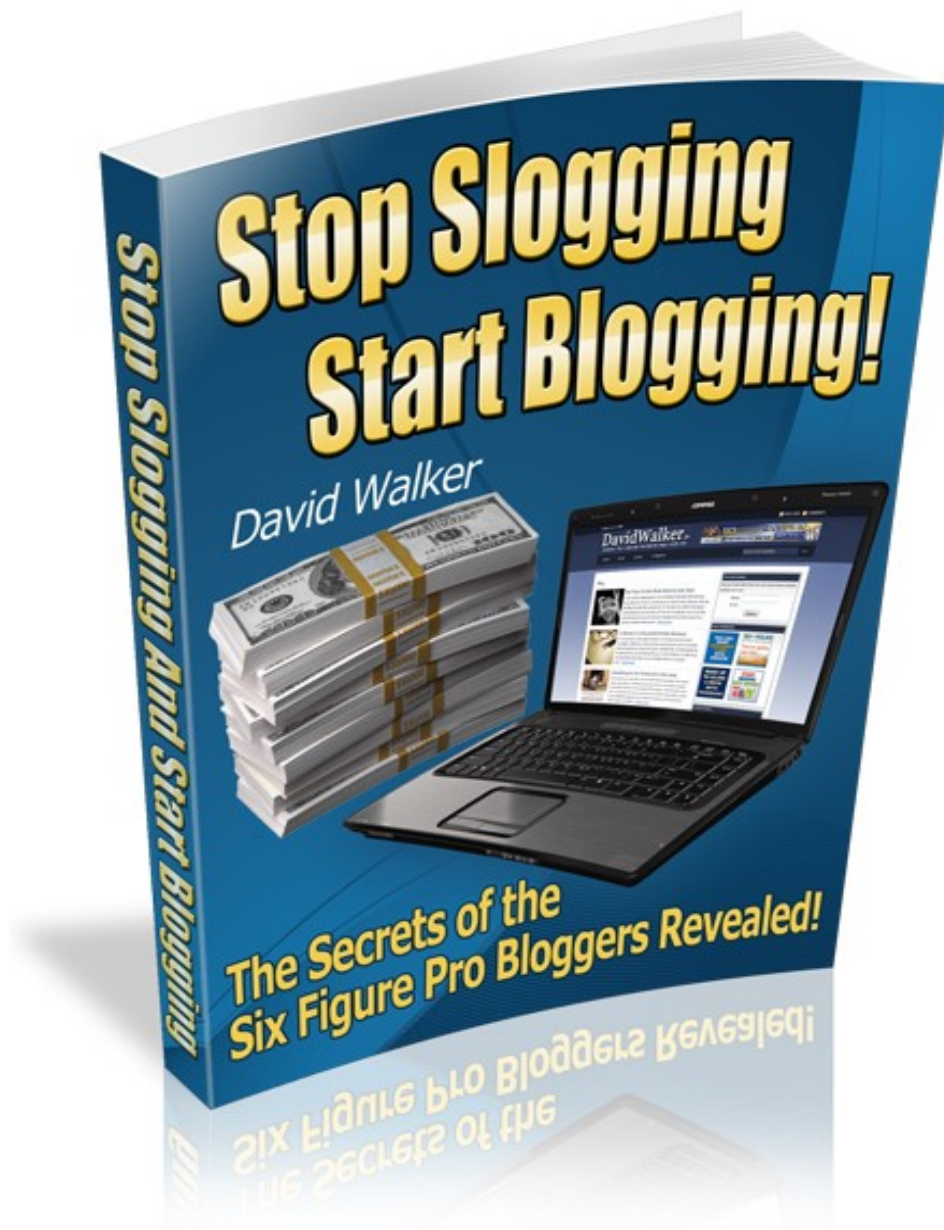


Stop Slogging Start Blogging!



**The Secrets of the Six Figure
Pro Bloggers Revealed!**

Your Special Bonus!

This ebook comes with **Master Resell Rights**.

You are free to give away or sell this ebook however you see fit and keep **100%** of the profits.

You may not alter the content or change it any way.

It must be given away or sold as is.

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Introduction

Thank you for downloading **Stop Slogging Start Blogging!**

My name is **David Walker** and have my own blog at DavidWalker.tv.

I created this guide to not only help a complete newbie get their blog up and running as quickly and painlessly as possible, but to also show exactly how the pro bloggers earn six figures per annum from their efforts.

I didn't want to leave anything to chance when you get your blog installed and you may be surprised at how exactly the big name bloggers make their money.

There is no reason at all why **you** cannot follow in their footsteps!

You may be wondering what exactly makes me an authority on this subject so I'll give you a little more information about myself.

I have been involved in web design, internet marketing and search engine optimisation for the past decade or so and have made a full time income online for the last three.

The past three years have seen me become involved in a number of different online ventures – affiliate marketing, CPA marketing, private label rights (PLR), eBay, website flipping, online gambling, soccer, white hat, blackhat and everything in between!

However, I now realise I have tried to make money the “wrong” way for a long time, which is why it has been an uphill battle and not that enjoyable.

So, I decided it was time for a change and I set up the above blog - in fact it's about the third time I have tried to get a personal blog with real purpose up and running.



I have had a few “A Ha” moments over the past few months where everything has become a lot more clear to what I need to do to make a substantial income online and I don't want you to make the same mistakes I have made.

While I will not pretend I am making a six figure income yet myself from my blog, I know if I stick to the principles I have written about here then it will only be a matter of time.

Please feel free to pay my blog a visit for help on running your fledgling internet business, ideas on what to blog about and also to see what I am doing at this moment in time.

Have further questions?

Post them on my blog and I will do my best to answer them!

Let's not waste another second – **stop slogging, start blogging!**

Why Do You Need a Blog?

Let's cut straight to the chase. The purpose of your blog is to generate leads so you can sell stuff – whether it is ebooks, training courses, physical products, or whatever.

The way to look at it is, you are not really a “blogger” in the true sense of the word.

You are a marketer who happens to have a blog.

This may come as a shock to you but this the approach the successful “bloggers” follow to build their six figure businesses.

Your blog is the first port of call where people are going to find you and then find out more about you.

The blog will help you to build a relationship with your visitors through interesting and helpful content and they will grow to like, get to know and trust you.

You then persuade your visitors to sign up to your mailing list (more on this later) and then you sell products to them.

That's it. Plain and simple.

Your blog is not just a space online to idly write about your hopes, your dreams or what you had for breakfast this morning. While you should include your “story” so your readers can identify you, the “story” has to have a purpose and be relevant to what you want to achieve with your blog.

There are millions of “hobby bloggers” who do this every day and that's fine if that's what they want to do but they will never make any money doing it.

You will see how this all works a little later in the guide but for now let's just get you in the right frame of mind as to what the purpose of your blog is:

1. A person arrives at your blog. If you follow everything that is outlined in this guide then they will find it useful and informative.

2. Having grabbed that person's attention, you now ask them for their email address. They give it to you and are subscribed to your mailing list.

3. You can then start converting that lead into a sale.

When you fully understand this you will appreciate what the true purpose of your blog is and keeping it updated will be a lot easier and more enjoyable.

What to Blog About

If you want to create a successful blog which will result in hordes of dedicated followers who are almost desperate to throw money at you then you need to choose a topic which you are both knowledgeable and passionate about.

Your passion about a particular topic will shine through in your writing and will enable your audience to feel a connection with you.

The worst thing you could do is merely start a blog on a subject where you think there is money to be made. You could well be right, but what value are you going to bring if you know nothing, or worse still, couldn't care less about the subject matter you are blogging about?

Think of it this way. What subject would you happily write about every day, even if you would not get paid? This enthusiasm for a subject will make it that much easier to produce regular, informative content for your blog.

However, with that said, you are a **marketer** who has a blog and as we have established the aim of your blog is to make money. So, what you need to decide upon is a subject you are passionate about but also one where there is money to be made.

The Make Money Online Niche

Arguably the most successful blogger is **John Chow**, who earns around **\$40,000 per month** blogging about how he makes money blogging. This is a huge market because who doesn't want to earn more money, in a seemingly easy fashion that is writing on your own blog?

Chow may put up the odd blog post here and there about what he had for lunch at Red Lobster, but don't let that fool you. He is a very savvy marketer first and foremost and his blog is geared to generating a huge mailing list, just as we are talking about achieving in this guide.

If you are a beginner, but want to get into the “make money online” niche, then your blog is a great way to document your journey as you go from newbie to full time marketer!

Don't try and come across as an expert if you are not, just write about what you know and try and teach your readers what you have learned. You only need to be a few steps ahead of your audience to do this effectively. You **don't** need to be some celebrity guru to make money in this niche!

What About Other Areas?

If it's a different subject matter you want to focus your blog on, ask yourself whether it has a rabid following who are willing to pay good money to solve their problems or achieve their goals.

Let's have a look at some of the more popular niches:

Dating. Single people want to know how to find a partner. Whether you target women who are looking for Mr Right, or men who just want to know how to “pick up” women for more casual encounters, it's a huge market where people are desperate to know the “secrets” of attracting gorgeous members of the opposite sex.

Weight Loss. An absolutely colossal market. People in their millions around the world want to know how to shed those excess pounds, usually without having to give up chocolate and do exercise!

Make More Money. I don't think there will ever be a time when people won't want a little extra cash in their bank account, especially if it's “easy” money which is less work and more fun than their day jobs. This niche covers everything from making spare money doing some form of online “work” to beating the bookmaker or casino.

Self Improvement. This covers a whole range of different areas such as being more productive, saving time, being more spiritual, having a more fulfilling personal life and career, the list just goes on and on. People just want to be “better than they are already.

Hopefully this will give you some more food for thought on blog subject matter but as long as a particular niche or subject has a following, problems which need solving and products available, then there is a lot of money to be made!

Now you have a clear idea of what you want to blog about, let's get your new blog online!

Don't worry if you have never set up a blog before! The following sections are "step by step" and geared towards helping beginners set up a professional blog online which is geared to make money.

Register a Domain Name

First things first – you need a domain name for your new blog.

If you are looking to create a blog about yourself, then it is beneficial to register a domain name which includes your personal name.

It is preferable to register a **dot com** domain name over the other extensions, but if you are unfortunate enough to have a reasonably common name like myself, then the dot com option may not be available, even if you put a hyphen in between your first and last names.

If this is the case, you could try one of the other domain types, such as **.net**, **.tv**, **.me** or your country such as **.co.uk**.

Alternatively, if you are adamant you want a dot com domain name, you could try and register something along the lines of the following to include your personal name:

- YourNameBlog.com
- YourNameOnline.com
- YourNameMarketing.com
- YourNameDotCom.com
- AskYourName.com

With a little imagination you should be able to come up with something both suitable and brandable if the obvious choice is not available.

