

# CHECKLIST



# Checklist

## HOT TRENDS CHECKLIST

**Welcome!** This easy to do checklist is designed as a companion to the main eBook to ensure you go through each step.

So, print this checklist out, grab a pen and let's get started!

## GET SET UP

### Connecting To Your Niche To Solve Problems

- Create a new folder and save it to your computer desktop
- Rename your folder 'Hot Trends'
- Download the Firefox browser (if you don't already have it)
- Install the GoogleBar add-on to your browser
- Install the SEO for Firefox add-on to your browser
- Install the Samfinds Bookmark Bar add-on to your browser
- Create your Google account (if you haven't already)
- Sign up for a Google AdSense account
- Add your Google AdSense page to your Samfind bookmarks
- Sign into Yahoo with your Google account
- Add your Yahoo sign in page to your Samfind bookmarks
- Personalize your interests on your MyYahoo account
- Inside Yahoo, add a 'to do' list
- Add Diggs/Toplinks to your Yahoo
- Select the 'Trending Now' option
- Remove anything on your Yahoo page you don't want
- Download the Roboform password manager

# Checklist

## CREATING YOUR BLOG

If you take the time to set up your blogging platform before you get started, you'll find it much easier to put it all together.

- Choose your blogging platform (Blogger, WordPress or LiveJournal)
- Register your own domain name (e.g. www.yoursite.com)
- Install your blogging platform to your web host (if necessary)
- Customize your blog template
- Add the necessary plug-ins to your blog to boost functionality
- Add a Google AdSense widget to your blog
- Enter your blog URL into your Samfinds bookmarks

## FINDING TRENDS

Once you have your online business basics set up and ready to go, it's time to start searching for keywords and products that give you an indication of what's hot and what's not. For this, you need to set up your resources first to make the process easier and faster for you.

- Add keyword research resources to your Hot Trends folder
  - Add AOL Hot Searches
  - Add Alexa
  - Add SEOMoz
  - Add Quantcast
  - Add Flickr

# Checklist

Add a new topic to your Samfinds bookmarker

- Rename your topic to 'Shopping Trends'
  - Add Amazon Best Sellers
  - Add Amazon Movers and Shakers
  - Add Amazon New Releases
  - Add eBay popular
  - Add Google Product
- 
- Add resources to the 'News' topic
    - CNN
    - Alltop
    - Wall Street Journal
    - Google News
- 
- Add resources to the 'Social Networks' topic
    - Delicious
    - Reddit
    - Pinterest
    - CiteULike
    - StumbleUpon
    - Folkd
    - Technorati
    - Chime.in
    - Twitter
    - Facebook

## RESEARCHING KEYWORD TRENDS

If you already have a product you want to promote on your blog, you still need to research keyword popularity to ensure you're promoting the right keywords for maximum effect. However, if you're searching for a new topic or product for your blog, you can still use the resources and tools you put together during the organization steps.

- Log into your Google Hot Trends account
  - Check out the Hot Searches for today
  - Hone in on any specific keywords
  
- Log into your Yahoo account
  - Check out the Trending Now topics for today
  - Hone in on any specific keywords
  - Search for your preferred keywords and make a note of the results
  
- Log into your AOL account
  - Check out the AOL Hot Searches for today
  - Hone in on any specific keywords
  - Search for your preferred keywords and make a note of the results
  
- Log into your Alexa account
  - Check out the Alexa "What's Hot" topics for today
  - Hone in on any specific keywords
  - Search for your preferred keywords and make a note of the results

# Checklist

- Log into your AOL account
  - Check out the AOL Hot Searches for today
  - Hone in on any specific keywords
  - Search for your preferred keywords and make a note of the results
  
- Log into your Quantcast account
  - Enter the URL of a competitor's website for your chosen keywords
  - Make a note of the demographic information
  - Take note of whether people search from home or from work

## RESEARCH SHOPPING TRENDS

Knowing what people are searching for is a great start, but you also want to check out what people are buying online. This information can help you to put together new products, or give you valuable hints about the best form of monetization to use on your blog. It also gives you the ideal information about putting together a profitable marketing plan.

