

# *The Essential Guide* **21 Day Action Plan**

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## ***To Make Money Online***

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## Introduction

### Do You Want To:

**Increase Traffic to Your Blog?**

**Send Your Sales Soaring?**

**Make Money From Affiliate Commissions?**

**Sell Your Own Products?**

**Earn Money from Advertising or CPA?**

You've got the basics down. You know what an affiliate is and the difference between PPC and CPA. Maybe you've created your own product or you've already set up a blog. What you're struggling with is what to do and when to do it to start making money online.

That's why The **Essential Guide 21 Day Action Plan Marketing Challenge** was created. Do you struggle with hit and miss techniques? One day diligently posting comments in forums until your fingers are worn out from typing and then forget about it for a week. Then you hop over to Facebook and update, update, update for a day or so.

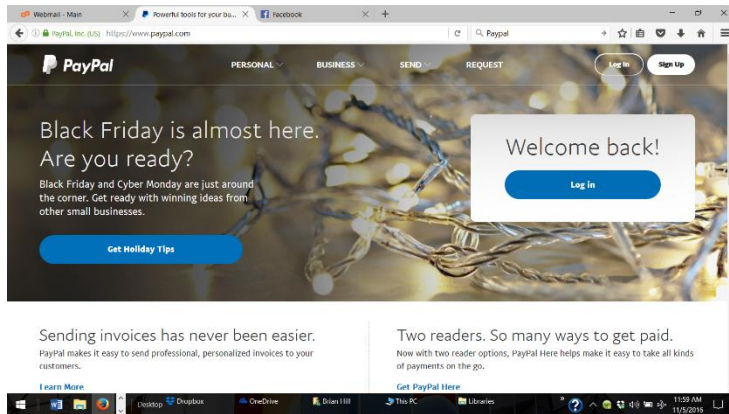
So here you are. It's all mapped out for you. Start today. Don't shove this guide on your hard drive and think you'll start tomorrow. Start now.

You have 21 days and a budget of less than \$175 to show yourself you can be successful on the Internet. Do you have to spend \$175? No. If you do the writing yourself you can pull off this challenge for less than \$50. Set yourself up for this challenge.

It takes about an hour to two hours a day to implement the steps in this challenge. Some days took longer and some days that required only posting to forums and Facebook didn't take that much time.

Don't be overwhelmed by the material. Just remember you don't have to do it all at once. Your only goal is to complete each day's task. That's it.

## Day 1 Keywords Unlock Your Niche But First PayPal



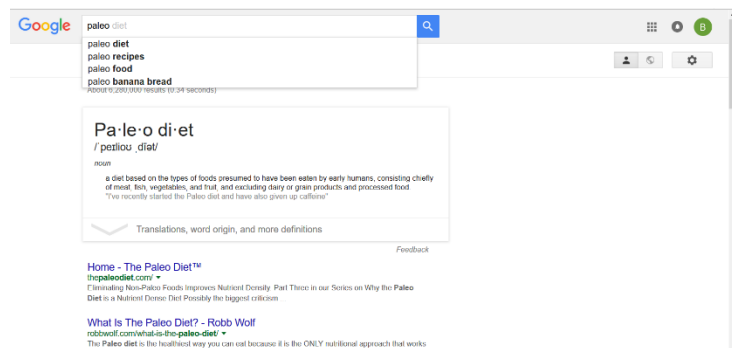
Set up a PayPal account if you don't have one. A business one is more appropriate than a personal account. You need a bank account and a credit card to lift the limits on the PayPal account. PayPal is what you use to pay for most of the services you need. It's also a method to get paid.

PayPal allows you to collect payment without setting up a merchant account to accept credit cards. Your customers don't need a PayPal account themselves to use PayPal with their credit card. In other words they can use their credit card without signing up for PayPal.

Choose a niche that you're knowledgeable about or that you want to learn about. A niche is a subset of a market. For example, dogs is a huge niche, dog clicker training is a narrower niche. Go to Amazon.com, eBay.com, and Reddit.com to check the popularity of that niche. You'll be selecting products later on to fit the niche you choose.

