Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy the code phrases below into the "find/replace" feature in your text editor. This is usually found under the "edit, replace or search" menu at the top of your editor in the menu bar.

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Instructions

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- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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Copy and paste phrases

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

Best of luck with your new course,

Lisa M Cope,

If you need help or have questions, please visit the help desk:

http://www.lisamcope.com/help

http://www.plrjunkies.com

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Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Online Business Management Crash Course.

It’s very important that you confirm your subscription so that we

can start sending your messages right away.

Please take a minute and click the link below to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

Thank you,

"add your name here"

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1

Subject line: First Lesson - Online Business Management

Hello "autoresponder code here",

Welcome to YOUR first lesson in the Online Business Management Crash Course.

Over the next few days, you will receive several lessons that will include simple tips that you can use to help you manage your online business more efficiently.

In this first lesson, we are going to go over a few very good reasons why you should create an internet-marketing schedule for your online business and how it will help you be more efficient.

Having a schedule to follow is very important to your success especially when it comes to internet marketing. Without one chances are good that you will have a hard time getting things done, which will ultimately lead to unfinished tasks, many long hours and lost income.

Whenever you operate a website or blog that generates income through the sale of a product, service, or affiliate links then you not only do you need to be a business owner and webmaster, you also need to be an internet marketer.

If this is a new step for you, it can become very overwhelming. The first step is to familiarize yourself with popular internet marketing techniques. You can do this by searching online or visiting internet-marketing forums.

Here is a great article that shares some of the most popular ones online:

<http://codecondo.com/internet-marketing-forums>

Once you get a little knowledge under your belt, you will be able to market your website or blog, by implementing the techniques you learned. Sounds easy enough, right? Unfortunately, this is where many new marketers make costly mistakes.

Creating a schedule will help ensure you get the most out of your newfound internet marketing knowledge. It can help you increase your productivity and accomplish the daily tasks that need to be done in order to drive more traffic you to your site. Which in turn will lead to more customers and increased earnings for your business.

An internet-marketing schedule is essentially a detailed to-do list. You can use a spreadsheet, a whiteboard or a simple notebook to create your schedule. Start by setting aside blocks of times, like in one or two hour increments. For each time slot, write a task or two. For example, do you want to write and submit an article to a directory, post to your blog or send tweets to your followers on Twitter? If so, add that to your schedule.

As you become more familiar with various internet marketing tactics, it will be easier to advertise your business online. Unfortunately, the shiny object syndrome easily distracts many of us and keeps up from accomplishing the task that must be done to grow our business. It’s easy to go from using the internet to research to reading the news or the latest celebrity gossip. To prevent this from happening, use your schedule as a guide.

It will help you avoid distractions, but if an interruption happens, don’t spend time trying to remember what you were doing or were about to do, just consult your schedule and get back to work. When you track your time you know that you only have X amount of time to complete a task, it can help keep you motivated and increase your productivity.

When it comes to building your online business, there are many tasks that need to be accomplished and there is no way you can implement them all, but when you have a proper schedule in place it will get the process started and help keep you on track to success.

We have a lot to go over in the next few days if you want to learn even more tips that can help you manage your online business more effectively, so make sure you look for your next lesson soon.

Thank you again for joining, if you have questions or need assistance, please feel free to contact me. I will be happy to help.

Until then,

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2

Subject line: Second Lesson - Online Business Management

Hello "autoresponder code here",

It’s time for your second lesson in the Online Business Management Crash Course. I hope you found lesson one informative. In this lesson, we are going to talk about some of the consequences for your business that come along with not managing your time effectively.

As an online business owner, time management is crucial. As we discussed in your last lesson you have to wear many hats including scheduling, marketing, customer service and more. If you aren’t properly managing your time, you may find yourself and your business suffering the consequences.

There are hundreds of ways for you to promote a website, product, or service online. A few quick examples include submitting content to article directories with back links, creating clever advertising signatures on message boards and posting, writing keyword optimized content, exchanging banners with other webmasters, and so forth. Since there is so much for you to do, it’s easy to fall behind. Unfortunately, this can throw your whole day, week, or even month off course.

When you don’t properly manage your time, it’s easy to become unorganized. An example of poor time management is working without a schedule or a guide as we discussed in your last lesson. Without a solid plan it’s not hard to get distracted and lose track of what you need to get done next. Don’t let this happen when it is so easy to avoid with proper organization.

As I mentioned above, there are many tasks to implement, which all take time. Without proper time and management chances are you’ll spend more time focusing on one form of internet marketing, like buying advertisements, and completely neglect another, such as creating keyword optimized content for the search engines. Once you realize this neglect and try to fix it, you will be overwhelmed.

For many of us, once this happens it feels like the point of no return. If you allow yourself to get overwhelmed, become unorganized, or fall behind in work, you may want to give up for the day but don’t. Instead, take a short break, regain your composure and refer back to your schedule to help get back on track.

