# Instructions

This document is designed to guide you through the process of designing your website (course-long project) for this course. It will serve as a basic roadmap for you to follow as you create your site.

The individual projects assigned throughout the course will culminate into a single, completed website by the end of the course. The main topic of the website will be decided by you. This is your chance to ***be creative****!*

It must **contain at LEAST 5 pages** (described in later assignments) and relevant images/photos. If you have trouble brainstorming an idea, take a look at some of the following suggestions:

* Create a fake product, named ABC123, and create a website to showcase its capabilities
* Make a website about yourself, the classes you have taken, the things you have accomplished and the places you have been.
* Create a how-to website on making, creating or doing something.
* ... or anything else you like!

The following sections of this document will walk you through the important steps of planning a website. Follow the directions carefully. Actionable items will be highlighted in **red**. Please leave the information you enter in red so it is easy to find what you did. *Completing this planning document is worth 50 points.*

# Project Description

The following **four** sections are for you to complete in regards to your proposed site.

**Step 1 of 4:** Describe what your website will be about!(10 points)

Take a moment and think about this. Careful planning at this stage will undoubtedly save you time in the future. *Write a paragraph or so explaining what your website will be.* Explain in detail what purpose it will serve and how you will convey information to your users.

**<< type your description here. replace all of this text with your response (including the “<<“ and “>>”) >>**

**<< How To Make Money Online**

Wouldn’t like to achieve financial freedom and live life on your own terms? And are you willing to take actions, work hard and never give up until you become successful? Then, online marketing would be right for you.

Starting a business is easy. Anyone can do it, often just by saying they’re in business or, at the most, by filling up a little paperwork. Having a successful business, however, is one of the hardest things in the world, even in the opportunity-rich world of Internet.

As you get started in Internet marketing, it may seem like there’s huge list of things you have to learn. As a newbie, you don’t know what’s important and what’s not. So, what should you learn first? Answer would be simple: start learning things that bring in cash as soon as possible. Bringing in cash should be your number one priority in the very beginning. For instance, if you’re faced with 10 different things to learn from – 10 different courses, videos, books, whatever. Therefore, learn the things which has the greatest likelihood of bringing in cash if you apply right now.

In my opinion, Internet or online marketing has far more potential to become successful than the traditional business. Hence, I would highly recommend you start an online business with low to no cost budget. All you need to have a right mindset and work hard accordingly.

So, join with me, and I will show you the step by step process how you can have a successful online business.

**>>**

**Step 2 of 4:** List some of the pages you will need! (15 points)

This is a very important step. It forces you to think about what kind of content your website will contain and how it might be organized. The pages you list here are not written in stone, but some careful thought should be given to them. *List all of the pages you imagine making for your website and provide a brief description of each.* Note: They should be related to the topic of the website. You need 5 pages at a minimum, the homepage is part of that total.

* **A home page (required)**: The first page a user sees upon visiting your site. Choose the content of this page carefully. It should make a good impression!
* **<< type your own pages and descriptions following here >>**
* **<< Home Page Type: Home,**
* **I would like to talk about what is affiliate marketing & why is important to start with affiliate marketing as a newbie >>**

**Step 3 of 4:** Think about the content on each page! (15 points)

This might be a rather difficult step but it is a good exercise in planning what content will appear on each page. *List every page from Step 2 and discuss what content might appear on each page.*

**Home page (required): << describe home page content here**

**Affiliate Marketing**

Simply affiliate marketing is a process of earning a commission for marketing another person's or company's products. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make. Now let’s come back to your role as an affiliate. You just get the people to someone else’s websites or products. How do you do this? First, you acquire an affiliate link from your new affiliate partner, one that’s unique to you. Then you place ads on other online platforms like Facebook, search engines, forums, Instagram, LinkedIn, Twitter, Amazon etc. Once people (customers) visits the sites through your unique links and buy products, you get commission.

Why Affiliate Marketing

There are tons of reasons starting an affiliate marketing than a traditional one. Affiliate marketing plays very important role especially for the newbies because you don’t need your own product or products to start a business, and it is much easier building your own business. Creating your own products is a hard & time-consuming task, and it requires money. As an affiliate, you don’t have to worry those, all you care about how effectively you can drive your traffic.

