



PROFITABLE
AUDIENCE

HOW TO MAKE MONEY AS A CONTENT CREATOR

STEP BY STEP

by Steve Chou and Toni Herrbach



1

Is Blogging Dead?

- Content creation has changed.
- What worked 5 years ago might not work today.
- More opportunities than ever to build an audience.
- Monetization strategies are infinity scalable.
- Technology has improved and is cheaper!
- All you need is a starting point!



2

Content creation in 2024 is all about CONNECTION!

- Creating connection has always worked for all content mediums.
- Trust
- Likeability (or absolute dislike)
- Authenticity
- Audience



TRUST

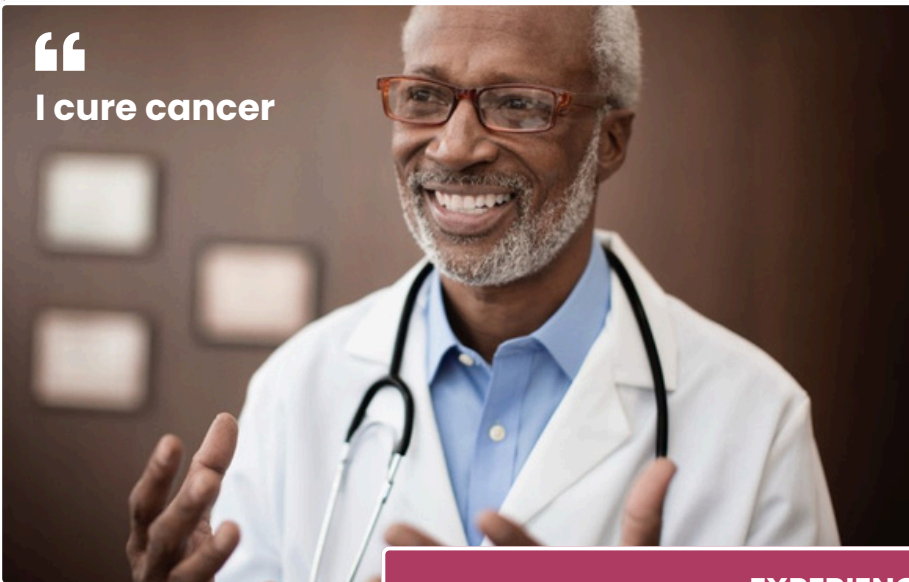
- Why should people trust you?
 - Knowledge
 - Experience
 - Both!



KNOWLEDGE



I cure cancer



EXPERIENCE



I beat cancer



LIKEABILITY



- It's possible to have success on personality or branding alone, BUT also very difficult.
- Internet "stars" have the same success rate as actors. There are very few Brad Pitt's and Emma Stone's.

Quentissential Pookie



Very demure, very cutesy



AUTHENTICITY



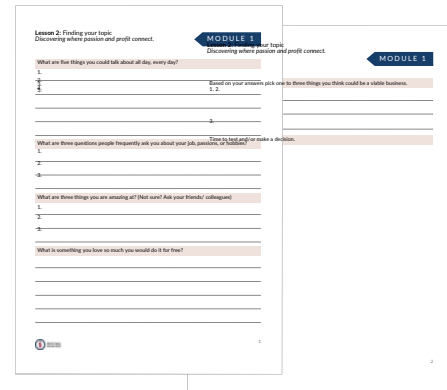
- This does not mean you have to tell people EVERYTHING!
- Authenticity is about sharing the things you know and care deeply about.
- It's not about teaching people how to renovate a house if you've never picked up a hammer.
- Investing in real estate if you've never owned property.
- Making money online if you've only read about it online.

FINDING YOUR NICHE

Use our [niche finding worksheet](#) to help you narrow down your topics.

Spend some time really thinking about what you could write about for the next 10 years.

Don't forget to brainstorm how that topic will generate income!



CHOOSE YOUR MEDIUM

Benefits of a Website

- You own everything.
- Free to get started.
- Email integration.
- Drive traffic from a variety of sources.
 - Search
 - Pinterest
 - Social Media
- Your “home” on the web.

Benefits of a YouTube Channel

- Free to get started.
- You Tube is where a portion of your audience lives.
- Video is the direction where content is heading.
- You can reach a younger generation.
- Video marketing is harder to do which allows you to stand out more.
- Video is more engaging than text.

Benefits of a Podcast

- Build a much deeper connection with your audience.
- Opens doors to meet new people.
- Increases authority in your niche.
- People can listen to podcast anywhere.
- Inexpensive and requires little technical knowledge.

No matter what you choose you need a website in order to **own your audience!**

CREATE ENGAGING CONTENT

Post Title is Crucial

- **Increase** your search rankings.
- **Convinces** a reader to want to read your post.
- **Will increase your traffic.**
- Allows your post to **stand out in a crowd** of other posts on the same topic.

Creating a Catchy Title

- Use brackets or parentheses in your title tag.
 - *How to Stay in Cinderella's Castle (Without Spending a Dime)*
- Include numbers in your title.
 - *5 Braindead Ways to Write Better Copy*
- Put the current year in the title.
 - *How to Start a Profitable Online Store in 2020*
- Use Vivid Adjectives.
 - *Surprisingly Simple Ways to Be Productive*
- Use Emotion.
 - *AliExpress Dropshipping is Dead - Here's Why*
 - *5 Critical Mistakes You Are Making by Not Taking Russian Math*

Important Copy Elements

- **Main Idea:** What is the reader going to get out of the article.
- **Main Points:** Listed in the body, highlighted by heading tags.
- **Personal Stories:** Injected into each lesson.
- **Summary:** Each section has a summary.
- **Key Takeaways:** Wrap up the article with key points.

