

# *“BluePrint 2006”*

*A Roadmap to Your Online Success!*

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**Dear Friend,**

This is my personal Blueprint that I've developed for my own Online Businesses.

It's neither meant to be "Step-by-Step Guide" nor a Magic Formula for wealth.

Use this document as a guide – develop your own Blue-Print. You will benefit more if you do this.

Let's begin ...

## **TAKING STOCK**

Before planning for the new year, it's good to take stock and review the year that has ended. I want you to grab a pen and a paper, and make 3 columns:

I'm thankful for ...	My accomplishment	My "failures"

### **(1) I'm thankful for ...**

Take moments and these down. Be specific. What are you thankful for? Your family? Health? A roof over your head? Write them down.

Do you know why I do this? It gives me a sense of perspective what life is really all about – and what's really important in life. I'm thankful for my wife (Tricia), my 2 lovely girls (Fara and Hannah), home, food, clothes, etc.

Trust me, there are thousands, if not millions of others who are worse off than us.

**A grateful and thankful heart gives us a sense of perspective and PURPOSE.**

So, write it down.

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**(2) Your Accomplishments:** Let's look at what you've accomplished in the past year. Write it down. Be detailed and "verbose". (It will boost your confidence in achieving a lot more in the new year!)

<b>My Accomplishments ....</b>	<b>Special Highlights ...</b>
e.g. launched a new ebook	<ul style="list-style-type: none"> <li>- List the special moments, the "highlights" of the accomplishment. This will give your brain a mental "hook" to refer to in the future, the "experience" of success.</li> <li>- Be specific. Example, on launch day, received \$XXXX net profit. Went for a romantic dinner with spouse at that special Italian Restaurant.</li> </ul>

This will be your success "Toolbox" – one that that you can refer to again and again and remind yourself that **"You can do it!"**

**(3) What are your failures?** Write down the "WHYs" this project or that project failed. Again, be detailed.

<b>"Failures"</b>	<b>Analyze the "Whys" and "What happened?" What did you do or didn't do?</b>	<b>Corrective Actions</b>
	<p><b>e.g.</b> Is it because of ...                      "Procrastination"? "Lack of focus"?                      "Got Side-tracked"?</p> <p><b>Here's where you "dissect" the failed projects.</b></p>	Here's where you list down the action steps to prevent it from happening again.

This exercise will help you analyze your strengths and weaknesses.

(\*Remember, "failures" are merely stepping stones to SUCCESS)

# Profit-Action Chart™

In my humble opinion, making money online is NOT and should NOT be complicated. You'll only need 3 Simple things –

1. Focus
2. Action
3. System

However, "SIMPLE" does **NOT** equate to "EASY". You still have to do work (work smart), invest in yourself, persevere, put in the hours, work on your business, etc.

But is NOT and should not be complicated. I can't remember who first said this, but essentially, it goes something like this:

"The entire online marketing/business machinery can be summed up in 3 parts:"

1. Find out what the Market (your customers want)
2. Find (or create) that product
3. SELL it to them

Is that complicated? Not really – simple, logical ... but it sure isn't easy.

Anyway, let's look at the first component, "FOCUS".

### **1. FOCUS**

Some folks make thousands of dollars every month while some folks make less than \$1000 in an entire YEAR? Do you know why?

The reason is "FOCUS". Those that make the big bucks have laser-sharp focus. They know what they want, and they go all out for it.

There are many ways to make money online - adsense, ebooks, list-building, niche-marketing, membership sites, ebay, software, etc, etc.

What you need to do is to FOCUS on one (or 2 at most) and go all out for it.

If you go chasing after the "magic bullet" – you will forever be spinning your wheel and getting nowhere ☹

There will be new products and services every other day – you need to restrain yourself from buying every single product that claims to turn you into a millionaire overnight.

----- sidebar -----

### **"FOCUS, and do selective buying"**

While you should definitely not buy every single product that claim to reveal the "magic formula", you should still invest in your education and business.

For example, if I plan to focus on adsense income, I would buy only products related to that topic – those that can help me maximize my adsense earnings.

I would not buy books that promises to turn me into a great copywriter.

**Tip:** Before buying ask yourself – what other information or tool do I need to build this business? Does it teach me something new? Will it save me time? Be selective.

