

# MONEY ONLINE BLUEPRINT

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Strategy Overview For  
Broader Blog / Niche Sites

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

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# Marketing Your Blog

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: -

- **Broader 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 Broader Blog / Niche Site type you have chosen.

# Marketing Strategy For A Broader Blog / Niche Site

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

Like with the Targeted & 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 15 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
<b>Step 14</b>	Order 1 powerful guest post each month	Module 10
<b>Step 15</b>	Order & run Site Pop to speed up and increase your rank on Google	Module 10

## 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
Aim to create your own product to sell from your site. It can be an eBook or an online course. Then aim to market that via your blog, email, Pinterest and Facebook	New Training On This Coming Soon

# Marketing Plan / Outline

Here is a timeline for you to work to for a Mainstream Blog. 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 15 – 20 posts written and 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 at least 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 at least 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 or order one of my “Done For You” press releases where I do it all for you (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 at least 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.*

### **Year 1: Month 8 – Month 11**

- Continue doing exactly the same as Month 6
- You should now focus on creating your own product. This can be an eBook or a mini info training course

### **Year 1: Month 11 – End of 1<sup>st</sup> Year**

- Continue doing exactly the same as Month 6
- Assuming you have completed your eBook / mini course, you should create a Pillar blog post based on the problem that your eBook / mini course solves. Market your new Pillar post heavily on Pinterest & Facebook and create a 3 day mini email series and send to your subscribers. Initially, you will be marketing your pillar blog post and then you will follow on to promote your new product hard.

So, with your mini email campaign, you could do a 1 day email around your pillar post (your new product will also be featured in the post).

Day 2 of your mini email campaign you talk about your pillar post and introduce your new product and ask your subscribers to purchase. Offer them an incentive – a discount where the discount is available for the next 24 or 48 hours

Day 3, you email with a strong call to action asking subscribers to purchase. Tell them that the discounted offer ends in a few hours

- Aim to create an eBook for subscribers or blog traffic to purchase every 3 months.
- Alternatively, or additionally, aim to create a mini course once per year
- The emphasis however for a broader blog is to create as much content and drive as much traffic and get all of those posts ranking as high as possible in Google as you can. You do that by placing high quality high authority guest post links. Traffic helps the ranking process when you have the high quality links and you will have the traffic with your Facebook page and Pinterest marketing campaigns

## Year 2

### Year 2: Month 1 – End of Year

- Each month, continue doing exactly the same as Year 1, Month 6
- Every 3 – 6 months launch a new product on your blog. Create a Pillar Post that discusses the problem your product solves and then market your new Pillar post heavily on Pinterest & Facebook and create a 3 day mini email series and send to your subscribers. Initially, you will be marketing your pillar blog post and then you will follow on to promote your new product hard.

So, with your mini email campaign, you could do a 1 day email around your pillar post (your new product will also be featured in the post).

Day 2 of your mini email campaign you talk about your pillar post and introduce your new product and ask your subscribers to purchase. Offer them an incentive – a discount where the discount is available for the next 24 or 48 hours

Day 3, you email with a strong call to action asking subscribers to purchase. Tell them that the discounted offer ends in a few hours

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

During the 1<sup>st</sup> 12 months, you will naturally get backlinks. The backlinks are a form of natural SEO. Those links together with the traffic you will be getting from Pinterest and Facebook will gain you a level of trust, authority and popularity in Googles eyes. However, the authority you will achieve naturally in the 1<sup>st</sup> 12 months will be small level.



The good news is that Google will know your blog well over the 1<sup>st</sup> six months with a Broader Blog / Niche Site. It will have been able to assess it over this period, so from about month 9 you should see a massive difference in organic rank in Google and if you have been able to apply the quality press release and get those authority guest posts in place, you will achieve maximum traction in the search engines.

I mentioned up the page a bit that SEO typically takes a lot of effort. This is true. 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 hundreds of times over in the months and years to come.

Please don't try and save a few dollars and try and do it yourself. By now, you will have a thriving blog and you should be making a lot of money. 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 during year 2, let me double or quadruple the amount of organic traffic during year 2.

Doubling or quadrupling your traffic will also double or quadruple your income.

## **Best Money Strategy**

The best money strategy for a Broader 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 18 months.

If you are short of investment funds, I would recommend that you sell your blog after 18 months. Also, if you are short on investment funds, it might be better to select a Targeted Blog / Niche Site as your 1<sup>st</sup> site because the investment required to maximize income is less than with a Broader Blog / Niche Site.

If you build your Broader Blog / Niche Site over the 18 month period and monetize the site well, you could sell it for up to 36 times the monthly income. So, in month 18, if your blog is earning \$5,000 per month, you could sell it for up to \$180,000. If you only made \$2,500 per month with your blog, you could sell it for up to \$90,000. With 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 or another broader Blog. You could build them and 18 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 18 months, then, at the end of the 1<sup>st</sup> year, build another Broader Blog / Niche site, and then another after 12 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 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*