Writing Tips

- Write like you talk.
- Don't be overly conservative.
- Don't use labyrinthine language. (write at a 4th-6th grade level)
- Pretend like you are having a conversation with a friend.
- Open up and get personal.
- Work from an outline.
- Pick and angle for your post that is different from what's been already written.

Engaging Your Audience

- **Connect** with the right people.
- Be **relatable**.
- Use **humor** and **emotion**.
- **Get** to the point.

Test Your Headline using the free
Headline Analyzer Tool

MAKING MONEY FROM YOUR WEBSITE

Selling Physical Products (the strategy)

- **Write articles** that your targeted customers are searching for and will appreciate.
- Get people to **sign up to your email list, Messenger and push notifications.**
- **Steer readers towards products** you sell in your ecommerce store.
- Market to your email list and **build your brand.**

Selling Physical Products (getting readers)

- **Use keyword research tool.** We use SEMRush/ Ahrefs.
- Find keywords that have a **search volume of over 1,000** and **competition in the 20's** or less.
- If you have a new site, **look for competition below 10.**

Selling Physical Products (getting repeat readers)

- Turn readers into customers by **getting them on your email list.**
- **Provide several opt-ins** on the articles for readers to subscribe to your email list, don't forget to try a lead magnet.
- Encourage your readers to sign up for **push notifications.**

Selling Physical Products (getting emails)

- Content pages should **include email opt-ins.**
- **Give product suggestions** within the content.
- Link directly to products and **include pricing and buy now options.**
- **Subtly feature products** in articles on your website.

Make it easy for **blog readers**
to become **customers!**

Selling Physical Products (beyond email)

- Don't forget about **messenger marketing**.
- **Create a discount** for your readers.
- Get customers on messenger by **using messenger as the medium** to redeem any discounts.

Selling Physical Products (summary)

- **Tell your brand story**, humanize your business via email.
- Establish your brand, create repeat business and **establish a foundation for your store**.

AFFILIATE MARKETING (THE STRATEGY)

- Create content for products that people are interested in within your niche.
 - Review posts
 - Tutorial posts
 - Comparison posts
- Get people to sign up for your email list, Messenger, and push notifications.
- Negotiate a special discount for your readers.
- Steer readers towards your affiliate products.
- Market to your email list.

Affiliate Marketing (payouts)

- Almost every product has an affiliate program.
- Amazon Associates = 4% payout per sale
- Business tools > \$100 per sale or recurring percentage
- Financial tools > \$100 per sale
- Physical products ~ 10% per sale

Google **“affiliate program”** with the name of the company you would like to promote to find their affiliate program.

Affiliate Marketing (popular networks)

- [Impact Radius](#)
- [Commission Junction](#)
- [Share a Sale](#)
- [Amazon Influencer/ Associates](#)
- [AWin](#)
- Work directly with the brand

Affiliate Marketing (how to make money)

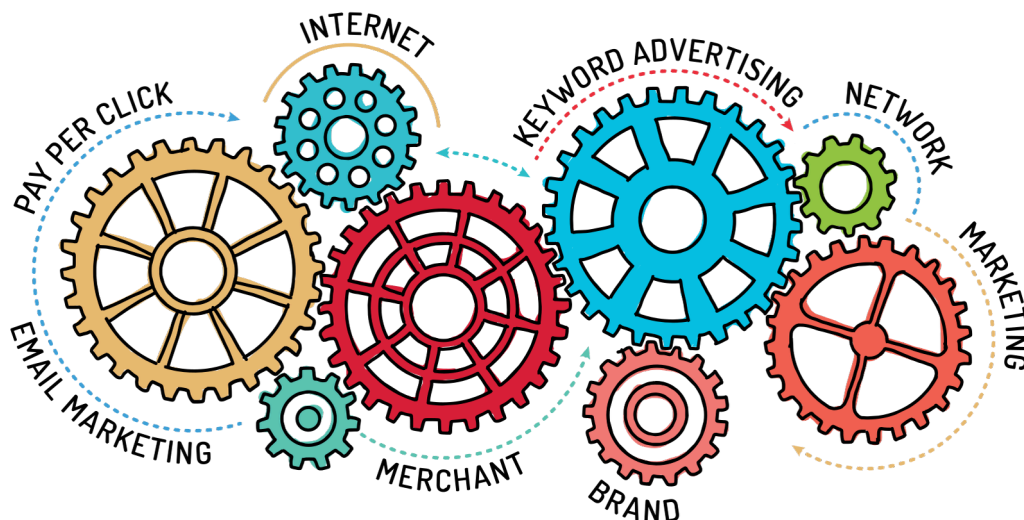
- **Create review posts** or posts that demonstrate the actual product you are promoting.
- Create a **resource page** of tools.
- On every affiliate post try to **collect emails**.
- **Send readers a tutorial email** that shows them how to use the product.
- Create video tutorials where the **first step requires them to sign up** for the product or tool.

Affiliate Marketing (pros)

- Affiliate marketing generates **several hundred thousand per year in revenue**.
- **100% profit**.
- **No customer support**, upfront cost, or fees.
- Infinitely **scalable**.
- The **payout is automatic**, no invoicing.

Affiliate Marketing (cons)

- You have **little control** over the offer.
- Companies can cancel their affiliate programs at any time or **change the terms**.
- Affiliate **tracking pixels are sometimes flaky**.
 - Last click attribution
 - Expire after a set duration
 - Cleared whenever someone flushes their browser
- **Takes people off of your site**.
- **Affiliates may not pay on time**.



Display advertising is a way to **monetize your blog through ads** (typically images) that appear on your website. These ads are typically targeted to the specific reader by the ad network.

