

18,077 visitors in 7 days

A **[Ernie Lonardo](#)** Creation

By Ernie Lonardo

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Welcome to the this short report which outlines how I launched a new website and achieved 18,077 unique visitors in only 7 days. Before I begin I think it's important to explain to you the power of creative thinking and how it can help you build a thriving new website or enhance the success of your existing website.

Why you should think creative

The reason why you should think creative is because ***being creative will wow the public***. If you can ***wow the public you will get traffic*** – lots of it. Everyone knows traffic is the backbone to online success, without it, all you will have is a pretty website that nobody is visiting.

If your site is unique and is produced in way, which people want to tell others about it, you're in a winning position.

The Idea

Ideas...they're amazing things, yet when I speak to most people they never go through with them. Perhaps it's because they're scared about the possibility that it may not work out. If that's your thinking - you need to stop right now!

If the guy who made the Million Dollar Homepage was scared to go through with his "unusual" idea would he be a million dollars richer today? If Nintendo thought that their Wii console was too wacky for the mass public to appreciate, would they be in the winning position they are today?

"Most people hate change, but they absolutely love new ideas, new products...new businesses! A new idea has a much better chance of captivating the public, than if you were to just copy some existing idea"

Not one person can guarantee you whether or not your website idea will be a success or not, but what I can tell you is, if you don't take a chance and take some action, you won't get anywhere, you'll be in the exact position you're in now.

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How It All Begun

It all started in April 2007 when I was thinking about the condition that has been haunting me the last 8 years of my life. I'm one of the many sufferers of the male condition Gynecomastia, or better known as man boobs. No I'm not overweight yet I have man boobs and the only way to lose them is to have surgery.

It's not important whether you completely understand the condition or not, but what is important to take notice of is the fact that I took an idea that was close to my heart (well closer to my chest☺), and used that as my website idea.

You don't need to have a passion for the theme of the website however you do need to have some knowledge of it; otherwise you will never convince your readers that you're genuine.

Anyway, I was thinking of a way to raise money online to pay for the surgery fee and I got a crazy idea in my head. I remembered how I've seen many weird websites in the past which ask for a donation towards some crazy cause. I thought to myself, if some guy can make thousands of dollars by

asking for donations for some (to be quite frank) “stupid” cause, surely I could raise the surgery fee since my site is towards a good cause.

And there it was, the idea was there, and the belief that it could work – that’s all I needed to go through with it.

The Domain Name

20 minutes after I thought of my idea, I registered the domain name. I settled on **removemymanboobs.com** I knew with a domain like that I would at least intrigue people to check out the site, and it worked!

Having a captivating domain name is an excellent idea because the domain name alone is capable of making a website viral. Many webmasters don’t put enough thought into the name of their domain names. It’s a big mistake they make, as your domain name is a walking billboard for your website. Your domain is the first thing they are going to see before they view your website. Your domain name will either be clicked or ignored. If they ignore it, you’ve lost that visitor. Do you see where I’m going with this?

I’m not saying you must have a weird/crazy/funny domain name to succeed, but if you can come up with a good one, then by all means – use it!

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