

Andrew: All right, everyone, welcome back. I hope you enjoyed your break. Hope you got a drink, got some food in you and have absolutely no distractions right now because we're about to cover one of the most important topics when it comes to list building and branding. Creating a blog could be one of the most important things that you do while you are building your business.

The reason is that it is the perfect vessel for you to bond with your list, deliver amazing content and just create a unique identity. It can even be used to draw traffic to your opt in page if you build your blog up big enough. Anyway, Sean here is going to talk in much, much more detail about all of this.

I just want you guys to know this is a very important topic and it is very important to you. Pay close attention to everything that Sean has to say and most important of all, actually go out and apply it. With that in mind, Sean, are you there?

Sean: Yeah, I'm here.

Andrew: Cool. Welcome back. Sean gave a fantastic presentation earlier. I've gotten a sneak peak into what he's presenting here and I just got to say it is some really good stuff. With that, Sean, go ahead. Take it away. Let me know if you need anything.

Sean: All right. Thanks, Andrew. Hello everybody again. Yeah. I had this kind of my next thing about blogging and your list. I'll just skip over that since that's all the same information as before. Really, in this session, I want to talk about why you should have a blog, how to start a blog, really easy ways to get started with a blog, what type of content really works well with blogging, why and how you can use SEO to drive kind of through organic traffic.

Also when you're driving in new traffic to your blog, the things to do to kind of optimize your blog to get them to convert into email subscribers and then a little bit on outsourcing just because I know with blogs and original content in general, takes a lot of time, so what's the best way to maximize and optimize your time to really work the best for you as well. We'll talk a little bit about that at the end as well.

Let's hop right into it. Why you should have a blog. Kind of like what Andrew is saying, this is one of the best ways to brand yourself, brand your business and really build up yourself and brand as an authority in your space. There are other ways to do it, but having a really nicely built website with a blog can do a lot for your business, not only with kind of SEO and getting organic traffic, but also with your own list in general and building that relationship with your list.

When they see you not only in just kind of email form, but they see you in other spots, on your blog and then social media site of course, but when they see that you have that original content, it really helps build up that you are an authority in this space, that you are bringing value. It's the perfect way to bring original content to your list.

One of the questions, I guess, is what should I blog about? When I got started with blogging, it was really any email that I started writing that ended up being a little bit longer, so like over 300 words, it was like a trigger in my mind. It was like, "Oh, this would be a perfect thing to talk about on a blog post."

I took that email that I was writing and I put it onto my blog, onto my website and then I just did the actual email that was sent out was just a little snippet, a little teaser for that blog post. It gave me extra ways to kind of balance my subscribers from different places so they could build that relationship and really see my brands as an authority at the same time.

A blog is a great way to increase your promotional abilities. You can use your blog to do many things, like testimonials and reviews or longer blog post about a certain topic that leads directly into a promotion instead of just using kind of email swipe copy to promote, you can use your blog to promote as well. I'll show you a couple different ways on how you can do that.

I think the easiest way to do all of this and really to show you is by showing you a couple different examples. I'm not of course promoting that you should go and get on these blogs, but you should really look at these as examples, as people that are really, and companies that are doing it really well. They're getting a lot of organic traffic.

They are really converting a lot of that traffic into new email subscribers. They're using it to promote different products and they're building that authority and really connecting and building a great relationship with their subscribers throughout the whole process as well. All right.

The first thing I want to really get into is how to start your blog. A lot of people think it might be a little bit more difficult than it is. It's actually extremely simple to get started with a blog. If you already have purchased a domain and you have hosting set up, you're pretty much already 90% of the way.

You can use what's called Wordpress. Wordpress, you can actually host it and create a database on your own website for your own domain through your hosting account. Pretty much every single hosting account out there has what's called a cPanel that you log into your cPanel and within the cPanel, it'll say 'Install Wordpress on your domain'.