DISPLAY ADVERTISING (STRATEGY)

- **Create** content on your website.
- **Keep** people on your website longer by including links to other pieces of content that are on your website.
- **Drive** traffic from social channels to increase page views.
- **Update** your site regularly with fresh content. Cost per acquisition. A reader must click and sign up for you to get an agreed upon amount. (This is basically affiliate marketing with images)

Display Advertising (keep people on your site)

- Add links in posts that link to relevant content.
- Add links at the bottom of posts to **similar content**.
- Use a tool like [Link Whisper](#) to easily link to other posts on your website.
- **Create a resource page** primarily made up of internal links.
- **Update your website** regularly to keep readers coming back.

Display Advertising (how it works)

- **CPM**
 - Cost per Mille (thousand)
 - Paid a certain amount based on number of impressions a website receives.
- **CPC**
 - Cost per click. You only get paid if a reader clicks on the ad.
- **Fixed Rate**
 - Flat fee agreed upon in advanced. You get paid a set amount no matter how many impressions or clicks.
- **CPA**
 - Cost per acquisition. A reader must click and sign up for you to get an agreed upon amount. (This is basically affiliate marketing with images)

Display Advertising (CPM Networks)

- Requires approval to join network.
- You have little control over the ads on your site.
- Slows down your site.
- Money you make is completely dependent on your traffic.

Display Advertising (CPM Networks)

- AdThrive (Raptive)
 - Payouts and customer service improve with more traffic
 - Variety of display options
 - PV requirement of 30,000 per month
 - Exclusivity
- **MediaVine**
 - PV requirement of 25,000 per month
 - Variety of display options
 - Exclusivity
- **SHE Media**
 - Sites must be brand safe, regularly updated, at least 90 days old, and allow commenting
 - 20K or more page views per month
 - Exclusivity
 - 80%+ US-based traffic
 - 70%+ Female audience

Display Advertising (CPC Networks)

- You make money when readers click on the ads or links.
- Faster payouts.
- May have higher payouts if you have a niche site.
- **Google AdSense**
 - Original content
 - Comply with AdSense policies
 - 18 years of age or older
- **Infolinks**
 - No offensive content
 - No sites with gambling, drugs, weapons content
- **Media.net**
 - Contain significant amount of original content that is updated regularly.
 - Receive majority of their traffic from US / UK / Canada.
 - Contain content that is primarily in the English language.

Display Advertising (before you apply)

- **Create quality**, unique, family friendly content.
- Have a **privacy policy, disclosure page**, contact form, about page on your site.
- Have a **top level domain** (.com, .net, etc).

Display Advertising (benefits)

- Typically managed by another company.
- Requires little work on your part.
- Make money while you sleep.
- Available for websites of all sizes.

Display Advertising (negatives)

- Managed by another company.
- Can ruin the aesthetics of your site.
- Distracts the readers.
- Payouts can be low / traffic dependent.
- Slows down your site.

DIGITAL PRODUCTS (TYPES)



Strategy One

- **Create content to drive product sales.**
 - Are you an expert? Create an e-book, video series, or PDF that provides tons of value to your reader.
 - Create posts that correlate with your digital product.
 - Once readers land on those articles drive them to a sales page or an email funnel.
 - Retarget readers who visited specific posts and/ or nurture readers through your funnel to eventually sell the digital product.

Strategy Two

- **Create products around popular content.**
 - Check google analytics to find your most popular posts.
 - Create a digital product that expands on your popular content.
 - Once readers land on those articles drive them to a sales page or an email funnel.
 - Retarget readers who visited specific content and/ or nurture readers through your funnel to eventually sell the digital product.

Digital Products

(create them in a few days!)

- Repurpose content already on your site.
- Easily create content in your area of expertise.
- Deliver via email or a WordPress plugin.
 - [WP Estore](#)

Digital Products (why they are awesome!)

- Digital products are **one and done**.
- **Less customer** service required.
- **Free** to create.
- Delivery methods are **inexpensive**.
- **Unlimited sales** potential.
- **Higher margins**.
- Easy **upsell opportunities**.
- **Passive revenue** once a product is created.

Digital Products

(how to get started)

- **Test** with a smaller/ less expensive product.
- Use **quality images**.
- Pay to have any written content **proofread**.
- **Place “ads”** for the product on your own website.
- Create an **email funnel** to drive people to your sales page.



Digital Products (resources)

- [WooCommerce](#)
 - Integrates with WP. Free, but additional features are not.
- [ConvertKit](#)
 - Pricing based on # of subscribers.
- [WP-Estore](#)
 - \$49.95 one time payment.
- [SendOwl](#)
 - \$15 per month (basic plan).
- [Shopify](#)
 - Monthly fee varies.
- [Tips and Tricks HQ](#)
- [SendOwl](#)

SPONSORED CONTENT

Content you write about **specific product or brand** that lives on your website or social media channels that you've been paid to write.

Sponsored Content (options)

Work directly with advertiser to create content

- Need connections
- Wait until they contact you

Join an influencer network and apply for campaigns

- Network uses the power of the group to sell campaigns
- You apply to campaigns that are a good fit.



Sponsored Content (set expectations)

- **Post & social share requirements**
 - Word count, images, links, social channels, # of shares.
- **Payment**
 - Agreed upon amount & terms.
- **Deadline**
 - Publish date?
- **Duration**
 - How long does the post need to stay on your website?
- **Exclusivity**
 - Are you allowed to work with competing brands after a certain period of time?
- **Disclosure**
 - Agree on the disclosure language.
- **Content approval**
 - Do they require approval/ editing before publishing?

