

# BLOGG PROFITS BLUEPRINT

Follow The Blueprint That's  
Made More **Millionaire Bloggers**  
Than Any Other System Online

YARO STARAK

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No permission from the author is required.*

## Darren Rowse says...

*"Yaro Rocks! - What more can I say?"*

*I've been watching Yaro's blogging profile and expertise grow over the last few years and have had the pleasure to meet and work with him on a number of occasions.*

*Yaro knows what he's talking about and has built his blog into an authority on the topics that he writes about. Bloggers can learn a lot from him!"*



## Pat Flynn says...

*"Yaro has made a huge impact on my life and in my businesses.*

*Before I got into blogging and online entrepreneurship, it was he and a handful of others who inspired me to go down this path, not only because of the incredible content he provided, but because of the kind of person I could tell he was."*

## Brian Clark says...

*"It's nice to have everything neatly organized and tied in directly with a strategy for making money that goes well beyond just producing content and AdSense"*



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# Welcome To The Blueprint

Welcome to the ground-breaking Blog Profits Blueprint.

When I first released this report in 2007 it went “viral”. People still come up to me today and tell me how it started everything for them, that I helped put them on the path to a money making blog and online business.

Of course a lot of things have changed since 2007, which is why I completely re-wrote this entire document for the current environment.

What you hold in your virtual hands is an up-to-date, comprehensive blueprint for creating a profitable blog. I encourage you to carefully read it, page-by-page, section-by-section, and re-read it and listen to the [audio version](#) too.

I’ve left nothing out. This is a complete overview of the system I used to make over a million dollars thanks to my blog, and how many of my graduate members have gone on to make thousands - and even millions of dollars - from their blogs too.

I truly believe with help from this blueprint, you can kick-start your own blogging career. One day soon I expect to receive an email from you telling me how your blog has changed your life.

...But let’s not get ahead of ourselves. You must start at the beginning. It’s time for you to learn the Blog Profits Blueprint...

Here’s to your blogging success,



Yaro Starak

# How I Discovered Blogging

I began blogging in November 2004 as a means to market the internet business I owned at the time. I was told blogs are good for search engine traffic, but that is all I knew about them.

As I continued to publish my blog and began my journey in the *blogosphere* I came to realize that blogs, while certainly fantastic for search engine traffic, are much more than a mere search engine marketing tool.

Blogs are outlets for creativity. Blogs *influence* people. Blogs are communication devices, educational resources and sources of entertainment. They connect people, spread ideas, foster friendships, sway political opinion and report news.

Blogs can be almost anything you want them to be, but what I came to experience as a result of blogging, is a **new way of life**.

Every day I indulge in a hobby and communicate with like-minded individuals, and best of all, **I get paid to do it**.

How do I get paid? I monetize my blog.

**Monetization** simply means implementing methods of making money from the content you produce on your blog.

This process can occur in many ways – and certainly how I do it today is different to the many ways I have made money with my blog in the past.

What's important is that the **opportunity still exists today** to jump on board the blogging bandwagon and get paid for writing about what you love.

**BLOGGING** empowers individuals with a tool that generates income and provides an outlet to communicate with the rest of the world.

*For many people, starting a blog has completely changed how they live their lives - and for the better.*



## Blogging As A Business, Not A Job

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When I say am paid to blog I don't mean I am a *paid writer*.

Professional blogging to me is not about looking for freelance writing gigs, it's about building a business, an online asset, and leveraging that asset for *cash-flow* now, and long-term value in the future.

Blogging in my life is not a full-time occupation and it doesn't have to be one for you if you do not want it to be.

I earn a consistent \$10,000 USD to \$30,000 USD per month from my blog business. All I need to do to keep my blog working is write for one-to-two hours every second or third day - sometimes just once a week.

I won't lie to you, it's not easy to get to the point where I am, but there is a process you can follow. You do have to work consistently and, most importantly, have the right mental fortitude and attitude to get you there.

## Who Is Yaro Starak?

You might already know me from my blog, [Entrepreneurs-Journey.com](http://Entrepreneurs-Journey.com), rebranded to [Yaro.Blog](http://Yaro.Blog) in 2018.

Maybe you have heard me speak on a [podcast](#) or at an event, watched one of my videos on [YouTube](#), or seen my name mentioned in another blog, email newsletter or report.

I've made over a million dollars thanks to my blog. While this is an impressive number, I'm more proud of the fact that since 2007 my blog has been my *full time income source*. It's consistent, and reliable.

I started the [Entrepreneurs-Journey](http://Entrepreneurs-Journey.com) blog in January



2005. Within six months I was making money from advertising. Shortly after I promoted other people's products as an affiliate earning a commission when I made a sale.

Within a year my blog was generating a full time income, although only just, I wasn't exactly "rich".

In my second year of blogging I made two important changes -

- 1. I started an email newsletter from my blog**
- 2. I began selling digital products I created myself**

These changes helped me to break the \$100,000 a year mark from my blog business (by now I was calling it a *business*). In my fourth year of blogging I grossed over \$500,000 and did the same again the year after.

The great majority of my income has come from selling my own digital products and services. In this blueprint I focus on teaching you how to create a blog that is specifically designed to sell products and services.

The blueprint has been downloaded over 150,000 times. Over 150,000 people signed up for my email newsletter, and each year my blog delivers over 2.7 million pageviews (according to Google Analytics).

I share these numbers with you to show that I am qualified to guide you, but I don't want you to feel like you need to match them.

I've learned over the years that smaller audiences of people who really care about your work are more important.

**"It's about quality of relationships, not quantity of "hits" to your blog."**

[\(tweet this\)](#)

I'm also the founder of the first professional blogging course, [Blog Mastermind](#).

I'm proud to say that my course has more graduates who went on to earn \$100,000 or more from their blogs than any other blogging program (as far as I know of). I have even coached two people who today own million dollar blogs!

Here are some of my graduates, who all make money from their blogs...



You can listen to [case study interviews](#) of every blogger pictured above

I've been featured on top blogs *ProBlogger* and *Copyblogger*, in publications like *Forbes* and *Entrepreneur* magazine, been an expert guest on over 200 podcasts, including leading business podcasts like *Entrepreneur On Fire* and *The Eventual Millionaire*.



I've spoken at events including the Pro Blogger Conference, The Hive, Networx, Elance, Web Strategy Summit, Women In Business, and many more.

Thanks to my blog I've also had the privilege of connecting with multimillion dollar authors, bloggers and internet marketers like *Tim Ferriss, Rich Schefren, John Carlton, Ed Dale, Jeff Walker, Brian Clark, Darren Rowse, Pat Flynn, Mike Filsaime, Gideon Shalwick, James Schramko, Eben Pagan, Katie Freiling, Maria Andros, Chris Ducker, David Jenyns, Pete Williams, Tom Beal, Willie Crawford, Neil Patel, Matt and Liz Raad, Andrew and Daryl Grant, Noah Kagan, Leslie Samuel, Chris Garret, Jon Morrow, Dan Fagella, Andre Chaperon, Jaime Tardy, Natalie Sisson, Lewis Howes, John Lee Dumas, Natalie MacNeil* and many others.

I could continue to name-drop and impress you (*or perhaps not!*) with all kinds of claims, or throw testimonials at you from the people I've helped with blogging, but chances are none of this matters to you.

What's important is that I'm a blogger and I make money from it, and **you want to do the same.**

Let's take a look at how exactly blogs can make money...



## Watch How These Bloggers Make Money (Video)

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I realize for many people who are new to blogging, just getting your head around how exactly blogs make money is a puzzle.

With this video I'd like to answer that question for you. Let me show you exactly how various bloggers, all graduates of my [Blog Mastermind](#) program, currently make money from their blogs.



You can watch the [full video tour here](#)

Now, it's your turn. Let's get to work, starting at the beginning.

*This might be too basic if you're familiar with blogging already, but it's important you know the answer to these "Blogging 101" questions...*

# What Is A Blog And Why Are They So Popular?

Blogs are websites with a few key differences, namely:

1. Blogs began as diaries, hence articles are listed in chronological order with the newest article at the top

This is a very consistent element of every blog I have ever come across. Articles are listed with a title followed by the body content, starting at the top of the page with the most recently published article followed by the next most recent, and so on.

This format is a legacy of the *journaling* aspect of blogging. The term blog is derived from “weblog” which essentially means *online diary* or *journal*.

An important point to make, despite the diary style history, is that blogs today are not all diaries and are not only about the personal lives of the authors.

Some blogs still are the thoughts of one author and can be very personal (often the best are) – but blogs today must have **FOCUS**.

You can talk about your cat or what you had for breakfast, but you have to tie that into the main subject of your blog.

Blogs can be about any subject, written by one or many authors and certainly are not all personal diaries. Personal reflection, opinion and tone all have a place in blogs, but they must still meet the needs of their target audience.

2. Blogs make it easy to publish online

Traditional websites had one chronic problem that kept everyday people from creating one – **they were too technical**.

Even with sophisticated content management systems, website creation was out of the reach of your average web surfer.

Blogs changed this. They provide a content publishing system so easy to use that the average net surfer, with some practice, can become a blogger and publish content to the *World Wide Web*.

When content publishing became as easy as writing email, the barriers to entry were lowered enough for it to go mainstream. Hence we now have a world filled with millions of blogs.

### 3. Blogs by their nature are updated frequently

Another major problem that plagued traditional websites is their **static nature**.

Many websites never change and appear like a boring online brochure. One of the key reasons for this is the previous point – **it was too hard for the average person to add content to a website**.

Many popular sites were updated frequently before blogs came along, but they had the backing of large organizations with technical staff and writers. Until blogs became available it was hard for an individual with limited technical ability to publish their ideas online.

With the publishing barriers lowered, not only could anyone become a content producer, but you could do so as often as you like. As a result, blogs quickly became the most dynamic websites on the internet with many bloggers publishing multiple times per day. With so much fresh content, blogs became incredibly popular.

A spin-off effect of this has been the rise of blogs in search engines. Search engines, like Google, reward sites that publish valuable content on a consistent basis. Blogs, by their nature, do this and so rise high in search engine rankings.

#### 4. Blogs allow people to leave comments, thus beginning the social media revolution

Although it might seem ridiculously simple today, the addition of a comments function - the ability to type into a form and reply to content published on a website - was a huge shift in how the *world wide web* operated.

This enhancement turned websites from one-way “broadcast” devices, to two-way communication tools. Readers can directly communicate with the author of the content, carry on the conversation started by the article and essentially turn a blog into a *community*.

While newsgroups and forums had allowed people to interact with each other, it wasn't until blog commenting was introduced that virtually every piece of content on the internet became a potential conversation topic.

#### 5. People trust blogs (and bloggers) because blogging is a *conversation*

If you combine all the elements above – the personal journal style of writing, the ease of adding content, and the ability to interact with your readers - you have a formula for a very natural communication tool.

Blogs, when written the right way, are considered trusted sources of information. They foster authentic relationships between writer and reader.

As evidenced in countless blogs today, some bloggers are perceived as respected experts, regardless of qualifications, based purely on the back of their successful blogs.

This final point is the most significant, yet subtle element that distinguishes blogs from normal websites. If people come to like and identify with you thanks to your blog, then you have the two ingredients necessary to make money...



1. **Trust**
2. **Distribution**

When people trust you, they will buy from you. When you have a way to reach people, you have a platform to build a business from.

This is why any person with a passion, a hobby, or a skill, and enough motivation to produce content on a particular topic, can build an audience.

Much of what I just explained won't be new to some people, but it lays the groundwork for the rest of this blueprint.

If the concept of a “blog” is still a bit blurry for you, head online, find some blogs and seek examples of the five points I listed above so you understand the opportunity that exists.

You can start with [my blog](#) as a classic example of all the points I mentioned.

