

MONEY ONLINE BLUEPRINT

Money Online Blueprint Strategy Overview

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

BY CHRIS CANTELL

Introduction

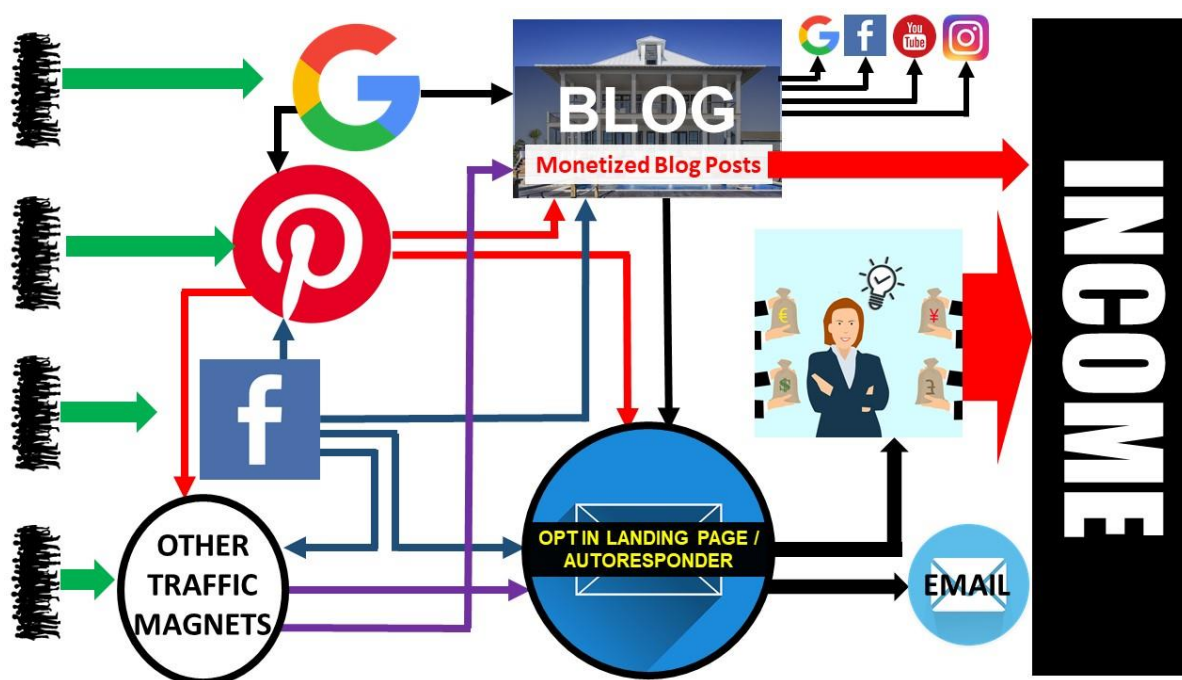
Welcome to the Money Online Blueprint Strategy Overview.

I would like to introduce you to what to expect from this training and outline the strategy that will lead you to success.

There are so many routes in business that you could take as you way forwards. Creating a niche site / blogging business is no different. In one sense, there are thousands of bloggers making a living from their site. On the other hand, there are hundreds of thousands of bloggers that have and are continuing to fail and make little to no money.

Being successful and making a full time income requires a proven strategy. That is why you have purchased Money Online Blueprint, so that you can have that all important edge and strategy that works.

By the time you have set everything up, your traffic machine will look something like this: -