**>>**

**<< List remaining pages here and describe the content >>**

1. **<<** Products Page

I wrote an e-book, “Be Your Own Boss!” In this book, I will show you how you can make money online just in 21 steps…

Go here right now and get started today:<http://basheronlinebusinesseducation.com/start>

EARN MORE WITH CLICKBANK

For 17 years, we’ve partnered with digital marketers like you to sell our products to over 200 million customers around the globe. Our digital marketers stick with our Affiliate Network because of our ever-expanding catalog of quality digital products and unsurpassed reputation for reliability – we pay commissions on time, every time so you never have to worry about when you will get paid. Click Here To Start

Amazon Affiliate Program

The Amazon Affiliate program, or [Amazon Associates](https://affiliate-program.amazon.com/), is an affiliate marketing program.  It's free for website owners and bloggers to become Amazon Associates. They advertise products from Amazon.com on their sites by [creating links](https://affiliate-program.amazon.com/welcome/topic/tools/ref=amb_link_o04TZgtJNrmmjCvncbyqEA_5?pf_rd_p=f2c64d63-cb0f-4fff-860b-a2b3648ec8bd). When customers click the links and buy products from Amazon, they earn [referral fees](https://affiliate-program.amazon.com/help/operating/schedule). Click Here To Start

**>>**

**<< List remaining pages here and describe the content >>**

1. **<<** Blogs Page

Are You Ready To Write An E-Book?

When it comes to creating an original eBook that will be popular, there are three essential elements to keep in mind:

- You need to be sure you are passionate and understand the subject you are writing about when writing a long eBook

- Your topic should positively influence people’s happiness: make your topic in health, wealth, or relationships

- Use internet research to your advantage to find an engaging topic

Writing What You Know

With your first eBook, you don’t want to be stuck working on a book that you know absolutely nothing about because you’ll be spending weeks researching information instead of profiting.

Plus, you want to make sure you are an authority on your subject so your customers will actually find the information useful. The worst case situation you can have with an eBook business is putting information in a book that is not true.

When you do make it big, if your information is not correct, people will start talking and your reputation will be ruined that you worked very hard for.

Putting Your Passion on the Page

If you are passionate about your niche, it will make a better impression for your readers.

If you are writing about something that you are passionate about, the work comes right out of it. These include methods to find your passions and turn them into profitable eBooks. With this strategy, your feelings come onto the page and it translates into a more high quality read.

When you are write an eBook you are not interested in, your book will feel like it’s lacking something and your customers will want refunds. Bottom line, try to find something you are passionate about or at least remotely interested in or else you will have a hard time making it in this business.

Fiction or Non-Fiction

When you are just starting out as an eBook author, it’s often better to write non-fiction, but there are advantages/disadvantages to both.

If you are writing your first eBook, the best approach is to write a non-fiction eBook solving someone’s potential problem in a given niche.

Non-fiction books give you an easy platform to start out on and don’t require the necessary creative writing skills to get a product out. Plus, it will be easier for a beginner all the way to an advanced marketer to sell if there is a specific problem trying to be solved.

Why Non-Fiction Is a Better Bet

Non-fiction is an eBook that provides real information and is not a made up story. Think more information based products that will help people day to day with their problems.

Non-fiction eBooks are currently dominating the market because it gives you the unique opportunity to find a problem, give a clear course of action to help the customer solve it, and then sell this premium information for a large profit. The amount of niches that non-fiction can cover is enormous so if you learn to master this area, you have the opportunity to rinse and repeat and bring home a lot of money.

Fiction Is Riskier

Fiction eBooks, while more complicated, do have the opportunity to do very well also. If you go to any traditional library or bookstore, you see many books that are creatively written for entertainment purposes.

Everyone has heard of the Harry Potter series that made the author a billionaire so opportunity is there. However, this market takes a very different approach.

You need to have creative writing skills that will keep the reader entertained throughout the book. Think character plot lines, argument scenes, scenes leading up to scenes, etc. Your dedication to this type of style will be rewarded if you do it well because Amazon gives you a higher royalty and when you start to develop fans word and sales can dramatically increase.

