

# MONEY ONLINE BLUEPRINT

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Strategy Overview For  
Targeted Blog / Niche Sites

The Ultimate Blog Training Package  
How To Quickly Make A Full Time Income Blogging

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# Marketing A Targeted Blog / Niche Site

Contrary to popular belief, not all sites are equal to market and make money from. There are a few different marketing avenues you can go down. However, some marketing avenues can be wrong avenues or possibly not the correct one to focus on, depending on the blog type.

For example. If you are building a mainstream blog, you might think you should simply create some content and SEO your site and hope to rank on Google. Although you could do that, it is not a recipe for success any time soon.

If you want to maximize your income with a mainstream blog in the shortest time possible, you will need to apply a specific marketing strategy. You will learn this strategy in this training, and in a minute, I will outline the strategy you should follow to maximize your income in the shortest time possible for the following: -

- **Targeted Blog / Niche Site**

The strategy for creating and building this business is really simple. I'm sure you will be glad to hear that. I will lay the strategies out together with reference points that point to specific modules and videos that apply within the Money Online Blueprint training. That means, I will explain which modules and which videos you should follow according to the Targeted Blog / Niche Site type you have chosen.

# Marketing Strategy For A Targeted Blog / Niche Site

The marketing strategy for a targeted blog / Niche site is summarized in the table below.

Like with the Broader & Mainstream Blog marketing strategy, this table is for reference & guidance purposes and you should refer to the modules as mentioned in the table below.

The steps are laid out in chronological order, so you should apply the steps one after the other as you complete them: -

<b>Step 1</b>	Select your niche	Module 2
<b>Step 2</b>	Select the main key Phrases for your blog posts	Module 2
<b>Step 3</b>	Buy your domain (Buying an aged domain will get you faster results). Then get your hosting and create your blog	Module 3 Also, follow the WordPress Training Modules
<b>Step 4</b>	When written, add your posts to your blog and optimize the site & posts. When you have created your site and have published a minimum of 10 posts (preferably 20 posts), you can set your blog to be indexed in Google	Module 3 Also, follow the WordPress Training Modules
<b>Step 5</b>	Monetize your blog – Add your affiliate links to the various places in each blog post	Module 4
<b>Step 6</b>	Create your lead magnet	Module 5
<b>Step 7</b>	Create your opt-in form and add it to your blog posts and home page. Be sure to set up a pop up with your lead magnet offer and opt-in form on it	Module 5
<b>Step 8</b>	Write your email sequence	Module 5
<b>Step 9</b>	Set up your autoresponder and email list and line up the email sequence that you wrote in step 8	Module 6

<b>Step 10</b>	Set up your Pinterest account and follow the Pinterest training to drive traffic to your blog	Module 7
<b>Step 11</b>	Set up your Facebook Page and set up your like campaign	Module 8
<b>Step 12</b>	If you want to and depending on your niche, you can set up your other traffic magnets such as YouTube & Instagram	Module 8
<b>Step 13</b>	Carry Out The SEO training	Module 9

## Ongoing Marketing Strategy

Continue to add additional blog posts to your site each month. Do what you can, but 2 – 4 new posts per month is a good minimum	Module 2
Continue with your Facebook Like campaigns so you continually drive traffic to your Facebook page and continually encourage them to sign up to your opt-in page and to visit your blog by regularly posting to your Facebook page	Module 8
Continue building your Pinterest marketing. This is a key part of your traffic and income strategy, and it is really important.	Module 10

## Optional But Highly Recommended (According To Your Budget)

<b>Step 14</b>	Order 1 powerful guest post every 4 – 6 weeks	Module 10
<b>Step 15</b>	Order & run Site Pop to speed up and increase your rank on Google	Module 10

# Information To Consider With A Targeted Blog / Niche Site

With a Targeted Blog / Niche Site, there will be reasonably low competition. Also, as your site is going to be highly focused around that niche and that niche only, Google will see you as very relevant, and if you get your marketing lined up correctly as you will learn in this training, you will start to gain traction in Google and get a lot of free organic traffic.

You cannot get results like this as fast with either a broader or mainstream niched blog. As a result, the emphasis is to focus on getting authority in Google. However, this will still take a few months, so initially, the strategy is to drive traffic using Pinterest and a Facebook Like campaign. The Pinterest and a Facebook Like campaign will actually help you to rank on Google too as you slowly build your SEO as I teach in the Money Online Blueprint training.

You will need to invest in your blog / business. You can only get so far with free marketing. However, with this strategy, you should be able to start earning an income that will cover the marketing investments, or at least cover some of it. The marketing investment will act like a catalyst and fast track your traffic and income. I say fast track, but don't get the wrong idea, it will still take some weeks, and you will have to keep up your momentum. If you do that, you should be able to achieve that traffic / income goal in your 1<sup>st</sup> 12 months that could earn you a decent monthly income or, you could sell it to fund your next blog so that you are able to dramatically increase the speed of income.

Remember, you are building a business, and you will need to invest into it. If you try to do this on the cheap, you may become disillusioned and you won't be able to drive the traffic effectively.

If budget and investing in your business is a concern for you, then I need to confirm, that you should start out by creating a Targeted Blog / Niche Site for your first site. You will still need to invest some money in to it, but the amount will be less than it would be with a broader or mainstream blog.



