

Bonus #4: Toolkit

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Table of Contents

Introduction	4
Weekly Schedule Checklist	4
Monday	4
Tuesday.....	5
Wednesday	5
Thursday	6
Friday.....	6
Monthly Schedule Checklist	6
Ad Templates.....	7
Short Ads	7
Medium Ads	9
Conclusion	11

Introduction

Inside this toolkit you'll find tools and resources to help you boost productivity, get free advertising credits, create ads more quickly, and make the most of this course.

Specifically, this toolkit includes:

- Weekly checklist
- Monthly checklist
- 20 places to get free advertising
- Ad templates

Read on...

Weekly Schedule Checklist

Need to get organized? Just print off this weekly checklist and put it next to your computer to keep you on track.

Tip: For best results, start working your way through the beginning of the manual, as those methods near the beginning should create the best results for you. Once you have several methods up and running (and working well for you), then you can utilize this checklist to constantly scale up your operation.

Monday

- Touch base with your advertising director and freelancers to come up with a weekly game plan and "to do" list.
- Check to be sure your website is up and running.
- Check Google Analytics stats.
- Check PPC ad campaigns and stats. (Or touch base with your PPC manager to discuss stats.)
- Adjust campaigns as necessary (based on your test results).

- Write new ad.
- Put this new ad in a test against your current control ad.
- Find new PPC advertising venue.
- Set up a campaign using this new PPC search engine. (Or have your PPC campaign manager complete this step.)
- Create a new ad group/campaign using Google AdWords.

Tuesday

- Check your website, stats and campaigns. Adjust as necessary.
- Find new place to place a banner ad.
- Find new place to place an ezine ad.
- Find new station to place a radio or TV ad.
- Find new place to place a classified ad.
- Place your weekly online and offline classified ads (do this on the day that you determine provides the best results).

Wednesday

- Touch base with your advertising manager and freelancers.
- Check your website, stats and campaigns.
- Find a new blog where you can buy a sidebar ad.
- Find a new blog where you can buy a feed-based ad.
- Find a new blog where you can buy a sponsored review.
- Find a new forum to place an ad.

Thursday

- Check your website, stats and campaigns.
- Create and distribute a press release.
- Start a new CPA campaign.
- Start a new CPM campaign.

Friday

- Touch base with your advertising manager and freelancers.
- Check your website, stats and campaigns.
- Send out a mailing to your co-registration leads.*
- Send out a mailing to your regular newsletter list.*
- Close your existing product auctions and set up new auctions.*

* Do these tasks on the day that you determine your subscribers and customers are most responsive.

Monthly Schedule Checklist

- Make sure you do these tasks once or twice a month, every month:
- Send out a postcard to your personal buyer's list.
- Send out a postcard to a purchased list.
- Create and distribute a new video.
- Check if there are any new videos on YouTube getting a lot of views (that you may consider buying a link to).
- Browse social media sites to find accounts to purchase.

- Check the domain and website marketplaces to see if there are any new listings in your niche (to buy for their existing traffic and mailing lists).
- Buy guaranteed traffic.
- Find a charity to sponsor.
- Get listed in a new online directory.
- Look for new co-op mailing opportunities.
- Browse trade publications to see if there are any upcoming events you should attend to rent booth space.
- Set up an account at a new affiliate network.
 - Create banners and graphics for your affiliates.
 - Create new text ads for your affiliates.
 - Create new solo ads for your affiliates.

Ad Templates

Below you'll find a variety of ad templates for your PPC campaigns, classified ads, email ads, text ads and others.

Just tweak to add your own benefits and better reflect what you're selling.

Short Ads

These ads are good for PPC advertising, classified advertising, and other places where you can only place a short ad (like a blog sidebar).

➤ How to [Get Benefit]

Example: Tired of [bad thing]? Now you too can quickly and easily [get big benefit]!

➤ Do You Need [Benefit] Right Now?

Example: Get instant access to the Net's #1 [type of product].
Use code XY12 to get \$25 off!

➤ Free Shipping, Fast Delivery

Example: Finally, you'll get relief from [bad thing] once and
for all!

➤ Is [Product] a Scam?

Example: Don't even think of ordering [product] until you read
this free report...

➤ The Secrets of [Benefit]

Example: Now you too can [get benefit]... even if you don't
[have common experience, pre-requisite, etc]!

➤ Get [Benefit or Product] for Just [\$x]

Example: Find out what X,XXX others know about getting
[benefit]. Click here for details.

➤ Get [Benefit] In Just [Amount of Time]

Example: Proven [topic/niche] method gets you great results in
half the time - 100% guaranteed!

➤ [Benefit/Niche] Secrets for [Niche Members]

Example: Here's what every [niche member] ought to know about [niche benefit]. Click here for a free report!

➤ **The Quick and Easy Way to [Benefit]**

Example: Step-by-step strategy revealed! It's the easiest way to get [benefit]!

➤ **Who Else Wants [Benefit]?**

Example: Once you know these [niche] secrets, you can laugh at [niche/topic] worries! Click here now to learn more...

➤ **[Niche/Topic] Secrets Revealed!**

Example: How a [number] year old [occupation description] from [location] quickly and easily [got benefit] - and how you can too!

➤ **[Benefit] Made Easy!**

Example: No more [bad thing]. Finally, now you can [get good thing] the quick and easy way! Click here to discover the secrets...

Medium Ads

These work when you have more room, such as in an ezine newsletter, a longer classified ad, etc...

➤ **At Last! Here's a Quick and Easy Way to [Get Benefit], [Get Benefit] and [Get Benefit]!**

Are you tired of [bad thing]? Frustrated because you can't [get benefit]? Good news: Now you can [get benefit], faster and easier than you ever thought possible. Already X,XXX satisfied people from around the globe are using [product] to [get benefit]. Click here to join them today!

➤ Treat Yourself to [Benefit]

[Getting benefit] doesn't have to be expensive. Click here to find out how you can [get benefit] and [get benefit]... absolutely free!

➤ Here's Why Some People Almost Always [Get Benefit]

It's not fair. You [do hard thing]. You always [do other hard thing]. And yet it seems like you can never [get benefit].

Meanwhile some [niche members] make it look so easy. They can [get benefit] any time they want.

So what's their secret? Simple: These [niche members] have discovered a simple formula to [get benefit] quickly and easily. And now for the first time ever you can discover this amazing secret for yourself! Click here to get started...

➤ How [common item] Can Help You [Get Benefit]

Amazing but true! Scientists have made the startling discovery that common [item] helps [niche members] [get benefit]. It's fast, it's easy and it's free to get started... so click here!

➤ Do You Make These [Niche/Topic] Mistakes?

99% of people who are trying to [get benefit] make these two common mistakes. Most of them will never realize they're doing it. Click here to make sure this doesn't happen to you...

➤ WARNING: Your [important item or benefit] is at risk!

If you think your [item] is safe, you're wrong. Last year, [number] people lost their [item] in the blink of an eye. They too thought they were safe. And they too were wrong. If only they had [product/solution], they wouldn't have lost [good thing/benefit].

The good news is that it's not too late for you. All you have to do is get [product/solution], and you can start sleeping well at night again. So click here to get [solution] – because your [item's] safety and your peace of mind are worth it!

Conclusion

Now you have all the tools and resources you need to start creating more powerful ads, getting free advertising for those ads and so much more.

Now there's no excuse for not taking action... so **start using these tools today!**

Want FREE Traffic to Your Website?



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