Every single one is different so I won't really walk you through that. Whatever hosting that you use, they should have a little instructional video on showing you how to get started with Wordpress on your site, but it literally takes less than five minutes. You just log in your cPanel and if you have any questions, just contact your hosting site and they'll actually get it set up for you at times. Most of them will do that, at least that I've ever worked with.

You can either have your self hosted site or you can use what's called a Web 2.0 site. Things like Tumblr or Wordpress.com, Blogger.com, there's quite a few of them, but you can use a blog on one of those types of sites. If you don't have your own domain, if you haven't purchased a domain and you don't have hosting set up already, but you want to get started with a blog right away, you can use a Web 2.0 site.

They work very similar, pretty much the same style. You can do different posts. You can do different themes that kind of fit your style, but if you're building a longer term business, I would highly recommend you get the domain and your own hosting and then do a self hosted blog. After that, the great thing with Wordpress and doing a self hosted is they have thousands upon thousands of themes that can fit your style.

If you write in Wordpress, there's a little tab that says 'Appearance' and then 'Themes'- Also, the reason I'm not going to walk you through all this and be really technical is there's so many training and tutorial videos if you do a search on Google on how to get your Wordpress set up. Just make sure you go and watch a couple of those videos. Very simple, very easy, there's thousands of videos on there.

Also, plug-ins are your friends. Wordpress plug-ins are definitely going to be your friend. There's a lot of great ones just to kind of increase your blog kind of the way that you can customize it. Once you're getting into your blog, just look around and so some searches of some of the best plug-ins to work for your blog.

I have a few that I work with that connect with things like lead pages or opt in boxes that I really like that make it easy to tie-in with your email list and get subscribers from it and I'll show you some examples of how those work in just a second. Once you have your blog started, of course, you want to create content. There's couple different ways of creating content.

Of course, you can just do original content, kind of like when I was starting, the email that I was writing that ended up being a little bit longer, I would take that and put that as my blog post. It was original content, pretty much text-based that I would write up on a certain topic and I would use that.

There's also curated content and that's becoming really big lately. Curated content, what that is is you're actually taking the work that other people have done with their blogs, you do an overview of what they're talking about. This is a way to really cut down on the time and effort that you have to put out there, but you're still creating really good value for your subscribers and it's building up your authority in the space and I'll show you exactly how that's done.

Curated content is where you do an overview of other people's content. Maybe four other blogs out there created a really good post on a certain topic. Let's say in the personal development niche, four different blogs or companies created a post about meditation and how valuable it can be in your life. Instead of recreating the wheel, I go out and I curate that content.

I make a little snippet or a little summary overview of each of those four posts and then I link out to those four other blog posts to say, "To learn even more, go check out this post, go check out this post." That helps in different ways, really with SEO and I'll get into that in the section. Just keep it in the back of my curated content.

The next one is lists. People love lists. They make it very, very easy to create high quality content that your list will love. Your email list of subscribers, if you do like, 'The Top 35 Ways to Make Money Online, 'The Top 35 Best Meditations', 'Top 25 Ways to Increase Your Metabolism Naturally'...

You can go through and create a list and that makes it very easy to create really well-read- When I say well-read, just people, your email subscribers will enjoy it, because lists just always seem to connect. Everyone loves looking at lists and seeing, "Okay, what do they put as number one? What do they put as the top five?" It kind of gets them excited to see what the top five are.

The more lists you can do, the better, and really, the longer the list. They've actually shown a lot of data that if you're going to create lists, the best interaction that you can have is when you have lists of over 35. The top 35 or more actually gets the best response rate when you're sending your list of subscribers there.

Awards are another really great way and this really relates [Inaudible 00:11:28] more search engine optimization and getting organic traffic, but you can create awards for the things that you like the most. It's similar to lists, but you want to represent or kind of show appreciation for the best of. You are always doing the best of list type of. It's just a sub-category of the list.

Also doing video content and video posts using YouTube and embedding those videos on your own blog is a great way to really bring up the level of quality and

authority with your blog. What I really recommend is doing each of these: so doing some original content that's text-based, doing some curated, doing list, doing awards every now and then and doing videos.