## How Blogs Create The Right Conditions For Profit

The following is a simple *3-step summary* of how blogs make money:

1. A person (blogger) creates a website (blog) that contains value in the form of content that solves problems or entertains.
2. A visitor finds the blog by following a link from another blog or website, through a referral from friends or colleagues via email or in conversation, in the results of a search-engine query, or as is common today, via social media sharing.

3. A proportion of the blog audience is *funneled* into a mechanism that creates revenue. It might be by guiding the visitor on to an email list that sells a product or service, or directing them to click an advertisement that is paid for on a monthly or per click basis, or by clicking an affiliate link that leads to a commission being generated as a result of a product or service sale on another website.

**SUMMARY:** *The blogger works to attract attention and then sells that attention to advertisers for a fee or uses the attention to profit from their own product and/or service sales.*

The key variable here is “**attention**”. Attention is an engaged human being who trusts what you say on your blog. It is this influence that gives you the potential to make money from blogging.

*So how does a blogger attract attention?*

## The Two Key Ingredients For Attracting Attention

The first part of creating attention (traffic) to a blog, is the age-old advice you will have read over and over again if you study successful blogging:

“Write good content”

The foundation of a great blog is good content. Where people go wrong is determining exactly *what good content is* given their goals, and assuming that only good content is enough (it’s not).

The other key ingredient is marketing.

It’s through marketing that people find your good content.

# The Blog Expert Model Vs The Blog Magazine Model

In the past ten years I have made money from blogs using two distinct business models.

As far as I am concerned, these are the **ONLY** two different models for making money with blogs today. They are -

1. **The Expert Model**
2. **The Magazine Model**

During the early days of blogging, the magazine model was the default choice. Today I believe the expert model is a much better choice - and I'll explain why in a moment. First let's make sure you understand the difference.

## The Magazine Model

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Print magazines make money by selling advertising. The larger their circulation, the more influence they exert over people, and the demographics of their readers, dictate how much money they make.

Blog magazines are essentially the same. The more traffic (circulation) they have, the type and quality of that traffic (reader demographics) and the influence they have over their audience, determines profitability.

This model relies heavily on **large volumes of traffic**, and thus large volumes of content. You also have to be very good at breaking news stories in your industry before anyone else.

It is **VERY** difficult for an individual to make this model work because of the amount of effort required to stay on top of the latest news and produce so many articles day after day.

The other weakness of the magazine model is the monetization method.

Advertising is *low leverage*. You earn pennies per visitor, hence you need hundreds of thousands to millions of visitors per month to make it a viable full time income stream.

## The Expert Model

The Expert Model, sometimes called *Authority Blogging* simply means you use your blog as a platform to demonstrate your expertise or passion for a subject.

You don't have to produce mountains of content with this model, nor are you trying to break the latest news like a magazine. You do need **HIGH QUALITY** content, but you can publish just once a week and earn a full time income or more.

The reason why this works is the high leverage monetization strategy. You don't rely on advertising, instead you have a range of products and services you sell directly to your audience.

Using this model you can attract 100 customers per year who spend \$1,000 a year (that's over an entire year, so not necessarily all in one purchase), and you have a \$100,000 business.



*It's much easier to find 100 paying customers in a year using a very focused expert blog, than it is to attract ten thousand visitors a day to your blog to make enough money from advertising.*



### GRADUATE CASE STUDY: MITCH WILSON

Although most of my graduates created expert blogs, I do have a few who preferred to focus on magazine style blogs.

Mitch Wilson was my first ever big success story case study, turning his blog about college sports into a million dollar blogging empire, with a team of writers.

You can hear Mitch talk about how his blog got started [in this interview I did with him](#).

Here is a [video I created](#) that further explains the difference between the magazine and expert model of blogging...



## You Need Attention And The Right Business Model

I've introduced you to the most important concepts you need to understand before you begin the process of creating your blog.

- **ATTENTION:** The fundamental force that allows you to make money from a blog is *attention*. Trust, influence and the power to reach a critical mass of people through online distribution, are how blogs are used to build businesses.
- **CONTENT + MARKETING:** To capture attention you create high quality content and then market it so people discover your work.
- **BUSINESS MODEL:** The *Expert Model* of blogging is a better choice for you today because you do not need incredible amounts of content or traffic to make \$100,000 or more.

***Your goal is to create a niche-focused, high quality blog, with a small but highly engaged audience, whom you can sell products and services to, earning high profit margins.***

If all of this seems overwhelming, you are concerned you are not an expert, or you do not have any products or services to sell, do not worry, all of these concerns will be addressed later.

Now we move on to the next phase of this blueprint. You're going to start putting together the pieces you need to build your successful blog, beginning with the first and most important decision you have to make.

*What topic will you blog about?*

### ***How Can Less Traffic Equal More Money?***

*If you are not clear exactly how small niche blogs with engaged audiences can make \$100,000 a year or more, go through my Blog Traffic Fundamentals free email course.*

*You can start here with part 1:*

[\*The Myth Of "Being Everywhere" And The Smarter Path To Traffic\*](#)

## How To Choose Your Blog Topic

During the early days of blogging you could start writing about what you care about and people would naturally find you. It's not that easy anymore.

Next experts began preaching the importance of **keyword search volume**.

You have to make sure there are enough people searching about your subject, and not too much competition, before considering starting a blog on that subject.

I don't agree with this formula either.

The internet is too crowded today for you to just start writing and hope people will care about your ideas. Keywords, while a useful tool, are far too limited a resource to base your decision on either.

Today, based on my experience having coached thousands of bloggers and seeing who goes on to make \$100,000 or more, I have a good grasp of what criteria matter when choosing a topic for your blog.

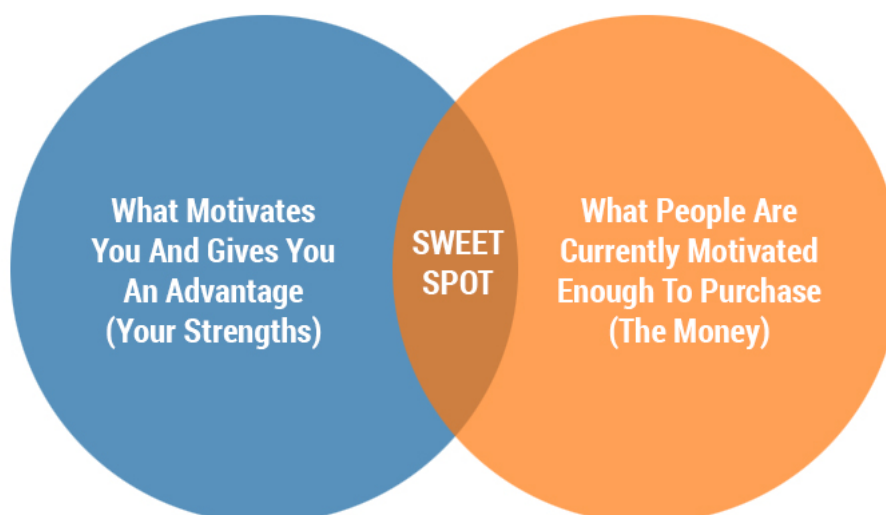
## The Two Most Important Questions

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*Above everything else I see TWO QUESTIONS as the most important when determining a good blog topic. They are -*

- 1. Is there money being made by people/businesses in your niche? (The Money)**
- 2. Can you see yourself years from now still interested in the subject you are about to start a blog about? (Your Passion)**

Topic selection has always been about finding the sweet spot, the convergence between something that you care enough about to get really good at AND other people spend money on.



## Isn't Competition Bad?

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Don't try to find a niche with no competition so you can be first to market.

While being first in a popular subject is an advantage, the internet has evolved to the point that it's very rare to find a money-making subject that doesn't already have people in it.

That's actually a *good thing*.

Competition is a sign of potential. When other people are operating in a market and they are making good money that means you have the potential to do the same.

What you need to do is find a popular, proven money-making subject, and then be first with your unique methods and ideas about that subject.

Find the slice, the segment within a market you can own. Go after hungry audiences with a unique solution that only you can provide.

Your solution doesn't have to actually be *truly original* (original ideas are rare), but you have to frame it as unique, to position it against everyone else in the market. Your content is unique, your style and voice are unique - YOU are unique - and that can be the unique aspect of your solution.

## Competition Is A Traffic Source

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Due to the open and collaborative nature of the internet, with articles shared and syndicated, and everyone hungry for fresh content for their blogs and websites, your "competition" are often your best source of traffic.

One of the key marketing techniques available to you, which I will cover later in this blueprint, is to get your content published on other blogs and websites. If no one else is succeeding in your industry that's a bad thing, you need their audience to help build your own.





*Today a niche that appears empty very likely means it's not actually a viable market. A ghost town is empty for a reason - no one could make a living there.*

## Rich Bloggers Played The Long Game

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The graduates of my coaching programs who have gone on to earn \$100,000 or more showed two key characteristics...

- 1. They were in it for the long term**
- 2. They were not blogging just for the money**

If you have read Malcolm Gladwell's book, [Outliers](#), you know about the concept of *10,000 hours* of practice leading to mastery of a subject.

It's that level of long term immersion that leads to your subject becoming second nature. It becomes a part of who you are as a person.

You don't have to be a master of your subject now, but you should care enough about it to want to become one.

People who build successful blogging businesses love what they are writing about. Their driving motivation is NOT the money, it's about sharing ideas and interacting with other people about a subject they care about so much.

Needless to say, the closer you get to mastering your subject, the more money you make. People pay the most money for the best ideas.

## It's Not About The Subject, It's About The People

This is the most important mindset change I can give you when it comes to looking for a profitable niche for your new online business...

Stop looking for “topics” and start looking at *people*.

In particular, start looking at the *problems people have* that are strong enough for them to *actively look for solutions*.

You’re trying to identify motivations, the emotions that cause action, and the characteristics that bring groups of people together.



A profitable blog topic is about people trying to find solutions to their problems and you presenting yourself as the best solution for their unique conditions.

Your job is to gain intimate knowledge about the situations people face and the emotions they experience.

You might already have some insight because you have “lived” your blog subject. Maybe you overcame a disease, or excelled at a sport, or cook a unique type of food, or lost an incredible amount of weight.

Your experience gives you the knowledge of what your people want and how they feel.

You can’t know enough about *people’s behavior*. The better you genuinely understand what is going on inside the head of your target audience, the better you can meet their needs.

## **That’s Enough Psychology... Let’s Find Your Blog Topic!**

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You’re probably thinking all this insight into topic selection is great, but how exactly can you translate these ideas into practical research to find your money-making blog topic.

I suspect right now you are one of these two types of people...

- 1. You know what subject you want to focus on, you're just not sure if there is money in it. How do you validate this?**

**OR**

- 2. You have no idea what subject to focus on at all, and you have no clue how to even begin the research process to discover one!**

If you are in situation #1, then your next step is to see if you can find anyone else or any existing businesses making money in the market you want to go after.

You can also look for successful blogs, best-selling books, magazines that are still in publication, TV programs — any evidence of commercial activity about your subject is a good sign.

If you are in situation #2, then read on...

## **If You Are Completely Lost**

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If you have no clue about a potential topic, then your job is to identify any experiences, studies or achievements that could be the basis for your blog topic.

Review your hobbies, passions, things you do from week-to-week, things you read, listen to, or watch. Account for any significant experiences you have lived through, rewards you have won or qualifications you have gained.

- Have you traveled overseas?
- Do you collect something?
- Participate in a sport or club?
- Have you worked in a particular area that you know really well?

- Do you have a strong desire to learn something new, which can also become the topic of your blog?

If your initial “passion list” is not sufficient for topic ideas, you can branch out and research online.