Develop 24 keyword phrases that fit your selected niche. That sounds like a lot. For example, let's say your niche is about weight loss and the Paleo diet. Your keyword phrases could be "quick weight loss with the Paleo diet," "fast weight loss paleo diet," "paleo diet tips," "paleo diet tricks," "lose ten pounds fast with the paleo diet," and so forth.

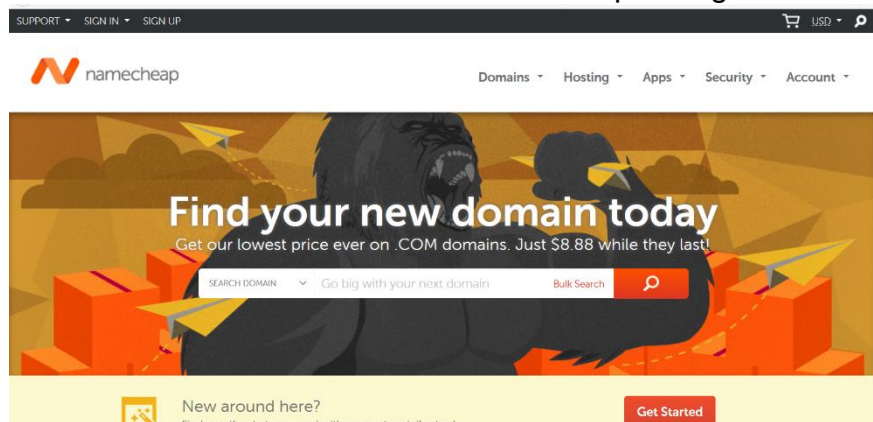
One way to come up with keywords is to put in the first few words of the keyword phrase into a search engine and let it autofill. For example, if you put in paleo, the choices autofill the drop down menu with paleo diet, paleo recipes, paleo diet food list and paleo diet plan.



While you're searching for keywords, look at the advertisers that pop up as the first links in the search. If there aren't any advertisements, this isn't a good niche.

## Day 2 Set Up a Blog for Your Niche

You don't need technical knowhow to set up a blog. Find a domain name and register it.



The domain name should fit with your niche and key words. One option to use is [Namecheap](#) for both registering domains and as a host. The domains are around \$10 and the monthly fee is \$6.95. Total spent so far is \$17.

Go to the control panel and set up your email account. You want a way for visitors to contact you. Then go to the Softaculous panel and select Wordpress. Follow the directions and set up your blog. It's not difficult. Seriously -- no technical talent is required.

You could use a free blogger platform. However, if the free blogger host changes their terms of service – such as not allowing advertising – all the work you've put into promoting your blog is wasted. Or the free blogger service could go out of business and you lose again.

After your blog is set up choose a theme you like that fits with the subject of your blog. Make sure the theme is responsive. Do that by using that word "responsive" in the search function of themes. A theme is the way the blog is laid out, how it looks and feels, the number of columns, colors and graphics. A responsive theme adjusts automatically to be viewed on smart phones and hand-held devices. It shows up full size on a laptop. You also want a theme that allows you to have your own unique header – that's the graphic at the top of the blog.

## Day 3 It's the Right Time to Hire A Writer and to Choose Your Products

You need a total of 12 original articles of about 400 words each in your selected niche. These articles are unique, written expressly for you. The writer should guarantee that these articles won't be sold to anyone else. A quick way to check for plagiarism is to put the first three sentences in quotes in a search engine. If those sentences have been used you'll get a link to where they show up and can check the entire article. Budget about \$10 per article or \$120 for the group. Yes, you can hire cheaper writers, but you get what you pay for. Less than \$100 for 400 words means you're most likely getting a writer whose first language is not English.

Ask the writer to complete three articles so you can see the quality before you commit to the entire batch of 12. Give the writer one of your keyword phrases for each article.

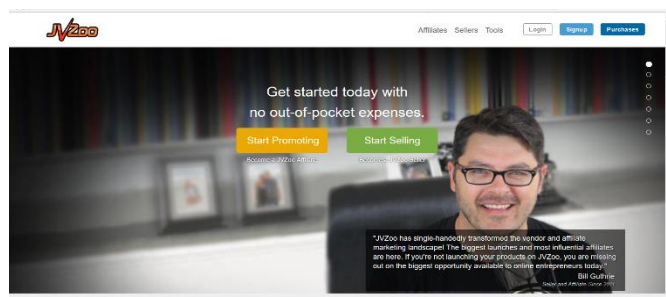
Have the first set of three articles be due the next day, the next three articles, two days later and so forth. You'll be posting the articles to your blog as you receive them.

