



www.KyleClouse.com

Make More. Work Less.

“The Only Difference Between A Rich Person And A Poor Person Is How They Use Their Time.”

-Robert Kiyosaki



This action plan is designed to help you boost your online credibility and establish yourself as a leader and online marketing expert, even if you're brand new! (Not to mention you can drive mass amounts of high quality traffic to your site, with this plan).

There is a weekly action checklist for you on the last page. Print it off, photocopy it and keep it at your desk. Post this outline near your computer so you can stay on target each week.

If you have questions, email me at skclouse@gmail.com. No question is too big or too Small!

Remember:

- You will learn by doing.
- There will never be the “right” time. Dive and take action today.
- Your goal is to get this done as quickly as possible. Time yourself to get each task done within the “target time.”
- Stay focused. When you're going through your weekly checklist, each task should be the only thing you're doing. Turn off your IM, your phone, and don't check your email in between tasks.
- The more consistent you are, the faster you will become with each task.
- Don't stress about having everything perfect. You want to make sure your materials are professional, but people will appreciate the fact that you are real!
- Keep a weekly time log for one week, with what you do and how long it takes you. This will allow you to see on paper where your time is being spent. You will learn how to replace the non-money making activities, with money-making activities.
- You are the CEO of your own company! This is YOUR business...a REAL business. Make sure you're spending your time accordingly.
- Sticking with this plan will help you build an asset for your business. It can continue to bring you traffic for months to come if you are consistent. It will also make your paid advertising campaigns much more effective, as those leads will begin to see you as the leader that you are!

Provided By Clouse & Associates, LLC ©

www.KyleClouse.com



Weekly ACTION Plan



2 Press Releases / Week

- Keyword Driven
 - Put your keyword in the title once and in the body 3-4 times (no more).
- Build Credibility and Authority
- Distribute through: webwire.com, prlog.com, prweb.com, 24-7pressrelease.com
- For examples of press releases, check out the home page of www.webwire.com or www.prweb.com
- **Target Time = 20 min/press release**



>> Difference between a press release and an article: A press release is announcing a SPECIFIC event (i.e. the launch of your new business). An article is sharing how-to information, or opinions (i.e. 3 most important things to look for in a home based business).

5 Articles / Week



- Keyword Driven
- Feed the Content Monster (Google)
- Goal: 20 minutes per article. We're not here to win awards - just get it done! (But please check your spell-check and double-check that your URL is correct. It can be very costly if it's wrong)
- Provide value, value, value! Get educated on a certain topic in Network Marketing and write on that. i.e. Sponsoring, advertising, overcoming objections, etc. Go to www.BlackBeltRecruiting101.com and GET Mike Dillard's course on sponsoring. **Invest in your education.** This is critical.
- Give people your million-dollar idea for free, they will happily buy your \$20,000 idea.
- **Target Time = 20 min/article**

2 Blog Posts / week



- Use Wordpress.com or .org
- This is one of the first places Google looks for great content.
- Use Keywords and Tags
- Post Videos to your blog
- Ping
- **Target Time = 10 min. max / post**



1-3 Videos / Week

- YouTube
 - Use keyword in description / tags
- Traffic Geysers – Get Traffic Geysers at www.OrderTrafficGeysers.com.
 - Distributes your video to top social bookmarking sites, podcasting directories, and video Sharing sites - and you only have to upload your video once.



Target Time = 30 minutes / video

2 Broadcast Emails / Month

- Establish relationships with your list
- Lifestyle, lifestyle, lifestyle! “2 months ago, I was probably just like you! Looking for a better way. I’ve found it. I know have a business I can work from anywhere in the world with just my laptop. You can have the same!”
- Explode Your Pipeline - you’ve already paid for the leads in your Aweber account! Start building a relationship with them so you can bring them on as new team members. If you don’t already have an Aweber account, go to <http://aWeber.KyleClouse.com> and get one. This is your auto responder and will keep you in contact with your leads.
- **Target Time = 20 min max / video**



15 min/day Social Networking Sites (MySpace, Facebook, Twitter, etc...)

15 minutes networking. Go to www.NetworkMarketersResourceCenter.com and join this new social network that monitors spam users and provides useful tools and knowledge.

- Add Pictures, videos, links, blog - make it all about YOU!
- Avoid making your site like “The Las Vegas Strip Gone MLM!”

Target Time = 15 min/day



1 Squidoo Lens / week

- Use already-written article
 - Take 5 minutes to rework content
- Break up into 3 sections
 - Intro + 3 main points + summary + specific call to action (i.e. Click Here, Visit Here, Do this, etc.)
- Add images
 - **The eye is drawn to images. Use them!**



Target Time = 25 min / lens

Questions? skclouse@gmail.com



Weekly Checklist

Week of: _____

Activity	Mon	Tues	Wed	Thurs	Fri
2 Press Releases					
5 Articles					
2 Blog Posts					
1+ Video					
Broadcast Email					
Social Networking					
Squidoo					

Notes: _____

Week of: _____

Activity	Mon	Tues	Wed	Thurs	Fri
2 Press Releases					
5 Articles					
2 Blog Posts					
1+ Video					
Broadcast Email					
Social Networking					
Squidoo					

Notes: _____

