

# My Money Making Roadmap

Here's my step-by-step guide to making money through niche marketing online.

If you follow these steps, I guarantee you'll more than recover the investment you made in "How to be #1".

This is not the complete "How to be #1" model. It's the bare-bones fast-start version, designed to get you into profit as fast as possible. If you take this route, I strongly recommend you revisit the Occupy and Monetize phases in the book.

It's organised into **????** days.

## Week 1 Identify Your Niche

Work through Phase One of "How to be #1", to identify an area that you're passionate about, where you have useful (if not unique) skills and experience, and where people are spending money. The steps are all in the book.

Tip: Don't skip this step. If you haven't got a simple, clear niche identity statement that rings 100% true, go back and go over it again.

## Week 1, Set Up Your Blog Site

(You really can do this in a day!) Of course, you'll need to choose a domain name that spells out your niche. Anyone should know exactly what you're about just from your website's name.

Your site name is like your strapline / tagline. If you imagine drawing a circle that neatly includes everything you do, and as little other stuff that you don't do as possible, that's what your site name and strapline should do.

You'll also need affordable web hosting, ideally which has one-click WordPress installation.

**WordPress** is by far and away my publishing platform of choice. It combines good ease-of-use, flexibility, and a fantastic range of themes and plugins. You would need a really good reason **not** to use Wordpress for your website these days.

I recommend you get your domain name and hosting from the same provider, particularly if you are not familiar with hosting and DNS settings.

There are good, affordable hosts in every country. My recommendation for the US is [HostGator](#), which has one-click WordPress installation, and costs around \$5.56 per month (if you sign up for 12 months).

Themes:

- [StudioPress](#) (from around \$79, including the excellent Genesis framework)
- Or check out this [collection of 100 minimal themes](#).

**Help is available!** If you are not confident with setting up hosting, all you need to do is register your domain name, and my team can do the complete hosting set-up for you, including Wordpress and **any premium StudioPress theme** for just \$199.

[Email me](#) direct if you'd like this service.

Once the Wordpress site is up and running, you need to write content for your **core pages**:

## Home page

Your home page should neatly summarise who you are, what you do, who you do it for, and why the visitor should care (i.e. your unique point of difference). The key is to be distinctive. Don't go with the rest of the herd (the purpose of the herd is to make it *harder* to identify an individual).

Without scrolling, the visitor should be able to get a clear impression of what you are about, and what your main proposition is. Try to make your offering unique and compelling, and include a couple of signs that the visitor can trust you (previous track record, clients, awards, testimonials etc.).

## About page

This is where you can go into more detail about your back-story, credentials, and testimonials. Tell the story of **why** you do what you do, so that people can connect emotionally with your mission.

## Product/buy page

Eventually you'll need a sales/buy page for each of your products. Don't worry about doing this for day one. If you are just going to offer one product, initially, this could be combined into your home page. For help writing a killer persuasive sales page, check out [Joanna Wiebe's ebook](#) and Glenn Livingston's "[Make them Buy](#)" course.

## Contact page

This will probably be one of your main calls to action. I use the Wordpress plugin "Contact Form 7", which makes it easy to craft the exact contact form you want.

## Week 2, Start to Populate Your Blog Content

Week 2 is for the bare bones of niche occupation. You are not setting out to build a big network, great influence, or get known at this point. The minimum you need to do is to **create a positive first impression** that will work for future joint-venture partners and their followers.

Your only task for Week 2 is to write **at least 5 good-quality blog posts**. The sole purpose is to show real evidence of your expertise and usefulness.

Choose a selection of topics that demonstrate the range of information you cover, and where you can demonstrate real insight and promise significant value.

I appreciate that writing can be daunting, so it may help to rope in a friend to help. If you believe you can't write, just jot down your thought process on paper, or chat it through with your friend, and ask them to create your posts. Alternatively, invest in a speech-to-text program like [Dragon Naturally Speaking](#), which I used successfully when I was writing "*How to be #1*".

I think it's best to spread out your publication dates. Wordpress lets you schedule posts for later publication.

## Week 3-4, Create Product #1

Now we'll jump straight into monetization!

For your first commercial product, you will probably either be creating an **ebook** or a short **video course**. I'm a big believer in video (as you will have gathered from "*How to be #1*"), partly because it's **a lot quicker and easier** to create audio-visual content than it is to write (and I write fast)!

(I appreciate that some products could take many months to create. My Pro Web Design course took me 6 months, as did "Save the Pixel")

The simplest video format is the screenshare with voice-over. This is how I did my \$1000 [Pro Web Design Course](#). You can just write presentations in PowerPoint, OpenOffice or Google Docs (which is actually really good), then talk over your slides as you would in a regular presentation, taking care to leave spaces. I also used the voice-over method extensively when analyzing groups of web pages, so you can also talk over a range of online content, from web pages to photos or videos.

For recording and editing **videos**, I recommend [Camatasia Studio](#) for PC or [Screenflow](#) for Mac.

If you'll be writing an **ebook** (or exclusive report, or however you want to call it), and you don't like typing, you could also use speech-to-text software (as I mentioned above).

