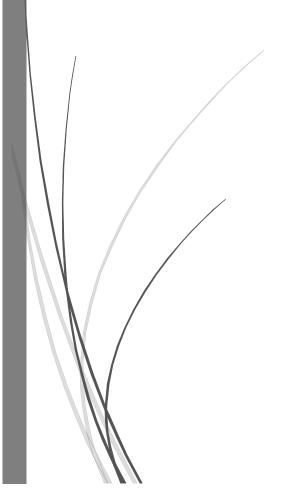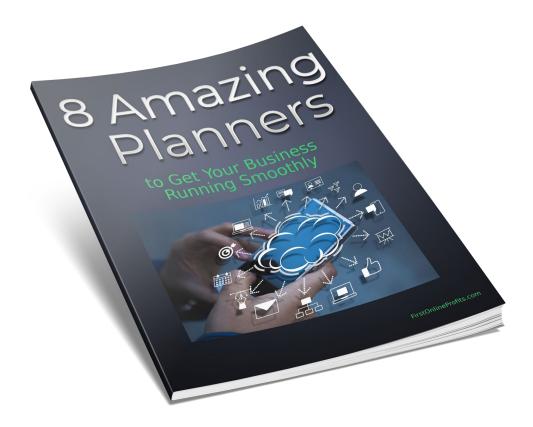# FirstOnlineProfit$

8 Amazing Planners to Get Your Business Running Smoothly

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Planner 1: Planning Your Business the Smart Way

Perhaps you're kicking around the idea of starting up a new business, or maybe you're already in the start-up phase. Let me ask you this: do you have a business plan?

If not, you're not alone. A lot of new business owners assume you only need a plan if you're going to ask for venture capitalist funding. But the truth is, every business owner should have a business plan – otherwise, your business is going to drift around aimlessly like a ship without a rudder.

So if you haven't created your business plan yet, then set time aside right away (as in, today) to use the following business planner…

Planning Your Business

The key to planning your business is to look at it from all angles. Answer the following questions to get a good feel for how to start and grow your business. Take note that you may need to do research to answer some of these questions.

Who is your primary market?

What niche or niches are you targeting?

List as much as you can about your ideal prospect. This includes characteristics such as:

- Age.
- Gender.
- Income.
- Education level achieved.
- Where they live.
- Their job.
- What they spend their disposable income on.
- Hobbies.
- Problems.
- What sort of solutions they've used to solve these problems.
- The shortcomings of these solutions.
- Reasons why their problem isn't yet solved. (Could be due to weak products, a problem with the person such as lack of motivation, etc.)
- Their fears.
- Their desires.
- What motivates them?
- List any type of jargon they use as part of their profession or hobby.

What evidence do you have that this is a profitable market?

What type of products and services are the people in your market already buying?

What are the bestselling products and services?

Who are the biggest competitors in this market?

How are these competitors reaching the market?

What are your competitor's strengths?

What are their weaknesses?

What are your strengths that will help you grow this business?

What are your weaknesses that may hinder your efforts?

What threats exist in the marketplace? (E.G., perhaps there are regulations that may make it difficult for you to do business.)

What opportunities exist in the marketplace? (E.G., perhaps you have a "green" business that builds goodwill.)

What types of products or services will you sell to your market?

What will be your flagship product?

How much will you charge for these various products?

How do you plan to acquire or create these products?

What are your expected product-creation costs per month?

How will you reach this market? (E.G., How will you drive traffic to your site?)

> *Note: Be specific here. Basically, you're going to design a marketing strategy, which may include using methods such as social media marketing, search engine optimization, viral marketing, blogging, other types of content marketing, joint venture marketing, affiliate marketing, offline marketing (such as issuing press releases, buying ads, doing events, etc), media buys and so on.*

What are your expected advertising costs per month?

How will you convert traffic into customers?

How will you turn first-time buyers into loyal customers?

What will your sales funnel look like?

How will you cross-promote products from within your sales funnel?

What types of upsells or other offers will you have on your order form?

How will you communicate with your customers? List all the channels. (E.G., email, phone, help desk, social media, etc.)

What are your expected start-up costs for this business, other than those listed above? Be specific and list all costs.

What are your expected ongoing costs for this business, other than those listed above? Be specific and list all costs.

Will you have employees?

    If so:

- How will you find them?
- What is your interview and hiring process?
- Will they be full time or part time?
- How much will you pay them?
- What sort of benefit package will you offer?
- Will they be in your office or telecommuting?
- What tasks will these employees perform?
- How will you manage and motivate them?

Will you hire independent contractors?