You will also need 18 more articles of 500 words, but these can be private label rights (PLR) material. In other words you'll buy a package of articles that others are using. And a guide or ebook of about 2000 to 3000 words that's also private label rights material. Budget \$18 for the batch of PLR articles and another \$10 for the PLR ebook.

The keyword phrase should be in the title, the first and last paragraph of the article. One easy way to write articles is as tips – three tips per article, each tip is about 100 words with a 100 word introduction and a 100 word conclusion. You have spent \$129 so far.

Add keywords to the PLR articles.

Select the products you want to promote on your blog. Amazon.com of course, has tons of physical products. JVZoo.com and Clickbank.com are two sources for digital products. Join the programs. Set up an affiliate account with JVZoo.com and Clickbank.com. Wait with Amazon until you have enough content on your blog, say around Day 12. Obviously, the products you choose should be in the niche of your blog.



JVZoo and Clickbank are pretty automatic as far as approval goes. Amazon may take a few days to check your blog. Amazon does have some quality checks of your blog before they approve you as an affiliate while JVZoo and Clickbank don't. Both have restrictions on what types of products can be offered through them.

JV Zoo pays through Paypal. Clickbank sends you a check or direct deposits to your bank account. Paypal sends a check or you can request a transfer to your bank account. Amazon direct deposits to your bank account.

## Day 4 Start Your Blog Engine



Post the first three original articles to your blog, backdating them. Post three of the PLR articles to the blog, backdating them as well. The title of each post should include the keyword phrase used in the article.

There are a number of graphic sites that let you use photos for free.

<https://pixabay.com> is one option. Select a photo that fits the blog post. Download it to your computer, then upload it to your blog.



Another option is to take photos yourself with your smartphone and download them to your computer. This works great for how-to books as you photograph every stage of the how-to project.

Not every post needs a photo, maybe one out of every three or four posts. You don't need to know any coding to do this. Wordpress automatically does the coding to include the graphic once it's uploaded and included in the blog.

Post three photos to your blog.

At this stage you're establishing some substance to your blog so visitors won't feel like there's nothing to read. A brand new blog with only two or three posts chases visitors away.

### Day 5 Posting PLR (Private Label Rights)

Post three more PLR articles to your blog, backdating them.

Post three original articles.

Post three photos.

Pinging is done automatically for a Wordpress blog. It's a way to let the search engines know you have new content..

### Day 6 Get Going on Your List

Post three original articles. Backdate the blogs. Post three photos. You now have 15 blog posts, one backdated every three days. So you blog goes back 45 days. Submit the blog to Amazon.com for approval as an affiliate.

Your PLR report is a giveaway to get subscribers to your list.

Set up an [Aweber account](#) or [Getresponse](#). It's about \$20.00 per month. You can get the first month free. You do have to submit your credit card for the free month. The card





Waiting for customers... All the tools you need to send emails the right way.

option. And you should. Double opt-in is simply that the subscriber opts in once on your blog or website page by filling in their name and email address on the AWeber form you develop. They are sent a confirmation email by AWeber automatically. They opt in again by hitting the confirmation link in the email. AWeber or Getresponse makes life easier for you. You can track your subscribers, what message in the autoresponder series they've received, and of course broadcast a message to your entire list. Unsubscribing is automatic as well.