Sponsored Content (disclosure)

- **You must disclose** to your audience that you received compensation for the content.
- Disclosure **must appear** in the copy.
 - “This post was sponsored by Nike, all opinions are my own”
- **Social Media shares must also be tagged** as sponsored.
 - #ad #sponsored

Sponsored Content (networks)

- [UpFluence](#)
- [Social Fabric](#)
- [Creator.co](#)
- [Aspire](#)
- [Impact.com](#)

Sponsored Content (best practices)

- Stay on brand!
- Make your sponsored posts your best posts.
- Make all links “nofollow.”
- Promote that content via all your social channels.
- Send a follow-up report to the brand if working with them directly.
- Disclose everything!

Sponsored Content (summary)

- **Trading hours for dollars.**
- **Can lose trust** with readers.
- Must have an audience.
- **Potential to earn \$1,000's** a month.
- Get paid to **create content you need anyway.**
- **Huge opportunities** if you create quality content.

MONEY MAKING STRATEGIES

Selling Physical Products

1 What type of content blog/ video can I create about my products?

2 What would be a good lead magnet to attract the right customers?

.....

.....

.....

Sponsored Content

1 What are some brands I would like to work with?

.....

.....

.....

2 Currently, what are my strongest channels?

.....

.....

.....

Sell an Email Blast

1 What companies would make good sponsors for my brand?

Affiliate Marketing

1 What are some items I'm already writing about that I could apply to be an affiliate?

2 Three ideas for products to review/ compare/ demonstrate

Display Advertising

1 Typically ad networks require 30,000 visits a month to be accepted into the program. How much more traffic do I need to start applying for networks?

Digital Products

1 What type of digital product appeals to me?

- Course
- Ebook
- PDF
- Membership
- Templates

2 What are some topics I could create a digital product about?

.....

.....

.....

Course Ideas

.....

Ebook Ideas

.....

PDF Ideas

.....

Membership site topic

.....

Template

.....

.....

.....

Email Marketing

1 What email service provider am I going to use?

Create a sign up form in your email program and embed it into your website.

2 Why should people sign up for my email list?

3 Write down three lead magnet topics below.

3 Does my lead magnet:

- Solve a problem
- Delivered instantly
- Specific
- Easy to Consume
- Provide TONS of value

4 What type of lead magnet will I create?

Emails to send

1 Personal story

2 Free resources

3 Behind the scenes

4 Testimonials

5 Video Replays



3

Common Excuses For Not Making Videos

- It costs too much to start
- I'm horrible on camera
- I don't know how
- YouTube can make me money
- I can't come with a topic
- It takes too much time





4

My Video Equipment

- Sony A7 with a 50mm 1.4 prime lens
- Teleprompter w/remote
- Rode Wireless Go II microphone
- 2 Ring lights from Amazon
- Camtasia video editing software





5

Does It Really Cost Too Much?

- Your phone (you probably have one)
- Wired lavalier microphone (\$18)
- Imovie (Free)





6

My Video Equipment

- 90 minutes to script up a 10 minute video.
- 15 minutes to film the video
- 30 minutes to create a thumbnail
- Editing my own videos takes roughly 1 hour per 5 minutes of video
- Today, I throw it overboard to my video editor in the Philippines



7

Physical Products YouTube Strategy

- Post videos for your targeted customer based on what they are searching for.
- Steer traffic towards your products.
- Influence people to sign up for your email list, Messenger and push.
- Tell your brand story, humanize your business via email.
- Establish your brand, create repeat business and establish a foundation for your store.





8

Affiliate Marketing YouTube Strategy

- Create tutorials on how to use your favorite products
- Create review videos of your favorite products
- Create versus videos comparing your favorite products
- Get people to sign up for your email list





9

Sponsored Videos YouTube Strategy

- Right now, I charge between \$3000 - \$6000 per sponsored video on YouTube.
- Once your channel starts getting traction, company will want you to promote their companies as an influencer.
- I receive at least 3-5 offers per day from companies who want me to make videos for them.



10

Paid Advertising Through AdSense

- YouTube will pay you automatically for ads displayed on your videos once you hit
 - 500 subscribers
 - 3,000 hours of watch time in the past 12 months
 - At least 3 video uploads in the past 90 days
 - Must be located in a country where the YouTube Partner Program is available
 - Must have a linked AdSense account
 - Must comply with YouTube's monetization policies
- Making money this way is 100% passive





11

Create A Patreon

Patreon is a membership platform that allows creators to receive recurring financial support from their fans.

- It allows your to
 - Earn recurring income from your fans
 - Offer exclusive content to your fans.
 - Build a community of fans who support your work.





12

YouTube Keyword Research

- Some YouTubers will flat out tell you that keyword research doesn't matter.
- Others will tell you that your success on YouTube is 100% about engagement.
- The truth is that it's a combination of the 2.





13

YouTube Keyword Research

- YouTube is owned by Google and is the 2nd largest search engine in the world.
- You have to very deliberate about which keywords to target if you want people to discover your videos online.
- You can have the best videos in the world but it's pointless unless people can find you.





14

YouTube Vs Blog Keyword Research

- You can not use the same tools for video keyword research as for blogging.
- Some queries are more suited for the video format and get more searches on YouTube.
- Other simpler queries are searched more often on Google.





15

Tools Of The Trade

(You Only Need 1)



- **Tube Buddy** – A tool that provides you with search volume keyword difficulty
- **VidIQ** – A tool that is nearly identical to TubeBuddy but better for keyword exploration
- **MorningFame** – More of the same but presented in a wizard style format
- **Ahrefs** is not really a good solution for YouTube in my experience



16

Tube Buddy Thoughts



- The cheapest priced tool (50% off if you have less than 1000 subs)
- Search volumes are WAY overinflated
- Limited keyword exploration
- Tag generator is very useful
- Useful short cuts for video creation



16

vidIQ Thoughts



- Search volumes are more accurate (compared to Tube Buddy).
- Better dashboard.
- For analytics and keyword research the best tool available.

