



One Week Marketing

Free Sneak Peek Of:

First 18 Pages Of The One Week Marketing Guide

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First off, I would like to say, “THANK YOU” for taking a chance on One Week Marketing and for putting your faith in me. I know first hand just how much junk there is out there; all the empty promises, flashy screen shots, and guarantees of riches that are constantly in your face.

It is my goal to be different and leave you with a solid action plan that you can work each and every day.

No empty promises. No guarantees of riches. Instead, you will find a solid way to *build wealth* one week at a time.

My name is Jennifer Ledbetter, but online I am known as PotPieGirl. Yes, that is an odd name, but hey, I’m a little odd myself =)

I came to the online marketing world with a determination to make money online without going broke first. I saw the internet as endless potential to change my financial situation and better the options for my family’s future. I was determined to figure it out and make it work.

Problem is, the possibilities online *are* endless. In fact, they are overwhelming. I found that the potential to do ANYTHING caused me to freeze up in utter confusion...and DO nothing.

It wasn’t until I developed this One Week Marketing Action Plan for myself that I started to have real focus and realize real profits.

Before we get started I have to cover the legal mumbo-jumbo and make a few disclaimers. The Action Plan I am about to share with you is MY Action Plan. This is what works for me. As you read the rest of the material, you will find that I tested my Action Plan on another new

marketer and it works for him, too. However, I cannot guarantee results or earnings for anyone.

I'd like to add a quick reminder that you have only personal rights to this One Week Marketing package. While you are certainly welcome to market it as a One Week Marketing affiliate thru Clickbank, you have no rights to sell or give away this copy. This means you can't sell your copy on eBay, or share it with forum members, or upload it anywhere.

I greatly appreciate everyone respecting that. It took me a long time to perfect my Action Plan and to bring it to life.

On another note: I tend to type just as I'd talk if you were sitting right in front of me. If you find anything confusing or unclear after reading the entire package, be sure to email me directly at:

PotPieGirl@PotPieWorld.com.

I'll answer as clearly and as quickly as I can.

Ok – let's get to work!

In the One Week Marketing Action Plan package you will find:

- This main guide
- A Conversation With Nick
- The One Week Marketing Action Plan
- One Week Marketing Mind Maps
- One Week Marketing Action Plan Checklists

If any of these things are missing, please contact me ASAP.

This main guide is my opportunity to expand on my thought processes, my research techniques, and other things that are mentioned in this package.

A Conversation with Nick is a 130+ page ebook that is an exact conversation between me and a young man named Nick as I took him by the hand and taught him this Action Plan. This is a very real conversation that took place via private messages in a forum we are both a part of. You will be able to read along and see how I got him started, see the real questions he asked along the way, watch as he got indexed, got his first traffic, and yes, even as he made each of his first 3 sales within that week.

It was a wonderful experience for both of us. I'd like to say that Nick learned a lot (and likes those commissions...haha), but I know I learned much more.

I have been personally using my One Week Action Plan for quite some time, but being able to see it work for someone else was so powerful for me. It also let me know that yes, it IS time to share this with my PotPieGirl.com readers... and with the world.

I firmly believe that if **I** can make this work, ANYONE can make this work. Yes, that means YOU too!

The One Week Action Plan is just that, your daily list of actions to take in order to create successful online campaigns using free methods.

The Mind Maps are quite effective (in my opinion). To me, they help me visualize what I am trying to accomplish. Being able to SEE my goal for each campaign helps me keep focused on each daily task.

There are mind maps for your immediate goals, your short term goals, and also for your long-term, ultimate goals. You will be able to SEE how everything works together and forms a great big net to capture reader interest and hopefully get them to your affiliate offering (or your site, or your own product)

The One Week Check Lists are something you can print out and use for each of your campaigns.

All in all, this is a big package, but please don't let it over-whelm you. I feel quite confident that after reading this material that you will be off and running as opposed to feeling more confused than when you started.

I mainly use this Action Plan for marketing Clickbank products, but as I stated above, you can alter this slightly for whatever end goal you have for your traffic.

I choose Clickbank because of a) the high commissions, and b) the diversity of the products offered. This is my personal preference. Because this is how I use this Action Plan, I will be referring to Clickbank products, programs, etc.

The Importance of Having an Action Plan

Many of you that read my blog at PotPieGirl.com know that I find such humor in reading ‘guru’ advice to newbies. It begins to sound like a broken record, doesn’t it?