    If so:

- How will you find them?
- What is your interview and hiring process?
- How much will you pay them?
- What tasks will they perform?
- How will you manage and motivate them?

If you don't intend to hire any employees or freelancers, how will you build and grow your business?

Will you have a business partner?

What role will this business partner play in starting and growing your business?

What type of skills will this person have?

How much funding will this person bring?

What sort of joint ventures will you do with other people?

Where will you find these prospective joint venture partners?

How will you build relationships with these prospective partners?

What skills do you need to learn to be a better business person?

How and when will you work on acquiring these skills?

Where will you get funding to cover the initial and ongoing costs? Be specific.

When do you expect the business to become profitable?

What type of brand will you create for your business?

What is your brand-recognition strategy? (Be as specific as possible.)

How will you take care of you customers in a timely manner?

What are your six-month goals for your business? Be specific.

> *For example, what products will you have created? How much traffic will you be driving to your site each month? What will be size of your mailing lists? How many followers will you have on social media? How many customers will you have? How many sales will you make per month? What will be your gross profit? What will be your net profit? (And so on.)*

What are your one-year goals for your business? Be specific as listed above.

What are your five-year goals for your business? Be specific as listed above.

What is your exit strategy for this business? When will you exit?

Planner 2: Planning Your To-Do Lists for Maximum Productivity

Do you create to-do lists for your business? If not, this is something you should start planning on a weekly basis. What's more, you should have multiple lists, including daily, weekly, and monthly to-do lists.

This planner will help you develop these lists. Take a look…

Step 1: Creating the Initial Business Planner

Before you can create your to-do lists, you need to start by listing your goals. Answer these questions, being as specific as possible about the details.

What are your traffic goals for this week? This month? This year?

What are your product-creation (or acquisition) goals for this week? This month? This year?

What are your subscriber goals for this week? This month? This year?

What are your sales goals for this week? This month? This year?

What are your conversion goals for this week? This month? This year?

What is your traffic and advertising strategy? Be as specific as possible. You'll need to list out all the methods you intend to use.

What steps do you need to take to implement this traffic and advertising strategy? Again, be as specific as possible (e.g., "purchase Facebook advertising" and "write search engine optimized content").

What steps do you need to take to take to meet your subscriber goals? Be as specific as possible.

What steps do you need to take to reach your sales goals? Be as specific as possible.

What steps do you need to take to reach your conversion goals? Be as specific as possible.

What other goals do you have for your business?

What steps do you need to take to achieve these goals?

Step 2: Turning Your Planner into a To Do List

If you answered the above questions thoroughly, then you should have a detailed plan for your business along with the steps you need to take to achieve your goals. HOWEVER, it's likely that the steps are "big" steps.

For example, perhaps one of your steps is to "set up a blog." That's a big step that could take awhile to accomplish, especially if you've never done it before. So what you need to do is break up the big task into "bite size" smaller steps. This serves three purposes:

- Your to-do list will be more exact, so you'll know what to list for each day of the week.
- Your tasks won't seem as overwhelming, because all you have to do is focus on the small steps involved.
- You'll feel accomplished as you cross these small steps off your list.

So let me give you an example. Let's suppose your task is to "set up a blog." Here are the types of "bite size" steps you'd create for your to-do list.

- Brainstorm domain names.
- Purchase a domain name.
- Purchase web hosting.
- Change the domain name server (DNS) to point to your new domain name.
- Set up an email address through your new domain name.
- Download the WordPress installation files from WordPress.org.
- Install the files using the direction listed on the WP site.
- Go through the settings in the dashboard to customize the new blog.
- Select a new theme (design) for the site.
- Install the new theme.
- Customize the new theme.
- Select and install any needed plugins for the site.
- Create an "About" page.
- Create a "Contact" page.
- Create any other necessary pages.
- Delete the default "hello, world" page.
- Write your first blog post.
- Proofread the blog post.
- Find a graphic to go along with this blog post.
- Upload the post and graphic, and then publish it.

TIP: If you need to learn how to do a task, be sure to include research/learning and practice as steps.

Next, what you need to do is estimate how long each task will take. If you've never done a particular task before, then it's best if you over-estimate the time. For example, if you think a task takes about an hour, then give yourself two or three hours to accomplish it.

Now your last step is to create a monthly, weekly, and daily set of to-do lists based on the planner you've created so far. Since you've estimated approximately how long each task will take, you should be able to create daily to-do lists for the next month.

Here's what you do:

- Start by putting everything you want to accomplish in the next month on a master monthly to-do list.

- Prioritize these tasks according to which ones you want to accomplish first.

- Create four weekly to-do lists, being sure to put high-priority tasks in the first week.

