



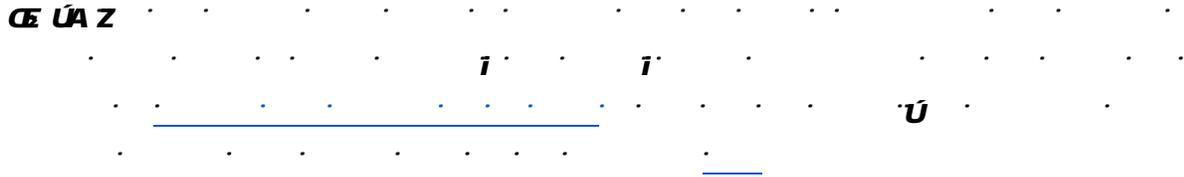
# MASTER YOUR *Blog* MONEY MAP!



Plan Your Path &  
Make Money Faster

# MASTER YOUR BLOG MONEY MAP

*Plan Your Path & Make Money Faster*



So you want to make money with your blog? Well, honestly, who doesn't. Even the smallest blogs that started out as a way to express their love of writing and passions have expenses. Nine times out of ten, when bloggers learn that there is an opportunity to make some extra money with their blogs, they usually jump on the opportunity.

But, with over two million blog posts being published every day and over 1.9 billion websites online, it can be difficult to squeeze into the world of money makers. So, how do you set yourself apart from everyone to get your customers buying from you instead of someone else?

Over the next few lessons, we are going to work together to make your money map. Unfortunately, I don't have all the answers on what your exact money-making map is going to look like. Everyone is different and unique to their own individual business. What I can do is give you some guidance and journal prompts to help you work through creating a money map that works for you. This is an important part of your blogging journey so make sure to remind yourself that nothing is set in stone. As an entrepreneur, you will always be updating this plan and pivoting in your business as things evolve. Just remember, there is nothing wrong with this. It's perfectly normal to adapt to changes.

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When You Should Start to Monetize Your Blog

Why It's Important to Create a Money-Making Plan Early

The Four Fundamental Factors to Making Money as a Blogger

Identify Where You are As a Blogger and Where You Want to Be Next

Set Some SMART Goals to Help You Achieve The Next Level of Success

Learn How to Measure and Track Your Results and What To Do If You

Aren't on Track



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A lot of new bloggers wonder when it's the best time to start to make a plan to make money with your blog. My personal thought is that you can never start too soon. Getting your plan in action early can help you to learn the ropes while you are still in the early stages when there are no expectations. This way, there's no pressure to make money and you can get your feet wet.

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Creating a plan in any business is an important and vital step for growth. Knowing where you are going and where you want to go can be a source of inspiration when things get hard (because they inevitably will) and be a great visual reminder of your goals. In fact, studies show that you are 42% more likely to achieve success when writing down your goals and plans.

Planning can be as simple as writing your goals down on a piece of paper or if you are crafty and prefer visuals, you might want to create a vision board to keep near your workspace. No matter what the medium, having that constant reminder around will be invaluable.

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Before we get started digging into your own personal money map, it's important for you to understand the four fundamental factors that affect how much money you will make with your blog. If you don't focus on these things closely, you will not be successful.

Each of these factors alone may not amount to much. What's important to know is that they all build on each other and need one-another to contribute to the whole of the system. So, try to master them all. Maybe not all at once, but build each one to the next until you have the fabulous four in hand.

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This seems obvious but it is so often overlooked. You're not going to sell thousands of infant diapers if your audience happens to be 50-year old men who like smoking cigars. Okay - that might seem a bit out of reach, but you

really need to focus on making sure that your money map is centred on your target market.

If you aren't sure who you are reaching, head over to your Google Analytics check out your stats. Here, you can tell what gender your audience is, what their age range is and even what their interests are. (If you're not sure where to find it, just type any question into the search bar at the top and it will find the info for you!)

Use this information to create content, products and services that will be of value and be in demand. You can also figure out the social platforms that will give you your best return on investment (ROI) by investigating where your audience responds best. Maybe you are marketing on Facebook because it's familiar to you, but your audience demographic lives on Instagram. If so, it may be time to shift gears and think of expanding your social media platform reach.

