

**Set Yourself Up For**

**New  
Years'**

**Profits**

**How to plan a  
prosperous New  
Year**

**by Angela Wills**

## About the Author:



Angela Wills has been working on the internet since 2002. She runs [Internet Profit Planning](#), a business that provides internet marketing services to small business owners and also [Article Mojo](#), a ghostwriting service providing content for websites, blogs and more.

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### PRINT THIS REPORT

Take a minute now to print off this report, so you have it handy when you're ready to take action!

**Know Someone Who'd Enjoy This Report?  
Pass It On! :)**

Earnings Disclaimer: No guarantees are made to the amount of income you can make by following the suggestions in this guide. This report is for information purposes only. This report is not intended to replace any legal advice or counsel.

# **Set Yourself Up For New Years' Profits How to Plan For a Prosperous New Year**

**Written by Angela Wills**

The New Year is just around the corner, do you have plans to **take your business to the next level?**



If not, don't worry, this report is full of great ideas to get started planning your profits for 2008!

Sometimes we get so distracted doing 'busy' work in our business, we forget to focus on building our income.

This report **isn't** about easy ways to make quick income online and get rich with barely any work. So many people will lead you to believe that making an income on the internet is easy, and you just need the 'secret' formula to get rich. In my experience there's no such formula, except for hard work and lots of trial and error.

This report is all about focusing on real income-producing tasks that will help you grow your business and have more freedom.

## **Here's what you'll find in this report:**

- Action Steps to Pull More Profits in 2008
- Marketing Plan Checklist

Let's get started:

## **Action Steps to Pull More Profits in 2008**

Before we get into the list of action steps you can take to pull more profits out of 2008, I want to mention that you shouldn't try to do all of these things at once.

If you don't have any of the systems below set up, pick one to start with.

You can work your way down the list but don't move on to the next until you've completed everything you can with each task.

It's so important not to split up your focus and try to do so many things at once, you'll only end up spinning your wheels. I've done this on many occasions, so trust me, it doesn't work!

## **Keyword Research**

Keywords are number one on this list for a reason: they are important to everything you do online. You need to know your keywords and you need to be constantly updating your keyword list.

Why?

Because you shouldn't be **guessing** about what your potential customers or clients want, you need to **know what they want** in order to profit in your marketing efforts. And one way to know clearly what they want is to know what they are searching for.

You'll find tons of places to go to do your keyword research, but one site that is recognized widely as an authority on providing quality keywords is Wordtracker.

You can use Wordtracker's free keyword tool here:

<http://freekeywords.wordtracker.com/>

You can get the paid version (which offers hundreds more keywords) here:

[Wordtracker.com](http://Wordtracker.com)

## **ACTION STEPS FOR NEW YEARS' PROFITS**

- Go to Wordtracker and find a list of at least 300 keyword phrases for your business.
- Use keyword phrases in new: website pages, blog posts, articles, image tags.

### **Newsletter/Mailing List/Autoresponder**

If you haven't already started building your mailing list, this is one to start on NOW.



A mailing list is a list of people who signed up to receive your mailings, such as newsletters, ecourses, ebooks, and other emails. There are many benefits to having a responsive mailing list.

The best way to manage a mailing list is through an autoresponder service. When you sign up for such a service, you can create a list and load email messages into it.

When someone signs up for your list, they will automatically start to receive the messages you have already written. Each person will receive message 1, and the autoresponder will continue to send the messages in the order you selected.

You can also send out broadcast messages, which go out to your entire list at once. This is great for sending out your newsletters or timely messages.

While the main purpose of having a mailing list is to promote products or services, your visitors will be eager to sign up for them if you provide helpful information.

If you already have a mailing list, now is a great time to plan your goals for the new year with that list. Go through all your existing autoresponders and look for your call to action. Don't have one? Make sure you get a call to action set up on each message.

Every message you send should ask your readers to either buy or get more information. Be careful not to ask them to buy too often, though, or they'll leave because they're sick of being sold to.

## **ACTION STEPS FOR NEW YEARS' PROFITS**

- Add an autoresponder to your list of at least 8 messages with a call to action for your readers.
- Go through your existing messages and do a thorough checkup to make sure each message prompts the reader to take action.

## **Blogging**

Blogs have been around long enough now that most people know what they are and a large percentage of small business owners have found ways to use blogs as part of their web presence.



Blogs make adding fresh content easy. Posting to your blog is as easy as writing an email. You don't need any special skills or web design knowledge.

Blogs help to pull traffic in a new way. Blog posts are distributed by RSS (Really Simple Syndication) feeds. Blogs also help to pull traffic through the search engines as each blog post creates a new page of content.

*Adding audio and video is easy when you have a blog, and these can be great ways to establish your credibility online.*

If you already have a blog, there are likely improvements you can make to continue to establish your expertise and build relationships through it. Start planning your blogging schedule for the new year now, and you'll have plenty of content to feed the search engines through 2008.

## **ACTION STEPS FOR NEW YEARS' PROFITS**

- Plan your blogging schedule – get out a calendar and starting writing ideas down on dates. Note holidays that you can pull into your blog content.
- Plan to post once a day for at least 30 days. This will give you lots of great content coming into the new year.

## **Information Products**

Everyone has information to share.

Whether you are currently selling a service, a physical product or doing affiliate marketing online you have knowledge you can sell as an information product.

