



## **Seventh Annual Productivity Challenge - 2017**

**Created and Written By  
Connie Ragen Green**

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**"Do for a year what other won't;  
Live forever the way others can't.**

**~ Anonymous**

## Table of Contents

Day 1: Productivity for Entrepreneurs .....	3
Day 2: Where is Your Main Site? .....	3
Day 3: Which Business Model Are You Pursuing? .....	4
Day 4: What is Your Message? .....	4
Day 5: What are You Working on TODAY? .....	5
Day 6: Google yourself! .....	5
Day 7: Your Digital Assets .....	5
Day 8: Your Health as an Entrepreneur .....	6
Day 9: What is your USP (Unique Selling Proposition)? .....	7
Day 10: Writing and Publishing a Book .....	7
Day 11: What Does Productivity Mean to You? .....	8
Day 12: Getting Back to the Basics .....	9
Day 13: Your Prime Time Hours Each Day .....	9
Day 14: Writing, Publishing, and Marketing Your Book .....	10
Day 15: Let Them Hear Your Voice! .....	11
Day 16: All You Ever Wanted to Know About HTML for WordPress .....	11
Day 17: Your Daily Routine .....	12
Day 18: Let's Get Social with Social Media .....	12
Day 19: Your Resources Page and Reading List .....	13
Day 20: The Power of Creating Multiple Opt In Pages .....	14
Day 21: Affiliate Marketing for New Online Entrepreneurs .....	14
Day 22: What Should I Be Doing Each Day as an Online Entrepreneur? .....	15
Day 23: What's Your Story? .....	15
Day 24: You, a YouTube Star! .....	16
Day 25: What Do You Say When You Talk to Yourself? .....	16
Day 26: Tactics Versus Strategies in Your Online Business .....	17
Day 27: Marketing for Small, Local Businesses .....	18
Day 28: Membership Sites Make Sense .....	18
Day 29: Content Creation, Syndication, and Marketing Rocks! .....	18

Day 30: What's Next? .....	19
Resources.....	20
About the Author .....	22

**The Table of Contents is Clickable to Take You Where You Want to Go Quickly...**



## **The Productivity Challenge 2017**

Welcome to your Productivity Challenge 2017! For the seventh year in a row I am offering this training at no cost in order to serve you as an online entrepreneur. Are you ready?

You are in for the ride of your life, so come aboard and buckle up!

**Day 1: Productivity for Entrepreneurs** - Think about what you want to achieve by becoming more productive. Are you building a business as an online entrepreneur? Are you writing a book? Write down your goals so that you will have more clarity and focus during the next thirty days. I will share my goals for this Productivity Challenge 2017 - the first one is to finish writing my next book, *Rethinking the Work Ethic: Embrace the Struggle to Exceed Your Own Potential*. As of today I have my notes and outline and have written six thousand words. The second goal is to create and deliver the most helpful and complete thirty day productivity challenge I have ever done since starting this back in 2011.

**Day 2: Where is Your Main Site?** Your hosted WordPress blog/site will become your "home on the internet". Make every effort to buy your name as a domain, even if you need to do what I did and add a middle name. If not, choose a phrase you will brand as your own, like I did with my second main site at [Huge Profits Tiny List](http://HugeProfitsTinyList.com). And using "dot com" is crucial.

Where can we find your main blog/site? Please tell us more about what you have set up in the comments below.

**Day 3: Which Business Model Are You Pursuing?** Here are some that you may want to consider. I began with affiliate marketing, quickly added marketing for small businesses, and now enjoy all of these:

- Affiliate Marketing
- Small Business Marketing
- Information Products
- Niche Sites
- Authorship/Blogging/Publishing
- Online Courses
- Physical Products on Amazon
- Coaching/Mentoring/Consulting

My recommendation is that you begin with one or two of these models and have some success before moving on to another model.

Please leave a comment below and let me know which business model(s) you are working on right now.