Live 24/7 Sales & Support 020 7979 2661 [Create Account](#) Log in to Account: Username/Customer # Password [GO!](#) USD  

Home Auctions Marketplace Media Support Bob's Video Blog

Domains Hosting Email Site Builders Business SSL Certificates Resellers [Start Domain Search](#) [GO!](#)

Go Daddy .com The web is your Downspin!™

Manage Renew Upgrade

ALERT, You have 22 domains expiring

MY PRODUCTS

- Domains
- Domain Manager
- Domains By Proxy (privacy)
- Email
- Check My Web Mail
- Free Products
- Go Daddy Auctions™
- Show All My Products ▶

MY ACCOUNT

MY RENEWALS & UPGRADES

David, YOURNAMEBLOG.COM is available!

Check the domain names that you would like to register below. [Why you need multiple domains](#)
[View options & pricing](#)

	.com*	.co.uk	.info*	.net*	.org*	.me	.mobi*
Select All	<input checked="" type="checkbox"/> \$9.99/yr save!	<input type="checkbox"/> \$9.99/yr	<input type="checkbox"/> BEST VALUE! \$0.89 save \$9.80!	<input type="checkbox"/> \$12.99/yr	<input type="checkbox"/> \$14.99/yr	<input type="checkbox"/> \$19.99/yr	<input type="checkbox"/> \$7.99 save \$7.00!
	<input type="checkbox"/> SPECIAL! \$4.99 save \$15.00!	<input type="checkbox"/> \$14.99/yr	<input type="checkbox"/> \$14.99/yr	<input type="checkbox"/> \$19.99/yr	<input type="checkbox"/> \$19.99/yr		

[Add and Proceed to Checkout >](#)

.MX Pre-Registration is OPEN! [Learn more](#)

You are literally spoilt for choice for domain name registration companies. One of the most popular domain name registrar's is [GoDaddy](#) who charge around \$10 to register your domain name for one year.

Hosting Your Blog

Forget about using a free blog hosting service such as Wordpress.com or Blogspot. While these are great if you are a teenage girl who wants to fantasize about which Jonas Brother you are going to marry, it doesn't give you a professional image if you can't even bring yourself to spend a few dollars to host your own blog.

To be frank, perfectly adequate hosting is so cheap these days there really is no excuse to persist with the free blog hosting platforms if you want to come across as professional to your customers.

Plus, hosting your own blog means you have complete ownership and control over both the blog and its content, which is not always the case with some of the free options. That is correct, the free hosting platform may legally **OWN** your content!

Don't run the risk of this happening. There are literally thousands of companies who provide web hosting and will be delighted to host your new blog for as little as a couple of dollars per month.

We are going to use the free Wordpress software to build our blog, so if you want the easiest option available to you in order to get the software installed onto your hosting, you may want to consider a host which comes with both cPanel and Fantastico.

Fantastico is a piece of software which has numerous other software titles integrated into it, including Wordpress and enables the user to install them with a single mouse click!

This is a great option for newbies and the best hosting company which supports this process in my opinion is [Hostgator](#).



The banner features the Hostgator logo on the left, which includes a cartoon alligator and the text "Host Gator we eat up the competition". On the right, it displays contact information: "Toll Free: 1.866.96.GATOR" and "Local: 1.713.574.5287", along with the text "Now hosting over 2,200,000 domains!" and a "NOW ONLINE" indicator with a customer service representative's photo.

Below the logo and contact info is a navigation menu with the following items: HOME, WEB HOSTING, RESELLER HOSTING, DEDICATED SERVERS, SUPPORT, ORDER NOW, and AFFILIATES.

The main content area is divided into three columns, each representing a different hosting service:

- Hosting \$4.95/mo**: Includes "Web Hosting" and "Unlimited Sites". A "Learn More ..." link is provided. An "ORDER NOW!" button is at the bottom.
- Reseller \$24.95/mo**: Includes "Reseller Hosting" and "Unlimited Sites". A "Learn More ..." link is provided. An "ORDER NOW!" button is at the bottom.
- Dedicated \$174.00/mo**: Includes "Dedicated Hosting" and "Unlimited Sites". A "Learn More ..." link is provided. An "ORDER NOW!" button is at the bottom.

Not only does [Hostgator](#) make it easy for new users to get their blogs up and running, they also have **24/7 live chat support** so there is no waiting ages to get questions answered or support emails going ignored!

Name Servers – Linking Your Domain Name & Hosting

You now have both a domain name and have paid for hosting. What you need to do next is to ensure your domain name is connected to your hosting so your new blog “works” when someone types the domain name into the address bar on their browser.

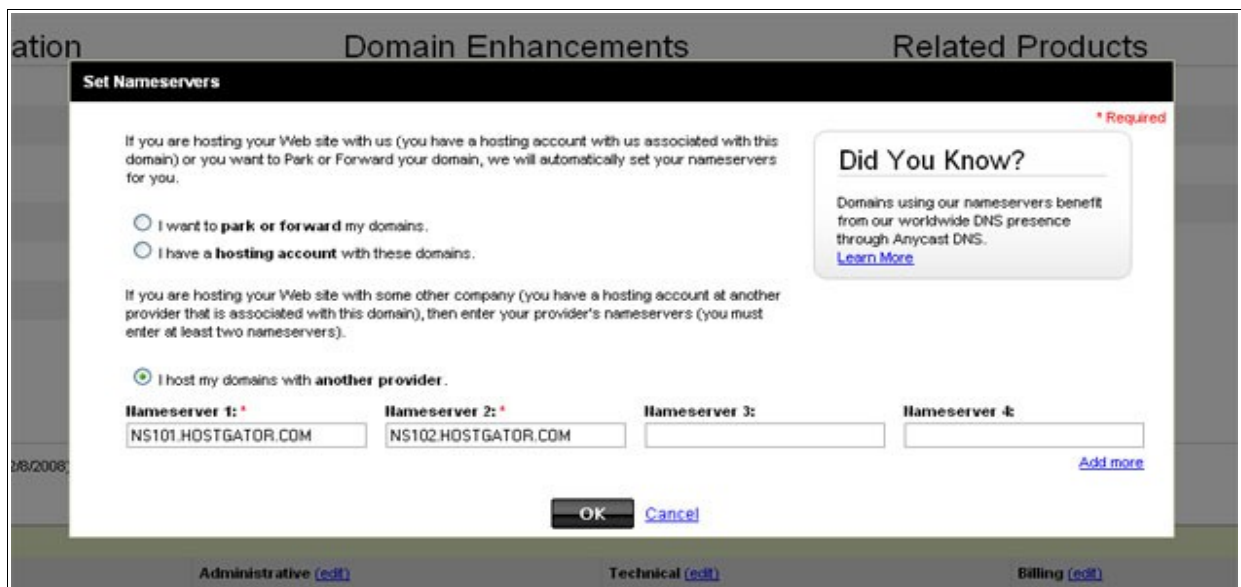
Wait until you receive a confirmation email from [Hostgator](#) informing you that your hosting account has been activated. You will then receive a second email which includes your account settings and also details of your name servers.

The name server information will appear over two lines and look similar to:

ns101.hostgator.com

ns102.hostgator.com

You will need to log into your domain name account with whoever you registered it with (e.g. Godaddy etc) and find the Nameservers section for that domain name.



The screenshot shows a web interface for setting nameservers. The main heading is "Set Nameservers". Below it, there are two radio button options: "I want to park or forward my domains." and "I have a hosting account with these domains." The third option, "I host my domains with another provider.", is selected. Below this, there are four input fields for "Nameserver 1:", "Nameserver 2:", "Nameserver 3:", and "Nameserver 4:". The first two fields contain "NS101.HOSTGATOR.COM" and "NS102.HOSTGATOR.COM" respectively. There are "OK" and "Cancel" buttons at the bottom. A "Did You Know?" box on the right provides information about Anycast DNS. The interface also includes navigation links for "Administrative (edit)", "Technical (edit)", and "Billing (edit)" at the bottom.

Now, just replace the default name servers with the two you received from [Hostgator](#) and save the changes.

That's all there is to it!

Please note, it may take a few hours for the changes to become effective so don't panic if it doesn't appear to have worked immediately.

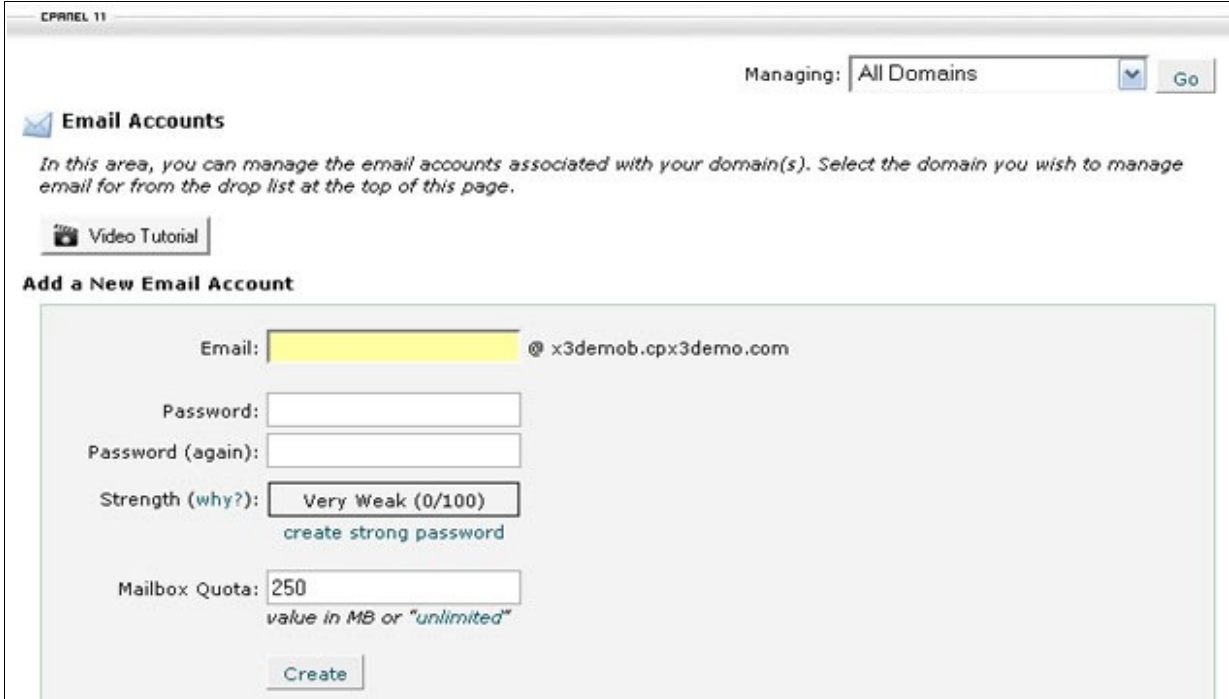
Setting Up Email Accounts in cPanel

Before we install Wordpress, I will quickly show you how to set up some email accounts for your chosen domain name.

With [Hostgator](#), you can have **unlimited** email addresses but before we get too carried away here, you initially want something along the following lines:

- **YourName @ your domain name dot com**
- **Support @ your domain name dot com**
- **Enquiries @ your domain name dot com**

Follow these simple steps:



CPANEL 11

Managing: All Domains Go

Email Accounts

In this area, you can manage the email accounts associated with your domain(s). Select the domain you wish to manage email for from the drop list at the top of this page.

