Action Guide

Doctors Extreme Internet Income Coaching

By Ben Cummings
http://doctorsextremeincome.com/members/

Private

Module #1,
Affiliate Essentials Training

Action Guide

01. Automatic Success Mechanism

"The Success Mechanism works best when two things are in the tank"

★ **With Imagery**

★ **With Feelings**

Instructions:

I want you to READ each question below. Then I want you to close your eyes, and picture yourself AS IF you are already at the destination.

And just let the answer come to you. And then when an answer appears, immediately write it down. Be as descriptive and specific as you can.

Five Questions:

★ **What's the most important GOAL that you want to achieve during this course?**

★ **How will you KNOW when you've achieved that goal?**

★ **What will the result be or what will it look like?**

★ **How will you FEEL when you've achieved the goal?**

★ **One year from now, what needs to have happened for you to feel happy with your progress?**

Action Guide

02. Setting Up Email (the Right Way)

Set up ONE centralized gmail email address.

You will funnel all OTHER emails to this one address.

★ **Sign up for a FREE Gmail Email address**

★ **Name this email with a "management sounding name". Such as: joebaileypublishing@gmail.com**

★ **STOP using an aol email address (if you have one)**

★ **In Gmail, create the following Labels:**

Orders
Refunds
Purchases
Projects (outsourcers)

★ **Go to Google Docs and create a Master Spreadsheet. Place all new emails, Usernames and Passwords on this ONE centralized document**

Action Guide

03. Setting Up Gravatar

Set up your free Gravatar.com account and upload your picture. Now your branded image appears next to your content throughout the web.

- ★ **Go to Gravatar.com and sign up**

- ★ **Register for Disqus.com**

- ★ **Make a Comment on the DEII Community and participate**

- ★ **I try to answer posted questions Tuesdays and Thursdays, unless it is a holiday or I am traveling**
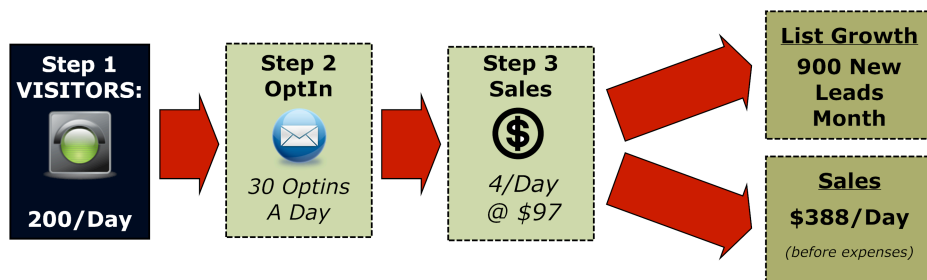
04. Affiliate Marketing

Register yourself as an Affiliate at the three biggest affiliate sites.

- ★ **Go to http://Clickbank.com and sign up**

- ★ **Signup as a Publisher at http://CJ.com**

- ★ **Signup as an Affiliate at http://shareasale.com**

- ★ **Find direct affiliate programs by searching on Google for "Product Name + Affiliate Program" and signup with products/services you use and love**
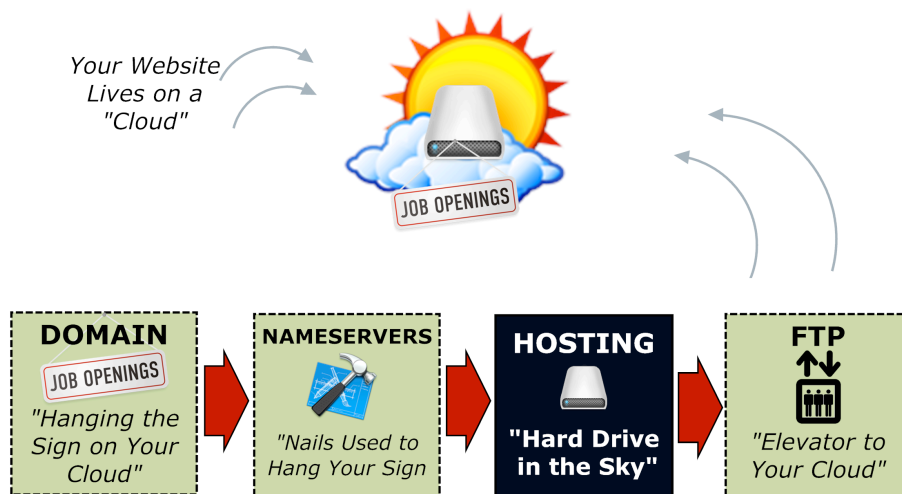
Action Guide

