

# How to Start a Profitable Blog

## Everything you need to start a blog and start making money fast in this easy checklist

You're on your way! One of the biggest challenges new bloggers face is just getting started. Downloading this checklist, you've made the commitment to get what you need and get started on what could be a life-changing decision.

In this video series, you'll find everything you need to get started blogging from planning your website, getting it online and growing it like a pro. This isn't just a 'blogging for beginners' series though. You'll find tricks and strategies here that even experienced bloggers aren't using.

**Blogging has changed my life.** It's taken me from someone that hated their job and had no direction to a profession I love and making over \$100,000 a year. I love being able to grow my online business and control my financial future. It's not even about the money anymore but about the challenge of creating a business that reaches nearly half a million people a month and has the power to change lives for the better.

*I love the sense of community I get from other bloggers and I want to share that community with you. I want you to be successful.*

I've tried to detail each video checklist as much as possible without making it too lengthy. You'll find notes to each video as well as some additional information not in the series. You'll also find all the resources I use and links to everything I mention in the videos.

### How to Use this Checklist

If you haven't started your blog yet, watch the first video. After that, you don't necessarily need to watch the videos in order but they all include critical pieces to your success. I recommend watching the videos with the checklist open on your computer to make notes or write down any questions you have.

*I'm always available by email to answer questions. The only way we build this blogger community and all grow stronger is if we help each other. I know you can do it.*

**Joseph Hogue, CFA**

[Let's Talk Money](#)

[PeerFinance101](#)

[MyWorkfromHomeMoney](#)

[MyStockMarketBasics](#)

[PeerLoansOnline](#)

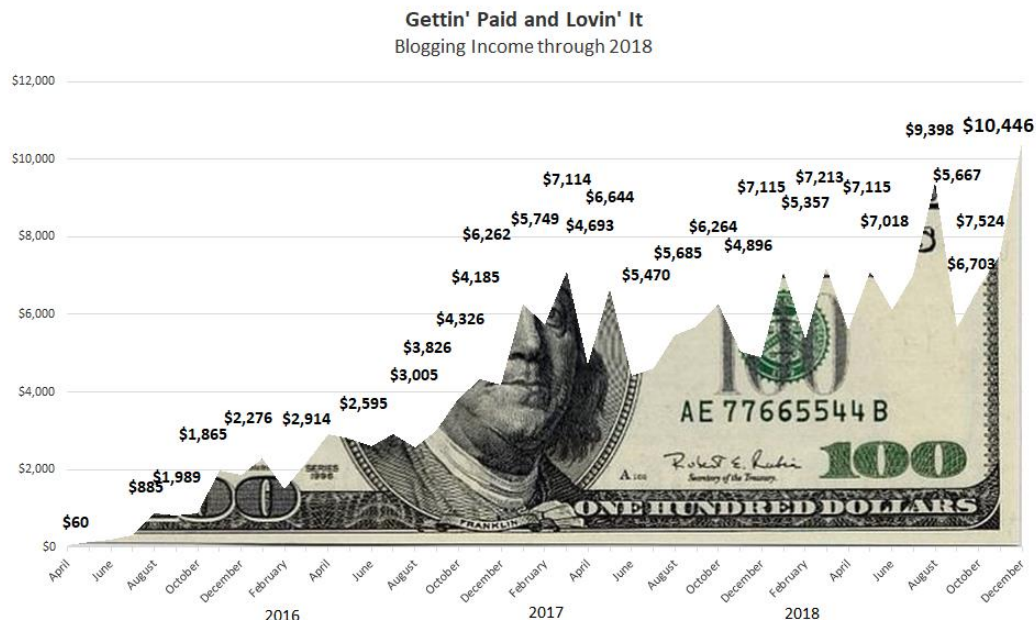
[Let's Talk Money! with Joseph Hogue, CFA](#)

[Click to Watch the Videos!](#)

## Checklist for Starting Your Blog

This first video will have you online and blogging in less than half an hour. From planning a blog you'll enjoy and that will make money to getting it online, I've laid it all out in an easy process. I've even negotiated a special rate from [BlueHost](#) to get you started.

This is the first step to growing your online business to over \$10,000 a month in less than four years.



