WORDPRESS REVEALED

How to Build a Website, Get Visitors, and Make Money

(Even For Beginners)

MATT WOLFE

WordPress Revealed

How to Build a Website, Get Visitors and Make Money (Even For Beginners)

2nd Edition (2017)

By Matt Wolfe

Praise For WordPress Revealed
and Matt Wolfe

"Whilst many people can claim to know WordPress, not many have mastered it like Matt Wolfe. He is one of the very few people who can walk a complete beginner through ALL the steps they need to take to succeed and more importantly, profit from WordPress. Matt Wolfe can teach you this because he has done it, time and time again. That's why he is the WordPress "guru" and go to guy for many top business people and entrepreneurs. When he tells you something about WordPress, listen."

- Josh Bartlett - Thrivecart.com

"This is H O T !! I took about 90 days and studied what you taught…I did what you recommended and I set everything up the way you said. Saturday 8-4-12 at 4:03 PM EDT, I launched Aerial-Photography-Academy.com In our first 24 hours, we had $675 in sales. This is all before any promotion, YouTube video advertising…nothing, nada, zip, zero. This is truly remarkable. What you teach, the advice you give and the philosophy you prescribe is as solid and dependable as the North Star. At 63, a non-technical schmo went from zero to Hero in 3 months. I just got up this morning to find my PayPal account heavy with cash…all while I slept. You said it would work if we did our part. Send me the Kool Aid….I'm drinking it!!! August 4 is my Independence Day from the man. I know my retirement and my future are secure. This would have been impossible without you. If you ever wonder if you have the power to change lives, rest assured…you do! Thank you Matt Wolfe."

- David Rodwell – www.aerial-photography-academy.com

This is by far the absolute best and in-depth book on WordPress to date. Matt Wolfe takes you by the hand and shows you the EXACT steps to take from starting with absolutely no knowledge to a place where you're set up to make a living off of your new WordPress website online. After being a long-term member of Matt's WordPressClassroom.com and him consulting on my business, he's been able to ramp up my once mediocre performing WordPress site and raise it to a point where it brings in a consistent income of 5-figures per month for my business. Take Matt's advice in this book, it works.

- Joe Fier – Co-Founder, The EGP Letter

Table of Contents

Introduction To The 2nd Edition

It's been a couple of years since I wrote the original edition of WordPress Revealed. So much has changed in that time in both my personal life and in my business.

I've since teamed up with a partner and rebranded the popular WordPress Classroom course as LearnToBlog.com. I did this to further stretch the scope of training I could offer inside the program. I then sold LearnToBlog to that business partner and started a done-for-you agency with my current partner, Joe Fier. After almost a year of managing that agency, Joe and I began teaching what was working for us in the world of content marketing, through our EGP Letter. Finally, I've officially been able to call myself a "#1 Best Selling Author" due to the success of this book. Professionally it's been an amazing few years.

On the personal side, I moved to a new city just north of San Diego and then moved back to San Diego… My wife gave birth to my beautiful daughter, Cora, and my son, Hollis. Things have really fallen in to place even more so since I last began writing.

I've been debating for a really long time whether or not I should update this book, write a follow-up, or just plain leave it alone…

Despite about 90% of the reviews on Amazon.com being absolutely glowing reviews, my brain tends to only notice the negative reviews. I'm so appreciative of everyone who has taken the time to write a review and I can't thank everyone enough who has given this book praise. I think it's just human nature to forget that most people absolutely loved the book and become consumed by the reviews from people who found it to be less than what they were looking for.

With that being said, I had to at least address some of the feedback that I had received. The constructive feedback was actually really helpful and allowed me to find flaws in the original edition that I could easily address to ensure that future readers will find this book as useful as possible. Things like typos and areas where I did not go in to enough detail have now been fixed (hopefully).

When it comes to subjects of a technical matter, such as creating websites or using WordPress, authors often times forget how much they know on the subject. They may gloss over areas that they think are a bit too basic; where as a complete beginner to the topic really needs every last detail, no matter how basic. Unfortunately, I think I was guilty of this in my previous edition and I'm hoping I've fixed this in this new edition.

Since writing the first edition, I've also had a couple more professional bloggers contact me to be included in the book. Their brief interviews have now been included in the interview section towards the end of the book.

Hopefully the new revisions in this book will help an even wider audience as well as give new value to all of you that originally loved the book in the first place.

Introduction To The Original Edition

Many people have wanted me to put out a book on WordPress from my point of view, using my experiences from it, and discussing the ways that I've used it to create a sustainable online business. I'm not quite sure why I resisted for so long, to be honest. If you combine all of the blog posts that I've written between 2005 and 2012, I probably have about twenty books worth of content. Something about writing a book has just really intimidated me.

I've decided to take a stab at it and get my feet wet with a mini-book of sorts. This isn't an "end-all, be-all" guide to everything WordPress. Instead, I'm picking out the pieces that are most important and that will help as many people as possible get pointed in the right direction as soon as possible and I'm diving straight in to those topics.

In this "crash course" for WordPress, I'm going to spend my time answering the questions that people ask the most with as much depth and clarity as possible. I'm not talking about copying and pasting the frequently asked questions from the WordPress.org website either. I'm going to dive in to the stuff the people really want to know. Things like what the best plugins are and why, how to drive traffic to a WordPress site, and what my favorite ways to make money with my sites are.

I'm also going to spend some time discussing all of the various ways that WordPress can be used to build a sustainable and profitable long-term business. It's one thing to slap up ads on your site and make a little money out of it; however, building a business from a WordPress site is something entirely different. That's the difference between extra spending money and a lifetime of job security.

I'll admit that I'm not the best author in the world and you may find some grammar and spelling mistakes throughout the chapters in this book. Please bear with me as putting this guide together is already really far outside of my comfort zone. It's putting me "out there" and in the public more than most other projects I've done in the past. I am really excited, however, to share this information with a new audience and show a whole new generation of web entrepreneurs how powerful WordPress really can be. It's changed my life and allowed me to quit my job and I can't wait to give some insight in to

what I've learned along the way.

About Me

I don't want this book to turn in to a biography so I will just briefly brush over who I am and what I've done over the past several years...

I will admit that I've been good with computers my whole life. I learned how to program in a language called Qbasic and a language called Assembly Language when I was about eleven years old. As soon I learned about the Internet I started learning HTML so I could develop websites for myself. I would go to my favorite websites, download the website to my hard drive and then open it in notepad to reverse engineer how it was built.

I don't remember how old I was but I used to create a whole bunch of free websites on all of those free hosting sites that popped up all over the place. Sites like Angelfire, Geocities, Tripod, and Homestead all appeared in the mid-nineties and allowed you to host free websites in exchange for them hosting ads on your sites. I created tons of websites on all of my favorite games and movies at the time and shared them in all my favorite message boards around the Internet. This was my first entry in to website creation and traffic generation.

In about 2003, I was working for the family business, a shutter company in San Diego, California. The family knew I was good at creating websites and asked me to

develop theirs. I took my time and made a really great, professional looking website for the business. The site was so good, in fact, that other companies actually contacted my parents to ask who did their site. My parents started referring me my first website clients.

I worked for the family business during the day while spending my evenings working on websites for clients and myself. In 2005 one of my website clients actually asked me if I had ever heard of WordPress. I told him that I didn't but that I'd definitely look in to it. This was the beginning of my pursuit to completely understand everything there is to know about WordPress.

I began shifting all of my client's sites and the family business's website to WordPress because it made creating websites <u>so</u> <u>dang</u> <u>simple</u>. Things that used to take me hours and hours to do now took minutes with WordPress.

In 2008 the economy was in a downward spiral and the housing market was crashing. Being in a business that sold window coverings for homes was not a great place to be. The company began to really struggle as people stopped purchasing new homes or opted for less expensive window covering options. In the struggle to stay afloat, the family made the decision to sell the business.

A new owner took over the company with a "crack the whip" mentality. He believed that threatening employees with violence and making sure that everyone feared for their jobs was the proper way to run a business. He had me calling up clients and doing really unethical things to try to land new business. At one point I was told that if I didn't lie for him about something that he would "make me and my family disappear". It was a very scary and stressful time.

In the evenings I would work on client sites to make some extra money. Around this time I also became really interested in finance and investing. I set up my first niche blog in the personal finance space and starting selling advertising and banner space on the site. This started making me some real good extra spending money so I set up second and third niche blogs in the health space and the gardening space.

One day my boss's threats were just more than I could handle and I walked out the door never to return. I told myself that as long as I knew how to create websites for myself and if my clients kept referring work to me I'd be all right. I quit that job on May 21st, 2009. I can never forget that date because it was actually two days before my wedding day.

I pushed forward with my client business, working on referrals setting up websites for local businesses. My niche sites were making somewhere around $200-$300 per month and my client business brought in another $500 or $600. It was great to be working for myself but it definitely wasn't enough to pay the bills. I would need to figure out a way to ramp this all up or I'd have to go out and start looking for a new job.

In August of 2009, I started up The WordPress Classroom. This site was a result of so many people asking me how I was making the money I was making with these niche websites. I was getting multitudes of people asking the same questions over and over again... So much so that I decided to start a blog about WordPress to make tutorial videos and show people exactly how I was doing it.

I began promoting this new site inside forums and on other blogs. I began building a mailing list, grabbing emails in exchange for free training videos. Over just a couple months I built this mailing list to about 300 subscribers. When I finally opened the doors to the "Pro" membership, a paid version of my training tutorials, I sold 50 copies on the first day. I sold it at $27 and had my first "$1,000 Plus" day.

It has now been almost eight years since I launched the WordPress Classroom. In the time since, I partnered with good friend, Bradley Will, to rebrand the site as LearnToBlog.com. Together, we grew it to over 5,000 members and built a mailing list in excess of 100,000 subscribers. In February of 2015, I sold my stake in LearnToBlog to my partner Bradley so that I could focus on teaching higher-level marketing strategies. I partnered with Joe Fier to create numerous marketing courses as well as our flagship Evergreen Profits Letter. Joe and I have quietly created numerous blogs that promote affiliate products, earning us five-figures per month, and published our monthly letter, teaching all of the strategies that we use to continue to grow these affiliate promotions.

Over the last twelve years, I've learned so much about WordPress and how to build a successful online business. I've set up at least fifty websites on the WordPress platform for myself and have a team of outsourcers setting up even more for me constantly. Once I learned about how easy it is to create these sites and how easy it can actually be to monetize these sites, life has never been the same. I no longer have any insecurity about how my bills will be paid or if I'll ever have to look for a job again. Creating websites with WordPress has been a "game-changer" for me and I'm and hoping, that with this guide, combined with some free bonus video training on my website, it can be a game changer for you too.

How This Book Is Structured

Running a well-known training site at the WordPress Classroom and then LearnToBlog.com, I get hundreds of questions every day, ranging from real basic setup questions to advanced traffic and monetization strategies. I've sifted through all the questions, compiled them, and organized them into a chart so that I could see which questions came up the most frequently.

I've broken down all the questions and split them in to categories so that you can skip around to exactly what you're looking for.

I've then given the most specific and detailed answers to each question that I could, and oftentimes included pictures where necessary. Some of the pictures may not show up so well on black and white eReaders. However, you should still be able to follow along closely to the instructions. I've also made free video tutorials available over at my website that you can follow along with to better understand much of the training.

To watch many of the steps performed throughout this eBook in video form, check out the free additional video training at http://EvergreenProfits.com/wprevealed.

When originally writing this book, I also interviewed several well-known and well-respected bloggers and content marketers. I asked them things like how they monetize their blogs, what plugins they use, and what their best piece of advice is.

Since the first edition, I've also added about another 100 new pages to this book, covering topics around kickstarting the traffic to your blog and various marketing strategies. When the book was originally written, it was a technical manual to WordPress. After several iterations and add-ons, it's actually become more of a marketing strategy book.

The first 50% of the book focuses on the technical "how to" of WordPress, answering all the common questions and getting beginners dialed in. The second 50% is focused on marketing, driving traffic, and the strategies around blogging. There should

be a little something for everyone.

Enjoy!

The Basics

What exactly is WordPress?

WordPress is a content management system. It's basically a platform that, once installed on your server, makes it insanely simple to create websites. In the old days, if you wanted to have a menu on your website with links to other pages on your website, you'd need to code that menu in to the page and duplicate that page over and over again to make sure all pages on your site looked the same. If you wanted to add or remove an item from a menu, you would have to edit every single one of those pages to make sure the item was removed from all the menus. Needless to say, it was real pain. With WordPress, you can edit that menu ONCE and it adjusts everything on all of your pages, giving your site a nice uniform look.

WordPress also has a huge open source community, meaning that people out there are actively working on new themes and plugins to improve the functionality of WordPress.

WordPress used to be primarily focused on creating amazing blogs, however, it has evolved over time in to so much more than just a blogging platform. People use it for everything these days... From blogging, to ecommerce sites, to classifieds, to (my favorite) membership sites...

What are the differences between WordPress.com and WordPress.org?

There are really two ways that you can use WordPress. You can use WordPress.org, which is the self-hosted version of the platform, or you can use WordPress.com where they will actually host the site for you.

With WordPress.org, you will actually need your own hosting account and you install the WordPress platform on that hosting account. You have full control over what is posted on your site and you have a ton of options for plugins and themes to really customize what the site is capable of. WordPress.org self-hosted sites are what you would want to use if you plan to do things like membership sites, ecommerce sites, classified sites, and even monetized niche blogs because full control of the site and its

contents are solely in your hands. The majority of this book focuses on building sites around your own hosting company and using WordPress.org.

WordPress.com, on the other hand, is hosted on WordPress's servers. You don't have to pay for hosting and it's completely free to setup. The downside is that there are restrictions to what you can and can't do with your site. You have a very limited amount of plugins and themes to choose from when designing your site, and it's much more difficult to diversify the ways in which you monetize the site.

I recommend that anyone who really wants to make a business out of using WordPress set up their site on their own hosting, with their own domain, using the platform downloaded from WordPress.org. You'll save yourself so many headaches with customization and you'll look that much more professional because you can remove the WordPress branding if you choose to do so. I explain how to go about setting up hosting and domains in the section called "How do I actually install WordPress?"

What are the benefits of using WordPress?

There are a ton of benefits to using WordPress, some of which I already mentioned. In general, WordPress simply makes creating websites so much easier than it used to be. Pretty much anyone can have a website online within minutes without knowing anything about design or HTML code. It's point and click simple to get your websites online. It's so simple, I've heard of a 5-year-old kid setting up a site with WordPress.

WordPress is search engine friendly. Because WordPress creates a ton of pages for you and updates all the existing pages when a new page is created, the search engines absolutely love it. So many people have created blogs with WordPress and began seeing their site in the search results within days without any extra search engine optimization on the page at all.

WordPress has thousands and thousands of themes you can use to change the look and feel of the site. The best part is that, if you change out a theme, the content of your site and all of your menus stay intact. You don't have to worry about losing any data on your site when you change the look. It is so simple, in fact, that you can test new themes

whenever you feel like it without fear that it's going to mess up the existing content on your site. I test new themes constantly.

WordPress has thousands of plugins that extend the functionality of the site. Simply adding various plugins can change your site from a blog to a membership site or from a simple business site to a fully integrated ecommerce site, ready to take orders right from the homepage.

The benefits of WordPress are far too numerous to count. However, I think the real benefits will become more and more apparent throughout the course of this book. So keep reading to learn everything that WordPress is capable of.

What are some big name sites that use WordPress?

You would probably be shocked to learn of some of the really big sites that are powered by WordPress. The fact that it is so simple to use and has so much functionality makes it an ideal choice for almost every website.

Many popular blogs and news sites are powered by WordPress like The Wall Street Journal, Time Magazine, TED, CNN, UPS, Tech Crunch and more. You'll also find that almost all celebrity sites are using WordPress as well. Check out https://wordpress.com/notable-users/ to get a little list of some really popular websites that are powered by WordPress.

Some of the world's biggest brands and industries rely on WordPress.com VIP.

How do I actually install WordPress?

WordPress is quite simple to install and literally takes minutes to do. However, there are a couple things you need before we can get to the process.

To begin, you're going to need a hosting account. This is the server space on the Internet where all the website data is stored. If you're going to create a self-hosted

WordPress blog, server space is mandatory. Personally, I use a hosting company called HostGator. It costs somewhere around $10/month and is among the least expensive you'll find. To top that off, if you use the coupon code "EvergreenProfits", you'll receive an extra 25% off. So you can't go wrong with that hosting.

While purchasing your hosting account, you'll want to select a domain name as well. This is where your site will be located. For example, our site is located at EvergreenProfits.com. EvergreenProfits.com is our domain name. So select a domain name for your site during checkout with HostGator.

Once you've purchased your hosting account, you'll receive login details in your email inbox to login to something called Cpanel. This is your control panel where you will install WordPress.

Once logged in to Cpanel, scroll down and look for the little stopwatch icon with the "QuickInstall" underneath it. Click this icon.

Once you click on the QuickInstall icon, select WordPress tab on the page that follows. Click "Install WordPress".

On the screen that follows, you will see some options. You should see a dropdown where you can select the domain you just purchased. Next to that you'll see an area where you can install it on a sub-directory. If you want your blog to be located at www.yourdomain.com then leave the second box blank. However, if you want it located on a sub-domain like www.yourdomain.com/blog, you would type the word "blog" in the box next to the dropdown. Enter your email, blog title, pick a username, and enter your name. Once you've done those steps, you can click "Install WordPress" to move on. Ignore all the additional paid options…

After clicking "Install WordPress", they'll try to sell you on purchasing a paid WordPress theme… It's not necessary at this step. Ignore it and click on "Click Here to view your notifications" at the top of the screen…
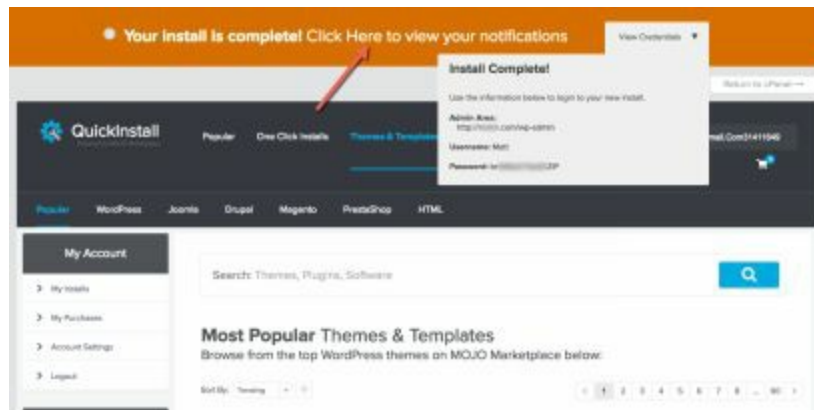
Copy down your username and password and you're read to rock-n-roll on your new WordPress site!

How do I login to the dashboard of my new website?

Once you've got WordPress installed, you can always access your dashboard by going to http://yourdomain.com/wp-admin/. Once you are there you can enter the username and password that we just created in the previous installation steps.

From this point on, when I mention "login to your WordPress dashboard", I am referring to this step. Simply navigate to the link above on your own domain and login to your WordPress dashboard.

Once I'm in my WordPress dashboard, what do I do?

Now that you've successfully installed WordPress, you can start doing the fun part. You get to start editing and tweaking the look and functionality of your site. This is where we start playing with themes and plugins to get the exact site that you've always wanted.

We're going to get to the details of setting up your theme and your plugins in just a minute. However, let's continue covering some of the basics of WordPress before we

push too much further.

How do I write a blog post?

Creating a blog post is really simple and it will probably be the task that you find yourself doing the most with your blog. Making sure that you're constantly creating new content that's relevant and interesting is what's going to keep people coming back over and over again. So posting often is essential.

Once you're in your WordPress dashboard, simply click on "Posts" and then "Add New" from the menu on the left. You can then choose a title, write your blog post and publish it for the world to see.
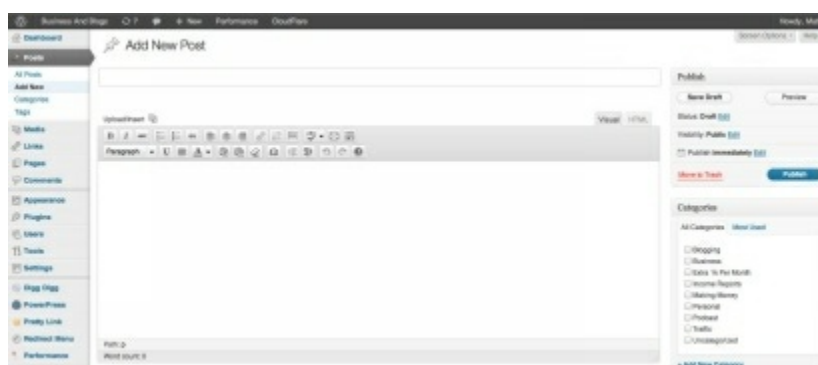
What's the difference between a page and a post?

