

90 DAYS TO A PROFITABLE BLOG

**Start your very own money
making blog and earn in just 90
days or less with this proven,
scalable system.**



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www.myblogmybusiness.com

MY STORY



Like most people in their 30s, I have been thinking about how to go about investing for my future. I have a variety of investments, but my next step was to think about buying an investment property.

When most of us think about investing we think about buying property, don't we?

Having just bought our first home together in December 2019, I realised that actually...maybe I didn't want to buy an investment property just yet. Especially when you take the extra costs into consideration, like stamp duty for a second home, and full council tax for any void periods.

I started thinking about other ways I could make a few hundred pounds a month that weren't investment properties and I realised that I already knew exactly what to do - build up new blogs.

Running a blog and a brand can be very time consuming, so I decided to focus on just one income stream - selling SEO links and guest posts.

Before I knew it I was building up profitable blogs left, right and centre, without spending too much time on them.

I currently earn about £3,000 a month from these blogs and keep building new ones to scale up.

Every month I am working towards a new blog, making it profitable in 90 days or less.

In this ebook I am going to share the **exact** method I use to create money making blogs in a matter of months.

BEFORE YOU START



The most important thing to take away from this is that you need to forget everything you have heard about blogging.

You are not building a blog for adverts, affiliates or sponsorships. You are building a blog to sell link placements and guest posts.

This means that you need to forget everything you know about adverts, affiliate marketing and sponsored posts.

This means you aren't building up a brand.

We are simply going to look at building a brand new blog for this profit making venture.

That's not to say that you can't place adverts, make money from affiliates and do sponsorships later. However that isn't the goal here.

For this system to work you need to stop overthinking things and stop letting hurdles get in the way.

This is a proven system that I use every single month to create profitable blogs for my business.

It relies on getting S*** done!

If you are worried about having the time to create a profitable blog then this system is PERFECT for you. You don't need to overthink anything, do anything perfectly or even bother with social media accounts for your new blog.

It is the quickest way to start making money from a new blog, and once you are making money from it you can even outsource the work!

WHAT IS SELLING LINKS?



There are lots of ways that bloggers can make money, and one area that isn't spoken about a lot is selling links.

The reason that a lot of bloggers don't openly talk about selling links is that Google frowns on it. However, for a blog that has been set up JUST to do this, Google isn't an issue.

In order for other websites to rank well on search engines, they need to get links and anchor text leading to their page. Anchor text is the phrase that is linked, for example, a link might say 'click here to view the recipe' or 'milk jelly recipe'. The words that are linked is known as anchor text.

In order to build these links, many companies are willing to pay for a guest post or link placement from your blog.

The amount of money you can earn really varies - I have been offered anything from \$5 (yep, that's about £4) to £550 for a guest post or link placements from my various blogs.

Here's the thing - if you are sent the blog post to copy and paste into your new blog, it takes just a few minutes for you to be earning a decent amount of money.

Sometimes you will have to write the post yourself. Sometimes they just want a link placing into an existing post.

The amount of money you can earn will often depend on your domain authority. The higher it is the more money you can charge. We will be covering your domain authority later on.

Let's get stuck in then!

STEP 1 - SET UP YOUR DOMAIN NAME AND HOSTING

The very first step that you need to take is to set up your new money making blog.

You will need:

1. A domain name (that's your .com, etc)
2. Website hosting (you might already have this if you have another blog).

It doesn't really matter what your blog is called and what domain name you go for. Unlike a traditional blog, you aren't trying to build a brand here, so don't spend too much time overthinking this.

There are three ways you can get your domain name:

OPTION ONE: A BRAND NEW DOMAIN FROM SCRATCH

This option is where you buy your domain name from scratch from GoDaddy, Siteground, NameCheap or anywhere really. If you also need to purchase hosting then lots of annual packages come with a free domain name for a year.

OPTION TWO: BUY A USED DOMAIN NAME FROM NAMECHEAP MARKETPLACE OR GODADDY AUCTIONS

Lots of people give up on their domain names for a variety of reasons, and resort to Namecheap Marketplace or GoDaddy auctions to sell their unwanted domain names.