# Marketing Plan / Outline

Here is a timeline for you to work to for a Targeted Blog / Niche Site. You can work at your own rate. However, you might find it helpful if I layout an achievable, realistic timeline for you to work to.

## Year 1

### Year 1: Months 1 & 2

- Select your niche
- Build your blog
- Write, or get 10 – 20 posts written and then launch your blog to be indexed in Google
- Monetize your blog, or at least make a start

### Year 1: Month 3

- Create a lead magnet
- Write your email sequence
- Set up your autoresponder & add your email sequence emails
- Try to add 2 – 4 new posts to your blog this month
- Continue to optimize the monetization of your blog and each post

### Year 1: Month 4

- Set up your Pinterest account and set up Tailwind
- Create some pins and become active on Tailwind with Pin Scheduling & Tribes
- Try to add 2 – 4 new posts to your blog this month
- Start implementing the SEO. These are your 1<sup>st</sup> SEO steps: -
  - i. Do a press release (See Module 9)
  - ii. Do at least 1 guest post (See Module 9), Alternatively, order one of my powerful “Done For You” Guest Posts (See Module 10)

## Year 1: Month 5

- Set up your Facebook Page
- Run a Facebook Like campaign
- Continue to grow / increase the number of Pins you pin per day using Tailwind scheduler. Schedule your daily pins for the month ahead. Aim to add more pins this month than you did last month
- Continue to maximize your use of Tailwind Tribes to maximize your Pinterest traffic
- Try to add 2 – 4 new posts to your blog this month
- Do at least 1 guest post (See Module 9), Alternatively, order one of my powerful “Done For You” Guest Posts (See Module 10)

**NOTE:** *It's important that you continue to SEO your blog. You need backlinks. The press release will have given you some good foundational backlinks. Now you need some powerful same / similar niche links and guest posts are very good for this*

## Year 1: Month 6 – End of 1<sup>st</sup> Year

- Continue adding content to your Facebook Page & continue running your Facebook Like campaign
- Use Tailwind to schedule 25 – 35 pins per day for the month ahead
- Continue to maximize your use of Tailwind Tribes to maximize your Pinterest traffic
- Try to add 2 – 4 new posts to your blog each month
- Do at least 1 guest post each month (See Module 9), Alternatively, order one of my powerful “Done For You” Guest Posts each month (See Module 10)

**NOTE:** *I do recommend that you order the “Done For You” guest posts (see module 10) because they will save you many hours.*

*Also, you won't be able to find guest posts that are as powerful as these. However, it's important that you don't stretch yourself financially.*

## Why Use The MOB “Done For You” SEO?

Typically, SEO takes a lot of effort. However, SEO is my specialty, and I have put together a “Done For You” SEO service that is very powerful. It is a low cost for what you are getting. However, you might not think it is low cost, but you will need to just trust me when I say that it will pay for itself many times over in the months and years to come. Also, if your plan with the targeted blog / niche site is to build its monthly income and then sell it, you will be able to sell it for even more money if you have a powerful authority backlink profile. My “Done For You” SEO service will give you that high authority link profile. Buyers will look at that and when they see that you have good rankings in Google and high authority backlinks, it could push the value of your site up by several thousands of dollars. The extra income you would get from the sale would far exceed what those links would have cost you, and in addition to that, the high authority guest posts will get you ranking higher and faster, so your income would increase much faster and higher by month 12.

Please don't try and save a few dollars and try and do it yourself unless you really have no budget. If you divert your focus on time intensive SEO or opt for SEO that seems cheap, you could be damaging what you have been working on. Just remain focused on the marketing timeline and let me drive the authority of your blog so that your search engine visibility and organic rankings become impressive.

Remember, doubling or quadrupling your traffic will also double or quadruple your income. Powerful SEO and authority backlinks can achieve exactly that.



## Best Money Strategy

The best money strategy for a Targeted Blog / Niche Site is to build the site and market it as laid out in this strategy and continue to do so for at least 12 months. If you are short of investment funds, I would recommend that you sell your blog after 12 months. You could sell it for up to 36 times the monthly income. So in month 12, if your blog is earning \$3,000 per month, you could sell it for up to \$108,000. If you only made \$1,500 per month with your blog, you could sell it for up to \$54,000. That money you could keep half of it for example and allocate the other half to invest in your next blog and that investment will skyrocket your income in a shorter period. You could focus on building 1 or 2 targeted blogs. Grow them and 12 months later, sell them for a much bigger pay out.

Alternatively, you could continue to market the blog/s and let them mature even more to say 18 months. You could then sell them potentially for a lot more.

Alternatively, you could just build site #1 for 12 months, then halfway through the 1<sup>st</sup> year, build another Targeted Blog / Niche site, and then another after 6 months later and so on. If you did that, you could potentially retire after 2 – 3 years just from the monthly income from the blogs, or you could then start to build a broader blog or even a mainstream blog. There would be so many options open to you.

## Conclusion

This business and strategy is a dream prospect. By following and applying it, you can make it become a reality. Now follow the training modules that I have listed in the tables above and use this manual as a reference.

To Your Success & Prosperity

*Chris Cantell*