

WORKSHEET

A STEP-BY-STEP
INSTRUCTION GUIDE
THAT WALKS YOU
THROUGH ALL OF THE
CHAPTERS OUTLINED
IN THE MAIN COURSE

TABLE OF CONTENTS

Introduction	3
Task1 – Setting up the Shop.....	4
<i>Step 1: Download Firefox & Install Add-ons.</i>	<i>4</i>
<i>Step 2: Create Google Account.....</i>	<i>4</i>
<i>Step 3: Create a Yahoo Account using your Google account login.</i>	<i>4</i>
<i>Step 4: Download and Install Roboform.....</i>	<i>5</i>
<i>Step 5: Create your Blogs</i>	<i>5</i>
Task 2: Spotting Hot Trends	6
<i>Step 1: List all the Keywords, Topics & Phrases.</i>	<i>6</i>
<i>Step 2: List Trending News Stories</i>	<i>8</i>
<i>Step 3: Enlist Social Media Trends.....</i>	<i>9</i>
<i>Step 4: Hot Trending Products.....</i>	<i>12</i>
Task 3: Monetizing your blog	14
<i>Step 1A: Create a Google AdSense account</i>	<i>14</i>
<i>Step 1B: Create an Amazon Affiliates account</i>	<i>14</i>
<i>Step 1C: Create a Clickbank account</i>	<i>15</i>
<i>Step 1D: Create a Commission Junction (CJ) account.....</i>	<i>15</i>
<i>Step 2: Sign up for Related affiliate and CPA networks:.....</i>	<i>15</i>
Task 4: Generating Traffic to Your Blogs.....	17
<i>Step 1: Social Bookmarking Sites:</i>	<i>17</i>
<i>Step 2: Social Media Sites:.....</i>	<i>17</i>
<i>Step 3: Creating Backlinks:.....</i>	<i>18</i>
Conclusion.....	18

WORKSHEET

INTRODUCTION

Homework time guys! Remember how as a kid we used to write down each and every task so that we understand it better? Same is the goal of adding this worksheet to the Ebook. It will help you tabulate all the main points, so that you can refer them time to time, also it will help you centralize all the information, which will prod you to take action.

Just browsing through book, won't make you Hot-Trends-Maestro, but if you plan each of your step, chapter by chapter, you would get there definitely. Ideally, you should be completing each task as you finish a chapter, this will help you reinforce what you have just learnt and if there is something you haven't, you can always go back clear doubts.

A Free Pro Tip# Keep a print out of the following worksheets handy. Fill them as you conclude each chapter & carefully file them as you finish so that you have your mini-guide ready.

Ready to roll?

TASK 1 – SETTING UP THE SHOP

STEP 1: DOWNLOAD FIREFOX & INSTALL ADD-ONS.

One of the important steps in “hot trends business” is to set up all the systems, software & sites well in advance.

- Download & Install Firefox
- Install GoogleBar, SEO for Firefox, Samfinds Bookmark bar.

STEP 2: CREATE GOOGLE ACCOUNT.

Gmail account details:

Login: _____

Password: _____

(Keep your password strong and safe)

STEP 3: CREATE A YAHOO ACCOUNT USING YOUR GOOGLE ACCOUNT LOGIN.

Login: _____

Password: _____

WORKSHEET

STEP 4: DOWNLOAD AND INSTALL ROBOFORM

(Remember, this is 30-day free trial. If you are not willing to pay for this service, you would have manually list down your passwords & store them in an accessible area for future reference.)

STEP 5: CREATE YOUR BLOGS

If you are working on shoestring budget, its okay if create free blogs from blogging platforms like Blogger or Wordpress. But if you are looking at greater control and functionality, it is better to register your own domain & web hosting account.

Create a Blogger account using your Google account information

Login: _____

Password: _____

Blog URL: _____

Create WordPress account

Login: _____

Password: _____

Blog URL: _____

WORKSHEET

TASK 2: SPOTTING HOT TRENDS

Tempted as you might be to work on hottest trends, it would be always advisable to work within your niche & find popular topics within that niche that are trending, it will create plenty of work options to work with.

STEP 1: LIST ALL THE KEYWORDS, TOPICS & PHRASES.

Write down some of the keywords, topics & phrases you notice for your niche:

Google Hot Trends

Keyword 1 # _____

Keyword 2 # _____

Keyword 3 # _____

Keyword 4 # _____

Keyword 5 # _____

Yahoo Trending Now

Keyword 1 # _____

Keyword 2 # _____

WORKSHEET

Keyword 3 # _____

Keyword 4 # _____

Keyword 5 # _____

AOL Hot Searches

Keyword 1 # _____

Keyword 2 # _____

Keyword 3 # _____

Keyword 4 # _____

Keyword 5 # _____

Alexa What's Hot

Keyword 1 # _____

Keyword 2 # _____

Keyword 3 # _____

Keyword 4 # _____

Keyword 5 # _____

WORKSHEET

MOZ Toolbar

Keyword 1 # _____

Keyword 2 # _____

Keyword 3 # _____

Keyword 4 # _____

Keyword 5 # _____

STEP 2: LIST TRENDING NEWS STORIES

Another way to spotting hot trends is to check with latest news stories, check if you can find that can related to your keyword. You could make news of various news sources for same and list them as your surf.

