HOW TO ENSURE YOU MAKE MONEY IN 2018

Hey there, blogger.

I'm so excited that you decided to join us during this 1 hour workshop that will teach you how to ensure your blog makes money in 2018.

I know the pain of blogging for profit all too well. That's why I decided to create this training for you... so that you can learn from my mistakes and find your road to profit quicker.

How does this work?

- **FOLLOW ALONG WITH THE TRAINING**
  This workbook will be there to help you stay on track and engage with the material. I'll let you know when to turn over to your workbook.

- **BE ANALYTICAL AND CRITICAL**
  I'm going to ask you to take a hard look at your blog, your strategies and your habits. Be open minded. This information will help guide the future of your blog in 2018.

ENJOY THE WORKSHOP!

Eden Fried

SECRET 1

SECRET 1 IS:

WHAT IS YOUR BIG PICTURE GOAL FOR 2018:
USE FORMAT: I HOPE TO ACHIEVE _____ (RESULT) BY _____ (STRATEGY) BY _____ (DATE).

IS THIS GOAL **SMART?**

SPECIFIC (concrete - not arbitrary)	YES ☐	NO ☐
MEASURABLE (dollar amount identified)	YES ☐	NO ☐
ACTIONABLE (action oriented - "how" you're going to get there)	YES ☐	NO ☐
REALISTIC (can't be too far out there... must be achievable)	YES ☐	NO ☐
TIMELY (you've identified a timeframe for the goal)	YES ☐	NO ☐

WANT ACCESS TO A SUPER HANDY SPREADSHEET WITH PROGRAMMED EQUATIONS?

CLICK FOR EQUATIONS

SECRET 1

2. BREAK YOUR GOAL DOWN INTO BITE-SIZED CHUNKS

HOW MUCH DO YOU NEED TO EARN EACH MONTH?

HOW MUCH DO YOU NEED TO EARN EACH WEEK?

3. TURN YOUR BITE SIZED GOALS INTO ACTION STEPS

HOW MANY SUBSCRIBERS DO YOU NEED EACH MONTH?

HOW MANY SUBSCRIBERS DO YOU NEED EACH WEEK?

SECRET 2

SECRET 2 IS:

THERE ARE 2 TIME PITFALLS BLOGGERS FALL INTO.

PROBLEM 1 IS...

PROBLEM 2 IS...

DO YOU FALL VICTIM TO EITHER OF THESE PITFALLS? IF YES, EXPLAIN BELOW.

YES ☐ NO ☐

SECRET 2

MAKE A LIST OF ALL THE TASKS YOU FOCUS TIME AND EFFORT ON. CIRCLE THE **X** NEXT TO TASKS THAT DON'T HELP YOU REACH YOUR GOALS AND CIRCLE THE **!** NEXT TO TASKS THAT DO.

	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!
	X	!

Work to eliminate efforts that focus on tasks that are not goal-oriented. These tasks will not bring you any closer to monetization.

SECRET 2

ELIMINATE TIME SPENT ON TASKS BY AUTOMATING OR OUTSOURCING. TAKE ALL OF THE TASKS THAT HAD A ! AND DOCUMENT HOW MUCH TIME YOU SPEND WHEN YOU WORK ON THEM. TRY AND DO THIS FOR 1-2 WEEKS.

	START	END	TOTAL

SECRET 2

ELIMINATE TIME SPENT ON TASKS BY AUTOMATING OR OUTSOURCING. TAKE ALL OF THE TASKS THAT HAD A ! AND DOCUMENT HOW MUCH TIME YOU SPEND WHEN YOU WORK ON THEM. TRY AND DO THIS FOR 1-2 WEEKS.

	START	END	TOTAL

SECRET 3

SECRET 3 IS:

DO YOU HAVE A PLAN FOR WHAT TO DO WITH THE TRAFFIC THAT LANDS ON YOUR SITE?

YES ☐ NO ☐

FUNNEL SETUP

WHAT IS YOUR END GOAL (END PRODUCT)?

WHAT PROBLEM DOES YOUR END PRODUCT SOLVE?

DESCRIBE YOUR IDEAL CUSTOMER (WHO IS GOING TO WANT TO BUY THIS PRODUCT? DESCRIBE THEM IN GREAT DETAIL.

SECRET 3

FUNNEL SETUP

WHAT LOW-COST PRODUCT WOULD YOUR IDEAL CUSTOMER WANT TO BUY? **(OPTIONAL)**

WHAT LEAD MAGNET (FREE OFFER) WOULD YOUR IDEAL CUSTOMER WANT TO GET?

WHAT BLOG POSTS WOULD BE INTERESTING FOR YOUR IDEAL CUSTOMER TO READ ON THIS TOPIC? (LIST 10)

SECRET 3

FILL IN EVERY BLOG CATEGORY ON YOUR SITE. DO YOU HAVE A LEAD MAGNET (FREE OFFER) FOR EACH CATEGORY? DO YOU HAVE A PAID OFFER FOR EACH CATEGORY? DO YOU HAVE AN EMAIL SEQUENCE SETUP FOR EACH CATEGORY? IF YES, FILL THEM IN.

IDENTIFY THE GAPS IN YOUR BLOG AND START TO TACKLE THEM ONE AT A TIME.

BLOG CATEGORY	FREE OFFER	PAID OFFER	FUNNEL? Y/N

So you made it to the end. Congratulations!

By now you know that turning your blog into a profitable business is no easy task, but with focus, the right energy, and a lot of motivation, you can make it happen despite popular belief.

Promise me that you'll remember this session, okay? Keep this workbook some place you can easily access it. Keep the lessons that you learned today some place safe in your mind. Make this hour of your life worth it.

You'll hit roadblocks in 2018... there's no doubt about that. But always remember that the difference between the blogs that will fail in 2018 and the blogs that will succeed in 2018 is just a matter of who doesn't give up. It's a matter of who takes smart action, who plans deliberately, and who seeks help.

Much like many things in life, blogging is a team sport. We learn from each other, we lean on one another, and we balance each other out - one person's strength is another person's weakness. The community we build is powerful - filled with connections, opportunity, and lifelong friendships. So long as you leverage that, you're on the road to success.

I hope to see you around!

Eden

GRAB THE WEBINAR DEAL

GO NOW