

**SPRING JUMPSTART  
INTENSIVE  
MODULE 2- Making a Plan of  
Action**

**Presented by  
Connie Ragen Green**

**Date – Thursday, April 17, 2008**

**Call-in number – 218-486-3696**

**Pass code – 644104#**

**Time – 4:30 PST, 7:30 EST Use [www.time.gov](http://www.time.gov)**

**You may listen by phone or on your computer  
through the webcast.**

Quote of the call - "Bigness comes from doing many small things well. Individually, they are not very dramatic transactions.

Together though, they add up." ~ Edward S. Finkelstein

Connie Ragen Green © 2008

[www.EbookWritingandMarketingSecrets.com](http://www.EbookWritingandMarketingSecrets.com)

Our course website is available now! All of the Action Guides, audio files, and additional materials are available to you at [www.SpringJumpstart.com](http://www.SpringJumpstart.com)  
I will continue to update and add information to this site.

## CLASS SCHEDULE

Thursday, April 10 ~ Module 1 ~ Overview and Introduction

Tuesday, April 15 ~ Technology ~ How to hire a web designer with Nikki Talmadge - Her eBook is available at <http://www.HowToHireAWebDesigner.com>

Thursday, April 17 ~ Module 2 ~ Making a Plan of Action

**NO CLASSES FOR ONE WEEK – TIME FOR YOU TO WRITE, CREATE, AND THINK – Free teleseminar with Kathleen Gage – sign up at <http://www.PositionYourselfAsAnExpert.com>**

Tuesday, April 29 ~ Technology ~ Using FrontPage, Dream Weaver, or other web design program to write sales letters

Thursday, May 1 ~ Module 3 ~ Copywriting and Sales Letters

Thursday, May 8 ~ Module 4 ~ Copywriting/Sales Letters Continued

Tuesday, May 13 ~ Technology ~ Putting your sales letter online

Thursday, May 15 ~ Module 5 ~ Product Creation

Tuesday, May 20 ~ Technology

Thursday, May 22 ~ Module 6 ~ Putting it all together

**BONUS CALLS ~ 2 calls, Topics and times TBA**

## Module 2 – Making a Plan of Action

What should you do first?

Marketing yourself online – marketing should be at least 60% of how you spend your time in any business

Don't forget offline methods of promoting yourself – magazine ads, business cards (two sides!), networking groups

Articles – [www.EzineArticles.com](http://www.EzineArticles.com)  
[www.ArticlesOn.com](http://www.ArticlesOn.com)  
[www.ArticleAlley.com](http://www.ArticleAlley.com)

Niche article directories

Blog – Power Blogging – How to move your new blog up the search engine ladder in less than 90 days

[www.technorati.com](http://www.technorati.com)  
[www.pingoat.com](http://www.pingoat.com)

Press Releases – See Resource list for Joan Stewart's information and free materials

## Things you can do:

- Write and submit an article to a directory \*\*\*
- Post to your blog – then “ping” your post at [www.pingoat.com](http://www.pingoat.com) \*\*\*
- Comment on someone else’s blog
- Visit a forum or group and leave a comment – \*\*\*  
[www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com), [www.wahm.com](http://www.wahm.com) (go to their message board), [www.WarriorForum.com](http://www.WarriorForum.com),  
[www.stevepavlina.com/forums](http://www.stevepavlina.com/forums)
- Send a handwritten note or card – this is very powerful
- Attend a live networking event
- Visit a civic organization – Rotary, Chamber of Commerce
- Start a campaign on Google’s Adwords site
- Contact a radio station
- Write a short report to give to your list
- Write a post on someone else’s blog
- Take out an ad in someone’s Ezine
- Place an ad in a print magazine or newspaper
- Make an audio recording – burn it to a CD or as an mp3
- Send a broadcast email to your list, giving them a tip or something free
- Send a press release \*\*
- Post an event on Craig’s list
- Write a short E-Course that you can give away using an autoresponder system
- Set up a page on a social networking site such as MySpace, Ning, Squidoo \*\*, or Facebook. These are each different, so only spend time with one of them at a time.
- Make a 2-3 minute video and post it on YouTube
- Teleseminars – your own or as a guest \*\*
- As a Bonus for someone else’s products/service

\*\*\* - extremely important and effective ways to market

\*\* - very good ways to market

## Action Steps for the next two weeks

1. Sign up for Kathleen Gage's free teleseminar at <http://www.PositionYourselfAsAnExpert.com>
2. Write and submit 2-3 articles each week
3. Start your blog if you have not done so already
4. Post **EVERY DAY** to your blog if at all possible
5. Sign up for a free account at Facebook. You can become my friend by going to <http://profile.to/connieragengreen>. Join at least one group that is of interest to you.
6. Take a look at Twitter. You can follow me at <http://twitter.com/ebookwriting>
7. Open a PayPal account – Business or Premiere
8. Go to [www.GoDaddy.com](http://www.GoDaddy.com) and look for a domain name to purchase for \$9.99. You will use this domain name to map your URL to your blog.
9. Send a press release using [www.pr.com](http://www.pr.com)
10. Open a free account over at <http://lavista.reseller.hop.clickbank.net>
11. Research keywords for you niche at [www.ConnieKeywords.com](http://www.ConnieKeywords.com)
12. Listen to this recording again to hear anything you may have missed the first time.
13. Email me with any questions you have about what we have discussed during modules 1 or 2. I will have email access in Atlanta except for the days I am traveling to and from Los Angeles and Atlanta.
14. Take a deep breath and know that you don't need to do everything at once.

# RESOURCES

Visit my blog at

[www.EbookWritingandmarketingSecrets.com/resources/](http://www.EbookWritingandmarketingSecrets.com/resources/) for additional resources

[www.ConnieKeywords.com](http://www.ConnieKeywords.com)

Clickbank - <http://lavista.reseller.hop.clickbank.net>

[www.EzineArticles.com](http://www.EzineArticles.com)

[www.PayPal.com](http://www.PayPal.com)

[www.GoDaddy.com](http://www.GoDaddy.com)

Kick Start Cart Database Management system –

<http://kickstartcart.com/app/?pr=31&id=97834>

Free eBook on How to Pick a Shopping Cart –

<http://www.FromIdeatoEbook.com/kickstartgift.pdf>

Instant Teleseminar recording service–

<http://instantTeleseminar.com/productInfo.asp?x=1286210>

Facebook recorded interview with Mari Smith and The Blog

Squad – <http://www.1shoppingcart.com/app/?Clk=2299097>

Joan Stewart – Publicity and Press Releases

Free Tutorial –

<http://www.marketerschoice.com/app/aftrack.asp?afid=706647&u=www.publicityhound.net/index.php/press-releases-just-got-easier-thanks-to-this-free-tutorial>