CNN News

Story 1 # _____

Story 2 # _____

Story 3 # _____

Alltop News

Story 1 # _____

WORKSHEET

Story 2 # _____

Story 3 # _____

Wall Street Journal

Story 1 # _____

Story 2 # _____

Story 3 # _____

Google News

Story 1 # _____

Story 2 # _____

Story 3 # _____

STEP 3: ENLIST SOCIAL MEDIA TRENDS

Social media sites are goldmines for trending words & phrases. You should definitely make it a point to visit it to understand hot favorite topics and latest trends.

Twitter

Trend 1: _____

Trend 2: _____

WORKSHEET

Trend 3: _____

Digg

Trend 1: _____

Trend 2: _____

Trend 3: _____

StumbleUpon

Trend 1: _____

Trend 2: _____

Trend 3: _____

LikeButton (Trending Facebook 'Likes')

Trend 1: _____

Trend 2: _____

Trend 3: _____

Reddit

Trend 1: _____

Trend 2: _____

WORKSHEET

Trend 3: _____

CiteULike

Trend 1: _____

Trend 2: _____

Trend 3: _____

Technorati

Trend 1: _____

Trend 2: _____

Trend 3: _____

Chime in

Trend 1: _____

Trend 2: _____

Trend 3: _____

WORKSHEET

STEP 4: HOT TRENDING PRODUCTS

Now that already have list of hot trending keywords, you could take a step further and check what people are actually buying online after searching the keywords in those niches.

Searching & compiling a list for best selling & hot trending products would give you an edge over your competitors.

Amazon Best-Sellers

Product 1: _____

Product 2: _____

Product 3: _____

Amazon Movers & Shakers

Product 1: _____

Product 2: _____

Product 3: _____

Amazon Hot New Releases

Product 1: _____

Product 2: _____

WORKSHEET

Product 3: _____

EBay Popular Products

Product 1: _____

Product 2: _____

Product 3: _____

Google Shopping Popular Products

Product 1: _____

Product 2: _____

Product 3: _____

At this juncture, you might also want to collate information of your **Target Audience**. You can find this information on Quantcast, when you enter the URLs for a few competitors' websites in the same niche or the same keywords you are targeting. This would give you an insight about your target audience.

Gender: _____

Age Bracket: _____

Income: _____

WORKSHEET

Ethnicity: _____

Kids: _____

Education: _____

Location: _____

Internet Usage: _____

TASK 3: MONETIZING YOUR BLOG

You have blog; you have hot trending topics, now you have to use them optimally to earn revenue.

STEP 1A: CREATE A GOOGLE ADSENSE ACCOUNT

This is one of the most popular ways to monetize account, do not forget add Google AdSense widget to your blog.

STEP 1B: CREATE AN AMAZON AFFILIATES ACCOUNT

Locate Amazon products to promote on your blog

Product 1: _____

Product 2: _____

Product 3: _____

WORKSHEET

STEP 1C: CREATE A CLICKBANK ACCOUNT

Locate Clickbank products to promote on your blog

Product 1: _____

Product 2: _____

Product 3: _____

STEP 1D: CREATE A COMMISSION JUNCTION (CJ) ACCOUNT

Locate Commission Junction products to promote on your blog

Product 1: _____

Product 2: _____

Product 3: _____

STEP 2: SIGN UP FOR RELATED AFFILIATE AND CPA NETWORKS:

Affiliate Network: _____

URL: _____

Username: _____

Password: _____

WORKSHEET

Affiliate Network: _____

URL: _____

Username: _____

Password: _____

Affiliate Network: _____

URL: _____

Username: _____

Password: _____

Affiliate Network: _____

URL: _____

Username: _____

Password: _____

TASK 4: GENERATING TRAFFIC TO YOUR BLOGS

Regardless of how awesome your blog is and how profitable the monetization options are that you found, they all mean nothing if you can't generate traffic to your blogs.

This is where you need to get your traffic generation strategy pre-prepared so you're ready to go the moment your blog is complete.

Grab the URL of your blog and start promoting it right away.

STEP 1: SOCIAL BOOKMARKING SITES:

- ☐ Submit URL to Digg
- ☐ Submit URL to Technorati
- ☐ Submit URL to RSS Feed burner
- ☐ Submit URL to StumbleUpon

STEP 2: SOCIAL MEDIA SITES:

- ☐ Post URL to Facebook
- ☐ Post URL to Twitter
- ☐ Join MyBlogLog and submit your URL
- ☐ Join BlogCatalog and submit your URL

WORKSHEET

STEP 3: CREATING BACKLINKS:

- ☐ Leave helpful comments on popular blogs, along with your URL
- ☐ Write guest posts and submit them to popular blogs

CONCLUSION

If you've made it this far, it should mean you have all your Hot Trends business systems, files and software in place and ready to go. You now have all the tools you need to locate emerging Hot Trends and cash in on them quickly and easily.

It's up to you whether you want to repeat the whole process with whatever new Hot Trends emerge. This can give you multiple blogs generating profits for you at the same time, increasing your online business revenue nicely.

Good luck 😊