



From Writer to Entrepreneur

How You Can Build A Profitable
Theme-Based Website

Ashley T. Memory



You're Already An Entrepreneur!

- Vision
- Imaginative
- Curious
- Work hard
- Work for yourself
- For writers, the old saying: Do what you love and the money will follow has never been truer

About Me



- Communicator with over 20 years of experience writing and editing
- Co-creator and owner of World of Crepes
- Winner of 2009 Dessert Challenge in Orlando, Florida
- Author of the novel *Naked and Hungry*, to be published by Ingalls Publishing Group and available in November 2011

Our Journey

World of Crepes

Simple. Elegant. Delicious.



About Us

Hi! I'm Ashley Thomas Memory, and I'm standing beside my father, J. Gale Thomas. We created World-of-Crepes.com to share our love of crepes with the world. What makes our website different is that we offer a one-stop source for everything you want to know about crepes, from recipes and sauces to the proper tools and techniques.



We've been making crepes together for at least twenty years. We relive visits to our beloved France—the [official home of the crepe](#)—by developing our own [original recipes](#).

Basically, we believe that you can roll anything up in a crepe and it will taste delicious!

Creating this website has taken us on a fabulous journey. The picture above was taken in beautiful downtown Orlando, Florida where our [Crepes Suzette Recipe with Tangerines and Honey](#) was named the official dessert of the 2009 Spheron Citrus Parade.

[Read more about how we built this website.](#)

[Read more more about me.](#)

Whether you're new to the crepe or a seasoned professional, we hope that our recipes, make-ahead tips, and tricks will inspire you to try these delicious creations on your own. [Read what other visitors say about our website.](#)

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[Main Course](#)

[Veggie](#)

[Suzette](#)

[Strawberry](#)

[Chocolate](#)

[Dessert](#)

Evolution of the Content-Driven Website



- First, the internet!
- Over 2 billion users
- Search engines are now commercial businesses
- They must deliver high quality content
- Google, Yahoo, Bing and Ask
- Everything is measurable and within your control
- Who better than you, the writer, to develop a theme-based website?

Blueprint of A Successful Website

- Site concept (theme) with a high demand and tolerable supply
- Quality, keyword focused content >100 pages
- Daily unique traffic >200 visitors
- Lots of relevant backlinks >100

crepe-filling-recipes.html



crepe-recipes.html

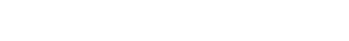
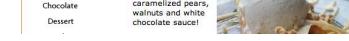
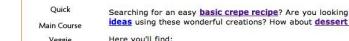
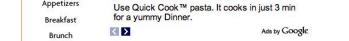
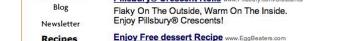
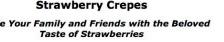


chocolate-crepes.html



world-of-crepes.com

strawberry-crepes.html



World of Crepes

Simple. Elegant. Delicious.



The World's Best Crepes

Welcome to the **World of Crepes**, the internet's only one-stop source for the world's best crepe recipes. We offer everything you need to know about these versatile, thin pancakes—from the best parts and makers to **more than 200 recipes for the best batters, crepe fillings and sauces**.

French Crepes Recipes [deliciousrecipesideas.com](#)
Over 100 French Crepes Recipes Quick & Easy
French Crepes Recipes

Pillsbury® Crescent Rolls [www.Pillsbury.com/Crescents](#)
Flaky On The Outside, Warm On The Inside.
Enjoy Pillsbury® Crescents!

Enjoy Free dessert Recipe [www.EggBeaters.com](#)
Brownies, Cakes, Cookies, Pudding
Cheesecake, Scones, Muffins & More!

How To Make Quick Dinner [quickcookingpasta.com](#)
Use Quick Cook™ pasta. It cooks in just 3 min
for a yummy Dinner.

 Ads by Google

Searching for an easy **basic crepe recipe**? Are you looking for **main dish ideas** using these wonderful creations? How about **dessert fillings**?

Here you'll find:

- Celebrate fall with our **Pear Dessert Crepes** featuring caramelized pears, walnuts and white chocolate sauce!



<http://www.world-of-crepes.com>



<http://www.write-to-publish-for-profit.com/>



Write to Publish for Profit

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Become a Writer

All your life you've wanted to become a writer . . .

"But are you going to earn a living?" asks (your worried) family and friends.

It's not that you want to seem smug, but--well, you do have the edge on anyone who's struggled at a 9-to-5 job they hate (do they hate themselves, too?) or, struggled & struggled themself until the dizzying heights of self-published success, only to realize that once looking out over everyone else and the great time they're having scuba diving and writing cruises, begins to wonder "what's next" besides, well, you know...