Something that people often confuse is the difference between a post and page. They both serve different purposes but look very similar.

The best explanation I can give is that pages are where you would put static content that never really changes. People often link to their pages in the header menu or in their sidebar menu because it is content that they expect people to view frequently. The most common example is the "About me" page. You would create a page with details about yourself, link to it in a menu, and it rarely changes.

A blog post on the other hand is content that is typically listed in reverse-chronological order on your website. Every time you create a new blog post it appears above the previous post on your blog's page. As you write more and more blog posts, your older posts move down the page and eventually drop off the front page completely.

Blog posts are typically more social as well. When someone views a blog post, in

most cases, readers can leave comments below the post and interact with the writer and the blog's other readers. There is typically no commenting on pages.

For a good example of posts vs. pages, have a look at EvergreenProfits.com/content. If you click on one of the links on the front page for an article I've recently written, you are clicking in to a blog post. If you click on the "About Us" link or the "Products" link at the top of the page, you are clicking in to a blog page. Visualizing it on a blog may help solidify the concept.

What are tags and categories?

Tags and categories are often confused with each other as well. This is for good reason too because, over time, the distinction has become more and more blurred. I have some blogs where I don't even bother using tags at all because just using categories on my posts is enough.

When creating a new blog post in WordPress, you'll see the options to add categories and add tags to an individual post over in the menu on the right. These are basically to help keep relevant content grouped together when readers of your blog are browsing for information. Both tags and categories serve this exact purpose.
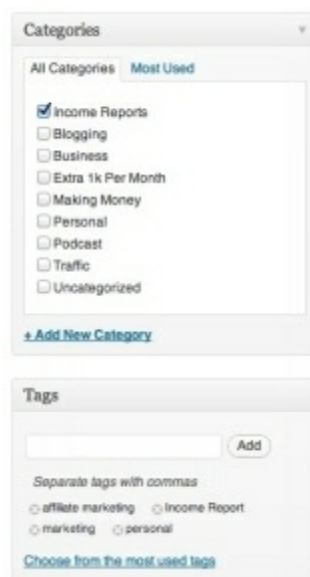
The way I use tags and categories is by choosing only one category for a blog post and then using multiple tags for each blog post. The category is the broader topic that I'm

discussing, the tags are the relevant keywords mentioned in that post that could also be associated with that post.

For example, let's say I'm writing a blog post about how to generate traffic to a website using Facebook. For this blog post my category would probably be "Traffic Techniques". The tags I would use on this post would be "Traffic, Facebook, Social Media, Marketing" and any other relevant topics I may have mentioned throughout that post.

Now if someone visits my site, they could look at all the posts in a specific category or all the posts under a specific tag. The "Traffic Techniques" category may have posts about Facebook, search engine optimization, forum marketing, and all sorts of other traffic techniques. The "Facebook" tag, on the other hand, would only have blog posts specific to Facebook.

Categories and tags are simply a way to organize the content on your blog in to a way that makes it easier for readers to find more details on specific topics that you discuss.

What is a widget?

Often times people confuse widgets and plugins. They actually are not the same thing. I'll get in to detail about plugins in just a few minutes but it's definitely important to understand what a widget is first.

Widgets control the look of your sidebar. The menus on the left or right side of your website that contain links, or ads, or listings of your recent posts, etc... These are all controlled through widgets.

While in your WordPress dashboard, if you click on "Appearance" and then "Widgets" from the menu on the left, you'll see where you control your widgets.

On the right side of the screen you can see a listing of your sidebars. In the middle of your screen you can see the widgets that are available to put in to your sidebars.

You can simply drag and drop widgets over to the sidebar to see them appear on your blog. For example, if I want to show a listing of all my blog's categories in my sidebar, I'd click on the "Categories" box in the middle of the screen and drag that box over in to my sidebar. I'd then take a look at my site to see my categories neatly listed on my blog's sidebar.
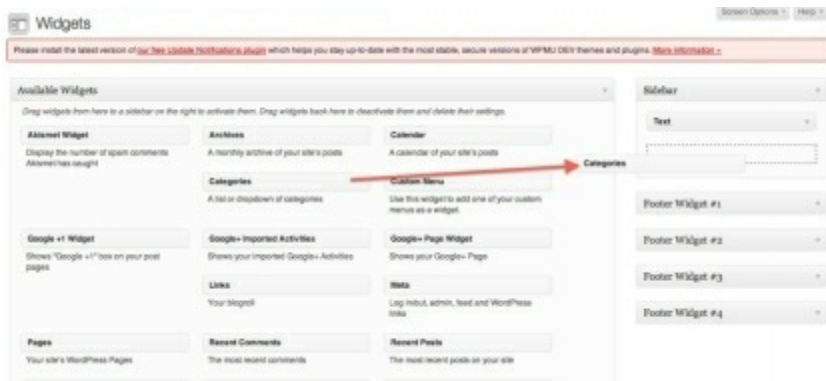
Themes

What is a theme?

WordPress themes are one of the things that make WordPress so powerful. Themes dictate the look, layout, and some of the functionality of your website.

In the old days, when you wanted to change the look of a website, you basically had to start from scratch. Each page on your website needed to be remade, all the content had to be copied from the old site and pasted in to the new site, and there were usually a lot of growing pains with bugs and issues popping up with the new site design.

With WordPress, however, you can swap out themes at will and completely change the look and feel of your site without dealing with all the headaches of recreating an entire site. Just choose a new theme, upload it, activate it, and your entire site has a completely new look. It's that simple.

How do you find new themes?

There are many places to find new themes for your website. It really depends on what you are trying to accomplish that dictates the best place to start looking for the perfect theme. Some themes are free and some you're going to need to pay for. It all depends on what you are going for.

For free themes, you can simply do a search from within your WordPress dashboard.

If you click on "Appearance" and then "Themes" in the left menu inside your dashboard, you will see a tab at the top that says "Install Theme." Clicking this tab brings up a little search engine to search for free themes for your website.
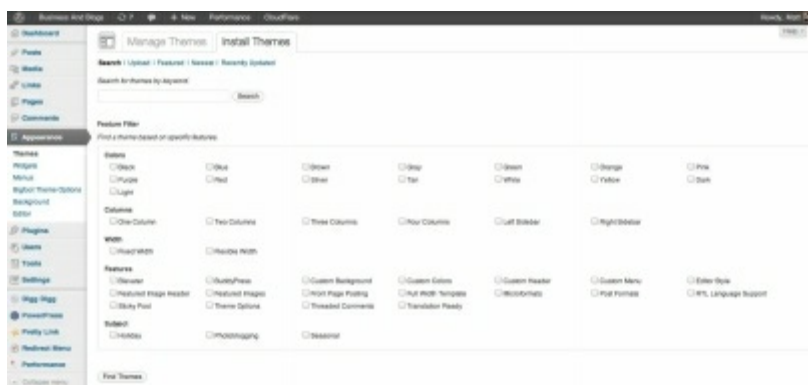
Personally, I've never had much luck finding themes that I was real happy with through this little internal WordPress search engine. None of them seem to have the professionalism that I like to go for with my websites. However, if you search hard enough, you may find some gems buried within.

Another option to find free themes is to simply do a search on Google for "Free WordPress Themes". You will find all sorts of sites that list free themes that you can easily install on your website. If I'm hunting for a free theme, I typically have much better luck finding quality themes via Google than I do from the internal WordPress theme search.

If you really want to get some quality themes, I recommend diving into more premium themes. These are usually much more professional looking, have much more functionality built in and have more built in customization options. However, premium themes are almost never free.

Some of my favorite resources for premium themes are ThemeForest.net, WooThemes.com, and Theme-Junkie.com. In fact, as of writing this, the current theme on Evergreen Profits is a theme from ThemeForest called "Voice".

Themes like Thesis and FlexTheme are also really great because they offer a great amount of customization. Personally, I don't like spending all the time customizing the themes myself in the settings so I like to look for a theme that already looks the way I want it from a place like Theme Forest or Theme-Junkie.

What theme do you recommend?

Again, this is a tough question to answer because themes vary depending on the goal. The theme that's currently installed on Evergreen Profits and Multiply Authority is called "Voice" and I purchased it from ThemeForest. It works great for my purposes but I wouldn't recommend it for everyone.

If you're trying to use your WordPress website to create sales pages or squeeze pages (a page designed to collect email addresses) a theme called Optimize Press is the best I've found. It makes awesome and professional pages for the purpose of selling a product or specifically building a list. This theme is available from OptimizePress.com. A similar alternative is called ThriveThemes. Check them both out and see if you like one better than the other.

If your goal were to set up a web presence for your business, I'd take a look at Theme Forest under the corporate themes. There are some amazing themes that will give your business site the professional feel that you are looking for.

Maybe you're trying to create an ecommerce site to sell dolls or antique furniture. Theme Forest has loads of ecommerce specific themes.

It may require a little bit of hunting and research to get the perfect theme for your website. Theme Forest, Theme-Junkie, and Woo Themes all offer an insanely large amount of themes to browse through for pretty much any situation I could imagine. That's where I'd start.

Keep an eye out on sites that you really like the look of as well. Many times you can find the name of the theme in the footer. If not, you can always attempt to contact the site owner and ask them what theme they're using. If they're cool, they'll spill the beans.

Update: *There's a free tool at* <u>*whatwpthemeisthat.com*</u>*. You can type the URL of any WordPress site and it will tell you what theme they are using.*

How do I install a custom theme?

Finding a theme from an external site (other than using the built-in theme search) requires a couple of extra steps to get it installed. It's still really simple but it will take a couple more steps.

Once you find the theme you like and purchase it, you will be able to download it to your hard drive as a .zip file. Once you've downloaded it, don't bother unzipping it. Just save the zip file on your computer in a location that you can remember.

Log in to your WordPress dashboard and click on "Appearance" and then "Themes" from the menu on the left.

On the next screen, click on the "Install Themes" tab at the top of the screen.

Directly above the search box, you'll see a little menu with "Search | Upload | Featured..." Click on the "Upload" link.
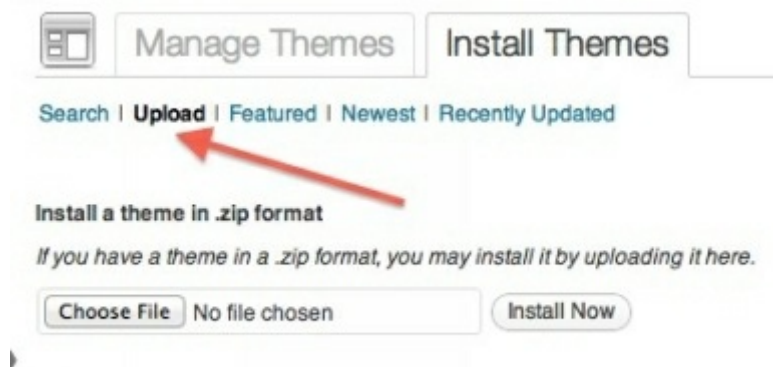
On this screen you can now click "Choose File", find your file, and click "Install Now". Once the theme is installed, click the button to activate the theme and then browse to your site's web address to see your awesome new theme up and running on your site.

How do I add a custom header?

This is another really complicated question. Pretty much every theme available has a slightly different way of adding a custom header.

Most premium themes actually add a new menu item to your dashboard to customize the theme. There's usually an option to upload a custom header within this customization area. However, many custom themes and most free themes don't offer this functionality.

If you're using the default theme that is installed when you first set up WordPress, you can actually click on "Appearance" and then "Header" from the menu on the left to

select a custom header image.

If there's no option from within your theme to customize the header, things get a bit more complicated and the method to change out the header can vary from theme to theme and, in most cases, will require you (or someone else) to edit some lines of code.

In this scenario, if you're not comfortable messing with code a little bit, I highly recommend going to a place like upwork.com and hiring someone to fix this for you. You can probably expect to pay somewhere around $10 - $20 for this quick fix.

However, if you want to get your hands dirty, you can attempt to tweak the header yourself...

Feel free to skip this part if you've decided to take the safe and smart route and just plan to outsource the swapping of your header...

Swapping out the header

I'll warn you again that every theme is different and these directions may not work for your theme. This is just a basic overview and a "most-case-scenario" for swapping out the header on a custom theme...

So the first thing we need to do is figure out how the header was added to your site. Was it done inside the CSS style sheet or inside the header.php file? (If the tech speak scares you, don't worry... I'll show you what to do).

From your blog's homepage, view the source of the page. In some browsers you can right-click and select "view source" and in some browsers it will be in one of the menus at the top of the browser. Figure out how to view source and look at the source of your blog's home page.

While viewing the source, do a search for the word "header". You can usually hit command + f or control-f to start a search.

Close to that header text that you just found, you may see something that looks like this "<img src="http://www.yourwebsite.com/wp-

content/themes/themename/custom/images/header.jpg">". It obviously won't say exactly that but it may say something similar.

If you see the above text or something similar, it usually means that your header image can be edited from within the header.php file. If you don't see anything like that at all, it often times means your header can be edited from the stylesheet.css file.

If your theme doesn't come with a header at all, this won't work. You will probably want to hire someone instead. I recommend that if you want to use a custom header, you find a theme that has a header in it already that you can change out. It makes it much easier.

Now, from within your WordPress dashboard, select "Media" and "Add New" from the menu on the left side. Click the button at the top that says "Add New". Find the header image that you want to use and drop it on to the screen.

After the file has uploaded, you will see a section that says "File URL" with a long URL in the box next to it. Copy this URL and paste it in to a notepad. You will need it in just a minute.

If we determined that your header could be edited from within the header.php file, click on "Appearance" and then "Editor" from the menu on the left inside your dashboard. On the right side click on the link that says "Header".

Within this file, look for a code similar to the one that was mentioned above: http://www.yourwebsite.com/wp-content/themes/themename/custom/images/header.jpg, and replace the URL that is there with the URL of the one you just pasted in to a notepad. This should replace the old header with your new one.

If we determined earlier that your header could be edited from within the stylesheet.css, click on "Appearance" and then "Editor" from the menu on the left inside your dashboard. On the right side click on the link that says "Stylesheet".

From within this screen, do a search for the word "header". Somewhere near

where you find the header code, you will see a URL similar to the one I mentioned earlier. Replace that URL with the one that you copied to a notepad. This should replace your header with the new one.

I can't stress enough that you should probably hire someone to do this if you are uncomfortable with code. These instructions won't work with all sites but provides a basic overview for how to do it with most sites.

I was real hesitant to even include these instructions in this book. However, this is probably the number one most asked question that I receive. I can't leave out instructions for probably THE most asked question... So, therefore, you get my best possible explanation of how to do it on most WordPress sites.

Plugins

What is a plugin?

Plugins are something that make WordPress super powerful. They are essentially little add-ons for your site that increase the functionality. You can basically install these plugins with a few clicks of the mouse and have all new features and functions for your website.

There are plugins to turn your website in to a membership site, plugins for affiliate marketing, plugins for search engine optimization, plugins to add extra security and so much more.

The beauty of WordPress plugins is that they add new functionality and new coding to your website without you having to touch the code yourself. You simply install the plugin, activate it, and you are ready to go.

A word of caution, however... Most WordPress plugins are free plugins made by individuals that want to support and grow the capabilities of WordPress. Being free, these plugins rarely have support. If you can't get a plugin to work, chances are, there's not going to be any customer support to contact to get things working again. Most plugins, however, do have instructions and, by following these instructions, you will usually have no issues adding the functionality you were hoping to add.

How do you find new plugins?

Similar to WordPress themes, there are free plugins available and there are premium plugins available. The vast majority of the things people want to do with their websites can be handled with free plugins. People looking to get more advanced functionality like creating membership sites or building out classified sites may need to look towards premium plugins to accomplish this.

Just like with free WordPress themes, you can actually do a search for free WordPress plugins from directly within your WordPress dashboard.

Simply login to your dashboard, select "Plugins" from the menu on the left and then select "Add New". You will be taken to the internal WordPress plugin search engine to find any free plugins that you'd like.

You can basically type the function that you're looking to accomplish with your website and click "Search Plugins" to find what you're looking for.

For example, if I were interested in finding a plugin that adds a contact form on to my blog, I'd type, "contact form" in to the search box and click "Search Plugins". Doing this will result in a list of several plugins that will allow me to add a contact form on to my blog. Simply read the details of each plugin until you find one that seems to suit the exact needs you are looking for.
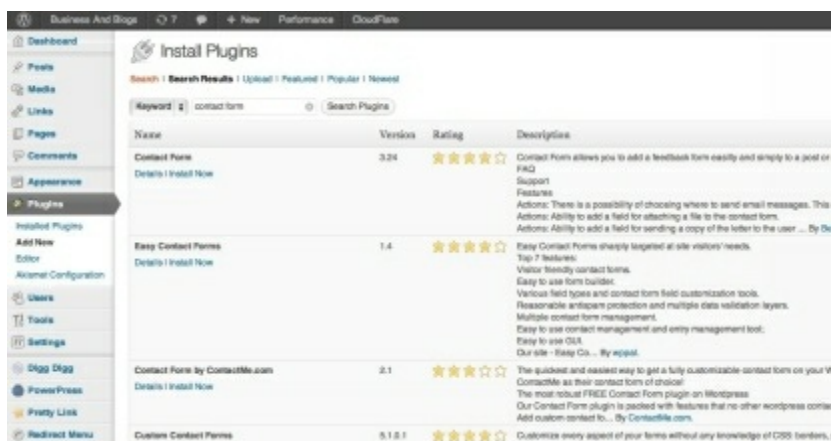
When it comes to more advanced (premium) plugins, there really isn't a specific search engine to find these. In most cases, I would just do a Google search for the function I'm looking for and the phrase "WordPress plugin".

For example, if I'm looking for a plugin that turns my website in to a membership site, I'd do a Google search for the term "Membership Site WordPress Plugin". That search results in many premium plugins that will help me turn my website into a membership site.

How do I install a plugin?

To install a free plugin from within the WordPress dashboard's plugin search, simply find the plugin you want to install and click the "Install Now" link directly below the name of the WordPress plugin.

A box will pop up confirming that you want to install this plugin. Click the button to confirm that you do, in fact, want to install the plugin. You will see some text appear on the screen followed by "Successfully installed the plugin..."

Click "Activate Plugin" and your new plugin will be live and ready.

Once the plugin is installed, it will probably have some sort of settings that need to be adjusted. In most cases, you can click on "Settings" in the menu on the left side of your dashboard and find the plugin's name to adjust the settings. If you don't see the plugin's name under "Settings", look under "Tools" or "Appearance". Some plugins put their settings link in different spots on the menu.

If you purchase a plugin from an external website and want to install it on your blog there are a couple extra steps involved.

Typically, if you purchase a plugin from an external site, you will receive a .zip file. Download this file on to your hard drive into a place that you will remember. Do not unzip the file. Just save it to your hard drive and login in to your WordPress dashboard.

Once you're logged in, click on "Plugins" and then "Add New" on the menu on the left side.

Above the search option, you'll see some links that say "Search | Upload | Featured..." Click on the link that says, "Upload".

Install Plugins

Search | **Upload** | Featured | Popular | Newest

Install a plugin in .zip format

If you have a plugin in a .zip format, you may install it by uploading it here.

| Choose File | No file chosen | Install Now

Click "Choose File" and locate the .zip file that you just downloaded from the plugin's website. Click the button to open the file and then click "Install Now".

You will see some text appear on the screen followed by "Successfully installed the plugin..." Click "Activate Plugin" and your new plugin will be live and ready.

What plugins do you recommend I start with?

There are literally tens of thousands of plugins available online for WordPress right now. The plugins that are right for your site may not be right for everyone else's site. The functionality that you may want for your site may not be something that everyone else needs.

Saying this, however, there are definitely several plugins that I recommend pretty much every single WordPress website include.

All of the plugins that I'm about to mention can be found by doing the free search inside your WordPress dashboard. These are not premium plugins and you should be able to follow the instructions mentioned earlier to install these.

WordPress SEO by Yoast – This plugin offers "Out-of-the-box SEO" or Search Engine Optimization. Simply installing this plugin will help your blog rank better on sites like Google and Yahoo.

WordPress Database Backup – This is a "peace of mind" plugin. You can set this plugin to back up your WordPress site as often as you like. On some of my more active sites I have it set up to backup daily. On my sites that don't see as much action (less posting / less commenting), I have it set up to backup once per week.

WPtouch – By installing this plugin, you will make sure that your website looks good for people trying to view it on smart phones like iPhones and Androids. A person viewing websites via mobile phones is really growing these days. Make sure your site is prepared.

Pretty Link – This plugin is more for people who dabble in affiliate marketing. It allows you to take really ugly affiliate links and make them look like pretty links on your domain. For example, a typical affiliate link may look like "http://demo23.mattrwolfe.hop.clickbank.net/?sid=sidebar1"... By using Pretty Link, I can change that same link to look like "http://myblog.com/wordpress". It looks a lot cleaner.