**Day 4: What is Your Message?** This question make take you some time to ponder and work out. During my first year online I determined that my message was directed at people who were in jobs and careers that no longer served them and was that "everyone must have additional sources of income". Even if someone wants to stay at their job, it is best to have multiple streams of income so that you are not dependent upon a job that may not see you through the years you need to be working.

What is *YOUR* message?

**Day 5: What are You Working on TODAY?** Figure out when your most productive time of day is (I refer to this as your *Prime Time* hours) and then schedule the time to work on no more than three items that day. Only one of these should be a big project, while the other two will be much smaller ones. For example, today I am working on my new book (I'll hit ten thousand words today!) as my big project, and work on the next session of my [Really Simple Email Marketing course](#) and outline the remainder of this thirty day Productivity Challenge 2017 as my two smaller projects.

What are YOU working on today? Leave a comment with the details below.

**Day 6: Google yourself!** Use quotation marks around your name to eliminate any results that come up that could be irrelevant to you. The idea here is to make sure your main sites and anything you do as a part of your business come up first. You will find that social media sites tend to dominate your page one Google results, so take that as a challenge to put more effort into your main sites that you own and control. Blogging regularly will make a difference, as will podcasting, creating information products, and teaching online courses.

What other questions may I answer for you on this topic?

**Day 7: Your Digital Assets** - Make a list of the assets you already have for your business. These would include:

- All domains you own
- Your hosting account (visit my [Resources](#) page to see what I recommend)
- Your blog(s)
- All products, courses, books you have created
- Articles, short reports, and white papers you've written
- Your podcast(s)
- Your channel on YouTube
- Physical product inventory you own
- PLR (private label rights) content you have purchased
- All Resale Rights products and courses you own
- Affiliate recommendations to other people's products, services, courses, etc.
- Your own affiliate program
- Coaching/Mentor programs you run
- Live events, conferences, or workshops you host

Now I did not create all of these overnight, and neither will you. By making a list of your current digital assets you can have a much better idea of the goals you want to reach over time as an online entrepreneur.



**Day 8: Your Health as an Entrepreneur** - Today is about your health. As an online entrepreneur you may find that you are spending more time in front of your computer and less time taking care of yourself. This happened to me during my first year online because I didn't pay enough attention to taking care of myself. I ended up gaining weight and feeling tired and run down. Now I do things differently to stay on track. And it makes me more productive as well! Here are the things to think about every single day:

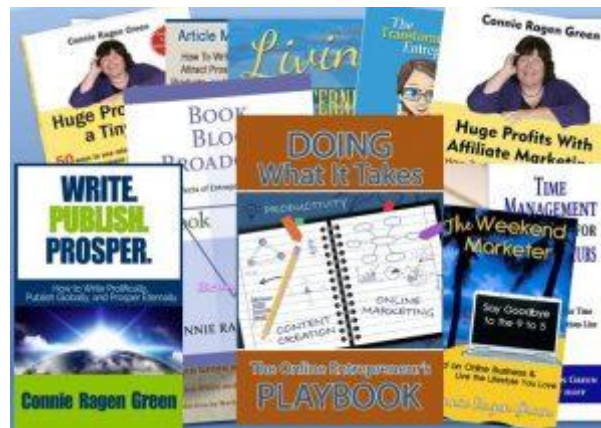
- Staying hydrated - be sure to drink enough water each day to stay hydrated and clear-minded. I prefer alkaline water and drink almost no other beverages. The popular "8 by 8" Rule tells us to drink eight 8 ounce glasses of water each day, but there are other things to take into consideration, such as your body weight, your local climate, and your level of exercise.
- Getting enough exercise - walking for thirty to sixty minutes each day will make a huge difference in how you feel. I carry small weights while I am walking to give myself an even better workout. There is no right or wrong way to exercise; keep moving your body each day and increase your activity over time.
- Meditation/Prayer/Quiet Time - spending about thirty minutes each day to clear your mind and to become focused will change your life forever. During this time each day you will be reminded of why you are seeking this path in your life and get new ideas and insight into how you will bring about the changes that will make the most difference.
- Eating the right foods - I got into some pretty poor eating habits as a new entrepreneur. Think about what you will eat and don't get into any habits that will slow you down while you build your business.
- Sleep - I used to joke that I was going to have insomnia but slept right through it until I began to have difficulty falling asleep. Now I am once again able to sleep about seven and a half hours each night and feel refreshed when I wake up. I will never take a good night's sleep for granted again.