There's actually another one that I didn't put on here that I missed was reaching out to experts, getting expert opinions. Whatever niche you're in, if you can get quotes or a short paragraph from the experts and put all of those expert opinions together in list, that's a great way that other people will do the work for you, but it really is showing that you're in authority in that space especially because you're getting content from other experts.

It's kind of putting you in a top level category or top level place where your list of subscribers, it's building the relationship with your business by leveraging the power of other experts in this space. Hopefully, I said that correctly and didn't jumble that too much. Right now, I want to actually go show you some examples of this type of content, of each one.

Let's hop over to my web browser really quick. The first one is Anik Singal's blog post. He does a great job of doing original content with videos. You can see a little bit shorter on the text, but it's a video, but every time you go to a blog post, it's something that keeps you on the page. It's great information and it's showing Anik as an authority because you can connect with him personally through his videos.

That's why I love videos so much on blog posts. You can see, he's also mixing up. Here is one text-based with some pictures that's original content. It's also a great way to- With blogs, people can comment on specific posts, so it's another great way to increase the interaction that you have with your email subscribers as well.

If you look through, as you can see, there's always videos in almost every single blog post that Anik does and that's just a great way to not only build the authority, but it ties right in to search engine optimization, which I'll get into after I show you an example of each. Videos are a big thing for blog posts. Google loves videos, especially YouTube videos embedded into blog posts.

Like I was mentioning earlier about plug ins, you can see all these things on the side of the blog. Right here, this is an opt in box. This is a great way to convert any traffic that you're getting to your blog post to get them on your email subscriber list. By having these little plug-in boxes over on the side, it's a great way.

He actually has a couple here. One, that is the [lead man 00:15:05] they're giving away a free gift that they can get right away. If they were looking at any blog

post and they're like, "Hey, I'd want to learn more. Oh, I can even get a free video course at the same time," it's a great way to convert into subscribers.

You have another one down here of 'Just Join In the Email Subscriber List' and then you have this other plug-in that is showing the popular blog post of the week, any latest ones or any comments that are coming through. You would want to find some different plug-ins. You got to customize your blog to fit your style and what you want your business to be of.

Here's one good example. You'll also see up here, this is another way that you can promote. 'How [Mind Goals 00:15:49] Are Stopping You From Succeeding'. If you click on this, this would take you directly to an affiliate product. That's another way that you're combining in your promotional abilities with your blog right there so if anyone clicks on that, takes them to a video sales page and then of course, it's your affiliate link.

You can do that not only up top here but a lot of blogs, they have another place over here on the side bar that'll allow you to promote as well. Let's take a look in another one that uses a lot of lists. As you can see, this is a little bit different style, but you can also see, here are all the plug-ins to join the email subscriber list.

Also, you have something somewhere up here, could be an affiliate product or it could also be just to get someone on your email subscriber list. Let's take a look at just one of these lists just so I can show you how easy it would be to create content that your subscribers really like, but it's pretty easy to put together.

As you can see here for this list, they're actually just using pictures. You can just grab images off of Google and as long as you're not saying that you created this, because you see underneath, they caption where they're getting this image from. Grab a bunch of images and create a long list with them. Here, it's the Top 25 Quotes, I believe, for mothers, Top 20 Best Mother's Day Quotes.

What you would see here is that you could create a really nice looking blog post by using things like this with list. I love using lists and I love using kind of that curated thought. Now that I showed you list, let's go see if we can find a curated post. That's actually something that I'm going to- One of the other coaches does an amazing job with this.

Tom Hitchens, he is a master at curated content. He has a really great blog, very similar style. You can see here is to opt in to the list. He has different ways to run affiliate products, from promotions here. Let's go take a look at one of these posts. This is one is just straight original content, but you can see here, "Read the

complete article here." He is taking the general overview and you can see where he's pulling it from.

He's pulling it from this author at this blog right here and he does a general overview of it and then links out at the bottom to read the full article. That's a great way that you are- You know, if there's a really popular blog and it's getting a lot of views and a lot of comments and things like that, that's telling you the type of content that people are looking for.