Subscribe To Comments – This plugin allows people who visit your site and leave a comment to receive and email notification whenever someone replies to their comments. This is great because if they are notified that someone replied to their comment, they will return to your site and continue the conversation. It's great for enticing visitors to return to your site over and over again.

WordPress Popular Posts – This plugin will allow you to add a sidebar widget to your blog's sidebar that displays your most popular posts. This encourages visitors to your site to browse deeper and view more than just the post that they originally came to see.

Sharebar – This plugin is really great for getting people to "Like" your post on Facebook or retweet it on Twitter. It basically adds buttons to Like, Share, Digg, Tweet, etc. to the side of your blog posts. As users scroll down the blog, the sharebar scrolls with them. You can see an example on my blog at BusinessAndBlogs.com.

That's about it for my "must use" plugins for pretty much all blogs. At one time I would have recommended the Akismet plugin to limit spam as well. However, Akismet has begun charging to use their plugin. It's probably still the best solution out there to reduce spam comments, however, it isn't free. A free plugin called ***Spam Free WordPress*** seems to be a good alternative. However, I haven't done extensive testing with this plugin just yet.

Towards the end of this book, you'll find several interviews that I conducted with some well-known bloggers and business owners. These interviews will give you even more insight in to what plugins are available and what various plugins others just couldn't live without.

How many plugins is too many?

The question of how many plugins is too many really has no answer. Different plugins are different sizes. Some use more memory than others. In some cases, one plugin can be huge and use a ton of memory… in this case; one plugin could already be too much. In other cases, a site can have 100 smaller plugins that use very little memory. There really is no rule of thumb for how many plugins are too many.

If you notice a significant slowdown in your sites performance, it may be a good idea to start scaling back on the plugins.

Another issue that can arise from too many plugins is that some plugins can conflict with each other. Installing a new plugin can cause an old one to stop working. Every time you install a new plugin, test to make sure your site still works the way it once did before continuing to add more plugins.

Content

How do I create an "About Me" page?

To create an "About Me" page with WordPress, simply login to your WordPress dashboard and click on the "Pages" button in the menu on the left side. Click on the "Add New" link to create a new page.

At the top of the screen, where it says, "Enter title here", type "About Me".
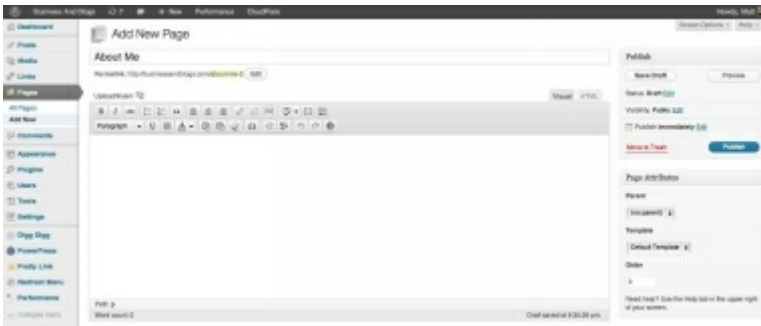
You can use the large text box on this page to fill in as much or as little detail about yourself as you would like. Use the little buttons along the top of the large text box to add formatting such as bolding and italics, bullet points, and hyperlinks to other websites.

If you want to add a picture of yourself to this page, simply click the link that says "Upload/Insert" above the text box. This will bring up a window where you can drop an image file in.

After dropping in the image, you can give the picture a name, a caption, a

description, and link it to somewhere else if you would like. Choose how you would like the image aligned. I typically set it as "Left" to make the text appear to the right of the image instead of below the image. Select the image size you'd like to use and then click the button "Insert into Post". You'll see the image drop into your large text box.

Once your "About Me" page looks the way you want it to, click the button on the left side that says "Publish". You now have an "About Me" page live on your website.

How do I add images to my posts?

Adding an image to a post is the same process that we used to add an image in to our "About Me" page above...

While in your dashboard, click on "Posts" and either add a new post or open an existing post by clicking on the post's name.

Now we're going to click the link that says "Upload/Insert" above the text box. This will bring up a window where you can drop an image file in.

After dropping in the image, you can give the picture a name, a caption, a description, and link it to somewhere else if you would like. Choose how you would like the image aligned. I typically set it as "Left" to make the text appear to the right of the image instead of below the image. Select the image size you'd like to use and then click the button "Insert Into Post". You'll see the image drop in to your large text box.

How do I add videos to my site?

Believe it or not, it's actually extremely simple to add a video to a blog post or page if the video is coming from YouTube. It's really as simple as copying the URL of the video from YouTube and pasting the URL in to your blog post... That's it. WordPress does the rest to make sure the video displays the way it's supposed to display.

Simply go to YouTube and search for the video that you want to share on your blog. Once you are at the video page inside YouTube, grab the link from the top of your browser. It should look something like this: http://www.youtube.com/watch?v=4HAHnWvlaZA. Paste the link in your post. Publish that post once you're done doing any additional writing and click "View Post" to see what it will look like to visitors.
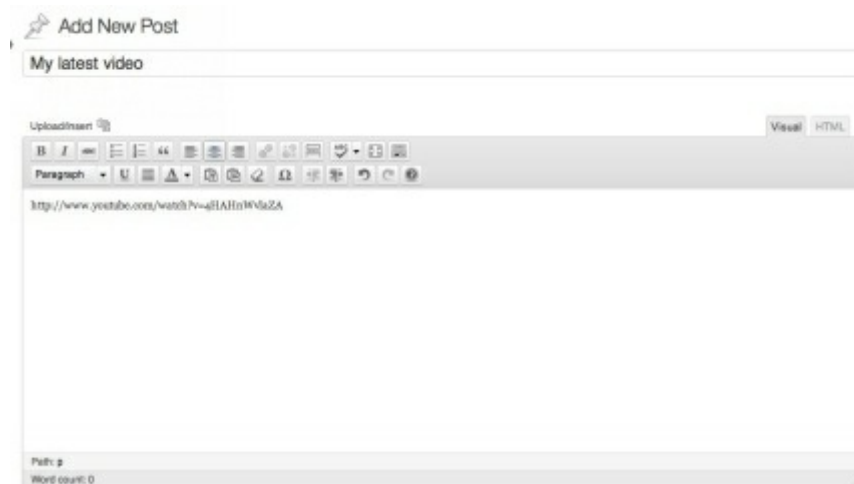
If you're recording a video yourself using screen capture software or your webcam, I recommend using a tool called Easy Video Suite (EasyVideoSuite.net). This tool allows you to self-host the videos so that they don't have YouTube branding or YouTube ads in them. It's what I personally use for adding videos to my site to give an extra look of professionalism.

How do I always make sure I have ideas to write about?

One of the toughest things for new bloggers is writer's block. People start their blog and are really excited and have great ideas for the next two weeks worth of posts and then, a month or two passes and they run out of ideas...

I've seen it happen many-a-time... This can be the death of a lot of blogs. If you don't keep the momentum up and you just stop posting, people will move on pretty quickly and it becomes very difficult to rebound and regain that momentum. Don't let this happen to you.

I have several little methods of making sure I never run out of ideas for blog posts.

First of all I use a tool called Evernote that lets me create little lists and notes that I can access from all of my devices. If I make a note on Evernote on my phone, that note shows up on my Mac, my laptop, and my iPad. The notes all sync together. This tool is great for creating lists of blog post ideas wherever you are. Heck, the best idea in the world could come while standing in line at the DMV or while sitting in the bathroom stall at your local Taco Bell... This tool makes it so I always have my blog post idea list with me at all times. Use this tool or something like it (possibly even a pad and paper) to keep an ongoing list of ideas for posts.

For me, the best content for blog posts has been personal experiences. These types of posts may not work in every single niche but they tend to be the easiest for me. I'll run little experiments with my business and then blog about the results, I'll see something in daily life that reminds me of a business concept I can blog about and relate the two, or maybe I'll just share something really cool that happened to me that my readers may be interested in hearing about. These personal posts let people get to know you and are probably the most unique and original content you can write.

Another great way to come up with ideas is to watch the comments on your blog. If you write a great post but people still have a lot of questions, write a follow-up post responding to their questions. Maybe someone asked a question in the comment that requires a long response. Instead of responding in the comments section, write a new

blog post with your detailed response. Readers love to know that you're listening.

What are some other effective blog post ideas?

Here's a short list of blog post concepts that have worked extremely well for me.

List posts – List posts are extremely effective, especially if you are making a list of people or websites. For example, I created a list post about the top 10 bloggers than can make you rich. I listed 10 bloggers that taught about online marketing and finance and linked back to their blogs. The people I mentioned were so flattered that they felt compelled to share the post with their followers. The types of posts that stroke the egos of others are excellent because the people you mention want their following to know that others think they are great.

Interviews – Interviews make for real simple and fast content. Simply get on a Skype call with someone that's relevant to your niche and do a 30-minute or hour interview with them. Use a tool like Skype Call Recorder to record the conversation. Take that interview and load it in to Easy Video Suite (as a video or an audio) and post it on your page for people to listen to or watch. If you're lucky, the person that you interviewed will share the post with their following as well. A good place to find people to interview is guru.com. If you're running a blog about hypnosis, do a search on guru.com for real hypnotists and contact them for an interview.

Product Reviews – These are easy blog posts as well. Find a product or book that's relevant to your niche and write a review about it. Give a brief overview, list the pros and cons, and tell them whether or not you would recommend it. It's simple, it's effective, and you can probably make a few bucks here and there if you use and affiliate link to the product. Affiliate links and monetization strategies are discussed later.

"How-To" Posts – Create a tutorial on something that you are knowledgeable in. I recommend using pictures so that people can visualize what you're doing. I do these types of posts all the time on how to do various things in WordPress. However, you can do these in any niche. If you're in to gardening, simply take pictures of what you're teaching and use them with your tutorials on your blog.

Case Studies – Similar to how to posts except you are showing somewhat of an experimental process with results from that process. Case studies tend to be more focused on the results of something and less focused on the small details of how to do it.

Those are just a few ideas for blog posts. I'm sure if you use your imagination, you can come up with all sorts of concepts and formulas to keep your blog cranking along.

Traffic

What are your top three sources of traffic?

So you've got your blog online and you have some amazing content written. People should be eating this stuff up because it's so amazing and original. There's only one problem... No one knows about your website.

Nothing seems to slow people's momentum like a website that they put a ton of work in to but no one seems to be visiting and no one seems to care about what you've written. Most people give up pretty quickly when their blog gets no love.

Start of by tackling the following three traffic sources and you'll see visitors slowly start to trickle in. It may not happen overnight, but slowly, you will see visitors and you will begin to pick up momentum.

1. Forum Marketing – This was my absolute largest traffic source when I first started out with my current blog. It is probably the most underrated traffic source but probably the most effective method to see traffic pour in quickly.

With forum marketing, you need to find a forum that is relevant to the niche of your blog. You can usually find some good forums by searching for your niche and "forum" on Google. For example, if I were in the surfing niche, I would do a search for "surfing forum". Another great place to hunt down forums is called big-boards.com. It's basically a search engine for forums.

Look through these forums for questions that people are asking that you know how to answer. Answer their questions and be as helpful as possible. Use your forum signature to link back to your blog.

When people see how helpful you are on a subject, they will want to learn more from you. If your forum signature has a link back to your blog, it's the natural choice for your new fans to find more info.

2. Blog Commenting – This is very similar to forum marketing except that you are now looking for relevant blogs to comment on. Do a search on Google for your niche plus the word "blog" to find some blogs that are in your niche. For example, a blogger who blogs about model planes would search "Model Plane Blog" and see what comes up.

Once you've found some relevant blogs, read the blog posts and join the conversation in the comments below the post. Share what you thought about the post; mention ideas that the writer may have left out, or even answer questions that others have asked in the comments. Be sure to leave the URL for your blog in the correct box and watch as other readers of that blog as well as the blogger themselves start checking out your blog to see what you're contributing.

Make sure that when you start commenting on blogs that you avoid promoting your own blog. Unless you have a blog post that's really relevant to the post you're commenting on, you'll probably upset both the blogger and their readers and possibly even be flagged as spam. Just putting the link to your blog in the URL box in the comments section should be enough to see traffic. So be helpful and thoughtful, without over-promotion, and you'll find that blog commenting can result in some pretty good traffic.

3. Social Media – This traffic source is actually very general because social media really encompasses a ton of different traffic sources. You've got Facebook, Twitter, LinkedIn, YouTube, Instagram, and on and on and on.

What I typically recommend is to pick two of your favorite social media platforms and focus on those. For me, I've had the most success generating traffic through Facebook and through YouTube.

With Facebook, I simply make sure that I share any new posts that I make on my blog with my followers. I specifically ask them to leave comments and feedback. I purposely do not use automated software to do this either because I like to leave my own comments and extra info when posting. Automating these types of posts to

Facebook tends to cause a lot of people to ignore and skip over them.

With YouTube, I like to create videos that teach something helpful in my niche. I then put the link back to my blog directly below my video as well as make sure to give a call to action in my video. For example, at the end of my video I might say, "Don't forget to check out my blog for more tips by clicking the link directly below this video."

For some people, creating videos and putting them on YouTube is a nerve-wracking and uncomfortable experience. If that's the case, play around with Twitter or Instagram and see if you can make those work for you. If something seems to work well for creating traffic to your site, by all means, stick with it.

How do you build a list with WordPress?

Probably the most powerful tool anyone doing business online has is his or her mailing list. With a mailing list you can ask people who have visited your site already to come back over and over again. Simply do an email broadcast, telling your list about your latest blog post, and watch as your followers flood back to your site to read your latest post and share their feedback.

Creating a mailing list with WordPress requires an extra tool that has a small monthly cost attached to it. You need something called an autoresponder, which costs about $20 per month when you first get started. The cost is totally worth it though once you build this invaluable asset over time.

An auto responder is the tool that you use to collect the email addresses. The monthly cost is the fee for storing these email addresses and for having the ability to blast out email messages to the whole list at will. You can even set up automated emails that go out to your list in set intervals. For example, when someone signs up to your list, you can have the auto responder immediately send out an email thanking them for joining and giving them a link to a cool resource. Two days after subscribing, the system can send out another message with a link to an older blog post that you think the readers may enjoy. You can completely automate your email marketing.

The auto responder service I use and recommend is called Active Campaign and can be found at ActiveCampaign.com. They are pretty much universally recognized as the best in the industry and you can't go wrong with them. In fact, I believe it's only $1 for the first month to get started with them.

Now, to actually build this mailing list, you need to do a couple of things.

First I recommend offering some sort of freebie to entice visitors of your blog to give you their email address. Create a one or two page report about your area of expertise and offer this in exchange for signing up. You can have your auto responder message immediately deliver the freebie upon sign up to keep things as automated as possible.

Second, you need to put an opt-in form somewhere on your blog. There are many ways of putting an opt-in form on your blog and the one you use is really up to personal taste.

Many people put the opt-in form in their sidebar inside of a text widget. To do this, you simply need to take the code that Active Campaign gives you and put it inside of a text widget in the widgets area of your dashboard. You can review how to add a widget to your WordPress site in the "What is a widget?" section.

Others like to use a lightbox on their blog. A lightbox is similar to a pop-up. Once someone lands on your blog a box pops up in front of the content asking the reader to give his or her email address in exchange for a bonus. Many people feel this is a bit intrusive and ruins the experience of visiting your site. If you do go this route, I recommend using a plugin called Thrive Leads (thrivethemes.com/leads). It makes beautiful looking lightboxes. It's probably the most effective way to build a list, however, be ready for people to not be a huge fan of the technique.

Finally, the way I like to collect opt-ins is via an opt-in box at the bottom of my blog posts. The reason I put the opt-in at the bottom of my posts is because I only get the highest quality opt-ins. I only get people that decided to give me their email AFTER reading one of my posts. If they're giving me their email, they must have liked what I had

to say and want to hear from me more. This builds the list slower but makes for a responsive following. Thrive Leads can do this for you as well.

How do you leverage Facebook for traffic?

Other than simply making sure you keep your Facebook following updated with your latest posts, there are many other ways to leverage Facebook with your blog.

When people "like" one of your blog posts on Facebook, their whole following sees that they "liked" the post. Because of this, it's to your benefit to try and get as many "likes" as possible on every single one of your blog posts.

Earlier on, I mentioned a plugin called Sharebar. I love this plugin for encouraging people to "Like" a post. The "Like" button floats down the page with them as they read your post, giving them the ability to click it and share the love at any point.

For me, simply sharing my posts on Facebook once they are made, asking people to like my posts and re-share them, adding the sharebar to my blog, and then just being really active on Facebook seems to do the trick for getting loads of visitors.

I do think it is key to be really active on Facebook. The more people that you interact with frequently, the more people you'll see pay attention when you post something. Don't always post business related things either. This is probably the biggest mistake I see most site owners do. They post only links to blog posts and nothing else and everyone seems to ignore them...

Be a real person on Facebook. Talk about vacations, hanging out with a good friend, going to the Water Park, and so on. People love seeing the personal side of the experts that they follow. It helps them connect with you more and get to know you as a real person. Pull the human element out of it and it's a guaranteed way to see no love from Facebook.

Monetization

How can I make money from my blog?

There are so many different ways that you can make money with your blog. Some are more difficult and take quite a bit more effort while some can be done with just a few clicks. As a general rule of thumb, expect to make more money off the difficult ones that take time and be ready to wait on the easier ones.

AdSense Ads – AdSense is probably the simplest way to start making money with your blog. You basically set up an account with Google AdSense and they will give you a little snippet of code, which you can simply paste in to the sidebar of your blog. Google's algorithms will attempt to find relevant ads and place them inside your sidebar for you.

There are definitely pros and cons to AdSense. Of course it's very simple and fast to set up but expect to make spare change with your ads. Even some of my highly trafficked sites only made a few dollars per month in some cases.

For some reason, AdSense seems to work extremely well for some niches and not at all for others. For example, AdSense does not seem to have good results in business or marketing related niches. Even though Evergreen Profits receives a lot of traffic every month, I wouldn't put AdSense on it because it's just not very profitable. On the other hand, I have a health niche website with AdSense on it that makes upwards of $200 per month from the ads. So it's definitely worth a test in your niche.

To set up AdSense on your blog, simply navigate to Adsense.com and create an account. If you already have an account with Google, you should be able to use your existing login details.

Once logged in to AdSense, you can click on the "My ads" tab in the left sidebar and then the "New ad unit" button on the page that follows.
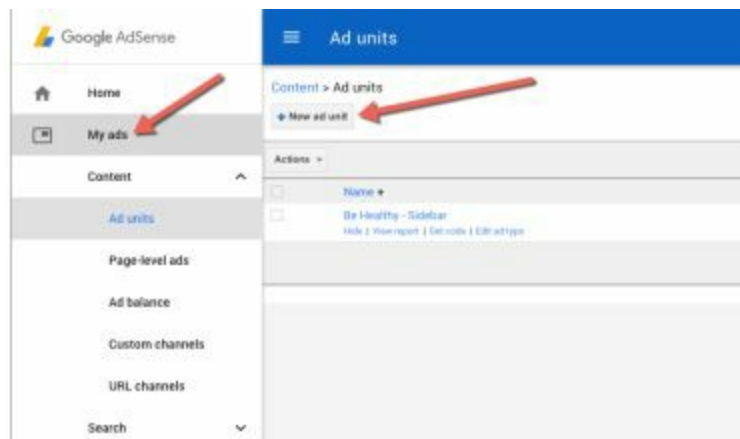
Name your ad and choose a size. I usually use the "Responsive" option because it basically works anywhere. Leave your "Ad type" as "Text & display ads" and then select an ad style at the bottom where the colors best match your existing WordPress theme. Click "Save and get code". Copy the code that AdSense gives you on the next page and you're ready to put the ad on your blog.
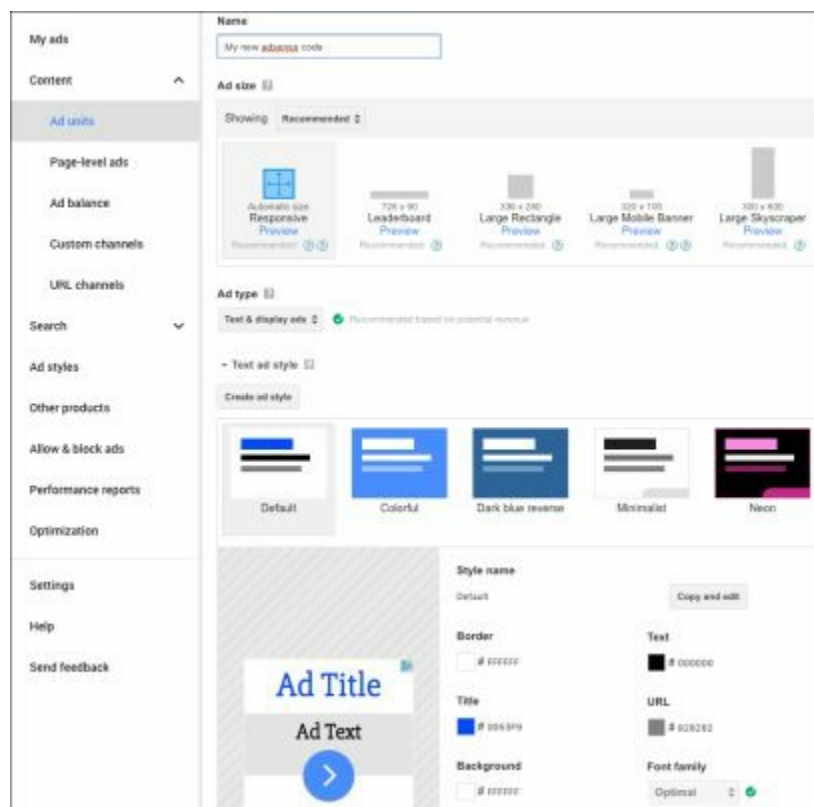
Log in to your WordPress dashboard and click on the "Appearance" link and then the "Widgets" link in your left sidebar. Drag a Text widget in to your sidebar. Paste the code that AdSense just gave you inside that text widget and click "Save".