05. The $100 Day Formula

Is it REALLY possible? Yes, this business is possible and you can do it. I am living proof. On this video I had ONE goal: To give you a sneak peek behind my $100-A-Day micro-site formula. I hope it gets you excited and instills the belief that this business IS really possible.

Step 1 VISITORS: 200/Day → **Step 2 OptIn** *30 Optins A Day* → **Step 3 Sales** *4/Day @ $97* →

List Growth 900 New Leads Month

Sales $388/Day *(before expenses)*

06. Hosting Demystified

You only have to understand the Cloud Business metaphor and you will understand all you need to know about how Hosting, Domains, Nameservers and FTP works.

Your Website Lives on a "Cloud"

JOB OPENINGS

DOMAIN JOB OPENINGS *"Hanging the Sign on Your Cloud"* → **NAMESERVERS** *"Nails Used to Hang Your Sign"* → **HOSTING** *"Hard Drive in the Sky"* → **FTP** *"Elevator to Your Cloud"*

Action Guide

07. Domains and Nameservers

Buy a "hub" domain and open a namecheap account.

★ **Go to http://namecheap.com and find a domain name such as BensBluntReviews.com. Just make sure it is generic sounding.**

★ **Choose to enable free WhoisGuard to protect your privacy**

★ **Choose "Use Our Free Name Servers." (we will edit this later but for now select this option)**

★ **Update your Master Spreadsheet with your namecheap.com login and password details, and add your new domain as a tab.**
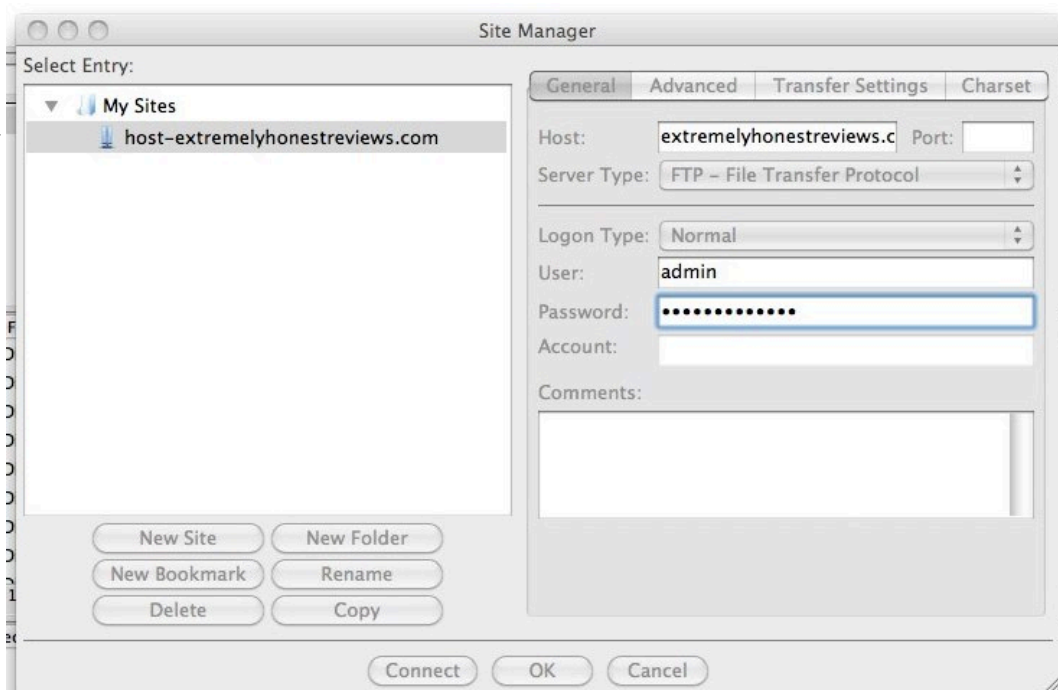
08. Hosting Made Easy