Browse through online stores like [Amazon.com](https://www.amazon.com), the auction site [eBay.com](https://www.ebay.com) and the marketplace [Alibaba.com](https://www.alibaba.com) and you can easily find what is currently selling. [Meetup.com](https://www.meetup.com) and [EventBrite.com](https://www.eventbrite.com) can show you what topics are bringing people together for events.

Spend some time at your local newsstand or library browsing magazines. The magazine rack is a listing of all the different niches with significant audience size, enough to at least support a magazine.

See what other money-making blogs focus on and start a blog that covers a sub-niche of their topic.

For example, the topic of “travel” can break down into specific countries, or specific types of travel (skiing, historical cities, tropical islands) or specific target audiences (backpackers, retirees, luxury travel).



All markets break down into smaller niches if there is enough demand, with each new area catered to by a more specialized provider. There’s no reason why you can’t start a blog that is the best on just one aspect of a topic.

- *Instead of “Cars” you can cover “BMW’s” or “Convertibles”*
- *Instead of “Losing Weight” you cover “Fat Loss For Bodybuilders”*
- *Instead of “Dating” you cover “Online Dating For The Over 50”*

Most topics can be broken down over and over into ever smaller niches (for example, from “Fashion”, to “Shoes” to “Shoelaces”). Pick one aspect of a topic and make the best blog there is about just that aspect.

It’s easier to monetize tightly focused blogs because you get a very specific type of reader who is searching for a very specific type of information.

There are literally hundreds of untapped blog topic ideas out there, you just have to find them.

## The Three Mega-Niches

*Remember how I said one of the key indicators to look for are other people making money?*

Almost all successful information businesses on this planet fall into one of the three “mega-niches”.

Eben Pagan, a multimillion dollar information marketer, came up with the term *mega-niches*, which can be used as a very simple way to look for money making topics for blogs.

The three mega niches are:

- 1. Dating and Relationships**
- 2. Health and Wellness**
- 3. Money and Finance**

If you are dealing with human beings - *and we all are* - then these are the three areas in our lives we spend most of our time, energy, and money on.

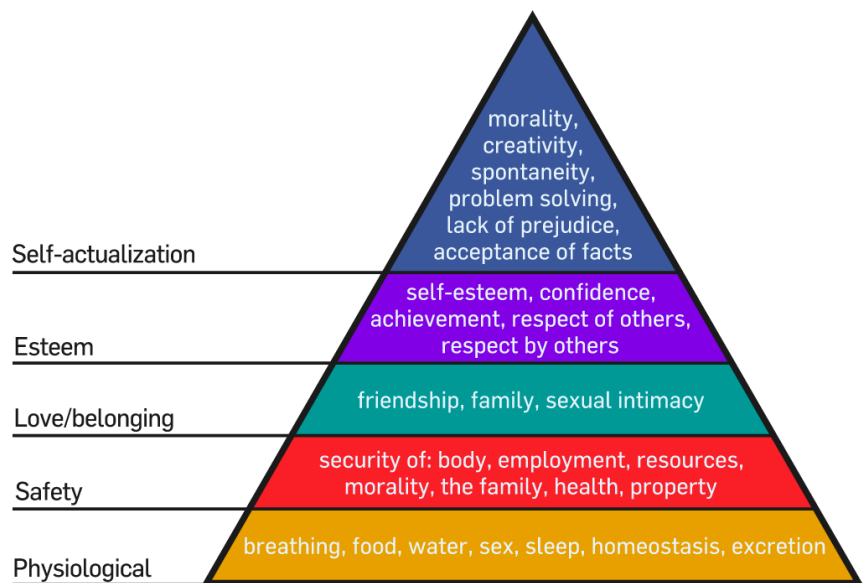
Note that these three top level subject areas all relate to core human needs.

If you have studied Anthony Robbins materials before, or you went through *Maslow's Hierarchy of Needs* at school, you will no doubt recognize them.

Our primary needs for health, food, shelter, love and recognition are all met within these three mega-niches.

Hence, that is where there is money to be made.

If you can help people recover from a chronic injury or illness, attract the opposite sex or get out of debt, you can make money online.



## The Fourth Mega Niche: Irrational Passions

There is also a fourth top level niche category to add to this list, affectionately referred to as our *“irrational passions”*.

As society emerged beyond struggling for survival to having excess resources thanks to technology advancement, humans have become rabid consumers.

Today we spend a considerable amount of money on things we don't need.

For example, money spent on sports, fashion, cars, travel, electronics and entertainment have moved well beyond meeting our needs to simply *wants and desires*.



Anything that people are irrationally passionate about, from shoes to the local football team to video games and movies, are potentially lucrative blog topics. People — *a lot of people* — spend a lot of money on them.

## Now Go Find Your Blog Topic!

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I've provided more advice on blog topic selection than any other subject in this blueprint because I want you to get this right. You have to, everything else depends on it.

You have insight into this decision from all angles. You know the important questions to ask yourself, what kind of research to do, and how to do it.

Next we move on to the foundations of what makes for a quality blog. I'm going to teach you how to become a content and marketing master...

# Content + Marketing = Traffic

Once you have selected your topic the next step is to work on the two foundation elements of a successful blog I introduced you to earlier –

1. **Content**
2. **Marketing**

I teach two core principles that are essentially all you need to know about to build a successful blog – Pillar Content and Communication Channels.

Pillar Content, or sometimes called Pillar Articles, are the foundation of a good blog. This content is the reason why people read your blog in the first place. Content is the value you offer to the public. It attracts attention and engages an audience.

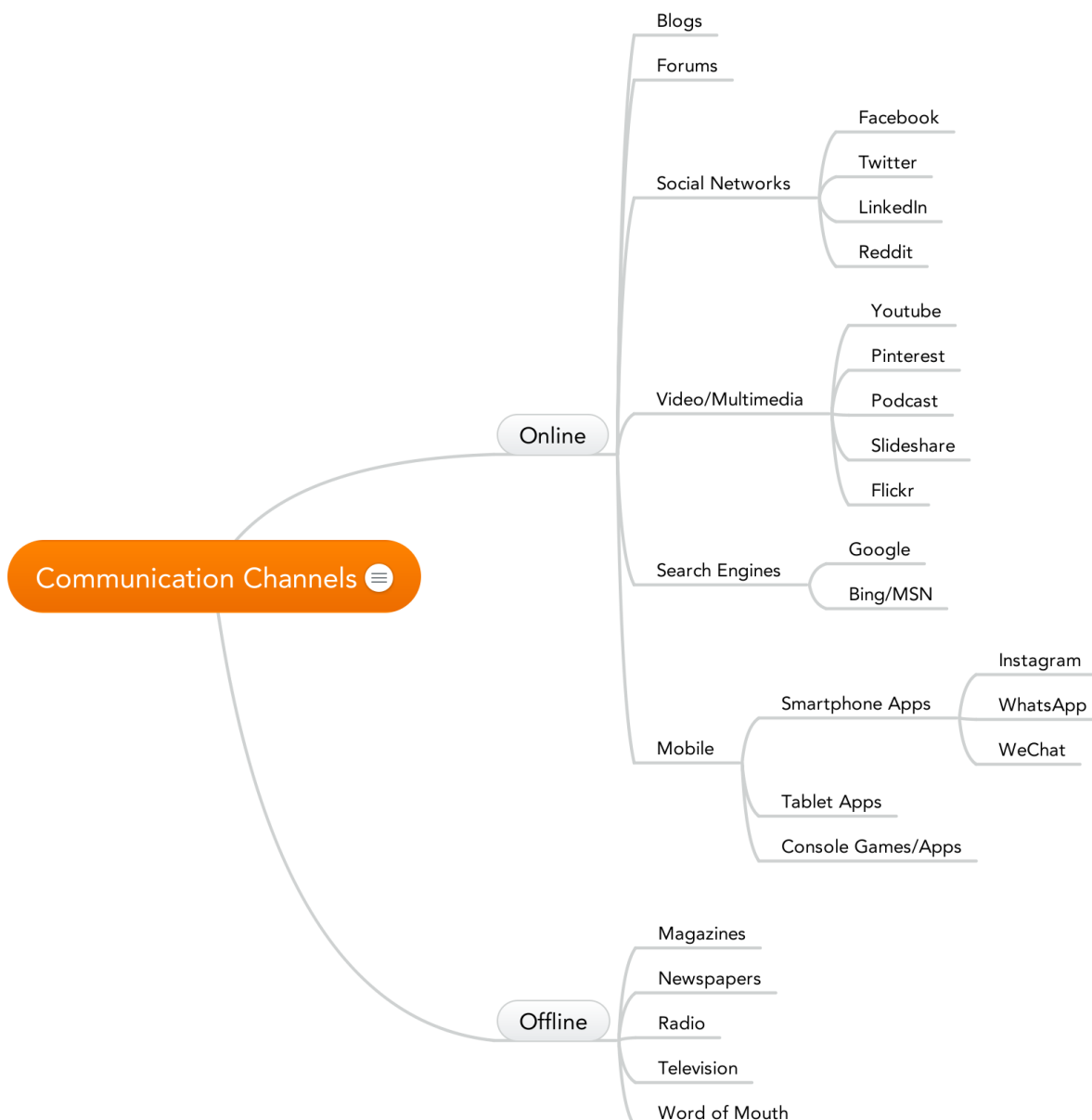


Communication Channels are what bring people to your pillar content.

Good marketing is essentially *good communication*. Looking at marketing as building communication channels – *pathways and lures to bring people to your blog* – is a simple way to understand this idea.

The main reason the majority of blogs never build significant traffic and thus never make significant profit, is because most bloggers are poor marketers.

If you just follow the advice, “*write good content*”, you are not going to succeed. You also need to learn how to market your work.





Now let's look at how you can implement these two concepts to build a successful blog. First, let's look at content formats...

## What Is A Pillar?

**A pillar** is blog content, usually an article, which does some very important things:

- Upon release it will bring in a rush of new readers, attract links from other sites and be shared on social media.
- It will continue to bring in more readers over time as you and other people refer to and share it, even though it may be buried in the archives of your blog.
- Eventually it will bring in traffic from search engines (this is largely because so many other web pages link to it).
- You can list it in a separate area (like a [start guide](#) or articles page) with all your other pillars so your best content can easily be accessed and your value clearly demonstrated.
- It is good enough to be repurposed into other content, like a report or email course, or even compiled together and turned into a product you can sell.
- It is not time dependent - often called "*evergreen*" - so in a year from now it will still be relevant.

## How Do You Create Pillar Content?

There is no exact formula for producing an article that will become a pillar, however there are definitely some key characteristics you can work on.

You may be surprised when articles you write become pillars when you didn't expect it, or the reverse where you pour your heart into a great article and it doesn't do much for your traffic at all.

Here are typical pillar article concepts that you can post to your blog. Generally speaking, these formats are more likely to lead to pillar content outcomes.

If you prefer video, I also have a short 5-minute clip from a presentation I did many years ago to introduce people to the "Pillar" concept.



You can watch my [5-minute video introduction to Pillar Content](#)

## 1. The "How-To" Article

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This is a staple pillar article concept. Think about your industry and write an article that teaches how to do something in it. Only write how-to articles on topics you genuinely understand how to do and have experience with.

*Some examples:*

- If you blog about a certain type of dog breed, write about how to choose the right dog food.
- If you help real estate agents get customers from the internet, write how to use Facebook as a marketing tool especially for real estate agents.
- If you blog about how to publish a fiction novel, produce a how-to guide on approaching publishers.
- If you blog about how to start dating again after a divorce, create a how-to guide on where to meet people.
- If you blog about how to make money on foreign exchange trading, create a beginners how-to guide about online trading services.

It should be clear which how-to topics are popular and relevant to your audience and which you feel capable of explaining well. Remember to tell a story if you can!

## 2. The List Article

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You have no doubt seen many list posts on blogs. The usual titles are “*Top 7 Ways To...*” or “*10 Tips To Improve...*” etc. They often spread like wildfire all over the internet, and there is a good reason why...