You are SO smart! You've already learned that the way to the good life is to **do what you love and the money will follow.**

You're also an avid fan of Wallace D. Wattles' amazing little book (*bible*), **THE SCIENCE OF GETTING RICH** ("Thoughts produce things").

If writing is as natural to you as breathing, eating, walking, running and sleeping and no flame burns brighter than your desire to earn a living writing to write . . . then you cannot not become a professional writer who earns a living writing for yourself and others.

Writing for Yourself

Imagine writing a book, publishing and marketing it yourself, and making a living doing it. To the mind of the average person, the thought of a "regular" publishing world, this was unheard-of. In yesterday's self-publishing world, it was also unheard-of. TODAY, however, **the self-publishing world is the marketing industry.** The floodgates are opening, so you

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[http://www.anguilla-
beaches.com/](http://www.anguilla-beaches.com/)

<http://www.theproper-pitbull.com/>

Finding Your Site Concept or Niche



- Must be in demand
- Must not be too broad
- Must excite you enough to want to invest at least 1-3 hours per week
- Must have monetization options

The Proper Pit Bull
... just because he's a "bully", doesn't mean he's not a gentleman.

Find what you're looking for faster. Search this site.
 Google™ Custom Search

Are You Thinking of Making a Pit Bull Part of Your Family?

If so, you may be wondering (worrying?) whether a pit bull is the **right dog for you**. There is much to consider when choosing any breed of dog—cost of care, activity level, grooming requirements and so on.

Pitbull Terrier owners also have to contend with the stigma and controversy surrounding their choice of dog. To be sure, **owning a bully breed dog is not for everyone**.

With the negative fallout from irresponsible owners and breeders along with the media's voracious appetite for sensationalism, it has become downright difficult to separate the disinformation from the legitimate issues of pitbull ownership.

Away from the heat of publicity though, statistics show that APBT temperament test scores are actually better than any number of dog breeds currently considered "great family pets". And it has been documented that "bite incidents" are significantly over-reported due to faulty breed identification.

So... Perhaps you've already fallen for a spud-headed charmer with wide-set eyes and a clownish personality. What now? How are you going to get him to walk nicely on a leash? Can he live peacefully with your other pets? With humans? As a long-time owner and lover of these amazing dogs, I have developed this site...

★ as a resource for owners and fanciers of pit bull type dogs, and
★ to provide a balanced view of these lovable dogs to the general public, and
★ to deliver information on training, adoption and getting the most enjoyment from your relationship with your new (or old) best friend.

Join Our Halloween Fun!

We're dressing up our bullies and showing them off for the first annual *Proper Pit Bull How-o-ween Costume Contest*. We've got great prizes for the winners and fun for everyone. Visit our [Halloween Costume Contest](#) page to get started. It's all treats and no tricks!

Free Bully for You! E-zine Email

Name Don't worry – your e-mail address is I promise to use it only to send you Bully for You!

Finding Your Niche



- What is your hobby?
- What is your favorite thing to do in your downtime?
- What are your natural talents?
- What specific body of knowledge do you own?
- What is your favorite thing to talk about?
- People tell you that you're good at....



Site Concept Demand and Supply

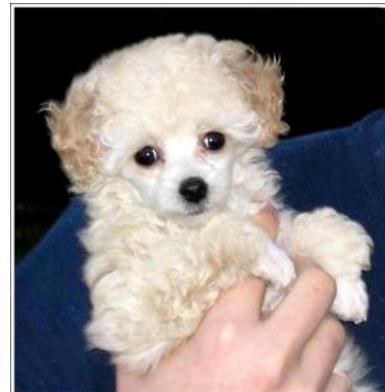
- Demand >2,000 global monthly searches
- Main keyword should >2,000; with 2 or more keywords over 1,000 and 10 or more over 100
- Supply tolerance range
- 250,000 – 300,000 competitors: 10-30 hours per week
- <200,000 competitors: 2-10 hours
- Sweetspot of 30,000 – 70,000 competitors: 1-3 hours per week
- Free tools can help you measure this! Google Adwords Keywords: <https://adwords.google.com/>



Narrowing Our Site Concept



- Bermuda Triangle Mystery:
Supply: 130,000; Demand of
18,000
- Hatteras Vacations:
80,000/5,400
- Teacup Poodles:
50,000/40,500
- Whoopie Pie Recipes:
70,000/8,100
- How to choose