The more interaction that you see on other blogs on certain topics, that what you would want to curate, because you already know. They've done the work for you. Not only do you know that it's something that's very interesting and in the market that people really want, they already have done a lot of it. They've written all that content as well. You can take that, do a summary of it and then see down here at the bottom, do something like: "Read the complete article here."

You can do just one article, but you can also curate multiple articles within the same blog post as well. If you were to go through more of these, you can probably see, I'm guessing a lot of these are actually curated. See? This one is a little bit shorter, a very quick summary of what the article is about and then read the complete article here. That is a great way for curated content.

I want to hop over to this one. You can see this has a similar style with layout, but you can see they do kind of shorter list, 'Five Steps', 'Six Threats'. They do a great job with promotions. Free survival business cards. They use this space on their blog to really promote other things. They're using it really well to monetize.

You can see here. Here's another way to opt in. They're giving a free gift right here. This is for physical free gift. When you're creating your blog, you want to find as many different ways to monetize it, but also create your brand as an authority. Go through some of these examples and look at their post, look at how they're set up, look at how they're gaining new email subscribers from it, look at how they're using it for affiliate products and how they're promoting as well.

I believe in some of these, they're actually doing a product review. Some of the blog posts are actually just straight product reviews and of course, this is for a physical product, but you could do it for any type of digital product as well. You could go through and with the big [Click thing 00:21:03] products.

If you're promoting click thing products, you could go through and do a full review of that product on your blog post. If it's a product that you really like and it's something that you're giving it a great review and you've done a good job

with reviewing it, of course, you'd want to put your link within the blog post itself. Say, "Hey, if you're really interested in picking it up, go here now and grab it for \$47," or however you would do your marketing copy there.

You can intermix all the different type of posts with curated, with product reviews, with testimonials, with video. The more different ways you can bring to it, it's building up your brand as an authority, because when you're consistent and you're putting out good content time and time again, it's a great way to also ...

I guess I haven't even mentioned this but when you have an email list of subscribers, you want to be able to send them something every day, so you keep in touch with them. A lot of people and a lot of questions I've gotten are, "What am I supposed to send them?" After the 10-day autoresponder, what should I send them after that? Should I just start promoting all the time? What should I do?

If you have a blog, that is one of the absolute best ways to keep sending them emails that they like opening. They're looking forward to the next post that you've created. It's building up the relationship with your email subscribers and you have the potential to promote and create a lot more sales from it as well.

I love blogs for that purpose that you can create a lot of valuable content and you can build a relationship with your subscribers and not just in email form, but in different forms through different types of posts. The last one that I wanted to show you is ... He does a great job at video blog.

You can see this blog looks very different, but you can see right upfront and center is a way to get on the email list. You want to make sure it's very easy to anyone that's on your blog, that they can get on your email list. Of course, you click the download. It brings up a pop up box to enter in your email address and then to get people on your list.

He does it a little bit differently here because his are mainly just with videos. He's really leveraging YouTube and videos. I'm going to pause this one to kind of show up, but I wanted to show you at least a little different style of different ways. Okay, let me pause that. You can see there's other videos, but then he also has this that I really like on blogs is adding in extra value.

When people are in your blogs, that they can share it on Facebook, on Twitter, and that's a great way to leverage blogs to get organic traffic. You can have people share this video or they can get extra value content. Within the video on your blog, let's say, "Oh, if you want to get this added value, all you have to do is

go below, share this blog post with your friends and you'll get instant access to this extra free PDF report," or something like that.

There's so many different ways to leverage the blog to get organic traffic through social media channels. The next thing what I wanted to show you and really talk about SEO. It's kind of funny. This blog is all about SEO, the video, but let me hop back over into the PowerPoint and go through each of the different steps and what Google is really looking at and how Google is changing and why they love blogs now a lot more than before and how it's helping rank your pages, your websites and it can also help rank for affiliate products as well.

