

## SEM Coaching - 16

# Goal Setting & Gap Analysis

esb wusia

## Goal Setting

- ❖ Goal setting is an important FIRST STEP towards successful entrepreneurship
- ❖ But before you can set realistic goals, you FIRST need to take an AUDIT of your CURRENT SITUATION
  - Strengths (Knowledge)
  - Time
  - Money
  - Resource
- ❖ Next, you need to determine what your SPECIFIC END GOAL is e.g. to become a full-time online entrepreneur, generate USD5,000/month online etc.
- ❖ Finally, you need to develop ACTIONABLE strategies to achieve your END GOAL

## Gap Analysis

- ❖ An important part of the goal setting process is GAP ANALYSIS
- ❖ This means knowing the AREAS that are critical to your END GOAL achievement that you do not currently have sufficient competency in
- ❖ The identification of areas of weaknesses is also known as GAP ANALYSIS
- ❖ Online entrepreneurship is multi-faceted and requires you to acknowledge that you cannot become an expert in every area in a short period of time
- ❖ In the end, you need to figure out which area of competency you wish to become an EXPERT in and which areas you'll need to OUTSOURCE
- ❖ Also understand that it is NOT NECESSARY to become an EXPERT in every area in order to become successful

## Homework

- ❖ List down your 2011 goals with regards to internet marketing
- ❖ For each goal, identify the ACTIVITIES that need to be ACCOMPLISHED in order to achieve the goal
- ❖ Identify the GAPS preventing you from ACHIEVING the goals
- ❖ Develop an ACTION PLAN to OVERCOME these GAPS

# Online Profit Model Review

## Online Profit Model #1 - Content Publishing

### ❖ How it works

- Find an **untapped niche market** (i.e. high demand/low supply)
- Create website
- Drive traffic to your website using SEO techniques
- Get paid whenever a visitor you refer makes a purchase or completes a required ‘call-to-action’

# Step #1 – Research Market

Keywords	Advertiser Competition	Local Search Volume: November	Global Monthly Search Volume
<b>Keywords related to term(s) entered - <a href="#">sort by relevance</a></b>			
manado		135,000	201,000
hotels manado		27,100	22,200
manado travel		3,600	4,400
resort manado		2,400	2,900
diving manado		1,900	1,900
manado sulawesi		1,600	1,900
dive manado		1,000	1,300
manado bunaken		1,000	1,000
santika manado		1,000	1,600
map manado		880	1,000
hotels in manado		390	320
resorts manado		390	390
manado tourism		170	320
manado accommodation		140	590
siladen manado		110	880
manado accomodation		58	91

# Step #2 – Create Website

The screenshot shows the homepage of BestManadoGuide.com. At the top, there's a banner featuring four images: a scuba diver underwater, a boat named 'STALDON', a globe, and an aerial view of a port. To the right of the banner are links to 'Sitemap', 'Privacy Policy', and 'Contact Us'. Below the banner is a red navigation bar with links to 'Home', 'Manado Hotels', 'Manado Diving', 'Adventure & Tours', and 'Flights Manado'. Underneath the navigation bar is another red bar with links to 'Information', 'Articles', and 'About Us'. On the left side, there's a sidebar with a sunset image and the text 'picture by peachy hernando'. The main content area has a pink background. It features a 'Welcome to BEST MANADO GUIDE' section with text about providing travel information for Manado. To the right of this is a Google search bar. At the bottom of the main content area, there's a blue bar showing 'MANADO' and the date '13-Apr-2008 Sun 00:58:30 AM'. On the right side of the page, there's a box containing an image of a statue on a hill and text linking to 'Find Hotels & Resorts around the World'. A 'Questions?' button is also visible.

Sitemap . Privacy Policy . Contact Us

BestManadoGuide.com

Home Manado Hotels Manado Diving Adventure & Tours Flights Manado

Information . Articles . About Us

Welcome to BEST MANADO GUIDE

We are providing you the best travel information, best manado guide, make easy for you to find the right hotels & resorts, scuba diving and tours, all interest and information about Manado, North Sulawesi.

picture by peachy hernando

Google™

Search

MANADO 13-Apr-2008 Sun 00:58:30 AM

**MANADO, NORTH SULAWESI**

Destination Guide

Manado or Menado is the capital of North Sulawesi Province of Indonesia, and estimated to have been resided since XVI century and was call "WENANG". Later, in 1623 the name was changed into "MANADO". Formerly known as "CELEBES" by the Dutch. Manado is located on the shores of natural curve of Manado Bay and is surrounded by a mountains area. The culture of the people in Manado has been mixed one. Urbanization of people from Minahasa, Bolaang Mongondow, Sangihe, Talaud, and Gorontalo was resulted mixed population and cultural. Manado is famed as a member of the "SPICE ISLAND" of colonial times, it still exports large amounts of cloves, vanilla and other spices. Nestled amongst lush surroundings, the town is filled with restaurants, shops, bustling markets and places of worship. The best view of Manado is complemented with the almost perfect volcanic cone