- Break down your first weekly to-do list into a daily to do list, again being sure to put high-priority tasks in the beginning of the week.

- On the last day, add a task: "Create next week's to-do list." You'll always want to create your next set of to-do lists at the end of the week, as then you'll know if any tasks from last week didn't get finished (and thus need to be put on the lists for next week).

In Conclusion…

So, once per month you'll create your "master" monthly list and the corresponding four weekly lists (one for each week of the month). Then once per week you'll create a set of daily to-do lists for each day you work.

Keep these tips in mind:

- Be sure to include your "ongoing" tasks on your to-do lists. For example, if you're setting up a blog, then you only need to install WordPress once. However, you'll need to add content to your blog regularly, such as twice or more per week. So set aside time each week to work on these sorts of ongoing tasks.

- Prioritize by focusing on revenue-generating tasks. For example, if you have the choice of choosing a new theme for your blog or recruiting a joint venture partner, put the JV partner as a higher priority.

Set some time aside right now and start planning your lists – you'll be glad you did!

Planner 3: The Savvy Marketer's Guide to Planning Your Sales Funnel

Some marketers create a product, sell it, and then brainstorm their next product. Smart marketers, however, are always thinking several products ahead. They don't just brainstorm a product idea. Instead, they brainstorm an entire sales funnel. That's what this planner will help you do too.

Let's get started…

<u>Sales Funnel Planner</u>

What we're going to do is start at the entry point of the funnel and work our way through bigger and more expensive products. Answer these questions to help you plan your sales funnel…

Will you have a free entry point into your sales funnel?

What type of product will you offer as a lead magnet (AKA, the freebie used to get people onto your mailing list)?

What offer will you promote from within the lead magnet? In other words, what is your entry-level product?

How much will the entry-level product cost?

How will this free product naturally lead people to purchase a paid product?

> *NOTE: In other words, this is where you plan how to create a "useful yet incomplete" lead magnet that turns your readers or users into buyers.*
>
> *For example, you might offer a weight loss report that provides 27 weight-loss tips. To learn more, people would need to purchase the paid product to get a complete diet and nutrition guide.*

What type of initial autoresponder series will you upload to help convert subscribers into customers? Specifically:

- What primary offer will you focus on promoting?
- What secondary offer will you promote?
- How many messages in your initial series?
- What is the content of these messages? (E.G., "Five Secrets of Weight Loss," which is five emails that each share a secret and include a pitch for a paid product.)
- Will you use soft sell, hard sell, or a combination across the series?

What other low-priced entry-level products will be in your sales funnel? List them all here along with their cost. Be sure to note whether these are one-time fees or residual fees (such as monthly membership fees). Generally, these are products that cost from a few dollars to about $25.

What mid-level products will you put into your sales funnel? These are product that range in price from about $26 to $99.

What high-price (premium) products will you put into your sales funnel? These are products that cost from $100 on up.

What entry level services will you offer?

What mid-level priced services will you offer?

What high-priced services will you offer? (E.G., coaching and consulting.)?

Go through each of your products and answer these questions:

- What will you cross-promote from within each product?
- What will you upsell on the order form?
- What will you promote from the thank you/confirmation page?
- What will you promote in the follow-up series of emails you send to customers?
- What will you promote from within any associated membership sites, forums or other groups?
- What will you promote during live events?

What affiliate offers will you promote from within your sales funnel? List the products, their prices, and your commission rate.

Will you be shipping any physical products? If so, what will you promote in the "ride along" flyer that you include in all shipments?

Do you have any joint venture partners with whom you've agreed to do co-endorsements? This includes swapping product recommendations and links:

- Within products.
- On newsletter thank-you pages.
- Within the newsletter emails.
- Within lead magnets.
- On paid-product thank you pages.
- Within the paid products themselves.
- On ride-along flyers.
- In follow up emails.
- In upsells.

If you've made these sorts of co-endorsement arrangements, list the following:

- Where your product recommendations will appear on their sites. This will help you to decide the best product for them to promote. You want to choose something that is as closely related to their product or service as possible.

- Where their product recommendations will appear in your sales funnel. This is important so that you don't have areas on your site where you have a circus of advertisements. (You want to help people, not overwhelm them with pitches.)

Now that you've done a rough outline of your sales funnel, it's time to fine-tune it. Go back and look at your list of products. Ask yourself if they naturally lead into each other. In other words, are they tightly related so that someone who orders the entry level product will naturally also want the mid-prices and premium products as well?

If there isn't a natural flow, then go back the drawing board and fine-tune the funnel.

