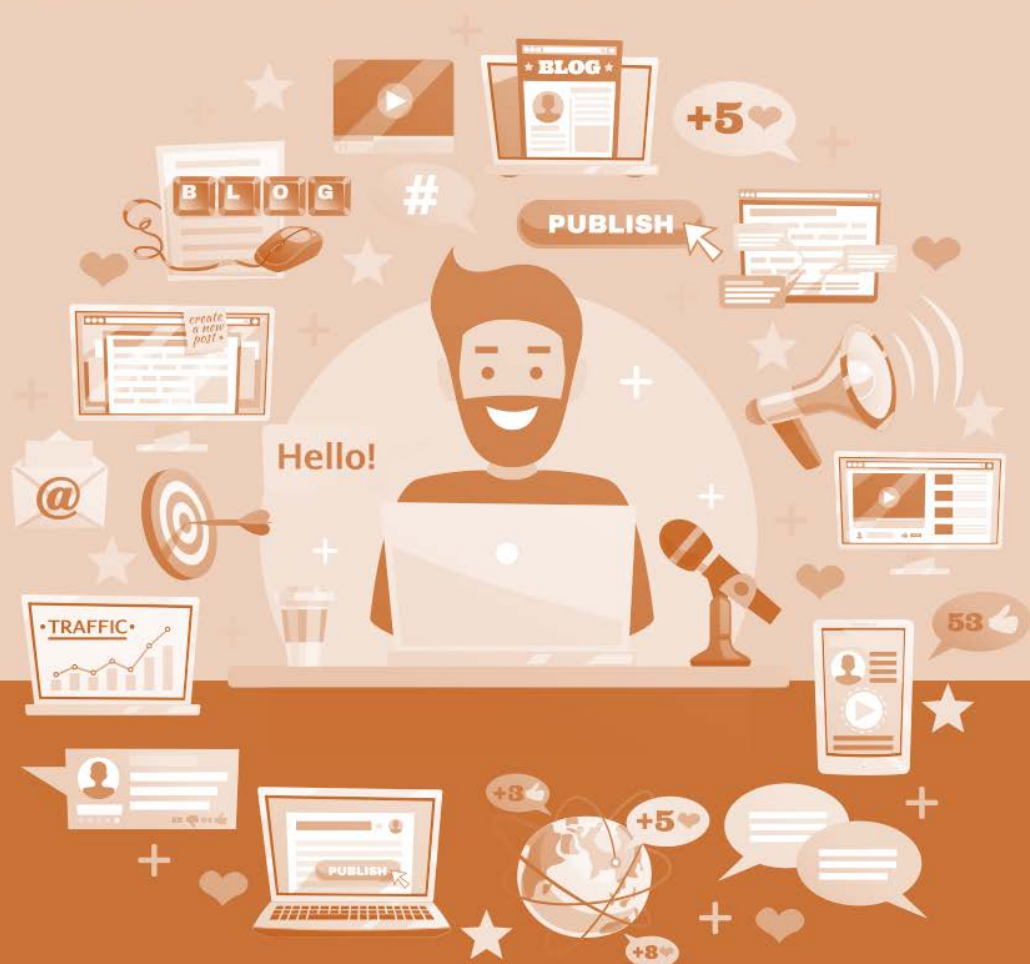


BLOG

SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

The 31-Day Better Blog Challenge

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The 31-Day Better Blog Challenge

You can take small steps to create big changes on your blog. And that's why you'll want to use this 31-day planner, which gives your blog a makeover through a series of small daily actions you can take for one month.

Take a look...

Day 1: Create a Plan

The first thing you need to do before you makeover your blog is to create plan. This plan should answer the following questions:

- What is the overall goal of your blog?
- What are the secondary goals of your blog?
- How will you define and measure these goals?
- What steps will you take to achieve these goals? (Be specific.)
- What sort of content will you create to achieve these goals?
- How will you bring traffic into your site?
- How will you capture this traffic onto a mailing list?
- How will you position your blog in the marketplace to stand out from competitors?

Day 2: Freshen Your Design

Before you get a flood of new traffic, you want to make sure you put your best foot forward. To that end, choose a new theme to freshen your blog design, if needed. If you want to customize it, you may consider hiring a WordPress developer.

TIP: Be sure to choose a responsive theme so your blog is viewable on all devices.

Day 3: Revisit Your Blog's Function

Next, go through your blog's plugins to be sure your blog does what you want it to do. Uninstall any plugins you're not using (as unneeded plugins can slow down your blog and even cause errors). If needed, find new plugins to add new functionality.

Day 4: Install Tracking Software

Next, develop a plan for testing, tracking and tweaking your campaign and content so that you know what your audience responds to the best. From here on out, you should start tracking something every week to improve responses.

TIP: You can use a tool like [Piwik.org](https://piwik.org), or use any number of plugins such as <https://wordpress.org/plugins/nelio-ab-testing/>.