You can end up missing deadlines, losing customers, and even hurting your business. You have likely heard the saying “time is money.” It’s true, because the more time and focus you spend marketing your online business the more your business grows and your income increases. If you aren’t properly managing your time, chances are good that you’re not getting thing done and your definitely losing money.

All of these consequences can be avoided once you develop good time management skills because they will help you avoid distractions, stay focused and manage your business more efficiently.

If you want to learn more about developing good time management skills I highly recommend this course from Lynda.com: <http://www.lynda.com/Business-Productivity-tutorials/Time-Management-Fundamentals/77533-2.html>

That's it for today's lesson. In your next lesson, we will be talking about creating an effective time management plan for your business.

Until then,

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P.S. Again, I appreciate your joining me for this short course. If you have questions or need assistance please feel free to contact me at any time. I will be glad to help.

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3

Subject line: Third Lesson - Online Business Management

Hello "autoresponder code here",

It’s "add your name here", with your third lesson in the Online Business Management Crash Course. Today let's talk about creating an effective time management plan for your business.

It doesn’t matter whether you sell services, market a product or promote affiliate offers, as we learned in your last lesson time management is vital to your success. This is because the interest you can generate for your online business through your marketing campaigns will translate into customers and income.

To be a successful internet marketer for your business it’s important to have long-term goals and since time management plays such an important role in generating income, the big question is how do you use it to reach your long term goals?

The best place to start is by creating a time management plan. Here are a few quick tips that can help get you started.

– Brainstorm

Don’t make the mistake of jumping right into work. Instead, take the time to brainstorm and develop a list of tasks that need to be accomplished to reach your goals. Decide what you want to do for the day. For instance, do you need to update your website, submit to article directories, buy advertisements or generate leads? If so, list these items on a scrap sheet of paper.

– Prioritize

You might assume that you are done after brainstorming your daily tasks, but you are not. Next, you want to create a to-do list or a detailed schedule. To get started, prioritize. If working for yourself, as opposed to a client, you have more freedom. It is best to start with internet marketing tactics you know will work. Since there is less gamble, your work and the energy you put forth should pay off. For example, submitting articles to article directories is “safer,” than using Twitter to generate clicks to a website.

– Set Time Limits

As previously stated, you can create a detailed schedule. When doing so, use blocks of time. For example, 9am to 10am can be used for writing and submitting one article to EzineArticles.com. This gives you one hour to do the task. Yes, it does apply pressure, but a time limit can also serve as a source of motivation.

If you opt to create a detailed scheduled, set aside specific blocks of time. Even if you don’t take this approach, still create a time limit. Before you start each task, create a goal time to have it completed by.

– Stay Organized

Poor time management skills leads to lack of organization, which ends up leaving you overworked and way behind schedule. To improve the use of your time it’s important to get organized. Make sure you are working in a clean and professional environment, even if only working from a laptop at your kitchen table.

– Know When to Outsource

Outsourcing is a great way to get more done but keep in mind that it does cost money. With that said, there will come a point in time where you fall behind or feel overwhelmed. This is when you should outsource. Outsourced projects don’t need to be large. Even if you only hire a writer to write one article for directory submission, you are still receiving much needed help that will free up your time for more important tasks.

– Don’t Waste Time

The biggest time waster when working online is the internet. Yes, this seems ironic, but it is true. There are millions of things to do on the computer and online. Therefore, it is easy to get distracted and waste time. Set rules for yourself.

For example, no checking your personal email, no communication with friends on instant messenger, no playing computer games, and no surfing the internet for random websites while working. The internet is a great source of entertainment, but not when you should be doing your job.

That's it for today's lesson. In your next lesson, we will be talking about outsourcing some of your tasks to help you manage and grow your business more effectively.

Until then,

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4

Subject line: Fourth Lesson - Online Business Management

Hello "autoresponder code here",

How are you? We're winding down to the end of this short course. But we still need to go over a few things that will help you manage your online business more efficiently.

Today we are going to jump right in and talk about outsourcing some of your tasks to help you manage and grow your business more effectively.

When you find yourself overwhelmed, it may be time to consider outsourcing. If you aren’t sure what outsourcing is, it’s simply hiring a professional to complete tasks that you would ordinarily do yourself.

Outsourcing can be beneficial, you get help, but without having to pay a full-time employee. Since many states require you to carry special insurance and pay extra fees when employing full or part-time workers, outsourcing is considered a more cost effective approach.

However, when it comes to hiring a professional you have to make sure that you find qualified people to help. If you hire someone who is unfamiliar with the tasks that you need completed, the job might not get completed on time or it may not meet your expectations. This not only wastes time, but money. So remove this as an issue; only hired those who are qualified to do the job and properly.

When it’s time to start outsourcing many online business owners aren’t sure what projects they can outsource. Here are a few ideas that can help get you started.