Overall, deciding between fiction and non-fiction can come down to passion and commitment. Authors of both styles of writing love the work they do which is necessary when you are writing content daily. Follow your passion, but make sure to keep the end goal in mind, which is to make money at the end of the day.

**>>**

**<< List remaining pages here and describe the content >>**

1. **<<** About me Page

Living in America has been a great blessing for me in many ways! Now I’m enjoying my laptop life style even since I could think of… I really must give all the credits to my mentor Matt Lloyd who is the founder & CEO of MOBE!

But my life wasn’t like this at all…

On October 18, 2005, I migrated from a very small country called Bangladesh with an enormous ambition. Honestly, I remember - when I entered in this dream land in every single step I took after landing my flight in the JFK Air Port, I just melt down inside of me thinking about here’s my dream about to come true… I was 22 years young kid who just finished his bachelor degree of Statistics and working on the masters. My expectation, obviously, was so high…I went to my aunt house at the same day where I intended to say for a few days until I got a job or so…

Having many thoughts, finally I reached Columbus, it took me about 14 consecutive hours from the JFK – it was my longest bus ride ever. After 22 days staying with my aunt family, I managed to have a job – Lot Attendant at Giant Eagle whose main job was to collect the leftover buggies, carts from the customers…

Anyways, job was a job right! I’m a kind of person who pretty much can do anything when it required. I was happy with what I had, I was a happy go lucky guy! That didn’t bother me not until December while show and frosty would bother me so much. Not just a cold, that was the extreme weather conditions for me. I have never since the temp goes below 40 Degree Fahrenheit even in the winter time in my entire life while I was going up in my country, Bangladesh.

About 4 months later, I got a job at the Wendy’s Restaurant in front of the Ohio States University where most of the customer was students. Soon I started to go to college with the help of that kind of environment…

After a few years, I got a job at the US Postal Services, oh! Man! I thought I just got my dream job…But honestly, some reasons I didn’t like it, I was trying to find some way to exit…

Thinking 3 years working with post office was worthwhile because three of us opened an Indian Restaurant called Curry & Sweets as the side business while I was working at the USPS. We were really doing good in term of business. Now the time to do something else! I, then, quit the job and took the business as my profession.

In a very short time, we’re able to open another restaurant, New Taj Mahal on the high street area close to OSU, we usually get a lot of traffic, especially the young students. Everything was going just fine until we found some misunderstanding within our partners. From that incident I decided to do some kinds of business what I can manage everything by myself. No more partners!

After a few days, while I was browsing my FB, I saw a post by Matt Lloyd. I really don’t exactly remember what was that post about… but he wanted to be my mentor and send me a link, I watched a video and I loved that business model he was explaining in the video…

What a coincident that was! I was really looking exactly same type of business in which I can enjoy my life…After assigning my coach, I can’t explain now, but I was fully convinced and amazed with the system – I immediately invested in Titanium Mastermind, and I was simply following along with my coaches’ instructions…

I strongly believe I got blessed since then, and now I’m enjoying the life I always dream of… I’m happy! I’m proud and enjoying the laptop life style that Matt Lloyd Assured me once!

**>>**

**<< List remaining pages here and describe the content >>**

1. **<<** Tools Page

Anything we do from our kitchen to our workplace; we are using some tools such as computers, phones, printers, knives, pens, pencils, etc. Without it we can’t do much. To set up an online business, we will also need some tools like an auto-responder- aweber, mailchimp, clickfunnels, etc.

Mailchimp

You’ve got big ides. Now what?

Get a smarter all-in-one Marketing platform to start growing your cat harness business. Or your not-cat-harness business

Pick A Plan (hyperlink)

AWeber

#### *Email is perfect for keeping your brand top of mind and staying connected with those who make a purchase, read your blog or meet you in person. And when you join the communitywhere*[*email automation*](https://www.aweber.com/email-automation.htm)*began, you get access to all features and a team that’s 100% devoted to your success.*

Pick a Plan(hyperlink)

**>>**

**<< List remaining pages here and describe the content >>**

1. **<<** Contact Page

Please let us know if you have any question or concern.