There are some advantages and disadvantages from doing this.

The advantages are:

- You might be able to get a cheap domain name that already has a Domain Authority
- Namecheap Marketplace often has really cheap domain names for sale
- With Namecheap Marketplace you often get access to the domain name instantly, or within a few hours

STEP 2 - SET UP YOUR WEBSITE & EMAIL ADDRESS

Once you have your domain name it is time to get your website and email address set up.

Since we are not building a brand here, you need to be as quick as possible at this stage. I know how easy it is to get caught up in wanting a blog to look perfect, but here we are aiming for speed.

This is the order in which I do this:

1. Install Wordpress. If you don't know how to do this then here is my tutorial - <https://emmadrew.info/start-your-blog-in-3-simple-steps/>
2. Install a free SSL certificate
3. Install and activate the following plugins:
 - a. Askimet
 - b. Duplicate widgets
 - c. GDPR Cookie Consent
 - d. Google Analytics for Wordpress by MonsterInsights
 - e. Jetpack
 - f. Simple Social Icons
 - g. Social Warfare
 - h. Wordpress Editorial Calendar
 - i. Yoast SEO
4. Install a theme
5. Spend 30 minutes max tweaking the theme
6. Set up my email address (Gmail is fine for this)
7. Set up my privacy policy, disclosure policy and contact page (all copied and pasted) - feel free to take a look at my privacy policy and disclosure for inspiration - <https://emmadrew.info/privacy-policy/>
8. Write a quick 'About' page, being sure to link to my contact page.

And that's it!

If you don't have a Paypal account then now is the time to create one too. Ideally you want to spend less than an hour on this entire process.

Don't worry if your first attempt takes you awhile - as you build more blogs you will get faster at this.

STEP 3 - PUBLISH 10 BLOG POSTS

You will need some content on your new money making blog so that it looks inviting to potential link buyers - and so that you can index in Google.

I would suggest that you write and publish 10 blog posts to fill your blog.

They should be:

- At least 300 words long
- Related to your blog's niche
- Filled with images from free stock photo websites (Pexels, Pixabay)

If you are really struggling to get 10 posts written and published then this is something you can outsource on somewhere like Freelancer, UpWork and PeoplePerHour.

You can also buy content from Facebook groups.

I recommend:

VA for hire and Pinterest-Friendly content for bloggers -
<https://www.facebook.com/groups/929537027062803>

Honestly Good Content -
<https://www.facebook.com/groups/1566502116695423>

Blogger resource room -
<https://www.facebook.com/groups/502260786568948>

Once you have published your 10 blog posts it is time to go ahead and submit your new blog to Google. If this is something you haven't done before then simply search the internet for 'submit website to Google' for a full tutorial.

STEP 4 - BUILD YOUR DOMAIN AUTHORITY

You might have heard of Domain Authority (DA) or it might be something completely new to you.

In order to make money from selling links, the amount of money you will earn is usually based on your Domain Authority.

The first thing to mention is that Domain Authority will only count if you have your own domain.

If you have a .blogspot.com or .wordpress.com address then Domain Authority is irrelevant, and you will see a much higher domain authority.

Domain Authority is a score created by Moz, and it helps to predict how a website will rank on a search engine page.

The score is between 1 - 100, and typically speaking:

- 15+ you're on your way
- 20+ you can make some money
- 30+ you are definitely making money
- 40+ you're killing it

You can check your Domain Authority on the Moz website here:

<https://moz.com/link-explorer>

Domain Authority is updated daily, and it can go up as well as going down.

It is really important that you increase your Domain Authority quickly, and we are going to explore a few options to increase your Domain Authority quickly.

STEP 4 - BUILD YOUR DOMAIN AUTHORITY CONT...

OPTION ONE: COLLABORATIVE GIVEAWAY

The quickest way to build your domain authority from scratch is to take part in a collaborative giveaway, which you can see an example of here -

<https://mrspinch.com/spring-giveaway/>

This is where a bunch of bloggers get together and each make a financial contribution to the prize pot.