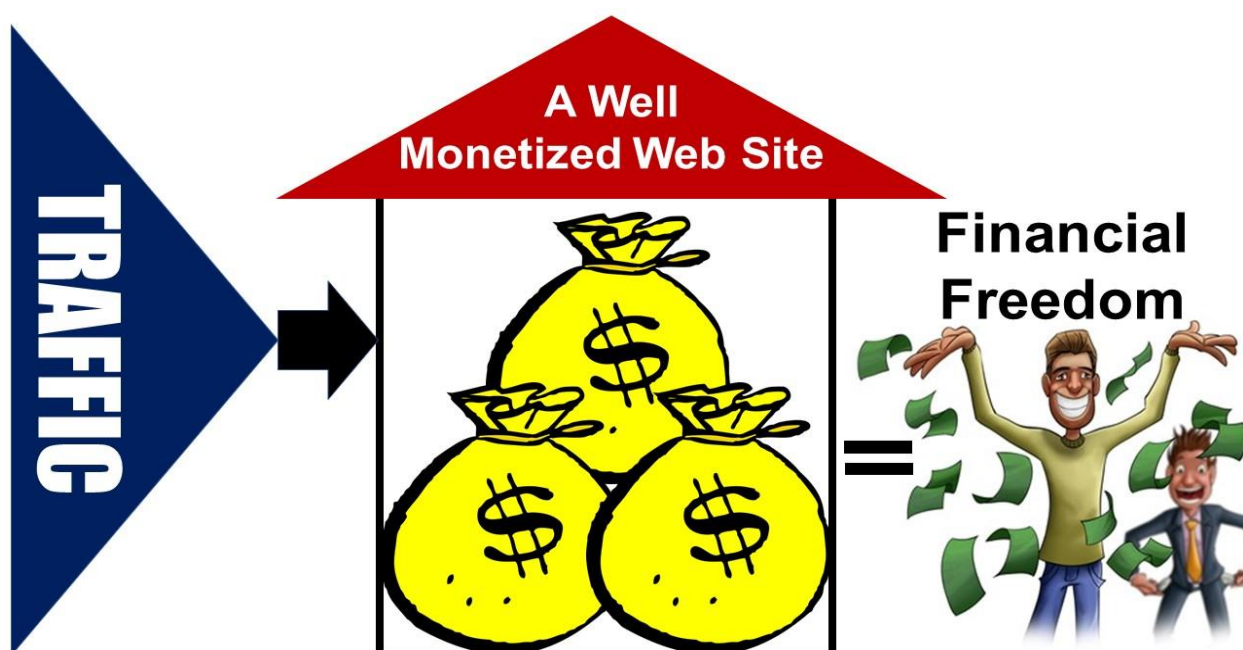
Now don't let this overwhelm you. If you follow the training as laid out in the modules, this is what you will end up with. It is simple to do. There is nothing complex about this process and set up, but there is work involved.

I have put together a training and strategy that will enable you to build a money machine that will produce best results for least effort.

Like anything in life, you get out what you are willing to put in. However, I can tell you this..... If you are willing to put in the effort, you will be successful. This strategy is just a case of carrying out the steps, being patient and having a mindset that quitting is not an option, and you will achieve the success and income you are hoping for.

All this starts at ground floor level though and what I am about to lay out is the Money Online Blueprint master strategy which I applied myself a few years ago and which enabled me to make a 7 figure income in 5 months.

In a nutshell, the process is this.... Consistently send decent amounts of high quality targeted traffic to a well monetized site will lead to financial freedom and independence.



