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Day 7 – The Finish Line – Review, Tweak and Review Again

It's Good, But It's Not Perfect..

If you ever wondered what a crash course really was, then I guess what you have just gone through is it, so please accept my congratulations on getting this far.

And, assuming that you didn't crash, you're well on your way to your own profitable Resale Rights business, and, yes, you did it in 7 days!

Your system is in place and you should already be seeing sign-ups to your list, and you may even be seeing the first sales, too.

So, today, I want you to fully familiarize yourself with, and understand, exactly what you have put in place over the last few days.

In particular, you must realize that not everything that you have done so far will be perfect yet. There are going to be many places that you can improve and tweak your system to make it more efficient.

The objective of using the 'Resale Rights Blueprint' plan is to put a money making system in place for you.

Now, you must learn which parts of that system work best for you, and which do not.

You must discover how to work with your own particular niche market to streamline your efforts, and thereby maximize your returns.

Once you can do that, then your system will produce even more sign ups and more sales!

Where Did They Come From?

So, for example, take the sign ups that have already joined your list.

Where did they come from?

Maybe they are coming from an article directory?

If so, which one?

It is vital that you can answer that question, because knowing the directory that works best for you will allow you to concentrate more of your efforts in the area that makes you the most money (incidentally, it is generally accepted that ezinearticles.com is the most effective article directory, but you must prove that for yourself!).

Okay, so today is all about finding out what works, and what doesn't.

So start by checking the article directories 'back office' areas. Again, the reader stats will tell you which of your articles people are interested in.

In ezinearticles.com, you can find this information in your members area from 'Author Tools', then 'View My Article Reports' from the drop down menu. Here's an example:

[sign\]](#) [\[Download CSV\]](#)

Article Title	Views	EzinePublisher	URIClicks	Emailed	Comments	Votes	Rating	Pub_Date
7 Tips for Conquering Adult ADHD	117	0	9	0	0	0		09/14/2007
Attention Deficit Diet Disorder	37	0	2	0	0	0		09/12/2007
What Parents Can Do To Help An ADHD Child	46	0	7	0	0	0		09/11/2007
ADHD Summer Camp	49	1	1	0	0	0		09/07/2007
ADHD Symptoms and Your Childs Education	74	0	2	0	0	0		09/07/2007
ADHD Medications and Some Alternatives	66	1	1	0	0	0		09/06/2007
6 Tips To Slow Down The ADHD Adult Brain	70	1	4	0	0	0		09/06/2007
Article Title	Views	EzinePublisher	URIClicks	Emailed	Comments	Votes	Rating	Pub_Date
(Source: ezinearticles.com) GRAND TOTAL:		459	3	26	0	0	0	

You need to know what is the difference between the best performer and the worst,

Is the subject of one article more interesting than another or is the writing style just better? (hint – a great Title will almost always ‘sell’ the article!)

Especially if you have paid to have your articles written by different authors, you need to know whose writing works and whose does not, so that you can filter those writers.

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Why are Google Paying You?

You may already be starting to see a few clicks on your AdSense ads. Where are these people coming from, and what sort of Ads are they clicking on?

You need to know, especially as, from this point on, you can add AdSense to almost any webpages you build and so you could very soon have 100-200 AdSense pages generating revenues for you. You need to track what works and what does not.

Go to your AdSense account. You will see that you can set up 'Channels' to show where your clicks are coming from. Do it with every AdSense ad that you create.

That way, you can track what is making money, and concentrate your efforts in those areas.

ClickBank does a similar thing too. When you join an affiliate program and get your standard 'hoplink', you can add a 'Tracking ID'.

Do it, so you will always know which are your most successful ad campaigns.