[Video Tutorial](#)

Add a New Email Account

Email: @ x3demob.cpx3demo.com

Password:

Password (again):

Strength (why?): Very Weak (0/100)
[create strong password](#)

Mailbox Quota:
value in MB or "unlimited"

1. Log into the cPanel account associated with your hosting. You will have received these instructions via email.

2. Once logged in, click **Email Accounts**.

3. On the next screen you have the option to add a new email accounts and when you have set up an email account they will also be listed here.
4. Enter the name you want to create for your email address, e.g. YourName, support, enquiries etc.
5. Now, enter a password to associate with that email account and then again to confirm it.
6. You can specify the quota size for the email account which essentially means how much memory the email account uses. You do not need to alter this for the time being and you can always change it in future if needed.
7. Finally, click **Create**.

You can repeat this process to set up as many emails as you want and if you get stuck there is also a video tutorial to help you out, as illustrated in the above screenshot.

Installing Wordpress

By now, your domain name and hosting account should be synced up in perfect harmony and if you type your domain name into the address bar of your browser, you should see a default [Hostgator](#) page.

The next step is to get Wordpress installed and because you used [Hostgator](#) you can achieve this with just a few simple mouse clicks!

1. If you are not already, log into the cPanel account associated with your hosting.
2. Once logged in, double click the **Fantastico** icon.
3. Click on **Wordpress** from the list of available software installation options.
4. Click on **New Installation**.



5. Now, you need to fill out some details, most are self explanatory:

Installation Location

Install on Domain – make sure domain name is selected in the dropdown list

Install in Directory – you can leave this blank

Admin Access Data

Enter your choice of username and password.

Base Configuration

Admin Nickname – I usually go for just plain **admin**

Admin Email – your email address

Site Name – self explanatory, e.g. YourName.com

Description – self explanatory, e.g. the blog of Your Name

Email Account Configuration

You can refer to the email you received from [Hostgator](#) for more details on what to enter in each of the boxes.

6. Click **Install Wordpress** and then **Finish Installation** when the next screen appears.

7. You should now see a success screen informing you that the blog has been configured and please take this opportunity to email yourself details of the installation.

Setting SEO Friendly URLs

While search engine traffic is not going to be the be-all and end-all of getting visitors to your blog, you still want to make your posts as search engine friendly as possible.

Unfortunately, the Wordpress default is anything but.

You will notice the default “Hello World” blog post has a url of **domain.com/?p=1** which means absolutely nothing to the search engines and will not help your posts rank at all.

Ideally, you want your post urls to look something like:

http://www.domain.com/a-nice-search-engine-friendly-url-instead/

Making this switch is easy, just follow these instructions:

1. In your Wordpress dashboard, click **Settings**.
2. When the dropdown list appears, click **Permalinks**.



3. In the Common Settings section, click the radio button next to **Custom Structure**.

4. In the box type the following: **/%postname%/**

5. Click **Save Changes**.

Now, your post urls will contain the title of your blog posts, containing more keywords and will help the search engines to rank you better!

Replacing the Default Blog Theme

While the default Wordpress theme is perfectly functional, it is, frankly, dull and your blog is deserving of a design, or theme, which compliments your personality and writing style.

There are literally thousands of free blog themes you can download, either from the [official Wordpress theme directory](#) or by searching for **Wordpress themes** on your favourite search engine.

However, you may feel the free options don't quite "cut it" for you if you are looking for something really professional. I had this problem myself and found two great, paid options:

The first one is [Studiopress](#), ran by talented theme designer **Brian Gardner** and somebody I have purchased several Wordpress themes from for various projects over the past few years.

My blog, [DavidWalker.tv](#), uses Brian's [Streamline](#) theme which I believe is perfect for what I want to achieve in terms of content layout, advertising and social media integration.

Another great option is [Woo Themes](#), which has a wide selection of beautifully designed, premium Wordpress themes, which have the serious blogger in mind.

Uploading Your New Blog Theme

When you have downloaded your brand new Wordpress theme, you need to upload it to your Wordpress installation:

1. First of all, log into your hosting's cPanel account.
2. Double click the **File Manager** icon and when the pop up box appears, click **Go** to access the **web root** of your blog.
3. You should now be looking at a list of files and folders associated with your blog

installation. Locate the **wp-content** folder and double click the blue folder icon to the left of it to open it up.

4. Locate the **themes** folder and double click the blue folder icon to the left of it to open it up.

5. You are now in the **themes** folder and this is where you need to upload your new theme. Locate the **Upload** icon at the top of your screen and click on it to open up the upload screen/

6. Click on the **browse** button to open up a screen containing your PC's files and folders.

7. Locate and select the **zip file** of your new Wordpress theme and click **open**. This will upload the zip file of your new theme into the themes folder. Once this has been completed, click the text which will resemble the following:

Back to /home/*your login name*/public_html/wp-content/themes

This will take you back to your themes folder where you should see the name of your new Wordpress theme in the list as a zip file.

8. Right click on your new theme name in the list and select to **Extract** the file contents.

9. When the pop up box appears, click **Extract File**. A further pop up box will confirm the extraction has been completed and you can close down the box.

Activating Your New Blog Theme

Your new theme has now been successfully uploaded so you just need to tell Wordpress to use that theme on your blog:

The screenshot shows the WordPress dashboard's 'Available Themes' section. On the left is a sidebar menu with options: Pages, Comments, Appearance (selected), Themes, Widgets, Editor, Add New Themes, Custom Header, Plugins, Users, Tools, Settings, and Contact Form. The main area is titled 'Available Themes' and contains two theme cards. The first card is for 'Streamline Blue WordPress Theme 2.1 by StudioPress'. It includes a screenshot of a woman playing guitar, a description: 'Streamline is a 3-column Widget-ready theme created for WordPress.', and links for 'Activate', 'Preview', and 'Delete'. Below the links, it states: 'All of this theme's files are located in /themes /streamline_blue_21.' and lists tags: 'three-columns, fixed-width, white, black, blue, sidebar-widgets, threaded-comments, sticky-post'. The second card is for 'WordPress Classic 1.5 by Dave Shea'. It includes a screenshot of the 'The WPC Theme Viewer' interface, a description: 'The original WordPress theme that graced versions 1.2.x and prior.', and links for 'Activate', 'Preview', and 'Delete'. Below the links, it states: 'All of this theme's files are located in /themes /classic.' and lists tags: 'mantle color, variable width, two columns, widgets'.

1. On the Wordpress dashboard, click the **Design** option to bring up a list of all the available themes which are uploaded.
2. Click **Preview** underneath the screenshot of the theme if you want to see how your blog could look with the theme activated.
3. If you want to use the theme, click **Activate**.

Enhance Your Wordpress Experience With Plugins

One of the brilliant things about using Wordpress for your blog is the sheer number of plugins you can add to it.

A plugin is essentially a small piece of software or code you can install onto your blog in order to perform a function, such as to automatically update your blog with posts you make on your Twitter account.

There are [thousands of plugins](#) available, most of which are free to download and if you can think of something you would like to do on your blog, the chances are there is a plugin for it!

In this section I'll discuss the plugins I use on [DavidWalker.tv](#) to give you an idea of what is possible with your own blog.

[Akismet](#)

This comes bundled with Wordpress and is the best anti-spam comment plugin available. Akismet checks your comments against it's database to see if it looks like spam or not. If it looks dodgy, they are automatically moved to your Comments admin screen where you can either review them manually, or leave them to be deleted after seven days. Please note, to use Akismet you will need to obtain a free [Wordpress.com API key](#).

[All in One SEO Pack](#)

This plugin enables you to further optimise each post and page on your blog for the search engines. You can create Title, Description and Keyword META tags for each post and page and avoid the duplicate content typically found on Wordpress blogs.

[Flickr Tag](#)

If you have a Flickr account, you can display any photos, sets or collections on a blog post or page of your choice without downloading the images to your server or setting up a separate gallery which doesn't fit into your blog design.

[Google XML Sitemaps](#)

Help your blog posts get indexed and crawled with this plugin. Every time you create or edit a post, your sitemap is updated and all the major search engines that support the sitemap protocol, like Google, Bing, Ask and Yahoo are notified.

[Secure Contact Form](#)

This plugin allows you to create a professional contact form with zero coding knowledge and minimal configuration required. Using this form is much more secure than displaying your email address on a contact page.

[Seismic Wordpress Plugin](#)

Add a further dimension to your blog's comments section and allow your readers to leave you a video comment with this plugin.

[Sociable](#)

You can automatically place links to your favourite social bookmarking websites on each post and page of your blog with this plugin, making it easier for your readers to share your content and increase the chances of it going viral!

[TweetMeme Button](#)

Twitter is hot property right now and this plugin adds a button to each blog post you create and enables it to be retweeted easily. The button also provides a count of how many times your post has been retweeted throughout Twitter.

[Twitter for Wordpress](#)

This plugin displays your latest tweets on your blog, further integrating your Twitter account and Wordpress.

[UBD Block Ad Plugin](#)

Display 125x125 advertising blocks on your blog to monetize it. We discuss ways to make money with your blog later in this guide.

[What Would Seth Godin Do](#)

Seth Godin advocates using cookies to distinguish between new and returning visitors to your blog. By using this plugin, you can display a message to first time visitors asking if

they would like to subscribe to your RSS feed or something else if you would prefer.

[Wordpress Related Posts](#)

As the content on your blog increases, this plugin is very useful to encourage your visitors to stick around longer. It generates a list of similar posts based on tags at the bottom of each blog post.

[Wordpress Video Plugin](#)

This plugin enables you to embed videos with ease from a number of supported websites such as Youtube, Daily Motion, Google Video, Myspace TV, Metacafe, etc.

Uploading a New Plugin

After you have downloaded a new plugin, you need to upload it to your Wordpress installation and activate it. The process is very similar to uploading and activating a new theme as we did a few moments ago.

1. First of all, log into your hosting's cPanel account.
2. Double click the **File Manager** icon and when the pop up box appears, click **Go** to access the **web root** of your blog.
3. You should now be looking at a list of files and folders associated with your blog installation. Locate the **wp-content** folder and double click the blue folder icon to the left of it to open it up.
4. Locate the **plugins** folder and double click the blue folder icon to the left of it to open it up.
5. You are now in the **plugins** folder and this is where you need to upload your new theme. Locate the **Upload** icon at the top of your screen and click on it to open up the upload screen/
6. Click on the **browse** button to open up a screen containing your PC's files and folders.