6368 Bannister Dr

Dublin, Ohio 43017  
  
Phone: (614) 622-6656

mabashe01@gmail.com

**>>**

**Step 4 of 4:** Sketches/Wireframes (10 points)

For this very important section, you will mock-up how your page will look and how it will be organized. It is not incredibly important that your wireframes be *professional-grade* but they should look very nice and intelligible. You may use Microsoft Paint, Photoshop, GIMP or even hand-draw them and scan them. The drawings must be included in this document, **or** attached as a separate document. Here are some questions to ask yourself when sitting down to make the wireframes:

* What will your logo look like?
* My logo would be a square shape, there’s a gear symbol in the center with a vertical white line to the right of that gear symbol as well as “Basher Online Business Education” text in it
* What colors might you use?
* Colors would be yellow, orange and teal.
* Where will your menu be located? What links/buttons will be included in the menu?
* Menu will be in the header section. On-click button and hyperlinks will be included in the menu.
* What kind of images my you have?
* My personal and out sourced images.
* Will the home page be formatted differently than the rest of the site? If so, how?
* Yes, the home page will be formatted differently than the rest of the sites. I would formatted them differently by using CSS codes.
* Will you include video or social media plug-ins?
* Yes! I will use social media plug-ins?
* Is it primarily for desktop viewing or mobile? If both, what will the mobile version look like, as well?
* It would be primarily for desktop view.
* Who is your audience? What language can be used? In what voice should it be written?
* My audience would be the people who are working for 5-9. Language would be English. And the voice would be no-fiction. Or may be a mixture of both - fiction and non-fiction.
* Will your layout take up the entire page width or will it be centered?
* It would be one or the other or whichever fits better.

Photos

A person that is standing in the grass

Description automatically generated

A person sitting at a table using a computer

Description automatically generated

Logo



A Sample WireFrame

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A screenshot of a cell phone  Description automatically generated | | | | | |
| Home | Products | Blogs | Tools | About Me | Contact |

|  |
| --- |
| **A picture containing person, indoor, monitor  Description automatically generated**  **Why Online Business Or Online marketing?** Wouldn’t like to achieve financial freedom and live life on your own terms? And are you willing to take actions, work hard and never give up until you become successful? Then, online marketing would be right for you. Starting a business is easy. Anyone can do it, often just by saying they’re in business or, at the most, by filling up a little paperwork. Having a successful business, however, is one of the hardest things in the world, even in the opportunity-rich world of Internet. As you get started in Internet marketing, it may seem like there’s huge list of things you have to learn. As a newbie, you don’t know what’s important and what’s not. So, what should you learn first? Answer would be simple: start learning things that bring in cash as soon as possible. Bringing in cash should be your number one priority in the very beginning. For instance, if you’re faced with 10 different things to learn from – 10 different courses, videos, books, whatever. Therefore, learn the things which has the greatest likelihood of bringing in cash if you apply right now. In my opinion, Internet or online marketing has far more potential to become successful than the traditional business. Hence, I would highly recommend you start an online business with low to no cost budget. All you need to have a right mindset and work hard accordingly. So, join with me, and I will show you the step by step process how you can have a successful online business.  **A person sitting at a table using a computer  Description automatically generated**  **What is Affiliate Marketing?** Simply affiliate marketing is a process of earning a commission for marketing another person's or company's products. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make. Now let’s come back to your role as an affiliate. You just get the people to someone else’s websites or products. How do you do this? First, you acquire an affiliate link from your new affiliate partner, one that’s unique to you. Then you place ads on other online platforms like Facebook, search engines, forums, Instagram, LinkedIn, Twitter, Amazon etc. Once people (customers) visits the sites through your unique links and buy products, you get commission.    **Why Affiliate Marketing?** There are tons of reasons starting an affiliate marketing than a traditional one. Affiliate marketing plays very important role especially for the newbies because you don’t need your own product or products to start a business, and it is much easier building your own business. Creating your own products is a hard & time-consuming task, and it requires money. As an affiliate, you don’t have to worry those, all you care about how effectively you can drive your traffic. |

|  |
| --- |
| Address 6368 Bannister Dr Dublin   Ohio   43017  *Copyright © 2018 Basher Online Business Education*  [md@basher.com](mailto:md@mdbasher.com) |