



# START A BLOG IN 5 EASY STEPS

MARIE GROVE

## INTRODUCTION

Hello, my name is Marie Grove. I'm glad you decided to take the leap and get started building your online business.

I have been working online for a little over a decade now. During that time, and up to today, I've had several income streams or micro-businesses as I call them.

Each business is a unique income stream on it's own but they all compliment each other.

I started as an affiliate marketer, I am still an affiliate marketer.

When I started my blog to promote affiliate products I realized that not only did I enjoy writing, I was pretty good at it too!

So, I started a free lance writing business. That morphed into customized newsletters for private practice doctors.

And, I've recently recognized another need and created a new micro-business – [Done For You Blog Creation](#)

So, as you go through this report, remember if you ever want to speed the process up by cutting out your learning curve, I can help.

If you want to learn more about my DFY Blog Creation, you can [check it out here.](#)

In the meantime, enjoy this report. And, no matter which option you choose, the do it yourself (DIY) or done for you (DFY) the sooner you start, the sooner you'll have the life you've dreamed about.

**Want a done-for-you blog instead of doing it all yourself? Learn how [here](#)**

## STEP 1: Pick Your Niche

Ok, so you've decided you want to build an online business and you've decided blogging is the way to go. First of all, great choice! With a blog there are so many options to make money online.

But, before you can start you need to decide which niche (ha! that rhymes!) you want to be in. You may eventually want to expand into other niches, but for now focus on just one.

A common recommendation is to find a niche you have an interest in, something you're passionate about.

Since you will be adding new content to your blog on a regular basis, it will be easier and more fun to create content on a subject you already know a lot about, or are interested in learning more about.

It needs to be profitable too. You need to make sure that there are enough other people who are passionate about, and spend money on, that niche. Also, take some time to figure out what products you can sell in that niche. They can be physical products like on Amazon, or digital products. Ideally, you can promote both kinds!

Also, you want to find the sweet spot of competition. Too little competition means that niche isn't a good market. Too much and it'll be hard to compete.

The best way to do that is to start with a broad niche, say fitness, and drill down to a smaller, yet still big enough to be profitable, niche.

So, in this example, you may drill down in the fitness niche to Fitness for new moms, or fitness for men over 50, or fitness for people with arthritis, etc.

## STEP 2: Set Up Your Blog

Now that you have your niche it's time to buy a hosting account and domain name. I use and recommend [Namecheap](#). I find them to be dependable and reasonably priced.

When picking out a domain name, keep these things in mind:

1. Try to keep them name relevant to your niche
2. Try to find a name that is only 2-3 words long
3. Try to make your domain name memorable
4. Only use a .com extension

There are millions of websites online and each has it's own domain name. So be aware that you might need to try several possible names before you find a name that is available.

You also need a hosting account. Once you have that you will get a control panel, C-Panel, this is where you go to upload your blog theme and activate your blog.

It's really not that hard but if you're interested in a faster start and don't want to spend the time to figure out how to do it, [click here](#) to learn about my DFY blog creation.

When your blog is loaded on your hosting account you can go in and configure your blog theme. You can change the colors, add a logo, decide on the layout of your pages, etc.

Customize it any way you want it!

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## STEP 3: Add Content To Your Blog

A good blog will have content that is interesting to its target market. If your blog is in the knitting niche you wouldn't post content on kittens.

There are many types of content you can add: blog posts, videos, info-graphics, cheat sheets, etc.

There are 2 things to keep in mind when brainstorming topics for your content:

1. Think of the problems, concerns or issues that people in your niche commonly deal with. Then create content that helps them overcome those issues and concerns.
2. Use keywords relevant to those issues and use that keyword as the basis for your content.

For example, let's say you're in the golfing niche and you know from your experience and conversations with friends that finding a good driver is a challenge.

Do some keyword research on the best drivers, use a quality keyword (decent number of monthly searches but not too competitive) as the framework for your content.

In this example, you could do review style videos or articles – The top 3 drivers.

Just keep your content highly relevant to your niche audience and use keywords to help that content rank!

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## STEP 4: Monetize Your Blog

The preceding steps were necessary to get to this point, but this is the part that can be the difference between a fun hobby and a lucrative business.

There are many ways to make money with your blog. Here are the most common. Remember, that you can use more than one monetization method:

1. Sell affiliate products. You can add links to articles and add banners in the sidebars of your blog. You can sell digital training products or physical products.
2. Sell your own product or service, if you have one.
3. Add AdSense to your blog. This is a service by Google. You sign up, and they will add advertisements to your blog. When someone clicks on one of those ads you make a little money.

The best way to make money is to add multiple different income streams. You can become an affiliate for Clickbank and add digital products in the form of training courses.

Then you could also sign up for Amazon affiliates and add banners for physical products. And, in addition, you could add AdSense and make money when visitors click on the ads.

Multiple income methods is the best way to get the most out of your blog.

But, ultimately, how much you earn will be proportional to the amount of traffic you send to your blog.

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## STEP 5: Drive Traffic To Your Blog

After adding content consistently, your main job as a blogger is to get traffic to your blog.

Many people tout free traffic. And, free traffic methods should certainly be part of your arsenal. But, free traffic is only free in that you don't pay money for it.

Most free traffic methods do take time to implement and to start showing results.

Having said that, I still prefer free traffic. It's highly targeted (so is paid if you do it right) and it's free. What's not to like!!??

And, when I was first starting out, I had no choice. I had no money for paid traffic.

Free traffic will come from your content. Once you create content spread it around the internet as much as possible. Create a Facebook post, create a Pin on Pinterest, create an Instagram post, etc.

As you can see, most free traffic will come from social media.

Paid traffic comes from ads on Facebook, Pinterest, Instagram or Twitter. Another common paid traffic method is Google Adwords.

There are 2 things about paid traffic to keep in mind:

1. It'll usually drive traffic to your site very quickly.
2. It can be expensive and there is a steep learning curve for most paid traffic methods.

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## CONCLUSION: You're Ready To Go

Ok, now you have a basic overview of what you need to do to start your blog.

This process really isn't difficult. It will, however, take some perseverance. ***Don't give up!***

That is the best advice I can give you. All of the principles for making money online with a blog are fairly simple. But, like any new skill it will take some time to get it all dialed in.

There will always be the occasional bump in the road too. Don't throw in the towel when things go off the rails. Just be aware that that will happen once in a while. Take a deep breath, deal with the issue and keep going!

And, if you just don't want to deal with learning how to create your own blog, you just don't want to lengthen the amount of time before you're online and ready to go – I can help.

Check out my [Done For You Blog Creation Service!](#)

*Note: Links in this book may be affiliate links. That simply means that if you click on them and make a purchase, you won't pay one penny more, but I may earn a small commission.*

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