7. Locate and select the **zip file** of your new Wordpress plugin and click **open**. This will upload the zip file of your new theme into the plugins folder. Once this has been completed, click the text which will resemble the following:

Back to /home/*your login name*/public_html/wp-content/plugins

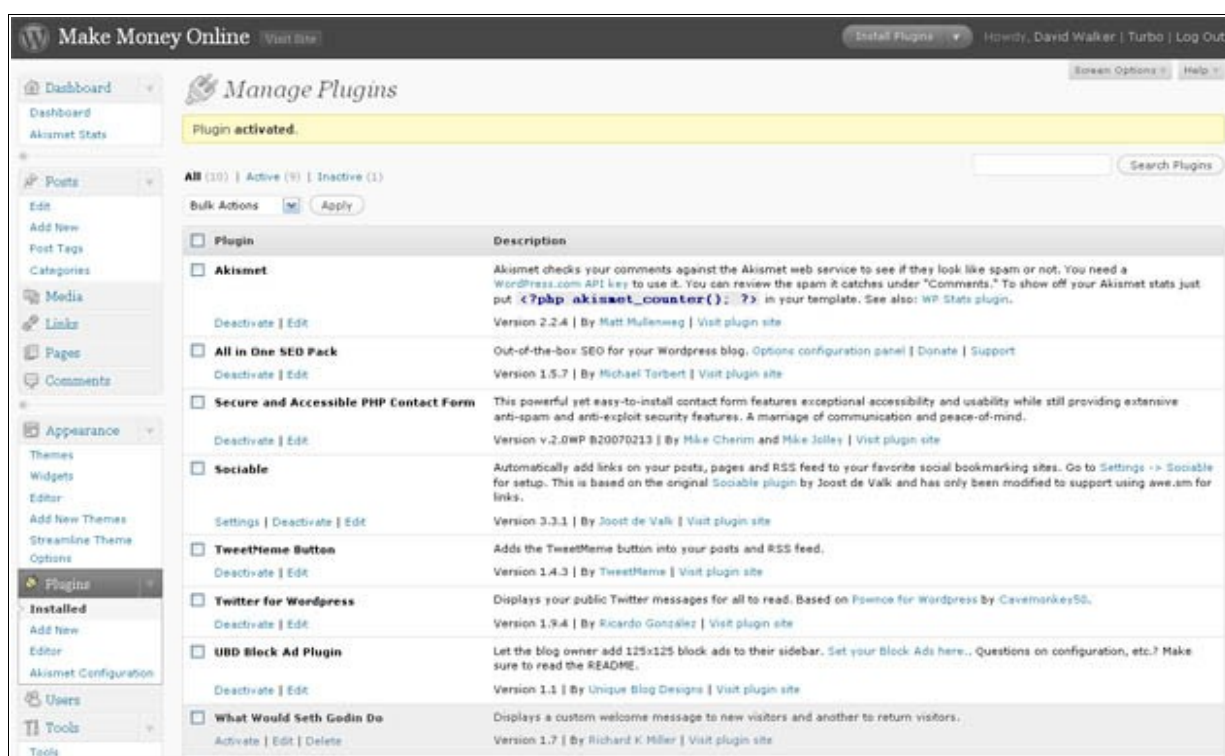
This will take you back to your plugins folder where you should see the name of your new plugin in the list as a zip file.

8. Right click on your new plugin name in the list and select to **Extract** the file contents.

9. When the pop up box appears, click **Extract File**. A further pop up box will confirm the extraction has been completed and you can close down the box.

Activating a New Plugin

Just as we did before with a new theme, you need to tell Wordpress to activate a plugin before you can use it.



The screenshot shows the WordPress 'Manage Plugins' dashboard. At the top, there is a navigation bar with 'Make Money Online', a search bar, and user information 'Howdy, David Walker | Turbo | Log Out'. Below the navigation bar, there is a sidebar on the left with menu items: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins (selected), Users, and Tools. The main content area is titled 'Manage Plugins' and features a yellow notification banner that says 'Plugin activated.'. Below the banner, there is a table of installed plugins. The table has two columns: 'Plugin' and 'Description'. The plugins listed are: Akismet, All in One SEO Pack, Secure and Accessible PHP Contact Form, Sociable, TweetMeme Button, Twitter for Wordpress, UDD Block Ad Plugin, and What Would Seth Godin Do. Each plugin entry includes a checkbox, a description, version information, and author information. The 'Akismet' plugin is highlighted, indicating it is the active plugin.

Plugin	Description
<input type="checkbox"/> Akismet	Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use it. You can review the spam it catches under "Comments." To show off your Akismet stats just put <code><?php akismet_counter(); ?></code> in your template. See also: WP Stats plugin . Version 2.2.4 By Matt Mullenweg Visit plugin site
<input type="checkbox"/> All in One SEO Pack	Out-of-the-box SEO for your Wordpress blog. Options configuration panel Donate Support Version 1.5.7 By Michael Torbert Visit plugin site
<input type="checkbox"/> Secure and Accessible PHP Contact Form	This powerful yet easy-to-install contact form features exceptional accessibility and usability while still providing extensive anti-spam and anti-exploit security features. A marriage of communication and peace-of-mind. Version v.2.0WP B20070213 By Mike Cherm and Mike Jolley Visit plugin site
<input type="checkbox"/> Sociable	Automatically add links on your posts, pages and RSS feed to your favorite social bookmarking sites. Go to Settings -> Sociable for setup. This is based on the original Sociable plugin by Jooet de Valk and has only been modified to support using awe.am for links. Version 3.3.1 By Jooet de Valk Visit plugin site
<input type="checkbox"/> TweetMeme Button	Adds the TweetMeme button into your posts and RSS feed. Version 1.4.3 By TweetMeme Visit plugin site
<input type="checkbox"/> Twitter for Wordpress	Displays your public Twitter messages for all to read. Based on Pownee for Wordpress by Cavemarker50 . Version 1.9.4 By Ricardo González Visit plugin site
<input type="checkbox"/> UDD Block Ad Plugin	Let the blog owner add 125x125 block ads to their sidebar. Set your Block Ads here... Questions on configuration, etc.? Make sure to read the README. Version 1.1 By Unique Blog Designs Visit plugin site
<input type="checkbox"/> What Would Seth Godin Do	Displays a custom welcome message to new visitors and another to return visitors. Version 1.7 By Richard K. Miller Visit plugin site

1. On the Wordpress dashboard, click the **Plugins** option to bring up a list of all the available plugins which are uploaded.
2. Click the **Activate** link next to any plugins you have uploaded.
3. Every plugin is different so you will need to refer to the supporting documentation on the plugin author's website for full details on how to use them.

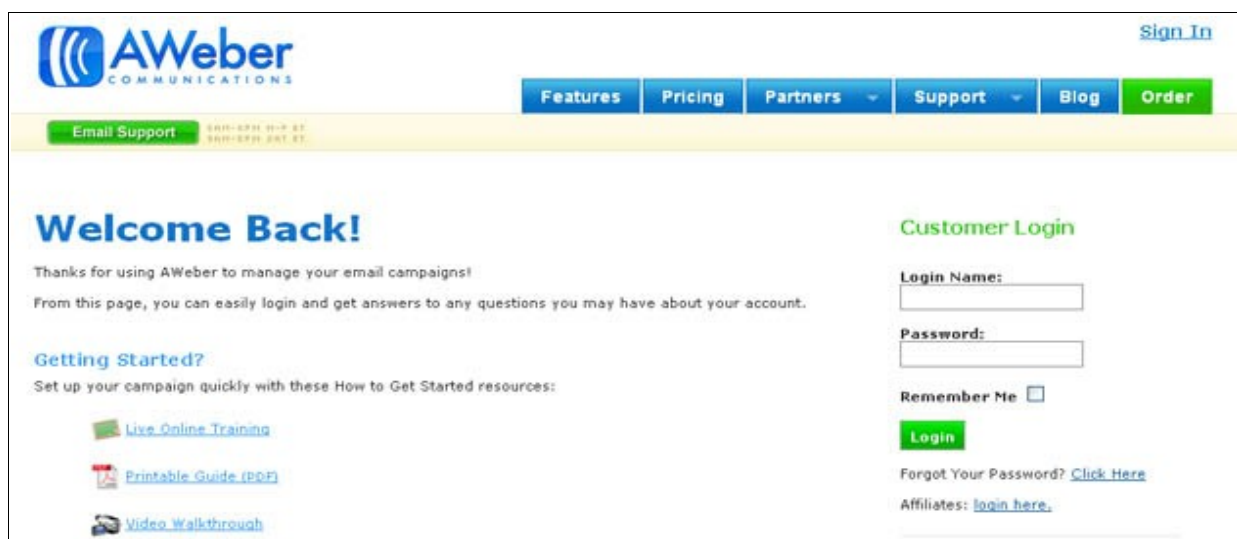
Using Your Blog as a List Building Tool

Now your blog has been installed, let's get down to business. As we have already established, your blog is how you are going to build a large email list of responsive customers.

You need to put a name and email submit form on your blog and entice people to give you their details. By doing so, they are also giving you permission to email them!

In order to do this, you will need an autoresponder account. This account acts as a database of your subscribers/customers. It is where you send emails from and where you track how many people are opening and clicking on the links in your email.

The best autoresponder provider is [Aweber](#).



It costs \$19.95 per month but is well worth the money and you will soon recoup your investment when your list begins to grow. Do not be put off by a monthly fee – this subscription amount will pale into insignificance when you start making sales from your list.

The great thing about [Aweber](#) is they also have video training, live chat and email support which makes the small learning curve associated with an autoresponder account a lot easier to handle.

It is widely accepted that **each subscriber on your email list is worth \$1 per month**, so imagine how much money you could regularly make when your list grows into the hundreds and then into the thousands!

Integrating Aweber to Your Blog

Go through the step-by-step instructions in your [Aweber](#) account to first create an autoresponder and then a HTML form for that autoresponder so you can add it to your blog. This is a very simple process where no technical or coding knowledge is required!

Just to reiterate, there are plenty of step-by-step instructions, video tutorials and live chat support if you get stuck with anything at this stage.

When you have your HTML form, you need to add it to your Wordpress blog. Doing this will really depend on the type of Wordpress theme you use for your blog so I can't really explain the process step-by-step here.