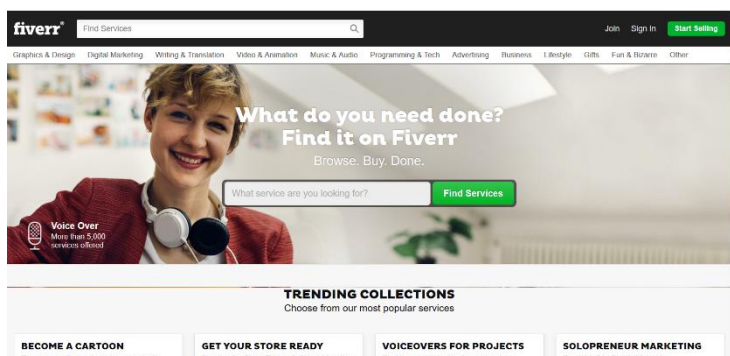
Follow the directions to set up your account, develop a list and a subscriber signup form. Copy the code for the sign up form. Place it in a text widget on your blog. The first widget on the right hand side of the blog is the best place for it.

Hire a graphics designer to design a cover for your PLR report. Use <http://www.fivver.com>. Choose a photo from <https://pixabay.com> for the cover. The style of the cover should go with the header you have for your blog. Budget \$5. You've spent \$170. Incorporate the cover into the document and convert to a pdf document.

## Day 7 Let the Search Engines Know About Your Blog

Post one PLR article to your blog.

Go to [google](http://google.com), [Bing](http://Bing.com) and [yahoo](http://yahoo.com), to add the url for the home page of the blog or website.



screen tells you the size of the header you need. After the header is designed upload it to your blog.

is automatically billed after the first month unless you cancel. If you decide to cancel, remember to download all the names and emails of your subscribers.

Using either of these email distribution programs protects you from spam complaints if you use the double opt in

Have a unique header designed for your blog. Hire someone at <https://www.fiverr.com/> for \$5. Your total is now \$175. The size of the header depends on the theme you've chosen for your blog. Go to Appearance on your Wordpress dashboard, which is a little paint brush icon on the left hand side of the dashboard. Then click on Header. The

## Day 8 It's Facebook Time

Set up an account on Facebook for your blog (and a personal account if you don't have one yet. This is different from your personal account. Businesses, and that's what your blog is ... a business ... have to set up a separate page. There's no cost. Go to your personal Facebook page and scroll down to Pages on the left hand side. Click on Create Page and follow the directions.

Could you use your personal page to promote the products you've chosen to promote? Facebook would probably say no, it's against their terms of service. Selling anything should not be on your personal page.

However, quite a few people do exactly that. The advantage is as a person you can ask others to become your friends, post to your friend's wall, and join a group. A business page can't do that.



Invite all your Facebook friends to like your business page. There are paid services which will get people to like your page. Should you do it? Facebook considers it cheating. These likes won't participate or engage in your posts. Most are from non-English speaking countries. On the other hand, having only a few likes discourages real likes from real people. Who wants to like a page that only has, say 20 likes?

There is one service AddMeFast.com where you can designate what countries the likes come from. According to AddMeFast.com the likes are from real people not a bot.

Click on the first blog post from the home page of your blog. Look in your browser and you will see the url of the post. Copy that along with the first few sentences of the blog. Post that blurb to your Facebook personal page and to the business Facebook fan page. Ask people to please visit your blog in order to read the rest of the article.

## Day 9 Join Facebook Groups

Post to your blog, using either a PLR article or original. Post a photo.

Post to your personal Facebook page and your business page. Remember you're posting the first paragraph of your blog with a link back to your blog. Photos attract attention on Facebook, so post a photo as well as the first paragraph and link.

Join 10 Facebook Groups



Look for groups you can join on Facebook that are related to your niche. Check the rules of the group. If it says no sales or advertising to group members, it's not the group for you because you may be deleted if you post a link to your blog in the group. Some group admins are fussier than others about what's considered advertising and what isn't. Join and post an intro about yourself to the group.

## Day 10 Google Me

Post to your blog. Post a photo.

Put the url of the blog post and the first paragraph on your Facebook personal page and business page. Post or comment on each of the Facebook groups you've joined.

Join 5 new Facebook Groups

Another way to earn money from your blog besides selling books and affiliate products is [Google AdSense](#). Set up a publisher's account using your blog url. Don't worry about adding the AdSense to your blog or website just yet, it takes a couple of days, up to a week, to get Google to approve your account and give you your publisher's ID.

You have to provide some personal information so Google can either send you a check or directly deposit it in the bank account you specify.

## Day 11 Double Duty for Those Articles

Post to your blog.