Jump over to your website's URL and take a look at your new site with the

AdSense banner in place. Please note that the first time you install an AdSense banner, it could take up to several hours for ads to start displaying in that spot. So if you do see a blank area where the ads should be, don't be discouraged. It may take a little bit of time.

Affiliate Marketing – Promoting other people's products through affiliate marketing is another great way to monetize your blog and is actually one of the two main ways that we make money from Evergreen Profits right now.

Basically, with affiliate marketing, you are promoting products and programs that other people created that are relevant to your website and making a commission on the sales of those products.

There are some really great reasons why I love affiliate marketing as a monetization strategy but there are definitely some pitfalls of making it your only strategy.

Personally, I love it because I don't have to create the products. Someone does 90% of the work on a product and usually gives me 50% of the sales price for simply mentioning it. I also love affiliate marketing because the product creator handles customer support. If there are issues with the program or product, the tech support is almost entirely handled by someone else. Gotta love that.

The main problem with affiliate marketing is that it is very difficult to have much success with it before you build up a following. If your blog doesn't have many visitors and you have yet to grow your mailing list, you may struggle to see early results from affiliate marketing.

Some ways that I like to use affiliate marketing are through banner ads (see the sidebar on EasyVideoSuite.net). I simply put up little ads for the products that I recommend. I occasionally get clicks on these products, which sometimes lead to sales. But over time banner ads have been used so much that people actually become "ad blind". They simply don't pay attention to the ads anymore. This makes sales via banner ads very slow.

I also like to do product reviews. I'll use my blog to list of the pros and cons of a particular product and then use my affiliate link for the readers to purchase it based on my review. This works really well as long as you do a good job of proving that you are being unbiased with the review. Make sure to list both pros AND cons with a product. If every product review you ever do describes the best product on earth, your reviews will start to lose their credibility.

Finally, I'm a fan of doing product demos. These are like product reviews but instead I give the user an inside look of a product. If I'm trying to get them to purchase Easy Video Suite, for example, I might create a video where I log in to my Easy Video Suite account and show them all the features and go through the steps of setting up a video with it. These inside looks really make the readers feel comfortable with the product. When they see what they're going to get before they get it from a resource they trust, it makes it much easier to sell them on the product.

Of course the absolute best way to make money through affiliate marketing is to build up that list that we started building in an earlier chapter, and market your review posts and your product demos to that list... So I can never stress enough how important it is to get that list built as fast as possible. Don't skip that step!

Product Creation – Creating my own products has been the absolute secret to my success thus far. Every time I learn how to do something really cool in the online marketing world I like to turn around and make a video training product out of it. This was how the WordPress Classroom initially started... I learned how to blog then turned around and taught others.

Creating my own products and then selling them through my mailing list and through my blog has made me my living for the past eight years. It's paid my mortgage payment and allowed my wife to leave her job so that we can start a family. It's also the only way you're probably going to build a mailing list of buyers, and buyers are the highest quality subscribers.

Products can come in many forms. You can write eBooks, you can create videos, you can record audios, you can do live training on webinars or you can do live events in person. It's up to you to decide what type of product is right for you. I will tell you this

however; the further outside of your comfort zone the product is to create, the more money it probably stands to make you.

EBooks are easy to make. You can use MS Word or a free word processor like Open Office and save the report as a PDF. However, eBooks are becoming harder and harder to sell. With Internet connections only getting faster, people prefer to learn through video or through live interaction. EBooks have almost gotten to a point where people expect them to be free. Therefore, it's become more difficult to get good money for your training eBook.

Recording a video, on the other hand, tends to make people uncomfortable. People are afraid to get on camera or even just have their voice on camera. However, it's much easier to sell training via video because there is less doubt in the consumers' minds that what you're teaching is possible... They are seeing it happen in front of them on camera. It's less likely that what you're teaching isn't going to work. Videos just sell better.

Offer Services – The final monetization strategy that I'm going to discuss is the idea that you can actually sell services to your readers. This has the potential to be the most profitable option out of all of them.

You can offer consulting on your niche. With your blog, you'll be considered an expert in your niche. People will read your stuff and consider you an authority. Being a leading authority on a subject means that you can consult with people who are also trying to get in to your niche. You can sell your expertise for top dollar once you start to build that credibility and that reputation through your blog.

You can also offer done-for-you services from your blog. This may be more relevant in computer related niches but I'm sure there are creative people out there that can figure out how to do this in their niche. For example, with WordPress, I offer the services of setting up sites for people. I'll do as little as just getting the site installed all the way up to custom designing a site with a fully functioning membership aspect. I'm willing to do any of it. Just be prepared because I'm not cheap.

Being the credible authority in your niche allows you to charge top dollar for your services and your time. Don't be afraid to create a WordPress page with your contact

details and the services you offer. You may be shocked at how often people are willing to pay the expert in their niche to just take care of it for them. It can be a really great profit center.

Miscellaneous Questions

What is an RSS feed?

RSS stands for Real Simple Syndication. It's a way for your followers to keep up to date with your blog posts through RSS readers as well as a way for other sites to automatically pull the content out of your site and post it elsewhere.

Many people who like to read blogs often prefer to read all of their favorite blogs from one place without having to go to every single site every day to find out if it's been updated. With an RSS reader like Feedly.com, people can view all of their favorite posts from within the reader. The reader will keep them up to date with new posts from their favorite blogs.

Many people like to use their RSS feed to syndicate their blog's content on other sites as well. For example, in Facebook, you can actually add an RSS feed to a Facebook page and every time you add a new post to your blog, Facebook will pull the blog post from your RSS feed and post it to Facebook. It's a way to not have to repost the same content in multiple places.

How do I set up my RSS feed?

By using WordPress, you automatically have an RSS feed. It's something that's built in and works right out of the box. However, the built in RSS feature isn't really that great... You can't see stats of how many people are following you, you can't control how much content is displayed in the feed, and, if you ever change your domain name, your RSS feed won't come with you.

There's a better way to do RSS...

If you go to http://feedburner.com, you can use Google's service for managing RSS feeds. With Feedburner, you can watch how many subscribers your blog's feed has, manage how much content is shown, move your site to different domain names while

keeping your subscribers, place ads in your feed, and much much more.

Simply go to http://feedburner.com, login with your Google account details, enter the URL of your blog in the text box on the screen, and click the "Next" button. You'll have a feedburner RSS feed ready in minutes.

Once you've done those steps, Feedburner will give you a URL that looks something like feeds.feedburner.com/your-blog-name/... This will be your RSS feed URL.

Login to your WordPress dashboard, go to the section to add a new plugin, and search for "FD Feedburner". Install and activate the FD Feedburner plugin. Go to the settings for this plugin and set the URL to the feeds.feedburner.com URL that Feedburner just gave you.

Now you've got an optimized RSS feed setup and you're ready to go. The people that prefer to read blogs through RSS feeds can now do so and you can now track your feed stats at Feedburner.com.

How do I customize my menu?

The creators of WordPress made it simple to customize menus on your website. By default, WordPress takes every page that you create and puts it in your header menu (if your theme has a header menu). A lot of people don't want every single page that they create to show up in that menu. If you're one of those people, you're going to want to set up a custom menu.

To set up a custom menu, simply login to your dashboard, click "Appearance" in the menu on the left, and then click on "Menus".

At the top of the screen, enter a name for your menu. I usually just call mine "Main Menu". Once you've named it click "Create Menu".
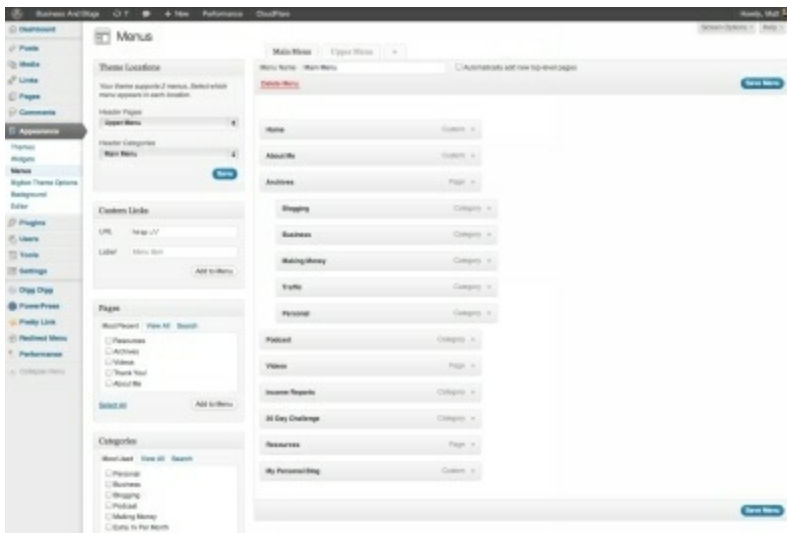
You will now see some boxes on the left side with "Theme Locations", "Custom Links", "Pages", and "Categories"...

Under "Theme Locations", use the drop down menu below "Primary Menu" to select the "Main Menu" you just created and click "Save".

You can now select the pages that you want to include in your top menu and click the button that says, "Add to Menu". You can also add custom links to your top menu if you'd like by filling in the details in the "Custom Links" box.

Once you've added some pages and some links to your menu, you can reorganize your menu by dragging the various boxes around on the right side. Order them in the way that you want them to appear in your header and click "Save Menu" when you are done. The menu will not show up properly unless you click "Save Menu" when you are done.

That's all there is to it. You now have complete control over how your menu looks and acts on your website.

How do I add "Read More" to my post?

Many people want to have just little snippets of their blog posts appear on the main home page with a button that says "Read More" after the snippet. This makes their home page look like much less text and just gives a bit of a teaser for each post.

This is actually really simple to do. When you're creating a new blog post, type the portion of the post that you want to be the snippet before it cuts off. Immediately after the teaser content section, click on the button in your post editor that looks like two rectangles with a dotted line between them. This will add a break and a "Read More" button to the post. It will also add a visual line inside the text editor. Everything above the line will show on your main homepage. Everything below the line will be shown after they click in to read the whole post.
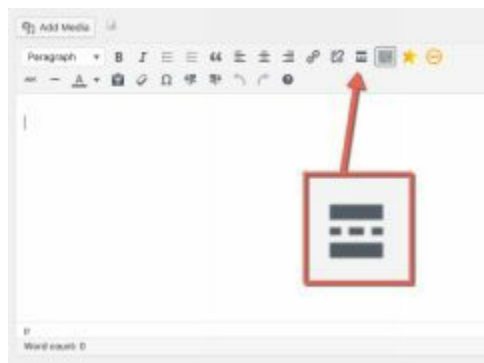
How do I schedule a post for later?

Have you ever had several good ideas for blog posts but didn't want to post them all at once right after the other? This is a good scenario to schedule a post for later so that you can write multiple posts now and have them show up at future dates and times.

To do this, create a new blog post. Once you're finished with your blog post, look for the "Publish" box on the right side of the screen. You'll see some text that says "Publish Immediately". Click on the "Edit" button located directly to the right of "Publish Immediately". This will bring up a box to set the date and time that you want this blog post to go live.

Pick your date and time and press "Ok". The big blue "Publish" button will change to a big blue "Schedule" button. Click "Schedule" and your post will be queued to go live on the specified date and time.

How do I make sure my site is secure from hackers?

Many people are constantly asking me about securing their website. It really seems to be a growing concern. With a few precautionary measures, you should have a pretty safe blog. WordPress's security is pretty reliable right out of the box.

Although prevention is the best method, I highly recommend that you install the WordPress Database Backup plugin that we mentioned in the plugins section of this book. That way, even if all your best efforts fail, you'll be able to restore your blog back to normal in no time at all.

Some measures that I recommend taking to make sure your site is as secure as possible would be to start off by picking a good username and password. Don't use the default "Admin" username. Pick a unique login username that's not simple to guess. Pick a good password as well. Avoid common passwords like "password" and "abc123". Use a difficult password to guess and include numbers and even characters like exclamation marks or question marks.

Make sure that you update WordPress whenever there's a new update available. Most WordPress updates include security updates. One of the main reasons it seems like

there are constantly new versions is because the creators are constantly searching for security holes and fixing them. Keeping your WordPress installation up to date is vital to making sure you've got the latest security features installed.

If you're still worried about security, you can install a free plugin called WordFence. This plugin will constantly monitor your blog for unusual or threatening activity.

Following these few simple steps, you shouldn't have any issues with people trying to hack your site.

How do I upgrade WordPress?

WordPress constantly has new upgrades to fix little bugs and security holes. It's important that you update whenever possible.

You will know when a new update is available because when you login to your dashboard you'll see a message that says something like "WordPress 4.7.2 is available! Please update now" at the top of the screen. When you see that message, simply click on the "Please update now" link and click on the button that says "Update Automatically".

WordPress will recommend that you backup your database before upgrading. Luckily, if you've followed along, you've already got a backup because you're using WP Database backup.

Bonus Expert Interviews

As an added bonus, I chased up some of the leading experts in marketing and blogging on the Internet and gave them a few quick interview questions. I asked them to talk to me a little bit about what they use WordPress for, what plugins they could not live without, how they make money with WordPress, and what piece of advice they would give to beginners.

If there's any part of this book that you should absolutely pay attention to, it's this section. This is where I personally learned the most while creating this book. I talked to people that are in the trenches, making WordPress work for them.

Pay close attention to the variety of plugins that people use as well as the plugins that everyone seems to have in common. Also pay attention to the wide variety of ways that people actually monetize their blogs. The information contained in this interview section is easily worth four times the cost of this book. So dog-ear it, highlight it, bookmark it, and do whatever else is necessary to make sure you remember what these experts have to share with you because this part is pure gold.

Some of our experts went in to real great detail with their answers and some went for bare bones. I apologize for any responses that may seem short or lack detail. I'm giving the exact responses that I received from the experts, regardless of how detailed they were.

These are some great insights in to what you can do with WordPress and how some of the most successful people I know are making it work for them.

The original edition of this book included 4 of these bonus interviews. I have added 3 more to this edition to bring it up to a total of 7 bonus interviews. You'll also find additional expert advice in the brand new chapter, "How To Drive Traffic To Your Content – The Experts Weigh In."

Enjoy!

Sean Vosler

http://increase.academy/

What do you use WordPress for?

I've been working with WordPress for many years, and my uses have changed much over time. I started out hand coding websites as a high school kid, and loved building them, but it's obviously not an ideal way to develop a lot of dynamic websites. I found out about WordPress and after many hours fussing with a $5 GoDaddy server I got it up and running. After college I started my own small web design company, and quit my day job. I basically built the business completely around WordPress and my graphic design skills.

After a few years and about 70 websites I slowed my web design business and moved more into the online marketing sphere, there I was able to use my WordPress skills extensively. First building out landing pages for products, and then developing membership websites to house the content for those products.

Now I'm mainly focused on product development around WordPress as a platform for business. My latest project helps business owners learn WordPress and membership plugins to help them develop continuity programs for their business. It's a real joy to use a platform that is always improving, and always has the users in mind.

What are the absolute essential plugins that you couldn't live without?

- *Digg Digg* - Social Media Buttons
- *WishList* - Memberships
- *CodeCanyon.net* (not a plugin, but a lot of unique plugins on this site)
- *Advanced Category Widget* - Great widget for blogs
- *Easy Content Types* - Take WP Custom Posts to the next level
- *Intense Debate* - Comment system, great for ranking comments
- *Pipity* - Pop up domination alternative
- *Quick Page/Post Redirection* - Set up redirects (ex. sean.co/wp)

- *WP-Cache* - Simple, effective cache plugin

What's your favorite way to monetize a WordPress website?

I've tried a LOT of different ways, and many of them work quite well. When talking about monetization you have to consider traffic first, without traffic you have nothing to monatize on. In my experience, a good goal for monetization is to have your site cover one of your basic bills, like car bill or mortgage. Say it's $500 a month; next you need to calculate your CPM (income per 1000 visitors) for your site and for your minimization method. This can get pretty complex, but say you make $10 off ads for every 1000 visitors, then to reach your $500 goal you need to generate 50,000 views on your site per month.

My favorite method for monetizing a website is to view it as a business. Develop a business model around your site or blog, and pick the right monetization method for that business. One of the most effective is the 'list building' method, where you don't try and get them to click on an ad or buy a product, you get your visitor to opt into an email list. From there you can send targeted email messages and offers to your visitors over email- a surprisingly effective method especially if you have low traffic on your site. Figures very, but you can build a six-figure business around a list of around 10,000 responsive emails, if done correctly.

Monetization in order of difficulty (to me) :
- Advertising (Banners / Text)
- Affiliate marketing (Amazon / Clickbank / JVZoo)
- List building
- Continuity Programs (Membership Websites)
- Selling Your Website

What's the best piece of advice you can give to someone getting started with WordPress?

Never loose site that if you're looking to use WordPress for business that it's simply a platform. You'll need people to help you get to the next level, keep networking with key people in your industry. Once you have WordPress as a skill in your toolbox, use it to help others... The law of reciprocity is an amazing thing.

Be sure to learn more from Sean at http://increase.academy/.

Glen Allsopp

www.ViperChill.com
www.OptinSkin.com

What do you use WordPress for?

I use WordPress as the platform to share my message. More often than not, this is through words on blog posts, but I also utilize the pages to send people to other resources I've created like my tutorial videos or the podcast episodes that I've been involved in.

Additionally, I use it as the backbone of our software company, which creates plugins specifically for the CMS.

What are the absolute essential plugins that you couldn't live without?

Align RSS Images is a big one, since it allows images to be properly formatted in your RSS feed (I'm amazed WordPress doesn't use this by default).

FX Gravatar Cache is another biggie, since Gravatar images in comments can drastically slow down your blog -- especially if you get hundreds of comments like some of our posts. It saves Gravatar images in your server cache, rather than constantly requesting them from Gravatar.com

I couldn't live without *OptinSkin.com* either, but obviously I'm biased.

Finally, I would say any kind of caching plugin is essential, since the speed of your site has a dramatic effect on whether people stick around, subscribe, and / or buy your products. *W3 Cache* and *WPSupercache* are good for this.

What's your favorite way to monetize a WordPress website?

I only sell software, so that's probably the main one. Having an audience who read

your regular content updates also makes it possible to make a good income as an affiliate, but that depends on your niche.

What's the best piece of advice you can give to someone getting started with WordPress?

Don't worry about getting everything perfect before you take action. If you're serious about building a popular blog, spend as much time as you can on your design though as you can. Its importance should not be understated. You can see within a few seconds whether someone cares about their site from its design. You can figure out what your audience likes and how to create killer posts as time goes on.

Learn more from Glen at http://Viperchill.com.

Ori Bengal

www.theartofori.com
www.MakeWpEasy.com

What do you use WordPress for?

WordPress is so darn flexible. I've used it for my personal blog (covering marketing, creativity, and my adventures)- which has really built up my personal brand.

I've used it to make a site to help my brother adopt a child.

I've used it to make a website for my parents' business, as well as many clients' websites.

I've used it to make an online course (which is a membership site), which keeps making money, so that I can work on the things I'm passionate about (like drawing, and capoeira).

I've used it to make a website to raise $1,500 for a 1 year old poodle that belonged to some student that had no money, and needed $1,500 for a procedure for said Poodle... or he'd die.

It's just such a flexible tool; I could go on for hours about the uses.

What are the absolute essential plugins that you couldn't live without?

- *Akismet* - Spam is evil
- *Gravity Forms* - By far my favorite form plugin
- *BackWpUp* - It's free and it backs my site up to multiple places in the cloud
- *Redirection* - Lets me mask links as mysite.com/blah-blah - which is fantastic for   affiliate linking.
- *CMS Page Tree View* - You know... this one is definitely in the "can't live without" category. It is how WordPress should natively show their page layout.