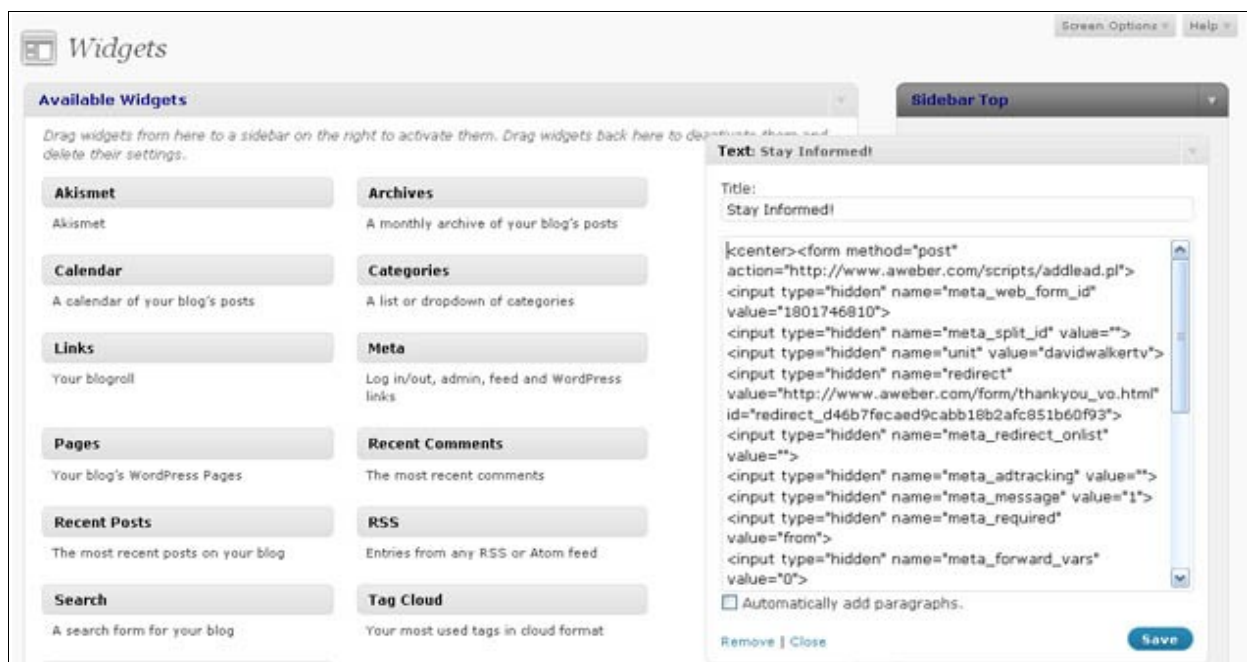
If you use one of the paid themes such as is available from either [Studiopress](#) or [Woo](#)

[Themes](#) then they should be **widget enabled**.

This makes it easier to edit areas of your blog such as the sidebar or footer without having to mess about with any of the actual page code of your blog if you are not familiar with it.

For example, to add your [Aweber](#) HTML form to a widget enabled blog, all you will need to do is the following:

1. Click the **Widgets** link in the Appearance section of your Wordpress dashboard.
2. On the Widgets page, you should see options for various “widgetized” sections of your blog theme. These could be various sections of your sidebar and/or footer.
3. Choose one of these sections where you would like to place your HTML form then **drag and drop** a **Text widget** from the “available widgets” section onto the left hand side into the widgetized section on the right.



4. Open up your newly added Text widget and add a title, such as “Receive Blog Updates by Email” and then paste in your Aweber HTML code into the content box underneath.

5. Click **Save**.

That's all there is to it. Things get more difficult if your blog theme is not widget enabled because then you will need to edit the code of some of the theme files to manually add in the [Aweber](#) form.

If you are a beginner with not even basic knowledge of HTML knowledge then this is not recommended.

If you are not prepared to pay for a Wordpress theme then it is suggested you look for a free theme which is widget enabled.

Persuading People To Join Your List

Your [Aweber](#) account is now hooked up to your blog and now all you need is for people to sign up to your mailing list!

While you may get a few signups due to the content on your blog, the majority of people need a little more persuasion, or even a “**bribe**” before they will part with their name and email address.

One way to achieve this is to offer your readers a **free gift** in exchange for their name and email address, such as an ebook or report.

By reading **Stop Slogging Start Blogging!** I will assume you are new to all of this and don't have an ebook or report to give away to give away to your subscribers, so I have given you **master resale rights** to this one!

This means you can resell, or give away this guide however you see fit, as long as you **do not change** the content within it in any way. It must be redistributed in the exact same form as you are reading it now!

Uploading This Report to Your Hosting

If you are going to give **Stop Slogging Start Blogging!** away to your readers, you need to

upload it to your web hosting, so your readers have somewhere to download it from:

1. First of all, log into your hosting's cPanel account.
2. Click the **File Manager** icon and when the pop up box appears, click **Go** to access the **web root** of your blog.
3. You should now be looking at a list of files and folders associated with your blog installation. Click the **New Folder** icon and enter a name for a folder where you are going to upload your file, something like **freegift** or **download** is fine. Click **Create New Folder**.
4. When the screen refreshes, locate this new folder and double click the blue folder icon to the left of it to open it up.
5. You are now in your new folder and this is where you need to upload this report for your subscribers. Locate the **Upload** icon at the top of your screen and click on it to open up the upload screen.
6. Click on the **browse** button to open up a screen containing your PC's files and folders.
7. Locate and select the **zip file** of this report when you downloaded it yourself (it should be something like **sssb.zip**) and click **open**. This will upload the zip file containing this report to the folder you just created. Once this has been completed, click the text which will resemble the following:

Back to /home/*your login name*/public_html/wp-content/yourfoldername

This will take you back to your folder where you should see the name of the zip file in the new folder you created.

8. All done! All you need to do now is to provide your subscribers with a link in which to download this report and it should be something which resembles the following:

<http://www.yourwebsite.com/yourfoldername/sssb.zip>

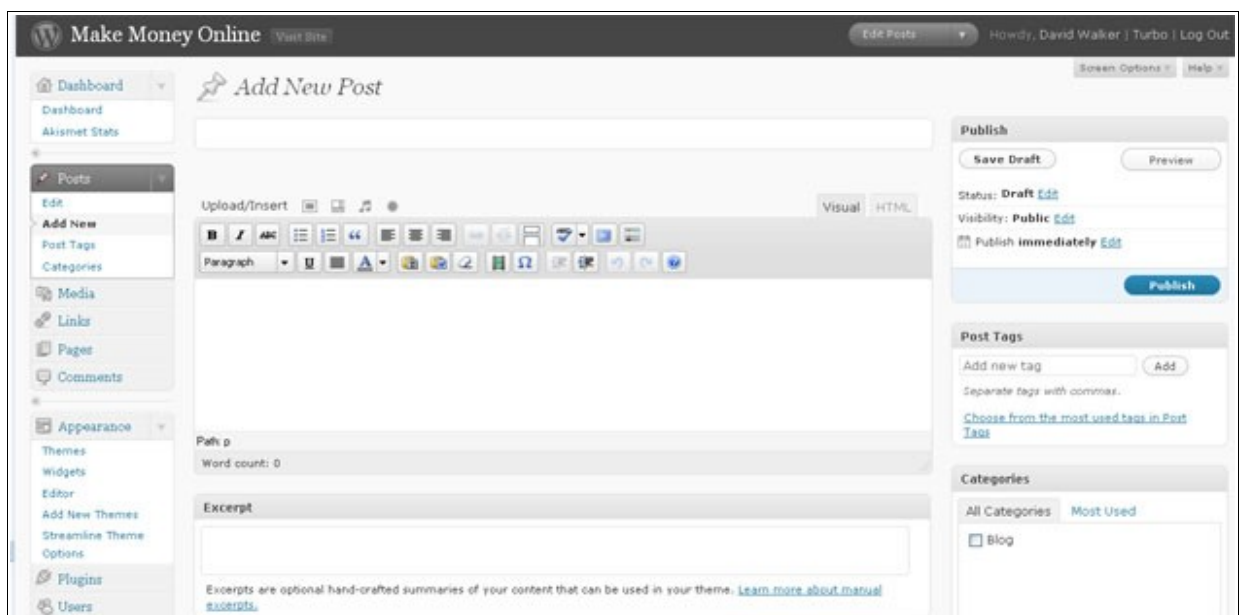
Getting Started With Wordpress

I'm not going to go into great detail on how to create posts and pages using Wordpress. The content management system is very user friendly and intuitive and the best advice I have is to just get stuck in and play around with it. You are not going to be able to start blogging until you have a go.

That said, here are a few pointers on some of the most common areas to get you started:

Creating a Post

The bread and butter of your blog. All your articles will be written in the form of a blog post. On your Wordpress dashboard, click **Posts** on the left hand side and then **Add New** from the dropdown list.



You will be greeted by a user friendly screen which doesn't look too different from your favourite word processing package. Type in your post title and then your article in the larger content area.

You also have full control over your content – you can add bold or italics to certain text,

add hyperlinks to other websites and create bulleted lists etc. all very easily. You can add images and video as well to give your posts more life.

If you do not have time to finish your post in one sitting, click **Save Draft** to return to it at a later time and you can see how your post will look at any stage as if it was live on your blog by clicking the **Preview** button.

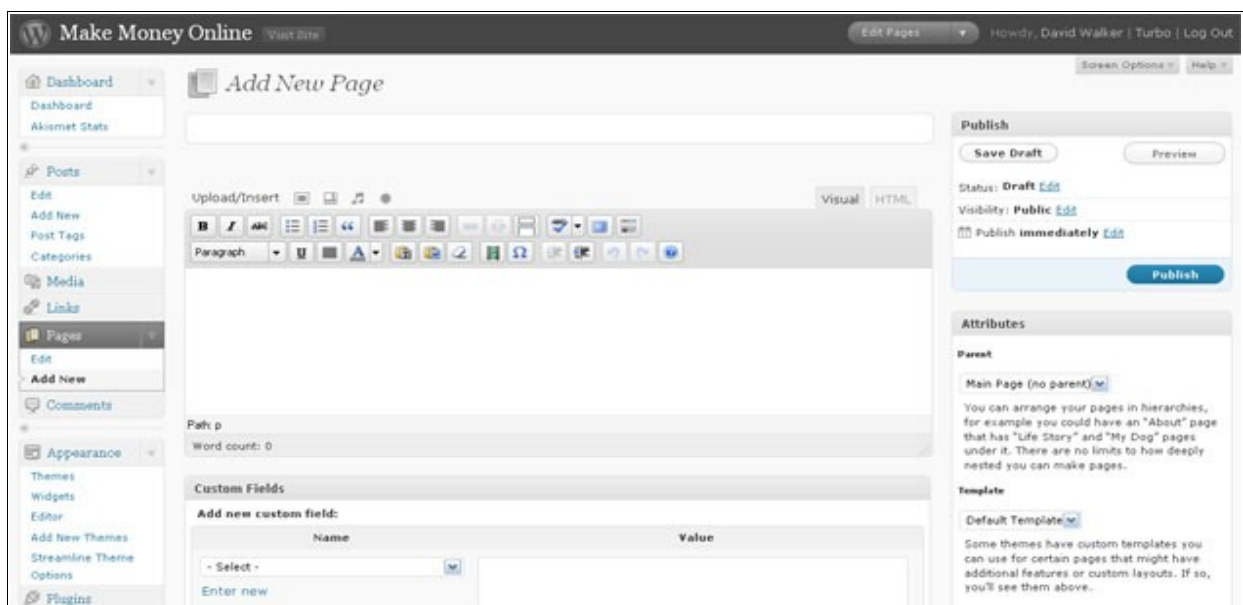
When you are happy your blog post is finished, click the blue **Publish** button.

You are of course able to edit your post at a later time after publication if you want to correct any mistakes, add further content etc.

Creating a Page

There may be times when you want to create a static page to contain non blog post type information, such as an About Me or Contact page.

On your Wordpress dashboard, click **Pages** on the left hand side and then **Add New** from the dropdown list.



The screen is almost identical to that for writing posts and again you can write a title and then add whatever content you want, such as pictures, videos, different text etc.

You can also save the page as a draft if you do not finish it one go and can also preview it at any time. When you are ready for the page to go live on your blog, click the blue **Publish** button.

