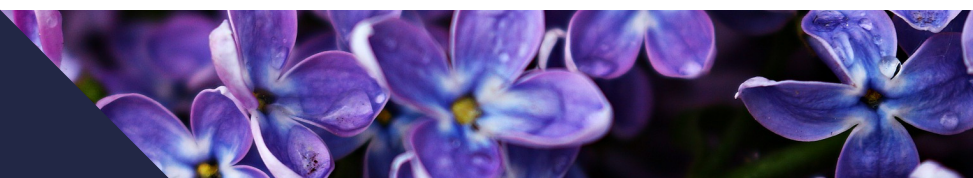




FEARLESS AFFILIATE'S

15 POINT

**Checklist For
Starting Your
Blog!**





- THINK ABOUT WHY YOU WANT TO DO THIS
- NICHE
- A WEBSITE PLATFORM
- A DOMAIN NAME
- A WEBSITE HOST
- CHOOSE A THEME
- WRITE A BLOG POST, PUBLISH, THEN SUBMIT YOUR SITEMAP TO GOOGLE
- CHOOSE SOME HELPFUL PLUG-INS FOR YOUR WEBSITE
- WRITE MORE BLOG POSTS
- KEYWORDS
- CREATE A POSTING SCHEDULE
- SEO
- EMAIL MARKETING
- BRANDING YOUR WEBSITE
- SCOPE OUT THE COMPETITION AND DO BETTER

NOTES



- THINK ABOUT WHY YOU WANT TO DO THIS AND WHAT YOUR GOAL IS. HONESTLY, THE BEST GOAL IS A DESIRE TO HELP OTHERS. IF YOU GO INTO BLOGGING JUST TO MAKE MONEY, IT COMES ACROSS TO YOUR VISITORS. THEY WILL TAKE YOUR FREEBIES AND MOVE ON TO ANOTHER WEBSITE. IF YOU GO INTO IT WILLING TO SERVE OTHERS, THAT IS THE MESSAGE THAT VISITORS WILL GET AND THEY WILL COME BACK FOR MORE. AND THEY WILL BE WILLING TO PURCHASE FROM YOU IF THEY TRUST YOU.

- NICHE! YES, YOU NEED A TOPIC FOR YOUR BLOG. VEGAN RECIPES, BEST WAY TO DO CRUNCHES, HOW TO BUY A DOG. WHATEVER YOUR SKILL IS, THIS IS YOUR NICHE. IT SHOULD BE SOMETHING THAT YOU EITHER ENJOY ALREADY (A HOBBY) OR YOU ARE INTERESTED ENOUGH IN IT TO WRITE ABOUT IT AND TEACH OTHERS ABOUT IT.

- A WEBSITE PLATFORM, LIKE WORDPRESS.ORG.
IF YOU GO WITH HOSTED (A FREE SITE LIKE WORDPRESS.COM OR HUBSPOT) THEN YOU WILL NOT OWN YOUR WEBSITE BECAUSE IT BELONGS TO THE HOSTING SITE. YOU ARE ALSO RESTRICTED IN OTHER AREAS, AND YOU CANNOT MONETIZE BECAUSE YOUR FREE PLATFORM ADVERTISES THEMSELVES ON YOUR WEBSITE.

WORDPRESS.ORG IS SELF-HOSTED (= HOSTED BY YOU) AND ALLOWS YOU TO HAVE A .COM, .NET, OR .ORG EXTENSION OR EVEN YOUR COUNTRY'S EXTENSION, LIKE .CA OR .HK. MANY HOSTING PACKAGES COME ALL READY TO SET UP WORDPRESS FOR YOU, AND WITH A FEW CLICKS YOU WILL HAVE A WEBSITE!

NOTES



A DOMAIN NAME. THIS IS THE NAME OF YOUR WEBSITE ON THE INTERNET, SUCH AS ABCDOGGROOMING.COM. CONSIDER NAMING IT AFTER YOUR NICHE IN SOME WAY. IF YOU REALLY LIKE THE NAME THAT YOU HAVE CHOSEN, CONSIDER PURCHASING THE DOMAIN FOR A FEW YEARS TO SECURE THE NAME TO YOUR BRAND. THIS ALSO GIVES YOU SOME PEACE OF MIND THAT YOUR NAME IS YOUR NAME!