Keyword Research



- Using vidIQ, I type in a seed keyword.
- I pick the highest volume keyword that is either “low” or “very low” in competition.
- I create the video.
- I use the keyword suggestions as tags.
- I use the keywords in the title and description





How To Make Videos Quickly And Efficiently





17

Repurpose Your Content

- I often take my blog posts and turn them into videos.
- I consume a lot of content and get ideas from other videos.
- I take YouTube videos and turn them into TikToks, Shorts and Reels



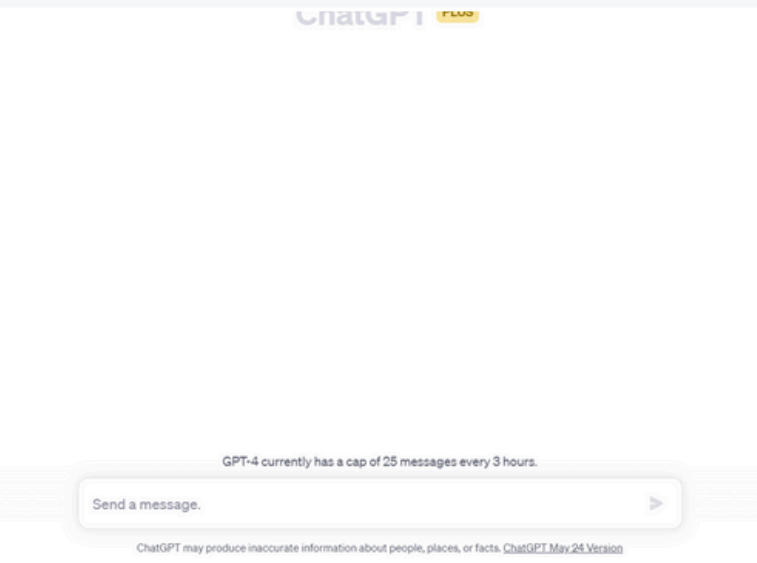
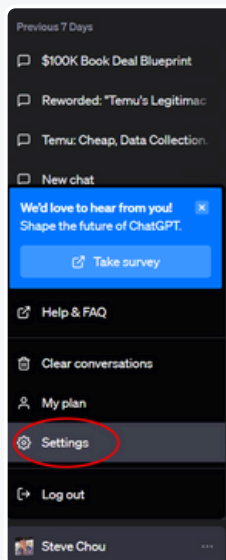


18

ChatGPT 4 Turbo



- You will need ChatGPT 4 Turbo to do this.
- This enables ChatGPT to crawl the web.
- This isn't explicitly necessary but saves time.






STEP 1


Read In The Post





- Type in “Summarize [URL] into bullet points”.
- I usually read in the post first because ChatGPT fails often.
- If the post isn’t too long, you can cut and paste it directly into ChatGPT.

ChatGPT 4 ▾

 **You**
Summarize <https://mywifequitherjob.com/how-to-make-money-as-a-14-year-old/> into bullet points

 **ChatGPT**
 Browsing with Bing

 summarize <https://mywifequitherjob.com/walmart-plus-benefits/> into bullet points

 Finished browsing ▾   

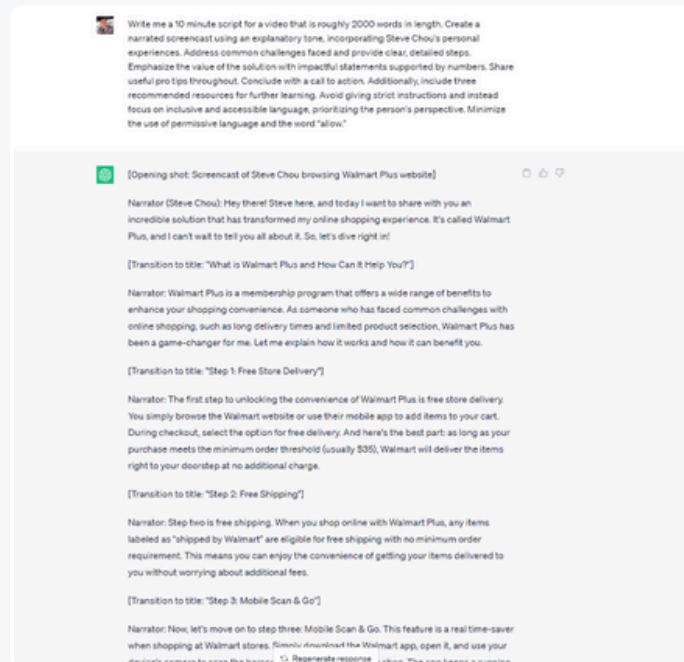
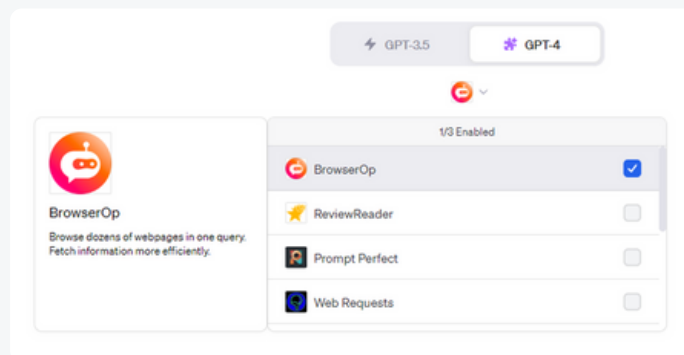
Sure, here are the main points about Walmart Plus according to the article:

- Walmart Plus is a subscription-based membership program offering special benefits to Walmart shoppers, such as free grocery delivery, free shipping, access to member-exclusive pricing, fuel discounts, Paramount+ video streaming, and a Mobile Scan & Go checkout service¹.
- The service was launched in September 2020 to provide an improved shopping experience for its customers, similar to Amazon Prime¹.
- Walmart Plus members receive free delivery for groceries and other general merchandise from Walmart stores, given the order meets a minimum threshold (\$35 in most locations) and some exclusions may apply based on factors such as weight, size, and location¹.
- Members can enjoy free shipping with no order minimum when purchasing items from Walmart online, except for oversized and freight items and third-party sellers not shipped by Walmart¹.
- The Mobile Scan & Go service allows members to scan and pay for items using the Walmart app, though this feature isn't available at all Walmart stores and certain restricted items might require age verification at a traditional checkout counter¹.
- Members can enjoy fuel savings of 10 cents per gallon at Exxon and Mobil stations, up to 10 cents off at select Walmart & Murphy stations, and member prices at Sam's Club fuel centers¹.
- Walmart Plus members get a free Paramount+ Essential Plan subscription at no extra cost, offering access to a streaming service with over 40,000 TV episodes and movies¹.
- Walmart Rewards is a new customer loyalty rewards program exclusive to Walmart Plus members, allowing them to earn rewards on select items that can be redeemed against future purchases¹.
- Members can access special promotions not offered to non-members and get early access to special events, such as Black Friday deals and product releases¹.
- The service costs \$12.95 per month or \$98 per year (a discount of more than 60% when paid annually). There is a 30-day free trial, and users can switch between the monthly and yearly plans anytime¹.
- To become a Walmart Plus member, one must visit the Plus page at Walmart.com, select

STEP 2

Use The Following Prompt

- “Write me a 10 minute script for a video that is roughly 2000 words in length. Create a narrated screencast using an explanatory tone, incorporating personal experiences. Address common challenges faced and provide clear, detailed steps. Emphasize the value of the solution with impactful statements supported by numbers. Share useful pro tips throughout. Conclude with a call to action. Additionally, include three recommended resources for further learning. Avoid giving strict instructions and instead focus on inclusive and accessible language, prioritizing the person's perspective. Minimize the use of permissive language and the word “allow.”



STEP 3

Use Chat GPT To Create A Title

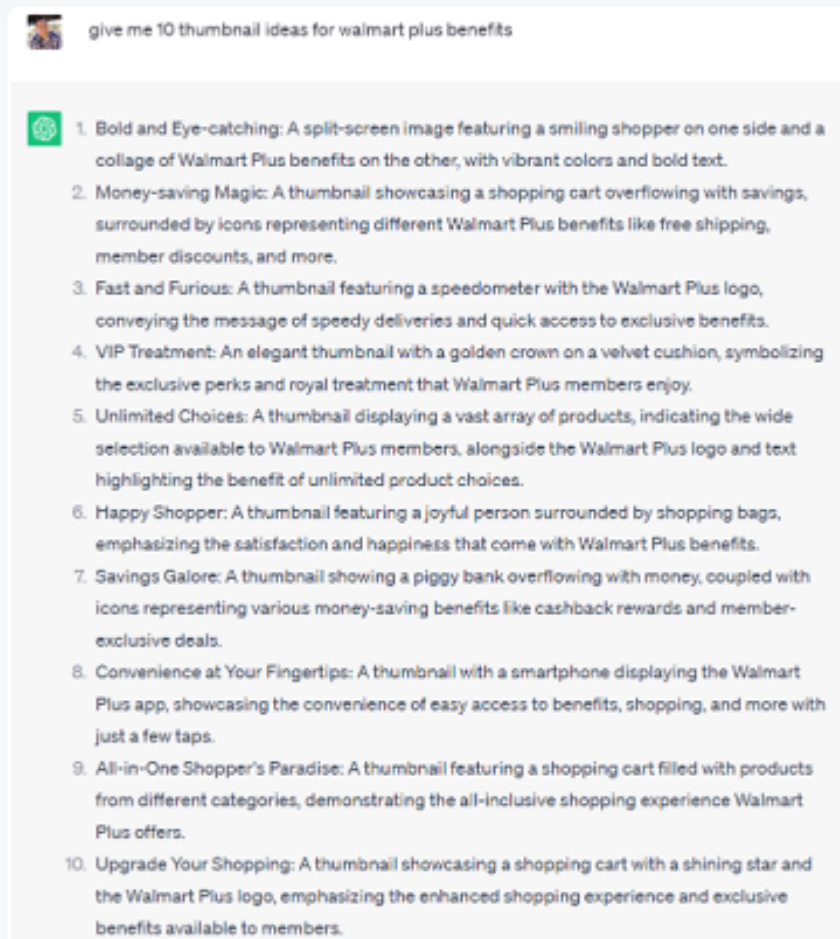
- “Write me 10 click bait titles for a video about Walmart Plus vs Amazon Prime”



STEP 4

Use Chat GPT To Create A Thumbnail

- “Give me 10 thumbnail ideas for Walmart Plus Benefits”