“For newbies to succeed, they must have a plan of action and take action!”

Yes, that’s great, but WHAT plan of action? How? Where? And what action should you take?

Newbies are NEW. We don’t know the basics to even begin to form an action plan. We don’t even know the steps needed to take action.

How the heck are we supposed to have a PLAN?

It took me 6-8 months of sheer learning before I even considered what my ‘plan’ was. I had no clue. I read about Bum Marketing, and other article marketing techniques. I learned about Squidoo and Hub Pages and a lot of other free-to-use sites. I spent a lot of time learning about keyword research, market research, and optimization.

I put all kinds of web pages online and kept pushing through the nasty learning curve, but all in all...

I was frustrated and confused...and on the verge of giving up. I had no idea what my end goal was – other than sell *something*. And I tried harder and harder to SELL.

That is NOT a marketing plan – that is desperation.

Desperation does not work.

So, naturally, I started looking into a lot of the ways to 'fast money' – you know, all those HOT and GUARANTEED schemes to make money online?

Guess what? This stuff doesn't work either.

There are NO shortcuts to success.

One day, I stopped. I hushed the inner voice that was taunting me and really thought about what I was doing – or TRYING to do. I thought about my resources, what I had learned, what worked...what didn't work. I thought about what I'd like to be doing in a year and what I'd like to be EARNING in a year.

Then, I asked myself, "How do I get there?"

How can I take the limited funds and knowledge I have NOW and turn it into what I want it to be within a year?

This One Week Marketing Package is what I learned. It is also what I DID to get right where I am today.

If YOU are feeling lost and confused - feeling over-whelmed and frustrated - stick around. It is my goal to clear that fog and frustration and get you on the right path to success.

How It All Starts

I had no money to sink into all this. I had to find a way to have my online business bring in money at no cost to me. Then, once my online business was generating income, I would grow and expand. And that is exactly what I did.

Step One- Learn

This is the absolute beginning. You start learning and trying to get your head around all this internet marketing *stuff*. You read WAY more than you DO... and this is ok. This is like freshman year of college. You are learning the basics, but probably don't know what your major is yet.

In Step One, you learn the basics.

You learn what keywords are and how to find them. You read about article marketing and learn to write an article, submit it to a directory, and get people to click thru your author bio area. You learn how to make text links and some other basic HTML. You learn about affiliate links and commissions. You know what Clickbank is...and Commission Junction... and other affiliate programs. You begin to learn what a blog is and ways it can be used to market online.

While you are not quite sure how it all fits together yet, you do know what things mean and are familiar with the business 'lingo'.

Above all, your head is filling up with SO much info that you feel as if you're ready to explode. Sound familiar? ;)

Step Two – Putting It Together

This is where a lot of potential internet marketers drop off the radar. Your head is about to explode, you can't seem to put it all together, nothing is working....and you are spending too much money trying to figure it out.

This is where my One Week Marketing Plan and online campaigns come into the picture. This is how those that don't have much money to invest GET from Step Two to Step Three...and beyond.

I will teach you how to get many FREE online campaigns working for you. Not single web-pages, but full-blown campaigns. I will show you how to piece it all together so it all WORKS together.

In time, your free marketing campaigns will begin to generate income. You will find markets that convert and know HOW they convert. You will be making money and be ready to re-invest some of that money to grow your online business.

One Week Marketing will get you through Step Two.

Step Three – Your Own Websites

Now that you have found some profitable niches, it's time to spend some money and create your OWN web sites that complement your free online campaigns. It is *very* important that you have your own web sites. When you only work with free-to-use sites (like Squidoo or article

marketing), you are at the mercy of those sites. You must play by their rules and deal with their advertising on your web pages.

When you have your own site, YOU make the rules.

Because you have followed the One Week Marketing Action Plan, you have a lot of great campaigns out there to choose from. You also have a LOT of web pages currently online that already have authority with Google to help YOUR new web site take off. You also have first-hand market research because you KNOW what people are searching for and what keywords they are using.

You are set to rock and roll!

You will spend a good bit of time in Step Three as you develop your own sites to go along with your One Week Marketing free campaigns.

