

How to Monetize a Blog Video

I am Caleb Jones and this is Alpha Male 2.0. Today, we're going to talk about how to monetize a blog meaning that you would set up your own blog, a blog that actually makes money, that actually earns you income where you can actually pay your bills and not have a bullshit corporate job. This is a topic that I know a little something about. I know a little bit about this.

While we're talking, this is a live stream and live streams are always a lot of fun because suddenly you could lose video or audio for literally no fucking reason although I am hardwired to the internet. I have a strong signal. I have a 100MB download thing here. If suddenly during this webinar livestream you lose audio or you lose video let me know in the chat and just wait a minute. 95% of the time just wait about 30 seconds and it kicks back in and I'm going to rewind myself. As I'm talking I'm going to be constantly looking over to the chat. That's why I'm doing this to make sure that the signal is still good. I love live streams. They're fun but they're also a pain in the ass. They're both.

My background in terms of blogging

Back in 2009, since 11 years ago, I started a little tiny blog from scratch called the Blackdragon Blog. This was a blog focused on online dating with various commentary. I started that blog for the number I say is \$24. That is about right. I don't know the exact number of how much money it costs me to start that blog. I had to buy two domain names and sign up for a service called Weebly which I think was \$7. I spent a grand total of about \$24. Maybe I spent \$35 setting up that blog. Today, that blog makes multiple six figures in income. It has been making money for me every month for the last 10-ish years consistently. At nine out of the last 10 years that blog is the primary gate to multi six figure income on a typical year.

I have other gateways now. YouTube is now a gateway for me in terms of income. We'll talk about that a little bit as we go along. I have a mailing list that is also a gateway but that is the last 12 months or so. I have other companies. I have two other businesses that have nothing to do with Alpha 2.0 and nothing to do with that blog. I'm just talking about just that blog, the sales that blog generates in terms of the gateway traffic is multi six figures. I started that blog for about \$24.

We're going to go through in detail in this on how you can do the same thing. I'm going to cover everything. I've got a lot of notes here. Make sure I didn't want to skip anything. If you see me look down

those are my notes. I want to make sure that I cover everything. If you know my content once I get going I get going so I have to control myself with my notes even though I'm an introvert. Isn't that weird? Weird.

Blog is bad ass. I'm going to go through this in a very specific order. Either you already have a blog that you want to monetize or you have a blog that makes some money. You want to make more or you have never started a blog and you were looking for ideas and techniques. All good. I'm going to cover all that. All the material I cover here applies to all of you in those categories.

Niche

Number one, top of the list. I'm going to say a word and it starts with N. If you already know my content, you already know what I'm going to say. I'm not going to harp on this too badly but I've got to talk about it. Niche, niche, niche. Your blog topic, the topic of your blog must be niched. The more niched it is, the easier it will be for you to make money. The more broad it is the harder it will be to make money and in many cases it would be impossible in my opinion to make real money. You start a blog tomorrow on sports. I'm going to start a sports blog. You're insane. You're never going to make any money. That is way too broad. Let's say instead you start a blog on motorcycles. Better than sports, not quite as insane as sports. Not quite as broad but still way too broad. That is not a niche. Motorcycles is an industry. It's a big one. That is not good a one.

If instead you started a blog on professional dirt bike racing. That is a blog that is going to make money. That is a niche. You're going to make money with that provided that you're going to do everything that we're going to talk about in this training.

I don't want you to think if I niched too narrowly there won't be enough people in the niche to make me money. I won't get enough readers and I won't get enough money. Let's start with that. Let's take that example. Professional dirt bike racing. How many people on planet earth because when you have a blog you're online. You're dealing with the whole planet. You're dealing with everyone who speaks the language you're typing in that blog. I'm going to assume that is going to be English but it doesn't have to be. You can have a French blog, a Portuguese blog, it doesn't matter. I assume English for this scenario and this training that means the entire English speaking world.

How many people in the entire speaking world are into professional dirt bike racing? I don't know what that number is. You can Google it if you want. I just came up with that on the spur of the moment. Let's say it's three million people. Maybe it's more. I have no idea. Maybe it's three million, only three million.

What percentage of that audience do you need to actually buy something or in some cases not buy something but visit your blog and create advertising revenue? We'll talk about revenue models in a minute. What percentage of that three million people do you need to do that? What percentage? 1%? What percentage of that do you need to make a million dollars a year?

I'm not kidding. If you start a blog on professional dirt bike racing, you could make from that blog a million dollars a year. I'm not joking and I'm not exaggerating given time and effort. We'll talk about that in a second but you could. If you got a tiny sliver of that small niche you could. You could make a million dollars a year. To be clear I teach Alpha Male 2.0. I teach \$75,000 plus per year. I don't teach million dollars a year but I know and frankly if this was six or seven years ago I wouldn't say a million dollars a year but today, I know things I didn't know six or seven years ago. You could make a million dollars a year from a blog. You can do it. Trust me, you can do it if you niche.

If you are not sure if your topic is niched because I've gotten hundreds of thousands of guys who have written into me and say hey, this is my idea for niche. Is this good enough? Is it niched enough? 90% of the time the answer is no, it is not niched enough. If you have to ask the question hey Caleb, I have this idea and you can ask me at the Q and A at the end. If you have this idea, this topic or this niche, is this niched enough? If you have to ask the question the answer is probably no. You probably have to niche more. Only about 10% of the time do I say yes, that's actually pretty good. 90% chance, if you're thinking in your head right now I had this idea. Is it niched enough? Probably not. Niche down another level or two. Don't worry about the audience being too small or too big. Trust me. The more you are niched particularly with a blog which is a content vehicle online. You have so much competition for this stuff you've got to make sure you're niched.

That is number one. I cover that number one for a reason. You can do everything we're going to talk about on this training and not be niched and not be making money. I'm not kidding. I'm serious. I'm not kidding about this. You've got to niche. It is not optional. It is mandatory.

Blogging is not an instantaneous revenue source

This is the biggest topic point of this entire training. If you get this right you'll make money. If you get this wrong you won't. This is the concept that I'm going to go into detail in a second. Blogging as a revenue source is not an instantaneous revenue source. It is not something where you can start tomorrow and start making money next week. You can't do that with blogging. You can do that with other things. You can do that with affiliate sales. You can do that with selling online products, running ads. There is lots of other online money making models where you could initiate them and immediately start making money or start making money relatively soon. Blogging is not one of those. If you're the kind of guy who is like

holy shit, I need money in two weeks to pay my bills. I'm going to start a blog. Please don't start a blog. Go get a part time job. Pay your bills and then start a blog. Then know it's going to take X amount of time to get to the point where you're making money regularly. It's very important to understand that.

18th Month Rule

Get this in your head. Are you ready? This is a rule that I've had for many years. I've talked about this. I have talked to other guys who have very big, very popular money making blogs. I've talked to a lot of guys who are at my level or above or a little below who make money as a living on their blogs. Their pretty much universally agree with this. This is something I came up based on my own research and my own experiences and I start talking to other guys. That is about right. You need to assume when you start your blog it's going to take 18 months, that is a year and a half before you start seeing real, regular, monthly income coming from that blog. I didn't say any money. It's not like you'll be making zero dollars and suddenly in 18 months you'll make a pile of money. That is not how it works. You make nothing for a while. Nothing and then you make a little, a little tiny bit. Then eventually you reach up to the point where it's making real money.

Caleb, what is real money? It depends on many factors. Let's talk about it later in terms of your niche, in terms of what you're selling, what your revenue model is. We're going to talk about that in a minute but you've got to assume that you're not going to see any real money until 18 months. You must be patient. A successful blogger is someone who is patient.

