From Big Goals To Simple Daily Tasks

By Susanne Myers

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What We Will Cover Tonight

- How to work toward goals that will afford you the lifestyle you want.
- Breaking your goals down into smaller projects.
- Creating weekly and daily to-do lists that will help you complete your projects. Things like:
  - Daily Tasks For Content Creation
  - Daily Tasks For Traffic Generation
  - Daily Tasks For List Building And Email Marketing
- And the best ways to monetize your site.

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Start With The End In Mind

- Lifestyle Goals
  - What do you want your workdays to look like?
  - How much do you want to work?
  - Do you want a flexible schedule?
  - Where do you want to live?

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Paying The Bills

- Setting Financial Goals
  - House
  - Cars
  - Vacations
  - Fun Money
  - Education
  - Retirement
  - Safety Cushion

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Creating Work Goals

- Take a look at your lifestyle and financial goals.
- Think in terms of projects.
- Do you need to build new passive streams of income?
- Do you want to tackle new partnerships or business projects?
- Can you improve existing sites, lists or products?

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Make A Plan

- Come up with a plan for the rest of the year.
- Tackle one project per month.
- This is in addition to the regular stuff you're doing to run your online business.
- http://www.affiliatetreasurechest.com/1938

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Let's Break It Down

- Take your project and break it down into smaller tasks that you can accomplish within a week.
- Example:
  - My January Goal was to write 50 guest blog posts.
  - My weekly goal should have been to write and promote 12 posts per week.
  - I got close …

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Let's Back Up For A Second…

- The **Traffic – List – Offer** Principle that I learned from Jimmy D. Brown.

- Adjust it for your monthly project.

  - Write the content.
  - Submit the content and get it published.
  - Promote the content.
  - Take advantage of the extra traffic by getting them on your list and making offers (both in the guest blog post and to your list).

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Breaking It Down Into Daily Tasks and To-Do Lists

- Take your weekly goals and break them into daily task lists.
- Example:
  - Write 2 to 3 guest blog posts per day.
  - Submit them to guest bloggers.
  - Follow up with posts submitted the previous week.
  - Promote any published blog posts via Twitter, Facebook etc.
  - Check and reply to comments on published guest blog posts.
  - Create new follow up email messages w/ offers.

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Let's Walk Through Some Task Lists…

- I love to-do lists. They keep me on track and help me stay productive.

- In the next few slides I'll walk you through some examples of task lists.
  - Daily Tasks For Content Creation
  - Daily Tasks For Traffic Generation
  - Daily Tasks For List Building And Email Marketing

- Along the way we'll talk about Monetization.

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Daily Tasks For Content Creation

- **Day 1**
- Make A List of Articles Or Blog Posts for Week 1
- Write The Content Or Outsource It
- Make A Plan For Adding The Content To Your Site

- **Day 2**
- Make A List of Articles Or Blog Posts for Week 2
- Write The Content Or Outsource It
- Make A Plan For Adding The Content To Your Site

- **Day 3**
- Make A List of Articles Or Blog Posts for Week 3
- Write The Content Or Outsource It
- Make A Plan For Adding The Content To Your Site

- **Day 4**
- Make A List of Articles Or Blog Posts for Week 4
- Write The Content Or Outsource It
- Make A Plan For Adding The Content To Your Site

- **Day 5**
- Make A List of Articles Or Blog Posts for Week 5
- Write The Content Or Outsource It
- Make A Plan For Adding The Content To Your Site

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Daily Tasks For Traffic Generation – Article Marketing

Day 1

- Write one article.
- Submit the article to 2 to 3 article directories
- If needed sign up for at least some of the suggested article directories.

Day 2

- Write one article.
- Submit the article to 2 to 3 article directories

Day 3

- Write one article.
- Submit the article to 2 to 3 article directories

Day 4

- Write one article.
- Submit the article to 2 to 3 article directories

Day 5

- Write one article.
- Submit the article to 2 to 3 article directories

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Daily Tasks For Traffic Generation – Short Reports

Day 1

- Decide what articles to use and in what order.
- Paste all articles into a word document.

Day 2

- Write an introduction and work on transitions from one article to the next.
- Be sure to take out any resource boxes and the likes.

Day 3

- Create a cover page.
- Add footer (and if needed header) information.
- Optional – Create "Headings" (those would be the titles of the articles, introduction etc.) and have MS word create a table of content for you.

Day 4

- Monetize your report by including affiliate links and a resources section at the end (again, with affiliate links).

Day 5

- Read through your report and correct any errors, typos etc. (proofread)
- Turn the finished report into a PDF document.
- Submit to document sharing sites like Scribd.com.
- Post it on Twitter, Facebook etc.

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Daily Tasks For List Building And Email Marketing

Day 1

- Add your “bribe” report from last week and update your optin forms.

Day 2

- Sign up for a new Gmail account and sign up for your list.
- If you don’t have an optin page, consider setting one up today.

Day 3

- Audit your optin page.
- Audit your optin forms
- If possible, set up split testing.

Day 4

- Audit your thank you page.
- Audit your welcome email.

Day 5

- Audit your email messages both the content and special offers.
- If you have some extra time this week, add another message or two to your autoresponder.

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A Few More Tips On Monetization

- Super Simple –Google Adsense

- Better – Affiliate Marketing
  - Promote within your content.
  - Include “Sidebar Offers”.
  - Don’t forget about “P.S.”
  - Don’t give them too many choices.

  - Promoting in Email
    - Works really well.
    - Content vs. Solo Emails

- Don’t Be Afraid To Make Offers!

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Just for you…

- Daily Affiliate Tasks
  http://nams.ws/daily

- My Blog – Affiliate Treasure Chest
  - http://www.AffiliateTreasureChest.com

- Questions?

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