Lists are easily digested by human beings. It’s been tested and proven that articles in the 300-700 word range with clear dot-point bulleted lists and a compelling headline are good traffic pullers. In this case it’s all about simplicity of consumption for people with short attention spans – i.e. most people!

Bear in mind that while a 400 word article might equate to the average attention span of the casual web surfer looking for procrastination entertainment while bored at their job, if you are building an expert-based authority blog, you can and should produce longer list articles.

A “Top 50” list with plenty of pictures that you spend a little bit of extra time putting together can do a whole lot more for your traffic than a short list post with no substance.

### 3. The Definition Article

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Many industries have key concepts which new readers won't know. If a concept is complicated, produce a pillar article that defines the concept, clearly explaining what it means and how it can be implemented.

It may seem simple and obvious to you, but remember you are an expert in your field, so explain it to the beginners in simple terms and tell a story as an example.

A glossary definition page is a good pillar article. If there are a handful of key concepts in your industry, write an article that lists the concepts and provides a one-paragraph definition for each. A page like this is good as a reference piece and often referred back to by other bloggers and websites.

You may say why bother doing this if most terms are already defined elsewhere on the web at sites like [Wikipedia](#)?

Creating your own definitions keeps readers on your blog, increases your pageviews (the total number of pages of your blog readers view) and visitor length (how long readers stay at your blog). Describe a concept in your own words, using your own unique story to build credibility, trust and cement your expertise.

It's always smarter to include your own version of a definition if you are capable of explaining a term or concept, rather than link to other sites and drive traffic away from your blog.

## 4. A Technical Blueprint

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A technical blueprint is similar to a how-to article, but is focused on the technical aspects of a problem. Technology-focused bloggers are good at blueprint pillar articles because they love to use graphs, spreadsheets and images to demonstrate how to do something.

A technical blueprint is a *step-by-step*, visually enhanced article demonstrating exactly how to complete a task. Often the pictures tell the story more than the words. Designers and programmers use this style of blog post to show how they code a website, design an image using Photoshop, code software, or simpler activities like attach a file to an email.

You can apply the principle to almost any industry that has common tasks which may be complex to understand. In this case it's more about the imagery and less about the story.

## 5. Present A Theory Or Argument (And A Strong Opinion)

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If you blog about politics, current events, economics, philosophy, or any topic that triggers healthy debate, use your blog as a platform for your theories.

Strong opinion is a staple of good blogging. You don't want to *sit on the fence*, you need to tell people what you really think. Conflict spreads, so don't be afraid to be controversial, provided you can justify your theories.

The important idea here is to present some unique thought. Give your opinion on a major issue in your industry, or on a mainstream topic that your readers take an interest in.

Don't be afraid to jump on the bandwagon of a popular subject. If a celebrity just did something controversial that's a hot topic, and you can relate it to your blog, write an article.

## 6. Create A Significant Resource Or Article Series

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This is one of my favorite pillar concepts. I recommend it to all my [coaching members](#) as the first articles they publish to their blogs.

You start by planning a series of blog posts. They can be articles, audios, or videos (or all three!), depending what content format you prefer. The key is that each piece connects to the next in a series. You are creating a “*super how-to*” resource.

Your goal is to produce a free introductory *A-to-Z guide* on a core problem your audience needs to solve. You might require five to ten articles to really cover everything, but that's a good thing, you shouldn't hold back.

You can use those articles as a “start-guide” you list on your blog navigation bar, or use it as an email course, sending people to each article in the series after they sign up for your email list.

You can collect and collate the articles into one document and create a free PDF report. If you add pictures, a table of contents and a nice cover graphic, you have your first key significant resource, which again can be used as an incentive for signing up to your email list.

Really good reports go viral. This blueprint you are reading right now is one such example (email it to your friends, that's an order!).

You can literally reach hundreds of thousands to even millions of people just because you decided to write a series of high quality blog posts.

## 7. Use Multimedia To Reach All Modalities Of Learning

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All human beings have a dominant modality for learning. The four modalities are:

1. **Visual (seeing)**
2. **Auditory (listening)**
3. **Tactile (touching)**
4. **Kinesthetic (participating)**

When it comes to blog content, these four learning preferences break down into people who like to **read**, who like to **listen to audio**, who like to **watch an instructional video**, and those who want to actively participate in a **live presentation**.

Since every person has a dominant preference they are more likely to ignore content not presented in it. Your best chance of satisfying the majority is to provide content in all the formats you can...

- written articles
- podcast audios
- video presentations
- interactive webinars

Blog posts that include pictures, graphics, infographs, charts, mindmaps and drawings perform better.

In an ideal world every piece of content you publish would be available as an article, a downloadable MP3 and a YouTube video they can watch. This is difficult to achieve when you start due to limited resources.

I recommend in every blog post you create always include at least one other piece of multimedia content. Every article should have pictures. Every podcast should have a PDF transcript so the readers can benefit too. If there is a relevant YouTube video you can embed in a post, do it, even if you embed other people's videos (which is completely legal).

## Action Step: Plan Your First Pillar Article

I want you to stop for a moment, take a break from reading this blueprint, get out a notepad or tablet, and plan your first pillar content.

Review the *seven pillar content concepts* I just revealed to you and apply them to generate ideas for your first blog articles.

It should be exciting to generate ideas for your blog. I've been doing it for ten years and I still love to scribble down notes for articles to write.

# The Money Comes From Subscribers: Your Email List

Before we move on to traffic generation I need to point out a distinction you must grasp if you are going to succeed as a profitable blogger.

You make the majority of your money from *subscribers*.

It might be older technology, but today email is still the dominant format to keep in touch with subscribers. As long as we all pay attention to our emails, this is not going to change.

Your email list is as important, if not more important than your blog. Together they are the perfect tandem combination -

- Your blog captures attention, builds trust and convinces people to subscribe to your email list.
- Your email list is a direct line of communication to your subscribers. You send a message and people pay attention to it, click the links and buy your products.

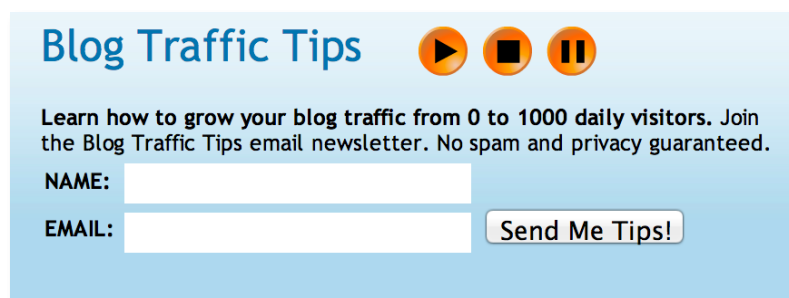


To gauge the success of your marketing efforts you should look at how many people visit your blog (visitors) AND more importantly, how many join your email list (subscribers).

## How To Turn Blog Visitors Into Email Subscribers

Before you head out and promote your blog to build traffic, it is important you set up what is called an *email optin form*.

Here is the picture of my very first optin form on my blog back in 2006 -



The image shows a screenshot of an email optin form from 2006. The form has a light blue background and is titled "Blog Traffic Tips" in a blue font. To the right of the title are three orange circular icons: a play button, a square, and a pause button. Below the title, the text reads: "Learn how to grow your blog traffic from 0 to 1000 daily visitors. Join the Blog Traffic Tips email newsletter. No spam and privacy guaranteed." There are two input fields: "NAME:" and "EMAIL:". To the right of the "EMAIL:" field is a button labeled "Send Me Tips!".

An **optin form** is a sign up form on your blog where a visitor can enter their email to sign up to your **email list**. You have no doubt seen many such email optin forms on blogs and websites.

The biggest mistake I made with my own blog was waiting an entire year before adding an email optin form to create an email list.

I can only imagine how many visitors came to my blog who never came back during that first year. If they joined my email list, then I would have had a way to stay in touch.

I don't want you to make the same mistake I did. You must have an email optin form on your blog from *day one* so any effort you put in to bring traffic to your blog is not wasted.

## How To Convince People To Sign Up For Your Email List

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To convince a visitor to your blog to join your email list you have many options. It's easy to get confused, so to keep things straight forward I am going to tell you the three most important factors...

### 1. What You Offer As An Incentive To Join Your Email List

A good optin form works because the offer made directly appeals to the needs of your visitors. This is why it's important to know what your audience really wants.

If a woman wants to lose ten pounds in a month to look good on her wedding day, then offer a free email course that gives her the eating plan and exercises to do it.

### 2. The Words You Use To Present That Offer In The Headline/Copy

Not only do you have to know what your audience wants, you have to make sure you convey your offer in clear and compelling language. This is where the headline on your optin form comes in, for example...

#### **“How To Lose Ten Pounds In 30 Days To Look Perfect On Your Wedding Day”**

*Enter your email and I will send you a free 5-day email course with specific eating and exercise plans for wives-to-be in the lead up to the big day.*

### 3. Where You Place The Optin Form On Your Blog

Your great offer with a powerful headline is presented in your optin form, placed at the top of your blog. It can also be in your sidebar, in your blog footer, and as a popup form.

Here is an example of a popup optin form I ran on my blog to offer people this blueprint you are now reading -



In my experience, the top header area on my blog and a popup form attract the most subscribers.

I don't have the space in this blueprint to cover copywriting, or what makes for good optin form design (I go into this in more depth inside my [Blog Mastermind](#) coaching program).

At this stage I suggest you keep things simple. Have some kind of optin form on your blog, put it right at the top of your blog design and offer a free email course, which can feature links to your best blog posts to begin with.

You could also offer a series of videos, or audios or a free report (or multiple formats to connect with more people). The format isn't nearly as important as the three elements above (offer, headline, placement), so focus on them.

## GRADUATE CASE STUDY: TRACY RAFTL

Tracy Raftl is a Canadian who suffered from acne. Due to her experience clearing her own skin, she felt she could help others, so she started a blog about curing adult acne.

Today she makes a full time income from her blog, approximately **\$80,000 a year**. You can hear exactly how she makes money from her blog in this [case study interview you can listen to for free](#).



## Communication Channels: The Pathways To Traffic

Once you have pillar content on your blog and an email optin form with a compelling offer and good headline, you can begin the next phase to attract people and show them how amazing your content is.

This is when marketing is crucial and, as I mentioned previously, blog marketing is all about building communication channels.

A communication channel is a pathway to flag the attention of a person on another website and then bring them back to your blog.

There are so many tactics you can implement to build communication channels, from the quick-and-easy to the complex and time consuming.

Have you ever heard the phrase ***you get what you pay for?***

This phrase applies very well to blog marketing. Things that are easy to do are not powerful. Things that take more time and effort, *generally*, are better rewarded with more traffic.

Here's a brief example:

**Traffic Tactic:** *Leave comments on other blogs.*

It's well known that leaving comments on other blogs is a method of attracting people to your blog. Each comment you leave has a link back to your blog. All you need to do is spend a few seconds, write a sentence or two, and ta-da, you have your first communication channel leading people back to your blog.

Commenting is an easy tactic and consequently a lot of people do it (including spammers!). However, as a traffic tactic, commenting doesn't really work very well.

Here's a more challenging technique:

**Traffic Tactic:** *Create a live video stream on Facebook every day for a month.*



If something takes longer to produce and requires a more significant investment of resources, fewer people will do it and your efforts will stand out.

There's a relationship between quality and effort. In most situations, something you spend a week on will be better than something you spend a day on. That's obvious, but it's important to make this point.

There's also one other factor that will make a difference to your marketing...

## What Is New Or Counterintuitive Cuts Through Noise

Hopefully I've got you thinking about creating some kind of valuable content resource that you can use to grow your audience.