Google is going through a big change. It's changing from search engine optimization to user experience optimization. What that means is really .. When you're creating your blog and your post on your blog, you are wanting to have the user, your email list subscribers or any organic traffic that's coming through, you want them to enjoy the experience on your site.

If Google sees that people like your site, they're reading the content on your site, they're watching videos on your site, they're going to start ranking you higher. It's based off of three main criteria. Of course, there's many other criteria when it comes to SEO and user experience optimization, but really, what it is is time on page, bounce rate and scroll rate.

What that means, the time on page is exactly what it sounds like. Google looks to see how much time a person spends on your blog post. If they are reading through your blog post and it takes them a long time to read through it, Google automatically pretty much assumes, because Google is a computer, they run off of algorithms, the more time people spend on your blog post, the higher they will rank you because they say, "Oh, people really like this site because they're spending a lot of time on it."

With bounce rate, what that is is it's showing Google that people are not only staying on one page for a long time on your website, but they're clicking to different pages on your blog or website within one session. They read one blog post and then they go to another blog post and then they go to another blog post. The higher the bounce rate that they're going to other pages, the better it is.

If Google sees that people go to one page and they instantly go off of your site and never come back, that's showing, "Oh, people don't really like your blog post." Google's not going to rank it as highly. Scroll rate is exactly what it sounds. Do people scroll down your blog, like your pages?

You want to create longer blog post so people have to scroll down, so there's more content. Really, the longer the better. That's why I was talking about longer lists, like lists of 35 or more. That means they're going to scroll down and always make sure that number one is at the very bottom so they have to scroll down to the bottom to see what the number one on the list is.

Scroll rate, if people are scrolling on your blog post, Google's like, "Okay, people like this page because they're scrolling. That means they're reading the content and we're going to rank it higher." Let's actually go back to some of those examples and show you how those three categories and why these blogs are doing a really great job with that.

The first one is with the list. With images, that makes you scroll. You can see it right here. '27 Best Mother's Day Quotes' so people would want to scroll to see, "Okay, what are these quotes?" The more you have to scroll down, the better. Google is saying, "If this person is scrolling a lot, that means they really like it."

You want to use a bunch of images to increase your scroll rate and your time on page. That really helps to increase those two factors. Videos, that really helps. When you go to this one, watching a 30-minute video, Google sees, "Wow, this person is reading the same page for 30 minutes because they're watching a video." That really helps increase the time on page that Google loves. That's why videos are great, that's why images are great.

Images or info graphics- Info graphics are pretty much just an image form of text. Info graphics are really great to help increase that as well. Let's see if I can find anyone on here. You can see here, with this one, there's link within the post. They have a video, they have an image and they have link.

This link right here would take you to another page on the website on the blog. That helps with the bounce rate. If someone is reading through this and they say, "Okay," and it also has this and they click over or they click on anything on the site here to take them to another page, Google sees that, "Okay, people are bouncing from pages on the same site. We really like that. We're going to increase the ranking," so you show up higher in Google.

When you're creating lists, keep all of those things in mind. Really add a lot of images. Add in videos if they are, of course, you want them to be on topic. If you can, find ways to link to other pages or get people to click on some of the other post on your own page. That's why you want to use those plug-ins to have all these things show up on the side of the page as well.

If you have kind of those in the back of your mind when you're getting started, you're optimizing and maximizing the benefit that you can get from your blog

post and everything about it. Like I mentioned before, always make sure that you have a place for people to sign up to your email list on every page as well.

Even if they go to one page and it doesn't relate or they don't see it, at some point, they'll look over, "Oh, yeah. I want to grab this free gift," whatever it might be, a digital or a physical product and just make it really easy for them to sign up to your email list. If you combine SEO organic traffic, you follow the user experience optimization, your on page optimization with using images, videos and linking, if really well done, that is a great way to increase your organic traffic.

A certain percentage of all that organic traffic will opt in through the opt in box either on the right side or up on top. All these are just plug-ins. Look through the different plug-ins that would work the best for your kind of style that you want to create your blog in.