What is your daily routine when it comes to drinking water, exercising, having some quiet time, eating, and sleeping? I'd love to hear some details about what is working for you.



**Day 9: What is your USP (Unique Selling Proposition)?** In other words, what makes you stand out from the crowd and how is what you have to offer different from everyone else doing something similar in their business? This was a tough one for me to figure out in the beginning, but it soon became clear that my USP would be based on my life experiences and perspective on the world. My USP is that anyone can become a successful online entrepreneur by becoming a mentor and trusted advisor to those they wish to help, and by creating and recommending the products, courses, and services that will help to expedite this process. My competitive edge is that I use storytelling and my experiences as a classroom teacher in everything I do in my online business.

What is your unique selling proposition?



**Day 10: Writing and Publishing a Book** - In modern times it has never been easier to publish a book than it is right now. When I first realized this fact in 2010 I put together my book [\*\*Huge Profits with a Tiny List: 50 Ways to Use Relationship Marketing to Increase Your Bottom Line\*\*](#) and changed my life and my business forever. This book was based on fifty blog posts I had written, along with an introduction, a summary and conclusion, and some additional content I put together on my topic. Since then I have written a dozen more full length books and am currently writing my fifteenth book, ***Rethinking the Work Ethic: Embrace the Struggle and Exceed Your Highest Potential*** (I'm at fourteen thousand words today, so I'm almost at the halfway point!) and this one will be published by Hunter's Moon Publishing during June of 2017.

Writing regularly, whether on a blog, with articles, or in some other fashion is what will set you apart from everyone else trying to make a name for themselves in your niche as an online entrepreneur. Writing and publishing a book will take you to a level that allows you to write your own ticket in life and in business forever. How may I help you to achieve this goal during 2017?

**You are one third of the way through the Productivity Challenge 2017! Go YOU!**

**Day 11: What Does Productivity Mean to You?** - Years ago I worked as a classroom teacher while simultaneously running my real estate business. This was in addition to my responsibilities to my family members, friends, and with some work I was involved with in my community. If you had asked me back then if I felt that I was productive each day I might have said yes.

But over time we level up in our personal lives and in business, and looking back upon that time in my life I was not very productive at all and could have done so much more in the same amount of hours.

These days I have a set routine that works for me...

I start at approximately six thirty each morning with a quiet time of reflection and meditation/prayer. This centers me and reminds me of my purpose in life.

By seven I am at my computer writing. Currently I'm working on a new book (almost at sixteen thousand words today!) and also I write posts for my two main blogs, emails to my list, as well as articles for offline publications. I write for *at least* an hour five days each week. The days depend upon my travel schedule and other activities I am involved in.

Then I take a break for about thirty minutes to regroup and re-energize before continuing.



I spend another hour with product and course creation. I always have a product in the works so that my community can look forward to learning more from/with me.

By now it is ten o'clock, so I read and answer some emails, think about other projects I'm involved in, and decide whether I need to spend any more time writing or creating that morning. If I have a webinar scheduled for that afternoon I review my notes and/or slides for that presentation.

Now I am finished for the day, feeling very productive and ready to go about the business of living my "real" life, which I'm thrilled to tell you does not require an internet connection!

What is your daily routine? Do you feel like you are productive, or do you need assistance with being more effective with your time?



**Day 12: Getting Back to the Basics** - I have long been a proponent of keeping everything in my life and business as simple as possible, and that includes getting back to the basics on a regular basis. In 2015 I published a book called [\*Book.Blog.Broadcast. The Trifecta of Entrepreneurial Success\*](#) and in it I explained how to get your business off to a running start by getting back to the basics of blogging, writing a book, and hosting a podcast. These three marketing pieces work in combination to bring the world to you through writing and speaking about your niche topic.