Just as you can with any blog post, you can edit your page at a later time after publication if you want to correct any mistakes, add further content etc.

Categories

One of the great things about a Wordpress blog is you can categorise all of your posts, which is really useful if you blog about a lot of different subjects or sub-niches.

While you do not need to set all of your categories immediately, you may want to add them as time goes by and your blog post count increases.

On your Wordpress dashboard, click **Posts** on the left hand side and then **Categories** from the dropdown list.



Categories Screen Options Help

Add Category

Category Name

The name is used to identify the category almost everywhere, for example under the post or in the category widget.

Category Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Bulk Actions

<input type="checkbox"/>	Name	Description	Slug	Posts
<input type="checkbox"/>	Blog		blog	11

Bulk Actions

Note:
Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the category **Blog**.
Categories can be selectively converted to tags using the [category to tag converter](#).

Here you can add new categories to your heart's content. Just type in a category name, slug and if you want, description. Then click **Add Category**.

Blog Roll

Exchanging links with other bloggers is easy if you use the built in blog roll feature.

Somewhere on your homepage you will see a blog roll section and this is where links to other blogs or websites will appear.

On your Wordpress dashboard, click **Links** on the left hand side and then **Add New** from the dropdown list.



Here you can enter the name of the website you want to link to, their website address and also a description. You can choose whether or not the link opens in a new window when someone clicks it and a whole host of other options which I personally never use.

When you are happy with the information you have entered, click **Add Link** on the right hand side to make your link go live on your blog roll list.

Further Help

This is as far as I am prepared to go regarding the nuts and bolts of using your Wordpress blog. I can appreciate some people reading this guide may need some extra guidance and if that sounds like you, then I recommend [Wordpress Foundations](#).

This course includes a detailed, **200+ page** step-by-step Wordpress ebook and **nine hours of video tutorials** which lead you by the hand and show you how to do everything from the very simple to the slightly more complex!

This is a great product to fast become a Wordpress expert because you can go back and

rewind the videos and reference pages in the ebook as needed. There is no need to sit around fretting, feeling “stuck” or not knowing how to do something on your blog because it's all covered! Every last detail!

Plus, you will also get ongoing videos. This means, if Wordpress makes any changes, you will get a new tutorial video so you do not become lost among the updates!

Producing Content

At this point you should have a professional looking blog set up which is capable of attracting fresh leads to your mailing list.

However, an empty blog is not going to achieve this. The next thing we need is...

CONTENT.

Well written. Highly informative. Value providing. Content.

If you are going to persuade people to hand over their email address to you in order for you to market to them, you need to set yourself up an authority to those people.

You achieve this by providing them with high quality blog posts which add significant value to your niche.

Your First Blog Post

There are two schools of thought on what your first blog post, or initial series of blog posts should contain. Some of the well-known professional bloggers, such as Yaro Starak and David Risley argues you should initially create 5-10 high quality blog posts which will become your “pillar content”.

You are laying the foundations for your blog with these posts and when you attract new visitors, you can hit them smack between the eyes with your strongest content. The aim is to “wow” them with some incredible stuff so they won't be able to hand over their email address to you fast enough.

Then, as your blog increases in content, you will be able to refer new readers back to these pillar blog posts as your “best of” content.

However, what if you want to get involved in a niche where you are not already an authority or may not even have much knowledge on the subject?

The “make money online” niche is a prime example of this. In cases such as this, your first blog post should be to introduce yourself, inform your readers of your “story” and outline what you want to achieve from your blog and your online business in general.

You will still be able to create “pillar content” but it will take a little more time. You can write a pillar blog post on a key area when you learn about it, to teach any readers who are a few steps behind you.

Keep Blogging!

How most blogs fail miserably is the blog owner runs out of steam and does not post regularly enough. Once you have your pillar content or at least a few introductory blog posts in place you simply **must keep blogging**.

You need to decide straight away how often you are going to post to your blog and stick to it rigidly. If you plan on posting three times a week, then make sure you do it week in and week out.

A lot of people start with great intentions and churn out a fresh blog post every day for the first couple of weeks before posting once a week, then once a month and then even less frequently.

One way to conquer this and to churn out a week's worth of high quality blog posts in a matter of a few hours is to invest in a countdown timer and switch off all your distractions, such as email, mobile phone, Skype, MSN etc.

What you are going to do is set your timer to countdown for **one hour and work solidly with no distractions** to complete a single blog post. If you do this **four times** in one day, you will get **more work done in one four hour work day** than most people get done in a **week**.

Amazing or what? So, in just half a day you can write three to four really good blog posts, save them as drafts and then post them throughout the week. This leaves you with the rest

of the week to work on driving traffic to your blog, building your list and even creating your own products!

By completing your week's content early, it will help to avoid the inconsistency that blog readers loathe. A dead blog is no use to anybody – not your readers who will become uninterested and find someone else to follow, not the search engines which love to crawl fresh content and not your business because it no longer pulls in fresh leads.

There is NEVER “Nothing” to Blog About

A common misconception among failed bloggers is they complain they have “nothing” to blog about.

What rubbish!

Do newspapers have a “day off” if there is a slow news day? Of course not. They **find something** to fill their pages with in between the adverts!

Those bloggers who find they have “nothing” to write about are usually people who are neither passionate nor knowledgeable about their niche's subject matter and are merely running a blog in that niche because they “think” it's where they should be getting involved to make money.

Of course, this is not going to happen to you because earlier we discussed the importance of choosing the right niche, but if you are suffering from a bout of writer's block, here are **six** ways you can come up numerous new blog post ideas **today!**

1. Draw inspiration from other blogs! Whatever niche you are in, there will be numerous other blogs on the same subject. Take a look at what other people in your industry are writing about and create your own post around that topic. Don't just blatantly copy them but put your own spin on things to add to the subject matter.

If you are embarking on the “make money online” niche, apart from my own DavidWalker.tv, some other blogs you should use for inspiration are listed here:

- [Alan Harris](#)
- [Alex Lim](#)
- [Andrew Vaughan](#)
- [Blogging Tips](#)
- [Conversation Marketing](#) – Ian Lurie
- [Copy Blogger](#) – Brian Clark
- [Daily Blog Tips](#) – Daniel Scocco
- [David Risley](#)
- [Dean Holland](#)
- [Dean Hunt](#)
- [Entrepreneurs Journey](#) – Yaro Starak
- [Garry Parkes](#)
- [Gary Simpson](#)
- [Gil Corner](#)
- [Iain Buchanan](#)
- [Income Diary](#) – Michael Dunlop
- [Joe Fier](#)
- [John Chow](#)
- [Josh Bartlett](#)
- [JT Martin](#)
- [Keith Purkiss](#)
- [Marcus Passey](#)
- [Marketing With You](#) – Alex Jeffreys
- [Matthew Wolfe](#)
- [Neil Marsh](#)
- [Paul Hooper](#)
- [Pro Blogger](#) – Darren Rowse
- [Rob Canyon](#)
- [Roger Edwards](#)
- [Sean Beardmore](#)
- [ShoeMoney](#) – Jeremy Schoemaker
- [Zac Johnson](#)

2. Check out what people are discussing on forums. There should be at least one prominent, busy forum in your chosen niche. Forums are a constant source of new blog post material because they contain threads about topics people are talking about.

Use the “reply count” as an indicator on how hot the topic is. If one thread gets five or six replies but another gets 35-40, then you should be writing about it on your blog!

Forums are a great source of diverse blog material. Opinion pieces, “how to” features, list based articles and product reviews can all be developed from trawling the threads on a popular forum.

3. Check your email. Somebody may have emailed you with a specific question and instead of just answering it privately, create a new blog post around the topic. I always encourage replies from my readers in every email I send out by specifically asking them if they have any issues or questions which may need answering. By doing this, you are also building a personal relationship with your subscribers by actively helping them out!

4. Similarly, when your blog gets a little more established, **check out your reader comments** on your posts. Did your post raise any questions from your readers or were certain aspects still unclear to them? Resolving these problems should be the focus of your next post.

5. Another source of new post ideas when your blog is more established is to **poke around your archives**. Have a look to see if you have covered a topic which is due for an update. Create a new blog post on this topic and link back to the older post you made so your readers are able to draw their own comparisons.

6. If you are still struggling for new blog post material, then I recommend [31 Days to Build a Better Blog](#). This ebook was written by **Darren Rowse**, the genius behind the hugely popular **ProBlogger.net** and includes ideas for new blog posts and methods to increase your readership.

There is a new exercise to complete every day for 31 days so technically you will never run out of things to do, even on a daily basis if you repeat the activities month in, month

out.

I own this workbook myself, printed it out and have it within easy reach on my desk. Any time I find it difficult to come up with my next blog post, or feel a bit unmotivated, I just read a few pages and I am soon back on track.

I really, really recommend Darren's ebook if you are serious about making your blog a success.

Driving Traffic to Your Blog

At this stage you should have at least one or two posts live on your blog but there is no point in their existence if we don't drive some traffic to them.

We want people to come and visit your blog, be astounded over what you have to offer them so they sign up to your mailing list and hopefully become long-term customers!

There are loads of ways to get traffic to your blog but I want to concentrate on some of the easy, **free** methods you can put into practice and get the first trickle of visitors to your blog **TODAY**.

These methods can then be **scaled up** to turn that trickle into an uncontrollable **FLOOD!**

Commenting on Other Blogs

Remember the blogs we identified for you to draw inspiration from in the last section? As well as using them for new blog post ideas you are also going to snatch some of their traffic!

You can do this by leaving an informative comment, along with a link to your own blog underneath their latest blog post.

Moronic, one sentence comments which simply read "I agree" or "Great post, I will be sure to come back often" will not fool anybody and are likely to get deleted. The focus is on quality here.

If you can spend around **10-15 minutes per day** crafting a good comment for two or three posts on different blogs then those readers will see you are knowledgeable in that particular niche and will visit your blog to see what you have to offer them.

A couple of other tips to consider when commenting on other blogs are as follows:

1. Target the more popular blogs. This goes without saying. There is not much point in busting your butt coming up with a great comment if the blog you are leaving it on does not get any traffic. Take a look at [Technorati's Top 100 Blogs](#) to see what the hugely popular blogs in your niche are, or if your niche is a little more specialised, their [blog directory](#) will be useful to you.

2. Be the first to comment if you can! If your comment begins directly after where the post ends then you have a much better chance of the reader clicking to visit your own blog! The sad reality is blog readers seldom read comments beyond the first 10, so if your comment is near the bottom of a popular blog post, then you are unlikely to see any traffic benefit.

3. Try and comment on blogs with a Top Commentators List. Some of the more popular blogs reward their consistent commentators with a place in the a top commentators list, usually found on the blog's homepage. Being in a list such as this can drive a lot of additional traffic to your blog and is a great thank-you by the owner to reward your commitment to their blog!

Twitter

Twitter is currently my favourite method of driving free traffic to my blog. It is also very easy to build a large, targeted following on Twitter of people who are interested in what you have to offer. So, whether your blog is about internet marketing, dog grooming, stamp collecting or whatever else, there will be lots of people on Twitter who like the same things as you.