What's your favorite way to monetize a WordPress website?

I dislike PPC ads. I know you asked about what my favorite is... but I think what I dislike is important as well. Here's why: They look cheesy, you only get paid a tiny bit for each click, and you're sending the traffic away from your site.

What I do like is affiliate links (and I make sure to make them open up in a new browser), getting people to opt-in, so I can communicate with them, and sometimes promote to them...

Then there's the video sales letters -- sites that are used to just sell a product or service. And affiliates drive traffic to it for me.

What's the best piece of advice you can give to someone getting started with WordPress?

You don't need to know everything. It's like Photoshop-- everyone asks me how to learn it. Well... there's a zillion uses, a zillion buttons, and a zillion plugins. So... Don't try to "Learn WordPress" -- figure out what you want it to do, and learn that.

Again, I'll use Photoshop as a metaphor -- I can create beautiful text in Photoshop, or I can fix the lens distortion, or I can get rid of a zit in a photo, or I can bring out detail that wasn't there, or I can (and do) create beautiful paintings, or I can design a website, or I can lay out an ad or magazine page. Each one would involve a different tutorial.

WordPress is the same -- whether you want to secure it, back it up, make it faster, make it prettier, make your own themes, make a new marketing trick, make an ecommerce site, make a membership site, make a portfolio site... these things are all different-- and you don't need to know them all to get started.

Use Google, check out my course or Matt's course, and get on various forums or FB groups.... It's so easy these days to get instant answers.

The bottom line is, don't get overwhelmed. This stuff is easy -- it may be

frustrating at first, 'cause it's new... but it's easy, and once you solve a problem, you learn how to recognize it.

Also, delegate. You CAN create your own themes. You CAN program your own plugins... I just don't know why you would. There is so much technical work that goes into it, and there are already countless people making all that stuff for you. So... rather than investing your energy and time in that, just find what's out there that works, and customize that to your needs.

Lastly, and I guess just phrasing things a bit differently -- you gotta understand WHY people think that websites are really difficult, and thus expensive.... It is because in the 90's, we had to make everything by hand. Every page was coded from scratch. We had to know HTML. CSS didn't even exist, so the menus had to be created on every single page of your site. There were no stock-photography websites, and so we had to spend so much time on everything. God forbid a change should be needed.

You really did need your web designer to make any change for you. These days however, you install WordPress with the push of a button, you upload your theme that you paid $40 for, you install a bunch of plugins that were free, and you spend $20 on top-notch images. Boom! 1 day, and you have a website that looks 1,000 times better than any site in the 90's ever did, and has so much power.

Want to make a change? Log in, push a button. Done!

The only reason people think this is hard is because 20 years ago, it really was... and because web designers want you to think it's hard, or they can't charge you as much.

Dive in, and have fun! It really is fun. Oh yeah... adding to question #2 -- What do I use WordPress for? I use it on the barter system. You can get just about anything you want or need in exchange for a good website.

Learn more about Ori at http://TheArtofOri.com.

Casey Zeman

www.CaseyZemanOnline.com
www.EasyWebinar.com

What do you use WordPress for?

For creating blogs, membership sites, creating automated webinars, and building fast and easy web pages.

What are the absolute essential plugins that you couldn't live without?

- *Wishlist* – To create membership sites
- *W3 Total Cache* – To make my site load faster
- *Google Sitemap* – To help with search engine optimization
- *Video Sitemap* – To help optimize my videos for the search engines
- *All-In-One SEO* – To better optimize my site for search engines
- *Popup Domination* – To build my mailing list with popups
- *Easy Webinar Plugin* – To run automated webinars on WordPress
- *Digg-Digg* – Similar to Sharebar – To encourage social sharing on my site
- *Redirection* – Redirects any dead pages to a page of my choice

What's your favorite way to monetize a WordPress website?

I mostly monetize WordPress with my membership site, sales pages, and through webinars with Easy Webinar Plugin.

What's the best piece of advice you can give to someone getting started with WordPress?

WordPress is the easiest way to create a real dynamic site that you can Control YOURSELF. The trouble with getting developers and designers and webmasters is that you are always held by their timeline. With WordPress, you can get in there create new content, structure the pages the way you want. You have the control!

Learn more from Casey at http://CaseyZemanOnline.com.

Corbett Barr

www.Fizzle.co

What do you use WordPress for?

I use WordPress on at least a dozen different sites. Many are blogs, but some are also online courses for members only, which contain a combination of audio, video and written materials.

What are the absolute essential plugins that you couldn't live without?

- *BackupBuddy* – To automate offsite backups
- *Quick Cache* – To make page delivery quicker
- *S2Member* – For membership site functionality

What's your favorite way to monetize a WordPress website?

Creating premium information products, like eBooks and courses.

What's the best piece of advice you can give to someone getting started with WordPress?

Learn how to customize WordPress yourself at least a little. It's not very difficult to customize once you get comfortable with it, and you can do some incredibly powerful things with WordPress and just a little knowledge.

Learn more from Corbett at http://Fizzle.co.

Christina Hills

www.WebsiteCreationWorkshop.com

What do you use WordPress for?

I use WordPress for my own websites and I teach people how to build WordPress sites.

What are the absolute essential plugins that you couldn't live without?

- *Quick Page Post Redirect*
- *Duplicate Post Plugin*
- *All-In-One SEO*
- *Shareaholic Social Media*
- *Backup Buddy*

What's your favorite way to monetize a WordPress website?

My favorite way to monetize a WordPress website is to sell my own training programs.

What's the best piece of advice you can give to someone getting started with WordPress?

If you are just starting out with WordPress, and you are not a 'techie' person then you should pick a simple theme like "Twenty Seventeen" to learn WordPress on until you get comfortable with it. Then you should move to a more elaborate theme.

You can find a great collection of themes at http://www.TheBestThemes.com

This will make learning the basics easier. Also, don't try to learn everything all at once! WordPress can be very complicated, so just stick to creating your content with posts and pages. Creating content is the most important thing to do with WordPress!

Learn more from Christina at http://websitecreationworkshop.com/.

A quick explanation...

The following is parts of a transcript from an older audio interview that I did with Pat Flynn of Smart Passive income. Because these were taken from an older audio interview (before I ever intended to write this book), the questions asked are slightly different than the questions that I asked the other experts and the answers are very in-depth and in more of a conversational tone. There are some real gold nuggets in this interview and Pat really holds nothing back. Enjoy!

Can you give us a little bit about your back-story and kind of how you got into blogging? What you did before you were doing this stuff?

I went to college for architecture at UC Berkeley. I loved the field. I was really interested in it. I got a great job after graduating and I thought that's what I was going to do for the rest of my life. I'm different from the people who make money online now who say things like "*oh I hated my 9 to 5 job and I just want to go find something different*". I actually loved my job and they kind of kicked me out when the US economy tanked in 2008...

It was a really tough time for me because I had just gotten engaged and I was supposed to start a family soon. I was kind of struggling in my own head for a couple of weeks as far as what I was going to do. I actually did look for another job in the architectural industry and it was just impossible. No one was building anything so nobody needed me to design any buildings.

I was really looking for some help, but luckily, while I was still working – just kind of backtracking a little bit – I actually started a blog for this exam I was taking called *The LEED Exam*, which stands for Leadership Energy and Environmental Designs.

The reason I created this blog was to help me keep track of my notes. I did a lot of

traveling and it was a lot easier for me to study by posting notes on a blog and then reading them back later. I was working through the content management system, WordPress which allowed me to share my notes online with my coworkers. I really had no intention of ever showing it to anyone else but then I got laid off.

I had passed the exam a few months before I was laid off and I just let the little site sit there. I didn't really plan on doing anything with it, but then I got interested in Internet marketing. There was a podcast I was listening to and some blogs that I was reading that really inspired me. Everybody was telling me that the Internet was a great place to potentially make a living and do good things online. So one of the first things I did was I took this blog that I had already made and I decided to share it with other people. The next day I actually put an analytical plugin on the site and found that for the last six months, people were already visiting that site...

It kind of just blew me away. Literally 5,000 to 6,000 visitors a day, which was kind of crazy. At first I kind of got startled and scared. I didn't know if what I was doing was legal. I was worried that maybe the notes weren't good enough for people to pass the exam. But then I flipped the switch a little bit and thought, "*okay well maybe I can actually become a resource for people who are interested in this. I took it, I know how it works, I passed it and it went really well. Maybe I can help others*". So that's kind of the path that I took after that.

I started to revamp the site, come back to the site every day and make it better, help people out, and introduce new tips. It became kind of a top resource in that industry. People shared it with more people. I was getting up to 8,000 or 9,000 visitors a day at that point.

I started to want to monetize the blog. The first thing that I learned from reading blogs and listening to podcasts was to add AdSense on the site. I tried that and, the first day, I made about $5, which was great. I just put up some code and immediately I had $5, which is like lunch, but it was a great start. It showed me that this was actually possible.

So the next thing I did was I introduced private advertising. I rented out some

space on the site for advertising. I actually emailed and phoned other companies to see if they wanted to get some of the traffic that my site was getting. Many of them agreed. I was now making maybe $300 to $600 per month off of private advertising and AdSense combined after a couple of months.

The site had already been up for about a year and a half. It already had a following, which takes a while to build up. I just want to make sure to let people know this before they think this is like a get-rich-quick thing.

After seeing a little success, I joined what's called a Mastermind Group. I found other people in my area who were really into the Internet business, some who were just starting, some who were already making a lot of money.

One person in the group, who was more knowledgeable than I was, suggested that I write an eBook for the site... I was like, "*okay well what's an eBook*?". He showed me that it's an electronic book like a PDF that you can sell on your site. It's somewhat automated so that people can come to your site, they can buy the book, and it automatically gets delivered to them. Now I was like, "t*his sounds really cool but it's going to take a lot of work. I don't know if it's the right thing to do. What am I going to put in the book? Everything that I would include is already free on the site.*" But he said, "*No trust me. What have you got to lose?"* So I did it and, about 10 minutes later, I had a completed PDF file done to sell as an eBook.

The first month I sold it, October of 2008, I made $7,905.83 or something like that... almost $8000 dollars. It was totally life changing for me and it was even more incredible because I was actually helping people. When I tell people I do business online, they usually think I'm doing something like porno or something that I shouldn't be doing. But I'm actually, legitimately, providing information for people who want to pay me back in return, which is great.

So I was making $8,000 dollars and then I introduced an audio guide along with it and it went to $14,000, $16,000, $21,000 all the way up to $30,000 dollars in a single month for just a few hours per week answering customer emails. The business was automated. Because it was an electronic product, I didn't have to go to the post office

and send anything.

When I got married, things were just fantastic. That's when I really changed gears with a blog I created called Smart Passive Income. This is the site that most people know me from.

Smart Passive Income was originally created to talk about how I was starting to make money off of AdSense and things like that. Right before I got laid off, I was really thinking of new ways to make money because I knew that I was about to get laid off. I started Smart Passive Income when things started to really takeoff with the eBook. I just wanted to share with other people that this is really happening. I just wanted to be honest for a month and show people exactly what I did, what I did wrong, what I would have done better.

Since then I've been creating new businesses online... More niche sites, more affiliate marketing, iPhone applications, article writing, all these types of things, showing people exactly the step-by-step process that I've taken and what I've done wrong. I know there's people out there who want to do the same thing and I'm hopefully providing an honest, non-hyped up way to view everything... and showing people what I did wrong to hopefully help them do it the right way the first time. I now have a podcast for the Smart Passive Income Blog. I have a thriving YouTube channel, a Facebook page and 15,000 Twitter followers.

It's just been an incredible journey. I'm always trying to give back and help people through email because the more people I can help, the more karma pays me back.

What is the optimal schedule for making blog posts?

It's going to be different for everybody because I know Glenn Allsopp (ViperChill.com) posts once a month and that's good enough for him. Me, I post three times a week and that's good for me. That's what I found to be comfortable. Some people do once a week. As long as the content is there and you're providing what your audience needs then it doesn't really matter as long as you're consistent. If I were to do once a month one month and then every day the next month it would confuse everybody. It

would confuse me as a writer too. If you're just starting out it might take awhile to find your groove but once you find your groove, stick to it.

Sometimes you create a schedule and then it's time for you write a blog post and it's not always easy. If you feel like sometimes you have to force it out, being flexible with your topics and being able to do content in different platforms helps. Maybe I just can't write that day but I can record an audio, or shoot a video instead. That helps me keep going when, if I was just on one platform, I wouldn't be able to.

How do you constantly come up with new ideas for content?

A lot of what I write about is based on the businesses that I'm running and those businesses change all the time. Those businesses are being improved on all the time and being tested all the time. So it's really easy for me to just write content about that and people are interested in it. It becomes all about the numbers and the results and the split tests and studying and that type of thing.

I did something called the niche site dual which was following the progress of a site from start to finish and that's what the content was. It was really easy for me to figure out what it was about because it was just what was happening at that time so I was just reporting on it.

Other times, I'll write a post that other people had asked me to write. One tip is, if you have an auto responder, is to engage with people. Not a lot of people do that. So one thing I'll actually do is I'll ask in the fourth or fifth email... I send an email saying "*Hey thank you so much for being on the list. I want to ask you is there anything that you'd like me to write about on the blog?*" This constantly gives me new ideas from readers about what to write about.

So I don't even have to think about it at that point. I may get "*Hey I need help with figuring out how to optimize my YouTube videos for SEO.*"... If I get that question two or three times I just put that in the queue for potential blog post ideas.

Sometimes I'll just ask on Facebook. Facebook is amazing, as far as the

community is concerned, with figuring out what they want. The thing is that is who my audience is so they're telling me exactly what my audience wants to see instead of me coming up with something that may or may not be an interest to people.

What are the absolute essential plugins that you couldn't live without?

One of them is called *Pretty Link* it shortens your huge affiliate links from places like Amazon that are like 100 characters long or random letters. For example, my link for Blue Host hosting is fairly long but it's a redirect using Pretty Link and it's just smartpassiveincome.com/bluehost and that's it and it will redirect through that affiliate link. It's really easy to memorize, easy to say, people don't have to rewind my podcast or write it all down, it's really easy. It also keeps track of all the clicks. I'll often have one blog post that is promoting or recommending one product but I'll have four different links for it. So I have the first link, the image link, the link below, and then the link at the very bottom so I can kind of see which one gets clicked on the most, and then I can optimize it and test and things like that.

Another one that I like is a premium plug-in called *Backup Buddy*. I've lost a lot of stuff before because of things crashing for reasons I have no control over and Backup Buddy is great. It's a paid plugin. There are other free ones out there but I like this one because the support is great. It also allows me to, not only save into my database, but to save it off my website in to Amazon S3 or Dropbox or both. My business is what pays the bills; it's what's paying for my kid's college. I have to really protect it. You know you always say "*Oh it's not going to happen to me*" but it could. So that's why I take really good care to make sure things are backed up just in case.

Another good one is *WordPress SEO* from **yoast.com.** I know a lot of people promote the All-in-One SEO plug-in and that is a great one too, but that's the one that I use now and it's really robust and it does a lot of things from the sitemaps to the permalinks. So I would recommend checking that out and seeing if it's worth it for you. There are also videos on **yoost.com** about how to actually configure those.

Bonus Tips & Tactics

Since I originally wrote this book, I've written so much more on the topics of blogging, content marketing, driving traffic, and marketing strategy. A lot of that writing is no longer available on the web or it's spread out across tons of blogs. Since I've been working to revamp this book for 2017, I figured that I would add in some of the additional content and training that I've written over the years.

Some of the tactics and strategies that you're about to read are advanced and some are basic. I just want to provide you with as much information and educational content as possible to better ensure your chance of being successful with this stuff. The result is about six or seven brand new chapters that were not in the original book.

Also, please keep in mind that much of what I'm about to share was originally intended to be for online blog posts or media publications. I'm not sure the images will all translate perfectly into this book but I'll do my best to keep it all very readable for you.

Let's dive in…

How To Build An Authority Blog From Scratch

This is an article that details the exact actions that I took to create the, wildly popular, authority blog at MultiplyAuthority.com. I tried to break down every step of building the site, marketing, monetizing, and driving traffic…

Have you ever wanted to start over?

Every several years I get the urge to reinvent myself and my business online. I've dabbled in several industries, ranging from blogging to fitness to personal finance to lawn care… Yes. I had an authority blog about lawn care. There's always something sexy about starting something new and building it from the ground up.

With almost every other business that I've created so far, I've put a considerable emphasis on driving traffic through advertising and social media marketing. This time around, I'm excited to dive into the SEO world. I will still use a little bit of paid traffic here and there and, of course, I will encourage social sharing but the primary goal of this new blog is to make the search engines love me.

The Beginnings Of An Authority Blog

I knew that I wanted to build a new authority blog that is not branded with my personal name. I've got MattWolfe.net, where I share my income reports and personal journey, but I wanted to create something that can become more of a brand. This will be a site where I personally only write a fraction of the articles.

This will be a site where articles are added much more frequently than my personal blog because I am aiming to gain search engine traffic quickly.

I struggled and struggled with what the brand would be called. I went on a domain name-buying spree and, after a few days, didn't like any of the domains that I had purchased.

A few days later, it came to me…

I have an insanely in-depth course on the topic of Content Marketing called "The Evergreen Profits Course." In this course, I teach the concept of "Authority Multipliers"… It's a term that I created, and I use frequently, but I've never heard anyone else use…

So I thought to myself… That's the new brand! I immediately went and registered the following domain names:

- MultiplyAuthority.com
- AuthorityMultipliers.com
- AuthorityMultiplier.com

This came to me in the middle of the night… I popped out of bed at 2 am to register the domains. I had no idea which domain name I was going to use when I registered them either… I just wanted to own the term.

The term "authority" means "An accepted source of information." The term

"multiplier" means "Something that increases an effect." Therefore, an "Authority Multiplier" is something that increases the effect of you as an authority (an accepted source of information).

Out of the domain names that I purchased, "MultiplyAuthority.com" seemed to have the best ring to it, seeing as this site will teach others (and act as an example) of how to multiply your authority.

The Setup

Now that I had the domain name, it was time to link it to a hosting account and install WordPress.

As of right now, I'm hosting this site on Liquid Web. However, I've heard good things about WP Engine, and I'm considering moving to them for a more "managed solution"… I'm also a fan of Hostgator for shared hosting.

If you're following along, and you're setting up a blog for the first time, I highly recommend just starting with Hostgator and getting your domain and hosting all in one simple step.

Once I installed WordPress, I had a site that looked like this:

Beautiful huh?

I'm a fan of a premium theme called Voice, which is available on the Envato Marketplace for $59. All of my blogs use this theme because I'm just so used to working with it.

After installing the Theme and tweaking a few of the settings, I had a much more amazing looking blog…

It looked like this now:

The next thing I wanted to do was install some plugins. I have a handful of WordPress plugins that I install on every website I create. Here's a list:

- **Akismet** – This is the anti-spam plugin that helps keep the crap out of the comments.
- **ThirstyAffiliates** – This helps me quickly create affiliate link redirects and has a little bit of tracking capability.
- **Thrive Leads** – This creates the small opt-in forms that slide-in or pop-up. This is the best lead generation plugin I've found for a blog (I've tried them all).
- **Yoast SEO** – This plugin will help your blog rank in the search engines right out of the box. It helps with making search-friendly URLs as well as analyzes your blog posts so that you can make them more search friendly.

- **SumoMe** – Adds a little sharebar to your post to encourage social sharing.

So that's the setup. I may add a couple other plugins over time, but I've got all the essential plugins dialed in.

Advanced Techy Setup

Now that I've got my site set up, I need to install some tracking codes…

To start, I installed Google Analytics tracking code. The Voice theme has a place where you can quickly install tracking code.

Within Google Analytics, I also turned on "Remarketing"… This will allow me to retarget anyone that comes to this website with ads in Google.

Finally, I installed the custom audience tracking code from Facebook on the blog as well. This will allow me to display ads on Facebook to anyone who has visited this website.

I haven't made step-by-step tutorials on these processes yet, but I will create some free videos in the future on these steps.

The Brand

I don't know how this is going to turn out yet, but I'm getting a logo made. In the past, I've always worked with an in-house designer that I love working with and that I trust. However, this time around, I opted to see what sort of logo I could get on Fiverr.com.

I didn't spend $5. I found someone that had great reviews and an impressive portfolio, and I opted to pay for his "VIP Service," which gets me faster turnaround, all the source files, and multiple variations… I'm hoping that I'll get something that I like from it.