Source: MyWorkfromHomeMoney.com

### [Watch the First Video and Get Started Fast](#)

- **Pick a blog topic** that you enjoy talking about...because you're going to be doing a LOT of talking about it! Certain topics like health & fitness, personal finance, and relationships generally make the most money but you can make money in anything [and I'll show you how in video #5].
- Once you've got a broad topic, narrow it further by audience (age group, gender, interests, etc.) or with a specific theme within the topic. This is called your 'niche' and it will help you speak more directly and personally to people.
- Your blog name should be easy to remember and spell. I'd recommend against hyphens or your own name.
- **Getting your blog online** means registering the name and getting webhosting, both can be done through Bluehost. It's the host I used for all four of my blogs and I've negotiated a special rate you won't find anywhere else. Click through to the video for a live step-by-step to creating a blog through Bluehost.

[Click to get your free domain and just \\$2.95 a month hosting with this negotiated offer](#)

- Not only do you get that special rate with Bluehost but they've made it super-easy to get started by automatically loading WordPress onto your blog. This is the behind-the-scenes platform you use to manage your blog.
- When you first get into your WordPress, there are a few things you might want to change.
  - Go to Settings→General to change the 'Site Title' and add a 'Tagline'
  - Go to Settings→Permalinks and check 'Post Name'
  - Go to Appearance→Themes and pick a look for your blog
  - Go to Appearance→Menus and decide how your site menu will look
- **Plugins** are computer programs you use on your blog to do specific tasks like check for broken links or guard against hackers. Many are free while others offer premium levels for a fee. Below are some of the plugins I recommend for all bloggers.
  - Akismet blocks spam comments from clogging up your website and your inbox.
  - Broken Link Checker finds links on your site that point to 'dead' 404 pages so you can change them.
  - PrettyLink is a must-have tool for managing your affiliate links, redirecting pages and tracking.
  - Shareaholic makes it easy for readers to share your blog on social media.
  - Wordfence Security is a solid anti-virus and malware scanner to protect your blog.

### Resources for Starting Your Blog

- [Bluehost](#) – The most inexpensive way to get started blogging, includes 24/7 support and lots of freebies. The first step for any blogger is getting online and this is how you do it!
- [PrettyLinks](#) – The only paid plugin I recommend for new bloggers. Easy affiliate marketing management, link tracking and more in one plugin.
- [ConvertKit](#) – I used three other email providers before finding ConvertKit and it was a constant nightmare. ConvertKit is the only one with everything you need to use email to grow your blog and make as much money as possible. The preferred email servicer of professional bloggers.
- [Fiverr](#) is a freelancer marketplace where you can find help with designs, marketing and just about any other task you need for your blog.

I'll show you how to make money on your blog in video #5 but you'll also want to check out my book, [Make Money Blogging: 9 Proven Strategies to Make Money Online](#). A best-seller on Amazon, it's a step-by-step into nine income sources you can use to diversify and grow your income.



### **Further Reading:**

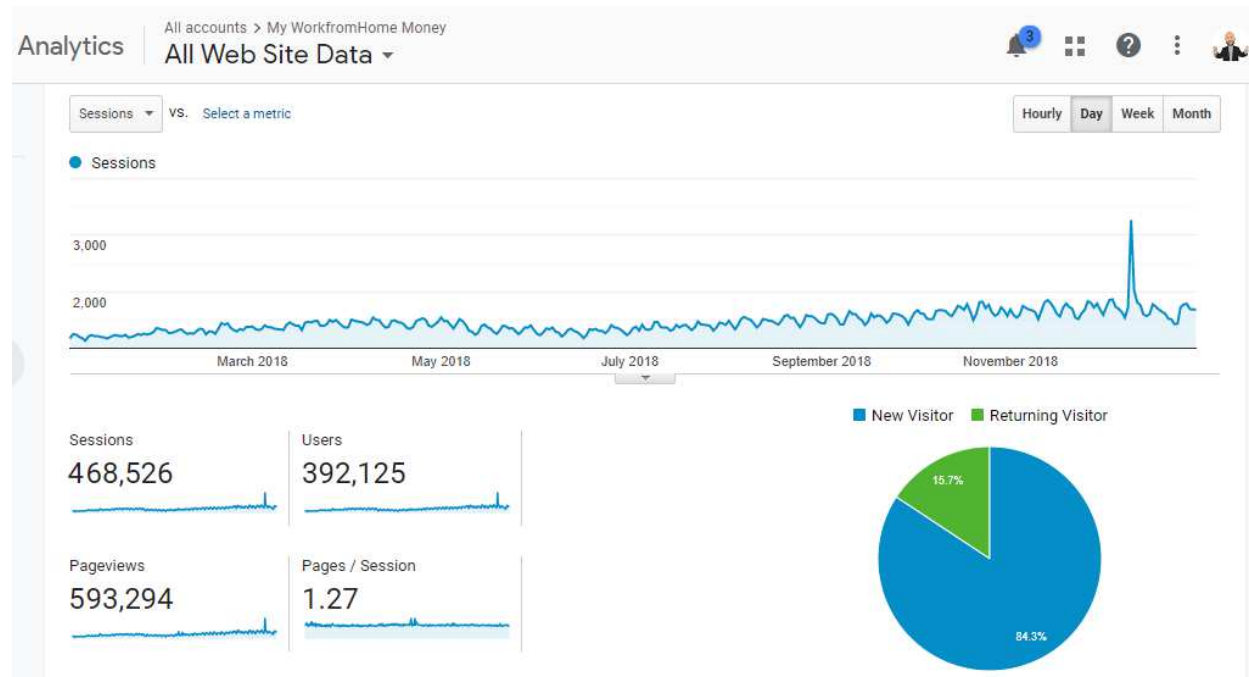
- Not sure if you want your life out there for everyone to see? Consider starting an anonymous blog, just don't make these mistakes.  
<https://myworkfromhomemoney.com/anonymous-blogging/>
- This article includes my 2018 Blogger Survey and some great insight into how much bloggers make, how much time they spend on their blog and all the questions you want to ask.  
<https://myworkfromhomemoney.com/how-to-make-money-blogging/>
- The ultimate list of newbie blogger mistakes and some that even the pros make.  
<https://myworkfromhomemoney.com/blogging-mistakes-resource-guide/>