The **title** (or promise) of your product is crucial. It needs to make a bold statement about solving a specific and urgent problem.

**My #1 tip** for researching powerful product titles is to head over to marketplaces that aggregate lots of products - and organize them by what sells best. So head over to [Amazon.com](https://www.amazon.com) or [ClickBank](https://www.clickbank.com) (an affiliate marketplace) and type in the keywords that describe what your product will be about. Look for titles and particular words that jump out as compelling. Google AdWords could also provide a useful source of selling keywords. Just do a search in Google and look for the top listed (which suggests most profitable) ads down the right hand side.

Consider setting your pricing to make a discount appealing. If you think your product could be worth \$25, maybe set the regular price at \$49, anticipating offering it at a discount.

## Week 5, Set up Your Sales Channel

There are lots of ways actually to sell digital products, from the most basic PayPal buttons to membership sites to digital download services.

For this quick profits roadmap, what's important for your sales and delivery system is that it give you a means of tracking affiliate payments. Because you're probably going from a standing start, you can't grow a big audience fast through organic growth, so you'll need to use the power of affiliate partnerships.

For most text or video products, I recommend **ClickBank** and **E-junkie**:

- [ClickBank](https://www.clickbank.com) lets you access 100,000 affiliates from day one and provides good step-by-step support. It has a one-time set-up cost of \$49.95.
- [E-junkie](https://www.ejunkie.com) is perhaps a simpler way to sell digital files. It also has a built-in affiliate program.
- Alternatively, if you want to provide a private membership site (which may provide forums and online tools as well as products), I have used both [AMember Pro](https://www.amaember.com) and [WishList Member](https://www.wishlistmember.com). AMember has its own built-in affiliate program, whilst WishList will integrate with ClickBank.

Another method you can use is to offer your JV partners a "unique" discount code for their followers. As well as giving the customers a discount, it also gives you a way to track which referrer has sent the most customers. (You can do this easily in E-junkie.)

## Week 6, Recruit Affiliates

The idea here is simply to start making sales quickly, so we are not concerned about list building right now.

What you need to do is find **lots** of list owners in a relevant sector and contact them all with the same offer.

Let's say you've made a product about Harley Davidson motorbikes (something I know very little about).

I did a Google search for:

harley owners "join our mailing list"|"join our email list"

Which produced over 7 million results.

The screenshot shows a Google search interface. The search bar contains the query "harley owners 'join our mailing list'|'join our email list'". Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The search results indicate "About 7,080,000 results (0.46 seconds)".

The first result is an advertisement for "Consumer Marketing Lists - Buy 25 million consumer records" from www.ukdatahouse.com/MarketingList, with the text "Get free gifts on our current offer".

The second result is for "Valley Forge H.O.G." (www.vfhog.com/), described as the "Valley Forge Harley Owners Group Home Page". It includes a "Join Our Mailing List" link and a table of metrics:

1) PA: 35	1,796 Lks / 7 RDs	DA: 22	1,818 Lks / 9 RDs	Explore
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The third result is for "DuBois Harley-Davidson® - Motorcycle Service and Repair - Join ..." (www.dubois-harley-davidson.com/list/), with the text "Join our mailing list for automatic email updates on the latest happenings at DuBois Harley-Davidson! Please carefully enter your email address below: ...". It also includes a table of metrics:

2) PA: 21	176 Lks / 1 RDs	DA: 14	3,219 Lks / 2 RDs	Explore
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This search is asking for any pages that are related to "harley" and "owners" and either the phrase "join our mailing list" or the phrase "join our email list" (the pipe "|" character means "or").

What you do next is work through these results, looking for a way to contact the list owner. You can then send them all a standard message, something like...

*"Hi. My name's Ben. I'm a massive Harley enthusiast from the UK.*

*The reason I'm contacting you is, I've just written a new {ebook} for Harley lovers that {some description...} and I thought your members would love it. {Add more description...}*

*I'll happily send you a free copy of the {ebook} to review.*

*The regular price of this unique book is \$49, but I'll offer your readers a **\$20 discount** - plus I'll share the proceeds with you 50/50, to help support your group. So if your members bought 10 copies, I'll send you  $\$29 \times 50\% \times 10 = \$145!!$*

*If this sounds good to you, just let me know and I'll send you the unique discount code your members need, and I'll send your payment when it's due.*

The simplest method to recruit a joint venture partner is the discount code, but they have to trust that you'll be honest with the revenue share.

Affiliate schemes, like ClickBank or E-junkie's built-in scheme, require more effort on behalf of the affiliate partner, but give them more transparency. My advice is that the discount code method would be acceptable for low-volume enthusiast-type partners, but bigger affiliates will want the security of a recognized affiliate platform.

After you have found success with your first few affiliate partners, just keep going! It's much easier to have someone else sell your stuff to their list than it is to grow your own (although, of course, that's your ultimate goal).

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That's my step-by-step money-making guide in a nutshell!

I look forward to hearing how you get on with making those first few \$100!

If you think anything is missing from this quick guide, please do let me know.

*Best wishes,  
Ben*