

WordPress Lessons

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What we will accomplish in today's session

- > Compile your list of talents and interests***
- > Check profitability of the various topics***
- > Create a keyword list for your new blog***

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Your talents and interests

Make 3 lists

- ✓ Things you enjoy doing***

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Your talents and interests

Make 3 lists

- ✓ *Things you enjoy doing*
- ✓ *Things you have learned throughout your life*

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Your talents and interests

Make 3 lists

- ✓ *Things you enjoy doing*
- ✓ *Things you have learned throughout your life*
- ✓ *What do others ask you about*

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Picking your initial niche

- ✓ *What crosses more than one list?*
- ✓ *What excites you?*

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Profitability – Step One

*Google – Check the ads
No ads go to choice 2*

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Are there products?

Check the following to start

*Clickbank
Link Share
Commission Junction*

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Keyword Research

Using free word tracker

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Keyword Research

- ✓ *Using free word tracker*
- ✓ *Getting more in depth and why*

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Using Free Word Tracker

- .Submit your main topic
- .Use the top words to drill further

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Keyword Research

- ✓ *Using free word tracker*
- ✓ *Getting more in depth and why*
- ✓ *Keyword Country*

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**Using Keyword Country
Needed for AdSense
Video at Video For Beginners
Sort by cost and use a minimum**

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Summary

- .Self assessment – Make 3 lists
- .Profitability – No ads probably no money
- .Products – Check the various vendors
- .Keywords – Drill down then check profitability

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What is involved

- ✓ *Getting your blog set up properly*
- ✓ *Posting for the greatest effect*
- ✓ *Generating traffic consistently*
- ✓ *Testing and tweaking*
- ✓ *Weekly Q and A call for each topic*
