

# Blogging For Profits

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## CHECKLIST – WORK SHEET

Have you read the Blogging for Profits eBook? Think you know everything you need to know about setting up your blog and executing your plan for success?

To help you get going, work through this checklist and make sure that you are dealing with each point that we covered in the eBook. The steps in this Checklist are laid out in order that they are covered in the eBook, so you have the choice to either:

1. Use it as a Work Sheet, as you go through the eBook
2. Use it as reminder points, to implement the steps after completing the eBook

Plus, you can easily refer back to the book for more details as you work through the Checklist.

Let's get started:

### 1. Niche Selection

- ☐ Choose a few niches you would like to work in
- ☐ Research the niches, check they will be profitable, and have a market
- ☐ Check how much competition, and decide if it matters
- ☐ From the data you collected above, choose one niche for your first blog

### 2. Choose Your Blog Platform

- ☐ Check out the various Blog Platforms and Choose which one to use
- ☐ Brainstorm and write down some domain names to use for your URL

- ☐ Check domain names availability and choose one that is available
- ☐ Register your chosen domain name
- ☐ Research some hosting packages and choose one. Think about the Features offered and packages pricing
- ☐ Purchase a hosting account
- ☐ Find your hosting nameservers – Usually in your hosting account welcome email
- ☐ Login to your Domain Registration account and change your nameservers
- ☐ Login to your hosting account and set up your domain
- ☐ Install your Blog platform into your website

### 3. Customize Your Blog

- ☐ Come up with a Logo design – Create your Logo, or order it if outsourcing
- ☐ Login to your blog Dashboard and Choose your theme
- ☐ Customize your Blog with the Theme colors, fonts, layouts, etc. Install your Logo
- ☐ Choose and install any plugins you need for the blog to operate the way you want it
- ☐ Set up your Widgets, etc.

### 4. Add Niche Related Content to your blog

- ☐ Start is with a plan, how often you will post and what posts
- ☐ Choose your topics for your first few posts
- ☐ Do your keyword research, so you can include them in your posts, as you write
- ☐ Make sure your posts tell the reasons your readers need your products
- ☐ Write your content, and post on your blog
- ☐ Try to have 10 posts public, before you start promoting your blog
- ☐ Check out other blogs in your niche for ideas – Don't copy

### 5. Add Images and Videos to Your Posts

- ☐ Find or Create at least one image to include in each text post
- ☐ If you are into creating videos, add short videos to your text posts
- ☐ Try a post that is covered fully by the video. Still include a bit of text with your keywords

## 6. Start Your Monetization to Profit from Your Blog

- ☐ Find niche related Affiliate Products. Check the Marketplace so you know they are selling
- ☐ Read the product Sales Page and marketing materials, Know the Products
- ☐ Write a post or create a Video based on Benefits to Your Readers
- ☐ Add and Publicize the post with Your Affiliate Link included
- ☐ Plan and Create your own niche related digital products
- ☐ Prepare your images, sales and delivery pages, upload everything
- ☐ Write a post or create a Video based on Benefits to Your Readers
- ☐ Add and Publicize the post with Your Salespage Link included
- ☐ Decide on other monetization and implement. This will depend on your own niche

## 7. Start Your Email List Building

- ☐ Research and Choose your email auto-responder service. Sign up an account.
- ☐ Create a new List. Create a Optin Webform for the list and copy the code to notepad
- ☐ Find or Create your free give-away to bribe your visitors to optin.
- ☐ Create or outsource an image of the freebie, if it's an eBook or PDF Report, the image should be a 3D book image
- ☐ Set up Optin Forms on your Blog and connect to your list. Usually with the webform code you saved in Notepad
- ☐ Create a pop-up on your blog to increase optins. Use Sumo.me or your Auto-responder
- ☐ Write a few introductory emails and set those up in your Auto-responder account
- ☐ Don't forget to email your list frequently

## 8. Get Your Blog on Social Media

- ☐ Install a plugin, to share your posts on social sites as you post
- ☐ Have accounts on all the popular Social sites
- ☐ Set up your accounts with your Logo, and similar profiles
- ☐ Go into these accounts regularly... and Get Social
- ☐ As your follower numbers build, invite them to your blog
- ☐ Use your social media to get people on your email lists

## 9. Add Other pages to your blog

- ☐ Write and publicize your About Page – Make sure it matches your Social media bios or profiles
- ☐ Add a Contact Page with an easy to follow form. Reply to all requests.
- ☐ Add Product Pages for your main products, any that are related to your niche. Make sure links to these pages are in your top Menu
- ☐ Make up a Recommended or Resources page, with links to useful products, services and software – Use it as an Optin gift, if you make it a good one
- ☐ As your blog grows, add a Start Here link in your menu, so people can easily navigate to your important stuff

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