A quick overview there as well is curated content- Oh. This is actually a little different. Curated content, actually, many times outranks the original content. What you can do with curated content like I was mentioning before is you can add in summaries from many different blog posts. Kind of like I was saying, the Top 4 Ways to Meditate. Four different high authority blogs are talking about different types of meditation. You curate all of those and put them in one blog post.

They have shown if you're doing everything with time on page, bounce rate and scroll rate correctly, that you can actually outrank the original content pretty easily. Of course, there are other factors that come into play there and this one isn't just about SEO so I don't want to get into too deep on that.

When you curate a lot of good posts, then that also helps increase your rankings or the possibility to increase your rankings. With doing lists and curated content, you can also rank for many keywords. With search engine optimization, the way it works and you're trying to rank on page one in Google or increase your rankings to the top of Google rank search for keywords.

When someone types in in that example, 'meditations', you want to show up on the top for meditation. If you're curating a lot of different things, there's different types of meditations, there's subliminal audio meditations, there's auditory meditations, there's deep breathing meditations, there's many, many more, body scan meditations. If you can include all of those topics within one post, it's better.

The more topics and keywords you can include in each post, that will help you rank for each post a lot higher for different keywords. You would show up for more search results. If someone was looking for body scan meditation or

subliminal meditation, then your post can show up for each of those different keywords that people might be searching for in Google.

The longer the post, the better because that helps time on page and scroll rate. The more pictures and videos, the better of course. The one last thing with outreach especially if you're doing curated content or list or awards, awards are great for this.

Like I was mentioning, if you get quotes or short statements from authorities or other experts in your niche, you can outreach to them. Send them an email and say, "Hey, we placed you as the number one top quote for the experts in this niche." That can also help because they might link back to your page and start sending some of their subscribers to your page to say, "Hey, I won an award. Go check out this other blog. They ranked me as the number quote in this topic."

They might actually start sending their email subscribers to your page to boost up their authority. It's kind of a win-win situation because they're sending you free traffic at the same time and those people would start going through your post and opt in to that opt in box and put in their email there. Outreach is a great way ...

Anytime you're curating content, creating list or awards or all those types of topics, if you can send an email out to the person that you're curating and say, "Hey, I loved your blog post. I did a little summary on it and I'm sending all my list of subscribers to you because I think it's just a wonderful post," there's a lot of times, they will reciprocate and start mentioning you as well.

When you create really great blogs, that's a great way that you can work with other authorities and experts in your niche and in your industry. Of course, the last little thing that I wanted to talk about was outsourcing. I really like resources like iWriter, where even when you're doing summaries or that, you can spend five to ten dollars, go to iWriter or Freelance or places where you can hire out and have them create these posts, have them create a list of the Top 35 Best Ways to Increase Your Metabolism, if you were in the health and wellness or diet and weight loss.

Have them create lists. You would have to give information on what type of post that you want to create, but you can create a really great looking blog just by outsourcing it to people on iWriter or even if you were to hire a virtual assistant. You pretty much tell them, "Okay, I want to create a blog, but I want to have- So like this week, let's do one original piece, one curated piece, one list, one with a ton of videos and one with some info graphics and they're all going to be on this topic."

You can really create a game plan that will work really well to really create a super high authority blog very quickly and it won't take you much time or money especially if you're outsourcing it with virtual assistants or with writers on iWriter. If you find a good writer that you really like working with, whether it be on iWriter or Freelance or any of the other sites that are similar, keep working with them so it's in the same tone of voice.

Everything's kind of more cohesive. That's a really great way to create all this content, create a blog on a budget and really help you in many different ways. As a quick review, we kind of talked about why you should start a blog, you're creating your brand as an authority, you're able to do SEO, you're able to get organic traffic, get more email subscribers.

I like using Wordpress. It's the easiest way to get started by buying your domain and hosting and get it set up. If you don't want to do that right away, using Web 2.0 sites like Wordpress.com or Blogger or Tumblr. The different contents, so original content, curated, list, awards, videos, quotes and also having short snippets from the experts, how all the different things, how Google is really changing, because it is different.