The instructions that I gave him were very vague, to be honest, but I did tell him that I wanted an icon or an image that could standalone, without the text, and still represent my brand…
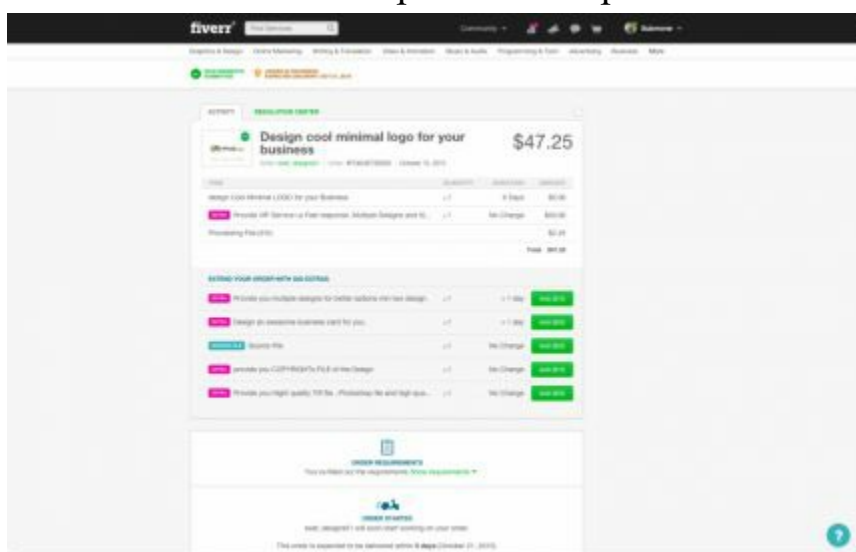
The reason that I asked for an image that could stand alone is that, quite frankly, I want to be able to show off my brand in the form of shirts, hats, stickers, etc…

(see the actual gig on the next page)

Here's the actual vendor I purchased from on Fiverr:
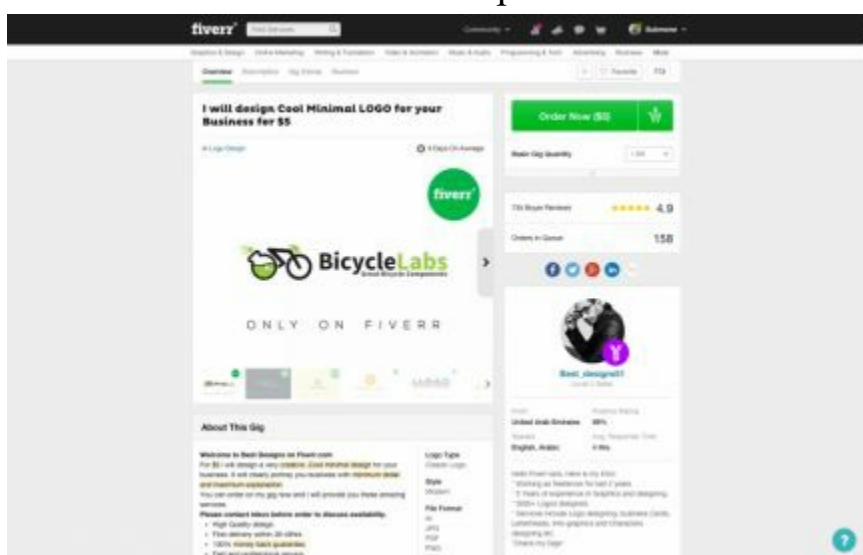
And here's the receipt for what I paid:

I know some people will say "you get what you pay for" but, to be honest, it's not

much cheaper than what I would have paid my in-house designer, all said and done. So we'll see how it goes.

Update October 20, 2015:
I received two variations of a logo from my guy on Fiverr…

As you can probably tell from the logo that's currently at the top of my blog, I opted for the logo on the top…

I could have had some revisions made but, to be honest, I'm pretty happy with the logo. I didn't know what a logo for "Multiply Authority" would look like and I really didn't have a clear vision for what I wanted.

The fact that it kind of looks like there are an "M" and an "A" worked into the logo looks cool and I like the idea that I can use the logo without the text as a brand as well.

Not bad for really giving the designer no real direction.

Monetization

A question that keeps popping up is, "how are you going to make money with that blog?"

I have multiple methods that I intend to generate revenue from this very blog.

First, my flagship programs, The Evergreen Profits Letter and The Evergreen

Profits Course will be promoted from this blog… You may have even seen little pop-ups to register for one of my webinars already…

That is my main program and really the only product I intend to promote for a little while. I also plan to infuse affiliate links throughout my posts. I only talk about products that I use myself and I fully intend to use affiliate links when I do.

Expect product reviews, product comparisons, product tutorials, and more… These will all generate affiliate income for me.

Finally, my third income-generation strategy is investing… I am using this site as a way to attract people to me that are looking for investors in their SAAS or physical products. I intend to move heavily into advising, investing, and helping companies grow their reach through my marketing expertise.

Update November 23rd, 2015

A friend of mine recently recommended that I test some advertising banners on the site. Personally, I'm not a fan of the banners. I think they clutter up the site a little bit. However, design is not everything. My ability to monetize the site is equally as (if not more) important than the design.

So I'm doing a trial with Google Adsense to see how it all works out. For now, I've placed a banner ad in the header and another ad in the sidebar. I have no clue what kind of click rate they will get but I'm willing to test for 30 days or so and see what kind of result I get. If the income off the ads is not pretty significant, I'll be removing them in 30

days time.

Update February 14ᵗʰ, 2017 – The ads made pennies per day and were not worth the additional clutter. I have removed them.

Brining In The Writers

In order to build a true authority blog, I need to bring in writers. I'm not an expert in every single topic that I'd want this blog to discuss.

In order to have a high frequency of high-value content on this site, I'm bringing in the best writers I can find to kickstart the content.

I'll be accepting guest posts as well, if someone wants some massive exposure back to their blog.

To start, however, I need to find some writers…
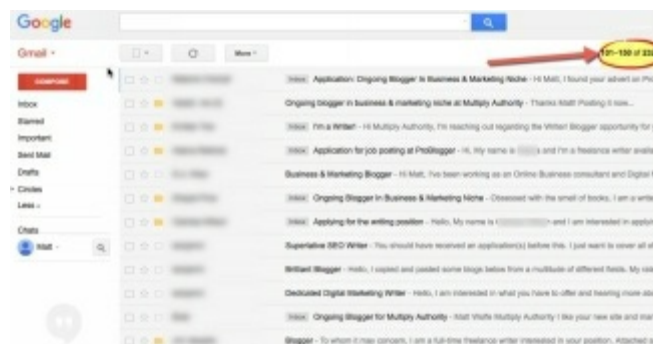So I posted the following job ad on jobs.problogger.net:

Within 48 hours of posting this job, my inbox was flooded with people responding, wanting to write for Multiply Authority…

I created a separate inbox just for this job posting because I sort of anticipated a lot

of emails…

If you can't make out the screenshot, that's 232 emails from the job posting. I went through most of the emails but have only managed to reply to maybe 10 of them… (Can we say overwhelm?)

I found a few amazing writers already and have hired 4 to start writing…

As of October 25th, 2015, we have our first article on this site that's not written by me!

I believe that this site will be considered an authority site pretty dang quickly, meaning that I'll have more and more people that are willing to write for free, due to the credibility the site brings.

What's Next?

These blog posts will be going out to my subscriber base of 55,000+ subscribers and, the really good ones, will get some paid ad traffic to jumpstart the traffic and sharing. So reach out if you have something to offer and would like the exposure.

I also intend to experiment with, and review, the various SEO and blogger outreach tools that are available out there.
Two tools that I am incredibly excited to test are ahrefs and ContentMarketer.io. There's also a tool called BuzzStream that looks similar to ContentMarketer so I intend to do a side-by-side comparison as well.

Expect a lot of action from this site. Explanations of processes, cool tools, product

reviews, tutorials, and much much more. It's all on the way.

How To Kickstart You Blog To Guarantee Success

This article was written back when I was co-running LearnToBlog. I wanted to give a simple framework that anyone could follow to jumpstart a brand new blog. This is a process that you can follow that will basically ensure that any new blog that you start will have supercharged growth.

I recently did something over on my personal blog at MattWolfe.net. I attempted (and successfully completed) a 30-day blog challenge.

In this challenge, I wrote a new blog post every single day for 30 days, including the weekends.

After running this little experiment, I now recommend that everyone who starts a blog, kickstart it by giving themselves their own 30-day challenge.

<u>Reasons for a 30 day challenge:</u>

1. **It tests how passionate and excited you are about the topic.** If you can't blog about something for 30 days, you may be going down the wrong road. I'll give you some tips on how to constantly have enough to talk about in a minute. However, if you struggle too much with your topic, you may have picked the wrong topic.

2. **It quickly builds your blog's archives.** People have a hard time taking a blog seriously if there are only 3 or 4 posts on the blog total. This causes a big problem for blogs just starting out. It's difficult to gain traction or build momentum when there's not much for new visitors to see.

3. **The SEO benefits are awesome.** Neil Patel from Quicksprout did some research on 20 of the most successful blogs. One thing he learned was that posting more frequently helps you get more traffic. The blogs that posted daily or even multiple times per day seemed to build traffic much quicker than blogs that only posted once per week or a few times per month.

4. **It gets you in the habit of writing.** Once you've written for 30 days straight, you've created a habit. They say it takes 21 days to create a habit… This has been scientifically disproven, however, 30 days straight definitely doesn't hurt to get in to a groove with blogging.

5. **You will improve your writing skills.** Being a good writer is a learned skill. It's a skill that gets better with practice.

6. **You will learn how to dig deeper on your topic.** Most people learn that after about 5 or 6 days, they struggle with what to talk about next on their topic. Forcing yourself to write on that topic daily, you'll learn how to dig deeper, finding sub-topics of your main topic. You'll learn how to research and find more things that would interest you're potential audience.

I know that a 30 day challenge sounds a bit daunting… The truth is that it is going to be hard. That's why it's a challenge. However, with a little bit of game planning, and bit of a template, you should be just fine.

Start by listing out 30 topics that you can blog about in your first 30 days…

Here's a list of post types to help you get your 30 posts:

1. **Start with the posts you already know you're going to write.** There are probably already 5 or 6 ideas that you have for posts. Write these down and make these your "Pillar Posts". Pillar posts are the posts that you spend the most time on. These are the posts that you put a ton of research in to, that you know will get shared, and that you're most excited about writing. Spread these throughout your 30 days. These are going to be some of the main magnets to your blog.

2. **Think of 4 or 5 list posts that you can create.** Top 10 experts in your industry, the 7 most influential blogs to your niche, etc… These lists posts are great because they tend to get shared a lot. Often times, you'll see the people

or the websites that you mention in the post sharing your post because they're honored to be mentioned.

3. **Think of who you can interview in your niche.** Interview one or two people and either use the video, audio, or transcribe the text to a blog post.

4. **Create a multi-part blog series.** During my 30 day challenge, I used 4 of the days creating a multi-part training on how to effectively build a mailing list. Is there any long topics that you can break up over multiple days?

5. **Are you getting some blog comments?** Pick out some of the best comments or questions you've received on your blog and turn your response in to a full blog post.

6. **Create case studies.** Talk about something you've tried or seen someone else try in your niche. Turn it in to a case study on that topic.

7. **Tap current events.** Check out Google trends or Yahoo's homepage to get insight in to some hot topics. Can any of those topics be related back to your blog's niche? Leveraging current events is a great way to get your blog post shared.

8. **Create a post with a list of your favorite blog posts from other bloggers.** If you read a lot of blogs yourself, compile a list of your favorite posts from the week and share them with your readers.

9. **Create a YouTube video and post it to your blog.** With WordPress, you can just copy and paste the YouTube URL in to a post and the video will magically appear. Having videos of you teaching or explaining something is a great way to build credibility and a bit of celebrity in your niche.

10. **Towards the end of the challenge, link back to your favorite posts of the month.** It's always a good idea to create internal links to your other posts anyway. Use the end of the challenge as an opportunity to show off all the

posts you've written.

11. **Create a Google Alert.** With Google Alerts, you can tell Google to send you an email whenever a new website pops up in their database talking about your specific topic. Have them email you whenever your topic is mentioned. Check out the posts being mentioned and use those for inspiration for posts.

Everyone should do a 30-day challenge to kickstart their blog.

Just to hammer this point home, when I did a 30 day challenge over on my blog, I grew from 0 visitors per day to averaging somewhere around 100 visitors per day. During that time period, my list grew by a couple hundred subscribers, and several of my posts where shared by other blogs. It was the kickstart that site needed.

I haven't posted on that blog very recently and, to this day, it still receives somewhere around 50 visitors per day.

All I did was write consistently.

If you're wondering where to start, stop wondering! This is it. Even if your blog has already been going for a bit and you haven't seen much interest from others, use this as your jumper cables to kick new life in to the blog. I promise that you will be shocked by the results (pun intended).

23 Things That You Can Do To Get Your Blog Post Seen Everywhere

This is another one that I wrote for LearnToBlog. I like to create "frameworks" and checklists. I can break down processes that we use into their simplest form so that anyone can duplicate them, I feel like I'm doing my job as an educator. So here is a marketing plan that you can use whenever you want to grow the reach of one of your blog posts.

Traffic seems to be the one thing that people obsess over the most when it comes to blogging. In fact, it's probably one of the biggest reasons people give for why they don't start blogging. They're afraid no one will come to their site.

People seem to constantly look for that "magic bullet" traffic technique… That one method that's going to send them a windfall of traffic…

It's true that viral traffic can happen overnight. However, you never know where it's going to come from. It takes effort on many fronts to get that traffic flowing in.

To accomplish this, be everywhere with your content, don't use just one single traffic source and sit back and wait… Create a system that works for you and follow it to the letter every time you create a new post.

Over time, you'll learn which strategies are effective and which ones don't pan out. You will need to adjust, add new strategies, remove ineffective strategies, and repeat. That's the true trick to creating website traffic.

To help you understand what I mean, I've decided to share the strategy that Bradley and I use to generate a ton of traffic to every single new blog post we create.

This strategy evolves. We remove ineffective actions and constantly add new actions as we learn them… For the most part, here is what we do with every single blog post.

I've broken it up in to 3 sections. "Standard", "Above and Beyond" and "ROI (Return on Investment) Potential Tactics". The "Standard" tactics are what we use for every single post, no matter what. The "Above And Beyond" tactics are what we use when we really really want the post to go viral. And the "ROI Potential Tactics" are what we do when we expect a return from the post. They are paid strategies because maybe we're promoting an affiliate link or maybe the post talks about a new product we've created. We will use paid techniques if we see the potential for a return on investment for the payment.

So here's our blog post promotion checklist:

Standard Post

- Mail your list
- Post to Facebook fan page
- Post to personal Facebook wall
- Post to any relevant Facebook groups
- Share on Twitter account
- Search Twitter for relevant hashtags and @reply them
- Queue up a minimum of 4 more promotions using HootSuite
- Share on Google+
- Share on LinkedIn
- If you use an image, share the image on Pinterest
- Go to Google Alerts and look for relevant blog posts – Run alerts for the week
- Post to a minimum of 5 blogs linking to your new post – Entire week
- Create an image with a quote from your post, share that image on Facebook and Twitter – Ask for shares
- Create a quick YouTube video related to your post, put link to post below video.

Above And Beyond

- One Time – Create blogs on Tumblr, LiveJournal, Squidoo, and WordPress.com
- Post about most recent post to Tumblr (don't copy – write a synopsis)
- Post about most recent post to LiveJournal (don't copy – write a synopsis)
- Post about most recent post to Squidoo (don't copy – write a synopsis)
- Post about most recent post to WordPress.com (don't copy – write a synopsis)
- Create a post with your YouTube video on each of the sites as well
- Find 2 relevant questions on Quora, answer the questions and link to your post
- Find relevant questions on Reddit and answer them with a link

ROI Potential Tactics

- Boost post on Facebook
- Submit press release to PR Web about topic

Many of these things are self explanatory but I'll break them down even more…

Standard Post Tactics

Mail your list: This one pretty much speaks for itself. If you know us by now, you know that we are huge proponents of list building with your blog. Once you have a list, you can mail your list whenever you create a new post and bring past readers right back to your site. We recommend Active Campaign for list building.

Post to your fan page and personal walls: Every blog post that you make should be shared to your Facebook fan page and shared to your personal wall. The truth of the matter is, friends and family probably WILL be the first readers of your blog. That's OK! Get them commenting and sharing to build some momentum.

Post to relevant Facebook groups: Find groups that are relevant to the niche that you blog in and, if it's allowed, share your latest posts with those groups. If your post is relevant to a topic already being discussed in the group, share your post in the comments

of that discussion.

Share on your Twitter account: Share a link to your latest blog post in a tweet or two. So many people tend to want to just focus on Facebook. However, we find that, while we get more traffic from Facebook, we get more engaged visitors from Twitter. The people that come from Twitter tend to stay on our page much longer and return to our page more often.

Search Twitter for relevant #hashtags and @reply those people: Find people asking questions on Twitter that your blog post could answer for them. When you find them, send them a reply and link to your blog post. This is SUPER effective because if other people have the same question, they may stumble across your conversation as well.

Queue up a minimum of 4 more promotions using Hootsuite: Hootsuite is a tool that lets you schedule up your Tweets in advance. I always go in to Hootsuite and schedule at least 4 more tweets for that same blog post to go out at different times during the day. People aren't on Twitter all day. This makes sure you will get more exposure to your post on Twitter as the day goes on. I also like to schedule 2 or 3 tweets for older blog posts at the same time to ensure steady traffic continues to my older, but still relevant, blog posts.

Share on Google+ and LinkedIn: The idea is that you pretty much want to share your blog post on any social media accounts that you are active on.

Share on Pinterest: This one may not be relevant to everyone. If you use images in your blog posts, pin the image of that post to Pinterest. This works better in some niches than it does for others. For example, this is huge in fashion and in cooking type niches but gets a little more difficult and conceptual type niches like marketing and personal development.

Google Alerts: This is somewhat of a "ninja trick" or "growth hack"… Basically,

you go to Google Alerts and you create an alert or two related to the topic of your recent blog post. When you receive emails about new posts on that topic, you go to those blogs and comment on them with a link back to your post. We keep an eye on the topic for a minimum of a week (usually much longer) and continue getting the link everywhere.

Create an image with a quote and share it: This is a trick that I learned when Pat Flynn interviewed Gary Vaynerchuk on The Smart Passive Income Podcast… Basically, you take a great quote from your latest blog post, create a little image with that quote, and then share the image on all of the social media channels that you use. A great tool to easily create these types of images is called Canva.com.

Here's an example of an image I made for one of my blog posts:

"How much money I actually make or how successful my businesses are is not representative of the value that I have to offer.

They are a result of my efforts but they aren't what determines my value."

-Matt Wolfe

"An audience will **stand with you only** if you know what your blog **stands for.**"
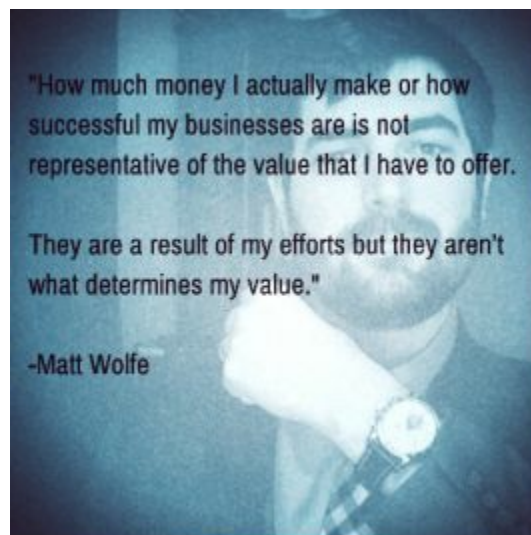
-Pat Flynn

And here's an example I saw Pat Flynn share:

These are super powerful because if people like and agree with your quote, they

tend to share them on their social media channels as well. They establish your credibility as an expert and really get shared.

Create a YouTube video related to your topic: Once you blog post is finished, create a quick YouTube video that is relevant to your blog post. In the description of the video, link to the post. Anyone who finds your topic via a YouTube search will probably watch your video and then click over to your post to get even more detail. YouTube can be a MASSIVE source of high quality traffic.

Above and Beyond Tactics

The "Above and Beyond" strategy is something that we don't do every time we make a new blog post. The reason being is that it is very time consuming. Instead, we might do this strategy once per month but do it for four blog posts at a time. However, if we're doing a blog for the sole purpose of promoting affiliate products, like what I did for Easy Video Suite, we will do this for every post on that style of blog.

ROI Potential Tactics

When we talk about "ROI Potential Tactics" we are talking about posts that will generate us some income. Examples would be posts that directly promote affiliate products, posts that promote one of our products, or posts that promote one of our services. Basically, any post where we can directly calculate the money made as a result of that post we will use these tactics.

