

MONEY ONLINE BLUEPRINT

Strategy Overview For A
Mainstream Blog

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

BY CHRIS CANTELL

Marketing A Mainstream 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: -

- **Mainstream Blog**

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 Mainstream blog type you have chosen.

Marketing Strategy For A Mainstream Blog

The marketing strategy for a Mainstream blog is summarized in the table below.

Like with the Targeted & Broader 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: -

Step 1	Select your niche	Module 2
Step 2	Select the main key Phrases for your blog posts	Module 2
Step 3	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
Step 4	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 20 – 30 posts, you can set your blog to be indexed in Google	Module 3 Also, follow the WordPress Training Modules
Step 5	Monetize your blog – Add your affiliate links to the various places in each blog post	Module 4
Step 6	Create your lead magnet	Module 5
Step 7	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
Step 8	Write your email sequence	Module 5
Step 9	Set up your autoresponder and email list and line up the email sequence that you wrote in step 8	Module 6

Step 10	Set up your Pinterest account and follow the Pinterest training to drive traffic to your blog. Pinterest is going to be your main traffic source for the first 1 – 2 years. It is important that you focus on this.	Module 7
Step 11	Set up your Facebook Page and set up your like campaign	Module 8
Step 12	If you want to and depending on your niche, you can set up your other traffic magnets such as YouTube & Instagram	Module 8

Ongoing Marketing Strategy

Continue to add additional blog posts to your site each month. Do what you can, but 4 – 6 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 for a Mainstream Blog, it is the most essential traffic driving activity you can do	Module 10

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 20 – 30 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 1 – 2 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 4 new posts to your blog this month

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 4 new posts to your blog this month

Year 1: Month 6

- 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 at least 4 new posts to your blog this month
- If you have spare capacity and time, you should create a YouTube channel and start adding videos. Generally, you should add videos to your Pinterest boards, Facebook Page and email your subscribers when you publish a new video. When you create a new video, aim to tie it in to a blog post you are creating and try to make that blog post a pillar post
- Market that pillar blog post (with video if possible) to Pinterest, Facebook & Email your subscribers and make a mini 2 or 3 day email series

Year 1: Month 7

- Continue adding content to your Facebook Page & continue running your Facebook Like campaign
- Continue to 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
- You should now aim to just create Pillar posts. Your target is to publish 1 pillar post during this month
- If you have spare capacity and time, try to create a quality video on the same title as your pillar blog post this month
- Market that pillar blog post (with video if possible) to Pinterest, Facebook & Email your subscribers and make a mini 2 or 3 day email series

Year 1: Month 8 – Month 11

- Continue doing exactly the same as Month 7
- 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 1st Year

- Continue doing exactly the same as Month 7
- 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. Create a video for the blog post and market it heavily on Pinterest, Facebook, YouTube 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 push 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 to purchase every 2 – 3 months.
- Or, aim to create a mini course every 3 – 6 months
- You could also aim to create a full scale course 1 per year

Year 2

Year 2: Month 1

- Continue doing exactly the same as Year 1, Month 7
- You should now focus on carrying out SEO for your blog. I will explain later why you only start doing SEO in year 2 and none in year 1. The SEO is the MOB “Done For You” so will not take any time or effort on your part. It includes the following for the month: -
 - i. Publish a press release (See module 9)
 - ii. Order 1 x high authority guest post (See module 10)

Year 2: Month 2 – End of 2nd Year

- Continue doing exactly the same as Year 1, Month 7
- Continue to do the “Done For You” SEO for your blog. The SEO includes the following for each month: -
 - i. Order 2 to 4 x high authority guest posts (See module 10)

Why Is SEO Left Until Year 2?

There are a number of reasons why I am saying that you shouldn't do any SEO for your Mainstream blog in the 1st 12 months. These are the reasons: -

1. Mainstream blogs are in competitive niches. Brand new blogs in competitive broad niches don't perform on Google for at least 12 months
2. By following the high quality posts & pillar post publication together with the Pinterest marketing and Facebook like campaign will build a large volume of traffic. During the 1st 12 months, you will naturally gain backlinks to your blog and during the 12 months, you will naturally gain some visibility in Google. During the 1st 12 months, you will get a small amount of traffic from Google
3. SEO these days is typically time intensive and costly for good results. I am saying in this strategy that you should build your income during the 1st 12 months so that you can have spare income from your blog to invest back in to your blogs marketing

Why Use The MOB “Done For You” SEO?

During the 1st 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 Google's eyes. However, the authority you will achieve naturally in the 1st 12 months will be small level.

The good news is that Google will know your blog well over the 1st 12 months. It will have been able to assess it over this period, so for a Mainstream blog, year 2 is where you can make a massive difference with organic rank in Google.

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.

Also, as you continue to build your quality content, the SEO work I will do on your site will automatically gain a high level of search engine visibility, and if you invest in the SEO during year 2, your income for years 2 – 5 could bring you to a level where you could potentially retire if you wanted, or hire other people to do most of the work whilst you travel around the world or just work when you want.

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