They're really looking at more of the user experience, because they just want anyone searching on Google. They want them to find results that they enjoy spending a lot of time on certain pages, watching videos, things like that. Outsourcing definitely can be your best friend when creating a high authority blog.

I know I went through a lot of stuff very, very quickly there. I'm guessing you have a couple of questions. Andrew, are you seeing any questions that people are having?

Andrew: Hey, Sean. Yes, we do have some questions. First of all, at what points in the circle of profit should you be creating your blog in your opinion?

Sean: Pretty much once I had the fundamentals down. Once I had my opt in page, once I had my free gift and I had my original 10 autoresponder messages, once I had all those pieces in place and my thank you page, of course, that's when I thought it was the right time to start creating my blog because I instantly am like, "Well, what should I create in my autoresponder messages after that first 10 days? Where should I send my list?"

Right there, if you start creating a blog, you can send them to your blog. I'd say once you have the fundamental sin place, I think that is a really good time to get started with your blog.

Andrew: I 100% agree. Just to add to that, Sean went through a lot of advance things with creating your blog and it's all fantastic content. Ultimately, it is pretty simple to get going with this. You can start up a blog with just a couple of hours of upfront work. You sign up for a site like Wordpress, you started getting some content, and boom, you can launch it.

The key is consistently updating the contents and then gradually implementing some of the more advance stuff, SEO, curating content, etc. If you are consistent with posting content on your blog, you can start building up some momentum relatively quickly with it, wouldn't you say?

Sean: Yeah. Absolutely. That's the great part. If you start with just some of those emails that you're going to write and they turn out to be a little bit longer, it doesn't take any extra time. It might take an extra five minutes to just copy and paste that into a Wordpress blog post and then click publish and then it gives you the link right there. Once you start doing that, it's very easy to start building momentum. Like you mentioned, consistency is one of the biggest issues, too, so being very consistent with it.

Andrew: Agreed. Could you go over some of the websites you used as examples earlier? Just because I'm getting some questions about what [Inaudible 00:40:23].

Sean: Yeah. Of course, aniksingal.com, great one to get started with, has all the fundamentals right there. Another one for the list is diyready.com. Another one is survivallife.com. They do product reviews, the shorter list and all the pieces on the right side. Source-wave.com works really well on the video end, does a really great job with that one. Source-wave with a dash and then the last one is one of the other coaches for Profit Academy, Tom Hitchens, so tomhitchens.com. His is just the community and he does a great job with curating content.

Andrew: Excellent. Thank you for that. Up next, we're going to have Zayne come back on. He's going to talk about social media branding. Sean, you probably agree that having a blog can be the center, the spoke of your social media presence.

Sean: Absolutely, yeah. Not only you can post on all your social media accounts to send them to your blog and that's another great way where I just barely got into it with kind of bouncing subscribers from one place to another, email list, social media. Every time they jump from one place to another, it actually helps build the relationship. There's deeper psychology behind it, but I would say the blog is definitely kind of the center of a great social media campaign as well.

Andrew: Agree. Yeah. This is a terrific lead into that. Sean, I want to thank you again for doing this. That was a terrific presentation as always. Guys listening, really hope that you go out and apply what you learned here. Like we said, it is not that

[Inaudible 00:42:16] get started with your own blog. It really isn't. There's no excuse not to go out and create one pretty quickly again, like Sean said.

You should be on this right when you get your opt in page up, your autoresponder, etc, the foundational stuff. You can jump right into then creating a blog. Sean, once again, I want to thank you. You'll be back a little bit later to talk about the tip method, but for now, we're going to take a little break and then Zayne's going to come back, talk about social media branding, some amazing content he's going to bring to the table there.

I've gotten a sneak peak of that, some really cool stuff about how to use Facebook, Twitter and other social media platforms to enhance your brand, drive traffic, free traffic at that and just overall expand the profitability of your business. We'll see you back in a few minutes.