**Find Hotels & Resorts around the World**

**Questions?**

# Step #3 – Drive Traffic

Google manado  Advanced Search

Web  Results 1 - 10 of about 4,380,000 for manado. (0.45 seconds)

[Manado - Wikipedia, the free encyclopedia](#)  
Manado is the capital of the North Sulawesi province of Indonesia. Manado is located at the Bay of Manado, and is surrounded by a mountainous area. ...  
[en.wikipedia.org/wiki/Manado](http://en.wikipedia.org/wiki/Manado) - Cached - Similar

[Manado, Tourist Informations Guide - All about Manado, North Sulawesi](#)  
Visitors site for Manado. With information about accommodation, scuba diving, getting there and around, and maps.  
[Manado Hotels - About Manado - Photo gallery - Bunaken island](http://Manado Hotels - About Manado - Photo gallery - Bunaken island)  
[www.visit-manado.com/](http://www.visit-manado.com/) - Cached - Similar

[Manado travel guide - Wikitravel](#)  
28 Oct 2009 ... Open source travel guide to Manado, featuring up-to-date information on attractions, hotels, restaurants, nightlife, travel tips and more.  
[wikitravel.org/en/Manado](http://wikitravel.org/en/Manado) - Cached - Similar

[Image results for manado](#) - Report images  


**Best Manado Guide | Manado City | North Sulawesi | Indonesia**  
Best Manado Guide, Providing You The Best Travel Information, Make easy for You to Find Best Offer Rate For Hotels Resorts, Scuba Diving, Adventure Tours, ...  
[www.bestmanadoguide.com/](http://www.bestmanadoguide.com/) - Cached - Similar

## Online Profit Model #2 - Promote Other People's Product (Affiliate Marketing)

### ❖ How it works

- Find a **product you want to promote**
- Create website, landing page or link directly to merchant
- Drive traffic to your website using PPC and/or SEO techniques
- Get paid whenever a visitor you refer makes a purchase or completes a required 'call-to-action'

## Step #1 – Locate Product(s) To Sell

### ❖ Locate A Product To Promote Via Affiliate Networks:

- ClickBank (<http://www.clickbank-signup.com>)
- PayDotCom (<http://www.paydotcom.com>)
- Amazon (<http://www.amazon.com>)
- Commission Junction (<http://www.cj.com>)
- LinkShare (<http://www.linkshare.com>)
- Performics (<http://www.performics.com>)

## Step #2 – Write A Product Review



**Fabian Lim's BLOG**  
Internet Marketing



HOME    ABOUT    CONTACT    PRODUCTS    SERVICES   

**featured »**

### Keyword Research Pro

May 15, 2009 – 2:54 pm | [2 Comments](#)

[listen now](#)

I recently pre-launched Keyword Research Pro Version 1.0.10, which is a partnership between a young and talented programmer, Sebastian Kohl and myself. Together, our goal is to make Keyword Research Pro the ultimate keyword software in ...

[Read the full story »](#)

#### affiliate marketing

affiliate marketing strategies and tips

#### google adwords

PPC strategies for maximizing your AdWords profits

#### keyword research

little-known keyword research strategies revealed

#### private label rights

PLR strategies to skyrocket your online profits

#### teleseminar

replay of teleseminar sessions hosted by fabian lim

[Home](#) » General, Internet Marketing, Website Design, Website Development

## XSitePro 2 Review – Ultimate Website Builder Software?

Submitted by [Fabian Lim](#) on June 18, 2008 – 10:07 am

[3 Comments](#)



XSitePro web design software version 2 launched on 21 May 2008 and I immediately rushed to upgrade my copy of XSitePro from Version 1 to Version 2.

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# Step #3 – Drive Traffic

Web Images News Groups Books Scholar Gmail more ▾ Search settings | Sign in



xsitepro 2 review

Search

[Advanced Search](#)

Search:  the web  pages from Singapore

Web [Show options...](#)

Results 1 - 10 of about 16,600 for **xsitepro 2 review**. (0.20 seconds)

[Official XSite Pro 2](#)

Sponsored Links

[xsite-pro-2.com](#) XSite Pro 2 Discount & Bonus Watch The XSite Pro Video Now!