In the beginning this started out for me with my blog, and soon I added weekly free teleseminars. Eventually I began writing full length books and podcasting. Later I added a YouTube channel and webinars. Currently I'm in the process of setting up a brand new podcast you will be hearing about very soon. I will recommend and encourage you to get your name and message out to the world with your writing and speaking.

What questions may I answer for you in regards to getting back to the basics of blogging, authorship, and podcasting?

### **Day 13: Your Prime Time Hours Each Day -**



As part of the Productivity Challenge 2017 I want to revisit a topic that I believe to be so important to our lives and businesses as entrepreneurs. Even though I still do not consider myself to be a "morning person", there is no doubt that I am most productive early in the morning. It's quiet, I work alone, and at least ninety percent of my writing and product creation is accomplished in these early morning hours, as I shared with you on Day 11.

Which hours are your most effective ones? Do you get a second wind at another time of day? What do you do to protect your prime time hours on a regular basis?

**Day 14: Writing, Publishing, and Marketing Your Book** - I wrote on this topic for Day 10 of this Challenge, but would like to revisit it today to signify the impact this will have on your life and business. Writing a book was life changing for me. So much so that I followed the first one, [\*Huge Profits with a Tiny List: 50 Ways to Use Relationship Marketing to Increase Your Bottom Line\*](#) with a second and third book within the following eighteen months. I am now working on my fifteenth book and am at almost eighteen thousand words as of this writing.

This is what I would like for you to consider doing as an exercise in productivity:

- Think about what you would like to be known for, at least initially, as an entrepreneur.
- Make some notes about this and look to see when and where you have already discussed it publicly.
- Make an outline about what you would include in your book, and what you would exclude.
- Divide your book into four or five sections, and each section into two or three chapters. You will now have somewhere between eight and fifteen chapters, with twelve being optimal in my mind.
- Make a commitment to write for one hour each day, at least four days a week.

Please let me know how I may serve you in accomplishing this goal. If you already have a published book, write another one. Make sure it is a book that represents you well and one that will help you to increase and grow your visibility, credibility, and profitability as an entrepreneur.

I do have both a book and a course that teaches you exactly how to do this. The book is [\*Write. Publish. Prosper. How to Write Prolifically, Publish Globally, and Prosper Eternally.\*](#) The course is at [Write - Publish - Prosper](#). Email me for a discount coupon if you are serious about getting your first or next book written and published.

**Are You Enjoying the Productivity Challenge 2017?**

**Day 15: Let Them Hear Your Voice!** - People will either have an affinity for your voice,



be

completely turned off by it, or feel and react somewhere in between these two extremes. It's best to learn where someone stands as soon as possible, so I am a huge proponent of hosting teleseminars regularly to allow your prospects and clients to hear your voice. When I first began doing my own teleseminars I hosted one each week on the same day and time. I did this for eighteen months straight during 2007 to 2009 and only missed a few times during this period. That may have been the single most important activity I engaged in during that time that built my list and grew my business steadily.

I typically have my most recent call at [Ask Connie Anything](#), and you can do something similar in your business. I use the [Instant Teleseminar](#) (use my link to receive a 21 day trial for only \$1) hosting platform to record all of my calls and turn most of them into podcasts that can be found and subscribed to over at iTunes.

You may want to add a Study Guide to your calls as I do many times. People will print these out and keep them for future reference. These serve as a physical reminder of who you are and how you are serving your prospects and clients who come to you as their trusted advisor.

Where may we hear your voice?

## **Day 16: All You Ever Wanted to Know About HTML for WordPress (But were smart enough not to ask!)**

HTML stands for **H**yper **T**ext **M**arkup **L**anguage and is the code (language) of the internet. You may have heard whisperings of it already, or even been exposed to it in a class. But I am here with the good news that you do not have to be proficient in HTML in order to be successful as an online entrepreneur. In fact, I am going to provide you with everything you

need to know in order to enhance your internet experience without getting stressed or wanting to pull your hair out.