Before you dive in and create it, I want you to factor in one of the most important concepts for successful marketing.

Content format or subjects that are already well covered or yesterday's news will not attract attention.

When you create something amazing as a marketing piece for your blog, make sure you are presenting new ideas, a new way of looking at things, a new presentation format or a counterintuitive idea.

“What is new or counterintuitive gets the most attention.”

([tweet this](#))

You might have a new way to solve a problem. Or you can present your ideas in a format people have not seen before (for example, webinars are still new for many industries).

*Counterintuitive* means you go against accepted practice. Here's an example:

*Everyone says that eating less helps you lose weight. What if you said that you had a way to eat more and lose weight? That's going to grab attention.*

New or counterintuitive ideas do not stay so for long. You have to strike first if you want the big results. Bear in mind that what is established in one industry might be new in yours. You only have to be first for your audience.

## Small Streams And Big Rivers

Before I list the specific activities I have done to build traffic to my blog, you need to understand the two categories I use to explain why some techniques work well and others produce mediocre results.

As I said before, blog marketing is about communication channels and to simplify things I categorize communication channels into two groups – little and big, or the more visual labels, *streams* and *rivers*.



Examples of little communication channels are leaving comments on other blogs, posting in forums, uploading articles to sites like EzineArticles.com, sharing content on Facebook and sending Twitter tweets when you have not spent time to build a following, or adding your blog link to free directories.

All these techniques *may* result in some traffic, but on average and for most people they never result in anything significant.

You can get results with these easy techniques by working on them ceaselessly, day after day. This is like adding 1+1+1 when you are trying to count to a million, a slow and frustrating process.

When I first started my blog I built a foundation made up of little streams of traffic. This process taught me a lot, but it was frustrating to see my traffic statistics grow so slowly.

What really made me excited was when one of my little streams of traffic led to a river, a flood of traffic coming in a short period when I opened up a big communication channel.

Big traffic can come from events like when a popular blog features your content, when someone with a large email newsletter shares your article, or an influencer with a significant social media following shares your content with their followers.

A flood of traffic can come when you are interviewed on a popular podcast or your YouTube video goes viral, or when you gain coverage on a television program or radio talk show.

These are much larger sources of exposure – big communication channels – the *rivers*.



The problem for most bloggers is that they start off without access to big communication channels.

People with an existing celebrity status get access to big communication channels as soon as they start blogging. Remember how I said “attention” is the force that powers blogs? Celebrities in our culture get more attention than any other people.

You can buy big communication channels by spending money on advertising or publicity. There are smart ways to get publicity without spending big (guerrilla marketing is all about doing just that) but it can be hit-and-miss.

I’m going to assume you are not famous and don’t have cash to burn to get traffic to your blog. That doesn’t mean you can’t tap into powerful sources of traffic through big communication channels.

*You need to learn how to get some leverage...*

## The Key To Your Growth: Leverage And Compounding

Let’s say you presently have 100 subscribers. When you publish a new blog article, you can reach out and inform these 100 people of your new content.

If you are lucky one of those 100 people owns a popular blog, or has an email newsletter with 5,000 subscribers and decides to link to your amazing article, then *bam* – you just hit a bigger communication channel and you grow your readership significantly.

Needless to say, that is not a likely outcome, especially with such a small base of people to begin with.



Once you have thousands of subscribers you have a better chance of hitting a big communication channel since your existing leverage is greater. That's why the biggest blogs grow quickest – they have great leverage in the form of their existing audience.

“Your audience is your best marketing.”

[\(tweet this\)](#)

Once you have 1,000 subscribers and you post a great pillar article, those 1,000 people act as potential new little and big communication channels.

They can help you spread your content through social media, possibly write about your article on their blog or email newsletter, link to your content in a forum post, or talk about your blog to a friend.

## Compound Effects

Most bloggers just starting out do not have access to large sources of traffic to begin with. It is always hardest when you first start.

The strategy to apply is what I call a *success ladder*. You build your audience, step-by-step, leveraging each previous success to create new success.

Your traffic growth might be small day by day, adding 1+1+2+2+2+3 new readers, slowly climbing the ladder... until one day you hit a big break.



Suddenly you tap into a bigger source of traffic, maybe not life changing traffic, but large enough to add 100 new subscribers one day, then 90 the next, then 40 the day after.

The sudden burst of growth will die down, but you won't settle back to only adding two or three new readers a day, it will be five or ten because you opened up a larger source of traffic that keeps flowing.

Once you get to your first 100 subscribers it's just that little bit easier to get your next hundred. Each time you tap into a big source of traffic you will add a new chunk of readers to your base audience, making it even easier to get your next big source of traffic.

This is the result of compound effects and it applies just as well to blog marketing as it does to saving money in a bank.



*It is through compounding of the traffic you attract from multiple communication channels that you increase your leverage and access to ever greater sources of traffic.*

## How I Grew My Blog Traffic When I First Started

You're no doubt wondering what traffic techniques I used when my blog was brand new.

I'll give you the exact answer:

- I left comments on a handful of blogs related to my own
- I participated in two forums about similar topics to my blog

- I wrote guest articles for other blogs and websites
- I networked with a handful of bloggers in my industry who were leaders or on their way to becoming leaders
- I started a podcast, releasing audio content to go with my articles
- I wrote a [short report about internet business](#) (not this blueprint)

I also wrote new blog posts like crazy, at least one per day, five days a week.

**What I did back when I started my blog to grow traffic is NOT what you should do today.**

Things have changed.

When I started, there was no social media (no Facebook, no Twitter, no YouTube). Google was much easier to rank in, hence I attracted free traffic from search results simply because I published daily content.

The Internet was less crowded back then, which in some ways was good (less competition) and some ways bad (not as many potential customers).

## Here's What To Do Today...

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This is how you can apply the techniques I used, but adjusted for today's blogging environment -

- I do not recommend writing articles every day, but instead focus on quality over quantity as I outlined in the *Pillar Content* section of this blueprint.

One amazing article with multimedia will do more than five short news posts. I call this the “*punch less often but harder*” principle.

**“Punch Less Often  
But Harder”**

[\(tweet this\)](#)

- Guest blogging, the way I did it, is still very effective. The most important thing is you put in effort to produce amazing content for others to publish and you are strategic about which publications you target (more on this coming up).
- Writing free reports and other epic content pieces (I call this “lead content” inside my [Blog Mastermind](#) program), still works well. You need a few really powerful key resources on your blog that are worth sharing.
- Podcasting has grown significantly since I started using audio on my blog. It is still an incredibly good traffic technique, but like blogging, it has become crowded. You have to do more than just “create a podcast” - you have to put in just as much time to market it.
- Networking with your peers still really matters. In fact for a new blogger, you need this even more today because your best source of traffic is other people’s traffic.

## [GRADUATE CASE STUDY: JOEL FRIEDLANDER](#)

In 2010, at 62 years old, Joel Friedlander decided to get back into the industry he left many years prior – independent book publishing.

He listened to the audio version of the Blog Profits Blueprint over and over again while at the gym. Eventually his wife convinced him to join my [Blog Mastermind](#) program.

Joel immediately took action and created an amazing blog and email list. Today he makes \$30,000+ per month from his blogging business.

You can hear Joel’s entire blogging story, including how he built his audience and what methods he uses to make money, in his [case study audio interview](#).



## The Traffic Fundamentals That Work Year After Year

I began blogging early, 2004 to be exact. I started my first money making website in the very early days, 1999, so I have been in this game a LONG time.

I created the first professional blogging course in 2007 and have coached thousands of bloggers since then. I know what worked ten years ago, five years ago, last year, and today.

I've seen what is effective across all kinds of different topics. I have coaching members in diverse niches, from treating acne, to skiing, helping with ADHD, to sports betting, BMX bikes, real estate, book publishing, TV production, speed reading, fitness training and home recording studios.

All of these people are making money. From \$80,000 a year to millions of dollars. None of these results are possible without TRAFFIC.

So what traffic techniques do all these amazing bloggers use in today's environment? *Let's find out...*

## What Traffic Technique Do New Bloggers Use Today?

All new bloggers rely on one core technique to build their audience.

I call this the *get published* technique.

It's a simple idea. Your purpose is to get your content published on other media. This can be other blogs and websites, podcasts, videos, on TV, radio, in a magazine, talking on stage and shared on social media.

This concept is a lot like *fishing*. You need to go to the places where the right kind of fish are, and then present them with something incredibly tempting to eat.

Here are some simple examples of getting published:

- **When you write an article for another blog**, you get exposure to their audience, helping to build your name and brand, and of course a link back to your blog.
- **When you are interviewed on another person's podcast**, you get to tell your story, share your powerful ideas, and mention your blog website address.
- **When you write a report that another person shares in their email newsletter**, you get exposure to their audience and of course they link to your blog as the place to get the report.

Your objective is to go where your audience are and present them with something they want.

## First Impressions Count

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You only get a few small windows of exposure to new audiences, especially when you are just starting.

It's absolutely vital when you produce content that will appear on other people's sites that you do an incredible job.

When you get a chance to make a first impression, put your best foot forward.

## Search Engine Traffic

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The added benefit of the "get published" technique, when you do it well, is it will also help you to rank high in search engines like Google in the *long term*.

Every time your content is published on another website or blog, a link back to your blog is included. The websites you focus on are similar to yours, since you want the right type of audience.

Over time you are going to accumulate more and more links from high quality sites that are *theme relevant* to yours. This is EXACTLY what Google wants to see.

Your search rankings can't help but improve if you focus on *getting published* as your core marketing technique.

## How Do You Convince Others to Share Your Work?

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You might be thinking, that's great, I understand getting out there and getting published is what I need to do - *but how on earth do I convince other website owners to publish my content?*

Unless you are already well known, no one is going to invite you to be a guest on a podcast interview, or to write an article for their blog.

This is why it's absolutely critical you begin to build relationships from day one. *Read on to learn how...*

# No Blogger Is An Island: The Power Of Relationships

The first big traffic breaks I received came from popular blogs linking to my blog. Why did they link to me? For two reasons:

1. **I made some proactive form of contact with the blogger** (email or Skype conversation), or did something to get their attention.
2. I wrote an **article worth linking to**.

The very first major traffic spike I received, effectively doubling my traffic at the time, was from a guy you might know well – **Darren Rowse** and his blog [Prologger.net](http://Prologger.net).

Darren linked to the early parts of my [business timeline](#), a multi-part article series I wrote reviewing all the different businesses I had run in the past.

Why did Darren link to that article? I made an initial contact with him when I first came across his blog so he knew I existed. It helped that we are both from Australia, but all I did was say hello via email, which led to a Skype chat.

From that point on Darren kept an eye on my blog and when I posted something he thought would interest his audience, he linked to it.

This is a classic case of establishing a peer relationship. It's important to note that Darren was not as famous as he is today. Just saying hello to him via email now is not going to work, but it did back when we were both just getting started.

People need to know you exist for you to have a chance of gaining exposure on someone else's blog, website, podcast, youtube video, or social media channel.

Step one is forming a relationship with the right person: *the gatekeeper*.

## Find A Doorway: Who Are The Gatekeepers?

Some blogs have a clear process for submitting content, others do not allow any content from outside contributors, and some feature content from outside writers but do not make it easy to find out how to submit something.

Regardless of any official policy, the smartest approach is for you to focus on getting in with the gatekeepers, the people who can open a door to you contributing, or who can directly feature you in content on another website (like another blogger or journalist for example).



Even if a blog or website does not allow content from outside contributors, that doesn't mean you can't feature in some content they publish. For example -

- Your blog article or free report or video (etc) could be linked to from within a relevant article on their blog
- You can be interviewed on a podcast
- A journalist might refer to you as an expert about a certain topic and link to your blog in a news article
- You could be included in a top ten list on another blog or news site
- Something special you are doing or have done could be the feature story for an entire article



Over the years I've experienced everything listed above many times.