The number one reason why bloggers fail is not because they write shit. It's not because they're not passionate about their topic. It's not even because they're not niched. It's none of those reasons. Those reasons can all contribute to. I have seen a lot of blogs fail, a lot. I'll talk about that in a second. The number one reason is that they start a blog. They write blog posts for six months and then they quit because they're not seeing any money. Stupid. I have encountered numerous bloggers in the Manosphere, in the Red Pill world, in the pickup artist world who emailed me. This has happened over the last 10 years. Hey Caleb, I've got a blog and can we do some guest posts. I look at their blog and they've been blogging for three or four months. My rule for this kind of thing for us to collaborate on that stuff you've got to have a blog that has been around for real for 12 months and you have to have consistent content for 12 months.

The reason for that is when I say no to these guys buh, buh, buh. When I go back and check three months later, four months later the blog is gone or the blog is still there but the last blog post was four months ago. It's a dead blog. Most guys who start a blog bail out between three to six months. Why do they bail out? Because they don't see any money. What I did is they write all these blog posts. They pour out all their heart and soul into this content. They keep posting multiple posts a week or per month. We'll talk

about frequency in a second. They're like dude, this is bullshit. I'm not making any money. Why am I doing this? I feel stupid.

Yes, that is how blogging works. You will feel stupid. I felt stupid for about a year. Making little blog posts on my stupid little blog back in 2009 when no one was watching when I would get like 12 views a day or whatever the fuck I got back then. I kept writing content. Back then it was three articles a week. I kept writing and writing and posting and writing and I felt like a moron. Do you think that bothers me now? That blog alone makes a six figure income. Do you think that bugs me now that 10 years ago I felt like an idiot for a few months? No.

This was years ago. I remember I was living in a shitty little house because I don't like spending money. Even though I was making six figures back then. I was in this little shady house in the shitty lower class neighborhood. I ran the report and I saw that the blog had made, was now making \$800 a month. I went wow. That is pretty cool on this stupid little blog. It's location independent income. It's just money that comes in no matter what. It's kind of nice. Then I remember very shortly after that, I don't remember the exact timeframe. It was around this timeframe where the rent for the house was something like \$1150 a month, \$1200 a month something like that. It was a shitty house. The blog was making \$1200 a month. I was like holy shit. This little blog is paying my rent. My rent is now free. This is awesome. This is what happens when you stick with it. You've got to stick with the content. You've got to keep posting based on your posting schedule even if you feel like no one is watching because you won't initially. Even if you look at the numbers, your viewership numbers and get discouraged. Even if no one is buying your stuff you've got to stick with it for 18 months.

If you are not willing to make an 18 month commitment to your blog please do not start a blog. I mean that literally. You should do something else. Sell online products on Amazon or something. Do a YouTube channel. Do something else. Please don't do a blog. Blogs are slow burn. If you're doing everything that we're talking about once you hit that 18 months in many cases you could quit your job. It depends on how much money you make and it depends on what you're selling, depends on the margin of what you're selling and all that stuff but you can get to the point really quick. Within two years you can quit your job and that blog will pay your bills. It's a pretty good deal even if you had to wait 18 months and feel like a moron for 18 months. This is what everyone does wrong. The vast majority of guys who start blogs bail out well before 18 months. I have seen numerous guys in my space get all excited about a new blog. Hey everybody, read my blog wohoo and then in six months they're gone or in six months you look at it and it's a dead blog. There's no content anymore for whatever reason.

There was a guy years ago, you guys have been on my blogs for a while and you may have remembered this name. There was a guy named Dawson Stone. He would post on my blogs. He would set up his own blog. He kind of copied a lot of my stuff but I don't care. I'm outcome independent. His niche was high income men doing sugar daddy game, banging young girls doing sugar daddy game. That was his niche. He blew his brains out on this blog that he made for several months, about a year or so. One day, I went to his blog and it was gone. It was just gone. Now it's long gone. Guys would email me saying hey Caleb, what happened to Dawson Stone. His blog is gone. I'm like I don't fucking know. I'm not his friend. Why are you asking me? That guy, Dawson Stone could have made a million dollars a year or he could have made multi six figures right now if he just stuck with it. I don't know how much money he makes in his day job but I bet he would make more if he just stuck with it. This is how this works. 18 month rule. Remember this, bore this in your brain. Just assume you're not going to make any money for 18 months. That is normal. That means that you're doing it correctly. That is okay. Keep going. Maintain your content schedule.

Benchmark goals

One thing I would do here is I would set benchmark goals. This is what I did. When I started the Blackdragon blog a billion years ago. This was my goal. It sounds silly now. My goal was to make \$300 a month to pay for the gas and the drinks that I was using to go on lots of first dates back then. I said if I make \$300 a month I'm happy because that will pay for all of my dates because I wanted to monetize my hobby of going out on first dates. That's why I started it. I hit that goal and then I set another goal. I forgot what these were but you need to stair step your goals. You don't say I want to make a \$100,000 here tomorrow or I want to make a \$100,000 in a year. Stair step it and use monthly income goals. This is a big topic. I can't go into this now in terms of goal setting. A flat amount per month of what you want your blog to make. Start with \$200 a month then maybe stair step to \$800 a month then \$1500 a month then \$3000 a month or whatever. You could double it or however you want to do this. Stair step your goals. That is easier than saying I need to quit my job. I want this blog to make enough money where I can quit my job and do it ASAP because then if it doesn't happen within 18 months you'll get discouraged.

Revenue Models

At the end of this in a day or two you're going to get emailed a link so that you can download this entire video plus the notes. You're going to get this. You're going to get all this. If you don't write something down right now that is okay. You're going to get the notes. It depends on the details. These are the summarized notes. You'll get this. I don't think I'm going to write these out. There's six different models. I'll just say them slowly but you'll get this list. You need to determine how you want to make money with your blog. Not all blogs make money the same way. You have to understand and figure out at the outset how you want your blog to make money. You don't need to copy my model.

Okay, in order to have a blog I have to write a bunch of eBooks and I have to be really controversial. A lot of guys make this mistake. They look at my blog and when I start talking about a blog or they start thinking about a blog I got to do exactly what Caleb did. I've got to write a bunch of eBooks and be really controversial and post all these articles. No, you don't have to do that. There's lots of guys who make a lot of money, in some cases more than I do with blogs that don't follow that revenue model at all. There's six different models for each one and we need to pick one and focus on it and get very good at it. Later you can branch into other models if you want but my strong suggestion is you focus on one revenue model. Get good at that 18 months and then branch on to other ones if you choose.

1. Advertising Model

This means that you post articles and you put ads, either banner ads from other people or Google AdSense ads on your blog so the more people who visit your blog there is a percentage of people who click those ads and then Google sends you a check for every click. That means you never need to sell a thing. There are guys on the internet who have blogs where they don't need a job. It pays for all the bills who don't sell a single thing. All they do are ads. It's an advertising revenue model. Nothing wrong with that at all. If you're the kind of guy that says I don't want to have a bunch of online courses and books and sell shit. I just want to write article. Fine, you put ads on your blog. The more traffic you get the more income you get. It's that simple. It's a very linear model too. It's very predictable. It's kind of nice that way. Very different than what I do but you don't have to sell anything. You could just have ads. You can have ads through affiliates. You can do ads through Google. You can do ads on all kinds of models. You're just going to put ads on your blog post and your job is to get as much traffic to your blog as you can.

2. Donation Model

Second one is kind of a weird one but I've seen it work. The donation model is you have a blog. You don't have a lot of advertising on there. You focus really hard on really high quality, technical content and then you ask for donations. You have little buttons that says please donate. You don't have to donate if you don't want but this is a donation model blog. This is how I make revenue. This is how I pay for the hosting fees and things like that. If you want to donate please do. The king of the donation model is Stefan Molyneux, those of you who know who he is. He just got banned on YouTube last week.

His entire business is revenue based. He writes books. He has online trainings, all free. He just asks for donations. That model does work. I don't know much about that model myself. I never practiced that model. I have never asked for donations. I have received them. I've had guys who said Caleb, I don't want to buy anything but I love your message and here is \$75. Cool, I'll take it. That is another model. You can have a purely donation based model. That is perfectly fine. I know guys who have made that work.