----- end of sidebar -----

## **2. ACTION**

Ok, you're focused ... what's next? Take ACTION of course! ☺

"You miss 100% of the shots you don't take." (Wayne Gretzky)

Most of us, myself included - buy lots of ebooks, software, reports, audios, videos ... and they ended up collecting "e-dust" in various folders in our computers.

**No ACTION – no money. Period**

So, what ACTION do you need to do today?

Get a list – write it down – "My ACTION List"

***Go on ... don't proceed to the next step until you've done it.***

***"Procrastination is one of the most common and deadliest of diseases and its toll on success and happiness is heavy." - Wayne Gretzky***

### **3. System**

Once you've identified your focus and **have started** taking ACTION, – look for ways to automate it.

For example, if your focus is on AdSense income, then you might want to:

- Use tools to help you identify keywords
- Create templates for the article pages
- Join a few private label membership sites for content
- Use software that helps you auto-submit to various article directories
- etc

Then, you create a "system" that does all the above using Henry Ford's assembly-line method, i.e. the "Model-T" system.

What this means is this – document all the steps you need to take to create a brand new AdSense site from scratch. Step-by-Step.

If someone were to follow that document step-by-step ("system"), the end result is a brand new AdSense site. No more, no less.

Why would you want to do this? Because it allows you to churn out sites after sites – automatically ... and if your business grows, you can hand your system to your employee(s) and they can continue churning out sites for you!

And you can go on to create another income stream 😊

If your focus is writing and selling ebooks, then create a system for it, maybe something like:

- Research "What are the hot topics" at Amazon.com
- Market Research – is it a big market? Do they have money to buy? Where can you find them? Are they passionate about the topic? For example, those who are passionate about "self-help" books will usually buy dozens of these – but a techie will buy (at most) 1 or 2 books on a technical subject. They're prefer to "ask Google" for the answer and read tech faq on the Net.
- List the questions or problems the buyers of this type of book asks or faces
- Create the book outline
- Create the ebook cover
- Write the sales copy, etc, etc

Once you've a system in place, you can easily use it to churn out new profit streams – one after another, easily.

**Now, the MILLION DOLLAR QUESTION ...**

### What's Next?

Here is the most frequently asked question:

*"What should I focus on? I'm confused. All I want is to make some money online."*

Well, there are 2 schools of thought – one says – "Go to where the money is" and another says "Go where your passion is".

#### **The 1<sup>st</sup> school of thought says,**

"Find out what people are buying and sell it to them. If they want socks, then sell them socks. If they want ties, then sell them ties".

**Reason:** these folks are already buying – so, there IS already a hungry market ready to buy your product(s)

#### **The 2<sup>nd</sup> school of thought says**

"Follow your passion, and the money will follow".

For example, if you love dogs, you might want to create a content rich site on dogs, and perhaps create an ebook or two on the subject. If you love crochet, then you would create a site/product on that topic.

**Reason:** It's much easier to follow your passion because then it wouldn't be "just work". Also, you may not see the results (\$\$\$) so soon, and your passion will help you carry on and persevere. In the 1<sup>st</sup> school of thought, if you don't see results after 1-2 months, you would be tempted to give up.

## Profit-Action™ Chart

If you're following the 1<sup>st</sup> school of thought, then I recommend using the Profit-Action™ method.

This method takes an analytical approach where you list down all the potential (profitable) markets and select the one that has the least resistance.

Then, focus on that market and build the business before moving to the next one.

A screen shot of how it looks like on paper:

Projects	Estimated Days to complete	Level of Difficulty 1-10	# of resources required	Action Steps	Profitability (1-10)
1) AdSense System - 90%	2	5	programming		7
2) Review Ebooks - 0%					
3) Start Portal - for the clueless - 0%					
4) Podcasting Made Easy - 50%	5 days				
5) Review/Start Paul Meyer - 0%	20 days	5	sales copy video fulfillment	n. write	6 (1-2)
6) Pro Card Card System - 0%					
7) VOIP (whispering technology) - 0%	20 days	7	sales copy tech. info article writing	write sales copy	8 (1-15)
8) Webinars.com - 0%	45 days	7	not sales related programming	sales copy research competitor	9 (1-3)
9) Viral Host Marketing - 0%	30 days	8.5	write - good report	sales copy good report	8
10) Personal AdSense Sys - 5%	20 days	6		articles	6
11) Content Minimal System - 0% (SMS - datafeed)	30 days	7	templates keywords traffic		
12) The Lazy Biz System - 0%			identify the niche consumer market write software		

It is a list of all the various ideas (projects) that you have - AND the various "variables" that will determine the profitability/resistance of each projects.