IF YOU CAN GET ONE, A .COM EXTENSION IS THE BEST OPTION. IF THE NAME YOU LIKE IS TAKEN, KEEP TRYING FOR A .COM. CONSIDER A PLAY ON WORDS OR SYNONYMS, BUT AVOID HYPHENATING EVERY WORD OR USING NUMBERS INSTEAD OF LETTERS. IF IT IS TOO HARD TO REMEMBER, PEOPLE WILL SKIP OVER YOUR SITE. YOU CAN ALWAYS JUST CREATE SOMETHING NEW THAT HAS NOTHING TO DO WITH WHAT YOU ARE PROMOTING, LIKE AMAZON DID. OR NIKE. WHAT THE HECK IS A NIKE?

A WEBSITE HOST, SUCH AS BLUEHOST OR HOSTGATOR, WHICH IS GOING TO GIVE YOUR WEBSITE A WWW. ADDRESS ON THE INTERNET. BE SURE TO COMPARE APPLES TO APPLES WHEN RESEARCHING HOSTING AS THEY ALL OFFER DIFFERENT TYPES OF SUPPORT AND OPTION COMBINATIONS.

YOU CAN GET FREE HOSTING WITH HOSTED WEBSITES (LIKE TUMBLR) IF YOU ARE JUST BLOGGING FOR FUN.

AND SOME AFFILIATE MARKETING PROGRAMS/UNIVERSITIES HAVE THEIR OWN HOSTING IF YOU ARE SIGNED UP FOR THEIR EDUCATION (**WEALTHY AFFILIATE** OR AFFILORAMA ARE TWO). OR YOU CAN GET YOUR OWN HOSTING. IT REALLY PAYS TO SHOP AROUND IN THIS AREA, AND READ REVIEWS.

(THE LINK ABOVE TO WEALTHY AFFILIATE IS AN AFFILIATE LINK, WHICH MEANS I MAY EARN A COMMISSION IF YOU PURCHASE SOMETHING, AT NO ADDITIONAL COST TO YOU)

NOTES



DID YOU CHOOSE WORDPRESS.ORG? AWESOME! NOW YOU CAN JUMP IN AND CHOOSE A FREE THEME FOR YOUR WEBSITE.

DO NOT WORRY OR FUSS ABOUT IT TOO MUCH. JUST CHOOSE SOMETHING THAT YOU LIKE, AND YOU CAN CHANGE IT LATER IF YOU WANT.

MOST OF THE THEMES HAVE SIMILAR ELEMENTS SO IF YOU DECIDE TO GET INTO WOOCOMMERCE LATER, YOU CAN CHANGE THEMES SO THAT YOU HAVE A SHOPPING CART.

WRITE A BLOG POST, PUBLISH IT AND THEN GO TO GOOGLE SEARCH CONSOLE AND SIGN UP. THEN GO TO THE DASHBOARD ON THE LEFT AND CHOOSE CRAWL > SITEMAPS AND SUBMIT YOUR WEBSITE SITEMAP TO GOOGLE SO THAT YOU CAN GET INDEXED AND THE WORLD WILL BE ABLE TO FIND YOU.

IT MAY TAKE A WEEK OR TWO FOR YOUR SITE TO BECOME INDEXED, SO DO NOT BE ALARMED IF IT DOES NOT HAPPEN RIGHT AWAY.

A GOOD SEO PLUG-IN WILL HELP YOU FIND THE INFORMATION THAT YOU NEED TO DO THE SITEMAP, BUT GOOGLE HAS EXCELLENT INSTRUCTIONS FOR GETTING THIS SET UP PROPERLY. THEY WILL ALSO EMAIL YOU WHEN YOU ARE INDEXED.

CHOOSE SOME PLUG-INS FOR YOUR WEBSITE. I WOULD SUGGEST AN ANTI-SPAM (FOR COMMENTS ON YOUR SITE), AN IMAGE OPTIMIZER AND AN ALL-IN-ONE SEO PLUGIN, TO HELP YOU NAVIGATE SEARCH ENGINE OPTIMIZATION. A GOOD SEO PLUG-IN WILL ALSO HELP YOU GET SET UP WITH LINKING YOUR WEBSITE TO YOUR SOCIAL MEDIA ACCOUNTS.

NOTES



WRITE BLOG POSTS. KEEP A LIST OF 20 TO 30 TOPICS THAT YOU CAN WRITE ABOUT TO BUILD OUT YOUR WEBSITE. AS YOU FIND MORE TOPICS, ADD THEM TO THE LIST AND KEEP WRITING GOOD QUALITY ARTICLES THAT ARE 1000 WORDS OR MORE.