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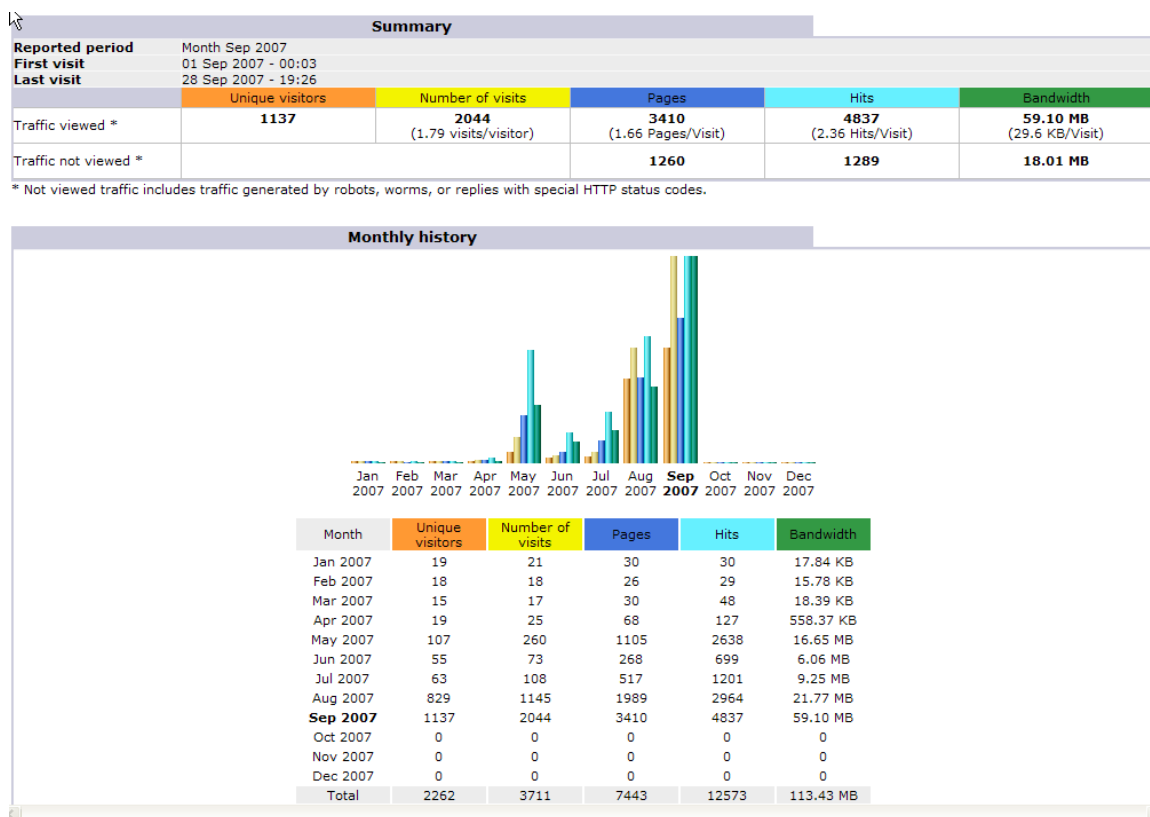
Using Your Cpanel Stats

You should even be tracking basic visitor stats to your opt-in page. Fortunately, this is not so difficult either.

There are two tools that you can use to do this.

First, go back to your cpanel and look for 'Web/FTP Stats' or 'Logs'.

Then, open either 'Awstats' or 'Webalizer FTP' to begin to get a very clear picture of all you need to know about your visitors. Here's an 'Awstats' sample for one of my smaller sites:



You must also **test** everything you do, especially any paid advertising.

For example, if you are using paid advertising, then you need to know what works and what does not. Otherwise, you are throwing money away!

So, test your ads.

Do this by running an ad, and changing one word only. Then, test version 'B' of the ad against the original. Allow 100 visitors to view both, and see which one makes more money.

Take that version, cancel the original one, create another new version by changing yet another word, and run the same test again.

Seriously, I have seen a test like this be the difference between successful sales rates of 2% and 4%!

One simple word changed literally doubled my sales! That is how important testing is.

The final free tool that you can use is to be found at:

www.google.com/analytics/

This will again provide statistics about your site, and the people who are visiting it.

You can use it in a basic format, or make it as complicated as you like, and is particularly useful when you start using Google's own 'Pay-Per'Click' advertising network, AdWords (which you should check out at some point)

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Start As You Mean To Go On.

Why am I telling you to do all of this today?

Because it is EXTREMELY important to start as you mean to go on!

Because everything else that you have done the past seven days will be a total waste of time if you do not act on what I am telling you to do now.

If you are not tracking and testing your results, you are without any shadow of a doubt leaving money on the table at every turn.

Spend today getting to **really** know and understand what all of these stats are telling you about your new 'Resale Rights Business' site.

By doing this, not only will you vastly increase the efficiency of your existing business but you will set yourself up, so that the next 'Resale Rights Blueprint' business that you set up will get off to even more of a flying start.

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Conclusion

So, there you have it.

A comprehensive 'Resale Rights Blueprint' plan that will get your own online business off the ground in just one week.

Like I told you at the beginning, there is work involved, and there is an awful lot to take on board all at once.

And, of course, there are many, many other things that you will need to learn about as you go along.

As with everything in life, always think about what it is that you are doing, and try to see what improvements you can make. If you can, think of new and exciting methods of helping your business be more successful in any way that you can.

In other words, you have just built a real business, albeit in record time, so make sure that you always treat it as such.

I cannot make any promises or guarantee exactly when this plan will start making you good money. All I can guarantee is that if you apply everything that you learn from this course diligently and patiently, and tie that in with hard work, you will succeed.

Sometimes you *will* feel that you are not getting anywhere. That is the time to redouble your efforts, rather than giving up.

Remember that every time someone says 'no' to you, it moves you one step closer to the person who is going to say 'yes!'

Okay. That's all from me.

There remains only one thing that you must do...

Get out there and start putting the 'Resale Rights Blueprint' into action RIGHT NOW.

Good luck...

John Thornhill