WORKSHEET

A STEP-BY-STEP INSTRUCTION GUIDE

THAT WALKS YOU THROUGH ALL OF THE CHAPTERS OUTLINED IN THE MAIN COURSE

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INTRODUCTION

The best way to get the most out of this product is to print off this workbook and then work through the exercises and tasks in here as you go through the book itself.

By following this worksheet, you will be able to do everything correctly from start to finish. No more guess work, no more hit or miss techniques, and no more frustration because you aren't making the money you want.

TASK 1: DECIDE THE TYPE OF BLOG

In this first section, I want you to think of the type of blog you want to create. Thanks to the different types of plug-ins you can use, and tools available your blog can include a variety of media and promote a huge number of products. But, before you can do anything like that you need to work out what the topic of your blog is going to be.

The first thing you want to think about is your blog going to be some place where you just post your comments, and opinions and share stories about your life. Or is it a niche blog, which contains information, stories and tips about a specific niche; or do you want it to be a strictly commercial blog; or finally a membership site?

1. The type of blog I want to create is:

_____

_____

_____

_____

_____

_____

TASK 2: DECIDE MONETIZATION METHOD:

The next thing, you need to work out is whether or not you are going to monetize your blog (earn money from it). As the manual explains you can make money in a lot of different ways and you can mix and match methods. But it is a good idea, if you would like to make money from your blog, to start out with that ideal as you go through the set up process.

☐ I am not interested in making money from my blog at this time

☐ I want to make money from my blog and initially I will start with:

- Google AdSense
- Affiliate Products
- Selling my own Products
- Hosting Reviews
- Providing content or a course for a membership site

Once you have worked out what type of blog you are looking at creating, we can move on to some basic keyword research and finding a topic for your blog.

TASK 3: WHAT WILL YOUR BLOG BE ABOUT?

You may already have a good idea on the topic or theme of your blog in which case you can skip this section. If you are still undecided or are thinking about a purely commercial based blog, then we need to do a spot of research - firstly into what you know already and secondly what keywords might be the best for you to target.

Firstly, you should think about the skills you already have. Answer the questions below and you will be surprised at the type of knowledge you have that could be useful to your readers.

1. What do you do for most of the day?

_____

_____

_____

2. Do you have any passions, hobbies or crafts that you want to share information about?

_____

_____

_____

3. Do you have any children, a growing family, or have your children left home?

_____

_____

_____

4. Do you have strong opinions about anything in particular - politics, religion, and society?

_____

_____

_____

5. What would your friends say about you?

_____

_____

_____

6. What things are you always being asked to help out with by others? Perhaps it is cooking, getting organized, looking after children, writing, or just giving advice on life and love.

_____

_____

_____

7. What do you love to learn about?

_____

_____

_____

8. What type of television programs do you watch; books do you read, or music that you listen to?

_____

_____

_____

As you can see even now there will be certain trends coming up in your answers and this will give you an idea about topics you are passionate about and what sort of knowledge you can share with others. Note: parenting, relationships and craft knowledge are all popular searches on search engines so they have active target markets.

Of course you might just want this blog to make you money in which case you need to firstly decide on one of the three top broad niches there are online eg.:

- Making Money
- Relationships
- Health

From there you need to drill down into some more focused niches. This could be a thing like;

- Making money with review sites
- Staying in love
- Loosing weight

But even these niches are quite competitive, so you need to drill down to something even more specific;

- Making money with health review sites
- Staying in love after an affair
- Losing weight after pregnancy

When you have come up with about five different long tailed (3 - 4 word) keywords then you can run them through the Google Adwords tool or Keyword tracker to find out firstly if there are enough searches in your niche and secondly if there is room for you in that niche.

Ideally you want over 100 searches per day for your keyword and less than 50,000 or 70,000 other competing sites on Google.

If you are having trouble finding keyword terms that are not already swamped by competitors sites, check the term you like as an exact quote as this will usually reduce the number of competitors' sites on Google.

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You can also use the "include other keyword terms" option in the Adwords tool to get some keyword suggestions for your niche.

Use the following table to work out your niche topic.