Deciding Your Direction To Go

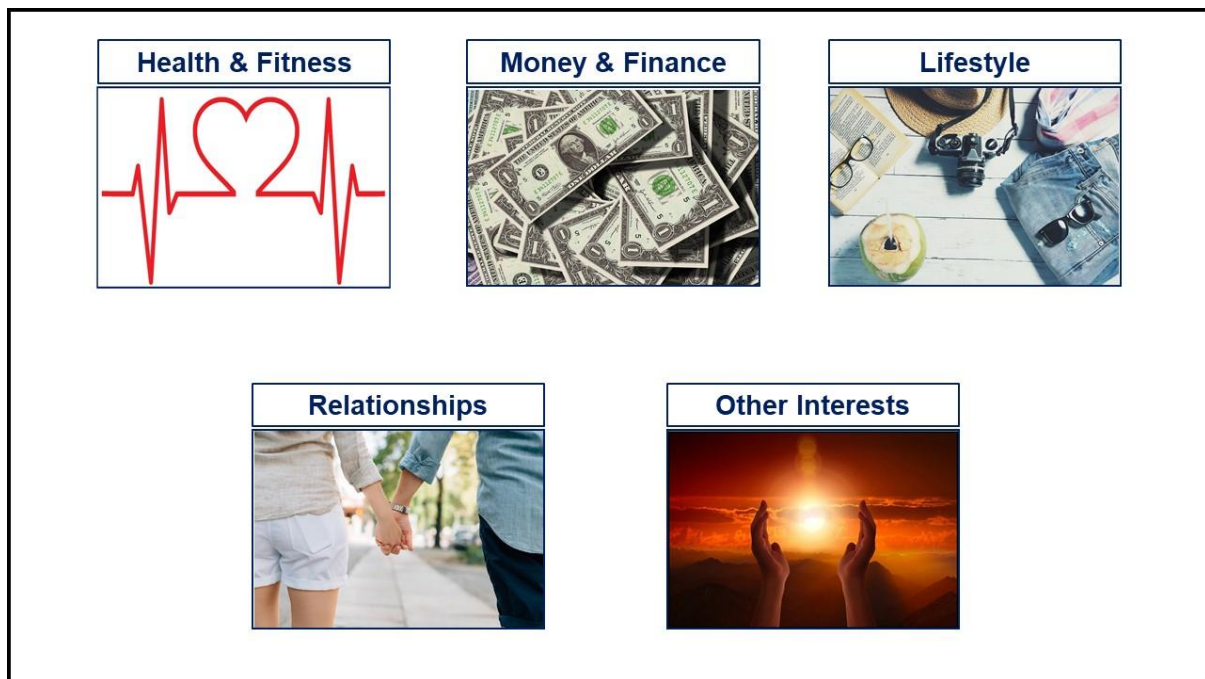


The first thing you need before you start putting your blogging machine together is to decide on the type of site you want to build. The type of site is going to be one of the following three: -

- **Targeted Niche Site**
- **Broader Niche Site / Blog**
- **Mainstream Blog**

There are various reasons why you would choose to build either of these. Module 1 in the training takes you step by step through the process of helping you decide this foundational step. Absolutely everything will revolve around this decision, so make sure you evaluate this carefully.

Niche Selection



When you have decided on the type of site you want to build, you will need to select a niche that your site is going to be based on. Module 2 takes you through the steps to help you find an amazing niche.

To assist you to find that amazing niche, you will be able to use the Niche Master software to determine the level of niche is right for the type of site you want to build. You can also continue using the Niche Master software to find key phrase topics to write about. The software will help you identify phrases that get traffic and also meet the level of site you want to build.

Setting Up Your Blog Money Machine



When you have decided on the site type and you have found the niche you want to build your site around, you can start to create your site. Module 3 takes you through the process of creating an amazing site.

As a Money Online Blueprint member, you can select one of the “Ready Built” websites that I have had developed. These sites are sensational from a number of aspects. I have a few packages that you can choose from. When you get to module 3, I will help you determine which package is best for you.

These sites I have had built for you have cost me thousands of dollars. It has taken many weeks of my web designers time to code and set up each package.

The sites have been built on WordPress and use the WP Optimal theme. This theme is unlike any other theme. It is the fastest, most versatile and easiest to use themes in the world. It is also designed to totally meet Google’s Mobile First requirements. At the time of writing this, no other theme is fully compliant. Also, the theme is ultra fast, and meets Google’s harsh Core Web Vitals requirement. No other theme meets this. That is because WP Optimal provides server optimization as part of the WP Optimal theme functionality.

I am probably boring you now with tec stuff. I just want to let you know that this theme and the associated multi server optimizational functionality make this theme exceptionally powerful and fast. The result of which means that you have a huge advantage over your competition, because site speed and performance is a main ranking factor in Google, and you get all of that with the “Ready Built” sites.

If you already have a blog and you are happy with the design. You can still use the WP Optimal theme. All you will need to do is request the theme and add it to your site. You can then set up the templates using the amazing WP Optimal editor and then assign each page and post to the various templates. You should evaluate the plugins on your site and see if you can remove some which is a good exercise to do, and then your site will fly with amazing performance.

Monetizing Your Site

MONETIZE THE MACHINE



When you have built out your sites pages and have published a number of posts, you will need to start thinking about how you are going to make money with your site. Module 4 provides a load of examples of how other people monetize, and it also provides suggestion of methods to maximize income per visitor and how you can maximize your income.

When you have set up your machine, you can add content to your blog and monetize your posts. For example, you can monetize with affiliate products as follows: -

- **Affiliate product reviews**
- **Add affiliate products in your posts where the product is relevant to what you are talking about in your post**
- **Email affiliate offers to your subscribers**

You can use your Traffic Magnets to drive traffic to your affiliate offers as follows: -

- **Affiliate product video reviews on your YouTube channel**
- **Post your videos on Facebook and Instagram**
- **Post how “this” (the affiliate product you are promoting) was useful for you and HOW or WHY it was useful**

You can sell your own products as follows: -

- **Blog Posts about your products**
- **Do blog post reviews of your own product/s**
- **Have exclusive product pages where Your own product or products are available to purchase directly from your blog**
- **Email your product offers to your subscribers**

Also, with your own products, you can drive traffic directly to your sales page using Traffic Magnet Videos / Posts as follows:

- **Tell people to check out your latest product/s**
- **Review your own product/s on video or any angle you can come up with that enhances or promotes your product**
- **Be sure to do regular posts using different angles how your product is going to help your fans.**

Module 4 also shows you how you can potentially earn a 6 figure income in your first year. There is a specific strategy to accomplish that, and it is laid out in this module and it is one you can replicate over and over again.