The great thing about experiencing a moment of exposure on a popular site is how it leads to a run-off of more exposure on other sites. A good story will circulate, provided there is the right incentive to share it.

This is why marketing your blog is a lot like the traditional process for getting publicity. Find your hook, your story, your angle and the right people to share it, and you can build your audience quickly.

## The Inner Circle

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I'll let you in on a little secret...

*Your best chance of getting exposure on another website is to do something that qualifies you for the **inner circle** of the gatekeeper who controls the content schedule.*

How do you get into the inner circle? You have two ways -

1. **You become friends (or at least create a more personal connection)**
2. **You do something that invokes the [law of reciprocity](#)**

There are **layers of people** in an inner circle. From family and spouses, to close friends, casual friends, acquaintances, to people who have some name recognition in the industry.

You have your own inner circle right now made up of people in your family, your closest friends, colleagues, casual acquaintances and people you know from your industry. You listen to these people, and ignore strangers.

Your goal is to **break into the inner circle of the gatekeeper**, the person who can expose you to their audience.

They might be a blogger in charge of their own popular blog, or an editor or journalist who writes for a large news blog or website, or the creator of a popular podcast or YouTube channel, or a person with a large social media following.

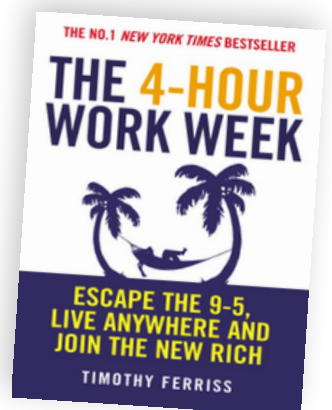
*You know how to make friends right?*

A good place to start is to attend events. A face-to-face conversation at

### THE TIM FERRISS BOOK LAUNCH

*Before Tim Ferriss became a famous author and investor, like most people he had to work hard to build his profile and connections.*

*When he was preparing for the launch of his first book, the 4-Hour Work Week, Tim attended live events to meet popular bloggers.*



*He didn't overtly pitch his book at the events, he just opened the door to a relationship.*

*When it was time to reach out to promote the launch of his book, he had a huge rolodex of bloggers he contacted to request interviews to share his story.*

*As result, in the weeks leading up to Tim's book release literally thousands of blogs featured Tim's face and book.*

a networking event or conference makes things much more personal.

Sometimes just sending an email is enough to kick things off, or having a text conversation on Skype, or a back-and-forth @reply interaction on Twitter can do it. Another way is to interview prominent people on your podcast, since you get a chance to speak to them one-on-one.

One of the best ways to build relationships is to seek out **connectors**, people you know who can introduce you to people you *want* to know. Peer recommendations are great because you get implied credibility.

## The Law Of Reciprocity

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The other way to get into the inner circle of someone is to do something that makes the gatekeeper indebted to you in some way. You don't have to be malicious about it, just be helpful and you will build up a lot of goodwill.

One way to immediately get the attention of a gatekeeper is to purchase their products or services. If a blogger or podcaster sells products or services, if you become their customer they immediately pay more attention to you (trust me, I know this from experience!).

Another powerful technique is to become an affiliate and sell lots of product for a leader you are trying to get in touch with.

I've been able to enjoy exposure and other benefits from well known internet marketers like **Rich Schefren**, **Jeff Walker** and **Eben Pagan** because I've sold thousands of dollars worth of their products.

I was also able to get on the radar of people like **Mike Filsaime** and **John Reese** because my content ranked highly for

*Read more about the Law of Reciprocity in this blog post:*

[How To Invoke Reciprocity To Influence People, Drive Traffic And Make Sales](#)

their name. If you control search results about something or someone, you have a lot of power.

You might not be in the position to control search results, or make a lot of affiliate product sales, but that doesn't mean you can't leverage the *law of reciprocity*.

All you have to do is find out what someone is trying to do, or a problem they are facing, and then help them. Perhaps they need help finding a good web designer, or they need to connect with someone you know, or they require some kind of service that you can provide.

Be helpful and you will find yourself in the inner circle.

## Start With Your Blogging Peers

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The more popular a person is, the harder it is to reach them.

You might be tempted to *shoot for the stars* because you think just one moment of exposure on a top blog will lead to your big break. Sadly that's not usually the case.

You're much more likely to build an audience through a series of smaller breaks, connecting with people who are more likely to reply to you because they are not inundated with requests.

A smart practice is to find motivated new people, people who are doing great things in your industry or related industries, but are somewhat "undiscovered" right now. They have an audience that is growing, and it's only going to get bigger over time, but they are not so big that they won't reply to you.

Make friends with your peers, as I did with Darren Rowse when we were both starting, and you can rise up the ranks together.

## Build Your Brand And Exposure Will Follow

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The beautiful thing about focusing on relationships and slowly building your exposure is how it helps you to create a profile online. You start to become known for something.

When you get the attention of one blogger and they publish something about you or by you, their entire network learns about you. Not only do you get attention, you receive an implied or direct recommendation.

This is a key factor because the recommendation creates credibility, which results in more attention sent your way.

## What Can Give You Instant Credibility?

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More doors will open to you when you can lead with something significant you have created or achieved.

If you can say you published a best-selling book, or achieved something unique like visited every country in the world (**Chris Guillebeau** did this for example), or you were seen on a television show - anything to demonstrate credibility - it will help.

Here are some example credibility tools you can leverage that will make it much easier to get exposure for your work -

### 1. A High Quality Free Report

Some free reports have been downloaded and read by more people than best-selling books and thus make their authors famous.

**Hugh McLeod** wrote a popular article, [How to be Creative](#), which was made into a free report that was downloaded over a *million times*. In turn, that report made Hugh's blog, [Gaping Void](#), incredibly popular.

The blueprint you are reading now was a key door opener to a lot of exposure for me. I emailed many bloggers when I first released the *Blog Profits Blueprint*. Rather than try and convince them I was good at what I did, I let the blueprint do the talking for me.

## 2. Published Author Status

A book is a great door opener. Many people have published a book these days, so it helps if your book has some other kind of credibility to go with it.

If it's already a best seller, that helps. If you have a celebrity endorsement, or a powerful story behind the creation of the book, that can open doors too.

One of the best ways to use a book is to conduct a book launch campaign, like **Tim Ferriss** did. If you can get one well known blogger to agree to write about it, you can use their support to gather support from others.

## 3. A Top Social Media Profile

If you've put in the work to build a following on any social media platform, from YouTube to Pinterest, Twitter, Facebook or LinkedIn, you can use this result as a door opener.

People respect results. People want to know how you got the results. Simply saying you have 100,000 followers on Twitter or a million views on YouTube can be enough to open a door to an interview, or guest writing opportunity.

## 4. Previous Fame Or Experience

If you have a claim to fame, or an achievement - anything that is a unique story - it can be leveraged to open doors to more exposure.

One of my coaching clients went through a near death experience due to heart failure while on a subway in New York. He only survived because he happened to be riding the train with two people who knew how to pump his

heart long enough for paramedics to arrive with the equipment necessary to get his heart going again.

This story was turned into a TV commercial and thus my client has become a tiny bit famous. His focus today is improving his own health, and using his story and journey to help others improve their health.

*Do you have a claim to fame or an experience you can draw upon as a story to drum up exposure?*

## 5. Celebrity Connections

Celebrities and leaders are instant credibility creators and attention magnets.

If you have been on **Oprah**, or previously worked on **Obama's** campaign, or you were the coach of a sporting star - any kind of connection to someone well known can open doors for you.

## 6. Results And Statistics

As I mentioned earlier, results matter. Any kind of success matters, especially if society values it.

For example, if you...

- Created some well known software
- Built and sold a startup
- Were a top manager in a big company
- Were part of a team that did some ground breaking research
- Designed a building or bridge, or an engine for an airplane
- Can bake award-winning desserts
- Have been married for 50 years
- Got out of debt within six months

...And on and on!

Any impressive and desirable result, especially if you can back it up with numbers or awards, is a brilliant door opener to exposure.

## 7. Associate With The Right Friends

I remember the first time I heard this quote (see right) from **Jim Rohn**, a well respected but deceased personal development speaker...

I was told that if you find your five closest friends and add up how much money they make per year, then divide by five to find the average, that is likely how much money you make.

“You are the average of the five people you spend the most time with.”

[\(tweet this\)](#)

I am not sure if any conclusive studies have ever been conducted to verify this, but the concept makes a lot of sense to me.

Your ability to grow your blog is heavily influenced by the quality of people around you. They motivate you through their own achievements and can be gateways to opportunities for your growth.

Without quality people around you, you will struggle.

## Your Message And Your Messengers

I'll end this section on how to grow your blog audience with one overarching concept...

*Your success as a blogger comes down to how well you **refine your message** (the value you represent) and your ability to find the **right messengers** to bring that message to your audience (your access to distribution channels).*



The more profound, rewarding, compelling and on-target your message, the easier it is for you to attract attention.

When you have a great message for a specific group of people and you present it using compelling formats with powerful credibility, it's so much easier to convince gatekeepers to share it.

Your job is to decide what is your best message (*what is the most powerful solution to a pressing problem you can offer?*), which you can wrap up into a story and then use to get coverage and exposure on other sites.

## One word of warning: **It's hardest at the start.**

You're going to feel the most confused, the most lost, and your message will be the least refined, *in the beginning*.

Consequently you're going to face the most rejection when you head out there and ask people to share your work, or to contribute to their website so you can get some traffic back to yours.

However, as you get better at this, refine your message and build up your credibility you will find that more and more people come to you.

One day you will be in a situation where you never have to ask for exposure anymore. Instead you can pick and choose from all the doors people open for you because you are in so much demand.

Coming up next we move on to the final piece of the puzzle for creating a profitable blogging business...*the money!*

*Let's take a look at how you can turn a blog into a money making business...*

# It's Time To Make Money

You have all the pieces of the puzzle to create a successful blog.

You know how to **choose a topic, produce pillar content, collect email subscribers and get published (market your message)** to build an audience.

The final step is to reap the rewards of all this work - to produce an income and take home profits.

## Can Blogs Deliver A Stable Income?

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If your first goal is to create enough income from blogging so you can quit your day job, then you must **aim for stability through consistency**.

You have to feel confident that when you make **\$5,000 in a month**, in all likelihood you will make a similar amount (or more) next month.

By establishing a dependable income source you finally “allow” yourself to quit your job and break through that mental fear barrier.

If your blog income is \$300 one month, then \$1,000 the next, then back to \$500 the month after, you probably don't feel secure in your decision to drop the monthly pay check from your job. You need to know that blogging is a real long-term income source. That's your first goal.

However — *and this is a key point that most professional bloggers don't consider* — even if your income is stable, if you must post a certain amount of blog posts every single day in order to maintain your income consistency, you have just created another job for yourself.

This is not business freedom, it is **self employment**.

Don't get me wrong, blogging as a job is a good one. I'm sure many people would gladly quit their day job to work from home writing blog posts for a living. That's not a bad situation, but for me it's not *good enough*.

There is a reason why I use the following tagline for this blueprint:

“ How To Earn \$5,000 To \$10,000 Per Month From Your Blog, 'Working' As Little As 2 Hours Per Day. ”

I believe in creating a true blogging business, that returns an income without requiring new blog posts every day, which works even when you sleep, delivers a consistent income and, once up and running, can be maintained on two hours a day of work done from anywhere in the world.

Stable income not dependent on me writing new content day after day was part of my criteria when I started blogging, simply because I did not want to work from 9 to 5 like an employee.

Almost all the bloggers at that time did this (or worse!). They were not business owners - *they were underpaid writers*.