3. Sales Model

That is my model. That is where you are selling products. That means you're selling products, services or information. If you read my business content you can only sell three things - hard products, information or services. That means that you have a product, hard products or you have eBooks or online courses which is information or you sell a service like a coaching service what have you and you use your blog to sell those products. You have advertising but it's advertising. It's not someone else's advertising. You have hyperlinks. You have ads. You have calls to action, headers, footers, all that stuff that point to your own products and you sell your own products. Very profitable model especially if you sell information like I do.

Now, you may say I don't want to write products. I want to sell eBooks but I don't want to write books. I just want to write articles. You could either write your stuff yourself which is what I have done or you could hire out if you want to spend some money. You can go to places like Upwork and hire authors, hire writers to write the eBooks for you. There are guys I know who do nothing but this. They come up with a rough outline. They hand it to a writer. The guy writes the eBook, 60, 70, 80 pages and he sells eBooks. It works fine. No problem. It requires a little more startup capital. You're going to have to have a little more money to spend in the initial process of your blog which is fine. Perfectly fine. Don't think that you have to write this stuff yourself. You don't.

Don't think you have to sell eBooks. You can sell hard products via blog. I've seen it. You can do that. Perfectly fine. You can sell services, coaching services, consulting services, auditing services, business services, technical services. You can have a service that you sell and your blog drives traffic to purchase for people to purchase your service. Perfectly cool.

4. Affiliate Model

This is where you have a blog and you are selling other people's products and other people's services via affiliate programs. You can sign up with whomever you want. I now have two affiliate programs. I have an internal one with Kartra. I have an external with ShareASale. You could theoretically if you wanted to start an Alpha 2.0 blog or something like that and then sell my stuff. If you don't like my stuff you could sell someone else's stuff. You don't have to create your own content. You don't have to find your own products. Don't wrestle with this. Just be a 100% affiliate. I personally know guys who make \$30,000 a month plus doing nothing but affiliate sales. All they do is sell other people's stuff. They don't have to design a single thing themselves. If you're not a natural product creator this is a really good option for you. You'll get 40%, 50%. Sometimes as high as 60% or 70% on the sale. Pretty cool. Not bad. You can do that.

5. Branding Model

I have done this as well. Over the years I've had numerous blogs. I have a blog. It's still there but it's kind of dead but for many years I did this called Sublime Your Time. You can look at it whenever you want. That is a branding blog. You go to that blog. It talks about personal effectiveness, business and time management. It's not very niched. If you go to that blog it's not selling anything. There's no ads. There's no calls to action. Why would I have a blog like this? To brand myself for my consulting business. I do less consulting today than I used to but when I was doing a lot of consulting I used that blog to brand me as a consultant. When I walked into a prospect for a big firm, it was a big consulting contract I wanted one of the things that I could show them was I have a blog here on time management. There's 250 articles. They pull it up and they go wow, this Caleb guy must know what he is talking about because he has all these articles. It helped brand me to sell something else or to accomplish something else.

Another way that people can do this is through charitable donations, charities do this. It's a branding blog. It doesn't sell anything. It just helps your brand to indirectly perhaps sell something else or do something else. Political blog would be another example of this. You can use a branding blog if you're careful, if you have a very specific model. I didn't just say I'm going to have a branding blog. It was a very specific reason I had that blog was to brand my consulting services.

6. Anchor Blogging

This is the last model which I don't really recommend is called Anchor Blogging. This is where you write blog articles for other blogs. You go to other big bloggers and you write guest articles. They pay you either per traffic or flat fee per article and you do nothing but write articles for other blogs. I know a few people like this who are like Alpha 2.0 location independent income. All they do is write articles for other people. I don't love that as much as the other models because you don't have your own blog that you own and control but you can still do it. If you just look and I don't have any business skills. I'm a good writer. I want to write. I don't give a fuck. I don't care what I write about. I just want to write. Great, you can be an anchor blogger. That is fine.

Those are the six models. You need to pick one. Focus on it and get good at it for 18 months. Focus on one revenue model that you're very clear about and then proceed. Don't do other things. Don't investigate other sales models until you have mastered the one that you focused on originally. I do affiliate stuff now but I was focused on sales models for years. It worked very well for me.

How often and how long is the post?

You have two extremes and you can find a place within these extremes. For example one extreme would be the Seth Godin blog. If you look at his blog he posts, I haven't looked at it lately but I'm pretty sure he's still doing this. He posts a blog post literally every day. Every day he makes a blog post. Sometimes a blog post is four sentences long. Sometimes they are a paragraph or two. Sometimes it's a page but he posts every day, seven days a week. That is the model he chose. It's very short articles but lots of them.

The opposite extreme would be someone like Mark Manson. You can look at MarkManson.net. Mark Manson posts I think two articles a month. Crazy right? What the fuck? To me that sounds weird but when he writes an article it's almost like a book. It's many pages long. There's research involved. He has foot notes. It's like reading a little book every time he writes an article. It's a big deal but he only does two a month.

If you look at my model I'm in between those two extremes. For the Blackdragon blog when I started out was three articles a week. I dropped that down to two articles a week. Later I dropped that down to one article a week but I have another blog called The Caleb Jones Blog where I have one article a week. I'm in between those two extremes.

All these versions work. Seth Godin and Mark Manson both do very well with their blogs. It depends on you, your personality, your writing ability and your niche. What does your niche expect? If your niche skews a little younger you might want to write a little often because their attention spans are lower. If your niche is very technical or very nerdy or very academic you might want to post less often and have longer posts. If you are a very verbose writer then maybe you go longer. It's fine.

What works best for me is one or two articles a week. That is what works best for me, my personality, my niche, the way I like to write and so on. You need to make that determination. They all work. Whatever your schedule is you have to stick to it. A lot of bloggers don't do this. They fuck this up. They say I'm going to post twice a week and they don't do it. They do it for a while and then they don't do it. One thing I will say about myself and I'm not perfect. I have a lot of flaws but if you look at my history in terms of blogging content I have been 100% consistent with my own schedule literally for 11 years straight. There have been a few weeks where I have been late, a few days late. As a matter of fact next week we will be a few days late. I've been a few days late a handful of times but when I say I post once a week or twice a week or three times a week I am consistent every week like the North Star.

That is what you need to be. Your audience requires consistency. They require stability. You'll get to the point and this is a good thing where if you miss a day your audience will freak out. Monday morning if a Blackdragon blog post does not go up I will get oh, where is your blog post. Good. That is what you want because you want to remain consistent. Decide what your consistency is and remain consistent with it. If you have any more questions about this ask me in the Q and A.

Types of Blog Posts

There are several different types of blog posts, blog articles that you write. There are a few of them and you need to be cognizant of the different types and when to use different types. You don't just write whatever you want. You can but that is only if you're a really good writer. If you're not an amazing writer you need to have some structure.

Simple Topics

You take a single topic. You write about it and that's it. It may not be a blog article. That is fine. Those are good. All five of these are good. You just need a combination of them depending on the scenario.

Deep Dive

Where you take a topic or a more complicated topic and you really get into it. It's typically longer than your typical blog posts. I do these every once in a while where it's much longer than my typical blog post but it's something I really need to get into. That's a deep dive. These are good. You need to have a combination of these. You don't need every blog post to be a deep dive unless you're going to do an infrequent posting model like Mark Manson. He only posts twice a month which is barely any. It's very risky but everything he does is a deep dive.

SEO Answers

These are awesome. This is a blog post that answers a question that is a commonly searched keyword or brings up the answer to a commonly searched keyword. I will give you an example for free. Take this for free. You can do this if you want although there's competition now because I've already heard this from someone who did this already. A really good keyword in terms of a blog topic that will get you immediate traffic because so many people are searching on it and it's niched is how much does an RV weigh? I know two guys who took that and they make several thousand dollars a month because they figured out that it was a commonly searched keyword. They made a little RV blog with a bunch of RV shit on it. Niched. Guys looking for certain types of RVs and they figured out the SEO searches and they wrote articles that answered those searches. Awesome. Instant way to get free topic. Very smart.