Once you've analyzed it, you will be able to make a quick decision on what to focus on - the "path of least resistance" - projects that has the highest profitability that can be completed in the shortest time frame possible.



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This chart has the following columns (you can add your own). See the table below:

Projects	Estimated days to complete	Difficulty Level – DL (1-10)	Profitability Level – PL (1-10)	Resources required	Action Steps	<b>PAC ratio</b>
Project X	20	5	6			1.2
Project Y	25	7	8			1.1

### **Resources Required:**

List down all the resources required to complete this project. Do you need to outsource certain portion? How much does it cost? Do you have the necessary tools, software, etc? Write down as much detail as possible.

### **Action Steps:**

This will be your "TO-DO" list – write down all the steps you need to take. Break it down into "small" (manageable) chunks so that you won't be overwhelmed. For each "chunk", write down the estimated target completion date as well

**Profitability Level (PL):** your assessment of how profitable this project will be (e.g. how much revenue/profit per month once this project has been completed. 10 is the most profitable).

**Difficulty Level (DL):** your assessment of how easy it is to complete this project – based on the list of "resources required" for this project. "10" is the most difficult.

**PAC Ratio (PL/DL):** The higher the ratio, the better.

In the example above, "Project Y" may seem more desirable as it has a profitability level of "8" and it only takes 5 extra days to complete compared to Project "X" (PL of 6 only)

But the PAC ratio will show that Project "X" is in fact more profitable when you take the Difficulty Level into account.

**Tip:** Don't spend too much time on these (DL and PL) figures – give some thought and put some figures in – they're merely indicators to help you what to focus on.

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**Note:** The DL is an “arbitrary” figure based on resources required (and the action steps) in order to complete the project. Although the PL figure is also an “arbitrary” figure, you can make a good guess based on the current market demand – for example, any product related to search engine traffic is more profitable compared to a product that teaches you how to be an ebook author.

***So, create a PAC (Profit-Action Chart) – and list all the projects that’s on your mind. Fill in all the blanks. Once done, you’ll have a pretty good idea what to focus on.***

**Tip:** If you’re unsure of what you want to focus on – I strongly recommend that you spend as much time as needed to do some research online – find out which one attracts you most.

You can make money from adsense, writing and selling ebooks/reports, software, membership sites, niche-marketing, list-building, mlm, etc, etc.

Also, visit some of the marketing forums and see what people are talking about.

[www.howtocorp.com/forum/](http://www.howtocorp.com/forum/)

[www.clickbanksuccessforum.com/forum/](http://www.clickbanksuccessforum.com/forum/)

[www.ablake.net/forum/](http://www.ablake.net/forum/)

[www.ozemedia.com/forum](http://www.ozemedia.com/forum)

[www.associateprograms.com/discus](http://www.associateprograms.com/discus)

[www.adsensechat.com](http://www.adsensechat.com)

### “Managing Your Inbox”

Do you suffer from “information overload”? Your inbox stuffed with so much email each day that you almost dread to check your email?

And yet, you continue to check your email every day (or perhaps every hour) because you \*fear\* that you might **miss out** on some good stuff if you don't?

I was in that situation – and to a certain extent, still am ;-)