° **2Ú› ŒiÚAŠ** : Go to your Google Analytics and research who your audience is and write it down. Find out where your audience lives. Do you need to focus your social media marketing in a different place?

|                        |
|------------------------|
| <b>AUDIENCE NOTES:</b> |
|------------------------|

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If you want to have an audience that loves, trusts you and comes back for more, you need to produce quality content all the time. There are so many things pulling people's attention in different places that if you don't create valuable pieces of content on a regular basis, your audience will quickly lose interest and will move on to the next best thing.

You must be producing content that offers your audience amazing value and that can help them with their pain points. Using the information that you now know from who your target audience is, create content on a regular basis that will appeal to them.

° 2Ū› ŒiŪAŠ Write down five new topics that work with your niche and will appeal to your audience.

|           |
|-----------|
| TOPIC #1: |
| TOPIC #2: |
| TOPIC #3: |
| TOPIC #4: |
| TOPIC #5  |

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You can have affiliate links littered all over your website, the best targeted ads and killer products and services but if you don't have the traffic coming, no one will ever click or buy them. In order to make money, your blog needs to

have a steady stream of traffic coming to it. So, how much traffic is enough to start making money? I made my first \$1.69 in the first three weeks with virtually no traffic. If the question is how much traffic do you need to make money?- That's going to depend on the quality of content and the level of trust you have with your audience.

° 2Ú› ŒiÚAŠ Using your Google Analytics, find out how much traffic you are getting monthly (viewers) and where that traffic is coming from.

| # PAGEVIEWS | #1 TRAFFIC SOURCE | #2 TRAFFIC SOURCE |
|-------------|-------------------|-------------------|
|             |                   |                   |

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Building any business takes considerable effort. I have never heard of a story of an entrepreneur that decided one day they would be rich and woke up the next morning with a bed full of money. For every blog income report, you read that says they made \$120k in one month, I guarantee that they have devoted thousands of hours in research, testing, trial and error to get there.

Having a blog that makes money will take time and effort. You will turn down social invites from your friends, neglect your family and sometimes stay in your pj's all day without brushing your teeth. This is inevitable and not everyone has what it takes to survive the tough times. I'm not saying this to discourage you, but to help you see that any success takes determination. And if you have it, you will go places.

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A good business owner should always be aware of how their business is doing. Blogging is no exception. If you want to make money as a blogger, then you'll need to understand how your blog is

operating on a day-to-day basis so that you can make the necessary changes to be successful.

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It's important to know where you are now so that you can make some goals as to where you want to be next. Fortunately, you can easily find all of these stats on Google Analytics and your email service provider. To start a business audit, you'll want to find out:

Your total monthly viewers

Your total email subscribers

These numbers will give you an idea of what kind of traffic or audience that you can depend on having when creating your offers.

Next, you need to audit what you are currently offering. What are your opt-ins? What products or services do you offer? What does your audience respond to most? These are your business “assets” and you need to understand and be checking on how they are performing regularly. Luckily, if you use forms or landing pages, most email service providers keep track of all this for you.

It’s really important to understand what your audience is responding to. Creating new offers that they have already indicated they are interested in is the key to long-term blog income success.

Industry standards suggest that you should be selling (or getting new leads) to approximately 2% of your audience. So, for every 100 people that you have as an audience, you should make two sales or leads. So, let’s look at those traffic numbers again. Are you on track? If you’re not, you may not be speaking to your audience or offering the things they need.

| EMAIL SUBSCRIBERS | MONTHLY TRAFFIC | # SALES | # LEADS | % |
|-------------------|-----------------|---------|---------|---|
|                   |                 |         |         |   |

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° **2Ú ĩ** **ĀEĪÚÁŠ** Audit your current business assets. What is working for you? What isn't? Do all the assets you have align with your business niche and goals? If it's not, consider revising it or getting rid of it altogether.

| ASSET | STAT | ALIGNED? |
|-------|------|----------|
|       |      |          |
|       |      |          |
|       |      |          |
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This is a big one. I think everyone wants to be at the top someday, but to get there, you need to just get to the . . . . Now that you have an idea of where you are, use this chart to decide if you are at a beginner, intermediate or advanced money maker. These are the areas that you should be focusing on right now. If you're not, you will want to incorporate them into your Money Map.

The goals you are going to set next in your Blog Money Map will be to get to that next level.

