

The Blog Marketing Kickstart Workshop

Blog Marketing Steps

- 1.** Get a domain name for your blog (*unless you're just putting it in a folder on your blog or any other name you choose*)
- 2.** Get hosting for your blog (*unless you've already got a site setup and you're just going to put it into a folder on your site.*)
- 3.** Get your domain name up and live (*if it isn't already*) and install your blog where you want it.
- 4.** After install clean your blog up. Get rid of any posts, pages, plugins that you don't want or use that WordPress automatically installs.
- 5.** Get your initial plugins you want to use installed. You can add more as you need/want them.
- 6.** Create a welcome post and your initial pages. Make sure you have a good About page. That thing is a great tool!
- 7.** Pick a theme and get it installed.
- 8.** Have a plan for how you're going to use your blog.
- 9.** Plan what you want your content to do for your business.
- 10.** Research what topics you will cover and continually add new topics when you can.
- 11.** Create your initial content.
- 12.** Blog consistently moving forward.
- 13.** Add your optin forms to your blog.
- 14.** Have multiple free offers to get people to optin to your list.
- 15.** Continually create content that gets your readers onto your list.

16. Create a traffic plan with strategies you want to use and drive traffic daily.

17. Outsource as much as you can to save time AND get more for your efforts by using professional services.