Checklist For Launching And Running
Your Simple Path to Profit Business

You can use this checklist as you move through the Simple Path to Profit training to set up, build, and run your SPP business.

The checklist is not intended to be a substitute for the training provided in the SPP course. Use this as a way to track your progress through the training and as a quick way to refer back to specific topics once you have completed the training.

1. **Get Started:**
   Watch the videos in Lesson 1 for the overview of the SPP program, how it works, and the bonuses that are included. Then request your SPP site build.
   - ☐ Watch the videos that overview the SPP program.
   - ☐ Following the instructions in the videos in Lesson 1, section 3, request your website build.
   - ☐ Wait for your website and business systems to be completely built out for you.
     This typically takes 2-3 business days.
     You will receive an email notification from our Technical Support department when the site build is complete.

2. **Learn about your SPP website and business systems.**
   In Lesson 2, learn about how SPP your website, the Profit Platform CRM, and our Affiliate Fleet software support your business and how to use them.
   - ☐ Learn how to see your website and access its admin dashboard.
   - ☐ Complete the few small customizations to your website shown in the Lesson 2, section 1 video.
   - ☐ Learn how to access your site's email inbox (Lesson 2, section 2, first video)
   - ☐ Complete the required email configuration step (Lesson 2, section 2, second video)
   - ☐ Learn what your Profit Platform CRM (PP CRM) is and does, and how to access and use it (Lesson 2, section 3, first video)
   - ☐ Follow the link below the above video to access the additional, more detailed trainings available for the PP CRM on the Profit Platform How-To page.
   - ☐ Complete the configuration of your PP CRM's business settings (Lesson 2, section 3, 2nd video)
   - ☐ Learn about your Affiliate Fleet account, how to access it, and how to see your sales and commissions there (Lesson 2, section 4)

3. **Learn about Solo Ads, our officially recommended traffic generation strategy**
   Learn what solo ads are, why we are recommending them as our official traffic strategy for SPP, and how to sign up with our official solo ad partner services.
   - ☐ Understand what solo ads are and how you will be using them in your business (Lesson 3, section 1)

☐ Sign up with our official solo ad partners using the links we provide (Lesson 3, section 1)

☐ Read the solo ads glossary to understand the terminology that you will hear and encounter as you begin using solo ads (Lesson 3, section 2)

4. **Correctly track your solo ad buys from end-to-end in your SPP business systems.**
   Learn how to create Pretty Links to track your solo ad buys and understand how your traffic and conversions from them will be tracked by your SPP business systems. This is the beginning of understanding the continuous practices and actions for building and running your SPP business.

   ☐ Understand why tracking clicks, opt-ins, and conversions is so important in this business & how you will do that with your SPP business systems (Lesson 4, section 1)

   ☐ Learn about the email warmup process that we do for you and why it's vitally important to your business (Lesson 4, section 2)

   ☐ Learn the specifics on how to set up the tracking links you'll create in Pretty Links to send to your solo ad providers (Lesson 4, section 3)

   ☐ Learn and understand how to vet solo ad providers in the Udimi marketplace (Lesson 4, section 4)

   ☐ Understand how to measure the results of your solo ad buys and know whether a buy provided good results or not (Lesson 4, section 5)

   ☐ Learn how to check your domain's email reputation using Google's Postmaster Tools and strategies for improving it if it ever needs to be (Lesson 4, section 6)

5. **How to view and analyze statistics for each solo ad buy**
   Now we get to the core of your daily SPP business activities.

   ☐ Learn how to view results and create and interpret opt-in reports with Pretty Links (Lesson 5, section1)

   ☐ Learn how to see sales and commissions in Affiliate Fleet and also break them down per solo ad buy (Lesson 5, section 2)

   ☐ Understand how to view your leads (folks who opted in) in your Profit Platform CRM and know which leads have qualified for inclusion in our internal marketing campaigns (Lesson 5, section 3)

   ☐ Learn the finer details of how to investigate and interpret your statistics per solo buy and know if the traffic you received from that solo provider provided good value or not (Lesson 5, section 4)

As you grow your list and your business, your business cycle will focus on the actions in step 5 above. At a high level, your Simple Path to Profit business will follow this rhythm:

1. Select a solo ad provider to work with.
2. Create a Pretty Link to send to them for the current buy.
3. Place your order with them and provide the Pretty Link.
4. Receive the traffic from their delivery on the order.
5. Analyze the results for the traffic they delivered and decide if you will order from them again.
6. Repeat from step 1.