Boost Post on Facebook: Facebook gives you the option to promote your posts when you have a fan page. You pick your budget and hit the boost post button and the post will be seen by more followers.
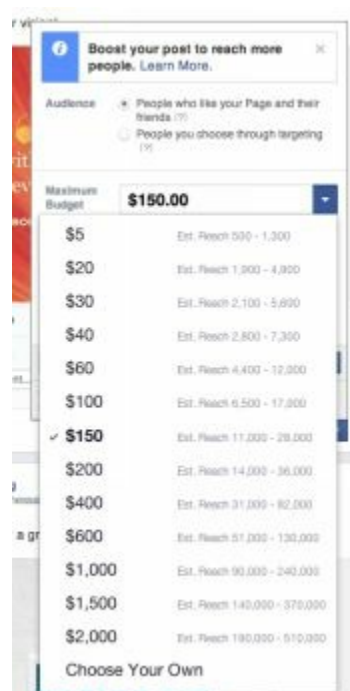
Submit a Press Release: Writing and submitting press releases is a whole topic in itself and will require a whole blog post. Essentially you are writing a news article related to your post and submitting to various news agencies. The agencies that find it newsworthy will publish it on their site and in their publications. PRWeb is probably the most notable press release service.

And that's about it… That's our entire strategy for generating traffic to our blog.

I actually created a checklist in Evernote that we use every time we create a new post. We hit publish and then go down the checklist, making sure we do everything on

the list to promote the blog post.

Maintain a strategy like this for every single post that you make and you will have floods of traffic to your blog much quicker than you'd think.

5 Mistakes You're Making With Your Blog (That Are Hurting Your Business)

This was originally written for EvergreenProfits.com. Some of the statements that I make in this post may contradict some of the stuff you've already read in this book. However, this is to prove a point that you shouldn't always listen to the conventional wisdom. You should follow your gut and do what works for you on your blog. After years and years of blogging, these are some common things that "gurus" preach but that we say, "maybe we should test that"…

In case you haven't noticed, business blogs are kind of a big deal. It's estimated that approximately 6.7MM people are publishing regular blog posts on blogging-based websites – plus 12MM more blog via social media platforms.

And it's not just fun and games – businesses are serious about blogging too, and the results have been astounding. For example, it's been reported companies that blog receive about 97% more links back to their websites than companies who don't, and 92% of companies that blog regularly have converted readers into paying customers.

Plus, people just love reading blogs. And they trust the information that they read there – with 81% of U.S. readers reportedly trusting the information and advice found within blog posts.

So, it's really no surprise that many companies around the world are turning to blogs to not only help boost traffic to their websites but also generate more leads.

But just because blogging is a proven marketing strategy doesn't mean you're doing it correctly. When it comes down to it, there are a lot of common mistakes that bloggers are making which could very well be costing them and/or their companies' valuable resources – like money and time.

To make sure that you're on the blogging path to success, we've put together a list of the top 5 common mistakes you might be making with your blog – take a look through the list and see if any of these items apply to you!

1. You're Too Focused on "Being Consistent"

"The key to blogging success is consistency" – you've probably heard this statement, or at least something similar, during your blogging journey. But while consistency is generally a good thing, it's not necessarily the best thing to focus on when it comes to blogging.

Let's look at an example to illustrate this point. Say you have a blog and you decide that you should be generating 3 blog posts a week because, you know, consistency. And let's also say that you really don't have a lot of time to get all of those blogs written, edited and posted – maybe only a couple of hours per week. This means that the blogs that you post will definitely be consistent, but they may not be very high-quality articles.

Here's where the old rule of thumb comes into play – quality over quantity. It's far better to spend a larger chunk of time creating a single solid blog than 3 mediocre blogs. Your readers will find it much more helpful and informative, meaning that you'll likely receive a lot more social shares and backlinks to your site – which is the main objective, anyway.

Additionally, search engines like Google prefer longer blog posts – in fact, on average, the articles that are ranking the highest in Google contain between 1,140-1,285 words (not necessarily something you could put together on a regular basis). And when your content ranks highly, you'll get more visitors back to your website, which is, again, what you want to see happen.

Case in point – quality over quantity.

2. You're Encouraging Comments on Your Blog Posts

Wait…you probably thought comments were a good thing, right? Well, yes, comments can be a good thing – except for when no one is commenting.

Let's say you spend a lot of time creating an awesome blog post. You know that people are reading it and there are even some sharing it on social media, yet no one is commenting. This doesn't necessarily mean that no one cares about your content, but it can act as negative social proof all the same. If you're asking people to comment and no one is commenting, this can reflect negatively on your business, possibly even deterring potential readers and customers from clicking around your website.

And to be honest, nowadays most "commenting" happens on social media anyway. So if you really want to have a discussion with your readers and/or customers, try directing the conversation away from your actual blog post and onto one of your preferred social media platforms.

Also, keep in mind that comments can really detract from the main call to action on your blog. Readers can easily get distracted by the comments and completely forget about joining your email list, downloading your free e-book or scheduling a phone consultation.

Keep the focus on your call to action and away from the comment section – it's really a win-win situation.

3. You're Encouraging Social Sharing from Your Blog

Social media is a great tool. Lots of businesses use it effectively to communicate with customers and generate hype about their brands. But when it comes to blogging, social media – or more specifically, social sharing – can actually do more damage than good.

Now, a lot of people might disagree with that, and they have a fair point. You typically want readers to share your blog posts on social media, and we're not suggesting that you shouldn't still encourage this, but you should strongly consider taking the social media sharing buttons off of your blog.

Why?

Because they are majorly distracting and take away from the main call to action on the blog.

Skeptical? You're not alone. A couple of years ago, a small experiment was done in which a certain business owner decided to take social sharing buttons off of his individual product posts. He was having trouble getting people to click on the "Add to Cart" button, and was willing to try anything to help solve the problem. So he removed the social sharing buttons.

The result?

His "Add to Cart" click through rate went up by 11.9%. People were no longer distracted by the social sharing buttons and were able to focus completely on the information and call to action at hand.

And there are plenty more examples like his out there.

Plus, besides the increased response to calls to action, readers really don't need a button to tell them to share an article. If they find your blog post helpful, they're going to share it – regardless of whether or not you have a social sharing button available.

4. You're Only Using 100% Unique Content

One of the biggest mistakes bloggers make is assuming that they should only be using 100% unique content, or content that they have personally written. While unique content is, of course, a good thing, relying on it completely to fill your blog with content is not sustainable.

Enter, content curation.

Content curation is essentially taking other people's content, adding something to it, and then reusing it in a new way. It's important to note though that content curation is not plagiarism. You should never be copying and pasting content from another person's website and trying to pass it off as your own. Instead, content curation is simply a way to comment on or add your opinion to a content that's already been written (with appropriate links back to the original source, or course).

And quite literally, tons of people are doing it. 76% of marketers are using curated content for their social media posts, and 65% of marketers report content curation as a source for boosted rankings in the search engines.

How can you start curating content? You could start with an easy yet effective app, like Kudani, but you could also come up with your own curating methods if you like.

For example, you could easily curate a blog post by creating a "Top Ten List" type post, linking to your top ten favorite marketing tips for example from around the Internet. This example could extend to any industry, and is commonly known as a "Round Up" post. Additionally, you could add your own commentary to a peer's blog post or simply share something you found interesting, with your opinion added.

Content curation doesn't have to be difficult, and in the long run it will save you a lot of time blogging, ultimately helping you to save more money.

5. You're Assuming "If You Build It, They Will Come"

Creating content isn't enough, especially when you're first getting started – just because you "build" it doesn't necessarily mean that the readers "will come." Unfortunately, that's just not how the Internet works.

Eventually, once you become more established, you'll be able to rely on mainly organic traffic and search engine searches to bring you page views and visitors. But especially towards the beginning of your blogging journey, you may need to take things to the next level.

That beginning season is a critical time for your blog, one in which you need to be generating traffic. And in order to generate traffic, sometimes you have to pay for it.

And there is absolutely nothing wrong with that.

Lots and lots of people pay to get traffic back to their websites because they know how important it is to establish good traffic flow right from the beginning.

There are several ways of utilizing paid traffic, including PPC ads on Google and social media ads on platforms such as Facebook. While paid traffic options are generally good, it's important that you have a budget and plan in mind before you get started, as advertising costs can really start to add up over time. Keep your target audience in mind, and try your best to direct that audience and that audience alone to your website – you'll be much more likely to gain regular and consistent readers that way.

Over time, you may not need to spend as much on paid traffic – just know that especially in the beginning, there's no shame in paying for clicks and visitors.

Don't Make The Same Mistakes As Other Business Blogs

So what about you? Are you making any of these blogging mistakes on a regular basis? Do you feel as though you're in a blogging rut? If so, don't fret – just do you best to avoid these mistakes going forward and you'll start to see your blog begin to change dramatically!

Sources for the data mentioned in this chapter are linked on the original post at: http://evergreenprofits.com/5-mistakes-business-blogs/

Drive Traffic And Grow Your Brand Through Content Curation

In the last chapter, we briefly discussed content curation. We said that not doing it was a mistake… So here's a step-by-step framework that you can follow if you'd like to add curation to your marketing plan…

I'm a big proponent of content curation.

I think that it's one of the best ways to get fantastic content on your site, generate a ton of value for people, and drive a ton of traffic.

However, so many people do content curation completely wrong.

It's not uncommon to see someone just repost someone else's blog post word-for-word on their blog with a tiny sentence stating "Originally posted on some other blog."

What follows is a strategy that utilizes other people's content to create additional value for your readers, benefits the original content creator, and encourages other people to share your content.

Following this process will also build your list so you can create your own traffic "at will" in the future.

This is a process that we often create and systematize for our clients.

Step 1: Curate great content on your blog

In this step, we're going to think of a topic that's going to interest our group. For a "content marketing" blog, I might pick a topic like "10 ways to generate content without actually creating it yourself".

A great place to get some ideas for blog content is BuzzSumo… Simply type in your main keyword and see what's getting shared the most.

Now it's time to start curating.

Find somewhere in the range of 7 to 10 different blogs that discuss this topic.

I did a quick search on Google for "Content Marketing Blogs" and this blog post was one of the first…

I'm pretty sure I can find some pretty killer blog posts to curate from some of those resources…

Now find a blog post from each of those sites that best responds to the topic that

you chose above.

Here is an article Convince and Convert (Rank #1 on the list above) that I might include:

"A Marketers Guide To Content Curation"

Create the blog post and quote each of the blog posts that you just found. Add a little bit of commentary to each item in the list about why it fits in this blog post.

If I were to curate a post like the one above, it would probably look something like this:

> *"Content Curation" is one of the quickest and easiest ways to get high-value content on your site, without actually writing most of the content yourself. Pawan Deshpande put together a phenomenal guide on how marketers can do content curation correctly. Read the article here.*

I'd probably go slightly more in-depth with my description… But that gives you a good idea.

Repeat that 6 to 9 more times for each of your resources…

Make sure that you link out to each of these blog posts and give attribution to the original writer.

As a quick note, we use a tool called Kudani to help streamline the process of finding content to curate, posting the content, and properly attributing the content. It's a killer tool and, if you grab it, use the coupon code "MATT30" to get 30% off. This isn't a pitch for Kudani… I just wanted to be transparent that we do leverage that tool to help us find what to post.

Step 2: Spread the word

Now it's time to hit Twitter, Facebook, and LinkedIn… I like to hit all three because different people seem to hang out on different platforms, and I want to make sure that the people I mention in the post are aware of the post.

When I share the post on Facebook and LinkedIn, I'll tag every person that I mentioned in the blog post.

When I share the post on Twitter, I will create a new tweet for every single person mentioned in the post, letting them know that they've been featured.

Finally, if there are contact forms on the blogs that you mentioned, shoot the original author a quick email with a link to your post. Let them know that you featured them in a "best of" type post.

Ideally, at least half of the people that you mentioned will turn around and do a quick tweet or share of the post. People love it when others talk about their work and like to share the fact that others are talking about it…

Here's a post of mine that Sujan Patel of ContentMarketer.io shared… He has over 30k followers and gave my site a nice little spike in Twitter traffic.

Step 3: Build a retargeting audience.

Now it's time to make sure that we turn this newfound traffic into people that return to the site over and over again.

Start by ensuring that you're building a retargeting audience in both Facebook and Google Adwords.

Both Facebook and Google will provide you with a little snippet of code that you can paste into the code of your blog, allowing you to use your previous visitors as targets for advertising.

Now, whenever you create a new blog post, link to it from your Facebook fan page and simply "Boost" the post.

When you boost the post, you can choose specific targets… Make sure you're targeting the people that have previously been to your website.

This gives people the impression that you put out a ton of content and spend a ton of money on advertising. It's amazing for building your brand and driving repeat traffic back to the blog.

I don't do a ton with the Google remarketing pixel yet. But I put it on the page anyway, just in case I decide to drive traffic from Google ads in the future.

Step 4: Collect emails from your blog.

Install Thrive Leads… That's the tool that I love and use on Evergreen Profits as well as on MultiplyAuthority.com.

My personal favorite uses are the slide-in tool and the exit-intent lightbox.

The slide-in opt-in form slides in from the bottom right of the screen once someone scrolls at least 10% into the content. This is really effective and not overly-intrusive.

The exit-intent lightbox is the popup that appears when someone moves their cursor away from the browser like they are about to leave the site. These work to grab visitors right before they are about to leave.

Make sure you have something valuable to give away for free, in exchange for the

email.

Step 5: Contact your new audience.

It's time to bring your newly created audiences back to the site. Each time you put a new blog post live, mail your list about the new post and then create a Facebook "Boosted Post" that targets past visitors.

I will also often boost the post again to a "cold" audience…

I will find an interest target on Facebook that I think will enjoy the post and target them with my ads. This brings some new people to the site that could potentially opt-in as well as new people that will get added to your retargeting list.

Step 6: Repeat…

You can use the process over and over again, targeting new blogs and resources with each new post.

Try to use new blogs each time. Other bloggers will, most likely, share your post the first time you do this but, if you do it too often, they'll probably become immune to this technique and stop sharing. So find some fresh blogs each time.

Fairly un-established blogs work fantastic for this because they tend to be the MOST flattered when someone else is talking about them. Always try to include one or two blogs that are somewhat "undiscovered" and watch those people become your biggest evangelists!

You can also create "roundup" posts where you send the same question to 50 different people and ask for an answer… Create a post that rounds up all the responses and links back to their website… These get a TON of shares but are a little more time-consuming to build. In the next chapter, I'll show you an excellent example of this…

Hire someone to write original content once you've got an audience built up. This will further establish credibility, build trust, and help with SEO.

Final Thoughts & What's Next

That's it! That's the entire process that we run through when trying to help our client's blogs get some initial traction.

The hardest part about getting a blog going is that initial traffic to the site. Creating posts like the ones described here for the first couple of weeks will give your blog a kickstart and get a lot of people talking about it right out of the gate.

This blog is relatively new… Just wait for the case studies that we share with you here!

How To Drive Traffic To Your Content – The Experts Weigh In

I mentioned a roundup post a few times throughout the book. This chapter serves two purposes. First of all, you'll see a great example of what a roundup post looks like but, more importantly, you'll learn how some of the biggest names in the blogging world are driving massive amounts of traffic to their website…

Most people don't quite understand "Content Marketing." I think most people understand the concept. They realize that content helps them be seen as an authority and that it might help them with the search engines but they don't quite understand how to really scale their business using content marketing.

The truth is that writing blog content is not an "If you build it, they will come" strategy. You can't simply put up content and expect a ton of eyeballs to just magically appear on it.

It's important that content gets a bit of a "kickstart." You need some way to drive the initial traffic to it, before it starts getting shared.

That initial boost is one of the biggest keys to content marketing success. It's also the point that most new marketers struggle with.

The truth is that there are countless amounts of ways to drive that initial traffic… And to prove my point, I reached out to some of my friends who are genius content marketers and asked them what their best strategy is to drive traffic.

Many of these responses will give you actionable process that you can follow right now to kickstart your traffic.

To start, I asked a handful of friends this question:

"What is your best piece of advice for ensuring that someone gets eyeballs on their content?"

I later revised that question in an attempt to get even more detailed responses (more on that in a moment).

Here are the responses I received:

Lewis Howes - LewisHowes.com

Lewis is the author of the Bestseller, *The School of Greatness*, and host of the podcast by the same name. His podcast, focused on business and personal development, is one of the most popular podcasts on iTunes.

When I asked him the question he gave this response:

"Create something great that adds value and helps a lot of people… Those people will make sure others see it."

Sean Vosler - Increase.Academy

Sean is a marketing consultant and online educator. He's very active on social media and has some massive engagement on his content. I'm constantly impressed by the amount of comments Sean gets on Facebook…

Here's what Sean had to say:

"It needs to change your life before it can change someone else's."

I followed up with Sean to clarify and Sean added this:

"It's not worth eyeballs if it doesn't make an impact."

Note from the editor:
Both Lewis and Sean make really good points. Content marketing is not about cranking out a ton of content that doesn't add value to people's lives. It's about creating a resource that's valuable for people and is worth sharing.

Too many people just create junk and wonder why no one's looking at it…

Be valuable or your content will never gain traction.

That being said, I wanted to try to solicit some more "step-by-step" type processes that someone could follow after they've created their immensely valuable content.

I opted to change up the question that I asked slightly in order to gain and share some valuable "tactics" that you can employ after your content is already created to generate that "kickstart."

Here's the new question:

"There's a general notion out there in content marketing that 'if you build it, they will come' and that all you need to do to succeed in content marketing is create great content. However, as we know, we need to give the traffic to that content a little kickstart to really get some traction… What is your go-to strategy to jumpstart the traffic to a piece of your content."

I received some amazing responses from this one so get ready to take some notes because you're about to learn how to drive loads of traffic!

Ben Adkins - FearlessSocial.com

Ben is someone that I am constantly impressed by. The amount of courses and content his company puts out is mind-boggling. His company puts out a ton of online training courses and killer marketing tools. He then uses content marketing to drive traffic to it…

Here is his process:

"One of the most effective ways that we've been able to get our content in front of our target audience and turn that content into sales is by leveraging Facebook's Boosted Post Feature on our Pages.

A lot of people have complained about boosted post over the past few years. Most of those people don't understand the pure power behind how Facebook has upgraded this ad option.

You need a page with at least 3000 fans for this to be highly effective. The more you have, the cheaper your ads will be right out of the gate.

So this is what we do with every new piece of content.

1) We setup a post on Facebook with a link to our blog post. That post is typically the link and a one-sentence comment on what the article contains. We don't go overboard with text. We just comment on it like a normal personal sharing the article on their own timeline would.

2) We boost the post for 7 days at about $10 per day using the targeting and boost options right on our FB Page.

During that period of time the post will "mature" and start to get cheaper clicks. (your most expensive ad click cost usually come within the first 48 hours so it pays to have less of a daily budget until the ad matures and gets engagement. This will drive your cost down per click.)

3) After 7 days we evaluate the boosted post and see how it did.

If it doesn't get a lot of interaction we just stop spending ad dollars on it.

If it does well, we take the same post and boost it again from the ad editor, but this time we set it at an ongoing rate of $10 per day.

4) After a week of doing that we start to inch of the daily budget slowly. This keeps FB's algorithm in check. When most people try to scale an ad they put too much extra money into the ad at once. This actually throws the ad algorithm off and can result in your click cost going up.

By doing this, we get our content in front of our audience for an extremely cheap price. It typically cost us just a few cents a click in highly competitive markets where people are spending a lot more."

Justin Brooke - DMBIOnline.com

Justin Brooke is one of the pioneers in content marketing. He is actually one of the first people that I ever heard the concept of "Content Amplification" from. His blog posts and content over the years has had a huge impact on the way that I do my own marketing for our clients and myself.

Here's what Justin had to say:

I like to pay for eyeballs to my content. The way I look at it, if you're hoping for traffic to your content then it's likely because you believe it will get people to become a lead or buy something.

Or maybe you write for fun? If that's the case, uhmmm… I got nothing for you.

So if you think your content will turn readers into leads and sales, why not just quickly pay for people to show up? Instead of waiting for the Google gods to bless you or trying to win the "I went viral" lottery, just pay a few bucks and see what happens.

If I had zero dollars, my next best thing would be to write content that I know a specific group of people would love. For example, 1 specific Facebook group. Study what they talk about for a few weeks. Then create a piece of content that they would go nuts over. For example, if it's a FB group about gardening you could write "We Asked 1,000 Gardeners for Their Biggest Secrets And All Of Them Had This One In Common." No gardener in their right mind is going to see that as spam, let alone be able to resist reading.

I guess, in summary, write stuff that people can't resist wanting to read. And if you don't know how, then you just haven't done enough market research to know what they find irresistible.

Navid Moazzez - navidmoazzez.com

Navid was actually one of the very first guests on my Multiply Authority podcast.

We talked about the concept of "virtual summits," a term and concept that Navid has helped pioneer. He's been featured in places like Forbes, Entrepreneur, The Huffington Post, Business Insider, Yahoo Finance, Ramit Sethi's I Will Teach You To Be Rich, Eofire, So Money, Neil Patel and many more. He has a mission to show you what is REALLY working to build your profitable online business, wherever you're starting.