## Checklist for Writing a Blog Post

You don't need to be a writer to be a blogger! It's probably the biggest misconception and the thing that keeps people from beginning what could be a hugely successful business.

You do need to write but I'm going to show you how to make writing easy. In this video, I'll show you how to get ideas and how to plan your blog posts. I'll also reveal a secret to hacking Google to get massive traffic for your blog.

*It's this process that gets me almost half a million visitors a year to JUST ONE BLOG of the four I own and I'll show you how step-by-step.*



### [Watch the Second Video and Get this Easy Writing Strategy](#)

- **Content strategy** is the types of posts and topics you plan on publishing to your blog. This is important because it will create your authority in a specific theme that will help build your audience and get found on Google.
  - Types of posts might include: list articles [always very popular], reader questions, personal stories around a topic, interviews, and how-to articles.
  - Plan on writing a deep, detailed article on a broad topic [for example, Stock Investing] and then several smaller articles related to that topic. Planning related series like this will help guide people around your blog and keep them on the site.
  - You'll also want to include money-making posts in your content strategy. You can make money on any article but affiliate-focused reviews and lists are generally going to be your big winners. Plan on a review post or a giant list post

at least once a month.

- **Keeping a constant flow of ideas** is one of the biggest reasons for blogger burnout but it doesn't have to wreck your motivation.
  - Reader questions or common questions in a topic are always popular articles. If you can't think of any questions, type your topic into Google and check out the 'People Also Ask...' section for ideas.
  - Use the Keyword-Hacking Strategy
    - Download other blogs' targeted keywords from Ahrefs or another tool
    - Find the keywords with the highest traffic and lowest competition. With the Ahrefs data, this is done by dividing Volume by Keyword Difficulty (KD)
    - Pick out the keywords that relate to your topic for enough ideas to last you all year!
  
- **Once you've got your blog post ideas, use this process to make writing easy**
  - Outline your article with a Title, Headline, Section Headings and a Close.
  - Search on Google for your main keyword
    - Note the search suggestions that pop up as you type your keyword. This can give you ideas for related topics that should be in your article.
    - What are the questions 'People Also Ask' shown by Google? The relevant ones should be answered in your article so make these Section Headings.
    - What does it say in the 'Related Searches' results at the bottom of the page on Google?
    - Click through the top couple of search results and note what other bloggers are talking about when they write on the topic.
    - This is all the research you need and should give you plenty of ideas to write about in your article. Fill in each section then go back through to make sure it all fits together.
  
- **Uploading your article to Wordpress**
  - Getting your blog post online is easy and basically just copy/paste into the WordPress editor
  - In the left-side menu, click on Posts and Add New
  - You can copy/paste into the editor from a Word document or just type your article directly into the editor.
  - Change the Headline and Section Headings to an H2 or H3 format [as a signal to Google]
  - Add images and bullet points to make it an easier read.
  - Change the date and time your post will be published and save the draft

- Change the permalink for your post by deleting all but the main keyword you are targeting. Remember to leave a dash between each word.
- Add a feature image and an excerpt that will show up on Google.
- Click to schedule your post.

