



Module Five Checklist

Module 5A – Niche Marketing

- Establish your target market
- List five (5) competitors
- List five (5) demographics
- Explain what makes you different than your competition

Module 5B – Creating a Wordpress Website

- List ten (10) words for your domain name
- List five (5) possible domain names
- List five (5) possible hosting companies

Module 5C- Email Marketing

- Three (3) important requirements to you in an email marketing service
- List five (5) possible email marketing services
- List three (3) free giveaway ideas
- List four (4) ways to establish your web presence
- Game plan for establishing your web presence

Module 5F – Blogging

- List three (3) possible subjects for your blog
- List three (3) blogs to post comments
- Explain the purpose of your blog
- Write your first blog

Module 5G- Social Media

- Open a Facebook account
- Open a LinkedIn account
- Open a Twitter account

Module 5H – Creating a Product Funnel

- Establish the problem or question your product addresses
- List two (2) free products for your product funnel
- List four (4) additional products
- List two (2) large ticket items
- List two (2) products you can upsell or cross-sell

Module 5I – Search Engine Optimization

- List ten (10) keywords relevant to your website
- Research and narrow keyword list
- List five (5) quality websites for inbound links
- Create two (2) descriptive inbound links and identify anchor text
- Create a description for your website

Module 5J – Creating a Referral Program

- Create two (2) lead offers for your referral program