STEP 5

Edit The Script. Throw It On Teleprompter

- Simple Teleprompter Pro
- Donner USB foot pedal

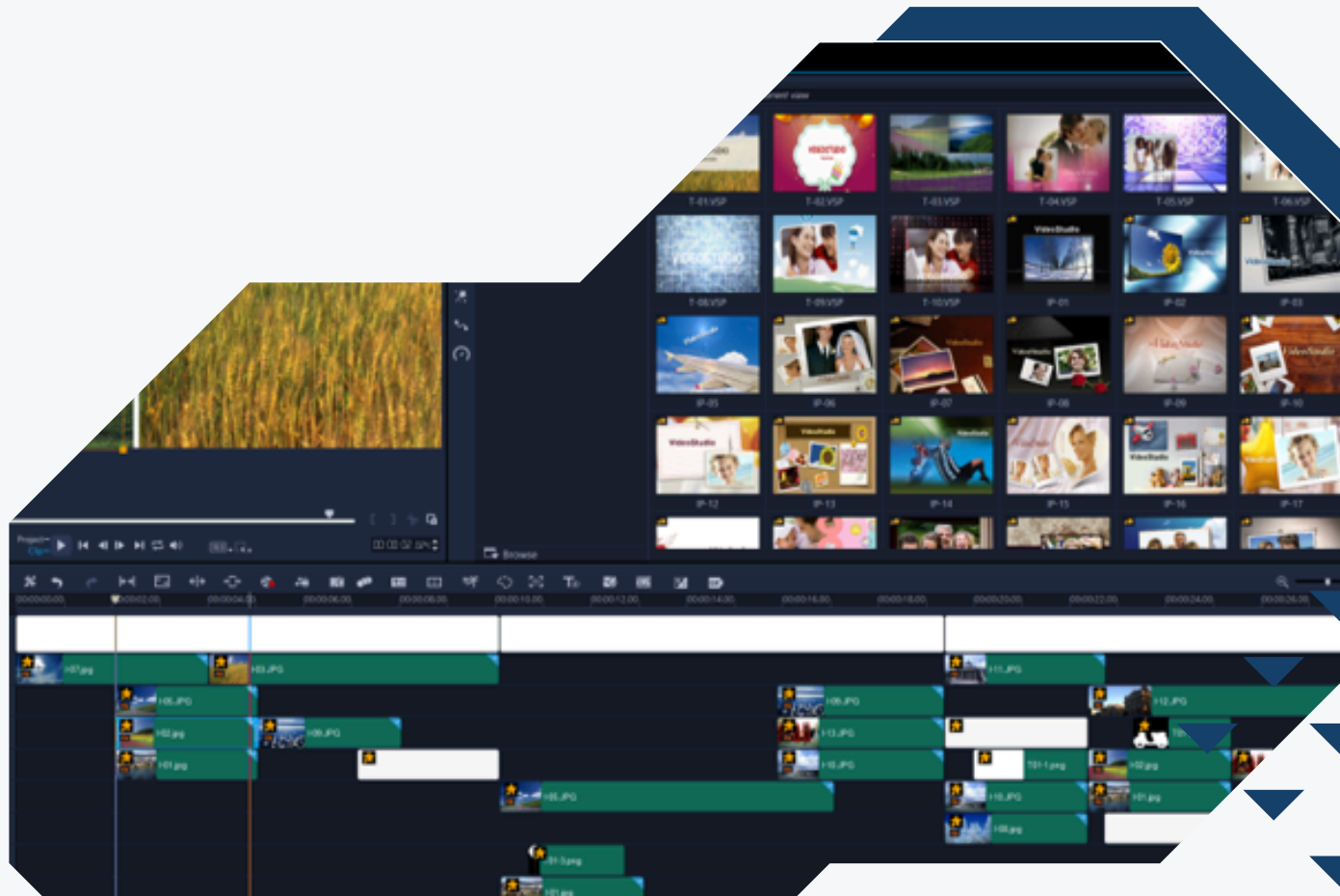




17

Editing Your Video

- Use Camtasia to add annotations and b-roll.
- You can hire a video editor on Upwork for as little as \$20-50 per video.
- You can hire a full time video editor in the Phillipines for about \$600/month





18

The Main Key To Success On YouTube

- Commit to producing 1 video per week.
- Use AI to help you script out the content.
- Get a teleprompter.
- Get a microphone.
- No excuses!

EMAIL MARKETING - Bonus Lesson

The #1 Mistake New Business Owners Make

90% of your website traffic will visit your site once and never come back unless...you have a retention plan

Your retention options

- Email marketing
- Facebook Messenger
- Push Notifications
- SMS Marketing

***Simplest Retention Strategy (That's Free):
Start with Email Marketing***

Why is email so powerful?

- Use your email list to **bring your readers back to your content.**
- **Present offers** through your list.
 - Affiliate offers
 - Digital products
 - Physical products
- **90% of the revenue** from My Wife Quit Her Job comes from email.
- Rule of thumb: You can make **\$1 per subscriber**, per month.



Email Marketing Tools

- You have to collect emails to profit from email.
- Sign up for an email service provider.
 - Drip: Best but also most expensive.
- ConvertKit: Great balance of price vs features.
 - Mailchimp: Free to start but expensive later.

Blend Forms Into Content

- Do not put a border around your email forms to make them stand out.
- Conversions are higher when your forms blend into the content.

Collect Email Everywhere

- Inside posts.
- At the end of posts.
- In the byline of an article.
- In the sidebar of your website.
- On every landing page.
- Go beyond email with push notifications and messenger!

Email Autoresponders

- Most email can be automated with an autoresponder.
- Examples:
 - Free 6-day mini course
 - Ecommerce introduction to your brand
- Autoresponders are set up in advance.
- You control how often emails are sent.
- You control the days emails are sent.
- You control who receives them.
- You need them to automate your business.

Landing Page Best Practices

- Large easy to read headline.
- Simple and easy to sign up.
- Explain what people are getting when they sign up.
- Include social proof if you have it.