Put the url of the blog post and the first paragraph on your Facebook personal page and business fan page.

Post or comment on each of the Facebook groups you've joined.

Join 5 Facebook Groups

Set up your follow up messages to your subscribers. The first follow up message in your Aweber autoresponder series should have your short report or guide attached as a pdf document. In the subject line of your first message tell subscribers that the report they requested is attached as a pdf file. People are leery of attachments, so this way they know what it is and that they requested it. Tell them in the message that you'll be contacting them on a regular basis.

You're going to be using your original 12 articles twice. The first time was as blog posts to your blog. The second time will be as follow up messages for the rest of your autoresponder series. Some people advise sending a follow up message every day, others say every three or four days. You have the original 12 articles so that's 12 autoresponder messages, enough to get you a bit more than a month if you post once every three days. At the end of every message include a link to your blog.

Every fourth message can be a sales message for the product(s) you've selected, one product per message. Don't try to sell more than one product in a message. You'll confuse your list members and they won't buy anything. Product reviews are a good

way to soft sell your affiliate products. Some product owners have product review articles all ready for their affiliates ... that's you ... to use.

It's going to take more than one time to convince people to buy, so promote a product several times.

Make the follow up messages personal. People buy from people they know and trust. Even adding something like "Hi, it's me Dee again with another tip on how you can lose weight." And then close with a personal signoff.

Invite the list members back to the blog and ask them for their comments. Interacting with your list and providing good content builds trust and they'll be more likely to buy from you.

## Day 12 Find Some Forums

Post to your blog. Post a photo.

Post to your personal Facebook page and your business page.

Post to your Facebook groups.

Ask 10 new people to become our Facebook friends.

Increase the number of your Facebook friends. Ask 10 new people. Look at the comments you've made in your Facebook groups and ask people who have commented on your posts to become friends

Your major task for today is to research forums and discussion boards that fit your niche. You can also find forums by searching your favorite search engine using your general keywords +forum. So if looking for weight loss groups, search for 'weight loss +forum'. When you sign up make sure you put a link to your blog/website in html and straight text in your signature. Many members elect to receive text messages only and the html link won't show up. The html code for a link is `<a href="http://www.your-url.com">Name of blog or website</a>` Vary the name of the blog or website for the different key word phrases for each of the groups you join.

Join at least five groups/forums/discussion groups. Find a post and comment. A real comment with good content, not just three or four words like "yes I agree" or "thanks for the info." Do NOT try and sell your product or blog. Just have the link in your signature. Check each group every day. Make an effort to post at least once to each group every day and in your Facebook groups.

At this point you should have your blog up. You've selected your products. The Aweber sign up form is on your blog. Your giveaway guide is ready and has a cover. Your follow up messages are all loaded and ready to go. You have a market waiting in the forums/groups you've joined.

All this and it's ONLY DAY 12

## Day 13 Guest Blogging and Commenting

Post to your blog.

Post to your personal Facebook page and your business page.

Post to your Facebook groups.

Post to discussion forums.

Ask 10 new people to become our Facebook friends.

Join 5 Facebook groups

Search for blogs that don't compete with your blog or website but are complimentary.

Make a list of 10 blogs by copying and pasting the urls. One option to finding blogs is to search "Top Ten Blogs on (your niche).

## Day 14 Twitter and Tweets

Post to your blog. Post a photo.

Post to your personal Facebook page and your business page.

Post to your Facebook groups.

Post to discussion forums.

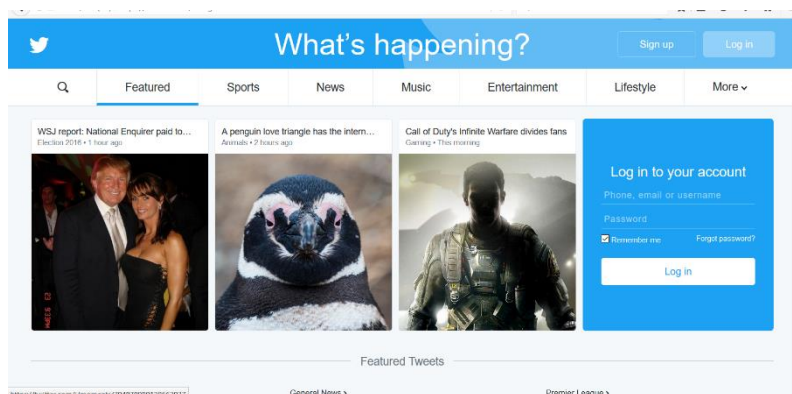
Ask 10 new people to become our Facebook friends.

