

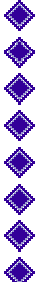
Worksheet 1 - Fat Affiliate Site Building Checklist

Goal	Complete By Date	Completed?
Research a profitable Niche		
Carry out Comprehensive Keyword Research on the Niche		
Select Keywords for use in Main Pages, including a primary phrase, plus several highly related words and phrases that you can use to theme the pages.		
Select Keywords for use in Articles, including a primary phrase, plus several highly related words and phrases that you can use to theme the pages.		
Select Homepage keywords, including a primary phrase, plus several highly related words and phrases that you can use to theme the pages.		
Using a website editor of your choice, create blank pages for the homepage, main pages, sitemap, link page, privacy, disclaimer and articles, plus any other non-article pages you want. Add in tracking code so you will know where your visitors are coming from.		
Get your domain and setup hosting.		
Add the content to the homepage.		
Add the content to the main pages.		
Add in the content for your privacy and disclaimer.		
Create a sitemap.		
Create a links page.		
Link the pages together.		
Upload your site.		
From here on in, the following steps need to be repeated over a period of time.		
Submit your site to directories.		
Write unique content and submit to article directories.		
Write unique content and post it on your site. Add links to new articles on your sitemap.		

Worksheet 2 – Generating Ideas

Sources	Ideas for Niches	Profitability?
Amazon.com		
Ebay.com		
Dmoz.org		
Wordtracker.com		

Worksheet 3 - Pre-Sell Planner

Question	Your Answer
1. What are the problems faced by your visitor that this product can solve?	
2. Why have your visitors still got these problems? Let your visitors know that you understand their problems.	
3. Describe what life can be like without the problems.	
4. Introduce your product.	
5. Feature list.	
6. Final reminder of that "picture".	
7. Call to Action.	