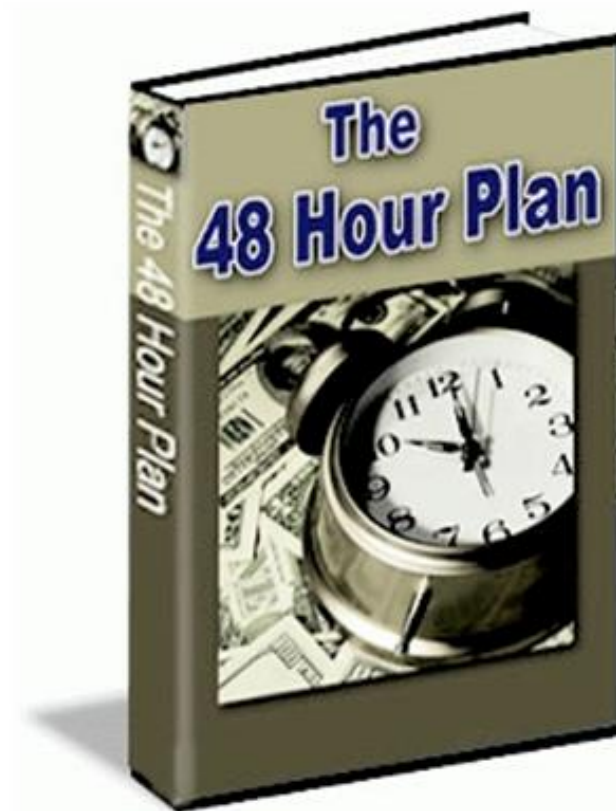


The 48 Hour Plan



From Inspiration to Launch
in 48 Hours

The 48 Hour Plan

Introduction

Welcome to the 48 Hour Plan. I called it the 48 hour plan because that's how long it takes me from the first flash of inspiration to having a web site up and running live on the internet. Over the last few years I have created dozens of web sites. Sometimes I wake up in the morning with a new idea in my head and by midnight it is up and live on the web. That is how it has worked for me. The tips and techniques I outline will help you put the whole process on speed dial.

Before you try and make money off Adsense or some affiliate program you must have a website and you need to have it indexed by the search engines. No matter how many \$97 programs you buy or download nothing is going to happen unless you are up and live on the internet.

The techniques I describe have worked for me. Everyone has their own opinion on how things should be done, what programs to use, and different ways of doing it. Do I have all the perfect answers? Probably not. Is there a magic bullet that will do it all at the push of a button. I haven't found one yet. Some of the big boys may have you convinced that for \$997 there is. As a little guy there are things you can do to make the whole process easier and quicker. As you know internet marketing is an ongoing learning process. Even the big gurus are constantly learning. I hope that you find these tips and techniques useful and can put them to use in your own web marketing plan.

Tools

Everyone has their own suite of tools they like to use. There is an overwhelming array of programs that promise you the moon but usually fall short. Free programs usually have severe limitations and under deliver. These are two of my favorite free tools I use most and if you don't have them already I suggest you download them. Check at the end of this report for a complete list of resources.

Good Key Words—a free program that creates keyword lists for your and a lot more. Easy to export to text file or other program. Also includes a misspelling generator among other tools.

Domain Name Analyzer -A great free program that will generate hundreds of domain names. Give it a keyword and it will add a suffix or prefix to the keyword to generate some great available domain names. Anyone who says there are no good names left hasn't used this program.

Day One

Research time 1-4 hours

Before starting any project you need an idea. I don't know how I come up with ideas, they usually pop in my head and I run with it. Often I think of something upon waking or while I am in the shower. Now if ideas don't hit you like that then you need a way to brainstorm. The more you brainstorm, the easier it will be to come up with new ideas.

The internet is full of ideas, it is just a matter of narrowing it down. Chances are you have some idea in the back of your mind, you just don't know what to do with it. To find new ideas you will need to do a little digging. In the past for example I have searched Google's Froogle to find out what people are searching for to buy. I have come up with several good niches this way. That is just one source you can use. Others include Ebay, and Amazon. Find out what is popular, what are people buying, what are they interested in. If you see something interesting ask yourself why? Why are they searching for that? Why are they buying that? What is so interesting about it that 40,000 people searched for it last month?

Search any article directory. Don't look at what the top authors are writing about, look at the most popular articles. What are people reading? What are they interested in? Someone could write hundreds of articles but if no one is reading them what good are they? Look at the social bookmark sites for what people are bookmarking. If several hundred people bookmark a site, that is a good indication you should look

into it. If you have kids what is hot with them? What are all the kids interested in? I have learned a lot from my 8 year old. Everyday it is some new must have item. There is the old standard of reading forums to see what questions people are asking. I was looking for some new forums related to my newest website. When I started reading some of the posts, an idea for a new ebook popped into my head.

Do you stay up on the current news? I created a website around a small article I read a year before it became front page news. I was months ahead of everyone else. Your eyes and ears are your best research tool. Watch people, see what they are buying, watch what they are wearing. Ask store clerks what is popular. Read trade publications, you can often pick up on things before they become mainstream. The world around you is the best tool for finding new niches. The less you follow the herd the greater chance you have at hitting a home run.

When you have some ideas, plug in some keywords in the search engines to see what comes up. Do a search at inventory.overture.com This will tell you what search terms are using and how many searches are done each month. I always drop down the list to see what search terms come up 2500-8000 times a month. This can give you some excellent ideas for niches.

Check out the competition. What are others offering and how can you do it better, faster or cheaper? If someone is publishing an ebook on xyz, can you write a better book on the subject? Or promote it better? Through out business history someone has come up with a great idea. As soon as it hits the market dozens of imitations show up. You need to be quick and take advantage of the market before someone else does.

Research can take you from a good hour to several hours. The time you spend will be well worth it. This is your starting point. You don't need to spend hours on keyword research. Keyword research is over rated. You can build your keyword lists from Overture and Google and that will give you what you need to build your site.

PLRSHOP

Free sample - end of preview

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