

The 7 Step Formula
to Creating a
Million Dollar Blog!

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Step#1: Pick a big enough niche

- Use Google trends: To determine which niche you should go after. Such as: Nutrition, digital marketing.
- Avoid marketers: Competing with marketers is hard and expensive.
- Analyze backlinks.

Action Step:

Write down some of the prospective niche ideas in the box below:

Niche Ideas	Remarks
Health	<ul style="list-style-type: none">- Most of their blog posts are not in depth.- Lots of long tail keywords- Can sell info products

Step#2: Create content

Things to Remember:

- Most people will read your headline only.
- Use numbers and negative words, it'll increase CTR.
- Keep them under 65 characters for search.
- Make sure your headline match the theme of content.
- Odd numbers perform better than even.
- Aim for 6 word headlines.
- Avoid words with multiple meanings.
- Include power words and adjectives, like: effortless, unique, incredible, essential.

Action Step:

- Find at least 40-50 different keywords in your niche and write titles using those keywords.
- Make sure your headline follows the checklists above.

Target Keyword	Headline
How to use social media	5 shocking facts that will change your approach to social media

Step# 3: Content Creation

Things to Remember:

- Create content that teaches.
- Consistency is the key. Writing one good piece of content isn't enough, you consistently have to be awesome.
- Try to create a conversation. By using the word "You" and "I" in your content, you can start the conversation.
- Write posts that are over 2200 words. But don't just write every content you create over 2200 words. If you find a content topic complicated to write that amount of words, just write it within 500 words.
- Don't do keyword stuffing, because if you do so reader will bounce right away.
- Use 3 to 5 headings throughout your post.
- Wrap your posts up with a conclusion.

Action Step:

Use the above checklists while writing content. Make sure your content covers everything mentioned above.

Step#4 : Create Infographics

Things to Remember:

- Keep them visual. limit the word count
- Make complex information easy to understand
- Have 5 to 6 main points
- Make sure the points flow well together
- Use simple colors
- Put your logo and URL at the bottom
- Add the embed code in the ending part of your infographic post. You can use [WP embed code generator](#) to create the code.

Where you can find good designers?

By spending \$500 you can create infographic from sites like [99 design](#), [dribbble](#) etc.

Step#5: Collect emails

Where to put opt-in boxes?

- **Newsletter box:** You can place newsletter boxes into website sidebar, less than 1% of people will put their email on the box.
- **Sidebar:** Instead, if you do sidebar optins, at least 1% of your visitors will be filling in their name and email.
- **Popups:** If you use popups, roughly 2% of your visitors will turn into your email subscribers.
- **Header opt ins:** You should also consider header optins, check out [Neilpatel.com](#). By adding it you can get 2.5% of your visitors to become email subscribers.
- **Content upgrades:** This is by far the most effective technique. The idea is to create an extra piece of content which is relevant to that particular blog post. This attracts more people to give their email and names to get the checklist/extra piece of content.
- **Landing pages:** Another thing you can do is create landing pages. Drive people to the landing pages. 20-30% of the people who visit the landing page should convert into email subscribers.

Step#6: Promote your content

- **Ideal time to post:** Monday 11am assuming your time zone is GMT-5.
- **Ideal time to send emails:** Every time you write blog post, send emails to your subscribers early morning around 6am, and you should be sending email 1-4 times a month.

You shouldn't be sending email, if you don't have anything valuable to offer.

Email template to use:

Hey,

I just wanted to share with you my latest blog post. Let me know what you think.

Why Your Content Isn't Generating Leads (and How to Fix It)

42% of B2B marketers view themselves as successful when it comes to content marketing.

However, if you've been grinding away for many months, and you've yet to see results from your content marketing efforts — you may be feeling a little bit frustrated. **'click to continue**

Thanks
Neil

PS: If you want to see how I can help you grow your traffic and revenue, **go here**.

Promotion on Social Media:

- On Twitter: Midweek and weekends better time to promote your blog post on Twitter. At noon & 6pm your post will get the highest CTR.

Note: For every 1000 words of content you create you should link out to 25 sites.

