

EVERGREEN

INTERNET PROFITS



CHECKLIST

What is evergreen?

- Not seasonal
- Sales throughout the year
- Do hard work at beginning
- Can be source of passive income

How to find the right evergreen niche?

- ☐ Choose topic you're passionate about
 - Easy to create lots of content
 - Not many people may be interested
- ☐ Choose a profitable niche
 - Potential to earn money is there
 - Easy to outsource content creation

Top evergreen niches

- ☐ Health niche
 - Fitness and weight loss/gain
 - Diet and nutrition
 - Cures for diseases
 - Exercise
- ☐ Wealth niche
 - How to make money online/offline
 - Crypto currency
 - Foreign exchange
 - Stock market
- ☐ Personal development niche
 - Leadership
 - Communication
 - Job interview
 - Self-confidence

Build a solid foundation

- ☐ Help many people
 - Make this your top goal
 - Make products that help people

- ☐ Have business plan in place
 - Assess if idea is feasible or not
 - Save time and money
- ☐ Separate personal and business lives
 - Have boundaries in place
 - Separate finances as well
- ☐ Have systems in place
 - Helps you become efficient
 - Document all working systems
 - Helps with training new team members

Create a trustworthy brand

- ☐ Branding is important
 - Non-negotiable
 - Your brand's reputation is on the line
 - People's impression of your brand
- ☐ Ways to create brand people will trust
 - Create unforgettable experience for customers
 - ☐ Engage with them directly
 - ☐ Make impact on them
 - Build relationship with customers
 - ☐ Helps them trust you
 - ☐ Build a community around your brand
 - Be personable and authentic
 - ☐ Don't hide behind fake personas
 - ☐ People hate being lied to
 - Stay consistent and follow through
 - ☐ Don't make false promises

Establish social presence

- Have a goal in mind
 - ☐ Plan out your social media objective
 - Educate customers
 - Customer service
 - Technical support
- Identify important social media channels
 - ☐ Choose 3-4 sites for your niche
 - ☐ Cost effective option
- Consistency across platforms

- ☐ Use same logo, colors, etc.
 ☐ Helps with branding
- Publish timely and relevant content
 - ☐ Don't post non-relevant content
 - ☐ Helps establish authority
- Use media in content
 - ☐ Attractive images
 - ☐ Relevant videos
 - ☐ Gets more shares
- Share other people's content
 - ☐ Adds value to your followers
 - ☐ Can gain you more followers
- Create a community
 - ☐ Gets people engaged with your brand
 - ☐ Puts you in authoritative position
- Pay for ads
 - ☐ Helps when you're starting out
 - ☐ Fast way to get followers

Create content that sticks

- Most popular content types
 - ☐ Articles
 - ☐ Blog posts
 - ☐ Videos
 - ☐ Podcasts
 - ☐ Info graphics
- Ingredients of great content
 - ☐ Original
 - ☐ Actionable
 - ☐ Great headline
 - ☐ Solves pain point
 - ☐ Your audience's language
- How to create content that sticks
 - ☐ Understand audience's journey
 - ☐ Make content relevant
 - ☐ Know your audience
 - ☐ Include call to action

Repurpose content

- Benefits of repurposing
 - ☐ Maximizes your research
 - ☐ Visibility in many platforms
 - ☐ Increase credibility
 - ☐ Get more views
 - ☐ Backlinking opportunities
- Ways to repurpose
 - ☐ Start with outline
 - ☐ Have specific audience in mind
 - ☐ Use your brand's identity
- Repurpose into other formats
 - ☐ eBooks
 - ☐ Infographics
 - ☐ Slide decks
 - ☐ Videos
 - ☐ Roundup posts
 - ☐ Podcasts

Generate traffic from multiple sources

- Paid traffic
 - ☐ Cost per click
 - ☐ Cost per mille
 - ☐ Fixed rate
- Free traffic
 - ☐ Social media
 - ☐ Participate in Q&A sites
 - Quora
 - Yahoo! Answers
 - ☐ Join forums
 - ☐ YouTube marketing
 - ☐ Podcast audience
 - ☐ Guest post
 - ☐ Email your list
 - ☐ Slide sharing sites
 - ☐ Photo sharing sites
 - ☐ Blog commenting
 - ☐ Promote discount codes

Build email list

- Why have an email list
 - ☐ Online asset
 - ☐ Easier to sell to
 - ☐ Drive traffic to website
- How to build email list
 - ☐ Offer something valuable
 - ☐ Put opt-in forms in visible places
 - Top of sidebar
 - Header
 - Blog posts
 - Timed pop-up
 - Lightbox
 - ☐ Drive highly targeted traffic

Create and sell your evergreen course

- Why do it?
 - ☐ Huge demand
 - ☐ Passive income source
 - ☐ Many topics to choose from
- How to create and sell course
 - ☐ Choose profitable topic
 - ☐ Test and check profitability
 - ☐ Create course outline
 - ☐ Create content
 - ☐ Upload course online
 - Your website
 - Third-party hosted platform
 - Online learning marketplaces
 - ☐ Promote course to target audience