[XSitePro 2 - The Truth](#)

[XSiteProWebsiteDesignBuilder.com/](#) What You Should Know Before You Buy XSitePro. Watch Video Now!

[xSitePro™ Official Site](#)

[www.XSitePro.com](#) As Recommended by PC Advisor! Build Amazing Sites with No Experience

[XSitePro 2 Review – Ultimate Website Builder Software?](#)

XSitePro web design software version 2 launched on 21 May 2008 and I immediately rushed to upgrade my copy of XSitePro from Version 1 to Version 2.

[www.fabianlim.name/xsitepro-2-review-ultimate-website-builder-software](#) - [Cached](#) - [Similar](#)

[Xsitepro 2 Review-do You Really Need It?](#)

4 Jun 2008 ... Have you ever attempted to build a website? Is a free template the best you can hope for? Do you have enough trouble with English, ...

[www.articlesbase.com/.../xsitepro-2-reviewdo-you-really-need-it-438560.html](#) - [Cached](#) - [Similar](#)

[XSitePro 2 Watch Video Now | Exclusive XSitePro Bonus Pack & \\$100 Off](#)

XSitePro 2 - Discover how to easily create SEO websites that rank! ... Read Full XSitePro Review. Here are some of the features that XSitePro offers: ...

[www.xsiteprowebsitedesignbuilder.com/](#) - [Cached](#) - [Similar](#)



## Online Profit Model #3 - Product Creation

### ❖ The Ultimate Goal Of Every Online Marketer!

#### ▪ How it works

- Identify a strong market need
- Research the competition
- Develop product specification, features and benefits
- Develop actual product
- Develop sales copy for the product
- Decide method to sell your product (e.g. Clickbank, CJ, direct sales) and payment processor (e.g. PayPal, 2CheckOut, WorldPay)
- Set-up affiliate program & joint ventures
- Launch and promote product

## Case Study #3 – Create Your Own Product



# The Results...

Status	Details	Action	Gross	Fee	Net Amount
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$167.00 USD	-\$5.98 USD	\$161.02 USD
Completed	<a href="#">Details</a>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<a href="#">Details</a>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<a href="#">Details</a>		\$167.00 USD	-\$5.98 USD	\$161.02 USD
Completed	<a href="#">Details</a>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<a href="#">Details</a>		\$97.00 USD	-\$3.60 USD	\$93.40 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD

- ❖ **Total Revenues To Date:**
  - **USD 265,837**
- ❖ **Total No. of Customers:**
  - **Over 1,682**
- ❖ **Total No. of Subscribers:**
  - **Over 24,092**
- ❖ **Total No. of affiliates:**
  - **Over 325**

**Generated  
USD 265,837  
In 20 Months**



EST.

imarketing.courses  
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## Product Creation Example – AdWords Empire



# The Results...

Name: BizSuccessOnline (Fabian Lim)

Email: [REDACTED]

Status: Singaporean - Verified (122)

## PayPal Account Balance

Currency ?	Account Balance ?
U.S. Dollar	\$70,275.45 USD

\$70,275.45

## Recent Activity | All Activity | Items Won ebay

File	Type	To/From	Name/Email	Date	Status	Details	Action	Amount
[REDACTED]	\$297.00 USD							
[REDACTED]	\$297.00 USD							

Name: BizSuccessOnline (Fabian Lim)  
Email: [REDACTED]  
Status: Singaporean - Verified (273)

## PayPal Account Balance

Currency ?	Available Balance ?
U.S. Dollar:	\$24,030.49 USD

\$24,030.49

## Recent Activity | All Activity | Items Won ebay

File	Type	To/From	Name/Email	Date	Status	Details	Action	Amount
[REDACTED]	-\$27.00 USD							
[REDACTED]	-\$9.20 USD							
[REDACTED]	\$37.00 USD							
[REDACTED]	\$47.00 USD							
[REDACTED]	-\$397.00 USD							
[REDACTED]	\$83.92 USD							