Here's a simplified example. Let's suppose you're selling blogging information. Your products might include:

- A variety of basic entry-level and mid-priced products which give people the basics of setting up a blog, driving traffic to it, creating content and monetizing it.

- A big-ticket homestudy course that offers in-depth and advanced training. This could even be a physical product, which tends to increase the perceived value.

- A one-week premium eclass that includes personal coaching.

- A membership site where people get access to new themes, blog plugins, PLR content and article templates.

- Ghostwriting services for content. (You don't have to do it yourself – you can be the "middleman," where you subcontract out these services to a group of reputable writers on your team.)

As you can see, anyone who enters the funnel at any point is likely to want to purchase additional products since they're all closely related, and they naturally lead to each other.

That's just one example. No matter what niche you're serving, you should seek to create a similar suite of products, and then actively cross-promote these products from within various points in your sales funnel.

So go ahead and set some time aside to work on this planner and sketch out your sales funnel. Be sure to also test products and campaigns as you insert them into the funnel so that your entire funnel converts as highly as possible.

Planner 4: Website Planning Made Easy for Small Business Owners

Your website could very well become the best salesperson on your staff, which is why it's so important that you carefully plan and design it. You need to plan the actual design, what your primary goal is, how you'll integrate your branding, and much more. Use the following website planner to get started.

<u>Website Planner</u>

Answer the following questions in as much detail as possible to begin planning your website.

What is the primary purpose of your website?

Who is the primary audience? (E.G., What niche market are you serving?)

List what you know about this audience. In other words, profile them so that you understand as much as possible about your ideal prospect. Include demographics and characteristics such as:

- Gender.
- Age.
- Relationship status.
- Do they have children?
- Education level.
- Income.
- Where they live.
- What kind of job they have.
- Their hobbies.
- Their problems.
- Their fears.
- Their desires.
- Their motivations.

What is important to your prospects with relation to your business?

For example, are they most concerned about a good customer service experience? Are they primarily concerned about the feeling of prestige your product offers? Are they interested in long-term results? Obviously, it depends on what you're selling, so write down all the factors that are important to your customers.

What are you selling?

Now go through each product or service individually and answer these questions:

- What are the features of this product? (The features are the "parts" of the product.)

- What are the benefits of this product? (The benefits are what the features do for the user.)

- What common benefit or benefits do all your products and services share? List the common ones here.

Now list the common benefits here that also match up with what is important to your customers.

NOTE: The reason for doing this is to help you develop or sharpen your unique selling position and/or your branding. The idea is to discover the overlap between what's important to your customers and which benefits your products, service (or business as a whole) provide.

What is the primary purpose of your website? That is, what is the #1 thing you want your visitors to do when they come to your site? For example:

NOTE: This is the overall goal of your site. Your individual pages may have slightly different goals, but for this question you need to determine what your #1 goal is for your website. This will help you design your site in a way that support your overall goal.

What are the secondary goals of your website? These may include items such as:

- Purchasing a particular product.
- Joining your newsletter.
- Sharing your content with others.
- Filling out an information request form.
- Calling your customer service or sales department to request more information, request a free sample, etc.
- Downloading and using a free app.
- Joining your social media pages, such as Facebook and Twitter.
- Scheduling a free consultation.
- Providing a testimonial.
- Providing a case study.
- Referring a friend.
- Signing up for the customer loyalty program.
- Read a sales page.
- Watch a video.
- Read an article.
- … and any other specific action you want your visitors to take.

Now that you know the overall primary goal of your site as well as the secondary goals, let's plan your website. Here are the types of pages you might have on your site:

- Home page.
- About page.
- Contact page (sometimes this is merged with the about page).
- Help / support pages. Sometimes these are merged with the contact page.
- Lead page(s).
- Sales page(s).
- FAQ (frequently asked questions).
- Privacy policy.
- Terms of service.
- Blog pages.

Go ahead and list all the pages you intend to have on your site.

Once you've listed them all, then take a moment to honestly assess each of your proposed pages. Ask yourself if they support your overall goals.

Next, go through each page of your site separately and define the following:

- The primary goal of each individual page.
- The secondary goal (or goals) of each individual page.

Now, as your design these pages, you need to do so with your primary goal in mind. If you give your visitors to many options and calls to action, they won't take any action at all. So be sure each page has one primary goal around which the page is designed.

Now before you start designing your site or run off to hire a designer, answer these questions:

Describe your branding. Specifically, what feeling do you want your brand to evoke? How do you want people to feel as they browse your website, use your products, etc?

What is your brand logo?

What is your USP? (Note that the logo often includes the USP within the website's slogan.)

What colors are used in your logo?

How will you incorporate your branding into the overall design?