There are about twenty or so HTML tags that are convenient to know. I have created a five page report with images and explanations that you may download, print out, or refer to as a reference. [Download your Short Report on HTML Tags here.](#)

**Day 17: Your Daily Routine** -When I first got started as an online entrepreneur I was thrilled not to be stuck in a daily routine any longer. After more than twenty years as a classroom teacher I was sick and tired of having to adhere to such a strict schedule. So what happened after my first wild, crazy, and free month? Yes, I quickly got back into the habit of having a daily routine. Here's a quote about that:



***Create a daily routine and stick to it. Long-term productivity is achieved through dedication.***

I have shared my daily routine with you on **Day 11**. Now that you've made it more than half way through the Productivity Challenge 2017 it's high time for you to make and stick to a daily routine that will serve you and your goals. Read back through this Challenge to decide which projects and activities are most important to you right now. Long-term productivity is achieved through your devotion and dedication to this routine. And be sure to leave a comment below with any questions or ideas you have around this idea of establishing and maintaining a daily routine.

**Day 18: Let's ~~Not~~ Get Social with Social Media** - Social media has certainly changed all of our lives. Whether you are a parent or grandparent sharing photos and details of your family, a business owner connecting with prospects and clients, or a person in search of

information to help you with a new business venture online, social media allows you to connect with people more easily than ever before.

But is this helpful to you as an entrepreneur, or is it more of a distraction than a tool to build your business?

It's no secret that I have strong feelings on this topic. I have observed too many people spending their valuable time on social media sites, most specifically Facebook and not achieving their goals because of the ongoing distraction. If this describes you and your situation I have three words for you...



"Turn it off!"

Yes, I believe that it is foolish to have Facebook open in the background while you are attempting to write, create products, and otherwise engage in activities related to your business.

Instead, think of the time you spend on social media sites as "television time" or "down time". Limit the time you spend on these sites each day and track your visits to each site you are a part of online. My rule is fifteen minutes a day total, and many days I am not on any of the social media sites at all. My motto when it comes to this topic is "Get in, get out, and get back to work!"

And please don't ever confuse time spent on personal social media pages as time spent building or growing your business, because if you believe this you are simply fooling yourself.

**Day 19: Your Resources Page and Reading List** - As you become more established as an online entrepreneur you will find that people look to you as a trusted advisor. Early on I created a Resources page and began adding the tools and services that allowed me to run my business. Using an affiliate link allows you to earn a commission should someone click on your link and make a purchase. This is the standard method of recommending something to another person on the internet.



It's only been recently that I began sharing a Reading List with my readers. Within my own [Online Marketing Incubator and Platinum Mastermind](#) group we have read and discussed a variety of books together over the past couple of years, so I decided to share these titles with my readers and recommended they do the same on their main websites. Now I am sharing this strategy with you to better and more quickly establish your credibility and expertise within your niche topic.

I'd love to hear your thoughts on this marketing strategy and to learn more about your Resources page and Reading List. Please share with us in the comments section below.

**Day 20: The Power of Creating Multiple Opt In Pages** - Long ago I had one main website/blog and one place on that site for people to opt in to my list in exchange for their name and email address. Fast forward a decade and I now have about forty opt in pages where people may join my list. I did not do this overnight, but it was my long time mentor who taught me the value of this marketing strategy.

Each opt in page is for one aspect of my business and each offers a free giveaway on the topic of the page. This is how I am able to reach a variety of demographics and niches so easily. One example of this is my opt in page at [Online Entrepreneur Blueprint](#). It's important to note that each opt in page has its own domain, yet more than one page may offer the same free giveaway.