Lead Capture & The Autoresponder



**WANT TO MAKE MONEY ONLINE
BUT DON'T KNOW HOW?**

*Making money online is simple if you know how.
You just need a system that works!*

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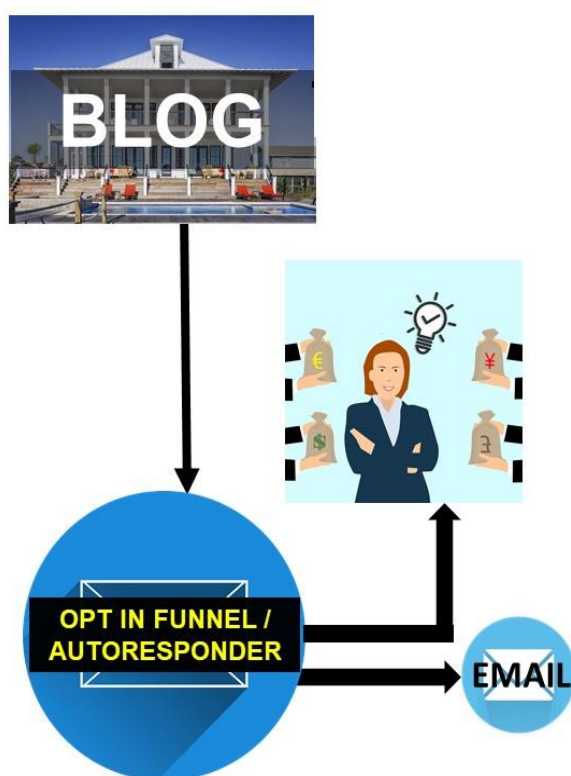
So, you now have your site set up and you have a great monetization strategy that is nicely set out all over your site. Now it is time to set up lead capture on your site. Lead capture is where you go fishing for people to bring into your money machine. Lead capture is basically offering people that are interested in what you have to say with an opportunity to subscribe to your email list. Part of this process is incentivising your visitors to opt into your list by offering a free mini product. This is called a “Lead Magnet”.

You will learn exactly how to simply create an irresistible lead magnet that will enable you to start building an email list.

It is important to collect leads. The leads are subscribers to your email list. An email list accomplishes a lot. It enables you to build a relationship with them so that they get to know you and trust you. This will greatly enhance your income when you suggest products to your subscribers that you think will help them.

Also, when ever you create a new post, you can tell your subscribers. Many of them will click on your link and check out your latest post. If you have monetized that post, there is a chance that you could make money as a result of that email you sent out.

The other thing that happens when your subscribers visit your site is that Google is aware. The more traffic you get, the greater chance of ranking better in Google.



In module 6, we look at the autoresponder. This is a direct follow on from module 5 where we look at setting up the method and style of lead capture.

In module 6, I show you how to set up an autoresponder. Now all autoresponder services have different methods of set up. Module 6 therefore provides an over the shoulder training of setting up the Aweber autoresponder.

Aweber is THE marketers “go to” choice of autoresponder. It is the most reliable and best performing service of its kind and is also my recommendation.

This module shows you, in short videos, each step by step process, so you can follow the training and quickly be set up, which is what you want.

Aweber provides good value for money and most importantly, is simple to use.

Driving Traffic With Pinterest



Pinterest is the starting point of the Money Online Blueprint strategy regarding traffic generation. Pinterest is the key factor in ALL three site types, so regardless if you have created a Targeted Niche or a Broader Niche or a Mainstream Blog, Pinterest is going to be an essential traffic magnet.

Pinterest is perfect for driving targeted traffic to Niche Sites & Blogs. Pinterest is also greatly under used by marketers, but also hugely used by vast volumes of people. This tips things in your balance as a marketer. That's right! You are a marketer, because you are marketing your Niche Site / Blog.