How will you incorporate your branding into each individual page?

NOTE: Obviously, we're talking about designing the site to match the colors of your brand logo. However, this goes beyond just a logo.

For example, if your brand creates a feeling of prestige, then how will you convey this message on your sales pages? How will you convey it on your help pages? How will you convey it on your other pages? The point is, the logo and colors are just part of the branding – your entire design, the words you use and how you prioritize factors on your site may all play into the branding.

What is your mission statement?

What are your business strengths?

What else is important about your business that you want your customers to know?

How you can you communicate these important factors to your customers on the individual pages of your site?

So there you have it – once you answer the above questions, then you'll know how to design a site that supports your business goals. Today is a good day to get started, so set some time aside to work on this planner today.

Planner 6: The Podcasting Publishing Planner

Perhaps you plan on publishing regular podcasts (as opposed to traditional text articles on your blog). If so, that's great! But the key to creating a great podcast is to plan every podcast well in advance. In other words, you create a publishing calendar for the next six months or even a year.

How do you plan your podcasts? Answer: by using this podcasting publishing planner. Take a look…

Podcasting Publishing Planner

To begin planning, answer the following questions which will give you a better understanding of what your audience wants and how their desires align with your own goals.

What is the overall main topic of you podcasts?

Who is your primary audience?

What are your niche member's problems?

What sort of solutions have they tried?

What sort of information products are they already purchasing?

> NOTE: To answer this question, you'll need to do some market research. Go to marketplaces such as Clickbank.com and Amazon.com, enter your niche keywords, and take note of the popular products.

Now visit the top blogs in your niche. What topics on these blogs tend to get a lot of comments and other activity?

Next, go to Facebook and search for your niche keywords to uncover Groups and Pages related to your site. What types of posts tend to get a lot of comments, shares, and likes?

Visit forums in your niche. Take note of which topics get a lot of views and comments. Also, browse the archives and take note of which topics and questions keep coming up repeatedly.

> TIP: Some forums and other websites have "word clouds," which give you an idea of how popular a particular word is (i.e., how often it's used on the site). The bigger words are used more often than the smaller words in the cloud. This gives you some idea of what's popular.

Go to sites like Quora.com and Yahoo Questions. Take note of what questions in your niche keep coming up repeatedly.

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Use a keyword tool (like MarketSamurai.com) to find out what your market is searching for in the search engines. Don't bother look at general words. Instead, focus on those keywords that tell you exactly what the market wants (e.g., "tips for housetraining a poodle" or "safe weight loss for women over 40").

You may also survey your market to find out what topics interest them. If you do construct a survey, ask some open-ended questions. Be sure they are neutral questions so that you're not skewing your results by asking leading questions.

If you follow all the steps above, then you'll have a really good handle on what topics are of interest to your audience. So now let's plan your podcast publishing calendar…

How far out are you planning? (E.G., for the next six months? Nine months? More?)

How many podcasts do you plan to do each month? (Hint: it's a good idea to aim for a weekly podcast.)

Taking into consideration the numbers above, how many total podcasts are you planning for this period of time? (E.G., if you're planning for six months and you intend to do four podcasts per month, then you need to plan 24 podcasts.)

Now list all the topics that your audience is interested in, and prioritize these topics according to what your market is most interested in learning about (you do this based on your market research from above).

This priority list will give you a good idea of what order to publish these podcasts. You can publish the first few "high interest" podcasts one after another to gather a following, then publish a few medium-interest and low-interest podcasts, and then follow up with more high-interest topics.

Now take out a calendar and decide the exact days on which you'll create and publish each podcast (such as every Friday, for example).

Next, check your other calendars to see if there are any holidays, product launches or other events that will help or hinder the popularity of a particular podcast. Shuffle the order of your podcasts around based on these other events.

> For example, if you're doing a big product launch on a certain date, then it makes sense to plan a podcast just before the launch that is highly related to the launch. That way, you can use the podcast to promote the launch.

> This also works well with affiliate products, so be sure to check with your joint venture partners and other vendors to find out when they're planning to launch their products.

Another example: let's suppose you plan on doing a podcast about dangerous foods that should never be given to dogs. You might plan this podcast around the holidays, as this is a time when vets see more illness due to pet owners feeding dogs people food (such as turkey).

At this point, you should now know the exact topic and publishing date for each podcast for the next six months or so. Now go through this list and answer the following questions about each podcast:

- What is your estimated length of time for the podcast?

- What product will you promote within the podcast? (Or what other call to action do you want listeners to take?) Knowing what you want listeners to do will help you construct a podcast that meets your goals.