In exchange your blog is listed on lots of other blogs taking part, helping you to get your domain authority increased.

You can find giveaways to take part in in blogging Facebook groups, or this Bloggers DA building group -

<https://www.facebook.com/groups/353290435505356>

You can also create your own collaborative giveaway. You would post about it in a blogging Facebook group to try to get other bloggers to take part.

Hosting a collaborative giveaway is a lot of work, from gathering payments to sending out the prizes.

Here's how I do it:

STEP 1

Create a Google form to collect:

- Name
- Email address
- URL
- Image to use for the giveaway
- Link one
- Link two
- Ask for help checking over the giveaway before it goes live

STEP 4 - BUILD YOUR DOMAIN AUTHORITY CONT...



STEP 2

Use Rafflecopter (free version) to run the giveaway.

Remember to include the competition terms and conditions.

STEP 3

Create the giveaway images on Canva - usually using the logos or photos of the bloggers taking part.

STEP 4

Create a Wordpress draft and then get the HTML from Wordpress draft.

STEP 5

Email the images and HTML it to everyone taking part, with instructions.

STEP 6

Check posts go live and set yours live.

STEP 7

When the competition is over choose the winner/s.

STEP 8

Order the prize or prizes for the winner/s.

STEP 4 - BUILD YOUR DOMAIN AUTHORITY CONT...

If you are planning to run a collaborative giveaway then you can expect to spend about 2-3 hours on the entire process.

It is really worth it though, as you can easily grow your Domain Authority to the high teens or early twenties using this method.

Keep checking your Domain Authority daily, as this will update often. It is really exciting to see it increase as you get more links to your new blog.

OTHER WAYS TO INCREASE YOUR DOMAIN AUTHORITY

The easiest way to increase your DA is to build up links to your blog. You can do this by:

- Guest posting for other bloggers
- Link swapping with other bloggers
- Participating in crowd sourced blog posts

GUEST POSTING FOR OTHER BLOGGERS

Guest posting for other bloggers is where you create a piece of content for another blog, usually free of charge, in exchange for the blogger letting you leave some links to your blog.

This can either be through an introduction, or you can include links to your existing posts within the text of the guest post.

You can't just knock out a short guest post, it should really give value and should be as good as the blog posts on your own blog, if not better.

Here is a guest post I wrote for another blogger called [15 Productive Things To Do When You Don't Feel Like Blogging](#). I wrote a short introduction and I also linked to existing blog posts within the content. Amateur mistake - I didn't link to my own blog posts within the content, which is something that I now try to do.

STEP 4 - BUILD YOUR DOMAIN AUTHORITY CONT...

LINK SWAPPING WITH OTHER BLOGS

This is similar to writing a guest post, without having to go to the effort of actually creating a new piece of content.

Simply post in blogging related Facebook groups finding bloggers to do link swap with. This means that you link to one of their blog posts and they link to one of yours in exchange.

It takes just a few minutes to do, and you can build up nice backlinks by doing this.

CROWD SOURCED BLOG POSTS

Crowd sourcing blog posts are where a blogger will ask for lots of quotes or ideas from other bloggers, and in return they will link back to the blogger.

It is a heck of a lot less time consuming than writing a guest post, and it still gives you that valuable link back.

Here is an example of a crowd-sourced post I created:

<https://emmadrew.info/wombling-tips/>

You can see that I have written the post and then included quotes from 4 other bloggers.

And here is a post that I was quoted in:

<http://www.makingsenseofcents.com/2017/02/how-to-m...>

It took just a minute to type out on Facebook, and then BAM I am the first person linked to on an extremely popular American blog.

You can usually find crowd-sourcing opportunities in Facebook groups, and you can also run your own!

STEP 5 - START APPLYING FOR JOBS

Now that you have a blog with 10 posts on and a Domain Authority it is time to get the money rolling in.

GET BLOGGED

Get Blogged is an online marketplace for blogging jobs.

The jobs are arranged by Domain Authority, with the higher Domain Authority jobs paying more.

Every job pays differently, but here is a guide to what they pay.