It will take you about five minutes to set up a free Twitter account and start attracting followers:

- Visit [Twitter](#) and register an account
- Upload a head and shoulders photograph of yourself
- Write a short paragraph to describe yourself
- Add a link to your blog
- Start posting tweets!

Your Twitter account is **not** a place to spam an endless stream of links to your blog, affiliate products etc. If you do this then people will get fed up pretty soon and not want to follow you.

Use your account to communicate with your followers in the following ways:

- Let your personality shine through in your tweets
- Post helpful content for your niche:
 - Set up [Google Alerts](#) for your niche
 - [Stuff to Tweet](#)
 - [All Top](#)
- Ask questions
- Reply to tweets made by other people
- Retweet what your followers have posted
- Post humorous or generally interesting tweets:
 - [Digg](#)
 - [Reddit](#)
- Slip in your own links **once to every seven posts you make**.

Check out [my Twitter account](#). At the time of writing this ebook, I have **over 40,000 followers** and this number is growing every day. What's more, I achieved this figure in only **three months** and it would be higher still if Twitter did not keep fiddling with the number of people you are allowed to follow in a 24 hour period.

First you could follow a maximum of 10% of the people who followed you back, then it was a flat 1,000 people per day and now it appears to fluctuate between 500 and 1,000 people per day. Even with the current restrictions in place, there is no reason why you can't attract around **1,000** targeted new followers each week.

I will write a guide to achieving a huge, targeted Twitter following, but to get going you only need to know a few things about attracting followers.

Unless you are a famous Hollywood star, chart topping singer or even a Z-list media

“personality” then nobody is going to actively seek you out to follow you.

The **only way** you are going to get people to follow you back is to **follow them first**.

There is no great secret to gaining a huge following. It's how I did it and it's how you can do it to.

Your first port of call to find like-minded Twitter users is [Twellow](#). It's a user directory organised by subject category, so you should find lots of people in your niche and you should also submit your own profile there. Once you have found Twitter users who are in the same niche as yourself, **follow them** and **follow their followers**.

Do this until you see the Twitter warning sign that you cannot follow any more people at this time. **Make sure you [follow me too](#) – I will follow you back!**

Wait between **24-48 hours** to give people time to follow you back but if they haven't, it's time to **unfollow them** to enable you to follow other people who may be interested instead.

There's no room for sentiment here and don't take it personally if people do not follow you back. If someone just isn't interested in you, get rid of them and find someone else who wants to follow you!

There are a few resources you can use to automate your unfollows but my favourite is [Social Too](#). For just a **\$5** investment, you can click a button which will unfollow everyone who you have followed who is not following you back. This can literally save you hours of manual work every week and you can do this as many times as you want.

A word of warning about any automated following software you may come across – don't use it! Automated following is against Twitter's terms of use and by using such software you run the risk of your account being suspended.

Automated unfollowing at the time of writing is acceptable but automated following is not.

Article Marketing

After writing a blog post, it is also worthwhile writing an abridged version and submitting it to several article directories. For example, if your blog post is around 800 words in length you can rewrite a version of it between 400-500 words for syndication. It is important not to just submit the same post which appears on your blog to article directories because you don't want to fall foul of any duplicate content penalties.

How this drives traffic back to your blog is at the end of every article you submit to a directory, there is a resource box area, which allows you to write a little about yourself and include a link back to your own website. If your article is republished by a large number of different websites, then the traffic and also backlinks you receive can be significant.

If you don't have time to rewrite your own articles, they can be outsourced quite cheaply but it may take a little trial and error to find a balance between good writers and low prices.

A few of the more popular directories to submit your rewritten articles to are as follows:

- [Ezine Articles](#)
- [Go Articles](#)
- [Articles Base](#)
- [Article Dashboard](#)
- [Article City](#)

Social Media

The explosion of social media over the past few years means its easier than ever for a complete newbie to begin attracting droves of targeted traffic to their blogs, websites, forums, affiliate offers etc.

So far we have discussed getting yourself noticed on other peoples blogs, Twitter and the main article directories, but there are still lots of other places on the internet where you need a presence so people can find you.

For example, you can register a [Facebook](#) account and use the [Twitter/Facebook app](#) to automatically publish your tweets on Facebook.

You can create a [Squidoo lens](#) based around your niche and plug in your blog's RSS feed so that the lens is updated automatically every time you publish a new blog post.

Video is a very popular way to drive traffic to your blog. While you should definitely register a [Youtube](#) account, you should also not forget the other popular video sites. Register an account with [TubeMogul](#) to distribute your video to **12** different video websites at once!

Depending on your blog's subject matter, some of your blog posts may be suitable for social media websites.

Technology, scientific and humorous content tends to do well on the likes of [Digg](#) and [Reddit](#), search engine and internet marketing content should be submitted to [Sphinn](#) while [Stumbleupon](#) and [Delicious](#) are open to any content you can think of.

If one of your blog posts of videos is popular enough to reach the front page of Digg, then you could realistically get up to **100,000 unique visitors** to your site in a **24 hour** period, Stumbleupon can drive tens of thousands of uniques over the course of several days while Sphinn can give you anywhere from several hundred to a few thousand visitors across a few days.

It's always worth submitting your content to these websites because if they capture the imagination of the people who visit them, you could drive a tidal wave of free traffic to your website.

Even if you only get a small and steady trickle of traffic from these websites, it will cost you nothing but a few minutes of your time to submit your content to them, so make sure you do it!

Search Engines

Finally, we get to the search engines.

Search engine traffic is not the be all and end all to drive visitors to your blog the way it used to be.

These days it is far easier and more powerful to drive targeted traffic to your blog by building relationships via social media and then, over time, as your blog grows in content and authority, you will find your search engine traffic increases.

You can optimise each blog post you create for the search engines but do not dwell upon this too much. You are far better off **writing for people rather than the search engines**.

If you check your webstats, you will discover people are finding your blog via the search engines through specific phrases and questions. Put simply, people have problems and they are looking for answers.

Create further blog posts around these questions and interlink them to really start racking up your search engine traffic.

Here are a few tips to give your blog posts a better chance of ranking highly in the search engines:

- Include search keywords as part of your post title or create a post title entirely out of a phrase somebody may type into a search engine.
- Modify your post “slugs” to include the search keywords.
- Use Header Tags in your posts, e.g. H1, H2 etc.
- As previously discussed, use the All in One SEO Pack plugin on your blog to create search engine friendly title, description and keyword META tags.

Making Money From Your Blog

As we established from the very start, your blog is a way to attract leads to your mailing list so you can then work on converting them into a sale.

With this in mind, you may as well **forget** everything you may have heard of in the past about monetizing your blog through banner adverts, Google AdSense etc.

While you can make some money from these methods and there is no harm in putting some such advertising on your blog, it will only be a fraction of what you can earn with a substantial, targeted mailing list.

However, you must also appreciate your blog is not going to make you rich quickly. It will take time to build a successful blog and attract significant numbers of people onto your mailing list. I will go as far to say the early days will feel like a slog and when you are making little or no money, you will probably question yourself whether it's worth the effort.

What I will say is, stick at it! This method will see you build a proper, long term business built on solid foundations and you will not need huge numbers of people on your mailing list to make a decent income.

The key here is to start small, be patient and build.

Want to Make Money? Then Sell Things!

The way the six figure pro bloggers like John Chow, Yaro Starak and David Risley make their money is by **selling products** to their mailing list subscribers.

More specifically, they promote information products to a targeted, hungry audience who want solutions to specific problems.

In time, ideally you want to sell your own products to your subscribers but you can also pitch other people's products as an affiliate and earn a commission for every sale made.

In your early stages with your blog, the majority of your money is likely to come from affiliate sales.

An Introduction to Affiliate Marketing

While you are building your list and working on your own products, you can make money in the meantime by promoting other people's products and earning a commission on every sale you generate.

Affiliate programs are an easy way to earn money from your mailing list. Even if your list is small, it is still targeted and your subscribers will be interested in a product aimed at their niche. In fact, some people on your list will actually thank you for recommending a product to them which helps to solve their problems!

Imagine that – people actually **thanking you while they are giving you money!**

You can get started immediately with affiliate programs. Sign up for a **free account** at [Clickbank](#), which is the largest marketplace for information products on the internet. They have been in business for **10 years** and **always pay out like clockwork**. I have never had an issue with them in around **eight years** of holding an account with them.

When you are signed up, take a look at the marketplace and search for available products in your niche. There are thousands to choose from in many popular niches – make money online, dog training, weight loss and dating to name but a few.

When you find a product you are interested in, Clickbank will also tell you if it is selling and worth your while. Every product listed has the following information associated with it:

- **\$/Sale**. The commission you will earn on each sale.
- **Future \$**. If the product you are promoting is a membership website with a monthly fee then you will earn recurring revenue on an ongoing basis.
- **Total \$/Sale**. The money you will earn when you make a sale.
- **%/Sale**. The sales commission percentage of the total price.

- **%refd.** The total percentage of the product's sales referred by affiliates. The remaining percentage was from direct sales with no involvement from affiliates.
- **Grav.** The gravity of the product which is essentially the number of affiliates who have made sales during the last 30 days. The higher the gravity, the more affiliates who are actively promoting the product and making sales. Look for products with a gravity of **20 or above**. It means you will have more competition of people promoting the same product but it also means there is money to be made out of promoting it!

You can see there are two types of product you can promote – **one off products** or **recurring income products**, i.e. membership subscriptions.

Membership subscriptions can be a great source of passive, recurring income because you will earn a commission each and every month a person renews their subscription.

For example, you could sell a **\$67 ebook** with a **75%** commission and this would put **\$48.98** in your pocket for every sale you make.

However, if you promoted a **membership website** which costs the customer **\$67 per month** and has a **75%** commission, that means you earn **\$48.98 every month** for as long as the customer stays subscribed!

As you can see there is a lot more money to be made out these methods than a **few lousy dollars** you can charge for banner advertising space on your blog or **few cents** we are talking about for Google AdSense which encourages your traffic to **click away** from your blog!

Creating Your Own Products

I want to briefly touch on creating your own products but in the very early stages of your blogging career it is not that critical.

Your first information product should be one which you give away free, as an incentive for people to join your mailing list.

You could write a beginners guide to a topic you really take to. If you are involved in the internet marketing niche it could be about setting up a blog (or more specifically, Wordpress), Twitter, social media, list building, affiliate marketing or something else.

You can use blog posts you have already made on the topic as a basis for your free report as well as any notes you have kept along the way during your learning.

The report needs to be in the industry standard PDF format and the easiest way I have found to convert word processed documents into PDF is by using [OpenOffice](#).

Use the **Writer** package (word processor) to produce your ebook and then click the **Export Directly as PDF** button to convert your document into PDF format.

There is no need to purchase a specific PDF creator when the free and more importantly, stable OpenOffice does a perfectly good job.

As you get more knowledgeable about your niche and more aware of what other products are available on the market you will be able to create as many new reports, video tutorial series' and even coaching programs as you wish in time.

Again, it's about starting small, being patient and gradually building.