- Will you do this podcast alone, or will you interview someone? (For example, if you know you're going to promote an affiliate product, then you may ask the vendor to do a joint podcast.)

- Outline the main points and tips you'd like to cover in each podcast.

- How will you distribute and promote the podcast once it is finished?

Write down anything else that will be useful to you in creating your individual podcasts or planning your calendar.

So there you have it – if you followed all the steps, you should now have a publishing calendar full of podcasting topics that you already know your audience is interested in. Now just be sure to create a lively, fun and information podcast to hold their interest!

Planner 6: The Non-Coder's App Planner

You don't need to be an app developer to design a great app. You just need to have a good plan in place and hire a great team to help you. That's exactly what this app planner will help you do. Take a look…

The Non-Coder's App Planner

The first thing you need to do is figure out what type of app you're going to create. After you determine that, then you'll plan your actual app. Answer the following questions to get started…

Why do you want to create an app?

> *NOTE: Basically, the point of this question is to define your goals. Do you want to use it as a lead generator? Do you plan to sell it? Are you using it to build brand awareness? List your primary goals along with secondary goals you hope to accomplish by distributing this app.*

What sort of app do you want to create? In a few sentences, describe what you want it to do for users.

> *NOTE: If you don't yet know the answer to this question, then complete the market research below first.*

Is this a web-based app, a smart phone app, a Facebook app, a downloadable desktop app, or something else? Be as specific as possible about the platforms for which you are designing this app.

Now let's check if there is a market for your app. Who is the primary audience?

List what you know about this market. This includes basic demographics such as age, income, education level, job, hobbies, problems and so on.

Now let's visit marketplaces to see if your market is already buying similar apps and other products. (If so, that's a good sign.) Run your keywords in the following marketplaces and/or browse the categories to see what your market is buying:

- Amazon
- iTunes
- Google Play
- Clickbank.com

Write down exactly what types of apps are bestsellers. Another indication of a strong market is if there are several similar apps.

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At this point you should now know what your market is already buying. If you create something similar, your market is likely to buy yours as well. However, you don't want to clone the apps out there. What you need to do is create something better.

So the next step is to use the apps yourself, along with reading the reviews for these apps. Then answer the following questions about each of the top five or so apps in the marketplace:

- What are the main features and benefits of this app?

- Which features and benefits are the most useful? (You judge this according to your own opinion after using the app, as well as what others have said about the app.)

- What are the main weaknesses? (Again, answer this question based on using the app and what others have complained about with regards to the app.)

- How could you improve upon these weaknesses? Best thing to do here is brainstorm as many potential ways to improve the app as possible.

At this point, you should now know what type of app you want to create… plus you should know the main features and benefits of your app. So take a few minutes and write down all the features you intend to include with your app.

Now your app is composed of two parts: what it does, and what it looks like (e.g., the user interface). At this point, it's a good idea to bring in an app architect to help you design an app that looks and behaves the way you want it to. Here are some of the questions your architect is likely to ask, so get a jump on the planning by answering them now:

- Describe what the user interface will look like. (This would be what the dashboard, "back office" or other interface that the user sees.)

- What color is the user interface?

- What types of graphics or logos will you include?

- What content (text) will be included in the app?

- What types of buttons will you include?
- What will this button (or buttons) do?

- How does the app work? In other words, exactly what does the user need to do in order to get the desired result? Be as specific as possible.

    For example: if you were describing a simple weight-loss app, the user would be shown a form, where they need to input their gender, weight, their height, their age, and their measurements… and then click "calculate" in order for the app to

calculate their estimated body mass index (BMI). The app would then indicate if this BMI is within the normal range.

NOTE: Remember, for the above questions about the user interface, you need to provide specifics for EACH screen. So in the example above, you'd describe the input form screen, and then you'd also describe the results screen (after the user clicks "calculate"). Of course that is just a simple example—your app may be more complicated, so you'll need to describe the form AND function for every screen of your app.

Once you've planned your app by answering the questions above, then go to elance.com or upwork.com to find a software (app) architect who can work with you to design the app. Alternatively, you can search for "app architect" (or "software architect" in Google. Regardless of how you find your architect (and your programmer), do your due diligence to be sure you're working with a reputable professional who delivers high-quality work.

Some people skip the step of hiring an architect, and then end up with disappointing results from their programmer. That's because most coders aren't architects. So in order to get the best results possible, follow these steps:

Step 1: Use the above planner to plan your app.
Step 2: Hire an architect to help you fine-tune the form and function of your app.
Step 3: Hire a developer to code the app.

Good luck!