Use Canva to design gorgeous lead magnets

HOW TO CREATE AN ENTICING LEAD MAGNET

Your lead magnet should



Solve a problem



Easy to Consume



Delivered instantly



Provide TONS of value



Specific

Types of lead magnets

- PDF/ Printable
- Ebook
- Cheat Sheet
- Report
- Challenge
- Mini Course
- Video Course

Use your lead magnet to tell a story

- Your lead magnet is also designed to introduce you to your reader.
- Include a short video introduction.
- Tell an embarrassing story
- Include anything that reveals something about your personality.

Lead magnet best practices

- Consider breaking up your lead magnet into multiple emails
- You want to get people used to opening your emails
- You want people to look forward to receiving them on a regular basis
- Avoid one off ebooks if possible. Put your readers on a series to boost your open rates

The Best Way To Deliver Your Lead Magnet to Your New Subscribers

- Most email can be automated with an autoresponder.
- Examples:
 - Free 6-day mini course
 - Ecommerce introduction to your brand
- Autoresponders are **set up in advance**.
- You control **how often** emails are sent.
- You control **the days** emails are sent.
- You control **who receives** them.
- You need them to **automate your business**.



How to deliver your lead magnet

- Create a sequence in ConvertKit
 - You always want to send sequence, you never want to send just the lead magnet.
 - This gets them used to opening your emails.
- Create a rule in ConvertKit
- Connect the rule to the sequence.
- Your readers will automatically receive the lead magnet sequence without any extra work from you!
- Confused? Watch our tutorial video to set it up!

Blend Forms Into Content

- Do not put a border around your email forms to make them stand out.
- Conversions are higher when your forms blend into the content.

Collect Email Everywhere

- Inside posts.
- At the end of posts.
- In the byline of an article.
- In the sidebar of your website.
- On every landing page.
- **Go beyond email with push notifications and messenger!**

Landing Page Best Practices

- Large easy to read headline.
- Simple and easy to sign up.
- Explain what people are getting when they sign up.
- Include social proof if you have it.

How to promote your lead magnet

- Promote on social media
- Include on high traffic relevant pages
- Create pins for Pinterest
- Add sign up forms on your website (see earlier slides)
- Drive traffic to the page from YouTube or Podcasts



DRIVE TRAFFIC TO YOUR WEBSITE - Bonus SEO Lesson

Different Traffic Sources

Search Engines	Social Media	Visual Search	Referral Traffic	Email Marketing
<ul style="list-style-type: none"> • Google • Bing 	<ul style="list-style-type: none"> • Facebook • Instagram 	<ul style="list-style-type: none"> • Pinterest 	<ul style="list-style-type: none"> • Guest posts, features 	

SEO Basics

- Choose a set of **keywords** that people are searching for.
- Write a **comprehensive post** on that exact topic.
- Make sure your post is the **best post** on the web.
- **Use your keyword** in your title and your descriptions.

Keyword Research

- Use a tool to generate permutations of that keyword or related keywords that people are searching for.
- **Tools of the trade:**
 - [SEMRush](#) (keyword research tool)
 - [Ahrefs](#) (similar to SEMRush)
 - [UberSuggest](#) (has a free basic plan)
 - [Long Tail Pro](#) (old leader in the space)

Content Strategy for SEO

- Pick a frequency to create content and stick with it.
- Be deliberate about what search phrases you are targeting with each post.
- It's more about quality rather than quantity.
- Make every post as comprehensive as possible.
- Never post anything that has little or no value.

PROS

Great driver of viral traffic.

CONS

Traffic spikes then disappears.

Create a Facebook and Instagram account

- For Instagram choose Creator or Business
- For Facebook create a page for your business.

Seven Sins of Social Media

- Only talking about yourself.
- Taking a one-size fits all strategy for social media.
- Trying to be great on all platforms.
- Ignoring the social climate.
- Not being responsive.
- Ghosting your audience.
- Scheduling and never checking your channels.

MISTAKES TO AVOID WHEN BLOGGING

Picking the Wrong Niche

- You are going to be writing about this topic for the next 10 years.
- Make sure you have an interest and knowledge regarding the topic.
- Use a tool like UberSuggest to see if the topic is too popular or not popular enough.
- Think about how to make money from this niche before you get started.

Do a quick UberSuggest Search

- Type your board niche topic into UberSuggest.
- Look at all the related keyword ideas that pop up.
- If it's less than 1000 searches it's not a popular topic.

Stay within Your Expertise

- Don't write about making money online unless you actually make money online.
- Don't start a travel website if you don't travel.
- Don't start a fitness site if you don't enjoy exercising.
- Make sure there is no conflict of interest with your job.

Traffic Generation Mistakes

- You must pick your battles.
- Do not try to do all the traffic strategies mentioned in this booklet.

- Start with 2:
 - SEO
 - Pinterest
 - Social Media
 - Guest Posting
- If you don't, you won't do anything well!

Traffic Retention is KEY!

- **Email Marketing:** We recommend [ConvertKit](#)
- **Facebook Messenger:** [Many Chat](#)
- **Push Notifications:** [Push Crew](#)
- **SMS Marketing:** [Postscript.io](#)

Plan for Monetization

- The most important aspect of your blog is to build an audience but...
- Think ahead about your monetization options.
- Perform some product or affiliate marketing research before you begin.

Network with Other Creators

- **Join a course.**
- Participate in a mastermind or focus group.
- Networking with other bloggers online and in person.
- Attend events when possible.

DON'T WAIT, GET STARTED TODAY!

- “In the beginning nobody is reading your blog anyway!”
- “The more you write or film the better you get!”
- “It will take a few posts or videos to find your voice, style, and rhythm.”

CONNECT WITH US!

SUBSCRIBE | PODCAST | INSTAGRAM | COURSE