• 2Ú› ŒiÚAŠ Choose your blogging level and see if you are doing all of the things you should be at that level. Are there things you are missing? How can you incorporate them into your Money Map now?

|  |
|--|
| <b>BEGINNER(0-10,000 Pageviews)</b>  |
| <p>Register with Affiliate Directories (<a href="#">ShareASale</a>, <a href="#">Awin</a>)<br/> Entry-level Ad Publisher: Google AdSense, Media.net, Infolinks<br/> Independent Affiliate Partnerships<br/> Use Medium, Fiverr, Upwork, Quora to Build Authority &amp; Portfolio<br/> Amazon Associates<br/> Using Welcome Nurture Sequence to Build Relationships<br/> Promote Freebies and Offers to Build Authority &amp; Relationships<br/> Focus on 1-3 Income Streams</p> |
| <b>INTERMEDIATE (10,000-100,000 Pageviews)</b>   |
| <p>Register with High-End Affiliate Programs<br/> Mid-Level Ad Publishers: <a href="#">Monumetric</a>, Ezoic<br/> Brand Partnerships<br/> Advanced Sales Funnels and Trip Wires<br/> Sponsored Work<br/> Offer Independent Ads on Your Site<br/> Create a Product and Service of Value to Audience<br/> Focus on 3-5 Income Streams</p>  |
| <b>ADVANCED (100,000+ Pageviews)</b>   |
| <p>High-End and Exclusive Brand Partnerships<br/> High-Level Ad Publishers: Mediavine, AdBuff, Epom<br/> Influencer Marketing<br/> Add Additional Products and Services Specific to Target Market<br/> Multiple and Complex Sales Funnels<br/> Focus on 5+ Income Streams</p>  |

° **2Ú› ŒiÚŠ** What things can you add to your current blog money map that you aren't already doing? What does the next level look like for you?

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By now, you've figured out what's working and not working in your business and you have a better idea of what the

next steps should be to increase your blog income. But it's one thing to say that you want to do something and a whole different thing to figure out the steps to actually get there.

Instead of having one HUGE goal that seems impossible or so far away, create small, actionable micro-goals that support the big one. Start out with your end-game goal. It might be to make \$1000 per month with your blog. Without making a very specific plan to get there, you can easily get lost on how to get there.

It's best to break this end-game goal into smaller ones that help you get there. By breaking your larger goals into smaller, more achievable ones, you'll have a way to measure how you're doing as you are going along instead of just doing some random things and hoping they work out for you.

For instance, if your big goal is to achieve 25,000 pageviews in 6 months, think of three things that you can do and measure to get you to that goal.

Maybe you'll start creating two pieces of content per week instead of one, revamp one old post a week with a new pin and updated SEO, and create one mega (3000+) word post per month that draws lots of attention (think listicles, how-to and round-ups).

You'll notice that the big goal and the smaller, action goals are all based on a S.M.A.R.T goal-setting system. It's important that the goals you set be:

**I I** - Something tangible ie. Increase traffic

**S S** - Something that can be measured ie. 25,000 Pageviews

**• •** - Can you achieve this?

**A A A** - Is this relevant to your long-term Blog Money Map and is it realistic?

**Ú Ú 1** - Did you set a time frame to allow this goal to happen? Ie. in 6 months

If you were going to put this in your goal sheet, it would look like this:

END GAME GOAL: **A ÚY %\$\$\$ ]pCbVA dñ: fa'A n6`€**

|   |  |   |
|---|--|---|
| <b>BIG GOAL #1 ; Y&amp;) \$\$\$ dly]KgbankVjYp* atlyg</b> |  |   |
| <b>MICRO GOAL #1</b>                                      | <b>MICRO GOAL #2</b>                             | <b>MICRO GOAL #3</b>  |
| <b>7 fDNhcq]NYZANh<br/>dkY]g]XZTY</b>                     | <b>F YUdBCXdyLKYL<br/>k]hUbK]pUN dUK<br/>C9C</b> | <b>7 fDNhVa]U<br/>fl \$\$\$ZkXdyd<br/>athNUMUg]d]Z<br/>UN]b</b> |

° 2Ú› ŒiÚÁŠ Use the following Goal Sheet to come up with three big goals that support your Blog Money Map and break those goals into three action items that you can do to get them. Make sure that each goal you create is SMART. Post them somewhere so that you can see them while you work for inspo!