Join 5 Facebook groups

Comment on two blogs. These comments should have good content and not just a sentence or two. Don't tempt the owner of the blog to remove your comments because they don't have good content.

Google AdSense takes a few days to a week to approve a new publisher so you should have your publisher ID and account open about now. Add the publisher code to your blog.

Many people swear by Twitter, saying it allows them to keep in touch with their fans. Set up a twitter account and give it a go.



Find followers by using appropriate search words that relate to your niche. Follow them and the odds are they'll follow you. Send out three tweets each day. Tweets are no more than 280 characters including spaces so that shouldn't be too much work. Don't post your url in every tweet you

make. Set up a catchy first sentence in your tweet or ask a thought provoking question or an inspirational quote.

Follow 25 people on twitter.

Review the tweets you've received and respond to three tweets.

### Day 15 Time for Pinterest

You can start posting to your blog every other day if you wish rather than every day. However, you still need to at least post some sort of update to your personal Facebook page and your business page.

Post to your Facebook groups.

Ask 10 new people to become our Facebook friends.

Join 5 Facebook groups

Post to discussion forums.

Comment on two blogs.

Follow 25 people on Twitter. Post three tweets. Respond to three tweets.

Pinterest is an interactive website of member contributed photographs organized by topic. You download the Pinterest icon to your browser. Go to one of your blogs that has photos. Click on the Pinterest icon and that photo should be added to your Pinterest account. The photos are linked from Pinterest back to your blog. When someone on Pinterest clicks on your photo in your Pinterest account they'll be taken to your blog.

### Day 16 Keep It Going

Post to your blog.

Post to your personal Facebook page and your FB business page.

Post to your Facebook groups.

Ask 10 new people to become our Facebook friends.

Post to discussion forums.

Comment on two blogs.

Follow 25 people on Twitter. Post three tweets. Respond to three tweets.

Post two photos on Pinterest.

### Day 17 Almost Done

Post to your blog. Post a photo.

Post to discussion forums.

Ask 10 new people to become our Facebook friends.

Comment on two blogs.

Follow 25 people on Twitter. Post three tweets. Respond to three tweets.

Post photo on Pinterest

Go to your Facebook business page. Find the link that says Promote to your friends.  
Ask each friend to like your business page.

## Day 18 Near the Finish Line

Post to your blog.  
Post to your personal Facebook page and your business page.  
Post to your Facebook groups.  
Ask 10 new people to become our Facebook friends.  
Join 5 Facebook groups  
Post to discussion forums.  
Comment on two blogs. You've now finished your list of blogs.  
Follow 25 people on Twitter. Post three tweets. Respond to three tweets.  
Post a photo on Pinterest.

## Day 19 Review

Follow 25 people on Twitter. Post three tweets. Respond to three tweets.  
Find 10 more blogs.  
Post on Pinterest.

Review the blogs that you've commented on and ask them if they would like a guest post from you.

## Day 20 Almost There

Post to your blog.  
Post to your personal Facebook page and your business page.  
Post to your Facebook groups.  
Ask 10 new people to become our Facebook friends.  
Post to discussion forums.  
Post on Pinterest.  
Comment on 5 new blogs

Follow 25 people on Twitter. Post three tweets. Respond to three tweets.

## **Day 21 CONGRATULATIONS! You Made It**

Post to your blog.  
Post to your personal Facebook page and your business page.  
Post to your Facebook groups.  
Ask 10 people to become Facebook friends  
Post to discussion forums.  
Follow 25 people on Twitter. Post 3 tweets. Respond to 3 tweets.  
Post on Pinterest.  
Comment on 5 new blogs



You did it! At this point your efforts should have substantially increased traffic to your blog and this increase should translate to increased sales, AdSense revenues and affiliate sales.

Keep up the good work. Don't slack off too much.