### **Resources for Writing a Blog Post**

- [Grammarly](#) is a great site to check grammar and readability of your writing. The site can check a post or you can copy/paste directly onto the page. The program will give you suggestions on improving your writing and fixing grammar problems. A must even for experienced writers.
- [DepositPhotos](#) is an inexpensive source for images to use on your blog. DO NOT use images from Google. These are often copyrighted and can get you sued if you use them without permission.

### **Further Reading:**

- Some surprising evidence to how long your blog posts should be, <https://myworkfromhomemoney.com/blog-posting-frequency-google-ranking/>
- How to design a content strategy that get's ranked on Google <https://myworkfromhomemoney.com/internal-linking-seo/>

## Checklist for Social Media for Bloggers

Getting traffic to your blog from social media is critical as a new blogger. You probably don't have much Google ranking yet so visitors from Facebook and other platforms will be the best way to get the word out.

But social media can be extremely frustrating. There's so much competition and the platforms will do everything they can to keep people from clicking off the site. You need a social media strategy that builds a community and uses your time effectively if you're going to be successful.

I'll show you a strategy specific to each of the major social platforms as well as an overall social media strategy you can use to build a following and get more clicks.

### [Watch the Third Video for the Complete Social Media Strategy](#)

- **General Social Media Strategy** is critical to not wasting your time on these platforms. The engagement and click-through rate is tragically-low on these sites so focusing on building a tight community on just a few will go farther than a shotgun approach on every platform.
  - Make sure to include 'shareable' content in your blog posts. This includes things like quotes, images, video and infographics.
  - Make sharing easy by using the Shareaholic plugin on your blog and set it to float on the screen
  - Create a spreadsheet of bloggers you follow including a link to their blog. Sharing others content is critical to building your social community and it puts you on other bloggers' radar to share your content.
  - Use a social media management tool like Hootsuite to schedule your shares and curate other bloggers' content. You can also engage and answer questions directly on the Hootsuite platform. This is one of the biggest time-savers you'll find and makes sure you are constantly present for your social followers. [Try Hootsuite Free for 30 days.](#)
  - Focus on three or four social media platforms to grow a community but don't feel you need to be everywhere. It's much better to engage and build a tight community on a couple of platforms than to shotgun your blog on several sites. A closer, more engaged community will mean people that actually click through to your blog, comment on your posts and act as cheerleaders to others.
  - Use a content mix that builds community and makes money as well as drives traffic to your blog.
    - Four-in-Ten social posts can be for driving traffic back to the blog
    - Two or Three-in-Ten social posts should be shared content from other bloggers
    - Two-in-Ten social posts can be to promote money-making posts or those with strong goals



- One or Two-in-Ten social posts should be community building, asking and answering questions with no agenda to drive people off-site to your blog.
- **Facebook** is usually the first or second largest source of social traffic for bloggers and is one of the two sites everyone should be using. The platform changes the rules constantly so you'll have to be flexible in your strategy to get the most out of it.
  - Facebook will limit how many people see your posts if they include a link off the platform so you'll have to use a strategy that builds your community on Facebook as well as provides opportunities to get people off the site.
  - Day One: Create a post that links out to your blog post and include a landscape-size picture.
  - Day Two: Create a post engaging your followers with a question or a thought related to the article. Don't link out, just try to start a conversation.
  - Day Three: Go live on Facebook with a brief video talking about the article and your question or thought from the day before. Include a link to the article in the first comment and reference it so people can click through.
  - Engage in Facebook groups related to your blog topic by answering questions and being a resource for members. Don't promote your blog at first, just focus on being a contributing member. After a few weeks, you can start referencing posts in answers and promoting more.
- **Pinterest** is the most often neglected social site but also the one that accounts for the most traffic. Even blog topics that aren't necessarily visually-appealing can draw thousands of visitors a month from Pinterest.
  - Create a portrait-size pin for each blog post. The optimal image size is around 600x900 or a 2:3 ratio.
  - Create 'Boards' on Pinterest for each sub-topic or theme in your broader blog topic. You'll also want to join group boards related to your topic.
  - Day One: Pin your article to one of your boards
  - Day Two: Pin your article to one of the group boards
  - Use [Tailwind](#) to schedule your pins and curate other pins to go on your boards
- **Twitter** doesn't usually account for a lot of blog traffic but it is used by journalists and other bloggers for sources to reference. That means it can lead to your blog being mentioned and linked to which will help your Google rankings.
  - Tweets get buried within someone's feed in less than half an hour so your strategy should be to share several times a day. Balance your shares between curating others content and promoting your own.
  - Change up the shares you use to promote a post by using different quotes, images and other material from the article.
  - Use clips from your Facebook Live and other media to share on Twitter and grow your other social channels as well.