Know what else? You are so CLEAR on what you are doing that it is automatic for you. You see a neat keyword or affiliate product so you decide to test it with a free One Week Marketing campaign. You tweak it and work it a little, then you let it be. Once it starts converting, you make your own site to work the things that worked with your free campaign. You collect email addresses and build a list and really work the market and see even more profits.

If it doesn't convert, you either tweak it some more – or you just leave it 'as is' and don't work further on it at that time.

And it cost you NOTHING to do it.

I spend a lot of time here in Step Three and I still do work within this range a lot. I really like free and low-cost ways to make money online =)

Step Four – Paying For Traffic

Yup, now it's time for PPC. Funny, but it took me a long time to convince myself to make the big step to Step 4 – but I knew it was time.

How did I KNOW it was time?

You see, I have a LOT of free online campaigns working for me. Many of them have my own little niche sites that go along with them.

I KNOW what converts in those markets.

I also have a LOT of the long-tail keywords in those markets covered organically. What I needed was more exposure for the big words...and more targeted eyeballs on my pages.

More importantly, those free organic campaigns are making sales so I have the money to invest a little of that into PPC each day to enable myself to sell more.

Between my One Week Marketing organic (free) campaigns and my PPC campaigns it is working like a charm. I will be here in Step 4 for quite some time because I love it here =)

All my organic (free) campaigns are still making money for me so I can afford to grow and learn new things to advance my business.

Before anyone reads anything into what I have said about Step Four...

PPC is NOT the magic answer to making money online. I will never recommend anyone new to affiliate marketing to go straight to PPC.

Paid search is a tricky little beast. There are nuances and subtleties to learn that I don't think can be learned without going through Step One, Two, and Three.

It also can be a VERY expensive thing to learn if you really don't know what you're doing.

Once you can make an organic (free) campaign convert successfully and consistently, you will have the knowledge needed to move forward and spend that money on PPC with a LOT more confidence.

Again I say:

There Are NO Short Cuts To Success...

But, you CAN spend yourself into failure.

If you've got the basics of Step One and feel fairly comfortable that you are ready to take action, [One Week Marketing](#) is the perfect guide and action plan for you.

One Week Campaigns

The Goal of One Week Marketing is to get a solid, traffic-generating, and hopefully converting campaign online each week. For those that follow me, you are most certainly familiar with my motto –

**“If you are willing to do for a year what others won’t,
you can spend a lifetime doing what others CAN’T”**

I firmly believe, and I am PROOF, that if you spend a year following this Action Plan, one year from this very moment, life will be very different for you.

Let’s just play with some math for a second.

If you make 52 campaigns (one each week for the next year), and each campaign ONLY makes an average of \$10 a week, how much will you be making one year from today?

52 campaigns online x \$10 ea per week = \$520/week

\$520 per week x 52 weeks in a year = \$27,040 / year

Now, while that is not MILLIONS, it is also the very LOW end of the possibilities. Keep in mind, that the computation above is requiring each campaign to only make \$40 a month. For many Clickbank products, that is the equivalent of a campaign only making ONE sale a month.

Now, let's have fun and be a little more realistic.

Let's say your average affiliate commission is \$35 and each campaign sells one product per week.

52 campaigns online x \$35 ea per week = \$1820/week

\$1820 x 52 weeks in a year = \$94,640 / year

Now we're talking!

Best part is, this money comes in and you are no longer DOING any work on those campaigns!

For many people, that kind of money is plenty enough to quit their day job, stay home with their kids, get caught up on bills, take a great vacation....basically, it is enough to change their life in one years time.

I did it. You can, too!

Even better is that during this year, you will be learning so much. You will also probably come across very profitable little markets that you can work extensively to see even MORE profits.

The possibilities are endless, and it all starts RIGHT HERE.

I am going to start you with the very basics for these type campaigns. Once you have solid basics, know how to get traffic from Google, know how to get a campaign to convert, and all that good stuff, you will be able to work ANY market with confidence.

Once you can log in to your Clickbank account and see over \$100 earned each and every day, you will be as fired up and dedicated as I am to almost demanding others do this, too!

All I ask is that you not only read this information, but DO it.

Take Action!

You will now have a plan - follow it.

There is not an ebook, guide, or system online that will work if you don't really TRY it.

Will this Action Plan take effort? Yes, it will. You're not playing the lottery here, we are building wealth....and 'build' is an action word. =)

Are you ready to learn how to build wealth with [One Week Marketing?](#)

Good! Let's begin!