

# *“BluePrint 200x”*

*A Roadmap to Your Online Success!*

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## *BluePrint 200x - 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 we begin, it is always good to take stock and review our current situation. 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. But don't spend too much time here ok? We don't want to get depressed do we? Let's move forward instead of backwards ☺

(\*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.

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### **"*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.

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A screen shot of how it looks like on paper:

The image shows a handwritten table titled "Projects" with the following columns: Projects, Estimated Days to complete, Level of Difficulty (1-10), # of resources required, Action Steps, and Profitability level (1-10). The table lists 13 projects with their respective details.

Projects	Estimated Days to complete	Level of Difficulty (1-10)	# of resources required	Action Steps	Profitability level (1-10)
1) AdSense System - 90%	2	5	programming		7
2) Revamp Longfistrolls - 0%					
3) Start Portal - for the classless - 0%					
4) Podcasting Made Easy - 50%	5 days				
5) Revamp/Start Paul Myers - 0%	20 days	5	sales copy video development	n. article	6 (1.2)
6) Free Credit Card System - 0%					
7) VOIP < instant forms > < library > - 0%	20 days	7	sales copy video with telephony detail software	sales copy	8 (1.15)
8) Webcam streaming - 0%	45 days	7	opt. with software programming	sales copy research conductor	9 (1.3)
9) Viral Host Marketing - 0%	30 days	8.5	article - good report	sales copy good report	8
10) Personal AdSense Sp - 5%	20 days	6	templates keywords traffic	articles	6
11) Custom Mail System - 0% (SMG - data feed)	30 days	7	building the mail consumer market with software		
12) The Lazy My System - 0%					

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.

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.

**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)

## **“Special Bonus: 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!

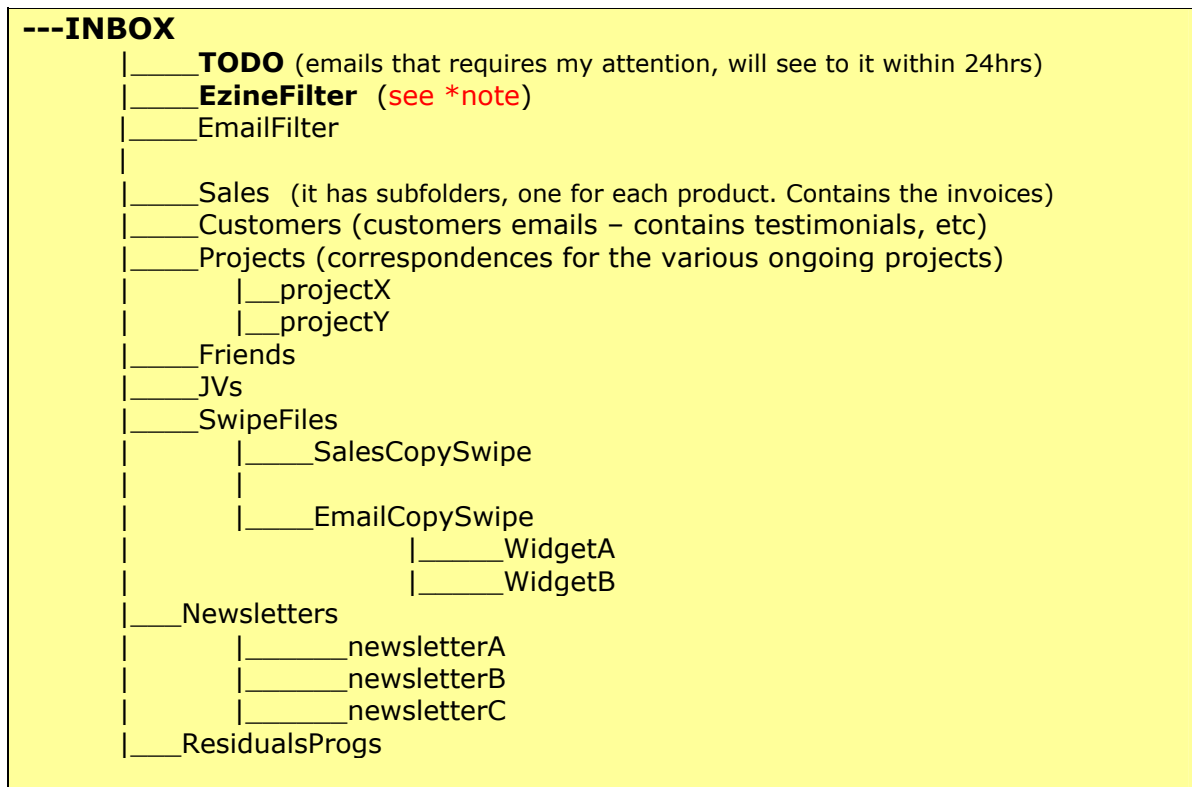
I've tried many “systems” to manage my inbox – without much success. At the end of the day, you'll have to create your **own** system that works for you. Here's how I do it.

- Organize your inbox into multiple folders.

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Here's a simplified view of my inbox folders:



### **\*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.**

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### **\*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 2hrs. 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!*

***Wishing You  
All Success in your  
Online Ventures!***

***Adrian Ling***

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