- Use [Hootsuite](#) to schedule multiple shares a day so you're not constantly logging in to Twitter to engage.
- **YouTube** is by far my favorite social platform and can actually be a business in itself. YouTube now accounts for one of my top traffic sources to the blogs and is higher-quality as well.
  - Plan on using YouTube as a social channel to promote your blog as well as an asset in itself. That means making brief summary videos of your posts to drive traffic back to the blog but also making videos just for YouTube. This will grow your channel faster and create another income stream away from the blog.
  - You can embed the summary videos directly onto your blog post to give visitors different media to consume and keep them on your blog longer. The watch-time you get on the video from the blog will also contribute to your YouTube channel growth.
  - Create images for your video that are relevant to each social platform. You can use the video thumbnail for Facebook and Twitter but will need a portrait-style image to use on Pinterest.

### **Resources for Social Media for Bloggers**

- [Hootsuite](#) is the only way I'm able to keep up with even a few social media platforms. The ability to schedule out your shares, engage with followers and curate other bloggers' content directly from the Hootsuite platform makes it a must for saving time.
- [Tailwind](#) is the preferred Pinterest scheduling tool because it's built specifically for the social site and has been approved by Pinterest. You can even use it free though the premium features are worth every penny.
- [ConvertKit](#) and your email marketing may not seem like part of social media but it's the best community you'll find for sharing and driving traffic to your blog. I use ConvertKit because it has advanced features you won't find anywhere else like the ability to easily segment my subscribers into lists that target them perfectly. My open- and click-through-rates doubled when I switched from my old email provider. [Take advantage of this special rate on ConvertKit](#)

### **Further Reading:**

- Detailed case study for promoting your blog, <https://myworkfromhomemoney.com/promote-blog-post-case-study/>
- How to connect with other bloggers to promote your blog, <https://myworkfromhomemoney.com/blog-outreach-list/>

## Checklist for SEO for Bloggers

Search engine optimization (SEO) is my secret weapon in blogging. It's how I've built my business to six figures and reach half a million people a month through YouTube and four blogs...and it's something that even many experienced bloggers don't do right.

Most bloggers think SEO is technical or too difficult. That means applying just a few of the techniques in this video will help boost your rankings on Google even past blogs with more authority than your own.

Do not neglect SEO for your blog! This is the key to Google search traffic which is usually three to four-times the traffic you'll get from social media.

### [Watch the Fourth Video for this Complete SEO Strategy for Google Love](#)

- SEO is how you signal Google what your blog post is about and how you get links from other websites that will boost your authority with the world's largest search engine.
- On-Page SEO is how you write your blog posts to signal Google while Off-Page SEO is the strategies you use to get noticed and links from other bloggers.
- Understand that Google ranks pages, not websites. This means you need to be doing at least on-page SEO and a little off-page SEO for EVERY blog post you want to rank. It always means you want to be promoting a specific page or article to other bloggers for links, NOT your homepage link.
- Good off-page SEO that gets quality links that boost you on Google is about 'earning' links. That means creating content that attracts links and reaching out to promote those articles. DO NOT waste your time on comment linking, directories, social bookmarks or other spam link techniques that are worthless or [worse still] will get your blog penalized by Google.
- **Create link-worthy articles** that people can't help but reference.
  - Interviews with Big Names
  - Super-list Posts
  - Step-by-Step Tutorials
  - Annual Surveys or Reports
- **Guest posting** is the easiest off-page SEO technique but also takes the most time. It's simply writing articles for other blogs and including links within the article back to your pages.
  - Build a relationship with other bloggers through engaging in social media groups and sharing their content.
  - Reach out to propose three ideas for a guest post that will interest their audience. Be sure to look for any guest post guidelines on the blog.