- Writing web content.

Web content is and important part of online marketing. It can be used multiple ways. Keeping your website updated with fresh content keeps readers coming back. You don’t have to do all the writing yourself, you can hire a content writer to write pages for your website. Whether they write product reviews or keyword articles to drive in organic search engine traffic, they are helping you market your website.

When hiring a content writer, look for an individual who has experience writing combination keyword and content articles. This means the articles will be interesting to read, but liked by search engines. Always review content before placing it on your website. Ensure it is professional and original.

- Submitting to article directories.

If you like to write your own web content then you may not need a writer, but someone to help you post your content or submit it for you. As we know submitting articles to article directories with the use of back links can improve traffic and sales. The submission process is easy, but tedious. So, hire someone to submit your content for you. This is very affordable, as some will submit for less than $2 an article.

- Writing blog posts.

If your main goal is to generate traffic to a website where you sell a product or service, rely on the use of a blog. Since blogs need to be updated often, they take a lot of time in order to attract more readers. So, hire a blog writer. This is cheaper than hiring a content writer, as blog posts are shorter and easier to compose.

When hiring a blog writer, provide clear instructions. Blogs are usually writing I a relaxed tone, so if you want your writer to take a professional approach, make sure you let them know. Since the goal is to drive traffic to your website, be sure links are included in each post.

Yes, outsourcing tasks will cost you money but when done correctly it will free up your time, help your business grow and make you more money than you spend. Just make sure you learn the ropes before you dive in and start hiring.

Here is a quick list of some of the best sites for hiring outsourcers:  
<http://katievega.com/top-5-outsourcing-sites>

If you would like to learn more about outsourcing for your online business here is a great article that shares even more information: <http://www.microsoft.com/business/en-us/resources/management/recruiting-staffing/tips-for-outsourcing-your-small-business-needs.aspx?fbid=GhLUm0silS7>

I hope today's lesson was helpful to you. Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson.

Until then,

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5

Subject line: Fifth Lesson - Online Business Management

Hello "autoresponder code here",

Well, we have come to the final lesson in the Online Business Management Crash Course. I hope you have enjoyed your lessons and learned a few tips that will help you manage your online business more efficiently.

In this last lesson, I want to share a few final tips with you along with sample schedule that you can use as a guideline for your own business.

When creating a management plan for your online business, there are many questions you need to answer. First, start with the large ones. These include how you want to market your website, products, or services. If you are new to internet marketing, research your options. Once you have developed a plan of action, such as buying ads, using article directories, link exchanges, and so forth.

Next, there is another important question to consider.

What should your work schedule be?

One of the best things about having your own business is that you have the freedom to work when you work the best. It can also be a full-time job, with lots of overtime so it’s up to you to set your schedule.

We all have grooves that we get into. These are times when we work the best, when we come up with the best ideas, or when we are the most productive. Some are early birds, rising and ready to work before the sun is even up. Others are night owls, working into the early morning hours. What type of person are you? Choose to work when you produce the best results.

When creating a daily detailed schedule, start with blocks of time. It’s best to start with one hour. During the first hour of your workday, list an internet marketing task or two to complete. For the next hour, move onto a new task. As we have been discussing throughout this course a schedule not only helps you stay focused and on task, but it enables you to devote time to multiple tasks, as opposed to focusing solely on one.

So, what should your marketing schedule look like for the day? Here is a sample that you can use as a guideline for creating your own.

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\* 9am to 10am

Write, proofread, and submit one 500-word article to EzineArticles.com

\* 10am to 11am

Visit “sample,” forum to market website. Check signature links before posting.

Create a link on the “advertise your business section,” of forum.

\* 11am to 12pm

Design a banner for link upcoming link exchanges or paid advertising slots.

\* 12pm to 1pm

Ask three webmasters for link or banner exchanges.

Research page rank and popularity of websites. Inquire about advertising rates.

Take a break for lunch.

\* 1pm to 3pm

Create keyword optimized content and update website with that content.

\* 3pm to 4pm

Send a promo update on Twitter and search for questions to answer with @replies.

Visit Squidoo.com to update page and review links. Update lens with a new paragraph.

Add a blog post. Remember to incorporate a link leading to website.

\* 4pm to 5pm

Review internet-marketing forums; look for new marketing ideas.

Finish up lose ends.

Create a to-do list for tomorrow.

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Keep in mind that this is just a sample. Your schedule will vary depending on the type of business you have and the tasks you need to accomplish. By managing your time and creating a schedule to follow your productivity will increase which will have a positive impact on your business.

As we close this final lesson, I would like to thank you again for joining me and I sincerely hope that you have learned some valuable tips that will help you manage your online business more efficiently.

Just because your lessons have ended I want you to know that I am still available, so please feel free to contact me if you have any questions. I will be more than happy to help.

Until then,

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