DA 10 - 19: £25 - £55

DA 20 - 29: £35 - £80

DA 30 - 39: £50 - £100

DA 40+: £84 - £125

You need to apply for jobs individually by visiting Opportunities>Filtering by your Domain Authority and going from there.

Each job will need a small pitch. You will then be emailed if you are successful.

FAT JOE

Once your domain is 6 months old you can start to work with Fat Joe.

They are a content agency that send bloggers pre-written guest posts to publish on their blogs.

They expect a fast turn around (usually 48 hours) and in return they will pay you quickly.

To sign up with Fat Joe either email publishing@fatjoe.co (Yes, that's .co not .com) or apply at Bloggers Connected (<https://bloggersconnected.com/>)

STEP 5 - START APPLYING FOR JOBS CONT...

FACEBOOK GROUPS

There are plenty of fantastic Facebook groups around to find sponsored posts. Brands and agencies can post the details about their campaigns and invite you to apply – usually through a Google form to capture the data.

Here are the groups I use to get sponsored posts from:

- UK Blogger Opportunities
- Official UK Bloggers
- Blogger Opportunities
- Blogger Assignments and Opportunities
- Blogger Opportunity Group
- UK Money Bloggers (for anyone who blogs about money)

HASHTAGS ON TWITTER

Twitter is a great place to find sponsored posts for your blog, and you can do this in two ways.

The first way is to follow accounts that share blogging opportunities – you'll find that @BonjourBlogger regularly retweet opportunities.

The second way is to use Twitter's search facility for the hashtag #bloggerrequest.

Also, let your blogger friends know that you are looking for opportunities – some of my friends kindly tag me in things they see on Twitter.

JOIN BLOGGER NETWORKS

Joining blogger networks is a time consuming process but it can really pay off. By joining networks, you are in the running to be selected for sponsored blog posts or other opportunities that arise. If you don't know where to begin, [Bonjour Blogger](#) has a list of blogger networks to join.

STEP 5 - START APPLYING FOR JOBS CONT...



BLOGGERS REQUIRED

Bloggers Required is a platform that connects bloggers and brands or agencies through blogging assignments.

As a blogger, simply browse through the blogging assignments to look for something relevant to your audience, and something that you would like to feature.

Be sure to check out how you will be compensated too, because not every opportunity offers payment; some might offer a free product to review.

You can then apply for the opportunity by filling in a short form about your blog and your social media stats. If a brand or agency want to move ahead with a sponsored post on your blog, they will be in touch.

THE OPPORTUNITY MARKETPLACE ON AWIN

Awin, formerly known as Affiliate Window, have an Opportunity Marketplace, where you can post the opportunities that you offer, such as sponsored posts, and wait for brands and agencies to get in touch with you.

Here is [how to use Awin's Opportunity Marketplace](#), as well as other things you can do to reach your first Awin payout.

PEOPLE PER HOUR

People Per Hour is a website used to hire freelancers, however the occasional sponsored post pops up too.

Be sure to search for phrases such as "blog post", "sponsored post" and "link placement".

STEP 5 - START APPLYING FOR JOBS CONT...



FIVERR

You can list your guest posting gigs on Fiverr.

Simply search Fiverr for 'guest post' to get an idea of the gigs available to help you to create your own.

You can set your price, your delivery time and any upsells you can offer - for example, you could charge more if you write the post yourself.

GET LISTED ON GUEST POSTING WEBSITES

There are guest posting directories online where you can get your blog listed and then potential link buyers can easily reach you.

PrePostSEO have a list here and once your Domain Authority is over 20 you can apply to be listed for \$10. The link is <https://www.prepostseo.com/guest-posting-sites>

STEP 6 - AGREEING WORK & PRICING

Remember that your goal here is to make money, and if you are being sent copy and paste blog posts then they just take a few minutes to set live.

That means that unlike traditional blogging, you don't have to have a set price for working with brands.

With that in mind though, it is worth thinking of a minimum amount of money you will accept for a blog post. \$5 is way too low, and even \$20 might be too low for you.

The amount that Get Blogged pay is a good guide for you, however do remember that Get Blogged requires you to write the blog post yourself.

