



# BLOGGING START-UP GUIDE

# Hey, I'm Addi!



## **Welcome to the Blogging Start-up Guide!**

I am so happy you downloaded this guide. Each step will help you to lay a successful blog foundation.

As you go through the guide, I want you to take time to complete each action step block and implement it on your blog.

Doing this will help you to work your way through all the steps you need to start growing your blog and your income.

I am here to guide you to create your own plan to turn your blog into a profitable business.

Let's get started!

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## STEP ONE: YOUR SOLUTION

To help you stand out, you need to identify the unique solution you provide to your audience. Leverage your knowledge, life experiences and passion to come up with your "IT" factor.

Action step: Describe what makes you unique.



## STEP TWO: WHO YOU SERVE

You don't want to attract everyone to your blog. It's time to narrow down who you serve. Think about your audience's: interests, hobbies, dreams, pain points, values, beliefs. etc. What problem are they experiencing and what result can you help them achieve?

Action step: Who is your specific target audience? What is their #1 problem you can solve?



## STEP THREE: OFFER

What will you sell? If you are creating your own product or service, think about HOW your unique solution will help your audience. That will be your offer. If not, consider affiliate programs to monetize your blog. But, only offer affiliate programs that you KNOW can help your audience.

Action step: What will you sell and why?



## STEP FOUR: CONTENT

The content you write needs to focus on quality over quantity. Each blog post should be actionable or include some kind of takeaway for your audience. Try to dive deep on the 'how' of each post.

Action step: List 5 blog posts you will write and the takeaway it will provide.



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## STEP FIVE: EMAIL OPT-IN

When someone lands on your blog, you need to make sure it is easy (and obvious) for them to sign up for your email list. Place your email opt-in box in several different places. Here are a few examples: header, in blog posts, pop-up, sidebar, and navigation menu.

Action step: List each place you want to add an email opt-in box to your blog.



## STEP SIX: LEAD MAGNET

You need incentivize people to sign up for your email list. This means, creating a lead magnet that they want and will be excited to receive in exchange for their email address. Keep in mind, you want your email list to be full of your target audience, so create an opt-in that will specifically help that audience.

Action step: What lead magnet will you create and how will it help your audience?



## STEP SEVEN: MARKETING

Figure out where your target audience is spending their time online and focus on marketing your blog on that platform. Create a calendar of what you will post/share and how often. Consistency is key.

Action step: Where will you market your blog? How will you be visible on that platform?



## STEP EIGHT: GOALS

Create blogging goals and milestones to help you stay on track. Make sure you focus on specific results you want to achieve and the date you want to achieve it by. For example, it could be to get 100 email subscribers by X date.

Action step: List a blog goal you want to achieve.



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## STEP NINE: EMAIL SEQUENCE

Once you have started to turn leads into subscribers you want to nurture them by providing value on a consistent basis. An easy way to do this is to set up an email sequence. Consider creating a 5-7 day nurture sequence that touches on your audience's pain points and then have it go out automatically to new subscribers.



Action step: List the email topics you will write about for your follow-up sequence.

## STEP TEN: COLLABORATE

One of the best ways to grow your blog is to network and collaborate with other bloggers. Put yourself out there and start connecting with people in your industry. Think about how you can help them and opportunities to work together.



Action step: Who would you like to connect with online?

## NOTES