

# BLOG

## SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

# Blog Hacks Checklist

Copyright DigitalWebRocket.com © All rights reserved worldwide.

**YOUR RIGHTS:** This guidebook is restricted to your personal use only. It does not come with any other rights and you must not redistribute it in any format via any medium.

**LEGAL DISCLAIMER:** This guidebook is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed written permission. **The publisher retains full copyrights to this book.**

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, neither the author nor the publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet. Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this guidebook is to educate and there are no guarantees of income, sales or results implied. The publisher/author can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this guidebook.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher are not associated or affiliated with them in any way. Nor does the referred product, website and company names sponsor, endorse or approve this product.

**COMPENSATION DISCLOSURE:** Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author or publisher will earn commission if you click on them and buy the product/service mentioned in this guidebook. However, the author/publisher disclaims any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.





# Blog Hacks Checklist

You never aimed to be a mediocre blogger making a mediocre income. That's why you'll want to take a look at this blog hacks checklist for building and growing an exceptional blog that you'll be proud to own.

*Take a look...*

## Study Copywriting

Copywriting is the art and science of writing persuasive copy, usually for sales letters and ads. However, knowing how to write good copy as a blogger is hugely beneficial.

That's because writing good copy can:

- Boost the number of people clicking on your clever blog post titles.
- Increase the number of people who read your entire post.
- Get people taking action, such as clicking on your promo links, joining your lead page, sharing your content on social media and more.

In short, learning how to write good benefit-driven, engaging copy can boost readership, clicks, subscribers and sales.

Recommended Resources: [Profit Swipes](#) / [10 Day Copywriting Challenge](#)

## Create a USP

Your niche is pretty noisy. Question is, how are you going to stand out from all the other bloggers and marketers in your niche?

**The answer:** by creating an USP (unique sales proposition).

Your USP is the one thing that makes you different from and better than the other bloggers in your niche. It's how you position yourself in the market. It's the answer to the question, "Why should I listen to you? / Why should I read your blog?"

For example:

- Blogger and entrepreneur Seth Godin uses the tagline "Go make something happen." Basically, his USP is that he provides real, actionable information that people can use to create immediate results.
- Steve Pavlina uses the tagline "Personal Development For Smart People." That USP tells readers whom the site is for while simultaneously giving visitors an ego stroke.
- Top blog Copyblogger.com positions themselves with the simple benefit-driven USP, "Words That Work."

Take note that your blog doesn't need to do something not found anywhere else online. You just need to be the first in your niche to position yourself on a benefit. So ask yourself what benefits your blog provides, find out what your audience values, and then choose a USP based on where these two things overlap.

## **Give Readers the “Why”**

Most bloggers share the “how” of a topic: E.G., how to do this, how to do that. And if you’re looking to create a useful blog, then you should be doing the same thing. However, you can separate yourself from all the other bloggers in your niche by also providing the “why” of a topic.

For example, if you’re sharing with your readers a set of meal plans to lose weight, you can share the scientific reason of why these meals work so well to boost metabolism and melt fat.

**Think about it** – people are more likely to follow advice when they understand why they should be following it, and they’re more likely to follow it if they understand why it works.

So ask and answer these questions in your blog post:

- **Why should readers follow this advice?**
- **Why should readers listen to you?**
- **Why does this advice work better than other strategies?**

Next...

## **Align Yourself With Influential People**

Chances are, no one in your niche knows you, at least not yet. So you need to build your credibility by providing great content that solves problems. But here’s another super quick way to establish credibility in the niche: start associating with influential people in your niche.

*For example, let's imagine that you wanted to establish yourself in the make money online markets, but you're relatively unknown. If you aligned yourself with well-known marketers such as Jimmy D. Brown, you'd get instant credibility in the niche.*

**So how do you get this credibility?** You can do this by:

- Swapping content on your respective blogs.
- Co-authoring articles together.
- Co-endorsing each other across your blogs, social media platforms and in your newsletters.
- Creating lead magnets together.
- Hosting webinars together.
- Creating products together.

And similar activities.

***TIP:*** *You don't necessarily need to align yourself with "big names" – you can also align yourself with authority figures. For example, if you're writing a diet guide that's all about healthy eating, then you can get authorities in your niche to endorse it, such as doctors, nurses and nutritionists.*

Next...

## Leave Your Posts Open-Ended

Whenever you create a blog post, you probably want to be thorough. You want to solve problems. You want readers to walk away with a good understanding of what to do and why.

But here's the problem... If your post is TOO complete, you may be shooting yourself in the foot.

### ***Specifically:***

1. People will have nothing to comment on other than to say "good post" if your post is too thorough. So leave some room for questions. Leave some room for people to discuss or even disagree.
2. People will have no reason to buy your offers if your post completely solves the problem. So create posts that solve part of a problem, but let your paid offers solve the rest of the problem.

In short: leave your posts open-ended to encourage questions, comments and interactivity... and leave them a bit incomplete to encourage sales.

## Change Hearts To Change Minds

A very small percentage of people are so logical that they can be persuaded by facts and figures only. Most people need to feel some emotion before they'll even start considering the facts. And that's why completely logical and rational posts don't change mind... instead, posts that evoke emotions (and change hearts) are the ones that change minds.

**Here's the key to remember:** people make decisions based on their emotions, and then they justify with logic. So that means that whenever you're trying to persuade someone, you need to speak to their emotion AND provide logic.



For example, let's imagine you're selling website conversion-optimization tools. These aren't sexy tools, yet you can get people to feel excited by having them imagine how much more money they'll make when they boost their conversion rates. And then you can use logic to further justify the purchase, by explaining why it's a good business purchase and how it's tax deductible.

## **In Sum...**

If you're ready to become a world-class blogger, then you need to be using world-class blogging strategies. Use this checklist as a jump start to take your blog to the next level!