Selling information products is one of the easiest way to increase your profits online.

Don't expect to just write up an information product that will sell like hotcakes, though. You need to build up many of the other action steps in this report before you will see information products working for you.

Having a mailing list to promote your product to is a great way to get started. An affiliate program is another very effective way to get your information product out there.

Something you can do right now to start working towards your first information product is to start writing down everything you do in your business. This will take some time at first, but will be **well worth the extra effort.**

Before you know it you'll have a lot of content you can add to an information product or use to create one.

## **ACTION STEPS FOR NEW YEARS' PROFITS**

- Start a new folder on your desktop labeled 'information product' and writing everything down in appropriate files.
- Write a 7-15 page Special Report in less than one week.

### **Affiliate Program**

If you are selling something online, you need an affiliate program.

There are only 24 hours in every day, and there is only so much of that time you can spend working.

What if you had 10 times that in a day, or 100?

This is what having a team of active affiliates can do for you – **multiply your time!**

Just starting an affiliate program is not enough. So, if you've already started one and think you're done, think again. If you haven't started an affiliate program now is a great time to start planning how you will provide your affiliates with all the tools they need to promote your products or services.

One of the best ways to set up an affiliate program is to use a shopping cart system that is set up to handle an affiliate program as well. That way you don't need to worry about making sure your tracking matches up with the sales, it's all in one spot.

Two great shopping carts that also offer affiliate programs are [1 Shopping Cart](#) and [WAHMCart](#).

## **ACTION STEPS FOR NEW YEARS' PROFITS**

- Set up your affiliate program and add 1 resource per week for the next 2 months.
- Contact 3 people per week about being affiliates.

## **Audio & Video**

Audio and video are excellent tools to use to establish your credibility online, which in turn will help increase sales.

You can incorporate audio and video into any business model.



There are a few great quality audio providers out there. They work like this: You record an audio clip by phoning into a number provided by the audio company or upload a clip recorded using your computer microphone. Then you get the code for your clip and place it on your website.

That's it! Now your website come alive with the sound of your voice.

If you put an introductory audio right below a picture of yourself your visitors will get the feeling that they are being welcomed to your site personally.

The same goes for video, except in this case people actually get to see a real live clip of you telling them about your site, products and services.

A great program for recording audio is Audacity, that you can download for free. Google 'Audacity' and you will find it on the Sourceforge site to download. To play the audio from Audacity you will need a program like Audio Acrobat, or another web player. If you blog you can download the Podpress plugin for free to play audio on your blog.

To record video you'll need a video camera. You can buy video cameras in all price ranges.

The important thing to remember is to let people know what is in it for them, and who you are to offer it to them. You don't have to already be highly successful for this to work; you just have to be real!

Another way to use audio and video is podcasting.

Podcasting is one of the "hot" new things on the internet. Named after the Apple iPod MP3 player, podcasting refers to uploading MP3 recordings onto your website. Other people can download these into their MP3 players or listen via the internet.

A podcast is similar to a blog, or weblog. Instead of reading your words, however, with a podcast people can listen to them. Many podcasts have a format similar to a radio talk show, where the host gives their thoughts and opinions on a given topic; some also interview guests or include a roundtable discussion with others.

### **ACTION STEPS FOR NEW YEARS' PROFITS**

- Download Audacity and record an intro audio for your website or blog.
- Start a weekly 15-minute podcast on your blog that will showcase your expertise.

### **Content**

You know how important content is to your online business.

Without content the search engines won't find you.

Without content your visitors won't be interested enough to come back.

Without content you won't have blog posts.

Without content you won't make sales.

You can write the content yourself, buy PLR (Private Label Rights) articles, or hire a [ghostwriter](#), just as long as you keep adding content.

### **ACTION STEPS FOR NEW YEARS' PROFITS**

- Write (or hire someone to write) 1 article per week.
- Add at least 1-5 pages to your website per week.
- Write (or hire someone) 3-5 blog posts per week.

## **Outsourcing**

There is a point where your business can no longer grow unless you get help. It's just a simple fact that you can only work so many hours in the day and if you want to grow your business you need help.

The term "outsourcing" refers to hiring others to complete a portion of your business workload. While this is a great way to free up some of your time or complete projects you are not necessarily skilled in, outsourcing some of your tasks can also help your business grow by leaps and bounds.

Finding someone to outsource your work to doesn't have to be difficult. If you belong to a message board or forum that is business focused, you can ask other members that you know and respect for referrals. You can also go to any other entrepreneurs you know who outsource and ask them for referrals.

### **ACTION STEPS FOR NEW YEARS' PROFITS**

- Write up instructions for tasks you can give to a virtual assistant or freelancer.
- Start outsourcing tasks you don't like or need to do – even if you only start with 1 hour per week.

The above action steps should give you some good ideas for building your income in 2008. As mentioned above, don't try to do them all at once. Use the checklist below to determine which tasks you should work on first. Once you successfully complete the first task, only then should you move on to the next.

Wishing you the very best new year and hoping you take action on all your plans and explode your business!

*Angela Wills*

ps. If you're ready to seriously build your income in 2008 then you're going to need help! Visit [NewYearsProfits.com](http://NewYearsProfits.com) to get personalized marketing coaching.

# Set Yourself Up For New Years' Profits Checklist

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