These opt in pages are excellent for testing out your new ideas, as well as for experimenting with different types of giveaways. I find that my audience prefers written reports, yet some segments of my community much prefer audio or even short videos. You'll want to test out some different things to see which is best for your target audience.

**Day 21: Affiliate Marketing for New Online Entrepreneurs** - I did not create my own product until I had been online for almost a year. The way I created income before that was by recommending the products and services I was using and benefiting from as I built my own business on the internet.

I recommend that you choose three affiliate products to recommend in your blog posts, in your blog's sidebar, and to your list. You may also promote on social media, but do not expect this to be an effective way of marketing. Your goal is to only recommend what you have purchased, use personally, and benefit from regularly.

My popular training course [Really Simple Affiliate Marketing](#) is an excellent program if you are just starting out. I love affiliate marketing and it continues to be a major source of my online income to this day.

What questions do you have for me about incorporating affiliate marketing into your online business? Is Productivity Challenge 2017 helping you to move forward with your entrepreneurial goals?

**Day 22: What Should I Be Doing Each Day as an Online Entrepreneur?** - This is the question I am most often asked, so let's address it here. I believe that you need both a schedule and a routine, which I have already shared during this *Productivity Challenge 2017*, so now let's get down to more specific tasks and activities.

1. **Write.** Every day at some point you must write. Whether it's a section of your book, a blog post, an email message to your list, an article for an offline publication or syndication site, or something else writing is the single most important part of your business.
2. **Create/Plan/Outline.** This refers to creating a free giveaway, short report, an audio training (I use this [teleseminar service](#)), or an online course; planning any of these; and outlining your book or course or other project. If you make this a part of every day, your business will grow more naturally and much more quickly.
3. **Market.** This is how we get our message out of our head and on to the people in the world who need to hear it from us. Everything I discuss here is around no cost methods of marketing and this would include sharing and syndicating your content, sharing replays of your teleseminars, reaching out to others in your own and complimentary niches, sharing insights and resources on social media sites, and speaking on your topic in person or virtually.

Are you doing all of these things regularly in your online business? What questions do you have around these and how to better incorporate them into your daily schedule?

**Day 23: What's Your Story?** - Storytelling continues to be the most important part of how you build and grow your online business. We remember others and they remember us through the stories we create and share. You may already know my story, but if not it's that I was a classroom teacher for twenty years while also working simultaneously in real estate. After a serious work injury and multiple bouts with cancer I prayed for a change in my life. I discovered online marketing in 2005 and went full time in 2006. Now I work with people on six continents to help them achieve success online.

That is the story I share to introduce myself to the world. I follow this up with hundreds of stories related to how I earned my first dollar online in 2006, how I won 25K cash in the "Better Your Best" contest in 2009, and when I published my first book in 2010. Can you

see how storytelling makes sense when you want to connect with people who do not yet know you?

What's your story?



**Day 24: You, a YouTube Star!** - When I started [my YouTube channel](#) almost ten years ago I was reluctant to add any videos for my business. I had heard that Google (they own YouTube) was closing accounts from people who were using videos to teach topics like internet marketing and how to make money online. So instead of giving up completely I finally decided to start a lifestyle channel. What I mean by this is that the overwhelming majority of my videos over the years have been of me traveling the world, enjoying the beach in Santa Barbara (one of the cities I call home), at the film festival, and of my work with a variety of charitable organizations. This has served me well in that my community knows more about me as a person than they would if I simply taught them how to be a successful online entrepreneur.

Do you have a channel on YouTube?

**Day 25: What Do You Say When You Talk to Yourself?** - We all have a rolling conversation in our heads that begins when we first wake up in the morning. Mine used to consist of negative self-talk, to the point where I had already beat myself up and felt defeated within the first ten minutes. When I left my previous life behind in favor of working as an online entrepreneur I knew that I had to change this inner dialog and talk with myself in a more positive way.

Overnight my outlook on life and my results changed! Now I spend time every single morning in quiet contemplation of the day ahead. I express gratitude for this life I have created for myself and go over the things I am most proud of right now. I have a routine

with this that leaves me refreshed, renewed, and ready to get going with a level of excitement that is over the top!

