

## The Ultimate Internet Business Checklist

**Instructions:** Read through each item on the checklist, and check off the ones you've completed, or do on a regular basis. Then get busy on the items you haven't done!

<b>My Business Goals:</b>		<b>Notes</b>
- I've taken the time to clearly articulate what I want my online business to do for my life.  (Examples: I want my online business to provide me with more opportunities to travel; to spend more time with my family; to work for myself; to provide a base income so I can do the work I love without worrying about money; etc.)	<input type="checkbox"/>	
<b>My Target Audience:</b>		
- I've selected a target audience (or target niche) that my online business will serve for years to come	<input type="checkbox"/>	
- I've done my market research to understand the wants, needs, challenges, desires, aspirations, and pain points of my target audience	<input type="checkbox"/>	
- BONUS point: I know the language that my target audience uses (words, terms, product names, etc.) when describing their problems.	<input type="checkbox"/>	
<b>My Offers:</b>		
- My products (or the affiliate products I promote) reflect the market intelligence I've gathered from my target audience. In other words: I only promote products that I KNOW meet the needs of my target audience.	<input type="checkbox"/>	
- I've created at least one freebie that I can give to my visitors when they visit my site, in exchange for their email address	<input type="checkbox"/>	

Need help taking your online business to the next level? Then consider joining my [Niche Sherpa Video Coaching Course](#), or take a look at my [One-On-One Coaching Program](#)!



My Traffic:		Notes
- I understand the basics of search engine optimization. (Good resource: <a href="#">SEOMoz's Beginner's Guide to SEO</a> )	<input type="checkbox"/>	
- I do one thing (small or large) each day to get more free traffic to my site(s).	<input type="checkbox"/>	
<b>My Website:</b>		
- I use <a href="#">Wordpress</a> to build my sites on, and have looked into Wordpress themes like Socrates and Thesis to build my site(s)	<input type="checkbox"/>	
- I have read <a href="#">The Ultimate Heatmap</a> to learn which spots on my website are most likely to get the highest clickthrough rate	<input type="checkbox"/>	
- I have an email opt-in box on my website. In that box I offer a free gift (report, e-course, etc.) in exchange for a visitor's email address	<input type="checkbox"/>	
<b>My Relationship Building Strategy:</b>		
- I've created at least one freebie that I can give to my visitors when they visit my site, in exchange for their email address.	<input type="checkbox"/>	
<p>- I've created an <a href="#">autoresponder series</a> of at least 20 messages. That series includes a mix of helpful, useful content, and respectful pitches to buy my products or the affiliate products that I sincerely believe will help my target audience.</p> <p>(I don't have to create all 20 messages at once, but will strive to write all 20 - or outsource the writing - within one month of putting an email opt-in box on my site.)</p>	<input type="checkbox"/>	
<b>My Daily Productivity:</b>		
- I make a short list first thing in the morning of the tasks I want to accomplish during the day (1-3 tasks). Each of those tasks will contribute to the ultimate goal of my online business.	<input type="checkbox"/>	

Need help taking your online business to the next level? Then consider joining my [Niche Sherpa Video Coaching Course](#), or take a look at my [One-On-One Coaching Program](#)!