I have not been good at this. This is one of my weak areas. I have done a lot of this but I could have done more of it as I was going along. An entire article written for an SEO answer which is different than a deep dive or a simple topic. In simple topic and deep dive you're writing just to write. You'll have keywords that you want to have in your head. One of my keywords is alpha male traits. That is a keyword that I make sure to put in a lot of my articles but I'm still writing for a human being here. Here I'm writing for the SEO. See the difference?

Announcements

That is a friendly way of saying sales posts. You'll notice that I do content, content, sales, content, content, sales. It's about a 2:3.

You will be sent a link but it will be a few days. You will all get a link to this whole video. You can download the entire video plus my notes. Yes, you will. If you need to bail out now don't worry about it. You'll get the link. Be patient. It will be a few days.

An announcement post is saying hey, my course is coming next Tuesday. Get ready. They are important especially if you're doing a sales model like I am but you need to keep them relatively infrequent. You should be focused more on content and less on these but you can still do these. The content gives you the right to throw sales announcements to people at your audience. You earn the right to sell to your audience by giving lots of free content. This is something that I have done very well. As a matter of fact this is one of my big strengths especially compared to other bloggers, other content providers.

Split content sales

You may notice I give a lot of free, good content - video content, blog content, content on my email lists. I overwhelm my audience with really good free stuff and then every once in a while, once every three to four times I hit you over the head with some sales stuff and then I go right back into content again. I don't get a lot of complaints about that because I give you so much free content.

- Do you always use content, content, sales or only lately once you have more products to offer?

I've always done that. My ratio to sales has gone up in the last few years because I have gotten better at it. I have more stuff to offer yes but I still follow that model more or less most of the time. If you go back

five years from now I'm still following a model like this content, content, sales, content, content, sales or maybe content, content, content, sales. Maybe a 1 out of 4. Today it's 1 out of 3.

You should plan out what is my ratio. If you are doing a sales model what is my ratio of content to sales. If you're doing an advertising model you wouldn't do any of these. You wouldn't have an announcement to post if you're using an advertising model you would never do it ever. You're just pure content. You're getting money from ads on your webpage. If you're doing a sales funnel you definitely need this. If you're doing an affiliate model you definitely need these every once in a while.

How do I have ideas?

How do you write so much? Don't you have writer's block? How do you come up with this stuff? I will give you some things that I use. I am naturally skilled as a writer. When I was a little kid. They asked me what you want to be when you grow up. I said I wanted to be a writer. That is my natural talent. That is my natural skillset so it's easier for me but if it's not as easy for you here's what you do. Every time you have an idea for a blog post, you'll have them throughout the day. You'll have them in the shower. You'll have them when you're driving. You'll have them when you're talking to someone. I pull out my phone. Every phone now has a voice app in there, a voice notes app. Hit the voice notes app. Blog post dating women between age 25 and 29. That's it. What I do I have my staff collate this once a month into a spreadsheet that I call blog topics. If I ever get a request on my blogs in the comments for guys who say hey, could you write a blog post on blank? I will copy and paste that. I will keep a giant list of blog topics on a spreadsheet. That list today is huge. I'll never go through it all.

If I ever have writer's block which is rare for me, if I ever like God, what will I write about? All I do is pull out my spreadsheet and there's a hundred ideas there or in your case maybe there's 25 ideas that you've gathered and you pick one out. You write about that. That's the way you do it. That's the best way that I know of to do that is to capture the idea whenever especially like you're reading a book, if you're listening to an audiobook, if you're watching a YouTube video. I watch YouTube and that brings up something. I'll hit pause babbity, babbity, blah, boom. There's my ideas. I never have a problem with that. I do not get writer's block. There's not been one time in the past 11 years that I went shit, I don't know what to write about. I always know. If for some reason I don't I always pull up my blog list. It's awesome.

➤ Do you do announcement posts on a branding blog?

No you don't because you're not selling something. You're branding. Good question.

I'm going to give you resources on the end by other bloggers and people you can contact to look at and things like that besides just me. There used to be a website called ThinkTraffic.net. They're long gone now. They're really good. Their overall concept was the number one way to get traffic was, it's not SEO. It's not niching. It's not all these tricky techniques. It is to write epic shit. The quality of your writing, how well do you write and how useful or entertaining your writing is to your niche. You can do everything we're talking about but if the stuff that you write is bullshit, it's not entertaining, it's not of any value you won't get anywhere. You could start a blog, do very little of the things that we're talking about.

I'll be honest with you. If you start a blog and you niche very narrowly and you wrote epic shit, wrote really good stuff for that niche and did nothing else that we're talking about you would still eventually make money. It will take you a little longer but you will eventually do it. You will get traffic. You will get attention by writing epic stuff. Write stuff that is good. When I say good I don't mean good in general. I have a very specific definition for good. That means it is very valuable in terms of technical processes, things you're teaching and or entertaining to your niche.

For example if you're writing a political blog you're not selling anything. You're not teaching shit. You're just riling people up. That means it's good for your niche. High value or high entertainment or a combination of both. Write epic shit.

Visuals

This is kind of a technical thing in terms of the look of your blog, how your blog should look. I'm going to read off a few things how your blog should look but the main take away from here is how blogs look on the internet changes. A blog from 2004, 2006, 2007 looks very different from a blog from 2011. A blog from 2011 looks very different from a blog now. If you have a longevity blog, a blog that has been going on for a long time like I have you need to every few years completely update the entire blog. We're in the process of doing that right now. I'm updating my blog again. It's going to be radically different. I'm supposed to do that a few weeks ago. It didn't happen. I had to fire somebody. I had to fire a lot of people lately. It's coronavirus. We're in a weird time.

Updated look. You need to not get wedded with how your blog looks. You need to eventually update the look and feel of your blog so it looks current and fresh and modern. If people go to your blog and it looks like a blog from 2009 and guys do this and it's all cluttered and there's a ton of links on the right hand, tons of friends. Go to my friends and all these friends. That was cool in 2007. That was really neat. Today, people go ugh. You've got to update it.

Colors. In terms of general look and feel of your blog. The colors of your blogs needs to be colors congruent to your niche. The Blackdragon blog is black and red because I'm dealing with guys who are unmarried. I don't have blue on there. I'm not dealing with nerds. If I was dealing with nerds Sublime Your Time, what is the color there? Blue, business, nerds, stuff like that. If you're starting a blog for chicks, pink, orange, yellow. Make sure you don't just pick the colors that you think look good. You don't just randomly pick a template. The colors should be the colors your niche likes. If you have no idea what your niche likes go to some websites in your niche. Get an idea. Figure it out. Not difficult.

You want it not cluttered. That is the main thing. A lot of white space. Not a lot of shit on the blog page. I've gone back and forth on my blogs. My blogs are far less cluttered today then they used to be. It's going to be much less cluttered going forward. Less clutter is better. It's easier for the eyes, easier to read.

Modern styles. I already kind of mentioned this. There are a lot of templates that look good in terms of modern styles. There are some that look pretty shitty. You want a modern looking blog. Not a blog that looks like it would have been cool in 2007.

Short sentences, short paragraphs. Lots of white space. What you don't want and I've been guilty of this sometimes. I'm much better at this now than I used to be. You don't want a paragraph that just looks like this and then another paragraph that looks like this. It's too hard on the eyes and when you have paragraphs like this people tend to disengage from the writing. You want people to go to your blog articles and read the entire thing. If it takes them three minutes to read the entire thing and ideally go down to the comments and start reading the comments. Double ideally to comment but they don't have to.

Instead you want a blog article that looks like this paragraph, paragraph, white space, paragraph, paragraph, white space. That is how you want it to look. Much easier to read so you need to break up your writing. Some guys just have a writing style where they write gigantic paragraphs. If you fucking went to college and if you have a high IQ you're going to want to write gigantic textbook paragraphs. Not good if you're a blogger.

Lots of subheads. Subhead would be in here. A bold subheading of that section. If it's multiple long screens you want to break it up with sub heads. Also very good for SEO using H2, H3, H1 html headers. It helps with SEO too. You're actually SEOing the blog headers ideally in terms of search terms people might type to find your blog article, to find your content.