Your broad niche	Possible topic in niche	Your Keyword term Min 3 - 4 words

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Your keyword term	Number of searches	Number of competing sites

You should have a main focus keyword; plus a minimum of 3 - 5 other long-tailed keyword terms in that niche and another 3 - 5 keywords that are similar but not exactly the same as the other keywords you have identified.

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Main Keyword	3 -5 long tailed keywords	Similar keywords in same niche

TASK 4: SECURE YOUR DOMAIN

Make a list of potential domain names for your venture. Check the names that best represent your product or service against a domain name checker, such as Knowem.com. If the name is available, purchase the domain.

List of domain names:

_____

_____

_____

_____

TASK 5: SET UP YOUR BLOG

Of all the blogging platforms out there, Wordpress is considered to be the best by many. You may use wordpress.com (hosted), wordpress.org (self hosted) or any other blogging platform. However, I highly recommend going to self-hosted solution.

Blog Site **Profile / User Name**

Wordpress _____

Blogger _____

Self-hosted

_____

_____

_____

_____

Point to Remember: When creating your blog name, keep it short and easy to remember. It should also be specific to your niche!

TASK 6: SELECT THE PLUGINS

Plugins I am going to use for my WordPress blog.

_____

_____

_____

_____

TASK 7: TRAFFIC GENERATION

Once you have worked through all of the steps on your checklist with regards to setting up your blog you want to include some content and then start promoting your hard work. Below is a schedule of tasks you can work through that will help you to build naturally growing and targeted traffic to your blog.

STEP 1: FIND OR CREATE A FREE REPORT, VIDEO OR AUDIO file that you can use as an incentive for your readers to sign up to your list. If you don't want to create one of your own, then you can often use PLR (private label rights) products as your free gift. Just search on Google for "your niche PLR" and you will find plenty of offers.

STEP 2: BUILD A SQUEEZE PAGE: A squeeze page is simply a form on a static page on your blog that allows you to capture email addresses and names of your readers. To do this effectively you will need an auto responder service, however, if this is your first blog then you can probably use a "Capture Form" available as a plug-in for Wordpress.

Once that side of things is set up and your free report is uploaded to your server ready for download then you can start to drive traffic to your blog.

STEP 3: GET INDEXED: Get your site indexed by the major search engines. You can do this by

- Pinging sites
- RSS Feeds/Feeburner
- Social Network links

STEP 4: SET UP SOME SCHEDULED CONTENT ON YOUR BLOG - A minimum of 6 - 10 posts that are all scheduled to be published firstly every day for two weeks and then once every two days for a month.

STEP 5: ARTICLES AND PRESS RELEASES. You can create these from the content you already have. Once you have written five articles and two press releases then you need to upload them onto directory sites (this is free to do). That way other people can use your articles as content on their blogs and websites and your link to your blog goes right along with the content.

STEP 6: CREATE VIDEOS: You can also use video files as a form of marketing tool. Create short videos and post them to YouTube and Metacafe among others. This is another free way to get your blog link "out there".

STEP 7: SET UP GOOGLE ALERTS to send you the latest posts to other blogs in your niche. That way you can go along and comment on them - this will help establish you as an expert in your niche (provided your

comments are helpful and friendly) and other readers will be encouraged to click your blog link.

STEP 8: JOIN FORUMS in your niche and put a link to your blog in your signature file. As you contribute to other threads your link will be available to anybody who is interested enough to want to learn more about you. So remember the need to be friendly and helpful with your advice.

Traffic generation is an ongoing and snowballing thing to do. You work hard and fast in the short term to start getting your blog known in your niche and then you can ease off a bit as people sign up to your list and keep coming back for more updated content and offers.

CONCLUDING COMMENTS

Creating an entire business model around your blog(s) is not a hard thing to do. Remember that your blog will stand out if you only offer quality material to your readers (no hard sales hype) and you show that you are an active person in your niche through the number of new posts you create and the information you give to your readers.

Once you are making a nice income from your first blog you can outsource the tasks such as article writing and things like that, and start on your next one. You will be sitting on a sandy beach with your laptop in no time if you continue to grow your blog business model into multiple income streams.

If you use the techniques in this worksheet and the ebook companion, you find a way to do them, that's fun and entertaining for yourself, you'll see success sooner than you think. For only when you enjoy what you do does it stop becoming work.

Enjoy yourself.