Planner 7: Webinar Planning Made Easy

If you're thinking about doing a live webinar, then you'll want to use this planner. That's because you don't want to "wing it" when you're doing a live event. So use the planner below to be sure you create an event that's smooth, memorable and educational. Take a look…

The Webinar Planner

First off, you need to choose a topic for your webinar. Answer the following questions to help pinpoint a topic…

What will you be promoting during the webinar?

Is this your product or an affiliate offer?

Take a few minutes and brainstorm all the possible webinar topics that would work well with promoting this particular product. Let me give you a few examples in different niches, with both digital and physical products:

- Let's suppose you're promoting a weight loss guide. Your webinar might be called the "The Five Secrets of Melting Fat Like Crazy." You'd then point people to the full course at the end of the webinar in order to get a complete nutrition and exercise guide.

- Let's suppose you're selling WordPress blog themes and plugins. You can create a webinar that gives viewers a step-by-step guide for setting up a WordPress blog. You'd then promote the themes and plugins as the natural next step to completing the customization.

- Let's suppose you're selling dog kennels. You might offer a step-by-step training webinar that teaches people how to housetrain their puppy using kennel training. Naturally, you'd recommend the dog kennels from within the webinar.

After you finish your brainstorming, you should have a list of perhaps a dozen or more possible topics for your webinar. The next step is to find out which of these topics interest your audience the most. Here's how to do that:

Use a keyword tool (like MarketSamurai.com) and enter the topic's keywords (e.g., "housetraining"). Use the results to determine which topics on your list get searched for the most every month.

Go to information marketplaces like Amazon.com and Clickbank.com, enter your keywords, and see which of your topics are covered in the most popular products in the niche. If people are buying

information about these topics in the form of books, then they'll buy (or sign up for free) if you offer webinars.

Check blogs, forums and groups in your niche and search for your keywords on the site. Taking note of the likes, comments and views on any particular topic will give you a quick and easy way to gauge the popularity of the topic.

Once you've completed the above steps, now you basically have two lists. First, you have a list of webinar topics that will go well with what you're promoting. Secondly, you have a list of topics that are known to be popular in your niche. Look for the overlap, and choose a topic that is popular in the niche AND would be a great platform for promoting your chosen product.

Your next steps involve planning the exact details of the webinar. Answer the following questions…

How long will your webinar be?

Will you be doing this webinar yourself or with a guest?

What all steps, tips, methods, etc will you cover?

> NOTE: It's a good idea to draw up a detailed outline for you and your guest so that you cover every important point. Indeed, your outline may even note how long you have to talk about each topic.

> However, do NOT script the webinar. You (and/or your guest) will end up sounding unnatural and robotic. So outline the webinar in detail, but let the conversation flow naturally (no script).

What slides, screenshares, videos or other graphics will you present during your webinar?

What is the title of your webinar?

> NOTE: Your title is important, because many people will decide whether to attend based on the title.

> For example, the title "Housetraining a Puppy Webinar" is boring. A better title would be, "Three Secrets for Housetraining Your Puppy in Three Days Flat!"

> Another example: "Blogging Tips" is boring. A better title might be, "15 Blogging Tricks Your Competition Hopes You Never Find out!"

When is your webinar? (Date and time.)

When will you start promoting it?

How will you promote it?

What webinar platform will you use?

How will people register for your webinar?

> NOTE: A simple way to do this is to provide an opt-in form through your email service provider. Then you can follow up with all registrants to send out reminders prior to the webinar, as well as sending out emails after the webinar is over.

When will you send out reminders to your guest(s) and viewers?

> NOTE: You should send reminders out a week prior, two or three days prior, and then the day of the webinar. Each reminder should include the access information for the webinar such as the link and any required pin, the date, the time, and the benefits of attending the webinar. (E.G., give a little sales pitch to keep people excited about attending.)

You'll also want to think about how to make the most of the webinar recordings after the webinar is complete. That's because how you present the information and links in the webinar will be influenced by what you want to do with the recordings.

For example, if you intend to give the recording to your affiliates to use to promote your products, then you can say the product name, but you don't want to provide an actual link during the webinar. Instead, you might say "Check the link below this webinar." That way, your affiliates can use their affiliate link.

So ask yourself, what will you do with the recordings? Examples include:

- Distribute them for free across your network.
- Give the rights to the webinar to any co-host or webinar guest.
- Sell the webinar.
- Add the webinar to a membership site.
- Sell the resell rights to the webinar.
- Sell the giveaway rights to the webinar.
- Add the webinar to your affiliate center.

(And so on.)

Once you fill out all the details of this planner, you'll be ready to rock and roll with your webinar!