We are all familiar with Google. Google is a text based search engine. Pinterest, on the other hand, is a visual based search engine. In addition to that, Pinterest also has a social element that works well for users of Pinterest, although you won't be using it as a social media platform. You will purely be using it as a search engine, which is what it is mainly.

Why Pinterest?

The reason why Pinterest features so prominently in the Money Online Blueprint strategy is because of the following reasons: -

- It sends highly targeted relevant traffic
- The traffic converts
- You receive high volumes of traffic faster than with Google
- It diversifies your traffic sources so that you are not dependant on one traffic source
- It speeds up your income

The graph below shows results you could potentially get from using the Pinterest strategy laid out in module 7. In the graph below, you can see that the blog was created in November. 4 months later, traffic started slowly coming in and steadily increasing. In less than 1 year, this blog was able to get around 1,000 visitors per day, just from Pinterest.



In Just 6 Months This Blog Has Gone From Virtually Zero Traffic to in Excess of 1,000 Visitors Per Day From Pinterest

If you have a Broader Niche site and particularly if you have a Mainstream Blog. Pinterest is going to be your main traffic source. If your niche is competitive, which if it is a mainstream blog for example, it will be, then you will be able to get traffic reasonably quickly from Pinterest. Compared with Google, it will take multiple times longer for you to get a similar level of traffic, and if you want to rank on Google, you would have to invest in SEOing your site and posts which could become costly. Having said that, SEO is strongly recommended, but the strategy in this training is to lead with Pinterest initially and follow up later with SEO for Google traffic.

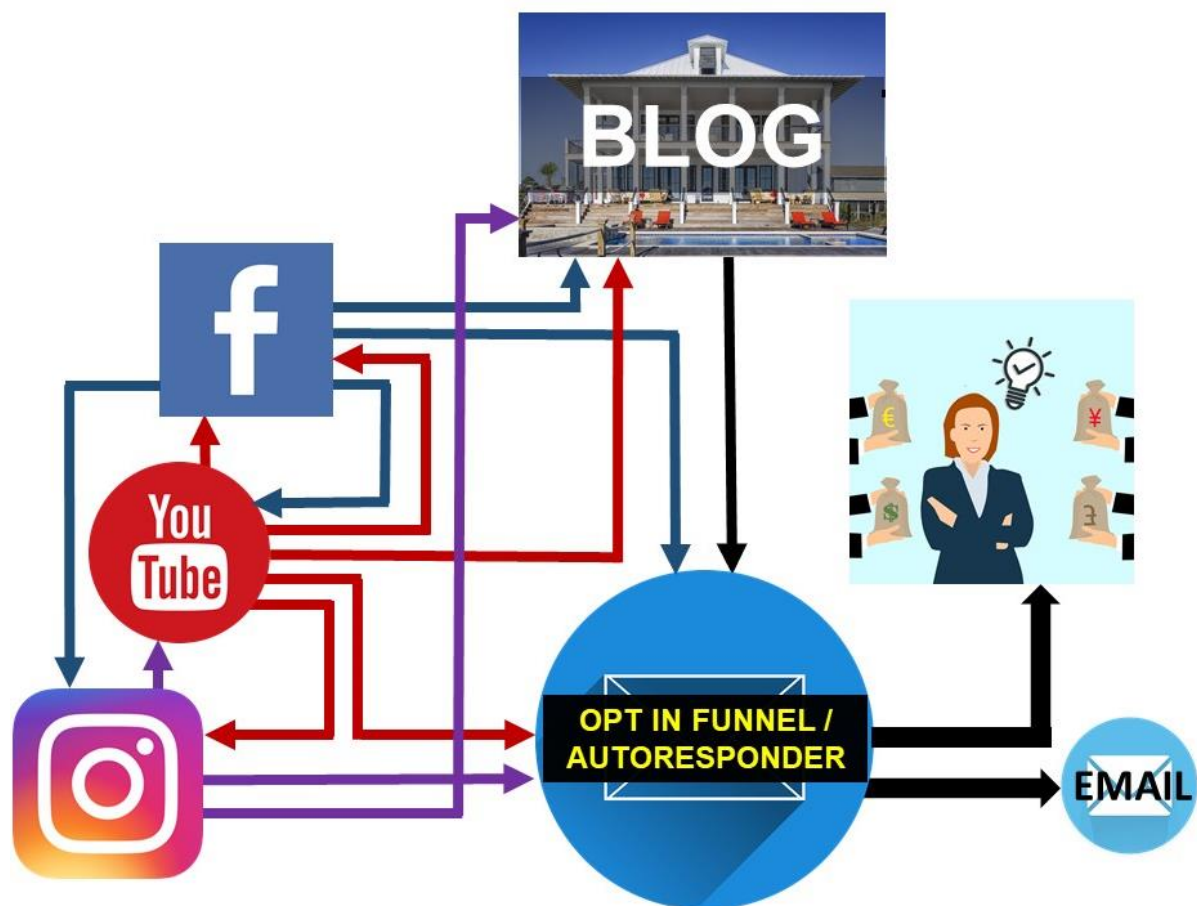
One final point I need to make clear with Pinterest is that the strategy I outline is simple to do and requires least effort. When I say least effort, I mean my strategy is highly efficient. It is essential that you follow my strategy and recommendations, or otherwise, you may not get the results you are hoping for.