Hatteras Vacations

- Hatteras beaches
- Hatteras lighthouses
- Hatteras fishing
- Cape Hatteras rentals
- Hatteras hotels
- Hatteras national seashore
- Hatteras restaurants
- Hatteras ferry
- Hatteras history

- Exciting!
- Winnable demand and supply
- Overall depth with many strong keywords



Building A Website

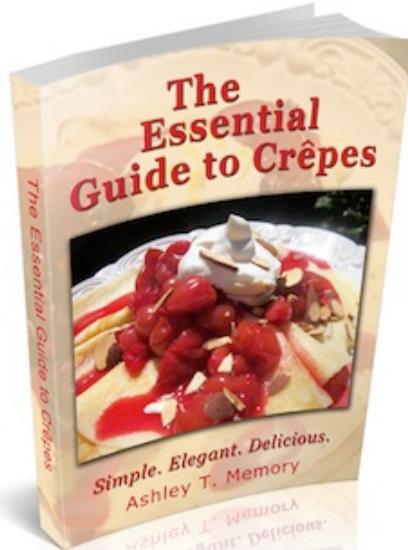


- Find a hosting service
- Register your domain name
- Develop custom look and feel for site; need to learn html or download free templates
- Research tool to be able to further refine pages
- Content 2.0 ability
- List-building for newsletter capability
- Use third-party resources or a complete business-building service

The screenshot shows a website with a purple header featuring a martini glass icon and the text 'Top 10 bridal shower ideas'. To the right of the header is a sidebar with text: 'games for hip dec favors cute eas invitation'. The main content area is titled 'Top 10 Bridal Shower Ideas' and includes a list of items such as 'Bridal Shower Favors', 'Oriental Trading Company', 'Bridal Shower Gifts', 'Wedding Invitations', and 'Bridal Shower Ideas are what we're all about!'. On the left, there is a vertical sidebar with a list of categories: Site Search, Blog, Favors, Games, Prizes, Themes, Invitations, Decorations, Supplies, Gifts, Gift Baskets, Etiquette, Cakes, Cake Contest, Cupcakes, Food, Punch, Poems, Speeches/Toasts, Couples Shower, Bachelorette Party, Checklist, Contact Us, Privacy Policy, About Author, Unique Shower Ideas, and Favorites. At the bottom right is a small image of a white cake with a single rose on top.

How a Website Becomes a Business

- First and foremost, build a quality website with lots of useful content
- Build backlinks from creditable websites relevant to your niche
- Build relationships with your visitors that keeps them coming back—consider a newsletter
- Contextual advertising partnerships (Google Adsense and Info Links)
- Sell advertising space
- Develop affiliate relationships with companies producing hard goods related to your site concept
- Create and market your own e-book
- Sell your own consulting services
- Examples



Hatteras Vacations

- Adsense advertising
- Referral fees for real estate agents—chat with a real estate agent
- Sell advertising for hotels and villas through “sponsorship”
- Become an affiliate for car rental companies
- Write an e-book on Hatteras
- Create a store and sell hard copy books related to Cape Hatteras, art prints, movies!



Conclusion

- Read how I built my website and watch the free 10-Day Action Guide
- Success is not an overnight process for most people
- It is a series of little steps invested daily—consistent effort
- Intangible benefits are immeasurable



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Suzette

Strawberry

Chocolate

Dessert

Build Your Own Website and Work from Home - You Can Do It, Too!

Since we began this website in the fall of 2009, countless people have asked: **Ashley, is it really possible to make money doing something you love?** And the answer is **YES!** And why shouldn't you?



Whether your hobby is travel, sports, pets or you simply love to cook like me, you're capable of building a home-based business that earns you money.

You start by creating your own website, which gives you the power to reach an unlimited number of people across the world, who are interested in learning about your experience.

But how do I turn a hobby into a business? If you've spent countless hours doing something, you're certain to have accumulated an endless amount of knowledge about that subject. For example, if you cook, undoubtedly you already have a loose notebook crammed full of your own recipes, some from grandma, and some that you've refined to suit your own tastes. I can't tell you how many times my friends have asked me: "Ashley, do you have a good recipe for a mother's day brunch?" Well, now, thanks to my website, I simply refer my friends to this site. Read more about [How to Turn Your Passion into A Business](#).

But how do I make money? You want to know. If you build a website that offers solid content of value to others, internet search engines such as Google will happily place ads on your site that earn you money. Read more about how a properly built website can [Partner with Google](#) to generate income. You can also build relationships with companies who offer products you trust and who will pay you a percentage of every

<http://www.world-of-crepes.com/build-your-own-website.html>