[Let's Talk Money! with Joseph Hogue, CFA](#)

[Click to Watch the Videos!](#)

- Write a quality guest post, at least a thousand words, that details the topic. Try to integrate one of the host blogger's posts into the content. Reference two of your blog posts through links in the content of the post.
- When the post is published, be sure to share it on social and answer any comments.
- **Broken link building** is more effective than guest posting because you can potentially score dozens of links in just a few hours but it does take some research and planning.
  - Combine the keywords related to the blog post you want to promote with 5-10 search words including: resources, websites, top articles, tools, sites, recommended resources, suggested resources, favorite resources, favorite sites, useful links
  - Run these 15 to 20 searches and download the URL results using the MOZbar extension for Google Chrome. Remove duplicate addresses and use the Screaming Frog software to find which websites and links point to 'dead' 404 pages.
  - Use the Internet Wayback Machine website to review the content when the now-dead 404 pages were live. Use this to make sure the blog page you want to promote is a good substitute for the 404 pages.
  - Use a link-tracking site like Ahrefs to find all the websites pointing to those dead 404 pages, then visit each site to find contact information.
  - Use the email template in the video to contact each website with a broken link. Make it a friendly heads-up about the broken link on their blog and suggesting your link as a replacement.
- **Republishing** is one of the last secrets of blogging. It will not only boost search traffic to your blog but will help you make more money with half the work of creating a new post.
  - Use Google Analytics and Search Console to choose a post to republish. I like waiting at least six months to republish a post and only those that are already getting some search traffic. Note a few of the keywords for which the post is ranking from Search Console data.
  - Do some new research on Google to find content you can add and update the post with related to your keywords. Add graphics and images as well to improve your search authority.
  - Update the post linking other articles on your site and including links to affiliates or products when relevant.
  - Schedule the post to republish no more than a couple of minutes into the future. Don't change the URL permalink to the post.
  - Once published, share out the post as you would any new article.

- **On-Page SEO** is the other half of getting your blog ranked on Google. It involves how you write your blog posts to signal Google that the article is important for specific keywords and should be ranked.
  - Your keyword should be in the title of the article and in the URL address.
  - Longer articles tend to rank higher on Google because they include more detail and gain more links. Not all your articles have to be over 2,000 words but plan on creating at least one long-form article a month.
  - Add relevant images and graphics throughout the article, adding alt-text and captions that include your keyword or related keywords.
  - Make your posts easier to read and SEO-friendly with section headings designated with H2 and H3 tags
  - Use your main keywords within the first and last 100 words of the article
  - Add links to related articles on your own blog and reference authoritative related articles on one or two other sites
  - Use similar and related keywords throughout the article

### Resources for Blogger SEO

Want a complete guide to ranking your blog on Google for hundreds of thousands of visitors? Check out [SEO for Bloggers: A Step-by-Step Strategy for Getting Google Love](#). An Amazon best-seller in search engine optimization, I reveal every trick I use to build my blogs and rank on Google.



### Further Reading:

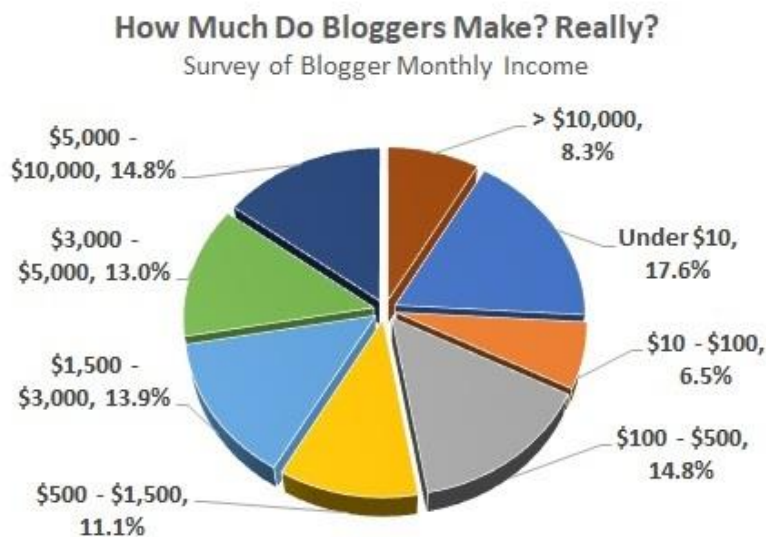
Infographics can still be great ways to get links back to your blog, learn how here, <https://myworkfromhomemoney.com/infographics-blogging-seo/>

How to fix a blog you didn't know was broken...doing a content audit for quick SEO gains <https://myworkfromhomemoney.com/fix-blog-content-audit/>

## Checklist for Making Money Blogging

I know this is what everyone is here for...to make money. I saved this video for the fifth in our series because I wanted everything set up, positioned so you could then apply what you'll learn here to make as much money as possible.