Getting Attention of Influencers:

- If you create a valuable content by taking resource from another person blogs, don't forget to email them. Here is email template you can use:

Hey John, I just wanted to let you know I'm a huge fan of your work. So much that I even linked to you in my latest blog post, **[insert URL]**. Feel free to share it if like the post.

Your number one fan,
Mike

● Secret Guest Post Strategy: (In Big sites of Your Industry)

If you want to guest post at site like New York Times. It's really hard to get the attention of editor of that site.

So what you can do is, look for a guest contributors on blogs like New York Times. And email them.

1st Reach out Email

Hey (Use contributor name),
I just want to let you know, I'm a huge fan of your work.
And I love your latest post (**blog post topic**).
It's a great post. Keep up the great work.
And I look forward to read more informational blog post from you.
Thanks,
Your Name

- Few days later send another email to the contributor, writing this:

Hey (Contributor name),
I just saw you write about (Blog post topic name). It's awesome.
It's actually very beneficial. But I've noticed that you've missed a few key points.
Have you ever thought about the (Write down the points you have in mind).
Readers like me or your other readers might find the points beneficial. I just wanna share my thoughts, hopefully I didn't offend you.
Your number one fan,
Your name

2nd Reach out Email:

- The chances are your target contributor gonna email back and say thank you. And they may use your suggestions or not. It typically helps them become familiar with you.
- After sending the second email wait a few days, and then send the third email saying this:

3rd Reach out Email:

Hey (Contributor name),

I really love what you're doing on the New York Times. And I want to follow in your footsteps.

You're a huge inspiration to me. And I think I can learn a lot from you.

And one day hopefully I can write content just as amazing as you. To pay you back, I want to help you create an article for your audience.

An article on: **(Write down the article topics you've plan to write)**

I know you really busy, so if you can introduce me to the editor of New York Times that would be great.

Hopefully I will be following in your footsteps one day.

Your number one fan,
Name

- Most of the time these emails are going to get ignored, but 30% of the time they'll respond positively. Don't use this tactic to manipulate SEO or anything like that.

Using Buzzsumo & Twitter to Promote Content:

01. **Find popular articles:** Use the search bar, write your target keyword and hit search. You'll get a lot of results relevant to your niche. Collect all of the URLs of popular shares.

- Go through email articles and find the contact information of the editor.
- Email them and ask for a link back.

02. **Click view shares:** If you're not paying for the Buzzsumo account, just take the URL, type it into the Twitter search box. It's going to show you all the people who tweeted it out.

03. **Shoot them an email:** When you have the list, send an email to them saying this:

Subject: name of article they shared

Hey **NAME**, I noticed that you tweeted one of my favorite marketing posts, **(from author name)**.

I actually have a content marketing guide that I am sending out next week that is very comprehensive and provides actionable tips.

Want a heads up when it goes live?

Cheers,
Neil Patel

P.S.: Let me know if there is anything I can help you with.

- After send the email, they'll response saying yes. And your response will be like this:

Here you go:

[Insert URL]

Cheers,
Name

- **Translate your content:** There are many other languages people use when searching on Google. If you translate your content in different languages, you'll get whole new audience from different countries.

Few translations tips:

1. Go for big populations.
2. Look at each country's GDP.
3. Partner with locals to ensure quality.
4. Build links from other sites within that region.
5. If possible leverage manual translation

Step#7: Generate income

- **Don't be lazy:** Don't optimize for just short term income, think long term.
- **Use popups:** You can use popups, to monitor everyone comes to your site. And insanely show them what you're offering.
- **Add some call to actions:** You can also add some sidebar ads, in content ads, and put some call to actions. Drive people to your landing pages, where they can buy something.
- **Add a popular posts section:** You can also put widgets to your website.
- **And exit popups:** You can also use an exit popups.
- **Test Hellobar:** You can also use Hellobar, it's free.

General sales rules:

- Always add a few upsells and downsells
- Make sure the upsells are relevant
- Test selling physical and digital products
- Survey users through Qualaroo to find out what they want
- Create evergreen products or services that you can sell
- The money is in the people who say "no".