You don't want to start blogging and find yourself in a situation where if you stop publishing new blog posts for a week or two, your income dries up.

This is why I recommend you avoid the “magazine model” of blogging and instead focus on the “expert model”.

The expert model uses a completely different monetization strategy I call the “**Blog Sales Funnel**”, which we will look at soon. But first, let's do an overview of exactly how blogs can make money so you know all your options.

## How Exactly Do Blogs Make Money?

There is one question I am asked more than any other, especially when I meet someone new at a party or event who does not work online...

## “How do blogs make money?”

Most people assume that the answer is advertising. That’s definitely the most common way to monetize a blog, but it’s only one. There are actually three *core strategies* for making money from blogs.

1. **Advertising**
2. **Affiliate Commissions**
3. **Products and Services**

All methods of making money with a blog fall into one of these categories.

**Advertising:** You can charge money to place banner ads, text link ads, video ads, sponsored reviews or native advertising (advertising that appears like content) on your blog. You can also tap into networks that find advertisers for you, but take a cut of your revenue as a finders fee.

**Affiliate Commissions:** You earn a commission when you refer someone to another website using an affiliate link and that person makes a purchase. Commissions typically range from 10% to 50% depending on the product.

**Products and Services:** You create products or source them from wholesalers, which you sell from your blog. Products can be physical or digital. You can also sell services provided directly by yourself or from your team.

## How I First Started Making Money With My Blog

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When I started blogging, most professional bloggers at the time used [Google’s AdSense](#) advertising system to make money. Many still do today. I tried AdSense and made about \$1 a day, not the best outcome. I quickly removed it from my site.

I then moved on to selling banners directly to paying advertisers, a tactic I applied previously with other websites I owned before I started blogging.

I charged **\$50 a month** for a banner that appeared on every page of my blog. This worked well, so I quickly added more advertising options, including more banners and text link ads on my blog, and took on multiple advertisers. I also increased my prices as my audience grew.

Within a year of blogging I was making **\$1,000 a month** from advertising. At the end of two years I was making **\$2,000 to \$3,000 a month**.

In my first year of blogging I also tried **affiliate marketing**. A person I respect, **Perry Marshall**, has an affiliate program that pays 50% commission on his various products.

At one stage Perry was running a special promotion on a \$40 ebook + CDs package. I decided to write a blog post about it and see if I could make sales.

Although I made zero sales the first few days (which made me feel quite depressed at the time!), I did make a sale by the end of the week. I made \$20 commission, which turned into \$200 commission by the end of the month as nine more sales trickled in.

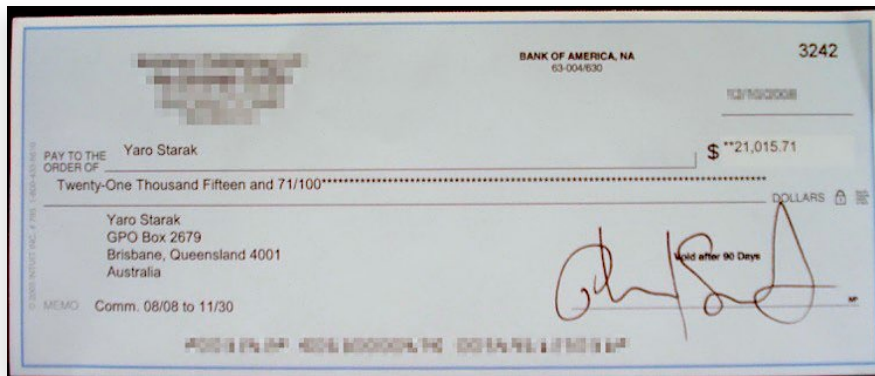
A few months later I promoted a live event Perry was running, with the entry price of \$2,000 and affiliate commissions of \$700. I was stunned when I received an email saying I had made \$700. Then while out playing golf, I received another email notifying me of another \$700 - I was hooked!

After growing my audience and email list, I ran a promotion for a course from **Rich Schefren**. After writing a couple of blog posts and about five emails to promote the opening, I made over 20 sales.

***Need Advertisers?  
Looking For Affiliate  
Programs? Check The  
Appendix...***

*In the Appendix of this blueprint I have linked to various advertising and affiliate networks you can look into if you want to start with those income methods.*

*When you're ready to focus on selling your own products and services from your blog, come to me.*



This resulted in a **\$21,015.71 commission check** sent my way - how amazing is that!

However, despite how good advertising and affiliate income have been for me over the years, nothing compares to how much I have made selling my own products and services.

I've made almost two million dollars thanks to blogging. Close to 80% of that income has come from three flagship courses I created.

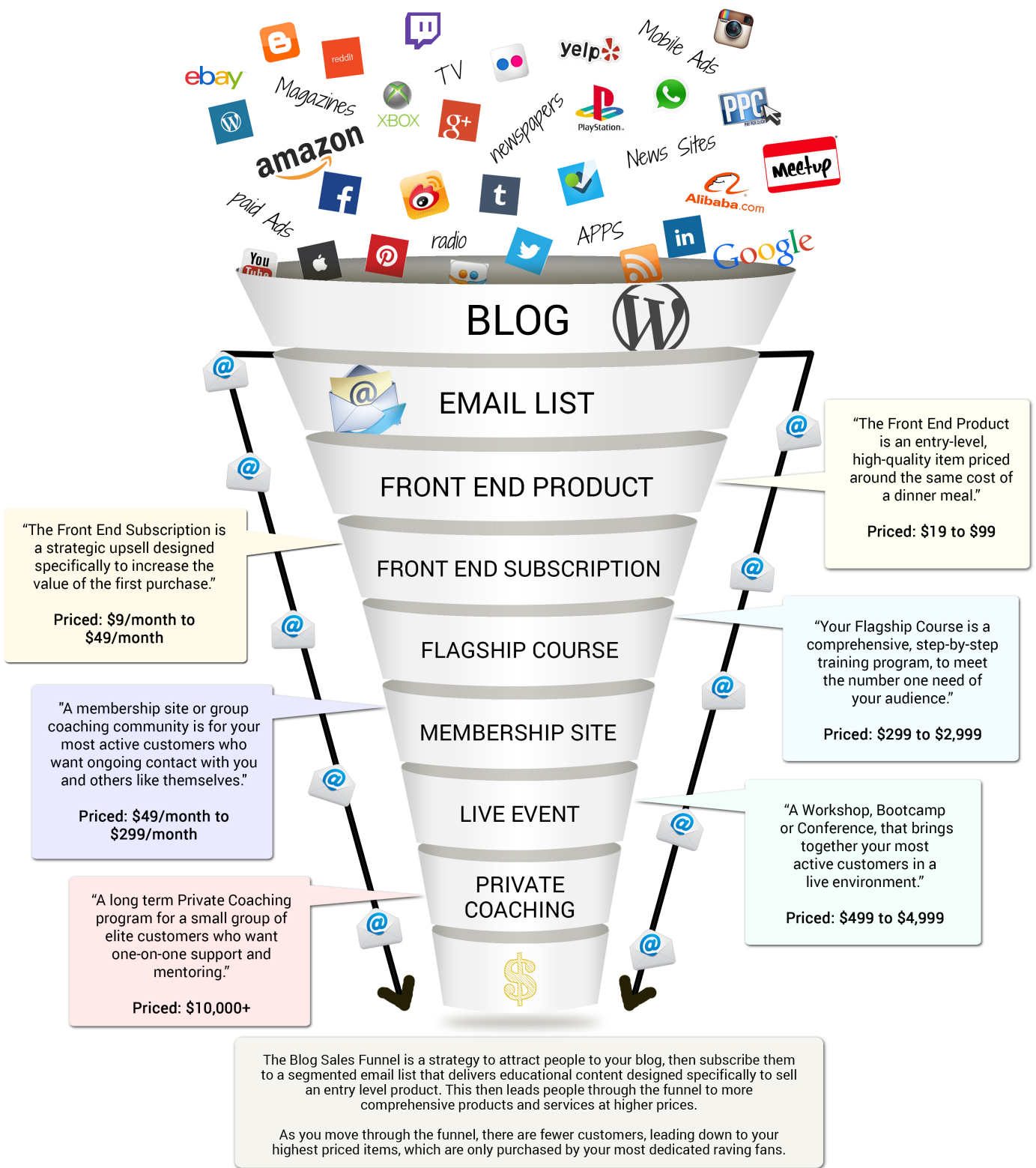
Without offering my own products I'd be doing okay as a blogger, but I wouldn't have the kind of freedom that comes when you earn enough from your blog to pay off your entire home loan within two years, to travel the world for eight months, or to give money to your family.

That's true financial freedom, and that's what I want for you.

## The Blog Sales Funnel

The core strategy I use today to sell my products and services is called a **Blog Sales Funnel...**

The *Blog Sales Funnel* is a process where you capture attention with a blog, funnel some of those people on to an email list, and then sell a range of products and services to them.



You can use this model to sell affiliate products too. Advertising is also an option as your blog grows. However since I know you have the best chance to build a stable, reliable and consistent income stream from selling your own products and services, I am going to teach you this strategy.

## Money While You Sleep

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What's great about the *Blog Sales Funnel* model is how highly leveraged and automated it is, once fully set up.

You can literally make thousands of dollars while you are sleeping because your blog and email list are doing all the work for you.

Your blog is "always on" so can always reach people. Your email list is automated, so people receive your emails automatically. Your products are sold online, again completely hands-off for you once set up.

The entire process can be automated, however for you to reach that point you have to understand how a *Blog Sales Funnel* works, so let's break that down first...

## What Is A "Sales Funnel"?

A sales funnel is a model for marketing products and services. It was around long before the internet, but happens to apply really well to digital business.

The reason why it's called a "funnel" is because you move people through it from top to bottom.

In our case as bloggers, people start at the top of the funnel when they first discover your blog, read your free content and then subscribe to your email list.

When they buy a product they move further down the funnel. More products are offered at increasing prices as the funnel goes down, until you reach the very bottom where your highest priced products are, bought by a small group of customers.



What's important is you understand the psychology that governs why the funnel concept works. There are two key concepts you need to know.

## 1. It is much easier and cost effective to sell to your existing customers.

To get someone to buy something from you for the first time is the **hardest sale you will make.**

People who have already bought something from you have experienced your product quality, they trust you, and have demonstrated their level of interest goes far enough that they will spend money on what you offer.

## 2. Your profits are made from a small group of hyper responsive customers (raving fans).

If you want to make a stable income from your business, it's not going to come from selling low priced ebooks (the products at the top of the funnel). It's going to come from a small number of customers who buy your highest priced products.

The purpose of the sales funnel is to “graduate” people from first discovering you, to buying your lower priced entry level product, to buying your more comprehensive and thus higher priced products.

### **Your First Offer: The Research Product**

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If you are not sure exactly what your audience wants and you are still developing your expertise, then before you go and spend time creating a product that may not sell, first create what I call a “research” product.

By *research* I mean that the product is designed specifically to help you **learn more about your customers**. This is also the quickest income stream you can create - you can literally set this up tomorrow.

So what is this amazing first offer you sell?

### **One-on-one coaching or freelance services.**

Private coaching, sometimes called *consulting*, is a brilliant research product. You offer to help your audience solve their problems via a one-on-one conversation over Skype or the phone.

If your topic is not about helping people with advice, then offering to do something for people - *delivering a service* - is also a great research offer.

The idea here is to spend some time finding out what your target audience wants, then charge them a fee to help them get it.

That might mean you coach them through a process, or you build or do something for them (set up their social media channels, design a building, train them through exercises to fix a bad back, etc.)

The ultimate goal is to use the knowledge about your customers you gain from close contact, to then create digital products like online courses.

First though, you must learn more about your target audience, what their problems are, what emotions they are feeling, and most of all — what they are motivated enough to spend money on.

