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**STEP 1** **Decide if you are going to be using your Personal Name Or a Company Name for your Business**

Branding is very important to gain authority in your marketplace. Will you brand your name or your company? If you're going to go "deeper" in your niche then you might be better to brand your name. People buy from people who they know, like, and trust... or you can create a pen name to brand instead.

**STEP 2** **Research your Niche Market and get up to Speed in your Marketplace.**

It's important to know a little about your niche topic, and also get up to speed in what's happening in your marketplace. Research your competitors, for example what products do they sell to their customers, do they have a continuity program where they charge a monthly fee, what kind of offers and content do they provide on their websites, and blogs. And also what affiliate promotions do they send out in their emails. So research your marketplace to get up to speed.

**STEP 3** **Make a List of Affiliate Products in your Niche**

When you start providing valuable free content through email, or your blog. You will want to recommend related products in your niche and earn commissions for doing so. If you want to build a business that people only go to when they need a solution. Only promote good quality products that you have reviewed yourself and used in your business to achieve results from. This will get people trusting your recommendations.

**STEP 4** **Collect Content Related to your Niche**

Content is one if not the most important asset in your business, without content you have no business. Create a folder on your desktop or have a binder to put all your content in, all your ideas, and your market research for planning your content quicker. You could use Google Docs to manage all your content in to.



STEP 5 Register your Personal Name or Your Company Domain Name & Hosting

Whichever you chose to use your Name or a Company name go to www.d9hosting.com and register a Domain name. This will be your authority site, .COM is preferred, and try not to use any hyphens in your domain name, as well as numbers.

Your domain name needs to be easy to spell, and easy to remember, for example if someone was to mention your domain in an audio then people need to be able to spell it. And also your primary keyword in your domain for SEO Purposes.

Get yourself a Hosting Account at www.d9hosting.com you need a hosting account to host your websites on. D9 Hosting is a great service to use, we use them and Dan who runs the company is a friend of mine. I highly recommend them.



STEP 6 Create Your Website or Blog & your Email

Decide if you're going to pay someone to design you a website, or you can use a incredible tool that I highly recommend and it's free. It's called [WordPress](#) (A Content Management System CMS) you can set up WordPress with your hosting account. You can install it with just a few clicks, and is easy to use.



STEP 7 Set up your Autoresponder Account with Aweber

You need to have an autoresponder that manages your email marketing. [Aweber](#) is a highly recommended service. You will build a list of subscribers and market your products and services to them.



STEP 8 Create a Google Analytics Account (FREE)

It's free to create a [Google Analytics account](#). This a powerful tool that you need in your business. It will track all your visitors coming to your websites, and see where there are coming from. And so much more...



STEP 9 Create Your Landing Page (Build your Email List)

I can't emphasize how important it is to build an email list; you need to offer something of high value could be an eBook, video, or audio, exchange for their name and email address. You will market to these subscribers with high quality content and turn them into repeat buyers.



STEP 10 Create your Autoresponder Series. (First 30 Days)

In step 4 you created a folder for all your content ideas for your niche. Now write 5 emails with high quality content, about your choosing niche. And import them into your autoresponder service. And then a few days later create another 5 and so on. And each subscriber that enters there details in on your landing page, they start to receive valuable content on autopilot.



STEP 11 Start to Build Relationships

Once you start to build your list of subscribers, and they see your valuable content. They start to get to know you, and trust you as an authority in your marketplace too. And wants you start to build credibility in your marketplace, they buy your products and become repeat buyers.



STEP 12 Create your Traffic System Plan

Now not many people do this concept, but if you create a Strategic traffic plan. And write in a word document all the places you can drive some traffic to your blog, and your landing page. For example – article marketing, Blog commenting, forum marketing, creating hub pages, and so on. Write them down and then spend 30 minutes a day driving traffic using any 3 methods that you have. And eventually your traffic will start to grow as a result.

There you have it. Building the foundation of your business. Follow each step and the most important thing to do for business is taking massive ACTION that builds with massive momentum.

Here are the resources mentioned in the steps:

www.d9hosting.com

[WordPress](#)

[Aweber](#)

[Google Analytics account](#)

Thanks for taking the time to get your action blueprint, I hope you follow each step and start to create the foundation of your business.

Daniel Howard

Founder of [Overcome Marketing](#)