



## Your Business-Building Checklist

### Big Picture Introduction -- Prepare To Succeed

#### I understand...

- A "DAY" is not a 24 hour calendar day -- I work at my own pace.
- One-step at a time is do-able. I simply follow the [video](#) or [written](#) Action Guide.
- I will reach humps along the way and beat them.

#### I have completed these tasks...

- Watch or read the Intro of the Action Guide.
- Bookmark [Find It!](#).
- Subscribe to "[The Blog](#)."

### DAY 1 -- Master The Basics

#### I understand...

- CTPM process
- PREselling (vs. Selling)
- Foundation preparation and [the 6 Big Mistakes To Avoid](#)
- The importance of a "business-building" mindset ([see this advice](#))

#### I have completed this task...

- Read or watch DAY 1 of the Action Guide.

### DAY 2 -- Develop Your Best Site Concept

#### I understand...

- Site Concept
- Vertical brainstorming = keywords that contain seed word
- Master Keyword List (MKL)
- Site Concept Tolerance Range, Value Demand, Real Supply, 3 Phases of Analysis
- Site Concept Evaluation factors (overall profitability, available time, niche depth, etc.)
- My Site Concept choice is not final at this stage.

#### I have completed these tasks...

- Read or watch DAY 2 of the Action Guide. (Or read condensed written version.)
- Identify top 1-3 Site Concept possibilities, using Wordtracker's free tool, if needed.
- Select Vertical Brainstorm and Site Concept Finder (research 3 niches at once).
- Sort, filter and "look across" all 3 Seed Words, following the guidelines on how to interpret, narrow, broaden, switch, until you find the "just right" Site Concept.
- Evaluate *and* decide Site Concept (optional but recommended, Niche Choose it!).
- Delete other two seed words and their keywords.



## DAY 3 -- Fully Brainstorm Your Best Site Concept

### I understand...

- Lateral brainstorming = related keywords which do not contain seed word
- Big picture of Content Blueprint – 3 TIER Structure
- Over-analysis of brainstorming data is counter-productive. Keep moving forward.

### I have completed these tasks...

- Read or watch DAY 3 of the Action Guide. (Or read condensed written version.)
- Do a Lateral Brainstorm -- prune, blend lateral and vertical keywords in MKL, prune.
- Add more keywords (MKL has > 300 acceptable keywords? OK to skip this step).
- Design your Site Concept Blueprint -- do a qualitative review (human judgment) and a numerical review of MKL.
- Refine Master Keyword List.
- Arrange keywords into a draft 3-TIER structure. Think about C2 Invitation placements.

## DAY 4 -- Investigate And Plan Monetization Options

### I understand...

- Monetization diversification.
- Traffic and monetization connection

### I have completed these tasks...

- Read or watch DAY 4 of the Action Guide.
- Investigate AdSense series in MHQ.
- Review relevant MHQ monetization articles and Monetization forums.
- Use Search It!'s monetization queries to help you identify additional income streams.
- Get Site Info for most important keyword(s).
- "Finalize" preliminary monetization plan.
- [Evaluate and proceed if Site Concept has good monetization potential.](#)

## DAY 5 -- Refine Concept And Register Domain Name

### I understand...

- Unique Voice
- Valuable PREselling Proposition (VPP)
- Narrow vs. broad niche
- Domain name criteria

### I have completed these tasks...

- Read or watch DAY 5 of the Action Guide.
- Review [Make Your Content PREsell! e-book](#) ("MYCPS!").

# Site Build It!

- Develop Your Valuable PREselling Proposition (“VPP”).
- Make a list of potential domain names.
- Check domain names for availability and trademarks.
- Choose and register your domain name.

## DAY 6 -- Build A Site That Gets The Click

### I understand...

- 3-TIER site structure (pyramid style)
- Need to please visitors *and* Search Engine spider bots
- On-page hooks for Search Engine
- [Four directions of links for TIER 2 pages](#) (the hub)
- Transition process from SiteBuilder to Upload Your Own HTML tools

### I have completed these tasks...

- Read or watch DAY 6 of the Action Guide.
- Select building approach -- SiteBuilder or Upload Your Own HTML.
- Organize keywords into appropriate TIERS.
- Choose standard Look & Feel template.
- Build a home page.
- Submit Google, Yahoo!, Ask, Bing [Sitemaps](#). (See Search Engine HQ.)  
(More details about working the free Search Engines in DAY 7.)
- Build a page footer.
- Load graphics to Graphic Library and links to Link Library. Check out the C2 Library.
- Choose site navigation options.
- Build a TIER 2 page, linking it to your home page.
- Build a TIER 3 page, linking it to its related TIER 2 page.

## DAY 7 -- Build Free Traffic

### I understand...

- How the free Search Engines work (submitting, spidering, listing, ranking)
- Tweaking “on-page” elements = low yield effort
- “Off-page” Search Engine criteria
- A quality links program increases link popularity and gets the traffic snowball rolling.
- [The importance of using “Your Link-Building Checklist” to reach milestones.](#)
- SE traffic humps are common. Solution = More good content and links.
- “Keeping it real.”

### I have completed these tasks...

- Read or watch DAY 7 of the Action Guide.
- Continue building content while working free Search Engines.
- Use the Search Engine HQ to monitor spidering, listing and ranking.
- Build a links program...
  - [Read Make Your Links WORK! e-book.](#) (“MYLW!”)

# Site Build It!

- Get listed in major, niche or 2nd tier directories.
- Get listed in specialty hubs/directories (use [Search It!](#)'s Specialized category)
- Participate in Value Exchange and social media sites. Submit articles.
- Add the occasional outgoing link to a quality, non-competitive site.
- Generate link-building buzz.

## DAY 8 -- Build Relationships

### I understand...

- Role of trust and credibility in PREselling
- Backup responses and value of repeat exposure for visitors

### I have completed these tasks...

- Read or watch DAY 8 of the Action Guide.
- Set up RSS/Blog It!, Socialize It!, and/or Content 2.0 (as applicable).
- Publish an e-zine using MailOut Manager.
- Use Form Build It! (contact form, single/sequential autoresponders, poll, etc.).

## DAY 9 -- Know Your Visitors

### I understand...

- It takes time and money to create incoming traffic.
- It's outgoing traffic that makes you money (AdSense, affiliate programs, etc.).
- The difference between Tracker and Link Libraries

### I have completed these tasks...

- Read or watch DAY 9 of the Action Guide.
- Monitor Traffic Stats for "big picture" and trends.
- Explore Click Through Analysis.
- Explore Click In Analysis.
- Create tracker links.

## DAY 10 -- Monetize and Monetize It!

### I understand...

- My monetization plan will evolve as my site matures.
- The appropriate time to start monetizing
- [30-page milestone](#)

### I have completed these tasks...

- Read or watch DAY 10 of the Action Guide.
- Monitor, improve, and implement monetization models.
- Use Monetize It! modules as needed.