You will have to use the Pinterest approved, Tailwind software that I recommend. Here is the link to give you a free trial: -

[Free Tailwind Pinterest Marketing Software](#)

Although you can sign up for a free Tailwind account, you will need to have premium account to carry out the powerful functionality that is a part of this traffic strategy. The premium level is low cost and offers exceptional value and is one of a few essential services that you really need for your business to succeed.

Driving Traffic With Traffic Magnets



Traffic magnets are platforms that I strongly recommend you use to drive traffic. These are in addition to Pinterest and Google and in module 8, you can find detail of the training for the strategy for each of the following platforms: -

- Facebook
- YouTube
- Instagram

Now I do strongly recommend that you use these traffic magnets. However, I am aware that the amount of work required to do everything is becoming quite heavy if you factor all of these in.

There are 3 options open for you regarding the traffic magnets:

1. Just do them.
2. Hire a virtual assistant to do the work
3. Just do one of them

Just Do Them

You can just go ahead and do them all: -

- Facebook
- YouTube
- Instagram

You can set them up one by one as and when you have time. There is no urgency here. Once set up, there is not that much on going work involved. YouTube will be the most time intensive, and although it is good to have and will drive traffic, you can skip YouTube and even Instagram if you are stretched.

Facebook, and the way I teach is the key traffic magnet and essential traffic magnet you should set up.

Hire A Virtual Assistant To Do The Work

You can hire a virtual assistant to do the work, and that is the best way to go if you can afford to do that. You can always wait until you are getting income from your site from the Pinterest traffic. That could help finance your VA costs

Just Do One Of Them

You could just do one of them. If you are going to just focus on one of them, you should do the Facebook traffic strategy.

DIY Google Ranking Strategy

DIY Google Ranking Strategy

Getting free organic Google traffic is the greatest traffic there is.
The reason for this is because: -

- It is exceptionally high quality
- It is highly targeted
- It is free

The downside of Google traffic is that it takes time and effort to get your site / posts to rank for the various phrase people search for.

If you followed the module 2 training, you will have got all of your key phrases and post titles ready, so you will know the potential traffic there is across the various posts you will be publishing.

Module 9 is all about showing you how to build up the most authority for your site by carrying out effective SEO strategies and methods. There is work involved with these, but like with everything else in this training, I have developed it so that you can achieve maximum results with least effort.

Ranking in Google takes time and of course, effort. Initially, for a couple of months, it will look like the effort you are putting in isn't doing anything. It is doing something, however, it is all within Google's algorithm. Google used to allow you rank quickly if the right signals are there. Now, with those same signals, Google prevents you from ranking, but allow you to get some traffic. They want to see what people do and how they respond when arriving on your site. If the response is good, your site will increase in quality score. If the response is not good, it will mean that people don't like your content or that there is something technically not good about your site. Something will have caused the visitors to your site to leave quickly, so Google would lower the quality score on your site.

This process will go on through out the months ahead. As your site increases in authority due to the SEO you will be carrying out, it will signal to Google to increase your rank.

This entire process acts like a snow ball rolling down a snowy hill it will increase in size slowly initially, but as time goes on, the snow ball will increase in size faster and faster. That is how your site will rank.

Depending on the site type you have built, you can expect to rank within 6 months for some phrases. After 12 months, you should expect to see a multiple increase in your rankings and traffic.

Conclusion

I hope you get a lot out of the training.

For the sake of success, remain focussed, avoid distractions, be patient and stick to your goals and the training and you will succeed

To your success

All The Best



Chris Cantell