Here are some email template replies I have set up that could help you with replying to initial inquiries.

SCENARIO: RESPONDING TO AN INITIAL EMAIL OPTION ONE

'Hello,

Thank you so much for your email.

We do indeed accept guest posts and link placements!

What exactly would you have in mind? For specific requirements, we require a minimum of 500 words and one internal link to another post on the blog.

Alternatively if you are looking for a link placement we can explore that too.

Also please let me know what kind of budget you are working with and we can see what we can do!

Thanks'

STEP 6 - AGREEING WORK & PRICING CONT...

SCENARIO: RESPONDING TO AN INITIAL EMAIL OPTION TWO

'Hello,

Thank you so much for your email about guest posting on [Website URL].

My fee is £X, and this includes a permanent dofollow link.

I look forward to hearing from you.'

SCENARIO: YOU ARE BEING ASKED TO PROVIDE A FREE BACKLINK

'Thank you so much for your email.

Unfortunately we do not provide a free back linking service.

If I have misunderstood your email and you have a budget for placing links then please do let me know.

Thank you'

BONUS SCENARIO: YOU HAVE PLACED LINKS ON ONE BLOG AND HAVE MORE BLOGS TO OFFER:

'Hi,I'm not sure if you are looking for other blogs to place content at but I also have the following blogs:

[blog list]

A post on each site is usually \$X each, but I can do all 5 blogs as a bulk order for \$Y.

Please me know if you'd like to proceed.'

STEP 7 - RINSE AND REPEAT



Now that you have set up your first profitable blog you can rinse and repeat this proven process to make profitable blogs left, right and centre.

You could aim to set up one new profitable blog a month, or more or less depending on your own time commitments. I feel that one of my new blogs is a success once it has earned me £200.

The more blogs you build up the faster you will become, and you mind find it easier to outsource some of the steps.

Here are some ideas for things you can outsource:

- Building the Wordpress blog and setting up your theme
- Writing the 10 initial blog posts
- Applying for jobs on Get Blogged and other opportunities
- Managing the copying and pasting of guest posts or writing posts

WRAP UP



Selling links on my brand new profitable blogs has really changed my mindset when it comes to blogging.

I love the influencer writing and marketing I do on my main blog and my social media channels, but selling links allows me the chance to stop making a perfect theme, a perfect blog and well researched articles.

It is a quick way to do what I love (creating websites) to make myself some ongoing money without massive overheads or costs like buying a rental property.

CHECK OUT MY SITES



Here are some of the websites I have set up purely to sell links.

As you can see, none of them are perfect.

None of them have amazing themes.

However they all make me money!

They are a mixture of websites I bought from scratch, domain names I bought from the likes of Namecheap Marketplace and websites I have purchased from other bloggers.

<http://1830ndaytona.info/>

<http://pinksteel.org/>

<http://makemoneywithoutajob.com/>

<https://athriftygamer.com/>

<https://mydebtdiary.info/>

WHAT'S NEXT



The biggest mistake you can make right now is to have read this ebook and not make a start on making yourself a profitable blog.

My challenge to you is to make a start by purchasing your first domain name and hosting (if you don't already have hosting) and getting your first profitable blog set up.

By following the exact steps in this ebook you will be able to change everything you know about blogging and set up your profitable blog in just 90 days.

NEW BLOG CHECKLIST [BONUS]



- ☐ Buy domain name
- ☐ Connect to hosting
- ☐ Install Wordpress
- ☐ Install Askimet
- ☐ Install Duplicate Widgets
- ☐ Install GDPR Cookie Consent
- ☐ Install Google Analytics for Wordpress by MonsterInsights
- ☐ Install Jetpack
- ☐ Install Simple Social Icons
- ☐ Install Social Warfare
- ☐ Install Wordpress Editorial Calendar
- ☐ Install Yoast SEO
- ☐ Install a theme
- ☐ 30 minutes tweaking theme
- ☐ Set up email address
- ☐ Set up privacy policy & disclosure
- ☐ Write a quick 'About' page, being sure to link to my contact page

NOTES