Day 5: Browse Your Archives

Now take a look at your current blog and social media archives to see what content was popular in the past. You can repurpose this content to create new posts. For example, take a "top ten" tips article and turn it into ten separate articles with one expanded tip per article.

Day 6: Do Market Research

Now find out what topics are popular in your niche by doing your market research. Look for popular posts from your competitors, trending topics on social media, as well as evidence that your readers are buying information products on certain topics.

Day 7: Prepare Content

Now that you know what your market wants, create content on these topics. Be sure to create a variety of content, from articles to infographics to videos. Spend this day creating at least a week's worth of content, which you can then drip out over time.

Day 8: Create a New Freemium

You've already figured out what your market wants – now use this research to create a freemium that's valuable and in-demand. This should be something really valuable and desirable to stir excitement in the niche. Use the backlinks in the freemium to promote your blog as well as a paid offer.

Day 9: Touch Base With Marketing Partners

Now you need to contact your existing marketing partners to tell them about the upcoming release of your freemium.

You can get them to help you distribute it by offering to:

1. Make it rebrandable, so that your partners can insert affiliate links into it.
2. Co-promote your partners on your blog, social media and in your newsletter.

Next...

Day 10: Build Anticipation On Your Blog

Now you need to begin creating and posting content on your blog to build anticipation for the upcoming freemium. Share benefits. Arouse curiosity. Demonstrate that you'll be able to solve a problem.

TIP: You can drip this content out in the week to ten days leading up to the freemium launch.

Day 11: Post on Social Media

Now do the same thing on social media to begin building anticipation. Also, spend about 10-15 minutes today finding new followers.

Day 12: Find Guest Blogging Opportunities

Use the checklist in this bundle to complete this step.

Day 13: Create Content For Guest Blogs

Be sure your content is not only engaging, but it matches the type of content already found on the blog. Use your byline to promote your freemium.

Day 14: Submit Guest Articles

Polish your articles, and then submit them. Be sure to follow the submission guidelines exactly to avoid unnecessary rejection.

Day 15: Prepare Content For Your Blog

Spend time today creating and polishing another week or so worth of content for social media and your blog. You can upload it and drip it out over time using a tool like HootSuite.com or a WordPress plugin.

Day 16: Release Your Freemium

Promote it widely on your blog, on social media, and to your newsletter list. Encourage your readers and prospects to share the content with others.

Day 17: Get Marketing Partners to Promote

Drop a note to your marketing partners and remind them of the benefits of promoting your freemium (such as making money on the backend through the rebrandable affiliate links).

Day 18: Purchase Advertising

Today you can begin researching potential ad opportunities and creating one or more ads. Then place at least one ad (via Facebook, Google AdWords, or directly through niche sites). This ad should promote your freemium.

Day 19: Create Social Media Content

Today create another week or so worth of content for your social media accounts. Be sure to create a variety, from memes to infographics to articles. Point this content back towards your blog.

Day 20: Create a Video

Today create a short video on a topic highly related to your blog and the freemium. This can be a slide-share video, talking head video or a demo. For example, if your blog is all about eating healthy, you might share a demo video about how to cook a low-calorie yet delicious dinner for the whole family.

Day 21: Join Discussions

Find and reply to related discussions on social media, on niche forums and on other peoples' blogs. Post a link back to your site.

Day 22: Prepare Content For Your Blog

Continue preparing and dripping content. Be sure to create at least one in-depth pillar post.

Day 23: Seek Out New Partners

Find new partners, do your due diligence, and approach them about co-promotion opportunities.

***TIP:** Alternatively, start building relationships with these prospective partners, and then propose joint ventures in the future.*

Day 24: Start a Contest

Use a tool like Rafflecopter.com so your contest goes viral. Post daily about your contest on your blog and on social media.

Day 25: Find More Guest Blogging Opportunities

Continue finding, researching and submitting to high-quality blogs.

Day 26: Get Interviewed

Approach those who do interviews in your niche and make yourself available for interviews. Point interviewers back to your blog or to former interviews so they can see you'd make a good guest.

Day 27: Prepare Blog Content

Continue preparing and dripping blog content. (As you can see, this is an ongoing task that you should be doing consistently.)

Day 28: Prepare Social Media Content

Continue posting to social media and finding new followers. Post using hash tags, join niche discussions, and consider starting your own niche group on Facebook.

Day 29: Develop New Joint Ventures

Continue finding new partners, developing relationships and proposing co-promotions, co-authoring content, doing webinars together, and other joint ventures.

Day 30: Place Additional Ads

Continue to find new ad opportunities. Be sure to track ads and tweak for maximum response.

Day 31: Distribute Contest Prizes

Announce the end of your contest and distribute prizes. Offer all “runners up” (everyone who didn’t win a prize) a steep discount on your most popular product if they order within 72 hours.

Conclusion: Rinse and Repeat

Now you have some momentum... so keep going! Keep up a weekly schedule of posting new content, finding new ways to advertise, and doing joint ventures. These small steps will add up to big results over time!