

The Weekend Marketer™

Connie Ragen Green

Phase II Action Checklist

**“Tell me and I'll forget;
Show me and I may remember;
Involve me and I'll understand.”**

~Chinese Proverb

Phase II is the busiest of all the phases in this program. You may be tempted to put off the tasks and activities we've discussed this week because it seems like there is just too much to do, but I would encourage you to get started right away. As soon as you take action in each area, the faster you will move towards your goals. Also, you will have completely different questions once you are actually involved in each part of laying your foundation. Please trust me to guide you through these steps in an orderly and logical way.

Continue to keep a journal, either online or physical, to write down your thoughts, ideas, and questions during the course. This week you will use

your journal to keep track of keywords, domain names, passwords, and more. This is all information that will guide you over the next six months to a year as your business grows.

I'm introducing a concept here called '68 Seconds of Pure Thought'. A 'pure' thought is defined as one that is not interrupted by any other thoughts. This is how enlightened people achieve goals greater than they could have ever imagined before doing this. I have had some limited success here, and when I focus on the idea of holding a pure thought for 17 seconds at a time, and then doubling it to 34 seconds and on to 68 seconds, magic has occurred in my life. I will be doing these exercises right alongside you this week.

Your 7 Day Plan

Day 1

You'll start off by sitting quietly for a few minutes, thinking about the business you want to build. Make an effort to visualize what it will be like to work from home, or from wherever you happen to be, and to earn more money in a day than you currently do in a week. Hold that thought for 17 seconds, keeping it as a pure thought about the feelings you wish to have when you are a successful entrepreneur.

Make a daily goal for yourself each day for the next seven days. These goals will be based upon the activities we have discussed as part of your Phase II training. Get used to setting and achieving goals as part of your everyday life.

Today you will choose a niche for yourself, pick several keyword phrases (Free Keyword tool is at <https://adwords.google.com/o/KeywordTool>)

related to the niche, and purchase at least two domain names – your own name and a keyword phrase related to your niche – to begin with. Buy them through my discount link at:

<http://ConnieLoves.me/domainsale>

Day 2

Spend time sitting quietly and think about the niche, keywords, and domains you have chosen for your business. Are you excited at the prospects? Hold a pure thought around this for at least 17 seconds, visualizing what it's like to be guided through the steps of becoming an online entrepreneur by a mentor who cares about you and your success.

Sign up for a hosting account if you do not have one already. My first recommendation is Blue Host, and you can go through my link at:

<http://BlueHostSolutions.com>

If you prefer to use Host Gator, they are at:

<http://ConnieLoves.me/Hostgator>

Add your domains to your account and spend some time looking around the c-panel to familiarize yourself with what is available to you. Most of us never take advantage of what we have access to here because we do not know exactly what is included in our annual fee to the hosting company. Make it a point to find out one new thing and share it with our group next week.

Day 3

Sit quietly and think about the way in which you will communicate with people all over the world who are interested in what you have to offer online. Hold this pure thought for 34 seconds, visualizing the difference you will make in people's lives.

Sign up for an autoresponder service if you do not already have one. My recommendations are either one of these:

<http://WildWestCart.com>

<http://ConnieLoves.me/Aweber>

Spend time today setting up your first autoresponder message. Remember that you will have different questions once you have taken action with this, so jump right in and give it a try. Yes, you will make mistakes in the process. Yes, it's confusing and doesn't make sense. Yes, you will feel wonderful when you have accomplished your goal of setting up just one email message in this way.

Day 4

Last week you figured out when your personal 'prime time' hours are, so today you will work during the time that is best for you to write and be creative. Spend some time today visualizing the work that you will be doing as an online entrepreneur. See if you can decide which feels better for you; the creative/writing activities or the mechanical/technical ones.

Today you are putting together your free giveaway. I recommend doing this in PDF format, meaning that you will write several pages of information on your topic.

This writing can come from blog posts you have already written, articles you or someone else has written, or even from writing you have purchased as PLR (private label rights). If you need reputable, professional sources for PLR, these are my recommendations:

Nicole Dean - <http://PLRbyNicole.com>

Alice Seba - <http://connieloves.me/AliceBundles>

Melissa Ingold - <http://connieloves.me/PLRreport>

There is quite a bit of PLR available on the Internet that is not worth your time or money. I highly recommend the writing from Nicole, Alice, and Melissa. It is high quality and they are outstanding entrepreneurs.

Day 5

Spend some time today thinking about how far you've come during the past week or so. Are you proud of your accomplishments? What does it feel like to be pursuing your dreams in an active way? Was there any area where you felt like you needed to know more before moving forward? Make some notes and ask your questions during our next session.

Today you'll be working on your blog. You'll want to set up at least five categories, so think about the keywords and phrases people might use when searching online for what you have to offer.

Explore your blog's dashboard to see what's there.

Day 6

Think about your new blog for a few minutes today. Is it coming together in a way that pleases you for now? What needs to be added or changed? It's time to write your first post, but before you do you'll want to set your intentions for this site. How will the information you provide here serve others in a way that will help you to build a relationship with them? If you were searching for information on this topic, what would you be expecting?

Jump right in and write a post. This is the time to act 'as if' you had been blogging about this topic for years. Be prepared to share your site's url with us next week.

Day 7

Again, I will ask you: What are you most looking forward to when it comes to building your online business? What are you most dreading? Do you have any fear or concerns about what is to come? Think about the time commitment, the learning curve, the writing, the technology, and the networking that's required of an online entrepreneur.

Here is an exercise you may find helpful:

Close your eyes for a few minutes while you're in the shower. Notice how everything changes when you do, and the sounds, smells, and tactile

sensations are more vivid. Think about your business and see if anything new comes up for you.

How may I serve you to better help you to move forward with grace and ease?

There you have it. Each day you should go through your notes after you set your daily goals to give yourself some motivation. Scroll down to the next page for your Resources section.

RESOURCES

Your Weekend Marketer™ Reading List:

<http://ConnieLoves.me/WeekendMarketerReadingList>

I will be adding to this list regularly throughout the course.

Accountability Partners:

If you would like to have an accountability partner to work with over the next couple of months, please send an email to me at conniegreenhouse@yahoo.com with 'accountability' in the subject line. I will then pair you with someone you can connect with. I recommend doing this through email, but you may also want to talk on the phone.

GoDaddy: Purchase your domains at a discount at:

<http://ConnieLoves.me/domainsale>

Hosting: I recommend C-Panel hosting through Blue Host at:

<http://BlueHostSolutions.com>

If you prefer to use Host Gator, they are at:

<http://ConnieLoves.me/Hostgator>

Autoresponders: These are the services I use:

<http://WildWestCart.com> – this is my link for 1 Shopping Cart, a company based in Canada and licensed to others. My link goes to Kickstart Cart, a licensed version of 1 Shopping Cart. I've used this service for six years.

It includes an affiliate program and product setup, as well as autoresponder and broadcast emails.

<http://ConnieLoves.me/Aweber> - this service is *ONLY* for autoresponder and broadcast messages.

PLR (Private Label Rights) Sources:

Nicole Dean - <http://PLRbyNicole.com>

Alice Seba - <http://connieloves.me/AliceBundles>

Melissa Ingold - <http://connieloves.me/PLRreport>

Your Weekend Marketer™ member's area is at:

<http://TheWeekendMarketer.com/members>

To Your Massive Success!

Connie Ragen Green

"Success is the process of turning away from something to turn toward something better." ~ Jim Rohn