



***You CAN give this report away.
You CAN NOT change the content in any way.
You CAN NOT sell this report.***

For the script that is used to create our recipe websites, visit <http://RecipeScript.com>

30-Day Success Plan for Your Recipe Niche Website

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Introduction

This short guide will help you get started with your first recipes website. Please read through everything first, and then go on through each step as it comes. If you follow my advice, I know that you will have a head start to creating a successful and profitable website.

Thank you,

Jude Wright

<http://RecipeScript.com>

Help Desk: <http://WrightWayHelp.com>

Day 1: First Things First

Today is a thinking day. It's time to make sure that you *really* know what you want. Do you really want to have your own business? Why? How much time do you have to devote to it?

Decide on your goals, both monetarily and personally. Forget about past failures, should you have any. Get your family's support. They will need to understand that some of your time must be devoted to your new business.

And tell yourself every day, "I CAN do this!" And, believe it! Because you can!

Day 2: Target the People Who Love to Cook

Now, I am assuming that you want to have a recipes niche site because you love to cook. You probably have a collection of cookbooks that you go through periodically to try new recipes. You may even make up a few recipes of your own!

Instead of creating a "generic" recipes website, think about narrowing the niche down a bit. There are all kinds of different types of recipes, from foreign dinners to healthy eating to barbecue recipes to crockpot recipes. You get the idea!

Do some keyword research at www.WordTracker.com to find out what kinds of recipes people are actually looking for and what the competition will be like if you create a website about it. Choose something that has a high KEI, meaning that there aren't as many

websites that are based around that particular recipe niche. Because that is what you are looking for – a profitable niche.

Day 3: Register Your Domain Name

Today, you will make a final decision about which kind of recipe niche you wish to target and register your domain name. Go through the keyword phrases that you got from www.WordTracker.com yesterday and choose the one that you think will be most profitable.

Register your keyword phrase at www.GoDaddy.com. Many people will tell you that you can't have hyphens in your domain name. But, I have learned from one major affiliate marketing guru that you CAN! So, if the domain name that you want is already taken, try to find it with hyphens. There is a great, free tool that can help you find a good domain name. You can find it at [Domain Suggestion Tool](#).

Day 4: Get Your Web Hosting

Today, you are going to find a web host. It's time to do some research and search for one that allows third-party scripts. That means that companies like GoDaddy.com may be great to register your domain but they are not good for hosting. They do not allow such scripts on their websites. My recommendation would be www.HostGator.com.

Day 5: Find a Recipe Script

It's time to get those recipes online. Unless you want to add your recipes, category by category and recipe by recipe, to your web pages yourself, you will need a script that will make the process much easier. There are several that may do the job, but I believe the best one on the market today is the Recipe Script found at <http://RecipeScript.com>. I may be prejudiced since I'm the creator of the script. © With the Recipe Script, you don't have to know HTML or know how to create a website. The script does all that for you. It's also super easy to install and the templating system makes it look just like you want.

Get your recipe script installed. If you purchased the Recipe Script, this will take about ten minutes. The script also comes with 200 recipes to get you started; however these recipes are not tailored to a specific recipe niche.

Day 6: Add Your Recipes

Today you will want to spend the day adding recipes. You should have a minimum of 25-50 recipes if you want to use Google AdSense. So, you'll be busy today!

Day 7: Add Supporting Pages

Create other "supporting" pages for your website. You'll want to have a "Contact" page and a "Privacy" page for sure. You should also add other cooking related pages so that you'll have some content. Some of these types of pages would be cooking terms or articles about different cooking methods. You should be able to find plenty at the article directories. Try <http://ArticlesAccess.com>. They have over 60,000 articles altogether so I'm sure you'll find many on recipes and cooking.

The Recipe Script (<http://RecipeScript.com>) has a "mini" CMS system included in the script so it's easy to add extra pages. If you decide on a different script, you'll need to install that script in a "sub" directory and create a "main" site for your content.

Day 8: Monetize Your Website

Go to www.Google.com/adsense and sign up. Now that you have your website set up and some content added to it, they have something to look at. If you sign up before you get your recipes and content, Google will decline your application. When you get the go ahead from Google, login to your Google account and get your code. Add your code to your website. The Recipe Script makes this easy too, with its Banner Manager.