KEYWORDS – KEYWORDS ARE WORDS THAT PEOPLE TYPE INTO A SEARCH BAR, AND THEY ARE THE WORDS THAT PEOPLE WILL USE TO FIND YOU. THEY ARE USUALLY PLACED IN THE TITLE OF THE BLOG POST AND SOMEWHERE IN THE FIRST PARAGRAPH, WHEREVER IT LOOKS MOST NATURAL.

THIS IS SOMETHING THAT IS PART OF SEARCH ENGINE OPTIMIZATION AND A KEY PART OF RANKING WELL WITH GOOGLE. EVERY BLOG POST YOU WRITE MUST USE KEYWORDS EFFECTIVELY, AND ONCE YOU GET THE HANG OF FINDING APPROPRIATE KEYWORDS FOR YOUR NICHE, USING THEM CORRECTLY WILL BECOME MORE NATURAL. A GOOD KEYWORD TOOL CAN HELP A LOT. I USE JAAXY ([THIS IS AN AFFILIATE LINK](#))

CREATE A POSTING SCHEDULE. ONCE A WEEK, TWICE A WEEK OR WHATEVER YOUR LIFE CAN HANDLE RIGHT NOW. PRINT OUT A CALENDAR SHEET AND WRITE IN WHAT YOU ARE GOING TO WRITE ABOUT FOR A COUPLE OF MONTHS. THIS WILL GIVE YOU INCENTIVE TO KEEP GOING WHEN YOU LOOK AT IT.

NOTES



SEO – YOU NEED TO LEARN AS MUCH ABOUT SEARCH ENGINE OPTIMIZATION AS YOU CAN. ALL WEBSITES ARE NOT THE SAME, SO ALL THE INFORMATION THAT YOU GET ABOUT HOW TO OPTIMIZE YOUR WEBSITE FOR SEARCH TRAFFIC WILL NOT BE THE SAME EITHER. IT IS A MATTER OF TWEAKING ONE THING AT A TIME, AND MONITORING THE RESULTS FROM GOOGLE SEARCH CONSOLE AND THEN ADJUSTING YOUR BLOG CONTENT TO YOUR DEMOGRAPHIC.

EMAIL MARKETING – THIS IS REALLY SOMETHING THAT YOU CAN DO LATER ON, BUT IT IS ON THE LIST BECAUSE PEOPLE HAVE HIT AND MISS RESULTS WITH IT, MOSTLY DUE TO TIMING.

THERE ARE SEVERAL STEPS TO SETTING UP AN EMAIL CAMPAIGN, AND I HAVE INSTRUCTIONS ON MY WEBSITE IN MY AFFILIATE TRAINING 101 TAB. YOU WILL NEED A FREEBIE, SUCH AS A PDF GUIDE OR CHECKLIST, TO OFFER YOUR VISITORS IN EXCHANGE FOR THEIR EMAIL ADDRESS.

YOU CAN DO FREE EMAIL MARKETING FOR UP TO 1000 VISITORS WITH **MAILCHIMP** FOREVER FREE. FREEBIES CAN BE MADE USING CANVA, A FREE TOOL WITH LOTS OF OPTIONS AND PLENTY OF TUTORIALS ON YOUTUBE.

I RECOMMEND THINKING ABOUT THIS PROCESS EARLY ON, WHILE YOU ARE STILL BUILDING OUT YOUR WEBSITE. FREEBIES CAN BE OLD BLOG CONTENT THAT HAS BEEN RE-PURPOSED, OR NEW INFORMATION THAT YOU WANT VISITORS TO HAVE. AVOID FREE PRIVATE LABEL RIGHTS (PLR) AS MOST OF IT IS OLD AND IS BEING USED BY OTHERS.

NOTES

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BRANDING – TO GO ALONG WITH EMAIL MARKETING, YOU NEED TO THINK ABOUT YOUR BRAND.

YOU WANT TO CHOOSE THE COLORS AND FONTS FOR YOUR WEBSITE FREEBIES AND EMAILS. YOU CAN CREATE LOGO'S IN **CANVA**, WHICH IS ALSO A GREAT PLACE TO CREATE MOST OF YOUR EMAIL FREEBIES! SIGN UP FOR THE FREE ACCOUNT TO START.

