



Your online business idea (0)
(for a site, blog or squeeze page for example)

Pick a good domain name (1)
(it must be short, memorable, easy-to-spell and descriptive)

Optimize it for search engines (6)
(optimize your content and build inbound links)



Choose a hosting provider (2)
(the one that best fits your hosting and marketing needs)



Generate traffic and leads (7)
(with list builders, system mailers, traffic generators...)

Choose an autoresponder (3)
(to communicate with your list on autopilot)

Study your analytics (8)
(to analyze and improve your presence and campaigns)



Set up your site or blog (4)
(WordPress is highly recommended)



Rebrand the eBook (9)
(add your own links and give it away to your subscribers)

Create quality content (5)
(fresh, unique content that brings value to visitors)

Email your list (10)
(with value-added content and links to your online presence)