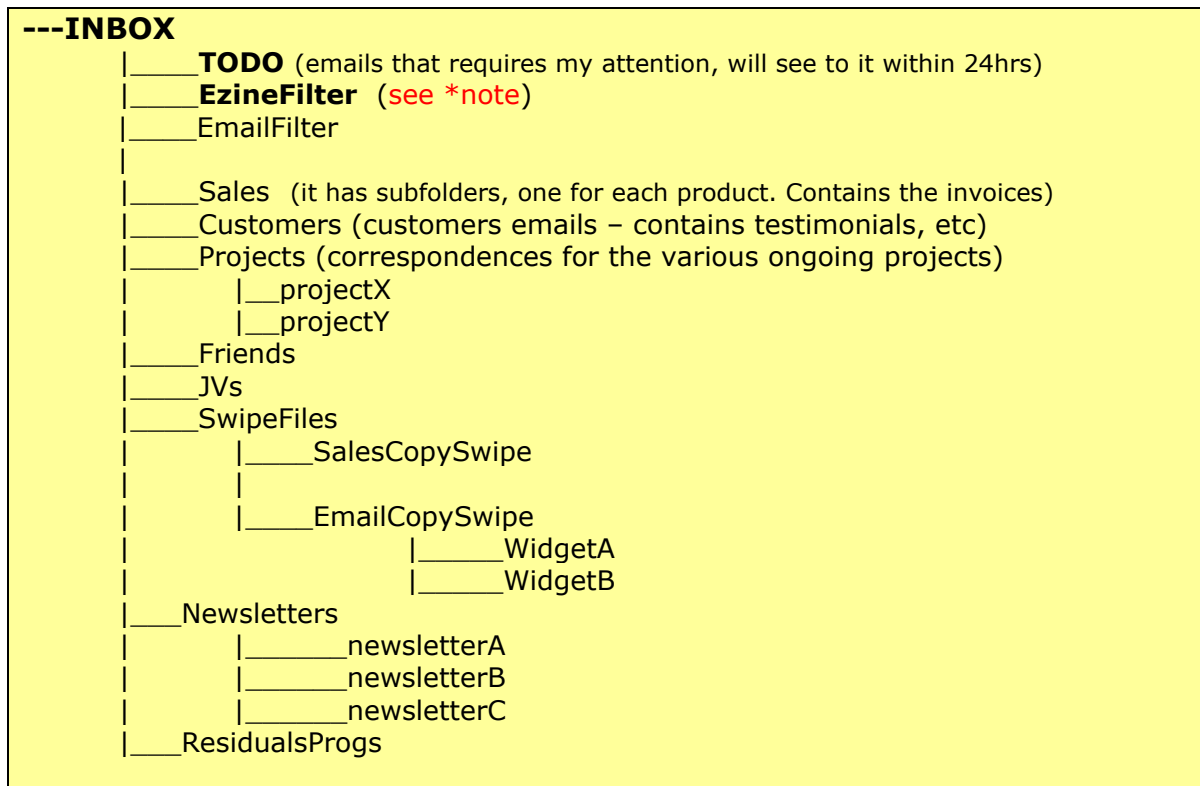
I subscribe to many newsletters – because I do pick up good tips every now and then from them. (See my short report on “Kung Fu Marketing” why I subscribe to many newsletters)

Yet, at the same time, I \*be-moan\* at the fact that my inbox is being stuffed with so many emails!

I've tried many “systems” to manage my inbox – without much success. At the end of the day, you'll have to create your **own** system that works for you. Here's how I do it.

- Organize your inbox into multiple folders.

Here's a simplified view of my inbox folders:



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### **\*Note:**

I'll try to read (or scan) all then newsletters that comes in each day (if possible). If not, they go into the "EzineFilter" folder where I set a date to review them in greater detail, e.g. Friday evening.

If a particular newsletter or email is useful, I'll FILE it away in the "Newsletters" (sub)folder OR it might go into the "SwipeFile→Email" folder

All the emails in this folder ("EzineFilter") should be either filed away or deleted at the end of each week.

Use the "R.R.F.D.S" System → Read, Reply, File, Delete, Schedule

Emails from friends, family, customers business partners gets priority of course.

Other emails are read and replied immediately if possible. If not, they'll be filed either in the "EmailFilter" or "EzineFilter" folders. Schedule a time or day to sort this out (either delete or file it away)

Spams are deleted of course.

**\*\*TIP:** If an email (or ezine) has been sitting in your inbox for over a week, chances are you don't need it and it won't be useful to you. So, if you can't bring yourself to delete that email/ezine, file it away in a "misc" folder.

**Then, once a month or so, delete everything in this "misc" folder.**

NOTE: Some folks like to organize their inbox based the "recipients", e.g.

---INBOX

- |\_\_ Family
- |\_\_ Friends
- |\_\_ JVpartners
- |\_\_ Customers
- |\_\_ Newsletters

There will be subfolders within those folders as well of course.

**IMPORTANT: Feel free to adapt and change the system so that it works for you.**

## **\*A few Closing Thoughts**

### **\* *Nobody is going to build your business for you!***

This is the cold FACT. You have to take ownership, and responsibility to build your own business.

The "secret" is to be consistent and persevere. How many hours a day can you spend on your business? 1 hour? 2 hours?