Your Blog is a Sales Funnel

You may have heard the terms “sales funnel” or “marketing funnel” and that’s exactly what the purpose of your blog is.

A funnel is wide at the top and narrows as it focuses everything down to a single point.

All of your blog content, Twitter posts, videos and social media offerings act as a magnet for new leads and attracts them into your funnel.

Your blog and methods of lead generation enter your funnel at the top and you gradually work on converting those leads into sales, promoting more expensive items as you work downwards.

The diagram, below shows an example sales funnel for a marketer operating in the “make money online” niche:



The first step is to turn your traffic into a lead and get them onto your mailing list. Once a lead is on your list you can build a relationship with them and start to move them down the funnel. It's a good idea at this stage to offer people an incentive to join your mailing list, such as a free ebook.

If your blog is related to the make money online niche, **you are free to give this ebook away as an incentive to get people to join your own mailing list.**

Once a person is on your mailing list you should then provide them with more valuable, free content and try and over deliver with high quality as much as you can. Ask them if there is anything else they need help with or answers to. You can reply to them personally but answering questions makes for great blog post material too!

The next step is to convert your lead into a paying customer and this is usually a cheap ebook or video series. If the customer is willing to give you a little cash now, then they will be more open to persuasion for larger purchases later down the line.

When the person makes a purchase, you can try and squeeze additional money from them via an immediate upsell. For example, if you sell them an ebook, you can ask them if they would like to purchase another ebook or video series which compliments their initial purchase.

A common upsell practice is the **One Time Offer** or **OTO**. This means you present an upsell offer to your customer and they have to make a decision there and then whether to buy it or not. These offers are usually a discount on one of your other products or perhaps an affiliate deal you have struck with another seller. If they choose not to purchase, they will not see the offer again.

Whether or not the customer purchases your upsell, you then attempt to move them further down the funnel to purchase a more expensive item. For example, if the first purchase was for a **\$27 ebook**, next time you could try to sell them a **\$47** or **\$97** ebook. Or, you could recommend a membership site where they have to pay a \$47 subscription fee **each month**, earning you a continuous passive income.

Eventually you want the customer to purchase a **high-ticket** item from you, such as an

ebook, course or coaching program which costs hundreds of even **several thousand dollars** and then you can enjoy a mega payday!

Contacting Your List

This is the final subject I want to go over in this report.

At this point your blog should be set up and receiving traffic. Some of this traffic will join your mailing list as prospects and ideally you should give them a free report to persuade them to sign up. This will add value and start the relationship building process.

You must email your list frequently otherwise they are going to forget about you quickly! The only way to make your list more responsive is to contact them frequently and do not worry if people unsubscribe – if they do it's likely they were not interested in buying from you anyway and are just freebie seekers taking up space on your list.

For example, a list with **500** subscribers costs **\$19** a month with [Aweber](#) but **when you hit 501 it shoots up to \$29**. For cost reasons alone it's in your interest to have as tight a list as possible, especially in the early days when you are growing your subscriber base.

You should expect a monthly turnover in your list of about 10%. This means on a monthly basis around 10% of your list should be unsubscribing. Again, this is positive because the dead wood will remove themselves and over time **your list will grow in numbers into one which will at least put up with the emails you are sending them!**

The more your list get used to receiving your emails and indeed tolerate them, **the more likely they are going to become customers!**

We have discussed how you are going to promote either your own products or recommend affiliate products to the people on your list but it's not as easy as just shooting them an email saying: ***“Hey, this products is great, go out and buy it!”***

Successful email marketing is an art form in itself and an entire report could be dedicated to this subject alone.

However, I just want to get you going and to give you some tips to think about when constructing your own email messages.

Basic Email Template

Whenever you want to promote a particular product you can use this simple email template to produce an effective and more importantly, profitable email.

Subject Line. This should be benefit rich and provoke curiosity. What we want to do here is make sure your email gets opened in the first place.

Opening. Successful email marketing is based around telling a story. Remember, YOU are communicating with a person on your email list, so make the story interesting and personal to you.

Body. The body of the email should include a “call to action” and tell your reader what to do. This should tie into the product or service you are promoting.

Soft Sell. People love to buy but they don't like to be sold to and so you should use a “soft sell” approach. You should include links to the product within the story of the body copy but don't actually “sell” the product in the email. You could take this a step further by directing your readers to a video review you created of the product “in action” and show them how it is benefiting you personally.

Footer. You could include a post script with a further link to the product page but this is not always necessary. Your footer should include a link back to your blog and of course contain the CAN-SPAM compliancy information such as a physical address and unsubscribe link.

This style of email works because the content in the body of the email is relevant to the product page you are promoting, without having to sell the reader on the notion of visiting that page.

Email Checklist

After you have drafted your first email message, compare it to the checklists below relating to the subject line, body and footer.

Subject Line

- Does the subject line arouse curiosity or attention?
- What about any benefits, news, credibility, quick solution or a combination? The minimum you want to aim for is **benefit plus curiosity**.
- Was the subject line intriguing, sensational, provocative or gossipy?
- Do the first two words convey something important or personal?
- Would the subject line stand out in your inbox if you received it yourself?
- Could you shorten the subject line to 40 characters or less without losing effect if it is longer than this amount?
- Is it obvious in the “from line” the email is from you?

Body Copy

- Does the first line expand on the main idea in the subject line?
- Did you write the body copy as an interesting story personal to yourself?
- Does the body copy deliver on the promise in the subject line?
- Does the body copy build desire?
- Did you include a call for action?
- Is the body copy more entertaining than educational? If it isn't, what can you do to make it more entertaining?
- Does each paragraph flow smoothly?
- Did you read the email out loud to correct any errors?
- Is the entire body copy no more than **600 words** in length?
- Did you include a working hyperlink to the sales page where necessary?

Footer

- Have you included an email footer?
- Does it include a copyright notice?
- Does it include links to your websites?
- Does it include a physical, snail mail address?

- Does it include an unsubscribe link?

Further Help

The best advice I can give you to help you produce your own profitable emails is to sign up to the mailing lists of successful people in your niche.

That way, you can see how they construct their emails, look at the types of offers they are promoting and how they go about the soft selling approach.

These people are there on the front line, actively marketing to their lists and it's probably the best education you are going to get on this subject.

If you want to get into the internet marketing or make money online niche then please feel free to join my mailing list at DavidWalker.tv to see the types of email I send out to my subscribers.

Summary

I can appreciate there has been a lot to take in here, especially if you are completely new to blogging and the concept of making money online. To make things easier for you, I will summarise the steps you need to take here and it won't be too long before you are making a decent income online. Who knows, you could be the next professional six figure blogger!

Remember, the steps outlined here are to develop your blog into a proper, money making business and not just a “hobby blog” which will not need anywhere near as much effort or commitment!

If you are ready to make money, let's go over this killer 12-step plan to success one last time.

1. Decide what you are going to blog about. Are you going to create a blog about yourself or one on a specific niche market? Getting this right straight away will narrow your focus and keep your mind on track.

2. Register a Domain Name & Arrange Hosting. Try and get a .com domain name if at all possible and try to register as memorable and brandable name as possible. To register your domain name I recommend [GoDaddy](#) and for hosting, [Hostgator](#).

3. Install Wordpress. I am a huge Wordpress fan and build all my websites with it. Wordpress is fast to install, user friendly and very flexible. Make sure your permalinks are SEO friendly and install some plugins to make your blog experience that much better.

4. Add a Blog Theme. You can find a free theme but for a really professional look, I always opt for a paid premium theme. My blog uses the [Streamline](#) theme by Brian Gardner, while [Woo Themes](#) also have some great paid options there.

5. Set Up a Mailing List. You need to start attracting subscribers to your list immediately and don't worry if your blog is not established. Set up an email list with [Aweber](#) and plug the subscription form into your blog. Offer a free ebook as an ethical “bribe” to entice people to sign up to your list. Remember, you can give this ebook away if you do not have

one of your own!

6. Write Your First Blog Post. Now your blog is set up, you need to get some content on there. If you can, write 5-10 high quality blog posts which will become your “pillar content”, essentially a showcase of what you have to offer your new readers. This initial content will allow your readers to like you, get to know you and more importantly, trust you!

7. Keep Writing! People hate blogs which are not updated regularly. If you start writing 2-3 blog posts per week, then continue in that manner! Draw inspiration from other blogs and forums in your niche for new content ideas and invest in [31 Days to Build a Better Blog](#) by ProBlogger Darren Rowse. There is never nothing to write about so there is no excuse for letting your blog go stale!

8. Sign Up for Twitter. One of the easiest ways to drive traffic to a new website is via a Twitter account. Link your blog in the bio of your [Twitter](#) account and follow people who are interested in your niche. Very soon you will be able to create a large following of people who will be interested in what you have to say! Remember to [follow me on Twitter](#) and I will follow you back!

9. Connect With Other Blogs. Try to add value to other peoples blogs and this will be reciprocated many times over! Find other blogs in your niche and leave high quality, insightful comments on their posts. You can of course add a link back to your blog. You can also contact the blog owners and offer to write a guest article for their blog or perhaps come up with some other ideas for collaboration.

10. Get Yourself Out There. As well as Twitter, you can brand yourself on Facebook, Youtube and other video sites, submit your content to social media websites such as Digg, Reddit and StumbleUpon, submit articles to various article directories and collaborate with like minded blog owners on podcasts and webinars. Pretty soon your brand will increase and people will start to notice you popping up everywhere!

11. Promote Affiliate Products to Your Email List. It is widely accepted that every subscriber on your list is worth **\$1 per month** but that is not going to materialise if you don't contact them! You should contact your list frequently and don't worry about people unsubscribing – you only want people on your list who **WANT** to be contacted by you. Find

high quality affiliate products at [Clickbank](#) and later, those offered by other blog owners you will get to know in your niche and let your email list know about them. Remember, people like to buy things but do not like to be sold to, so use a “soft sell” approach.

12. Work on Your Own Products. Longer term, you also want to develop your own products to either give away as an incentive to get people onto your mailing list and also higher ticket items to sell to them. It is a good idea to get on the mailing lists of other people in your niche to see what they are promoting and selling. You should also email your list and ask them what they want then create a product to sell to them.

Final Thoughts

So here we are – the end of the ebook!

You should now have an exact gameplan for how you are going to set up a blog with real purpose and create a huge mailing list bursting at the seams with customers desperate to hand their money over to you!

I just want to reiterate that mega success will not happen overnight. It didn't happen to any of the big “gurus” and it won't happen to you either.

The key to success is to take action and keep building as you go along.

If you are completely new to this then there are a lot of techniques and strategies to take on board in order for your blog to become hugely successful but try not to get too overwhelmed and try and take on everything at once.

Remember the basics – successful blogging comes from producing good content and networking with like minded people. The rest will take care of itself.

Also, I see this ebook as a work in progress, so if you think I have missed anything out or if you have any ideas for what could be included in later rewrites, [please visit this post dedicated to the ebook on my blog and feel free to leave your comments!](#)

I love receiving comments on my blog and I will comment straight back!

To your success.

David Walker