END GAME GOAL: \_\_\_\_\_

|               |               |               |
|---------------|---------------|---------------|
| BIG GOAL #1   |               |               |
| MICRO GOAL #1 | MICRO GOAL #2 | MICRO GOAL #3 |
|               |               |               |

|               |               |               |
|---------------|---------------|---------------|
| BIG GOAL #2   |               |               |
| MICRO GOAL #1 | MICRO GOAL #2 | MICRO GOAL #3 |
|               |               |               |

|               |               |               |
|---------------|---------------|---------------|
| BIG GOAL #3   |               |               |
| MICRO GOAL #1 | MICRO GOAL #2 | MICRO GOAL #3 |
|               |               |               |

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Tracking your results as you go along is just as important as getting the goal done. You can use the micro goals to see how you are progressing toward your big goal, which is contributing to your end-game goal. If you find that things are working the way you had planned, you can always modify the goal on the fly. The beauty is, it's your business and you need to be able to adjust and pivot as you go along.

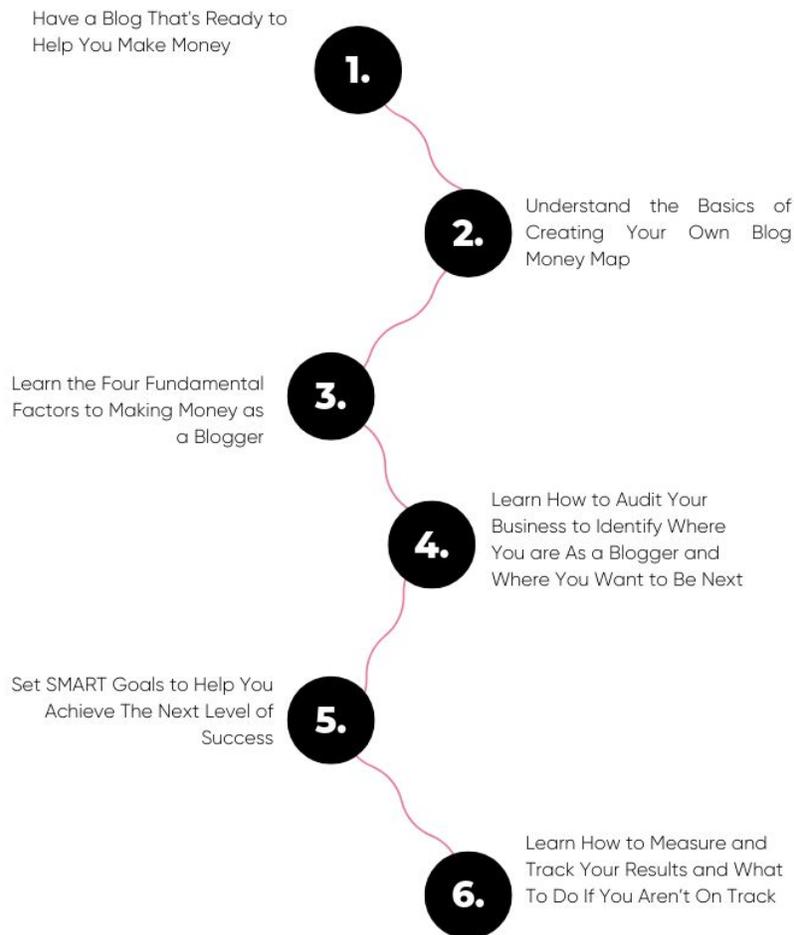
Check into your Blog Money Map weekly to see if the things you are doing are supporting all the goals you have set. If you're not, it's time to re-evaluate and remember why you started in the first place.

And if things don't work out as planned, it's not a "failure". Take it as an opportunity to learn something new or reflect on the process. At least you have your Blog Money Map set out so that you know where you are and where you are going.

° 2Ú› ŒiÚAŠ Find a way to track your results as you go along. You can use visuals like a checklist or build a spreadsheet if you are a tech geek like me lol. Make sure to celebrate your successes as you go along!

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## THE 6-STEPS TO SUCCESS:





Baby steps  
still move  
you *forward*.

