



***Quick Start Guide***  
***BEGIN HERE!***

Adsense \$100k Blueprint  
*Version 3.0.1*

# Quick Start Guide

**IMPORTANT!!! Please read *this guide* in order to understand what's included with the course, how to begin, and where to go based on what you want to do.**

## Welcome to 'V3'!

This is a big course with a lot of pieces, and we want you to make the most of it. This *Quick Start Guide* will help you understand what's included, and how to navigate it.

The course consists of this Quick Start Guide, the main “V3” course guide, the four "Business Model" Blueprints, and a number of supporting guides, checklists, etc. In addition, there is an entire library of tutorial videos, The Ultimate IM Toolchest, and the Wordpress themes & plugins. Separately, there is the private members-only “\$100k Blueprint” forum.

## How To Begin

The two main components of the course are the 'V3' pdf/ebook, and the Blueprints. After this Quick Start Guide, you'll want to begin with the main 'V3' pdf and read through it. Once you go through it and understand the strategies & tactics we use, you'll choose one of the four Blueprints (also referred to as 'Business Models') to follow, and use that to build your site. You'll have access to the training videos anytime you choose.

Here is an overview of how the main 'V3' pdf is structured, what's inside, and how to best utilize it.

The main ebook is divided into parts:

**Part 1 "Intro"** - is the introduction and overview. It goes over what's included in the book in more detail, and what you can expect. It also explains why we do things the way we do, and how that came to be.

**Part 2 "AdSense"** - goes over AdSense, including how to get you account, how to keep your account, and the things you need to know about it.

**Part 3 "\$100k Blueprint Process"** - the heart of the course: how we build sites & make money online. It's the step-by-step process we use for each of the 'Business Models'.

**Part 4 "Choosing a Business Model"** - describes the four 'Business Model Blueprints' included in the course and what each one is, so that you can choose which you want to pursue.

**Part 5 "Choosing a Niche"** - goes over brainstorming and choosing your niche or website idea.

**Part 6 "Keyword Research"** - explains how to qualify your niche ideas, check competition, and find great keywords. It also explains Google's Panda & Penguin updates.

**Part 7 "Content"** - everything you need to know about content: what's important, how to create or acquire it, and the "New Rules" of content.

**Part 8 "Mobile Marketing"** - what you about mobile marketing, and how to take advantage of it using the Blueprints.

**Part 9 "Traffic"** - goes over SEO and how ranking really works, how & where to build backlinks, and how to build traffic through ranking, as well as the other main traffic sources.

**Part 10 "Tracking & Testing"** - how to measure & improve performance.

**Part 11 "Selling Your Sites"** - how, when, and where to sell your sites, with sample listing.

**Part 12 "Final Thoughts"** - moving ahead, and Success!

Separate from the main PDF are the individual **"Blueprints"**, or **'how-to'** guides for each business model. You **MUST** read the main PDF first, as each **"Blueprint"** works off the information inside.

### **'Business Models' - The 'V3' Blueprints**

'V3' offers a choice of four 'Business Models' (Blueprints) to pursue. Each one leverages a particular strategy and set of tactics to build a profitable website business. They are:

**"Classic Blueprint"** - a newly-updated version of our original "Adsense \$100k Blueprint" website model for developing optimized, 'informational' niche sites.

**"Long-Tail Blueprint"** - a website model that leverages easy-to-rank "long-tail" keyword traffic. It also includes a guide to apply it's tactics to older 'A100k' sites.

**"Topical Revenue-Share Blueprint"** - a Blueprint for leveraging niche ideas & opportunities using Web 2.0 platforms such as Squidoo and Hubpages.

**"Authority Hub Blueprint"** - a detailed Blueprint for building true Authority sites.