

# 12 Steps to Adult Website Profit

## The Porn CMS Daily Marketing Task List

1. Create PG and R-rated trailers. Share both with your affiliates so they can promote your site everywhere.
2. Create a plan of attack for each social site. Comment in the forums and on member profiles. Upload promo pictures where allowed and respond positively to any comments. Respect the rules of each site, post appropriate comments and content, and build your presence to grow your brand.
3. Make time for affiliate program care. Post & comment on adult boards with the goal of adding new affiliates. Send emails to affiliates weekly, even if it's just to say "hi".
4. Request links on link lists and other directories, post banners on top sites, and request member area trades. Track the traffic to ensure all trades generate a response.
5. Create new TGPs with unique templates and content. Post at least a couple galleries daily.
6. Keep up with new members, past members, and potential members with weekly emails. Stay away from corporate templates - the more personal the better. Add personality, add photos, think of it as writing to your friends. An easy & effective mailer is a daily photo. These are popular and have a high open rate.
7. Get reviewed by at least 15-20 sites. Review sites provide the highest converting traffic. Keep your reviews current by responding to reviewers and correct any problems reported.
8. Create a blog to talk BTS style about your latest shoots, models, and what's going on in your world. The only way to make money in this economy is to make a personal connection.
9. Support your members. A happy member will rebill forever, even if they are bored with the content. Making them happy is usually a technical issue. Listen and respond.
10. Tease the P2Ps. Dump some of your content on the P2P networks. Brand your content clearly so the traffic comes back for more. Make it unique and it will spread. Generic traffic is a waste of bandwidth.
11. Buy some paid ads, but buy delicately. Track every dollar you spend and evaluate the cost per new member. There are many ways to buy advertising. Most member sites and TGPs will sell you links or trade banners with your site. Avoid the search engines, since they are flooded and diluted. Be creative finding new profitable places to advertise. Even if a good advertising site/location doesn't publicly solicit ads, email them to ask for a link. They may offer a free trade or give you a good price.
12. Return to Step 1 **DAILY**. The only way to adult site profit is consistency & determination!!