You may prefer to do something a little more subdued, but I would challenge you to take a close look at what you do during your first half hour or so of being awake and decide if it is serving you or hindering your personal growth and business progress. Here are some things to think about during this morning "quiet time" conversation with yourself:

Where am I right now and how satisfied am I, on a scale of 1 to 10, with:

- \*Family
- \*Friendships
- \*Fitness
- \*Finances
- \*Faith

Be completely honest (no one can hear you when you talk to yourself) and then come up with a plan to raise your numbers. This cannot be achieved overnight, but over time you will know yourself better and have a more joyous personal and business experience throughout your life if you give some time and focus to these "Five Fs".

I'd love to read your comments on this below.

**Day 26: Tactics Versus Strategies in Your Online Business** - When you are brand new to anything it is the tactics that you must get down in your mind. Think about learning to drive a car (or if you've had the pleasure of teaching a teenage how to drive!) and you know that it takes time, patience, and practice. The same is true for online entrepreneurs. We must learn how to write and publish a blog post, using SEO (search engine optimization) within our posts, how to set up our social media profiles, how to set up and write autoresponder and broadcast emails, and a host of additional tasks before we can move on the strategies of actually running our businesses.

Strategic entrepreneurship occurs when you have some things in place and now wish to scale your business. This is the time when you assemble your team, create and use both writing and marketing calendars, and schedule out the products and courses you will create and launch over a period of time. It's also a time when it makes sense for you to write and publish your book, start a podcast, and begin speaking at and hosting live events, workshops, and conferences.

Yes, strategies are more fun than tactics, and certainly more lucrative. Where are you currently in this process?

**Day 27: Marketing for Small, Local Businesses** - I became an "accidental" success soon after coming online, in part because I honed my newfound skills by marketing for a small business started by a family member. Using simple strategies and techniques I was learning for my own business, I was able to get him to pages one and two on Google for his most searched for keyword phrases. Soon other local businesses wanted me to help them and I got to six figures a year by helping seven or eight of them regularly.

Have you thought about doing something similar? I recommend starting by helping a close friend or family member with their marketing and only charging them for the expenses involved (hosting, domains, and a few other things) and then using them as a Case Study in order to sign paying clients. This is quite satisfying as you see their businesses prosper.

What are your questions on this topic?

**Day 28: Membership Sites Make Sense** - How many memberships sites do you belong to? Before you answer this question, remember that retailers like Costco, Sam's Club, grocery stores, and pet supply chains have used this model for almost a decade. And if you belong to Amazon Prime, Netflix, American Automobile Association (AAA), or even Domino's Pizza or an airline frequent flyer program you are also a member of a membership site. Some of these charge an annual fee to belong and others are free, but no matter what you benefit in untold ways through your membership.

So wouldn't it make complete sense that you would add a membership component to your online business? I use [Wishlist Member](#) as my platform because of its ease of use, simplicity, and affordable cost and now have it set up on almost fifty of my sites.

Start small. Add some relevant content each month for three months, begin to sell discounted memberships to "charter" members, and continue to add value regularly. You'll learn what works best for your audience by trial and error, Feedback from these charter members is priceless. The truth is that having recurring monthly and/or annual income from your memberships will allow you to grow exponentially over time. And best of all, it's scalable as you grow.

**Day 29: Content Creation, Syndication, and Marketing Rocks!** - My days of content creation began when I started my first blog in the spring of 2006. The writing was difficult and awkward for me. I couldn't think of what to write about and I had no idea which keywords people might be using when they were searching for what I had to offer. But I persevered and the writing came a little bit easier each day.



Back then we submitted articles to the article directories. The required word count was two hundred fifty words. I challenged myself to write a hundred articles in a hundred days. That didn't happen...

### **I wrote one hundred articles in just seventy-eight days!**

I was overjoyed at accomplishing this feat and this propelled me to greater success with my writing. Now I write every single day and my writing makes me a very comfortable living. So instead of being a writer who came online I was someone who came online and became a writer.