## **What Products Sell Best?**

The following product formats are best sellers. Pay particular attention to the pricing points. Certain formats should be lower priced and others higher.

**Product:** eBooks/Short Audio or Video or Webinar Programs

**Price:** Under \$50 one time fee

This is your **first product**, often called a *front-end*, or entry-level product. These products usually focus on just one aspect of your overall subject. You go deep into that one subject in the product, but it's not comprehensive like a course.

Long term you should create several lower priced products to meet the needs of different sub-groups in your audience. However I suggest to begin with you work on just one key low priced product, then move on to more comprehensive higher priced products so you can ramp up your profits.

**Product:** Low Priced Subscription

**Price:** Under \$30 a month

This is an entry level subscription product, often charged monthly. It might be a series of audio interviews, or a paid email or print newsletter, or basic training videos released over time (called a "drip release").

This product is often positioned as an upsell to the entry-level front-end product (this means customers are offered this product as they go through the checkout process for the first product - "would you like fries with that?"). It is designed to increase how much you make from that first purchase.

**Product:** Flagship Training Course

**Price:** \$299 to \$2,997 one time, with payment plan option

This product is comprehensive, covers all aspects of how to solve a specific problem and guides people through a step-by-step process.

The course centers around a series of modules usually presented as videos and/or live webinars. It can also contain checklists, transcripts, interviews, question and answer teleconference calls, critiques - anything that enhances the value.

**Product:** Group Coaching/Membership Site

**Price:** \$97/month or \$997 a year

This is your **second level subscription product** and often your greatest source of consistent cash flow. Group coaching programs revolve around some kind of live online forum or group community, or regular group coaching calls.

Group coaching is NOT a structured course. You offer people the chance to communicate with you directly in a group environment.

**Product:** Live Workshop Or Conference

**Price:** \$497 to \$4,997

A **live in-person workshop** is a great way to not only make money, but get paid to create your flagship course. The video recordings from live workshops you teach can be used as the core modules of a course.

**Product:** High Level Mastermind Programs

**Price:** \$10,000+ per year

Once you establish yourself as an expert trainer, there will be people who want to work with you closely for a long period of time, to give them hands-on help implementing the strategies you teach.

Designed for small groups of five to twenty people, a high-level mastermind program can be a significant revenue source, but requires you deliver ongoing involvement throughout a 12-month period.

**Product:** Physical Products And Software

**Price:** \$10 to \$10,000 one time or subscriptions

Physical products can slot into virtually any position in your funnel, but more often than not sit at the top as low priced entry level products, or low priced subscriptions.

If you have a software service you charge a monthly fee for, that can be your main income source from a blog. You can create tiered levels of service and bundles to create higher priced options.

You can also sell low priced training products that lead into higher priced physical products. For example you can sell guides on how to fix a motorcycle, and also sell the motorcycles themselves.

## Design Your Own Funnel

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You have literally an endless combination of products and services you can offer through your *blog sales funnel*.

Bear in mind there are no “rules” with how to structure your funnel. Some people only have a membership site and focus all their efforts to keep filling it with members.

Other bloggers send all their traffic to free webinars, which then sell their flagship course.

Then there are people like me, who have a range of products and services, which all interconnect using automated email sequences to sell and upsell offers.

Your job is simple: **make your first product sale.**

Everything gets more and more exciting from there!

# Why Most Blogs Fail

I've given you the tools to become a professional blogger. Before I end this blueprint it's important to highlight the main causes of **blog failure**.

Understand these pitfalls and you have the power to move beyond them in your own blogging career.

## 1. Do Not Be Motivated Only By Money

If you just blog for the money, you will give up long before you have a chance to make any.

Focus your motivation on enjoying the process of blogging about a topic you care about and helping others who share your interest.

## 2. Do Not Start A Blog About Making Money If You Never Have

For your blog to succeed you need some form of credibility. You don't need qualifications, what you need are results.

No one will read a blog about making money if you never have. No one will trust a fat loss expert who is still fat.

You don't have to be the leading expert, or have university qualifications, but you do need some kind of result to talk about on your blog.

“You don't need qualifications, you need results.”

[\(tweet this\)](#)

## 3. Do Not Choose The Wrong Niche

This is by far the number one reason why blogs fail.

No matter how good your work ethic is, or your strategy, or your content - if you're in a niche that won't support a blog, you can never make it work.

You need a hungry audience who are actively seeking the information you provide.

#### **4. Do Not Start Too Many Blogs/Projects At Once**

Do not start more than one blog at a time. Focus is key. You only have so much time and resources to go around, so do not divide it across multiple projects.

You can move on to new projects only when your current blog is up and running without requiring much maintenance.

#### **5. Blogging Is Not *Easy Money***

Many people start blogs thinking that with an hour or two a day of work they can become famous and earn several thousand dollars a month or more.

I advocate part-time blogging for a full-time income, but that is not an overnight outcome. If you think it will happen to you within a week, a month or even six months, you are going to be disappointed.

It takes work, especially at the start, to build a successful blog, but the rewards make it worthwhile.

## **Do You Have Enough Information To Succeed?**

You are almost finished the **Blog Profits Blueprint**. I hope you can see now how blogs make money and are excited about your possibilities.

As you consume all this free information you have to ask yourself: This **Blog Profits Blueprint** contains the core strategies and tactics necessary to become a professional blogger, yet most people who read this document will never realize a full time income from their blog.

Why is that?

***Why is there so much free information online about making money from blogs and online business, yet only a very small percentage of people make it work?***

Most bloggers consume so much information that they become paralyzed and end up creating nothing, or apply things so haphazardly that the results they get are equally random. This fuels their dissatisfaction and sense of hopelessness.

*Information overload* is a plague online and I know first hand how bad it is.

You very likely experience information overload every day. There is a never-ending supply of information coming from the millions of blogs, social media, video sites, podcasts and other media pumping out content around the clock.

It is difficult to know **who to trust** or **what to do**, but there is a relatively simple solution.

Here's what works for me –

*You must screen out excess information that is not related to your **current goal** and **directly tie consumption of information to performance**.*

*Avoid consumption of content that is for entertainment or only generically helpful. **Study specific solutions for your specific problems and immediately create output based on what you learn.***

We act directionless because of a **lack of clarity and purpose**.

Information overload contributes to this feeling. Information claims to solve our problems, so we consume it only to find more compelling information



referenced within. The cycle only ends when you stop consuming and start focusing on action and output. **Education alone is not enough.**

If all you do is read other people's success, advice or experiences, you will never create your own success, or have experiences to generate advice to give to others.

Determine your vision, sort out the steps necessary to get you there, and focus your energy on the immediate next step.

“Content consumption that is devoid of meaningful purpose is depriving you of your dreams.”

[\(tweet this\)](#)

## Congratulations! – Now Get To Work

If you read this blueprint because you are ready to commit to working hard to earn a full-time income from your blog, then your next step is to take any of the actionable ideas I presented to you and, yes, *action them!*

If you need traffic, use the traffic techniques I listed. If you don't have quality content in your blog, produce pillar articles. If you have traffic but are not making real money, start planning your product. Pick one problem and focus on solving it.

I hope this blueprint has been helpful and you feel empowered to build an incredible online business using the power of the internet.

**Now you are ready to take the next step, so read on...**

# I'd Like To Coach You

If you're ready to continue this journey and implement a proven plan to build a profitable online business, this is for you.

The next level of training you now qualify for is my [Blog Mastermind](#) flagship program.



Blog Mastermind 2.0 is coaching with me + a flagship course that takes you through a step-by-step process to set up your own blog that consistently makes sales of products and services, day-after-day, month-after-month.

The entire purpose of the course is to hold your hand through every phase of setting up your first Blog Sales Funnel.

I walk you through the entire process, including strategies and tactics for choosing a topic, setting up your blog, building traffic and creating an email list that sells.

The program is based on what I did with my blog and what I have taught thousands of bloggers since 2007. Over 2,000 people have taken the course.

The system works if you follow it through. I am not just saying that - you can take a look at all the [successful case studies of graduates of the program](#) and listen in as they explain how they set up their money making blogs.



## A Brand NEW Blog Mastermind 2.0

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In order to keep up with the changing online environment, I recently completely recreated my flagship course. I call it [Blog Mastermind 2.0](#)

I continue to update the program and teach new content live, answering questions directly from each new group of members. You know when you join us today that you've got access to the latest technology and techniques.

The course covers the core fundamentals, expanding on what you have just learned in this blueprint, and offers more detailed steps to get you making money.

If you enjoyed this Blog Profits Blueprint then I know you will enjoy my flagship course.

You can sign up for the next round of training and get more details about everything that is inside the course, right here -



[WWW.BLOGMASTERMIND.COM](http://WWW.BLOGMASTERMIND.COM)

## Thank You For Your Attention

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In a world where attention is a scarce commodity I thank you for reading this blueprint from start to finish.

Thanks again, and I'll see you in the blogosphere...

*Yaro Starak*

**YARO STARAK**

**[BlogProfitsBlueprint.com](http://BlogProfitsBlueprint.com)**

**[BlogMastermind.com](http://BlogMastermind.com)**

P.S. I'd appreciate it if you shared this blueprint with anyone you think could benefit from it. You can send them to - [www.blogprofitsblueprint.com](http://www.blogprofitsblueprint.com)

Or just forward the PDF directly through to them via email. Thanks again!

## Income Disclaimer (And Reality Check!)

*Throughout this blueprint I have mentioned money I have made from blogging and quoted income others have made from their blog businesses. These are **not typical results**. These people work hard, service large markets and are incredibly good at taking action.*

*As with all businesses, there are no guarantees of a result. In fact, it's very likely you will not make a single penny from blogging.*

*The great majority of blogs on the internet are not money-makers. I hope, through resources like this blueprint and other training materials, you too can join us as a professional blogger, earning a good living from one of the most satisfying businesses available today. Just be sure to manage your expectations and be realistic about your goals.*

## APPENDIX

### Hosting And Domain Names

- [Bluehost Hosting](#) (for new blogs)
- [Synthesis WordPress Hosting](#) (for large blogs)
- [Namecheap](#) - Domain name registration

### WordPress Services

- [WordPress Blog Setup](#)
- [WordPress Technical Support](#)

### Blog Themes

- [Free WordPress Themes](#)
- [Premium WordPress Themes](#)

### Recommended WordPress Plugins

- [WordPress SEO by Yoast](#) - Improve your search engine rankings
- [W3 Total Cache](#) - Speed up your blog load time
- [WP Socializer](#) - Add social media sharing buttons to your blog posts
- [Blubrry PowerPress](#) - For Podcasting
- [Newsletter Sign-Up](#) - Add email signup boxes to your blog
- [OptinMonster](#) - Add a popup email signup box

### Email List Providers

- [Aweber](#)
- [Active Campaign](#)
- [ConvertKit](#)
- [Ontraport](#)

### Advertising Networks

- [Google AdSense](#)
- [Yahoo/Bing Contextual Ads](#)
- [BuySellAds.com](#)
- [Infolinks](#)
- [LiveIntent](#)

### **Affiliate Programs**

- [Commission Junction](#)
- [Share A Sale](#)
- [Clickbank](#)
- [Amazon Associates](#)

### **Tools For Taking Payments And Delivering Products**

- [E-Junkie](#)
- [Gumroad](#)
- [1ShoppingCart](#)
- [Ontraport](#)
- [Infusionsoft](#)

# Yaro's Flagship Course

## Blog Mastermind 2.0

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*How To Make \$10,000 A Month,  
Blogging Only 2 Hours Per Day*



Learn how to start and grow a successful online business, tapping into just two simple tools - a blog and an email list - to sell your digital products like ebooks, online courses and membership sites.

Follow in the footsteps of thousands of previous students and begin your blogging journey today...

[Learn More About Blog Mastermind Here](#)