Lots of photos and videos. You need to envision yourself in terms of getting traffic a scale. The bottom of the scale is text. If you have a blog article that is nothing but text that will get the least amount of organic traffic. Not repeat traffic, new organic traffic. The next best thing above that is to put a photo at the top, a picture at the top of the text. That will get you more clicks. The next best level above that is multiple photos in the blog post which I have never done mostly because I'm lazy about that. I don't want to dick with that stuff and I'm also not very artistic so it's difficult for me to pick up photos that look good. I hate that stuff. I never did that but technically I should have. You want to have photo, text, text, short paragraphs, short sentences, bah, bah, bah, bah. Another photo with a caption. A few more paragraphs, another photo with a caption, boom, boom, boom. That will get you more clicks, more traffic.

Video. I mentioned a few weeks ago that I am 100% moving into a video format where I'll have a video at the top and they'll be a blog post. It will be a transcription of the video. I said because that is where the world is going, that is what gets the most traffic, that is what gets the most clicks. I've got to do that. A lot of guys were very nervous. They wrote it and say holy shit. I'm starting a blog. Does that mean I should have a blog now with just videos?

There's two bottom lines. If you put video on your blog you will get a lot more traffic. You will get to the money faster if you do video. That's just the way of the world. Does that mean you have to have video because the issue is a lot of guys go into blogging because they don't want to do video? They don't want people to see their faces. They're not good on video. They think they look ugly. They think people will make fun of them or outcome independent not Alpha 2.0 or whatever. They want to just be good writers. That is okay. You don't need video on your blog. I'm just saying if you have video on your blog it is better but you don't need to.

Two examples that I just gave Mark Manson and Seth Godin do not do video and they make a lot of money from their blogs. More than me at least in the case of Mark Manson I think. They make plenty of money. Don't worry. You can make plenty of money without ever having video. I'm saying that if you are willing to do it and money is a priority for you especially that 18th month thing you want to have video on your blog. It's better. It's better if you do. Ideally you have a video attached to every blog post you make. Ideally in a perfect world you don't have to do this.

Getting started from scratch

If you do not have a blog yet where do you go? How do you get started? What service do you use? Number one, top of the list the best service to use is WordPress. This is complicated. There are two types of WordPress and this is very different. There is Wordpress.com and there is Wordpress.org. Wordpress.com

is a hosting service. It's free. You can go to Wordpress.com, set up a free account, click a few buttons and within 25 minutes you'll have a blog hosted at Wordpress.com. Blogger.com is another one.

Wordpress.com. When you set up at Wordpress.com your blog is hosted inside for free at Wordpress.com which is pros and cons. The good thing about that is it's free. You have a decent looking blog and it's WordPress. WordPress is very good. It's very SEO friendly. It's kind of an industry standard. It's very good. That's the good news. You don't need any technical ability. You don't need to know how to set up a website. You don't need to set up HTML. You don't need to set up FTP. You don't need any of that stuff. Wordpress.com is very simple even if you have no technical ability whatsoever. You can literally at the end of this live stream go to Wordpress.com and you'll have a blog within 20 minutes and it'll look actually pretty decent if you don't know shit.

Bad news is they are in charge of your blog and not you. If you want to make some really detailed modifications you won't be able to make them because they run the show. If you post content they don't like they will ban your ass. There is a very famous blog in the Red Pill World called Chateau Heartiste which is racy many years ago. Very big blog. One day it was gone. Why? Because he hosted it at Wordpress.com. They didn't like what he was saying so he is fucking gone. He was screwed. That is the other disadvantage. I'm not saying don't do it. I'm just saying pay attention to. If you're content is somewhat controversial you probably want to host your own blog. If you're writing about dirt bike racing Wordpress.com is probably fine.

Wordpress.org. It is different. Wordpress.org is where you download the software. You download the WordPress software and you install it on your own hosting server. You would set up your own server or use a service like Bluehost or GoDaddy. Pay a hosting fee for them. You own a part of the server. It's yours. You install the WordPress software which is free into your own setup and now your control is 100%. You can modify it any way you want. No one will ban you because it's your server. That's the difference. The good news is you control it. You could do whatever you want with it. You can modify it. You can add a lot more plug ins and things like that. It's awesome. The downside is you need someone more technical to set that up. If you're a nerd maybe you can figure it out yourself. If you're not you've got to pay someone to set that up. It's a technical process.

I recommend WordPress. I think that is probably the best for new bloggers. There are other options. Blogger.com works the same as WordPress. There's an old one called Typepad.com which is okay. I think WordPress is still a little better. Vox Day is still on Blogger to this day so it still works. Medium.com. You can actually host your blog at Medium.com. You get a lot of free traffic there so Medium owns your ass.

They own your blog and they can destroy you in a minute if they don't like you or what have you but Medium is a very good site so you can make your own determination.

Marketing

This isn't a course on marketing but you have to market your blog. Making your blog post is not enough. You need a mechanism and a marketing plan for your blog. Treat your blog like a real business because that is what it is. It's a business. You have to have an entire marketing plan for your blog. I'm going to cover a few things very briefly. If you want more information on marketing you should join my SMIC program or get my online Alpha 2.0 Business Course. I go into those topics in huge detail.

Posting in forums. In terms of blogs one is forums, posting in forums in your niche. That is how I got started with the Blackdragon Blog. I came out of the pickup artist world. I was already kind of known to a degree in the pickup artist world mainly because I niched. Back in 2009 when I started the Blackdragon blog it was online dating. Online dating isn't a niche today. Today it's mainstream but back then it was a niche. Very few people were doing it. It was kind of this new, weird thing. There were two guys in the entire internet back then talking about online dating. It was Blackdragon, me and there was a guy named Dave M who is long gone. That was it. I was able to get notoriety by posting on forums, posting real content on forums and I had a link to blog in my signature line and I got some customers that way, some readers. When you do that post real content. If you try to advertise your shit you'll get banned the same thing with Facebook groups. When I say forums that also includes Facebook groups. That is basically the new version of forums these days.

SEO. That is a very big topic and that is one of weak areas but that means that you're picking several, five to seven keyword phrases that you think people will search on to find your content. You could use things like Google Keyword Tool. There is a YouTube search tool called I forgot. Use those tools to figure out what people are searching on and then you integrate those into your photos, your titles, your blog posts, in your subheads and in your text. You still don't want to write to the SEO. You want to write to human beings because the Google algorithm these days is very sophisticated, very smart. Back in 2004 you could put a bunch of keywords and mash them into your article and it would work. You would get traffic. Can't do that anymore. It's very important.

Social media. You should be on. This is standard business advice for me. You should already be on all social media relevant to your niche. If your target niche is mom's over 40 you need to be on Pinterest. You need to be all over Pinterest. If your niche is young girls, college students who are 22 you need to be on Snapchat. If your niche is business owners you need to be on LinkedIn and so on. You need to have regular content that links back to your blog. WordPress and Blogger things like that have automatic services in

there where as soon as you hit post on your blog article it immediately goes out on to your social media and posts links to those things - Twitter, Facebook Instagram, etc. it already is kind of built into the system there.

- I have enough money to do paid advertising. Should I do paid advertising to build my blog readership?

Maybe. What you don't want to do is run ads that just go to your blog. I see guys do that and that is fucking stupid. That is a branding play and that is fine if you're Nike or something like that. If you're just a guy working out of your house no. You can run ads that go to a squeeze page that sells something that adds them to some kind of list and as they're added to the list then you give them your blog. You don't just run ads to point people at your blog. That is a very stupid idea. Please don't do that.

Resources

These are some other resources that I like and you can use. These are guys who really know their stuff. I recommend them. You'll get this list so if you don't write this down. It's okay.