But creating content by writing is just the first step in the process. Once you hit "publish" it is your job as an online entrepreneur to get the word out to the world. That's where syndication and marketing come into play. I syndicate all of my content on sites such as LinkedIn, Medium, and Facebook pages. Twitter is also an excellent place to share your written content.

Marketing your content occurs through your emails, within short reports, and when you mix up your media and repurpose your written content into audio and video formats. Just like how very young children enjoy seeing their favorite movies over and over, adults who are interested in you and your topic will enjoy consuming your content multiple times and in different formats. Feed that desire by creating original content regularly, and also by using PLR (private label rights) content and content curation to build your business.

What questions do you have for me regarding content creation, syndication, curation and marketing?

**Day 30: What's Next?** Now that you have come to the final day of this Productivity Challenge, how does it feel? Did you give it your all or did you skip a few days? And what have you created during this time? It's important to ask yourself these questions to see if you are truly cut out to live the life of an entrepreneur.

Go back through each day and see what the next logical step is for you at each juncture. I find that when my students go through my trainings for a second time they do so with new eyes and a deeper commitment. Make notes on what you will take action on and implement during this stage of your entrepreneurial journey. You alone have the power to leverage this material and create your own online empire.

Once you have made the decision to move forward, think about who you will choose to guide you through the maze of possibilities. I would love the opportunity to work with you in my Online Marketing Incubator program. And if you aren't quite ready for that, I teach online courses on most of the topics we have touched on here. Feel free to reach out to me at any time and see what's in your best interest going forward. Thanks so much for being a part of this seventh annual Productivity Challenge!

## Resources

My [Online Marketing Incubator Mentoring program](http://TheOnlineMarketingIncubator.com) is at:

(<http://TheOnlineMarketingIncubator.com>) - Work with me personally, as well as with my current students and mentees. These programs include the opportunity to speak and present at one of my live events, as well as an invitation to be a part of one of the Retreats I host several times a year in Santa Barbara, California.

Hosting: <http://ConnieLoves.me/A2Hosting> - easy to navigate, c-panel hosting for everything you need to set up technically for your online business at a fair price.

Autoresponder service - <http://ConnieLoves.me/Aweber> - the most popular and easy to use system for staying connected to your subscribers at a fair price.

Membership Site Plugin - I have this installed on more than forty of my sites and I know the creators personally, as I was in a Mastermind with them for several years while they were creating and perfecting Wishlist Member - <http://ConnieLoves.me/Wishlist>

How to Market for Small Business (<http://HowtoMarketforSmallBusiness.com>) - a training course I teach and present along with small business and offline marketing expert Ron Tester, this is an excellent way to start earning income quickly while honing your skills as an online marketer.

My "Really Simple" series of online training courses continue to be one of the best investments you will make into your business. Email me to discuss course that best suits your needs.

Subscribe at no charge to my two award winning podcasts on iTunes. Details at: <http://PodcastShowNotes.com> or check them out individually at:

Online Marketing Interview Series - <http://itunes.apple.com/us/podcast//id494678649>

Online Marketing Tips - <http://itunes.apple.com/us/podcast//id591740909>

Trainings I recommend for learning how to get started right away with selling physical products on Amazon and other e-commerce sites are from two people I continue to learn from personally:

Jessica Larrew runs her Amazon business from home with the help of her husband and young son - <http://ConnieLoves.me/SellingFamily>

Jim Cockrum has been selling physical products and teaching others how to do it for over ten years now, longer than anyone else teaching this business model - <http://ConnieLoves.me/PAC>



## About the Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, the Benevolent Protective Order of Elks, the women's business organization Zonta, and several other charitable groups.

As the 2016 recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

Please pick up one or more of my books as a way to get started on the path to online entrepreneurship. If you're not sure where to begin, simply hit "reply" to any of my email messages and I will respond to your questions promptly.

