

6 Tips To Create & Promote a Profitable Blog

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Part 1

This “Cheat Sheet” is divided in two sections:

Section 1: Marketing (Innovative tips to make your business or blog stand out)

Section 2 (coming tomorrow): Technical tips (Choosing a domain, hosting and installing WordPress)

Section 1 – Marketing (Making Your Blog Stand Out and Getting Visitors)

1 What to Blog

You might want to create a blog to promote an Existing business or to make a business out of the blog itself.

- **If you are creating a blog for an existing business**, you will (hopefully) already know what to blog about.
- **If your plan is to create a blog to make a business out of it**, you should select a niche or industry that you are familiar with. You don't need to be an expert, you could simply “record” your progress about whatever you are blogging and people will feel identified with you.

3 Create Segments

Very important, identify 3 – 4 topics (over time as many as you can) that you would mainly divide your blog into.

Example: A T-Shirt blog > Blue, Red, Green and French shirts.

If you already have a blog, *go to your analytics and see the most popular posts*, and countries from where you get your visits. This will give you a sense as to who is your audience and what they want to hear from you.

2 Identify Your Goals

Goals can be:

- Get email subscribers (My primary goal).
- Get social media followers
- Make sales if you are featuring a product.
- Click ads.
- Etc.

This is important because you will feature these actions on places like your sidebar, pop-up boxes, etc.

This varies from blog to blog so you have to identify your own website's goals.

Don't hesitate to
[contact me on twitter](#)
and ask any questions
you might have.

Use #RebelGrowth

4 Segmented Lists

Create communication channels that target the segments you identified above and talk about the specific topics they care about. A few ways to do it:

- Segmented email lists.
- Google+ Circles.
- Facebook Groups.
- Twitter Lists (or several *branded* Twitter accounts).

This will allow you to establish deep connections with your readers and discuss their specific topics of interest.

6 Monetizing Your

The fun part: Making money from your blog.

If you are using the blog to promote your business you can ignore the rest of this box.

- **Affiliate Marketing** (promote products to your segments *that you trust* and that are related to your segments).
- **Create your products** (you can create your own super or mini courses, books, software or physical products related to your segments < this increases the number of sales, only promote them to people related to those segments).
- **Ads** (Include ads in your site, and inside your posts; ads related to the post) > *I'm not a fan of ads.*
- **Services** (nuff said right?).

5 Generating Traffic

You now know what type of visitors you want. Find out where this people hang out (Facebook pages, Twitter hashtags, yahoo answers, forums' threads and my favorite; sub-Reddits).

Answer questions, follow them, engage with them and share things related to the specific topics they are interested on (these you be your segments).

Invite them to follow you or subscribe to your community/email list/ to visit your blog (point them to the category related to their interest).

Create "[opt-in bribes](#)" related to the specific topics of your blog posts and promote them inside your post.

Want more marketing strategies?

[I'll keep em' coming.](#) But you can reply to my email and ask for specifics!

Section 2 – Selecting hosting, domain and installing WordPress

Coming Tomorrow! (also free of course)

I want to make sure that you understand what you've learn today and not get overwhelmed with information.