

PROBLOGGING SUCCESS

BUILD A BLOG THAT BUILDS YOUR BUSINESS 24x7

PBS Success Sheet - 5 Keys To Making Money Online

Section 1: Eradicating the notion that a blog will make money by itself

“Make money blogging” essentially means “boost your business and income via blogging”.

[[Click to Tweet this!](#)]

1. WHAT IS YOUR BUSINESS? **NAME IT.**

2. WHAT ARE YOU OFFERING VIA YOUR BUSINESS (Think products, services etc.)

3. DOES THE CONTENT OF YOUR BLOG “ALIGN” WITH YOUR PRODUCTS/SERVICES?

4. IF NO, HOW CAN YOU IMPROVE?

5. DOES YOUR BLOG CONNECT WITH YOUR PROSPECTS?

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6. IF NOT, HOW CAN YOU MAKE THIS HAPPEN?

7. DOES YOUR BLOG BUILD YOUR BRAND?

8. IF NOT, HOW CAN YOU MAKE THAT HAPPEN (VIA YOUR CONTENT MARKETING AND PROMOTION STRATEGY)?

Section 2: Providing value

Your business really starts when you start offering value [[Click to Tweet this!](#)]

1. WHO IS YOUR TARGET AUDIENCE? (HINT: WOMEN, OR BLOGGERS IS NOT AN ANSWER. YOU HAVE TO GET PRECISE)

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2. DO YOU KNOW THEIR PROBLEMS AND PAIN POINTS?

3. IF NOT, FIND IT OUT (HINT - LOOK FOR COMMENTS IN YOUR BLOG, THE REGULAR EMAILS YOU GET, HANG OUT ON SOCIAL MEDIA SITES WHERE YOUR PROSPECTS HANG OUT, CREATE YOUR IDEAL CUSTOMER PERSONA). WRITE DOWN AT LEAST 5 PROBLEMS/ISSUES/PAIN POINTS YOUR CUSTOMER IS EXPERIENCING.

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4. WRITE DOWN AT LEAST 10 BLOG POST IDEAS THAT CAN RELATE TO / SOLVE THE ABOVE 5 PROBLEMS (MAKE 2 IDEAS FOR ONE PROBLEM).

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Section 3: Getting clarity

1. WHY ARE YOU DOING WHAT YOU ARE DOING? A.K.A. WHAT IS THE PURPOSE OF YOUR BLOG?

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2. WHAT IS YOUR EXPECTED OUTCOME? WRITE DOWN 3-5 PRECISE GOALS BELOW. EX. (I) I WANT MY BLOG TO GENERATE 10 SALES EVERY MONTH. (II) I WANT TO INCREASE MY EMAIL SUBSCRIPTION RATE BY 3X.

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3. WRITE DOWN ONE ACTION FOR EACH CORRESPONDING GOAL (ABOVE) THAT YOU WILL DO TO ACHIEVE THAT GOAL. ADD A DEADLINE TO EACH.

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Section 4: Getting professional help

1. WHAT ARE YOU CURRENTLY STRUGGLING WITH YOUR BLOG?

2. DO YOUR RESEARCH AND FIND OUT EXPERTS IN YOUR INDUSTRY WHO CAN HELP YOU WITH THE ABOVE OBSTACLES (YOU DON'T HAVE TO SPEND

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AN ARM AND LEG IN MOST CASES). WRITE DOWN 3 NAMES OF PEOPLE WHO CAN HELP YOU AND WRITE THEIR CONTACT DETAILS.

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3

PS: I can help you with [Blog set up](#), [Blog Maintenance](#), [Web hosting](#), [Blog audit/consultation](#), [Genesis theme customization](#). [Contact me](#) if you need help.

Section 5: Working smart (Weekly exercise)

1. WHAT ACTIONS YOU TOOK THIS WEEK TO IMPROVE YOUR BLOG/BUSINESS? LIST THEM BELOW.

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2. WHICH OF THOSE ACTIONS YIELDED GOOD RESULTS?

3. WHICH OF THEM YIELDED BAD RESULTS?

4. WHICH OF THEM YIELDED NO RESULTS?

Drop the ones that yielded bad results. Give more time to tasks that yielded no results at all. Certain strategies take time to show anything at all. So be patient ☺