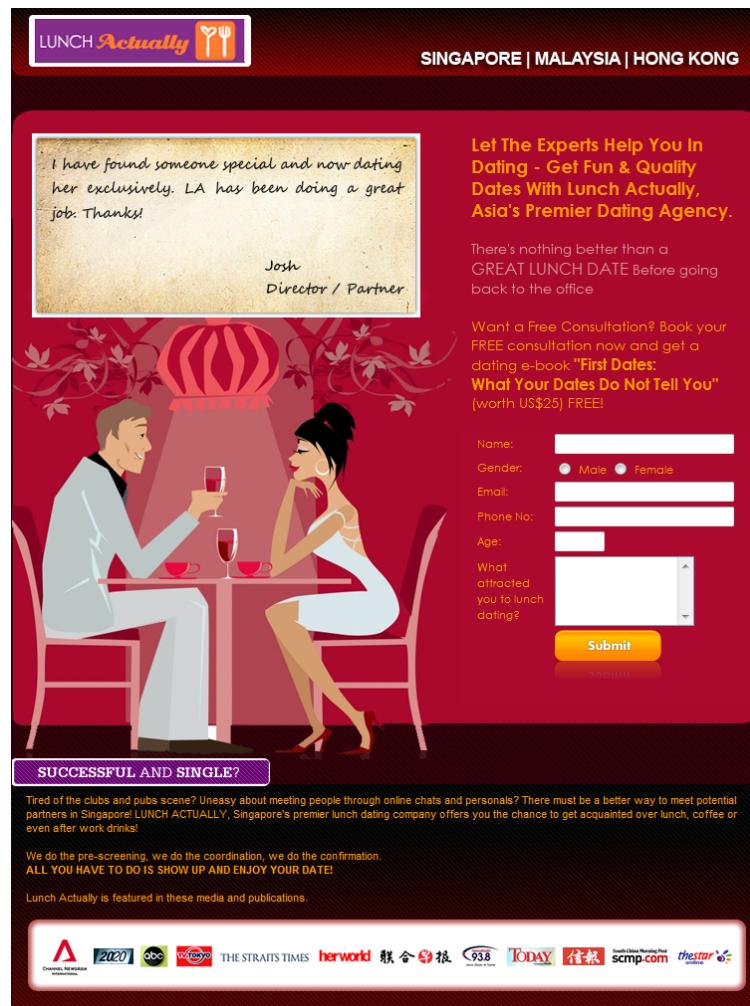
[File Selected Items](#) [File A](#) [File Selected Items](#) [File All](#)

## Online Profit Model #4 – Local Business Marketing

### ❖ How it works

- Identify a profitable offline niche (e.g. catering, tuition, plumbing etc.)
- Locate offline suppliers (use the Yellow Pages)
- Create website and promote offline niche online via search engine marketing (PPC & SEO)
- Get paid when you generate a lead or a sale

# Local Business Marketing - Case Study #1



## Industry: Dating

## Supplier: Lunch Actually

## Country: Singapore

## Local Business Marketing - Case Study #2



Industry: Consumer

Supplier: MySimplifieds.com

Country: Malaysia

## Local Business Marketing - Case Study #3

The screenshot shows the homepage of Kurnia Insurans Malaysia. At the top left is the logo 'KURNIA INSURANS' with 'Malaysia' underneath. At the top right are 'HOME' and 'ABOUT KURNIA' links. Below the header is a green car image. To its left is a key fob icon with the text 'BUY ONLINE To Enjoy Special Internet Discount\* UP TO 10% with FREE Kurnia Auto Assist Services'. A blue button at the bottom left says 'Get QUOTE Now'. In the center, a large blue banner reads 'Save TIME & MONEY On Your Car Insurance With Kurnia.com!'. Below it is a list of '5 Reasons To Buy A Kurnia Car Insurance Online:'.

- 1. [Get up to 10% Discount\\*](#)
- 2. [24-HOURS FREE Kurnia Auto Assistance](#)
  - Jump Start
  - Change Battery
  - Change Flat Tyre
  - FREE Towing up to the first 30 km radius\*\*
- 3. [Hassle-Free Kurnia Express Claim Service](#)
  - Immediate Claim Settlement in CASH for Motor
  - Own Damage Claim
- 4. [SMS Updates & Reminder Services](#)
  - NCD Enquiry
  - Policy Renewal
  - Claims Status
- 5. [Dedicated 24-hours Kurnia Auto Assist customer support line 1-800-88-3833](#)

Get **QUOTE** Now

**Industry: Consumer**

**Supplier: Kurnia.com**

**Country: Malaysia**

# Wishlist Webinar Topics

## Wishlist Topics

- ❖ PLR Marketing
- ❖ E-Commerce Marketing
- ❖ Choosing Profitable Products to Promote
- ❖ Social Media Marketing
- ❖ Mobile Marketing
- ❖ AdSense Marketing
- ❖ Article Marketing
- ❖ Product Creation
- ❖ Local Business Prospecting
- ❖ E-mail Marketing
- ❖ Directory Marketing
- ❖ Membership Marketing
- ❖ Legal Agreements for Local Marketing
- ❖ Coupon Marketing
- ❖ Joint Venture Marketing

# Questions?