That's fine. Be consistent – and draw up a plan, a roadmap or a blueprint and follow it!

### **\* *You only have 24hrs a day – Not a sec. more, not a sec. less!***

The poorest man on the street, and the riches man on the planet have 24hrs. Period. How you use it or squander it ... will determine how successful your online business will be.

Start your "day" with a "To-Do" list.

Have 2 columns in the list –

<b>"Profitable Tasks"</b>	<b>"Maintenance" Tasks</b>
List all the things you need to do that will build your online business, those that will increase the bottom-line	List all the things you need to do in order to "maintain" your current online business, e.g. customer support, etc

### **\* *Follow Your Dreams ... Take One Step At A Time ... Don't Settle for Less, Just Continue to Climb!***

### **\* *Persistence. It does not matter how slowly you go, As long as you do not stop!***

## **My Direction for the Year 2006**

For those of you who know me, I started my online biz in April 2002. It's been a good many years. I create and sell my own products – software and ebooks.

It's a good and profitable business model that allows me to quit my day-job in January 2003 and went "full-time" in my online business.

It has a "negative" point though – it can be very time consuming.

A \*better\* business model is the **"Multiple Residual Income"** (MRI) model.

It has 2 important criteria:

- Do the work once and get paid \*forever\*
- Minimal (or no) work required to ***maintain*** the business  
[**note:** Work IS required to start the business!]

Over the years, I've promoted a few membership sites that provide recurring income, a couple of high-end hosting that offers recurring commissions and a couple of AdSense sites.

These MRI businesses add up to about \$1,000 passive income each month. And the best part is that they're practically hands-free.

This will be my focus and direction for 2006.

Explicitly, I will be concentrating on:

1. Private Label Profits (affiliate commissions and AdSense Income)
2. Membership Programs that pay you recurring commissions.

### **1. Private Label Rights (PLR)**

Back in late 2003 and early 2004 – products with Resell Rights/Reprint Rights and or Master Rights are HOT and in great demand. Today, some of them are still selling very well.

Beginning late 2004 and especially in the year 2005, a new kid on the block appeared – "Private Label Rights" or PLR for short.

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PLR products essentially give you the rights to change/edit the content of the raw product, and put your own name to it. You can also add/delete/combine these products and create your very own products (or websites).

The number of membership sites offering private label contents/products is growing everyday.

However, ***NOT all Private Label Membership Sites are Equal***

You need to read the fine-print, i.e. the terms and conditions. A number of sites state that if you cancel your membership, you lose all rights to use the products which you've previously paid for. Example, if you were a member for past 6 months and you decide to cancel on the 7<sup>th</sup> month, you'll lose the rights to use those products in those 6 months.

A good PLR site should allow you to continue to use those products since you've already paid for them. AND, to prevent fraud, prevent that un-subscriber from joining again. This will protect the integrity of the program.

Then again, some sites are hurriedly put together, where the owners have only 1 goal - to cash in on the current PLR trend.

However, there are some gems though – where the owners of these PLR membership sites take pride and effort in creating quality products and content for their members.

I'm a member of the following sites and highly recommend them:

### ***General Interest Private Label Sites:***

1. Private Rights Success <http://www.easybiztools.com/rc/prs.php>
2. **\*\*HOT\*\*** Niche Products Monthly <http://monthly-niche-products.com>

### ***Special Interest Private Label Sites:***

1. Health Niche Products <http://www.easybiztools.com/rc/health.php>
2. Self Improvement Millionaires: <http://www.selfimprovement-millionaires.com>

**\*\*Niche Products Monthly** was launched on the 8<sup>th</sup> Jan 2005. It's by far the most comprehensive site that I've seen. Here's a partial list of the goodies:

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- 3 Private Label Products Each MONTH!
- 3 Salesletters For Each Of These Products
- 3 Sets of Professional Graphics For Each
- 150 Private Label Articles Each Month (50 per niche)
- **3 Brand New AdSense Websites Per Niche** ← this is hot!
- 3 Five Part Email Series Per Niche!
- Thousands Of Tightly Focused Keywords
- **60 Pre Written Ads For Google & Overture**
- 5 Brand New Master Resell Right Products Each Month

### The Un-Advertised and Un-Announced bonuses:

- **15 Press Releases (5 per niche) each month** ← this is hot!
- Lifetime Website hosting (life of membership)
- Lifetime Autoresponder service (life of membership)
- **5 "Top Pick" Affiliate Programs pdfs per niche**
- 30 internet marketing training videos (camtasia)
- Article Directory list of 117 places to submit

Of particular interest to me is the 3 AdSense Websites per niche. These are actually full fledge websites – complete with a web-based control panel to manage the AdSense site.

