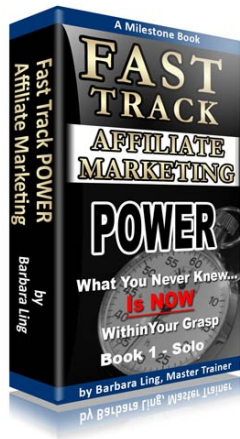
Email Address:

FREE Test Drive >>

InboxGuard(tm): Subscribe with confidence.

This is what I use to power all of my lists. The service, price and ease of use cannot be beat – I've been using it now for 8+ years.

FAST TRACK AFFILIATE MARKETING POWER



Ever want the behind-the-scenes tips for the master affiliate marketers? I've been doing this now for years and years....

And I reveal ALL.

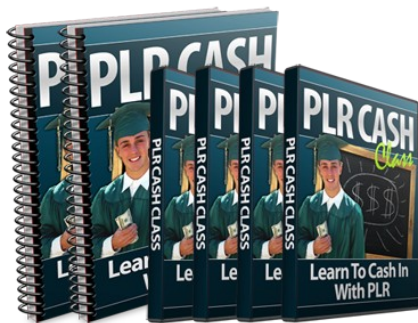
NOTES

[ECOVER BLACK PACK](#)



This is wonderful collection of 35 Photoshop actions you can use to make your own professional 3d eCovers. Love it love it love it, I now design all of mine meself. [Click HERE](#) to learn more!

[POWER PLR CASH CLASS](#)



This is a comprehensive 18 video series on how to really crush it with PLR. Created by one of the acknowledged masters in PLR as well.

FACEBOOK GAMES MASTER PACK



Enabled you to cash in on the Facebook gaming frenzy! Not only that, but you can also monetize the games with your own ads as well. [Click HERE](#) to learn more!



EASY QR CODE MAKER



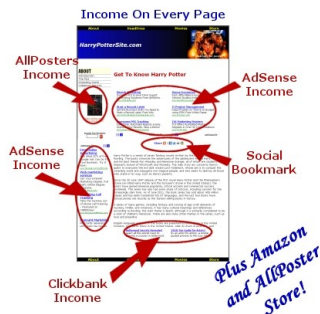
This simple program gives you a one-click way to make mobile QR codes for anything online – custom website pages, promotions, email addresses, SMS and much much more. [Click HERE](#) to learn more!

Classic! 501 ONLINE BUSINESS GRAPHICS PACKAGE



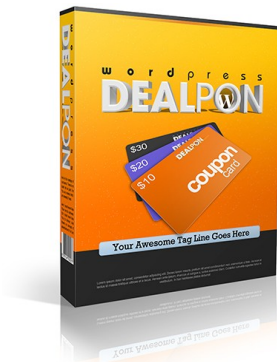
A truly nifty way to jazz up boring websites with 100 great people images, 250 editable PSD header files and much more! [Click HERE](#) to learn more!

15 TURNKEY MONETIZED SITES



Really nice – 15 turnkey sites where all you have to do is add in your affiliate IDs, upload and you're on your way! AdSense income, Clickbank income, more. [Click HERE](#) to learn more!

WORDPRESS DEALPON COUPON PLUGIN



Very nice indeed – lets you offer your visitors all sorts of special, time-limited coupons. **WP Dealpon** is a completely automated, turn-key wordpress plugin that will let you run automatically **controlled special offers** right from your wordpress blog. No other wordpress plugin does what WP Dealpon does. [Click HERE](#) to learn more!

[CLICKBANK CASH RAIDER](#)



Easy push-button way to churn out niche websites that are monetized by specific Clickbank products. Nice easy “fill in the blanks” software....[Click HERE](#) to learn more!



APPENDIX B – GENERAL ALL PURPOSE WEBSITE CHECKLIST

NOTES

Building an online store is one thing....getting traffic of peoples who want to actually BUY from you is quite another thing as well!

Following are some resources to help you fine-tune your site.

