



From Writer to Entrepreneur

How You Can Build A Profitable
Theme-Based Website

Ashley T. Memory



The World's Best Crepes

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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 pans and makers to **more than 200 recipes for the best batters, crepe fillings and sauces.**

French Crepes Recipes [deliciouscrepedeas.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.EggBatters.com](#)
Brownies, Cakes, Cookies, Pudding Cheesecake, Scones, Muffins & More!

How To Make Quick Dinner [quickcookpasta.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!



- Rose Crepes
- Rose Skin Care
- Rose Care Products
- Favorite Rose Food
- Miracle Grove
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- Bridal Bouquet Ideas
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- Rose Tools
- Garden Tillers
- Garden Tools



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Become a Writer

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

"But how are you going to earn a living?" ask 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 & stressed themselves up the dizzying heights of some boring corporate ladder that, once looking down on everyone else and the great time they're having scuba diving and taking cruises, begins to wonder "what's next" besides, well, you know...

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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, talking and sleeping and no flame burns brighter or with greater intensity than your passion 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 enough money to buy time to write the second book... and the third! In yesterday's publishing world, this was unheard-of. In yesterday's self-publishing online world, it was also unheard-of. TODAY, however, we are at the cutting-edge of the online book marketing industry. The floodgates are opening, so you



Rose Gardening Made Easy Types Of Roses To Grow



Gardening And Crepes

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most favorite flower.

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- Gift Baskets
- Etiquette
- Cakes
- Cake Contest
- Cupcakes
- Food
- Punch
- Poems
- Speeches/Toasts
- Couples Shower
- Bachelorette Party
- Checklist
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- About Author
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Top 10 Bridal Shower Ideas

Bridal Shower Favors
Huge Selection of Bridal Shower Favors to Make your Shower a Hit!

Oriental Trading Company
Shop 1,000s of Wedding Decorations. Buy Now - Free Shipping Over \$49!

Bridal Shower Gifts
Unique gifts perfect for weddings! Free Personalization, fast shipping
[www.PersonalizationMall.com/](#)

Wedding Invitations
Beautiful Wedding Invitations Search For The Best Deals Around.
[FestiveBride.com](#)

Bridal Shower Ideas are what we're all about.

So relax, planning that shower just got a lot easier.

You are about to be armed with the 'Top 10' you could imagine! Save a ton of time and money.

Get the insider scoop on the latest trends.

Each bridal shower topic you click on will plan your shower...and then at the bottom ideas - as well as read other reader bridal shower goodness!

We hope these ideas will inspire you and have fun! Happy planning!



Anguilla Beaches.com

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Anguilla Villas
Favorite Anguilla Villas
Anguilla Villa Rental Tour
Anguilla Hotels...
1 Star Anguilla Hotels
Cheap Anguilla Hotels
Hotels in Anguilla Guide
Alternatives...
Anguilla Condos
Anguilla Apartments
Realty & Business

"So What's Your Favorite of All the Anguilla Beaches?"

"Favorite Anguilla beaches?" That's a question we were asked a lot. You see, we had visited all 33 Anguilla beaches during the 30 days we were first here (since then, we've been frequent visitors and now we live on Anguilla).

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Beach Front Ocean House
Buy A Waterfront Caribbean Property Only 15,000\$ For Limited time!
[www.BeachDevelopment.com](#)

It's amazing that such a teeny speck of a Caribbean island in the BWI (British West Indies), a mere 35 square miles, could have so much sand!

And I don't know Anguilla. We walked the beach. Of course those species...

Subscribe to Anguilla Beach E-zine
Your First Name
Your E-mail Address
I keep this private.
Follow Anguilla Blog too



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 pet(s)? 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 babies and showing them off for the first annual **Proper Pit Bull How-to-wear 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

Then

Subscribe

Don't worry - your email address is totally secure. I promise I won't send you Bully for You!

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.



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Breakfast

Brunch

Quick

Main Course

Veggie

Suzette

Strawberry

Chocolate

Dessert

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 Spherion 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.](#)

Comments, Questions, Suggestions?

