



Bonus Checklist Incredible Dream Machines

Contact info: (provided to buyers).

Your personal contact – please contact them first (your personal support) (provided to buyers)

Checklist

Month 1	We Do	You Do
Week 1	Send 1 st email – link to form / email list note =After email list join (60 day / reminder email sequence) 48 hours email 50 kickstarter/indiegogo + 25 niche campaigns with spreadsheet Midweek – email 50 /50 pdf + video link	Fill out the form / Join the email list here Create a folder for notes / pdfs etc. Begin to use todoist or other calendar Review the list – follow instructions. Read / study pdf / watch video / do homework Create kickstarter and indiegogo account if don't have one. Purchase a product every couple of weeks.
Week 2	Top Niches pdf Google Hangout 1	Read top niches / do homework Schedule hangout Choose Niche
Week 3 / 4	Email 2 sets of 10 possible products Email list of research sites Our ideas for 'best' product Week 4 + Google Hangout 2 Send template list	Read material – Choose Product Begin Niche research (finding the people) Look for a site style that I like from the template list sent. Decide on a LAUNCH DATE
Month 2 and 3		
Week 1	Send research checklist Send list of possible domain names. - Purchase a domain for you (2 years) - Setup hosting (for one year – after the year \$100/year)	Create Google Account if don't have one. Review checklist – add steps to calendar Send domain name url if I have a website. If not - Review domain name list / choose one. Begin keyword research (following guidance from WPP)



	<p>-Setup Wordpress for you - Create a logo for you.</p> <p>If possible you will want to order a prototype product for your business. If you want us to take photographs or video sequences you will send us one of the products too (at your expense).</p>	<p>Review logos – accept / reject / modify if needed.</p>
<p>Week 2</p>	<p>If you have a website – this week we’ll send you a list of changes / things we need to do to your site to make it better.</p> <p>New site – Wordpress – setup Pages Install plug ins Yoast x 2 Setup email address Setup Google analytics Send list of first pages / templates for pages – you will just need to fill in the blank.</p> <p>Setup Google Local / Facebook, Pinterest, Google Plus and Twitter</p>	<p>If have website – review list of changes / accept / reject things.</p> <p>Review list of first pages – fill in the blanks – email them back.</p> <p>Dig into Niche</p> <p>Email keyword research</p>
<p>Week 3</p>	<p>Integrate social media (to each other and to the website)</p> <p>Using keyword research – create a posting schedule(email). Being creating 10 articles. Post a couple of articles each week.</p> <p>Send how to post video</p> <p>Review trial post – email changes and revisions if needed.</p>	<p>Make sure prototype (if available) is ordered and shipped to WPP</p> <p>Review articles as they are created.</p> <p>Review posting video – craft a trial post.</p> <p>Being daily monitoring of analytics</p>



	Send video analytics – along with spreadsheet.	
Week 4 Begin Priming the Pump	<p>If you sent us a prototype – choose one of the following -</p> <ul style="list-style-type: none"> -we'll create / edit a video -we'll take 10 – 20 action photos <p>Send Packaging guidance</p> <p>Create subscriber bonus – report and discount</p> <p>Create a newsletter – add to Aweber.</p> <p>Create a 6 to 10 email follow up sequence (based on your niche)</p> <p>Create 3 landing pages for you (so we can find the one that works the best.</p> <p>Press Embargo – we find the journalists that might be interested in your product – you create a press release (don't worry we'll give you some instructions on how to do this and how to contact the journalist that would be interested in your story).</p> <p>Midpoint Hangout</p>	<p>Begin contacting possible niche partners</p> <p>Think about different products we'll be offering</p> <p>Brainstorm with WPP for a freebie / subscriber bonus</p> <p>If I don't have a prototype I need to think about the images and video I will be using.</p> <p>Create a press release</p> <p>Gather list of questions.</p> <p>Schedule hangout</p>
Week 5	<p>We start a Facebook campaign for you.</p> <p>Create 3 lead pages.</p> <p>Video showing how to track FB / Subs</p> <p>We put \$50 in your Facebook Ad account.</p>	<p>Review similar product launches, begin to create the campaign text.</p> <p>Answer emails from new folks on the subs.</p>
Week 6 and 7		<p>Daily check stats</p> <p>Add money to FB campaign.</p> <p>Finalize the types of pledges.</p> <p>Send text for the campaign / images /</p>



	Review campaign edit / send back Send ideas for Early Bird Specials	video Approve / adjust early bird specials
Week 8	Final Review - Create the following Ad campaigns. Google Ad Words – text and image ads Facebook Ads – 3 images Twitter campaign 3 images Youtube videos created – Ad campaign.	Final Review of content - Confirm launch activities with niche partners Review / approve ads.
Month 4 and 5	Depends on 30 or 60 day campaign	
	Day 1 – add the campaign, images etc. Day 2 – everyone reads / comments / edits are made. Email the mailing list – let them know the product we’ve been talking about is ready to launch. Day 3 – Launch Begin ad campaign Ad campaigns started. We provide \$250 of advertising funds. These funds are distributed across Google / Facebook, Twitter and Youtube. You will need to match that – you put in \$250 making the initial ad budget \$500. Send reports (daily snapshots). Adjust ads as needed (daily) Weekly reports to client	Day 1 – review / get friends to review Day 2 – more review Launch – Daily – review stats - answer questions - add money to ad funds when needed



Web Page Planner Local Web Design Web Page Planner – <http://www.webpageplanner.com/bonus>

Month 5 or 6		
	Outline steps for fulfillment Google Hangout – After Action Review	Follow steps