- Log into your Amazon account
  - Search the best-sellers listing for products relevant to your niche
  - Search the 'Movers & Shakers' listing of relevant products

# Checklist

- Check the Hot New Releases for the same information
- Log into your eBay account
  - Search for top selling Popular Products
- Log into your Google Shopping account
  - Search for relevant products in the 'Popular This Week' listing

## RESEARCH NEWS TRENDS

A great way to uncover emerging Hot Trends is to check out some of the world's biggest news sites for information.

- Log into Google News
  - Personalize your Google News account to show you preferred topics
  - Check the hot news stories for anything of interest
- Log into CNN
  - Search for top trending stories
  - Keep a note of any URLs for stories relating to your niche
- Log into Alltop
  - Check out some of the top stories from around the world
  - Keep a note of any URLs for stories relating to your niche
- Log into the online Wall Street Journal

# Checklist

- Search the 'Most Popular' page

## RESEARCH SOCIAL MEDIA TRENDS

Social media sites can be a major distraction, but if you're keen to really dig up the latest Hot Trends you'll need a plan and plenty of focus.

Most of the social media feeds should already be set up from your MyYahoo page for easy reference. The others should already be bookmarked in your Samfinds bookmarks.

- Log into your Digg account
  - Search for Top Stories and Popular Stories relating to your keywords
  - Take note of URLs of interest
- Log into your Delicious account
  - Click the 'Discover' link in the navigation bar
  - Check the most recent tags entered
  - Take note of recently entered tags that relate to your niche
- Log into your StumbleUpon account
  - Personalize your StumbleUpon account to reflect your interests
  - Take note of the sites recommended for you based on your interests

# Checklist

- Click on the 'Trending' link
- Take note of URLs for sites that may have some relevance for your niche
  
- Log into your Reddit account
  - Search for Hot Topics relating to your keywords
  - Search for Rising Topics relating to your niche
  - Take note of URLs of interest
  
- Log into your Folkd account
  - Search for Popular Tags relating to your keywords
  - Take note of URLs of interest
  
- Log into your Technorati account
  - Choose a topic related to your niche
  - Search the hottest blog posts relating to your keywords
  - Take note of URLs of interest
  
- Log into your Twitter account
  - Set up your own 'Tailored Trends' in your account to reflect your interests
  - Click on 'Top' at the top of the page to reveal top trends
  - Search for relating items in the 'Trending Topics' section
  - Take note of URLs of interest
  
- Log into your LikeButton account
  - Select a category related to your niche (e.g. News, Entertainment etc)

# Checklist

- Take note of URLs of interest

## MONETIZING YOUR BLOGS

The whole point of tracking down “Hot Trends” and creating blogs related to them is to earn some fast profits. This means you need a way to monetize your efforts properly. Most people will throw Google AdSense ad blocks on their blog and leave it at that. Don’t do this. There are plenty of additional options you can take advantage of.

- Optimize your Google AdSense ads for color and placement
- Add Amazon products to your blog that relate to your topic
- Search large affiliate networks for relevant products (e.g. CJ, Clickbank etc)
- Join up for CPA networks and search for available products
  
- Think outside the square
  - Consider joining up for AllPosters.com affiliate program
  - Think about what posters and pictures you can promote to match your keywords if you can’t find other products to promote

Remember, if you create multiple monetization options on your blog posts you have a far greater chance of generating profits quickly.

## GETTING TRAFFIC TO YOUR BLOGS

All your hard work will mean absolutely nothing if you don’t find ways to get traffic to your blogs. Spend some time setting up your traffic

# Checklist

generation strategies before you begin. This will ensure that you have fast ways to get people visiting your blogs right away.

- Optimize the keywords on your blog posts as best you can
- Promote your blog URL on social media sites
- Promote your blog URL on social bookmarking sites
- Submit your blog URL to StumbleUpon
- Leave comments on other popular blogs related to yours
- Submit guest posts to other blogs and leave your URL at the foot of the article
- Sign up with MyBlogLog
- Sign up with BlogCatalog