- Probblogger.com. he's very good. He's a guy from Australia. He's still around. He's been around for years. He's great.
- Fizzle.co. This one costs money. It's a service. It's going to cost you money but they're very good.
- Income School. That is a YouTube channel. They're great. These are two guys from Iowa. One of them is really fat. He's fantastic. He's great. They're really good. You should subscribe to that YouTube channel if you want to be a blogger. They have really good stuff. You should even buy some their stuff. Really good stuff. Those guys are great.
- Neil Patel. He's really good. I don't agree with everything he says but mostly what he says I like.
- Steve Pavlina. He has an old blog. I used to follow him a bazillion years ago. He is what I used as kind of my model. He is still around but I would recommend you go into his archive and go back through his older stuff. It is very good on how to do a blog. His current stuff not so much but his old archival stuff from 2007 to 2011, that range in there is really good.

Questions

- Should you host your own video or embed a YouTube video?

Embed a YouTube video. It's a lot easier unless you have very controversial right wing content then unfortunately you probably have to host your own video because YouTube will ban you. It is way easier

to use YouTube, better searchable. It's free. It's a usable system. Just kind of play the YouTube game to do that. I do YouTube.

➤ How does Chateau Heartiste monetize?

I could never figure that out. I could never figure out the exact answer and I don't want to give you the imprecise answer. I wish I could answer that question.

➤ Any suggestions on how to best name the domain?

Good question. I should have covered that. I'll go through the parameters. Resonate with your niche. As short as possible. You don't want a long domain name. It's okay if you do but as short as you can. Something that has alliteration. I did Sublime Your Time. Why did I do that? Alliteration, easy to remember. Something that is easy to type, easy to remember, easy to spell. Sometimes these guys start these blogs and the domain name is this weird word. A weird word is okay if it's easy to spell. Tot, that is easy to spell but if you go [mumbling] don't do that.

➤ What hosting company and WordPress template do you recommend?

I can't recommend a template because it varies per the niche. One niche, one template works. Another niche, another template works. It doesn't really matter. I'll give you an example of two radically different templates. Go to Blackdragon Blog which is one of my blogs. Then go to Girls-With-Game.com which is an old blog I tried several years ago that failed. It's still there though. Maybe it's not there. Girls With Game separated by hyphens, totally different template specifically for women. It's lots of colors, very little text, lots of photos because it's for girls. It depends.

➤ If you tend to write factual, any tips on making your writing more entertaining?

Have your personality shine through your writing. The more technical you are the more important that is. Russell Brunson, who is the guy behind ClickFunnels. He talks about having the attractive personality. I have an attractive personality. I didn't say I am attractive. I have an attractive personality in my niche. I have a lot of character. Don't I? That helps my traffic a lot. It helps my content a lot. You don't have to be a crazy motherfucker like me but what you need to do is show your personality through your writing. If you just write like a technical writer it would be very hard for people to relate to that. Even if your personality is a quiet, shy, nerdy guy that is fine because then you'll attract other quiet, shy, nerdy guys. That's good if that is your niche.

- Any books you suggest on this topic?

There are no blogging books because they go out of date too fast. The resources I just listed are the ones that you want to start with.

- If a blog does not have a product to sell but will in the future, should he start with an advertising revenue model first?

You don't need a product to sell. Yes. If you think you will have a product in six months start now. Start building the audience now and in six months you can start introducing them to your products. You don't even need to do advertising right now if you don't want to. You can just start with pure content and then have a deadline schedule. Okay I'm going to start with pure content. No ads, no nothing, almost like a branding blog but on this date in four months I'm going to sell my first course or eBook or what have you. I would much rather you get into the game now than you wait.

- If you go with the information and products model should you have a product ready to go?

Same answer. No, you don't need a product ready to go. Get started now. Get in the game now.

- Should you start writing blog posts and create a product base for your audience?

No, start now. If you don't have a product but you're going to have one start blogging now. It can only help. You'll gain traffic. You'll start getting an audience. Through the comments you might start having people suggest things. Start now. Don't be anal about this. I can't start a blog until I have a book that is perfect. Get into the game now. Start now.

- Tips on choosing your main SEO hook such as what you're best known for.

I think it's called Google Keyword Tool. You have to set up a Google AdWords account to use it. It's all free. It's going to take an hour for you to figure this out. Take two hours and do this. Plug in what you think people are searching for and plug it in. It will give you a giant list. It will show you the competition for those words and how popular they are and go down the list. Oh that is a good one and type that in. You'll get another giant list. Then type that in. Keep doing that. Do that for about an hour or two hours. You'll get four, five, six, seven keyword phrases that are good. It's tedious, I'll be honest with you. If you have money you can pay an SEO company. My SEO company that I like is InValley.com but they would be a few hundred dollars a month to do that but if you have the budget go ahead.

- Hosting company for your blog.

I have my own server. I have a dedicated server. I don't use a hosting company but I'm a big, giant guy. I've been doing this for 10 years. The levels are Wordpress.com or something like that where it's free. The next level above that is a place like Bluehost which I recommend. Use Bluehost. They're very good. That is a standard hosting service. The next level above that is you get more traffic and a wider audience is a virtual, what they call a VPS, virtual private server. It's been so long since I've done this. You actually get a chunk of one of their servers that is configured like your own server. It costs more money but you get more traffic and it's faster than through someone like Bluehost. Then the final level above that is your own co-located server. You have your own actual box that you rent somewhere in a server farm and it's your server but that is hundreds of dollars a month. You don't get there until you have the audience to mandate that kind of thing.

- Can I blog anonymously?

Yes, I did for years. I made plenty of money. I have an epic shit. That would mean you take in epic shit. Sometimes I take epic shits. Not often. When I went to Vegas I took an epic shit but don't want to be recognized in public. That is perfectly fine. I was Blackdragon. I didn't come out as Caleb Jones until 2015. From 2009 to 2015 I was pure Blackdragon. Better if you do things under your own name because it's more relatable and it's less suspicious. You will get more traffic faster. I would have gotten more traffic faster if I had been Caleb Jones from the get go. Live and learn.

- How do you outsource your writing if your personality has to shine through?

I don't have an answer to that. What would I do? You could through the writing and plug in some personality. They hand you the raw article. You go in and edit it and add in some things. You could do that or you tell them to emulate your personality. I know guys who do that. That is what ghostwriters do. You write something in your voice. You hand it to the ghostwriter and you say write this in my voice. I just did this recently. When they send it back to you read and go, that is not exactly my voice. Change this and change that. They send it back to you again. Okay, that sounds like me. Cool. Do that. That is fine.

- How would you go about niching if you were writing to a language group much smaller than English?

That is a niche. That is good.

- Wouldn't you be worried about your niche being too small?

No, I wouldn't unless you're talking about some language that Eskimos use in Alaska. Any major language is fine. Spanish is huge. Even Portuguese is huge as long as it's niched to that language. I can't think of an example. Don't worry about it. You're fine. You can make a \$100,000 a year on any language you can think of. Even Latin, I would do Latin.

- I was thinking of a blog and I was thinking of doing one longer, a thousand plus words information dense article valuable for my niche a week. In addition to that one shorter, more funny article. Is that a good idea? Should I stick with one of the more serious ones? Niche is dog sports obedience.

Do both. Have a mix like I talked about earlier. Mix that stuff up. You don't want every article to be the same exact vibe. Mix it up. Shows more of your personality too.

It's VPS, virtual private service is what I'm talking about. I went through all those stages. I started out at Wordpress.com. My blog looked like shit. Today they look a lot better but they looked like shit for a long time. Then I did Bluehost through a standard hosting service installing my Wordpress.org. Then I went through a VPS. Now I do it with my own server.

- Can you provide more advice around defining and sizing your niche?

That is a very big topic. Give me a more specific question. That is a huge topic. I can go into detail in that in my courses and to a lesser degree in the SMIC program. Why don't you ask me a more specific question I could help you with because that is kind of a general question.

- How vulnerable should you be on your blog?