Planner 8: The Smart Marketer's Social Media Planner

There's a good chance that your audience visits social media sites like Facebook and Twitter on a daily basis. Many people even log in multiple times per day. That's why it's so important for you to develop a social media marketing strategy. That's exactly what this planner will help you do. Take a look…

Social Media Marketing Planner

First off, we need to find out if your market is on social media. They likely are, but let's double check.

First thing to do is profile your target market. Write down all the demographics and other characteristics you know about your market, including age, gender, location, smart phone usage and more. (We've talked about profiling elsewhere, so go back to re-read those instructions if you're not sure how to do this.)

Next, go to Facebook and search for your broad niche keywords in the search box. For example, search for "dog training" or "golf" or "weight loss." What you're looking for is evidence of large, active Groups and Pages centered around your niche. Look at the number of people in the Group or Page, and also check that there is daily activity. For example, see if posts get plenty of likes and comments. If you see this sort of activity, that tells you your market is on Facebook and they're visiting regularly.

Another way to get a feel as to how many people in your niche visit Facebook is to use Facebook's advertising tools. You don't have to actually place the ad Just go through the steps, and as you define your demographics you'll find out how many people fit within those demographics.

Next, you can search Facebook using a relevant hash tag, such as #dogtraining. Again, this will give you an idea of how popular a topic is and if your market is engaged on Facebook.

Likewise, you can do a hash tag search on Twitter to get a feel for how many people are talking about a certain topic.

YouTube is another place to search for your keywords. If you find plenty of videos in your niche with plenty of activity (likes and comments), that's a sign your niche likes videos and visits YouTube.

Another site to research is LinkedIn.com, which is primarily for career-oriented professionals. If you're serving a market where this might be useful, then research the site to see if there are engaged users in your niche.

Those are some of the main and most popular social media sites. You can also check for specialty social media sites by searching Google. For example, if you're serving dog markets, then Dogster.com is a good choice.

So what you need to do now is draw up a list of the social media sites that your market regularly visits. Then prioritize this list according to which sites your market seems to be the most active.

Now let's plan your social media marketing strategy. Answer these questions…

How much time do you have to devote to your social media marketing campaigns each week?

Will you hire a social media marketing manager? If so, how many hours per week will this person work?

How many social media sites will be part of your campaign? (Note: Usually you should include at least three: Facebook, Twitter and YouTube.)

Now you know how many hours you have to devote and how many across which to spread your efforts. What you'll want to do is now allocate a percentage of your efforts based on priority.

For example, let's suppose your strategy will include four sites, which are listed in order of importance: Facebook, Dogster, YouTube, Twitter. You may decide to allocate your resources like this:

- Facebook, 40%
- Dogster, 30%
- YouTube, 20%
- Twitter, 10%

Defining these percentages will keep you on task each week as you create your social media "to do" lists.

Next, you need to plan your overall strategy. So your next step is to brainstorm the activities you'll engage in on these sites. NOTE: You may need to do research on a particular site to check if doing that particular activity will be beneficial.

Here's a partial brainstorming list to get you started. Add to this list to come up with a master list of steps and activities:

- Start a Facebook Group.
- Start a Facebook Page.
- Place a Facebook advertisement.
- Place a paid advertisement on another social media site.
- Post infographics.

- Post articles.
- Post tips.
- Post quotes.
- Post videos.
- Post memes.
- Create a viral contest.
- Create viral content.
- Curate and share other people's tweets, wall posts, etc.

Go ahead and add to this list.

Next, rank these activities based on order of importance. For example, if Facebook is your top-priority site, then Facebook activities should rank high on the list.

Next, estimate how long each of these steps or activities will take. For example, perhaps it takes 30 minutes to write and post an article. Another example, maybe it takes just five minutes to create and post a meme.

Now that you know how long these tasks will take (roughly), and you've prioritized them, you can create a weekly to-do list. Just start with the high priority tasks, and allocate your efforts according to the percentages you created before.

> TIP: Remember to cross-post content as you cover more ground in less time. For example, if you post a video on YouTube, then you can post the link on your other social media sites too.

Now what you want to do is brainstorm specific ideas for the types of content you'd like to create. You may need to do research in your niche to see what types of content your market is already buying, as well as what types of content they're responding to.

For example, what type of videos will you create?
Memes?
Infographics?
Articles?
Tips?

And so on. Brainstorm and research the possibilities until you have several weeks if not several months' worth of content.
Now you can plug into your planner the specific content you will create and post each day of the week.

At this point your planner is complete, at least for several weeks or months. Be sure to re-evaluate your planner activities from time to time, track campaigns to see what works, and focus on those activities that bring you the best results.