



THE PROFIT
BLOGGING
BLUEPRINT



INTRODUCTION

About Marketing with Jeff

Hey there!

My name is Jeff and I just want to thank you so very much for getting this blueprint.

I am so excited to show you how to **turn your passion for blogging into a full time income.**

Now, if you're a new blogger or have been blogging for a while but haven't been able to turn your blog into an income yet, then this blueprint will show you exactly how to do that.

But before I go into that, let me tell you my story about how I got started in blogging.

And yes...I am a blogger.

About 5 years ago, I started a personal finance blog where I post tips and advice on investing in stocks.

At first, it started as a hobby but it didn't take long for me to **fancy the thought of quitting my job and focusing on this full time.**

After all, isn't that what we all want?

The freedom to be our own boss, do what we want in life, spend more time with people we care about and focus on helping others through our blog.



The Top Reasons Why People Blog

But firstly, let's discuss some of the reasons why people are blogging.

For most people, blogging is a way for them to share their passion or message to the world.

For some, it's because they love to write, and for others it a way of expressing their feelings openly.

And obviously, there are some people in it just for the financial aspect of it.

Regardless of the reason why you started a blog, wouldn't it be nice to turn your passion into a steady income so you can just focus on doing the things that you love?

I'm sure that making some extra money from your blog has crossed your mind before.

Unfortunately, for most bloggers, it's hard to even make their first dollar.

The Struggles of a Blogger

I'm sure you can relate to this...

When I first started blogging, I spend hours daily crafting the perfect blog post, designing the layout of my blog, trying to learn CSS and HTML, making videos for my blog posts, working on SEO and trying to rank on Google, reaching out to other bloggers in the niche begging for a guest post, hiring tons of freelancers who never deliver the quality that I want to, only to be burnt out time after time.

There were points where I just felt like this wasn't worth the effort that I put into it.

Growth on my blog was steady but at the same time slow.

As some time went by, my blog was even featured in LifeHack and the Huffington Post.

But one thing still remained the same, **I was not making any money at all from my blog.**

The Old Way of Making Your Blog Profitable

Now before, I explain my process on how you can turn your blog into a profit machine, I want to go over the old way on how people make money on their blogs.

The old way of making money is all dependent on how much traffic you get to your blog.

A lot of people are under the impression that to make money you'll have to put in tons of hard work to get more traffic through SEO, guest blogging, back linking from popular blogs, and eventually your blog MAY start getting lots of traffic.

That's when you can start placing Google AdSense on your blog and tons of big companies will start reaching out to buy advertising from you.

Although this is a proven way of monetization, it is only effective if you have millions of website visitors every month.

Realistically, not many blogs will ever reach this level.

Even my personal finance blogs, which has been featured in multiple authoritative websites and news sites, is not seeing this amount of traffic.

Don't get me wrong, if this your goal and is something you want to achieve, it's definitely a good thing to go after.

I am simply offering another method for making your blog profitable that you can utilize in your marketing strategy.

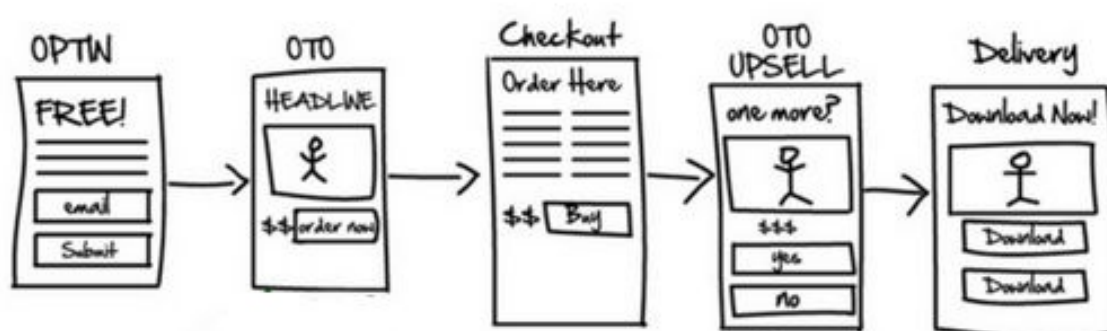


The Modern Way People Turn Their Blogging Passion into A Full Time Income

So what is the modern way for bloggers to make an income off their blog?

It's through a Sales Funnel.

For those who don't know what a sales funnel is, it is a series of online steps/website pages that you take a website visitor through.



First step of sales funnel – Opt-In Page

The first step of the sales funnel is an opt in page where the sole purpose is to collect an email address in exchange for some sort of lead magnet or bribe.

This could be in the form of an ebook, a free training video, report, checklist or anything that your audience is interested in.

If you've been blogging for a while now, I'm sure you'll know the importance of collecting emails through opt in forms.

Most bloggers will have opt in forms on their home page, below their posts, on the side bar or even a pop up opt in.

Unfortunately, most of them (including myself in my first few years of blogging) do nothing with those emails except maybe send out a newsletter saying that there is a new blog post and go check it out.

Those email leads can be used more effectively in bringing in income for your blog.

Utilize these leads and send them an offer to buy something here and there.

Second step of sales funnel – A Sales Page

Whether your website visitors opt in to your email list through your opt-in page or one of your other forms, they should be taken to the next step of a funnel; the sales page.

At this page, you'll try to sell them something that isn't too expensive. This is called a tripwire and it is usually between the cost of \$1 to \$97.

I know what you're thinking!

“What if I don't have anything to sell”

This is actually the easy part.

You can literally sell them anything you want to.

Use your creativity, and put together a course, an e-book or even a coaching call.

Heck, you can even go to a PLR website, buy the copyrights to a pre-made course and sell that to them.

You don't even have to create anything if you don't want to.



Third step of sales funnel – The Checkout Page

Should your visitors decide to buy, they will be taken to a check out page where they will simply enter their credit card information.

Fourth step of sales funnel – The OTO/Upsell

And typically, the fourth step would be the upsell page where you try to sell them some more expensive.

Since they have already entered their credit card information on the previous page, all they have to do is click a button and the upsell will be instantly charged to their credit card.

This step is optional.

From here you can either present them with another upsell and if they decline, you may want to present a downsell offer.

Start Using Sales Funnels

Ever since I've started using sales funnels on my blog, my blog has become extremely profitable.

This simple process has allowed me to quit my job and focus on my blog and my marketing business full time.

That is why I highly recommend that you implement this on your blog as well.

Treat your blog like a business and once you do, you may find yourself in a life-changing situation.

As for the traffic, you can use this sales funnel with the organic traffic you're already generating.

Or if you don't have any traffic yet, it's quite simple to set up a simple Facebook or Google ad to one of your blog post and let your opt-in forms do the job from there.

Implementing Your Sales Funnel

There you have it, my secret method to making your blog extremely profitable.

If you're interested in implementing a sales funnel with your blog, I've created a sales funnel template which contains all the steps mentioned.

This sales funnel is fully customizable with a drag and drop feature, so you can edit anything you want on it to match your blog easily and quickly.

It is also easy to integrate this into your WordPress blog or whatever platform you're using.

Simply click the link below to get access to this sales funnel template

[CLICK HERE](#)

Also, if you would like for me to teach you this entire process, I've created a video training course where you can watch me implement this step-by-step.

You can get access to my course here:

[CLICK HERE](#)

Thanks for checking out this guide and I hope that you get all the financial success you want out of your blog.

-Jeff