Now we're ready and I'm going to reveal my five favorite ways to make money blogging. These five income sources will not only make you thousands a month but will diversify your income so no single source accounts for all your money.



Source: MyWorkfromHomeMoney.com  
Survey of 130 bloggers in different niches

### [Watch the Fifth Video to See How I Created a Six-Figure Blogging Business](#)

- The graphic above is at once frustration and motivation for bloggers. The fact is that the majority make less than \$1,000 a month. Most give up on their blog before they make the real money. Learn how to run your blog like a business and use what I've shown you in this video series though and you'll break into that top 23%, the one-in-five bloggers that makes over \$5,000 a month on their website.
- Diversifying your blog income is one of the most important steps to making your website a long-term business. Few of these income sources will grow to six-figures alone and many will rise and fall from month to month. Put three to five of these together though and you'll not only smooth out your income but will make more money than you imagine.
- **Affiliate marketing** is a partnership with a company, sharing a link to their product and then receiving a commission when a reader clicks through and makes a purchase. Affiliates leave a 'cookie' on the reader's computer so you get credit for any sales even if the purchase isn't made immediately.

[Let's Talk Money! with Joseph Hogue, CFA](#)

[Click to Watch the Videos!](#)

- Join affiliate networks like CJ Affiliates and ShareASale to look for companies that relate to your blog topic. Sign up for the relevant affiliate programs on the sites and copy your affiliate link to use in your blog posts.
  - You can use your affiliate link in any post with a paragraph or two relating the product to the article topic but you'll make the most money on two types of articles.
    - Affiliate reviews are a direct review of the company or product. Detail how readers can use the product, your own experience, pros and cons for a balanced review.
    - List comparison posts offer the pros and cons of many related affiliates, comparing each other and giving readers a choice.
  - Only partner with companies and products you've used and feel comfortable recommending to your readers. Shilling for bad products will ruin your blog and ultimately lose you money.
  - Create a funnel for your best affiliates, getting readers into your email list with a lead magnet that puts them into an email sequence guiding them through the buying decision for the product. I use [ConvertKit](#) to segment subscribers into perfectly targeted lists for these email sequences.
- **Sponsored posts and Sponsorships** are actually two income sources. You'll get offers for one-off blog posts that include a sponsor's link. As you build authority, you can sign larger brand ambassador deals to represent a company through multiple blog posts and social media.
    - Don't accept sponsored posts for your blog that are poorly-written, copies of articles already online, or link to spammy websites. Start at a minimum \$100 for a one-year, renewable link and increase it as your blog grows.
    - Create a reader profile with demographics of your audience from Google Analytics. List out all the products and brands they use or visit similar blogs to see which brands are being promoted.
    - Create a media kit with your blog visitor statistics, social media followers, email subscribers, average views and CTR for typical posts, and keyword rankings for search terms related to a company's products.
    - Negotiate for longer-term or deals that involve multiple posts. The time you spend researching and getting to know a brand means you need a bigger commitment to make the time worth it.
    - Start at a few hundred per post or video. You can also negotiate a flat fee plus a commission basis through their affiliate program.
  - **Self-publishing and printables** are easily my favorite passive income source for blogging. You're already producing pages of content. It's effortless to turn this into a book and sell it on Amazon.

- Printables are one- to five-page handouts or checklists you can sell directly on your blog. They're easy to create and can be written to target a very specific audience from a single post. They can also be used as quick-sale options in a tripwire presented to new email subscribers.
- Self-published books are a natural fit for bloggers and gives you an income source not dependent on you blog. Selling on Amazon is easy and can be turned into passive income with the process below.
  - Research your book idea, looking through the Table of Contents in other books on Amazon. Think about the transformation you want to drive in your readers and work back through the steps they need to hit.
  - Outline your book with 8 to 12 chapters plus an introduction and a conclusion. Plan on writing one chapter a week and posting it to your blog as an article.
  - Combine your chapters and format them for self-publishing. Add a little extra content and read through to make sure the information flows naturally. Design your cover art and publish on Amazon Kindle and CreateSpace for print-on-demand.
  - Go back through each chapter posted on the blog and update with a paragraph or two about the book, including a link to your Amazon page. Add a link to your email sequences where appropriate and schedule to share out regularly on social with [Hootsuite](#).
  - Launch your book for \$0.99 for a week and reach out to family and friends to leave reviews. This will help jumpstart your ranking in the Amazon categories and help make organic sales.
- **Membership sites** are less often used as an income source but have the advantage of creating recurring income each month. Typical membership fees range from \$15 to \$99 a month with different levels of access.
  - You have two options in pricing. You can price with a low monthly fee and then upsell with products or tiered membership levels. Alternatively, you can price at a higher membership fee and give access to everything.
  - Hang out on a couple of membership sites first to see how features and access are offered as well as picking up tips on member engagement.
  - Use a membership plugin like [MemberMouse](#) or [MemberPress](#) to create a members-only section on your blog.
  - Offer special, limited-time pricing to influencers and your most engaged email subscribers as the first members. The word-of-mouth and feedback will help draw more members.
  - Focus on engagement and creating a sense of community for members. Create special events and challenges that generate conversations and keep members coming back every month.