You should pour your heart out and cry. James Altucher says bleed in your blog post but that doesn't seem to be very alpha. I don't even know who this is. Who the fuck is this guy anyways? You have to be congruent to your online personality as long as your online personality is really you. The guy you're seeing right now is really me. I'm playing it up maybe 10%. I don't play it up 50% or a 100%. I don't transform into a different person. This is me. If you met me in real life I'm pretty much like this. If your niche was emotional guys, lovey, dovey emotional guys who are betas, who how to please your wife then you would pour your heart out.

It's not based on whether you pour out your heart. It's based on the niche. If I wrote a blog post and said I love my daughter so much it wouldn't make any sense. People are what the fuck is wrong with Caleb today. It's about your niche not about whether or not you pour your heart out. If you are writing to

women, if you are teaching women, shit if you are one of these guys. These guys make money too. These dating guys who show women how to get the perfect mate, get the perfect boyfriend if that guy poured his heart out it would be a great idea. They go oh, he understands me. Oh that is great.

- What about end game where you figure you could only do a particular topic for X number of years?

Then I wouldn't do that. I want long term income so I would never do that. You could. I'm not saying don't. I wouldn't do that. If I would start a blog tomorrow and you said Caleb, you can only write about this for four years and I will say fuck you, I'm not doing that.

- What is your opinion on the promotion via PR, guests on podcasts?

I didn't mention that. Guest podcast, teaching, virtual classes, influencers, FB, LinkedIn, press releases, all good. Do all of that. I am just starting to move into that world. I mean I dabbled into that world. Yes, I'm going to be paying big bucks to some influencers to hawk my shit. All good. Do all those things that are congruent with your personality and congruent with your niche. A press release might not make sense if your niche were college guys but an Instagram influencer would be a totally good idea.

- At what point will my blog start tracking others asking to do blog posts on my site?

About 18 months when you start getting a real audience. I get requests all the time. I would say within 18 months.

- How many pages should I have and what domain authority, ranking would I need to make money?

Pages should you have, I don't understand the question. If you're talking about starting a blog from scratch should you start with one blog article? No. You should write at least 15. If you're starting a blog from scratch write 15 articles even if they're short. You can post them and back date them so that it looks like they've been there for a while and then proceed forward if that is what you're asking. You don't want to make a new blog with one blog post on it. It doesn't look good. Also not good for SEO.

- Any good platform to use to sell eBooks at the blog? I like yours with the buyer's information to help prevent copy.

E-junkie.com. I don't use them anymore. I've outgrown them but if you're starting e-junkie.com. They are fantastic. One of the best online services I have ever used. They're better than Clickbank. They're better

than PayPal. You need to use PayPal also to process the order or you might have to. You can tie it to PayPal with your e-junkie. They do PDF stamping. They're really cheap. It's like \$5 a month to get started. It's awesome. I can't recommend them enough.

➤ Do you invest energy into blog security to prevent your site from being hacked?

A little. Don't go overboard with it. I can't give you specific advice because it's different for every platform. In WordPress you disable the admin account. That is a default account wp-admin. You disable that account. There are various things you can do. I do a few things but I don't go crazy with this shit. I have written about online security before. I have two articles about that at the Caleb Jones blog. I do some basic things. I've encrypted my phone. I've encrypted my laptop but I don't go crazy. I don't turn into this paranoid maniac. You will get bots. Not hackers primarily from Russia that will come in and try to log in to your site. It's just part of having a blog. It's not a big deal. I wouldn't worry about it too much. Standard stuff.

If you're non-technical I would hire a technical guy once your blog is up and running. Maybe pay him \$100 to do this stuff for you. Hey, could you just do the basic security to make sure that a bot or a worm doesn't get into my blog, blah, blah, blah.

➤ How many blog posts?

Fifteen to get started. Twenty is better, 15 is fine.

➤ What is the best way to integrate an opt in into your blog for newsletter/email list?

You put a thing at the top left or right. I forgot which one it is now. Top right or top left because it changed. I forgot. Put at the top of your blog. You bribe them. I have done this for year, an ethical bribe. Click here or type in your email address here to get four free eBooks or to get to this free online course or to get the blah, blah, blah. Don't just say put in your email to get my blog articles. No one gives a fuck about that anymore. You can do that back in 2005. You can't do that anymore. You have to bribe them for their email address. Standard squeeze page stuff. Come up with some really good stuff that you give them for free. It could be eBooks. It could be an online course or two. It could be a special audio training. It's a podcast called audio training. Give them four, five, six things if they give you their email address. You want to build your blog readership list. That is the most important number in your life. That is where the money comes from.

- Is it correct to say the initial traffic when starting a blog from scratch is going to come from SEO?

Yes, that is correct and things like any free marketing that you're doing, social media, forums, Facebook groups. You can immediately start getting traffic from those if you build up that personality on those places. Then as you move up the Google rankings we start getting snowballing traffic. That is correct.

- This is what happened to you when you go from a 1000 hits to 3000.

Yes, that is exactly what happened to me. Plus I marketed. I did a lot of posts back then on Reddit which got a lot of traffic, things like that. I am doing everything that I talked about. That is why it takes 18 months. You've got to be patient with this stuff.

- Niche: Korean men who are learning English who want to meet English speaking girls.

I would say that is fine. It depends on where. If they live in the western world that is fine. I assume that is what you mean. I think that is fine.

- Product: training videos for speaking drills. Post: whatever tips on dating English speaking especially western girls...

That is what I said. Where? Are you talking about guys who want to learn English in Korea and fuck white girls in Korea or guys who live in the United States who just move there? You need to qualify that otherwise it's good. You need to be very specific as to the region. Where do these guys live?

- Best prevention of security is a full weekly backups with daily incrementals.

Yes, back up your blog. Back up your blog. You could do internal backups. You can do external backups. Back it up every day. I back up my entire server every day. There's a weekly one and there's a monthly one. There's incrementals. I have a whole setup for this. I back them up to a different server. You can back it up to its own server but what if that server crashes. Please back up your blog. What I used to do was I had an automated back up and then once a month or once a week, I forgot. It's so long ago. I would use FTP and I would go into my blog and I would actually do an offline copy of the entire blog. I think I did once a week. Every Saturday I would pull the entire thing to my hard drive and I would have another hard drive where I would duplicate that hard drive. I do this today. I have one hard drive which is a backup. I have a clone of that hard drive and that hard drive goes into the safe in addition to my online back up. I have three layers of back up. If my site got blipped tomorrow I'd be back up and running in a few days. It will be a difficult few days but it will be back up and running.

- Is there a way to pull traffic from someone else's YouTube channel or blog?

Yes, you comment on their YouTube channel with a link. You comment on it with real content. That is what you do.

- How do I go about doing that?

Comment on other people's blogs. Comment on other people's forums. Comment on other people's Reddits. Comment on other people's YouTube channels. You can just go crazy and comment real content. You don't just say yes, I agree link. That is stupid. Real content and then have a link.

- Where did you get the opening song of your podcast?

It is a Godzilla theme song from the movie Godzilla Final Wars. I purposely wanted something outside of the United States that no one will recognize but sounded awesome. It's not the main theme of the movie. It's a theme of one part of the movie. How many guys have seen Godzilla Final Wars? Probably not very many.

- What stats do you measure on your blog? Is it just bounce rate, unique visitors, etc.? Also important to blogs compatibility with platform, mobile, iPad, etc.

I used to look at all those things. Now I don't give a fuck. Today, I just look at number of readers, number of sessions. That's the only thing that I pay attention to. Here's the deal on this. In my opinion traffic is very important. Traffic is critical obviously but if you follow everything that we have talked about particularly my other stuff in my other online courses about building an online business or location independent Alpha 2.0 business, if you take that other advice selling high margin product or services, very narrowly niched, etc. you can make money despite the traffic.

For example the Manosphere, the entire Red Pill Manosphere pickup artist world, everyone in that world has had reduced traffic in the last few years. Everybody. Everyone's traffic have gone down including mine however while my traffic has gone down like everyone else's my income from my blogs has not only skyrocketed. It has jacked up exponentially, multiple times. I mean 5x, 6x, 7x, 8x, 9x, 10x while the traffic has gone down.

