



www.CalebJones.com

How To Monetize A Blog

1. Niche, niche, niche!
 - a. The less niched the harder it is to make money.
 - b. Your blog or blog idea probably isn't niched enough.
 - c. Don't worry if you feel your niche is "too small." It's not.
2. Timeframes
 - a. Blogging is not an immediate income model. You *must* be patient.
 - b. The 18-Month Rule
 - c. The #1 reason bloggers fail
 - d. Set benchmark goals
3. Revenue Models
 - a. Advertising Model
 - b. Donation Model
 - c. Sales Model (you create or pay others to create)
 - d. Affiliate Model
 - e. Branding Model
 - f. Anchor Blogging
4. Posting Style and Frequency
 - a. Daily model, weekly model, monthly model.
 - b. The more frequent, the better, *usually*.
5. Types of blog posts
 - a. Simple topics
 - b. Deep dives
 - c. SEO answers
 - d. Announcements
 - e. Content / Sales Split
6. Getting Ideas
 - a. Idea Capture
 - b. Topic List
 - c. Write Epic Shit
7. Visuals
 - a. Correct colors for your niche
 - b. Not cluttered
 - c. Keep in modern styles
 - d. Short sentences, short paragraphs, lots of white space.
 - e. Sub-heads
 - f. Lots of photos
 - g. Video
8. Getting Started
 - a. Wordpress.com / .org
 - b. Blogger.com
 - c. Medium
10. Marketing
 - a. Forums
 - b. SEO
 - c. Social Media
 - d. *Maybe* paid ads
12. Good Resources
 - a. Problogger.com
 - b. Fizzle.co (costs money)
 - c. Income School (YT channel)
 - d. Neil Patel
 - e. Steve Pavlina (archive)