- **Courses** are the big leagues for blogging income but involve a lot more work than the other sources. You'll not only need to create the course but also a sales funnel that will persuade people to buy.
  - The planning process for a course is similar to self-publishing. Do some research on Amazon and Udemy to see what other creators are saying. Start with that transformation you want to create and work backwards through the necessary steps.
  - Understand you have a lot of flexibility in your course as far as content and delivery. The best courses are as short as they can be, even just a few hours, to create that transformation. They also use a variety of media including worksheets, checklists and video content.
  - Use Teachable to host your course, market and collect payments. The platform makes it easy to manage everything from comments to updates. Best feature, you can create affiliate accounts to incentivize other bloggers to advertise your course for a commission. [Learn how to create a six-figure course with this free webinar from Teachable.](#)
  - Prices for courses range from \$15 to \$1,000-plus. I recommend starting at no less than \$99 but you can easily get a few hundred for a quality course. A good rule is to think of how much you want to price your course at...then double it! Earn what you're worth.
  - Create a marketing funnel for your course that gets people on your email list through a lead magnet then warms them up through an email sequence. You can also offer a free webinar on the topic that leads into your course. Offer bonus materials, discounts and limited-time resources to persuade people to take your course.

### **Resources for Making Money Blogging**

- [EverWebinar](#) is a different kind of webinar platform. It allows you to record a webinar, then offer the recorded version as if it were a live event. It's the platform I use for my course and makes marketing easy. The platform connects to ConvertKit to send out your email sequence to participants to build that relationship and sell to more students.
- [Teachable](#) is the easiest way to host, deliver and market your online courses. The platform comes with everything you need including sales pages, coupon pricing, the ability to drip your course content gradually and sign up affiliates to sell your course for you. The platform is offering a free webinar in creating and launching a course that will help you get started. [Reserve your seat for this free webinar and create your six-figure course.](#)
- [MemberMouse](#) is a monthly subscription membership plugin starting at less than \$10 a month with the special offer below. You'll get all the features you need to create a professional-looking membership site that drives the conversation and encourages

engagement. [Get 50% off the regular price and a 14-day free trial with this link.](#)

- [MemberPress](#) is another option to create your membership site with a few more features and the ability to sign up affiliates to help market your site. MemberPress is also offering a 50% discount on its regular price.

[Make Money Blogging: 9 Proven Strategies to Make Money Online.](#) A best-seller on Amazon, is a step-by-step into nine income sources you can use to diversify and grow your income. Along with more detail in self-publishing, courses and membership sites, you'll learn about other income sources like workshops and advertising.



**Further Reading:**

Making money with live events including conferences, seminars and workshops  
<https://myworkfromhomemoney.com/making-money-seminars-workshops/>

A more detailed guide to making money with printables,  
<https://myworkfromhomemoney.com/passive-income-selling-printables/>

Well, so much for a quick checklist but I wanted to make sure you got everything you need to get you started blogging and be successful. Blogging and making money online isn't exactly new but it's still a business that anyone can start.

But it's not as easy as most make-money bloggers make it sound. This is a business and you need the right tools to not only survive but create something amazing. Use what you've learned in these five videos and you'll have everything you need but I want to help in any way I can. I know you can be successful and I want to be part of your journey.

*Be sure to reach out with any questions and let me know how I can help!*

**Joseph Hogue, CFA**

[Let's Talk Money](#)

[PeerFinance101](#)

[MyWorkfromHomeMoney](#)

[MyStockMarketBasics](#)

[PeerLoansOnline](#)