Here's what he had to say:

"One of the most powerful books I've ever read was Dale Carnegie's How to Win Friends and Influence People. And one of the best quotes in that book is, "Remember that a person's name is to that person the sweetest and most important sound in any language."

That goes for seeing your name in print or on a computer screen, too! EVERYONE likes to see nice things written about them. So, write great things about great people and let them know about it.

When I write an epic blog post, epic guide, or other piece of content, I include quotes and examples from other influencers. This strategy helps on several fronts:

It makes the content better for the reader. More anecdotes and examples mean more illustrations of the principle or concept I'm trying to convey.

It lends authority. When you quote influencers, there's an "Oprah" effect that makes you seem more of an expert or authority yourself (I even started this post with a quote from a respected expert… Doesn't it make me seem smarter?)

It makes it more likely influencers will share the content. If someone tagged you on Twitter and said, "Hey, I mentioned you on my blog today! Want the link?" I bet you'd say, "Yes." OF COURSE you want to see what someone else said… and you'd probably want to share it, too.

It provides value for the influencer. I always include a link back to the influencer's site so they will benefit from the inbound link. Everyone likes inbound links from

valuable content, so it's an easy way to provide value for someone I'd like to build a relationship with.

Of course, do this in an authentic and valuable manner — don't just stuff a bunch of names into a post. That just looks stupid.

Make it valuable for the reader AND the influencer, reach out to the influencer via email or social media, and tell them they were included in your post. Ask if they want a link. If it's a well-written, valuable piece of content, they're probably going to share it.

So here's my challenge to you: The next blog post you write, include examples, quotes, or anecdotes from 3 influencers in your niche. If you include me, tag me on social media or send me an email, and let me know you took my advice. Who knows? Maybe I'll share your post!"

Paul Clifford - Kudani.com

Paul Clifford is the founder of several content marketing tools, including Kudani and Designrr. Both are tools that we use quite frequently here at Evergreen Profits. (Paul gave us a coupon code for Kudani – If you grab Kudani, use the code "MATT30" for 30% off the package that you choose.)

Paul actually wrote the book, *"Content Marketing for Dummies"* and practices what he preaches, using proven content marketing strategies to drive traffic to his various software platforms.

Here's Paul's favorite strategy:

"The easiest free way of doing this is by creating a quality curated article from trending and relevant content that solves your audience's problems. Here is an outline of the process; first incorporate influencer curation into your content. By curating a paragraph or some key points from a post written by an influencer in your market, you are achieving 3 things.

One – you're giving your reader great value by selecting and delivering the best solutions for their problems. Two; You are giving a backlink and traffic to the influencer your curated from. Three – Better Google results as your post will rank faster.

Kudani makes the process of finding trending content easier and helps you curate content providing the correct attribution back to the source. The last big benefit is you're creating a longer article of a handful of curated elements which enables you to produce longer and more engaging articles. (Longer posts generate more SEO and traffic)

Now comes the interesting part. By now you will have curated an article from several influencers and have the opportunity to reach out to them and ask them for a mention or tweet. Most will appreciate you sending them traffic and links and will gladly tweet your post to their audience. If you have 5 influencers mentioned – then you have 5 times more potential for traffic."

Nick Loper - SideHustleNation.com

Nick Loper probably has a larger mental database of ways to make money than anyone I've ever met… That's because he runs Side Hustle Nation, a site and podcast about the various ways that people make extra income on the side. His blog and podcast have become huge resources for anyone looking for "side hustle" income streams, mostly due to the content marketing strategies that he employs.

Here's his best tip:

"So it's actually similar to the round-up post strategy employed here, but the most effective posting strategy I've found this year to get a lot of eyeballs is the "Epic List Post." My two most popular posts of the year are "The 134 Best Udemy Courses for Entrepreneurs, Freelancers, and Side Hustlers" and "The Sharing Economy: 200+ Ways to Make Extra Money in Your Spare Time".

These posts probably both took north of 40 hours to research, write, and format, but they're so juicy people can't help but share them. It's not like 5 Things I Learned About Entrepreneurship From My Dentist or The Top 10 Things to do in San Francisco … it's

like trying to build something an order of magnitude bigger.

Plus, when you hit publish, you automatically have 100 people to message — as I'm sure you'll do with this post — and say "Hey, I featured you in my latest article." That's 100x more people who might like to share your work than on a "regular" post."

Tony Teegarden - TonyTeegarden.com

Tony is the host of the "Turn Your Problems into Profits" podcast. He teaches his clients how to generate high-paying clients from your blog. Not only does Tony use content marketing, he uses it to generate clients that pay him upwards of $6,000 to $10,000 for consulting and coaching.

Here's Tony's advice:

"Wrap Your "Pill" In a Piece of Cheese…

If you try and give a dog a pill that they need, they usually won't take it and spit it out. But if you wrap it in a piece of cheese, they'll scarf it right down.

Far too many people try to serve up content around what they think people need rather than what they actually want.

Everyone wants to get, keep, or get rid of something in their lives.

When your content implies it's something that can help them get something, keep something or get rid of something…they're way more likely to consume it."

Stefan James - ProjectLifeMastery.com

Stefan James runs Project Life Mastery, a blog and YouTube channel about becoming a better you. He discusses topics like business growth, fitness, personal fulfillment and more. He makes over 7-figures per year through his Amazon book sales, course sales, affiliate marketing, investments and more… And he lays it all out in his monthly "goal reports". Over time, Stefan has built a massive platform that has made

generating traffic pretty easy for him.

Here's what he had to say:

"My strategy for getting eyeballs to my content is nothing extraordinary. Just simply ensuring that my content is extremely high quality, has a benefit-driven headline that captures attention, is optimized the best it can be for SEO, and then shared to everyone and anyone that can benefit. When you're an influencer and already have a following, it's easy to get eyeballs to it – as I simply just share to my following on Facebook, Twitter, Instagram, Snapchat, e-mail list, etc… and then if the content is really valuable, others will share it for you and the rest will take care of itself."

Parham Nabatian - ThisIsInfinite.com

Parham is one of the few people who I've seen do extremely well using LinkedIn Pulse as their content marketing platform of choice. Parham focuses on building his personal brand as well as the brand of his agency through carefully crafted and researched content over on LinkedIn.

His branding and web development agency, Infinite Communication, have helped well-known companies become even larger of a presence online through creative branding, web development, and even through content marketing strategy. Parham is a guy to pay attention to in the marketing world. He's a thought leader and branding expert.

Here's his advice:

"When my content does supremely well is when it emotionally connects with people – it not only teaches people something valuable but also makes them feel empowered by reading it. That is why I write the content for my circle, because if my circle connects to it and finds it valuable then I know they will be the initial wave of people who will share, like or promote the content.

Before I hit publish, I message my close colleagues to view, like, and share my content right away because if the content doesn't stay on people's feed then it won't

have as many eyeballs. Another valuable factor is that I have strong relationships with a few influencers – so when they share my content the # of views double or triple.

Lastly my secret sauce is using a personal photo of myself as the header photo – again its about connection and it does it much better than a generic stock photo, which I think actually turns people off."

Tom VanBuren - MeetEdgar.com

Tom is the head of content marketing for the brilliant content re-syndication tool, Edgar. Edgar itself is actually an amazing tool to generate traffic to your content. It allows you to load up a library of all of your content and it will continually re-post that content over and over again on social media at set intervals, ensuring that your older content constantly gets new eyeballs.

Here's what Tom from Edgar had to say about getting eyeballs on content:

"Social media promotions are great and all, because you can share something again and again over time to keep a regular trickle of visitors coming in, but when you want a surge of traffic to a new piece of content, it's hard to beat email. Every week, we send out a newsletter promoting our most recent blog posts, and we reliably get a huge traffic bump on the days we send them out! (Plus, all those readers means a big surge of social shares, too.)

This is why building an email list should be one of your top priorities as a content marketer. Whether you're offering a free download, a product trial, access to a webinar, or anything else in exchange for email addresses, every person who joins your list is a person who has demonstrated interest in what you have to say. As you add more of those people to your list over time and regularly send them your new content, you can increasingly drive more traffic, get more social shares, and develop an eager fanbase of subscribers who want more of what you have to offer!"

Dai Manuel - DaiManuel.com

Dai Manuel is a lifestyle mentor and personal fitness educator. He uses content

marketing to attract people to his training and his books. He is a speaker and has been featured all over in the media in the fitness world. His blog and the content that he puts out is a large driver for the traffic he receives and the success he has had.

Here are Dai's words of wisdom:

"My typical strategy is to connect with like-minded people in my tribe. Over the years I've built some online communities and I continue to nurture those relationships to this day. When I write a new piece of content I share on my typical channels including Twitter, IG, Facebook, Snapchat etc… but I tend to find some of the best shares and traffic is from the communities I've mentioned above."

Pat Flynn - SmartPassiveIncome.com

Pat has one of the most popular blogs and podcasts on the topic of internet marketing and growing passive income. Through selling courses, affiliate marketing, podcast sponsorships, and book publishing, Pat has built a 7-figure per year online marketing empire.

All of this success is a direct result of Pat's content marketing efforts on his blog, podcast, and YouTube.

When I interviewed Pat Flynn, we had a little discussion about traffic strategies.

Pat is a big proponent of building relationships and then leveraging those relationships into traffic…

Here are some quotes that I'm pulling from the interview:

"Getting links from other sites is important. There's a couple of ways to do that. Obviously, just writing great content on your site so that it gets picked up… but also building relationships with other people… Or retweeting other people who look up to you on Twitter and sharing other people's articles on Facebook and connecting with them, sending quick messages and getting on their radar."

Pat also recommends roundup posts, like the one you're reading right now…

"Another thing to do to get on people's radar is these roundup posts where you pull a list of maybe 20 of the top most influential people in your niche and have them answer one question. More than likely they're going to share that because they're featured on it."

Finally, Pat also mentioned that just posting all of his content to Twitter has been a really effective traffic source for him.

Jay Baer - convinceandconvert.com

Jay is a content marketing thought leader. He's also someone that I've learned a ton from, especially in the area of content repurposing. He did a show called "Jay Today" over on his Convince And Convert blog that he then repurposed in something like 10 different ways to make sure he was getting eyeballs on the content from everywhere. It was amazing and taught me a huge lesson in the power of repurposing your content.

Jay has advised more than 700 brands since getting starting in online marketing in 1993. He is also the New York Times best-selling author of five books, the most retweeted person in the world among digital marketers, the second-most influential person in content marketing, and a certified BBQ judge.

Here's his killer tip:

"Take your best content ideas and turn them into Slideshare presentations. Slideshare is one of the best opportunities for content exposure, and has the advantage of built-in lead generation tools."

Joe Pulizzi - contentmarketinginstitute.com

Joe is the creator of the Content Marketing Institute, an absolutely brilliant website all about content marketing. He is one of the leading experts and educators in the world on the topic. He's also the author of my personal favorite book on the topic, "*Content Inc.*"

Here's Joe's quick piece of advice:

"Yes, spend about 5 times more on promotion than creation (paid and free). You are correct, if you build it, they won't necessarily come."

Arthur Tubman - D4YBrandBuilder.com

Arthur is the founder of D4Y Brand Builder, an agency that works with clients to create marketing campaigns which allows them to scale their businesses. In 2009, he was part of a launch called Free Blog Factory, which was part of a web based reality show featured on front page of Orange County Register. He worked with celebrity talent like Hulk Hogan and Alfonso Robiero and big companies to create more conversions in their businesses.

Arthur reached out to me because he had a really killer traffic strategy that wasn't yet mentioned in this post and wanted to share it with you… And I'm so glad he did because this is some killer stuff!

Here is what he had to say:

"We build community pages on Facebook (not to be confused with brand pages). Things like a community of people that love talking about their favorite show, or dog breed, or music genre versus a public profile, like Petco or Taylor Swift. Typically, on average, a Facebook page will have about a 10% reach rate per week, and an engagement rate that is too low to count. Most people do not put enough emphasis on interacting with their fans and providing high quality content that the audience loves to consume. Most of our pages average a minimum Reach of 200-300% of the total page likes per week, and an engagement rate of at least 80%.

Here is an image of insights for a page in the entertainment niche with just shy of 325,000 fans that Arthur sent me:
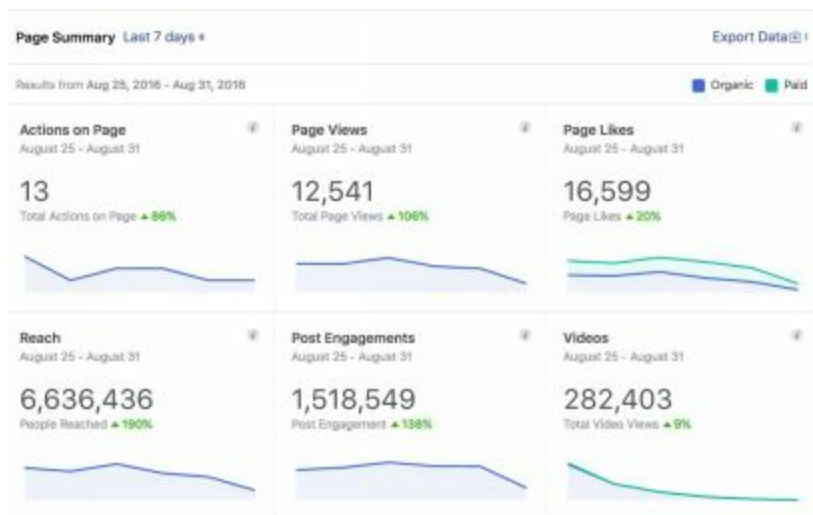
This page has created over 1 million pageviews to our content site just in the last 7 days. And 2 of the top 4 most shared articles ever for the broad keyword on BuzzSumo.

This is the traffic on the site in the last 22 hours. We use a tool called Siphon Cloud, and its pretty epic, because what most people dont know is that a lot of traffic is not only fake and bot traffic, but not tracked by google (private, vpn, trac phones, etc). Many times 2-4 times more traffic then that tracked by google analytics… The beauty of our strategy is that we only have 11% fake traffic, compared to the average of 25-35% because our traffic builds real, and legitimate communities, people want to interact with!

Matt Wolfe – EvergreenProfits.com

I couldn't create this whole post and NOT include myself in the mix…

My favorite strategy to make sure that I get eyeballs on my blog posts is actually multi-part.

First, in every single blog post that I write, I make sure to talk about and link to a few businesses or people. I mention people that inspired the post or that I pulled excerpts from and then I link back to their websites.

I then shoot a message to these people on Twitter and tag them when I share the post on Facebook. This makes them aware that I'm talking about them and, hopefully, encourages them to share the post (people love when others are talking about them).

Next, I create a "boost post" on my Facebook fan page, targeting an interest that I think would enjoy the post. Usually my boost post is between $10 and $15 for a 3-day boost. I only blog about once per week, so this process only costs between $40 and $60 per month.

Finally, I mail my list with a link to the post.

Obviously, everyone doesn't have a list yet… Make sure you're always building one and this step will become a bigger and bigger portion of your traffic over time…

I outline a step-by-step of my favorite strategy in this content curation post.

Note from the editor:
After rounding up these responses from my friends, I wanted to dive deeper and find some common answers from some other big names in the marketing world…

Here are some other responses that I came up in my research….

Tim Ferriss - FourHourWorkWeek.com

Tim doesn't really talk about marketing tactics much. He's much more about deconstructing habits of people. However, back in 2009, he gave a presentation at Wordcamp called "How to build a high-traffic blog without killing yourself." In this video, he divulged some of the tactics that he used to get some initial traffic to his blog.

At about 20 minutes in, Tim talks about SEO.

When he writes his first draft, he ignores SEO completely… He then goes back,

uses the Google keyword tool to find popular keywords, and then replaces words throughout his posts with more highly-searched keywords.

Tim also suggests StumbleUpon as a very effective and cheap traffic source to kick off the blog. This post is from 2009 and I haven't heard much about StumbleUpon recently… However, that doesn't mean that it's not still an effective strategy. Definitely something to play around with!

Finally, Tim suggests writing about evergreen topics instead of posting items related to current events. Evergreen content will only pick up traction over time while news-based content will fade quickly.

Gary Vaynerchuk - ask.garyvaynerchuk.com

I dug and dug to try to find a concrete traffic strategy from Gary. He's obviously a big fan of social media and putting his face everywhere. In one video that I found he discussed how Facebook was a huge traffic driver for him…

Here's what he had to say:

"Facebook is actually probably one of the biggest drivers of content awareness outside of itself to other destinations in the world right now…"

"I have a pretty big foundation of 150,000 fans on that page, but there's people that I've seen post content that have 800 fans, and enough people shared it and enough people liked it, enough people commented on it and shared it not only within Facebook but outside of it, that it created a fire. Facebook is content awareness infrastructure…"

"I think it's one of the singular best ways, and so I would highly recommend making an investment in Facebook fan pages, recognizing the distribution opportunities that it creates for content you're putting outside of its network."

James Altucher - jamesaltucher.com

James is currently one of my favorite authors. His "Choose Yourself" books are phenomenal. He's got a great blog and a couple of awesome podcasts… So he constantly needs to find ways to drive new traffic to blog posts. Luckily, he's written quite a few times on the topic.

Here are some tips I've picked up from James:

1. "1. Comment on every blog related to your site. Be helpful and don't be annoying.
2. Syndicate your content to the top blogs in your niche.
3. Create a fan page for your niche and share your stuff there.
4. Self-publish a book in your niche.
5. Answer questions on Quora.
6. Link with others in your niche on LinkedIn."

From the blog post: How To Get Traffic To Your Site: http://www.jamesaltucher.com/how-to-get-traffic-to-your-site/

In another post, he dug deeper on the topic… The idea is to build a platform of people who pay attention to what you do… Then traffic becomes easy.

Here's a quote where he further elaborates on syndication:

"Syndicate – write for other blogs. Write for the Huffington Post, or the top blogs in whatever field you are interested in. I've syndicated my material on at least 10 other popular blogs and tried to syndicate on others that said, "no" (famously, the Harvard Business School blogs where they passed around my material and I saw at the bottom of the email chain, "And yet another".)

Do this consistently for a year. You will get a following. Note it won't be a big enough following to generate a good living from ads. But it will give you a launching pad to think about other business ideas. Someone once told me: "all you need is 1000 true fans to build a business". So you will get your 1000 true fans. And then you can decide what to do with them."

The above quote is from "How Do You Get Traction From Your Blog."
http://www.jamesaltucher.com/how-do-you-get-traction-for-your-blog/

Content Marketing Recap

Here are some quick bullets to help distill some of the common responses about driving traffic.

1. Focus on creating high quality content first. This is the most important rule. If it's not valuable, people won't read it, they won't share it, and it will never pick up traction.
2. Share your new piece of content on social media… Twitter, Facebook, and LinkedIn at the very least.
3. Don't be afraid to pay to get the initial eyeballs. Facebook boosted posts are a relatively inexpensive but effective method for amplifying your content to get the initial traction.
4. Mention others in your posts or curate other's content. You can then tell people they've been mentioned and they are more likely to share.
5. Create a community of people that are interested in helping each other out. Tap that network to help share with each new blog post.
6. Create the occasional roundup post (like this one), contributors are likely to share the post, creating a highly viral piece of content.
7. Make sure you are always focused on building a mailing list so that you can easily bring people back to the site in the future.
8. Repurpose the content that you create on other platforms to create new opportunities to be discovered.

Follow those rules along with the more detailed steps from the experts above and you will always be able to kickstart and drive a large spike of initial visitors to your content, leading to new opt-ins and more sales.

Conclusion

I want to congratulate you on making it all the way through this comprehensive guide on everything WordPress and content marketing. It can seem overwhelming when you're first trying to figure it out. However, I promise that it becomes really simple after only a few uses.

Give it a shot, don't be afraid to play around with it a little, and just get started. You will be amazed at what you can accomplish with this powerful platform.

At this point, you should have a pretty good overview of how to get your first site online. There's no reason that you shouldn't have it up and running by the end of the day today. So I highly recommend that you take the time now to actually follow the steps outlined in the book and get your website online while it's still hot in your mind. This is the best time to start.

If you're interested in watching some additional, helpful, videos, I've actually setup a page at http://evergreenprofits.com/wprevealed to share bonus videos and resource links. It's completely free to get started and it's exclusive to buyers of this book.

Thanks so much for allowing me to walk you through WordPress and share all of my marketing strategies with you. I hope you've learned a lot and I can't wait to hear your feedback. Any feedback sent to me via email, Twitter, or Facebook, will be taken to heart and I'll do my best to add any questions in to the next version of this book. This second edition has already been a result of all of the amazing feedback I've received on Amazon.

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To Jeff Stewart, Steve Dougherty, and Jay Mueller... You guys have helped me keep The WordPress Classroom (and now LearnToBlog.com) alive while I took time away to write this book and learn more about being an author and a publisher. Without you guys, I would have never been able to make this happen. Thank you so much!

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Thank you all so much.