Why is that? Because I'm following my own business advice. I'm focusing on a narrow niche. I'm being very consistent. I'm focusing on very high margin products and services where I don't have to sell very much to make a lot of money. You need the traffic but these days to me the traffic isn't as important to

me as how much money I'm making. The numbers I obsess over are my income numbers not necessarily my traffic numbers. I do look at traffic. I look at that once a week. I have a scorecard that shows traffic and Instagram followers and shit like that. I look at those things and they're important but what is really important is how much money I'm making. My traffic is doing this but my income is doing this which is what has happened to me in the last four or five years I don't give a fuck about traffic. When you're getting started yes. Bounce rate is important. Unique visitors, time spent on the page is important. Those three are probably the big ones.

- Korean guys living in Korea who want to meet western girls in Korea.

That is a niche. That is a very narrow niche.

- Possibly Korean guys who plan on going abroad for a short period to meet girls there but mostly in Korea.

You can do both. That second thing is a subset of the first thing. It's fine.

- What are your thoughts on site load speed?

It's not an issue unless it becomes an issue. Just pay attention to it. If it's an issue you fix it. If it's an issue that is where you upgrade your hosting which I've had to do several times because I was at a point where I was at Bluehost standard hosting. I was overwhelming the processor so I had to upgrade. You don't do it until you need to do it. You just go buy your own server and say okay, I'm good. Spend the money where you need to spend it.

- Not a native English speaker. Should I spend money in the beginning having articles proofread?

Yes. You'll never get it a 100%. Even your proofreaders will miss shit. Believe me but the answer is yes.

- Can we fast track getting the blog to the money but immediately loading the 18 months of post all at once?

It doesn't work that way. You can't unless you spend a lot of money to drive traffic to the blog. You spend a lot of advertising revenue then you could. I've said that before if you're willing to spend a lot of money driving traffic, buying the traffic that will work. Other than that no.

- What should you do when people critiques your blog in the comments or other forum?

You need to determine your own policy. I have a thing called the five simple rules. You can look at my blogs for them. I allow people to criticize me all they want as long as they don't go ad hominem. Ad hominem, personal attack against me or anyone else in the blog or if they threaten anybody but other than that you can disagree the fuck out of me and I like it. Some people are very nervous about this. Most blogs immediately delete or ban people who disagree with them. That doesn't work for me. I want people to disagree with me. I've gotten a lot of business and traffic and attention because people disagree with me but that is me. That is my personality. You may not like that. Come up with your own policy. If you want just delete anyone that disagrees with you. You can do that. I don't like that but you can. It's up to you.

- In 2020, do you recommend also integrating an audio or video version of your written articles in order to hit different modalities?

Yes. If you can do that, if you have the wherewithal to do that put video and audio in every blog post. Yes, that is better. If you just don't want to do that then don't.

- In 2010, that have been okay to have written content. Is it the same in 2020?

It is okay and you can make it work. It is harder as I said earlier. You don't need video but you're going to have to work a little harder for the same results. You could argue doing video is more work. It's all the same amount of work. Maybe.

Here's a really good course on SEO for blogs. There's a link. This is a link for a good course on blogs. For those of you who are watching offline it's [Ahrefs.com/academy/blogging-forfitness](https://ahrefs.com/academy/blogging-forfitness).

- Do you have a list of examples of blogs that niche well?

Not off the top of my head. Most blogs are pretty niched. I have to think about that.

- If you choose sell info products, what e-commerce membership platform like Kajabi, Clickfunnels that incorporates WordPress?

WordPress incorporates with anything so don't worry about that at this point. Don't worry about Kajabi and shit like that unless you have a mature business like mine. I just went to Kartra a few months ago after

I was already making multiple six figures. Don't worry about that stuff. Anything integrates with WordPress. ClickFunnels, all that stuff.

➤ What are your favorite blog sites either now or last 10 years?

I have no favorites now. My old favorites, most of these guys went insane since then. I used to really like Vox Day. I used to read him every day. I used to really like Scott Adams. Scott Adams before Trump had the best blog on the internet. It was amazing. Just like Vox Day they radically transformed into other monsters when Trump came along. Steve Pavlina, his old blog was fantastic. Today, he's gotten a little woo-woo. He's a little different. It's interesting how all the blogs I used to like I don't like anymore for various reasons. Blogs I like right now. I honestly don't have a lot of time to read other people's blogs. I just don't have time. I wish I could give you a better answer. Most of my blogs are blogs I used to read a long time ago.

➤ How is Squarespace as a blogging site? My favorite websites use Squarespace.

Places like Weebly, Squarespace, Sitebuilder.com they have a blogging function in the page. These are sites you can set up a free webpage. They look really good. They have a blogging function inside the page. If you are starting the website because it's a blog I would not use these services. If you're starting a website for some other purpose and it also has a blog then those services are good.

If you're starting a website that products are something else or has some other purpose and oh by the way we also have a blog as part of the site then Squarespace is fine. If you're starting a blog that is why I'm starting a webpage no. Use WordPress or something like that. Don't use Squarespace. Use Squarespace for your sales site where you put all your products and stuff where your blog points to. That is okay but I would not use Squarespace if the purpose of the website is to be a blog.

➤ Do you use tracking services like ClickMagick?

Once you're making some money feel free to do that. I used to use the crazy egg but don't do it now. If you're starting from scratch no. If you already have a mature blog that you're well into your 18 months and then you want to start tracking this stuff sure. That is fine.

➤ Best email campaign service and how you recommend structuring those mail outs and what range of content in those send outs?

There is no best service. They're all really good. I've used Aweber. I've moved to Kartra now but Aweber is really good. Mailchimp is really good. What is the Pat Flynn one? Email toolkit, I forgot the name. Aweber is good. You can also set up a plug in into your WordPress site that turns the WordPress into an email list thing. I forgot the name. There's a few of them. You could do that too.

- Do you only plan one blog post at a time or do you put together an editorial calendar? When do you write? What is your routine?

I have an editorial calendar so I usually plan it out about three to four weeks in advance. All my blog posts are written at least two weeks in advance. The way that I do it and this may not apply to you because I run three companies and I'm very busy. The way I do it is I set one day a week as content day. Usually it's Thursdays where all day I write blog posts. I talk into my microphone and do podcasts. I stand in front of my camera and do videos. I just jam out the content. It takes me four or five hours. I bang them out. Sometimes I write multiple blog posts in one day. I just blow my brains out with content and that covers my content out for the next six days plus. That is what I do. Schedule this stuff.

- What course is the best step for selling info products to build on this webinar?

The Alpha 2.0 business course. Go to CalebJones.com and click courses. It's right there. You can buy it now.

- Can a blog evolve from a niche into other topics or start attracting readers outside of the original niche?

Yes, that is what I did. Today, are my blogs about online dating? No, I mention it every once in a while. I talk about it. There's a category of articles in there but my original topic was online dating. I morphed that into online dating plus dating multiple women at the same time. Then I added in older men dating much younger women. Then I started adding in travel based lifestyle stuff. Then 2014 as an experiment and as a risk and it worked I combined my dating, relationship, get laid content with my business content. Mash it into a big ball called Alpha Male 2.0. The blog started talking about that. Absolutely over time your blog will change and it should base on the changing needs of your niche. If I had done nothing but how to get laid that blog would have gone out of business a long time ago because that doesn't get traffic anymore. The answer is a big yes. Move with the times. Move with the needs of your niche.

- How do we make sure an SEO provider uses only white hat techniques, no black hat techniques and no private blog networks?

Use SEO companies that have been around for a long time. InValley.com is the one that I use. They have been around forever. Just use companies that have been around for a long time.

I got to go. You will get a copy of this, the link to this probably by Monday so be patient. It's coming. You'll get this entire video plus these notes. I hoped it has helped. You had a lot of good questions. You're welcome for a great seminar guys. As always if you have suggestions for future topics or future seminars or even future blog posts or videos let me know any time. Okay guys, have fun. Bye.

~Caleb Jones.