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



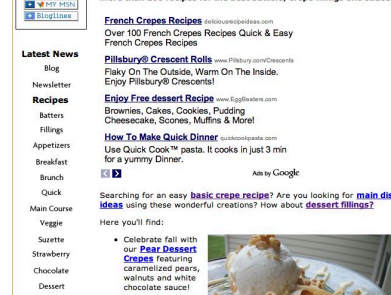
chocolate-crepes.html



world-of-crepes.com

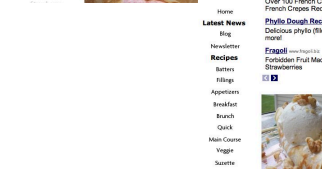


The World's Best Crepes



Strawberry Crepes

Dazzle Your Family and Friends with the Beloved Taste of Strawberries



easy-dessert-recipes.html



<http://www.top-10-bridal-shower-ideas.com/>

<http://www.anguilla-beaches.com/>

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

<http://www.the-proper-pitbull.com/>

The Bull Terrier

*"...just because he's a 'bully',
doesn't mean he's not a gentleman"*

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



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Pitbull/Terrier owners also have to contend with the stigma and controversy surrounding their own breed of dog. To be sure, owning a bully breed dog does not make anyone a bad person or someone who breeds dogs for sale.

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 "family pets". And it has been documented that "bite incidents" are significantly over-reported due to faulty breed identification.

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- ★ as a resource for owners and fanciers of pit bulls and 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 dog.

Join Our Halloween Fun!





We dressed up our babies and showing them off for the first annual **Proper Pit Bull Howl-over Costume Contest**. We've got great prizes for the winners and fun for everyone. Visit our Halloween Costumes contest page to start! It's all traps and go tricks!

Free Entry For Your Furry Friend!

Email _____

Name _____

Don't worry - your email address will never be sold or given to anyone else. I promise to keep it safe to send you my newsletter.

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



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

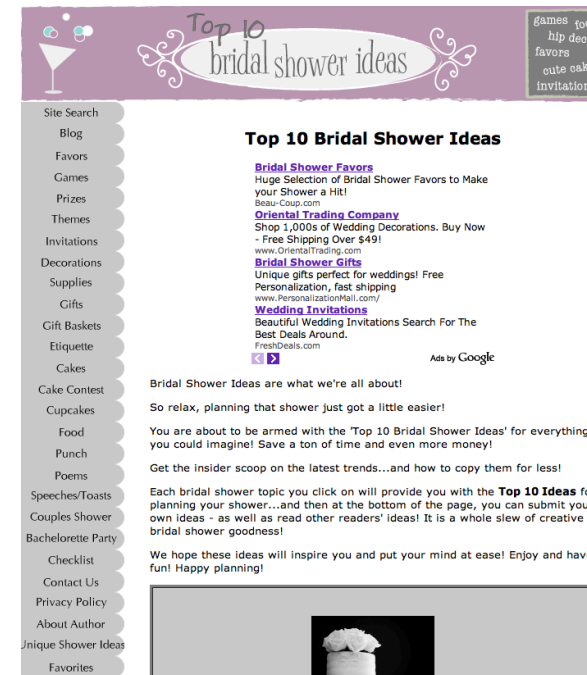
- Exciting!
- Winnable demand and supply
- Overall depth with many strong keywords



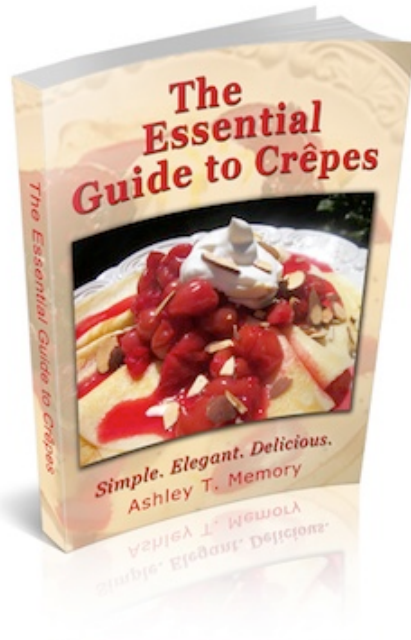
Building A Website



- 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



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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Breakfast

Brunch

Quick

Main Course

Veggie

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>