

BUSINESS BUILDING MADE SIMPLE

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Issue Thirteen - January 2012

Hi Everyone,

Happy New Year, I hope you make massive progress in 2012...

Have you made any plans yet? Feel free to make comments on my blog [Keith Purkiss](#)

Originally I was only going to do 12 newsletters, but they have proved popular so here I am again, back for another year.

I'm going to change the format though and put in more about what I am doing each month (so they will be published late in the month) and hopefully help everyone else to move their businesses forward.

Keith Purkiss

P.S. Please feel free to distribute this newsletter to anyone who may benefit from it.

<http://www.facebook.com/keithpurkiss>

<http://twitter.com/keithpurkiss>

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REVIEW OF 2011

Last year I set myself a slightly unusual set of targets based on 'The 12 Days Of Christmas':

12 Monthly Newsletter Published – Done 100%

11 Big Names On My Affiliate List – Done 100%

\$10,000 Per month By December – Part way 30%

9 New Membership Sites Created - I have 12 but some were created from existing products. 100%

8 Webinars Run On Goto Webinars - Done 100%

7 Emails Added To Each AR Sequence - Done - Added over 50 to the biggest lists so on average I've exceeded the target 100%

6 JV Giveaways Run - Did 3 so scored 50%

5 IM Workshops/Events Attended - Went to 3 scored 60%

4 Top Ten Places In Launch Tables - None 0%

3 Outsource Workers Found - I've used 4, but only using one of them now 40%

2 Coaching Programs Done – Not done 0%

1 Successful Business Built - Got part way there 50%

I didn't achieve all my targets by any mean, but I got part way there on most of them and averaged around 60%. I'm sure I did better than if I hadn't set this list up.

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100,000 SUBSCRIBERS IN 2012?

I didn't set a target of how big I wanted to build my list in 2011 and probably would have got more if I had set them sooner.

So for 2012 I'm aiming for 100k subscribers and have broken it down into monthly targets.

Jan 33k

Feb 36k

Mar 40k

Apr 45k

May 50k

Jun 56k

Jul 62k

Aug 69k

Sep 76k

Oct 84k

Nov 92k

Dec 100k

I think this is a good method – start with your end goal and work backwards, breaking it down into achievable steps.

In this example I broke my target down into months, then each month I am breaking it down further into weekly and daily plans.

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WHAT'S HAPPENED IN JANUARY?

I set myself a smaller challenge in January aimed at achieving my list building target and also it will become part of a list building course I am planning.

There's more about the challenge on my blog, but the aim was to add 1000 subscribers in 24 hours on 27th January:

<http://www.keithpurkiss.com/1000-subscribers-in-24-hours-challenge>

I didn't quite make it but I did gain 918 on the day, and then following day over 450.

That has led to my list reaching 35,787 with a few hours of the month left. My target was 33,000 so I'm well past that and only a little way short of my February target of 36,000 so so far so good.

OTHER TARGETS FOR 2012

That has led to my list reaching 35,787 with a few hours of the month.

Apart from my list building target, I am also looking to complete a couple of targets I missed last year.

I want to launch a coaching course which will have some features different to anything else and will have people's internet businesses up and running in the shortest time possible.

I'm aiming to add more value to my subscribers by sharing more information about what is working for me, in my emails, newsletters and on my blog.

..And finally I'd like to wish everyone good luck with their plans for 2012!

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MY PROFILE

Hello. I'm Keith Purkiss

I have been an entrepreneur – building and running my own businesses - since 1980.

My first business – designing, manufacturing, and distributing electronic add-ons for computers won an award in 1982.

I have also been a computer programmer, writing machine code games for the Commodore 64, ZX Spectrum etc.



In 1999 I began my online business from my own website. In the same year, I commenced trading on eBay and the following year on Amazon. I have also had the highest ranked store on Freeserve Marketplace and another on Ishop.

I am now managing director Accessories Warehouse Ltd which has a mail order and import division and also a printing and stationery business called Printpoint.

These are run mostly by staff while I concentrate on producing information products to pass on the knowledge I have gathered during the past ten years online.

I am co-owner of the 'Website Wealth Wizards' site where we help each other succeed with our online businesses.

Keith Purkiss

Managing Director, Accessories Warehouse Ltd

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FREE RESOURCES

Forums

[Website Wealth Wizards](#)

Newletters

[Keith Purkiss Newsletter](#)

Blogs

[Keith Purkiss](#)

[Randy Smith](#)

[John Thornhill](#)

[Gary Simpson](#)

[David Walker](#)

[Dave Nicholson](#)

[Paul Teague](#)

[Matt Garratt](#)

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OTHER RESOURCES

Graphic Designers
[ecoverpalace](#)

Forums

[Planet Forum](#)

One-off fee for ebook package and membership

Freelance Sites For Outsourcing
[eLance](#)

[GetACoder](#)