- <http://www.smallbusinesscomputing.com/emarketing/article.php/3601376/Starting-An-Online-Store-The-Essential-Checklist--Part-I.htm>
- <http://boagworld.com/business-strategy/pre-launch-checklist>
- <http://www.usereffect.com/topic/25-point-website-usability-checklist>
- <http://mywebsitedepartment.wordpress.com/2011/03/08/the-ultimate-pre-check-website-launch-form/>
- <http://www.boxuk.com/blog/the-ultimate-website-launch-checklist>
- <http://www.webdesignerdepot.com/2010/02/using-a-pre-launch-checklist-for-your-website/>
- <http://www.dummies.com/how-to/content/a-site-launch-checklist-for-your-online-business.html>

And if you'd like to explore other must-have Wordpress plugins, check out:

- <http://www.tripwiremagazine.com/2011/05/34-best-wordpress-plugins-giving-you-an-unfair-advantage.html>

- <http://www.iblogzone.com/2011/06/best-wordpress-seo-plugins-2011-take-two.html>
- <http://socialmediatoday.com/pammoore/257476/top-50-wordpress-plugins-2011-zoom-seo-smo-audience-engagement>
- <http://www.tripwiremagazine.com/2011/10/jquery-image-zoom.html>
- <http://webdesignergeeks.com/cms/wordpress/top-15-wordpress-plugins-for-seo-2011/>



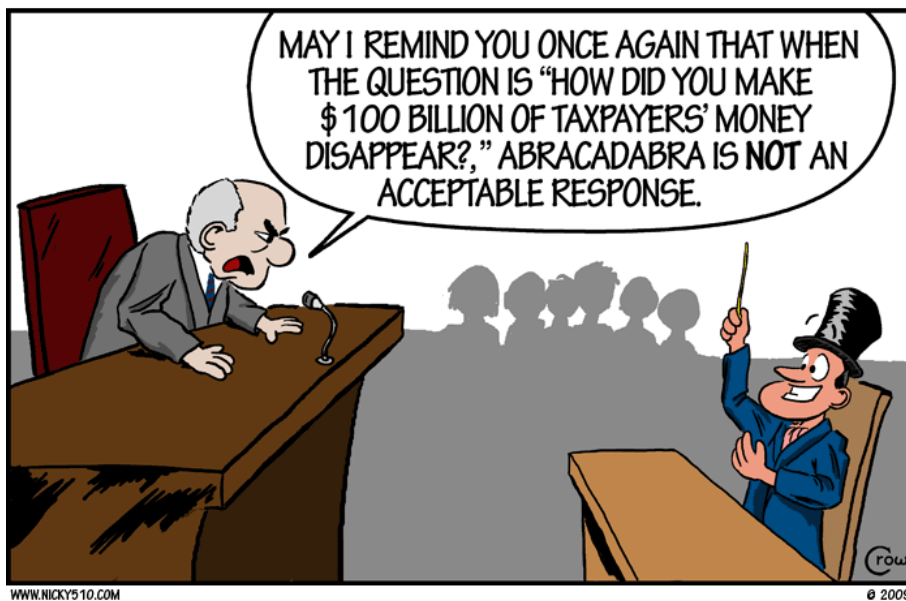
APPENDIX C – HUMOR

NOTES

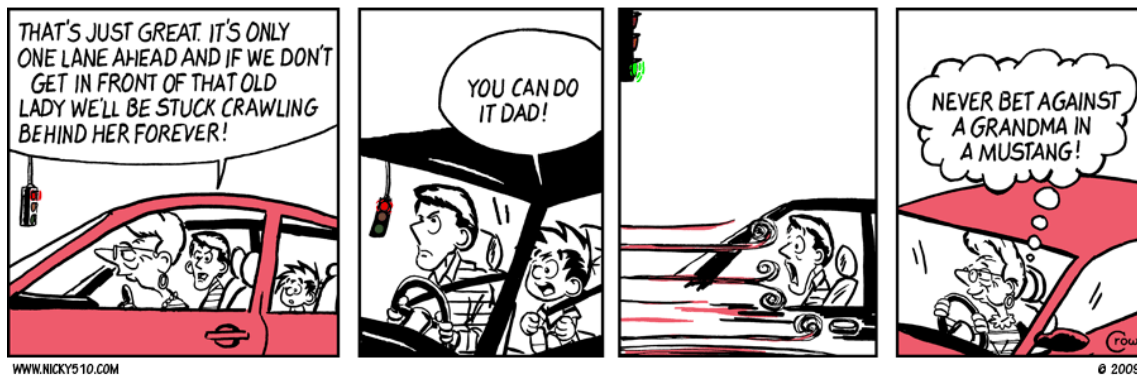
Nicky510

One thing I always enjoy sharing in my bonuses is one of my favorite comic sites, <http://www.nicky510.com> !

Here are some that are guaranteed to make you smile. Do visit the site, you'll want to share it with your friends!



NOTES



Hope you like them at <http://www.Nicky510> as much as I do!

NOTES

AND DON'T FORGET

**Remember.....
Fortune Favors The Bold.
Go Out and
Make Yourself Fortunate.....
Today!**

<http://www.barbaraling.com>

**THE definitive site for simple, easy
to follow work at home
products....that DELIVER.**