Now, go to www.ClickBank.com and find some cooking/recipe related products. If you don't have a ClickBank account, you'll have to get one. So, go ahead and do that if you haven't. It's free. Visit each site to determine the ones that have the best products for your niche. Get the affiliate code from ClickBank and add it to your website. You don't need many – just one or two will do. You don't want to give your visitors so many choices that they give up without clicking on anything.

You're ready to start bringing in some traffic, so....

Day 9: Create a Report

Take some of the articles that you found on Day 8 and create a report with them. Contact the authors first so that you don't infringe on anyone's rights. Most will be happy to let you use them because that is why they write them. Be sure that you keep the author's bio box (resource box) with each recipe that you use. Make the report about 15-20 pages in length.

Make your report "Viral." Add a sentence at the beginning of the report that gives people permission to give your report away to other people. This is called Viral Marketing.

Proofread and spell-check it for errors. Convert your report to a PDF document. (Go to www.Google.com and search for "free PDF converter.")

Upload your report to your website (via ftp).

Day 10: Get an Autoresponder

There are lots of great autoresponders available. Two that I like are [Aweber](#) (for a service not on your own website) and [ListMail Pro](#) (script IS installed on your website.) Take a look at a few and make your choice.

When you have your autoresponder set up, add a form for people to sign up to get your free report. You will probably want to create a new page for this. Then, add a new page for your report download instructions. Create a link to your report for people to download it.

Day 11: Go visit Some Recipe Websites

Today, you're going surfing. Visit some recipe and cooking websites. See if they have forums or message boards. Write a killer signature file so that when you post at the forums, it will give them a link to your report signup page. Sign up for the best forums. Another way to find these forums is to Google for them: "recipe forums" or "cooking forums" should get you quite a few. Once again, be sure that you link your signature file to your report page— not to the home page of your website.

And, while you're at it, add your signature file to your email program. Almost every program I've seen, Hotmail, Gmail, or your Outlook on

your computer has a way to automatically add this file to the end of every email that you send out.

Just watch the postings at each forum until you get an idea of what people are talking about. You did read the forum rules when you signed up, right? Don't disobey them or you'll be banned. Start answering the questions that people ask if you know the answer. Ask questions too. Don't overdo – you don't want to monopolize the forum!

Day 12: Give Away Your Report

Remember those websites you visited yesterday? Today, you're going to look at them again to see if they have newsletters. If they do, ask them if they'd like to have your report as a free giveaway to their subscribers. This will benefit you (more people will see your report and visit your website) and them (their subscribers get added value from their subscription).

Day 13: Start Writing Articles

Article Marketing is one of the BEST ways to get traffic coming to your website. So, write about five articles about some form of cooking (such as how to bake, how to boil water...that fit's your recipe niche). You will submit these articles to article directories. Just Google "article directories" for a boatload of them!

You should plan on writing a minimum of three articles per week at first to really get the momentum going. Then, you can slow down to one per week so you can catch your breath.

Day 14-21: Create Your Own Product

If you really want to make money, you will need to have your own product to sell. You can create your information product (ebook) by just making it from the recipes that fit your niche.

If you want something a little more elaborate, you can get bids from writers at www.Guru.com or www.RentaCoder.com. Your ebook should be approximately 50 or so pages.

Make sure that your ebook looks well-formatted. You don't want a messy bunch of sentences that are hard to read.

Upload your ebook to your website.

Day 22: Create Your Sales Material

Today, you'll be writing your sales page and getting your website ready to take sales. Write a killer sales letter and add your payment button. www.PayPal.com is usually the best way to go to start with because it's free.

You'll also need a download instructions page that is linked to the product that you are selling.

Days 23-30: Promote, Promote, Promote

Using some of the tactics that we've covered above, promote your new ebook. Start with creating a report "introducing" it and go on to forums (where you should already have made some friends), article marketing and other methods. I won't go into all the different ways to promote online here...that would take a huge ebook! And, there's a lot of information to be found on the Internet on that subject.

Conclusion

This report should give you a good idea of what is involved in having a recipes website. You are going to have to do some work. There's no way to have a successful (I mean profitable) website without effort.

Update your new website constantly. Add at least five new recipes a week. Add another article.

You might want to consider having a blog (free) and a forum (also free). The search engines seem to love blogs. Instead of adding additional content to your website, you'd be adding it to your blog.

I wish you MUCH success in your new adventure.

Jude Wright

<http://RecipeScript.com>

Help Desk: <http://WrightWayHelp.com>

Do you think you'll need a contact form, feedback form or survey form at your new site? Check out <http://WebFormsMaker.com>