WHEN YOU SET UP YOUR SOCIAL MEDIA ACCOUNTS, YOU WANT A LEVEL OF CONSISTENCY SO THAT PEOPLE WHO GO FROM YOUR TWITTER OR FACEBOOK TO YOUR WEBSITE WILL SEE THE SAME COLORS AND THE SAME PHOTO OF YOU. THIS WAY THEY KNOW THEY ARE AT THE RIGHT PLACE!

GO TO YOUR COMPETITOR'S WEBSITES AND SEE WHAT THEY ARE DOING. READ THEIR ARTICLES AND LOOK FOR INFORMATION THAT IS MISSING FROM THEM, AND THEN WRITE POSTS THAT INCLUDE THIS INFORMATION. THIS HELPS YOU TO DEVELOP THE AUTHORITY IN "AUTHORITY WEBSITE". WHEN PEOPLE FIND THAT INFORMATION ONLY ON YOUR SITE, YOU BECOME THE TRUSTED AUTHORITY!

DO NOT COPY OTHER PEOPLE'S CONTENT! I CANNOT STRESS THIS ENOUGH. IF YOU COPY FROM ANOTHER WEBSITE, GOOGLE CAN SEE THIS AND WILL MARK YOUR ARTICLE AS DUPLICATE CONTENT, AND SEND IT TO THE BOTTOM OF THE SEARCH RESULTS. IT IS A HUGE NO-NO AND GOOGLE PENALIZES HEAVILY WHEN THEY CATCH IT.

NOTES

A large, empty rectangular area with a light purple background, intended for taking notes.



AND THERE YOU HAVE IT! MOST OF THESE POINTS CAN BE DONE THE SAME DAY. IF YOU CAN, TRY TO GET YOUR FIRST POST DONE AS WELL...PERHAPS YOU CAN DO YOUR ABOUT ME PAGE?? REALLY THINK ABOUT WHO YOUR AUDIENCE IS AND WHAT YOU CAN DO FOR THEM WHEN YOU WRITE THIS.

THE MOST CRITICAL AREA TO EXPAND IS THE NUMBER OF QUALITY, WELL WRITTEN BLOG POSTS. THIS IS WHAT GIVES YOUR SITE CREDIBILITY AND SETS YOU APART.

AS SOON AS YOUR SITE STARTS TO MAKE MONEY, CONSIDER UPGRADING SOME OF THE TOOLS THAT YOU USE, LIKE A KEYWORD TOOL; OR YOUR BLOG THEME (UPGRADE TO PRO); OR BETTER HOSTING; OR A FEW MORE YEARS FOR YOUR DOMAIN. OR SOME PROFESSIONAL BRANDING.

BE CAREFUL ABOUT SIGNING UP FOR TRAINING PROGRAMS THAT CLAIM TO BE ABLE TO TEACH YOU HOW TO MAKE MILLIONS LEVERAGING FACEBOOK. FACEBOOK HAS ITS OWN PLANS AND IF THE INFORMATION IS MORE THAN 3 MONTHS OLD, IT MAY WELL BE TOO FAR OUT OF DATE TO BE USEFUL. **AS OF JANUARY 2018, FACEBOOK HAS PLANS TO CUT BACK HOW MUCH ADVERTISING YOU WILL SEE IN YOUR FEED, WHICH MEANS LESS PEOPLE WILL SEE YOUR ADS, EVEN IF YOU PAY FOR ADVERTISING ON FACEBOOK. THIS ALSO GOES FOR TWITTER, INSTAGRAM, AND OTHER SOCIAL MEDIA.

YOU WILL BE BETTER SERVED BY CREATING SOME DIFFERENT EMAIL CAMPAIGNS. I HAVE INFORMATION **HERE IN MY AFFILIATE TRAINING 101**. TRY SOME A/B TESTING WITH DIFFERENT SUBJECT LINES, OR DIFFERENT FREEBIES. EMAIL LISTS WILL ALWAYS BELONG TO YOU, AND IF SOMETHING HAPPENS TO YOUR SOCIAL MEDIA FOLLOWERS, YOU ALWAYS HAVE YOUR LIST!

HAPPY BLOGGING AND I WISH YOU THE BEST OF LUCK! THERE REALLY IS NOTHING QUITE AS REWARDING AS HELPING OTHERS.

-IRMA :)