Login, insert your AdSense publisher codes, tweak some settings, e.g. contact details, email, etc – and you're done! See the sample screen shot below:



The screenshot shows a web-based control panel titled "Niche Mania Website Control Panel V1.1A". On the left side, there is a navigation menu with links for "Site Configuration", "AdSense Settings", "Contact Information", "Admin Security", "XML Sitemap", "Help Desk", and "Log Out". Below the menu is a logo for "W3C CBS" with a red checkmark. The main content area is titled "ADSENSE SETTINGS" and contains the following fields and options:

- Publisher ID: [Text Input Field]
- Channel Code: [Text Input Field]
- Link Color: [Text Input Field]
- URL Color: FF93BA [Text Input Field]
- Google Search:
- AdSense Referral:
- FireFox Referral:

At the bottom right of the settings area, there is a "Save AdSense Settings" button.

Just enter your Google's AdSense Publisher ID, your channel code (if you're using channel for tracking and the link color). Then click the "Save AdSense Settings".

### ***The results:***





In 15 minutes or less! So, how do you make money from these membership sites?

Here are 3 quick ways:

- AdSense Income. <http://monthly-niche-products.com> gives you 3 ready-to-go sites complete with a web-based interface
- Create content-rich sites and offers "product reviews" that promotes related products via your affiliate links.
- Modify the ebooks and sell them of course.
- Mix and match all 3 of the above!

If you want to find out more ways to profit from PLR content, I recommend Martin's "[Unlock The Secret of Private Label eBooks](#)" ← click on the link to view.

I'll be launching <http://www.theprivatelabelclub.com> on 7<sup>th</sup> February.

Membership is open to all who joined one of these sites:

1. Private Rights Success <http://www.easybiztools.com/rc/prs.php>
2. Self Improvement Millionaires <http://selfimprovement-millionaires.com>
3. Health Niche Products <http://www.easybiztools.com/rc/health.php>
4. Monthly Niche Products <http://monthly-niche-products.com>

It will be a private membership club where I'll share the strategies that I personally use to maximize these PLR sites for maximum profits. It will be interactive in nature and you can ask questions ☺

### 2. Membership Programs

Which would you choose?

- One time sale with a \$97 profit OR
- A recurring \$10/mth commission?

At first glance, the \$97 sale may look more appealing, but you need to remember that you have to continually “work” (i.e. marketing, promotions, jvs, etc) in order to continue getting those \$97 sales.

On the other hand, with a recurring commission – you do the work (marketing, promotions, jvs, etc) ONCE – and you get paid \*forever\*.

So, in the long run, it makes more sense to select the \$10/mth commission.

HOWEVER, those \$97 sales are important as they provide the necessary cash-flow to your business. Get as many of those \$97 (or \$27, \$47) sales as possible, BUT at the same time, work on those programs that offers “recurring commission” deals.

Here are a few good examples of such sites:

- Web Hosting – <http://easybiztools.com/rc/3spf.php>
- Autoresponders – <http://wbs.aweber.com>
- Various Membership Sites offering coaching programs, newsletter subscription, private label rights content, etc.

The most important criteria is that the membership sites that you promote offers excellent value for the members – otherwise, they will drop out (along with your recurring commissions)

**TIP:**

When promoting membership sites – you need to survey the market – who are your competitors who are also promoting these sites? Who are the potential members?

How can you value-add to the offering?

Always put yourself in the potential customers’ shoes – what would you want from these membership sites? Are you able to provide it for them?

Here’s an example: <http://www.theprivatelabelclub.com> where I value-add to the PLR sites that I promote.

## **Your Action Plan.**

My dad's favorite quote is this:

"The journey of a thousand miles begins with the first step!"

That is good advice. Will you take that first step?

- Set yourself a Goal
- Create/Follow a Blueprint or Roadmap
- Take Action
- Persevere!

If you'd like to join me in profiting from Private Label Rights content, please visit:  
<http://thepriatelabelclub.com>

***Wishing All  
Success!  
Adrian Ling***

<http://thepriatelabelclub.com>