Click here to go to hostgator: http://hostgator.com

★ **Choose View Web Hosting Plans -> Sign up for BABY PLAN**

★ **Update your Master Spreadsheet with your Hostgator Billing UN and PW. As well as your Hosting cpanel URL, UN and PW.**

Action Guide

09. FTP Simplified

Download [Filezilla here](#).

★ **Enter your FTP settings for your new hostgator hosting account.**

★ **Choose File -> Site Manager -> New Site. Enter your FTP details (from your Master Spreadsheet) so it looks similar to this:**

Action Guide

10. Install Wordpress

This can be done in 1 minute using the HostGator cpanel (control panel).

★ **Log into your hostgator cpanel using the information on your Master Spreadsheet.**

★ **In cpanel go to Software/Services -> click Fantastico De Luxe -> click Wordpress -> click New Installation**

★ **SETTINGS:**
Install on Domain (leave it set to default. You should see your top level domain selected)
Install in Directory -> leave this empty
Admin Access Date: Where it says Administrator-username, type "admin" (without quotes.
Password -> type a password that is hard for others to figure out
* Update your Master Spreadsheet with your admin and password.
Admin nickname: type your name, eg. Ben Cummings
Site Name: leave it as is
Description: type something like, "I provide product reviews on this site."
Click Install Wordpress

★ **Where it says enter an email to be sent a copy of the UN and PW, enter your email and have those details sent to you. This way you have a record of your wp-admin UN and PW in gmail as backup.**

Action Guide

11. Install a Theme

There are two *necessary* purchases you will need to make. I consider them almost mandatory if you want success in this business.

★ **Create a Branded email address and forward it to your gmail.**

**Go to cpanel -> Email Accounts -> create an email, change Mailbox Quota to Unlimited, click Create Account
Click Access Webmail -> Forwarding Options -> forward to your centralized gmail address
Test that it works!**

★ **Go to Thesis Theme and purchase the Thesis Theme (*important - make sure you buy the Developers version since you will be building numerous sites with it).**

★ **Go to http://wptwin.net and purchase this software. I will show you all the eays that we will be using it later in the program. It does site backups, allows you to clone your sites in minutes, and is how I will be delivering my three high-converting Wordpress Templates.**

★ **Install Thesis Theme on your Wordpress Site:**

1. Using Filezilla, upload the new Thesis folder to your /wp-content/themes folder.

2. Locate the /custom-sample folder and change its name to /custom.

3. Locate the layout.css file inside your newly-renamed /custom folder, and change its permissions to 666.

11. Install a Theme

4. [optional but highly recommended] If you'd like to give Thesis the ability to auto-crop thumbnail images for you, then you'll want to change the permissions of your /custom/cache folder to 775.

5. Inside your WordPress dashboard, go to Appearance → Themes, and then activate Thesis.

★ **Install WPTwin**

Filezille -> public_html folder -> Drag and drop the "wptwin.php" file into filezilla

Back up youur website by going to:
http://yourwebsitename.com/wptwin.php
Click Clone This Site -> Download this file to your Deskptop
Click Delete Clone button.

Done!

★ **Optional: Go to http://dropbox.com and get a free account that allows you to store up to 2gig of files. Store all your wordpress themes, plugins and backups/clones in your dropbox folder so you can access it from anywhere, anytime. (That's what I do!)**

Action Guide

12. Setting up Autoresponder

This is another "necessary" tool that you really cannot operate your business without. Again, I consider this almost mandatory for serious affiliate marketers.

★ **Go to Aweber and signup for their service. For now choose the lowest priced option.**

★ **Update your Master Spreadsheet with your Aweber UN and PW details.**

Ok, now take bold and consistent action.

I promise that the homework steps outlined in this Action Guide are relatively painless.

You know what to do. Now, go do it!

Take action. And prosper .

Regards,
Ben