



Welcome

How I Grew My Blog to over 13,000 Subscribers
and Made \$500,000 the First Year



Warning: This Is Super
Advanced, Extremely
Difficult Stuff

Don't Let Your Self Doubt
Hold You Back

Wealth Creation Strategies |

OnMoneyMaking

REDEFINING THE WAY WE THINK ABOUT MONEY

How to Blow Your Cash Quickly This Valentine's Day

BY: ADMIN - FEBRUARY 10TH, 2011 FILED UNDER: [SPENDING MONEY](#)

[2 COMMENTS](#)



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<small>* = Required Field</small>
<input type="submit" value="Submit"/>

Email Marketing Software [You Can Trust](#)

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- [Innovation](#)
- [Life Lessons](#)
- [Money Thoughts](#)
- [Networking](#)
- [OnMoneyMaking.com](#)



On Moneymaking

My first big hit. I got 1,000 subscribers within 60 days, starting from nothing.

I then sold the blog for \$10K, and the new owner ruined it.



by Robert Bruce · 19 Comments

Four WordPress Themes for Building a Powerful Content Platform

It's been almost two years since I got the email.

It was late on a Tuesday night. I was drinking something good and wondering how the rent was going to be paid when it came through ...

"Sonia and I want to hire you," Brian Clark wrote. I was not a professional copywriter. I had not spent \$100,000 on ad school tuition. I was not well known on the Internet or elsewhere.

I may tell the entire story later, but the *primary* reason Brian and Sonia hired me for this gig revolved around a *sustained demonstration of my abilities* as a writer. Specifically, I'd written and published over 300



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BOOST BLOG TRAFFIC



YOURS FREE

A Cheat Sheet for Writing Blog Posts That Go Viral

Ever wish you could get the *Cliff Notes* for writing popular posts? You know, just go straight to what works, and forget everything else?

Well, here's your chance. Get **Headline Hacks**, absolutely free, along with weekly blog traffic tips delivered directly to your inbox. Just type in your email address below.

Get this report for **FREE**

DOWNLOAD



HOME > LAUNCHES

The 7 Dumbest Mistakes You Can Make When Launching a New Blog

Posted by Jon in [Launches](#), [Mistakes](#) | 236 comments

408

Tweet

So, let me guess.

When you started blogging, you probably plunked

MAR 12, 12

RECENT

POPULAR

RANDOM



14 Ways to Get More Comments on Your Blog Posts



The 7 Dumbest Mistakes You Can Make When Launching a New Blog



Boost Blog Traffic

My new blog. I got 13,000 email subscribers before even launching the blog.

Since then, I've been getting 500-1,000 new subscribers per week.



About Me

I am...

- in a wheelchair, unable to move from the neck down.
- using a lip operated mouse to operate this webinar
- based in West Palm Beach, Florida where I have a condo overlooking the ocean





My View

Who would've thought a guy in a wheelchair could never afford a place like this?

To create it, first I had to believe it. I thought about it every day for **five years**.

Who is willing to commit to
setting aside self doubt, if
only for this one workshop?

Surprise: After this workshop,
I'll pick 10 bloggers to mentor
for the next 10 weeks.

You Will Benefit from This Workshop If...

- You are obsessed with a topic that affects millions of people
- You are driven to share your ideas, both helping people and becoming a thought leader in your field
- You are willing to work your ass off
- You are capable of dedicating yourself to growing a blog without earning anything from it for at least a few months
- You are at least a passable writer and actually enjoy writing

If you're one of those people,
blogging is one of the smartest
things you'll do in your life.

Who wants to become a
published author?



You replied to this message on 5/18/2011 4:01 PM.

From: [redacted]
 To: Jon Morrow
 Cc:
 Subject: RE: Your email

Sent: Tue 5/17/2011 11:52 AM

Hi Jon--

Thanks for getting in touch so quickly. Like many, I found this post to be incredibly inspiring—and upon looking around your site some more, I am further impressed by your ability to interweave personal tales with business advice. “Fight for your ideas” was another great post.

I spoke to our book department in NY, and we thought there is certainly potential for a book here, possibly a hybrid business/memoir.

Is this something you would be open to discussing further? Thanks, and I hope you are having a great day!

Best,

[redacted]

[redacted]
 [redacted]
 [redacted]
 [redacted]
 [redacted]
 [redacted]
 [redacted]

From: Jon Morrow [mailto:Jon@Morrow.net]

Sent: Tuesday, May 17, 2011 11:52 AM

Subject: Your email



Instead of having to fight to get a **literary agent**, they contact **you**, offering to represent you.

Who wants more coaching and consulting clients?

Our WordPress Solutions



Design



Traffic



Conversion

by Jonathan Morrow  303 Comments

Screwed Up Your Blog? Here's What to Do

It's inevitable, you know.

One day, you pull up your blog and realize you did everything wrong. You picked the wrong topic. Your design looks amateurish. Your posts sound desperate for attention.

19

 Share

1

 Tweet +1

Join over **155,000** people who get fresh content from Copyblogger!

FREE UPDATES

 Subscribe RSS[Join Us](#)

Consulting and Coaching

Instead of **fighting for clients**, you can write one blog post, and have clients chasing you to talk with them.

Who wants to sell e-books and
online courses?



Sales Summary



Period	# of Sales	Total Sales
Today	1	\$197.00
Week to Date	3	\$493.00
Month To Date	134	\$15,229.00
Year To Date	1379	\$181,323.00
Last 12 Months	1433	\$189,707.00

➤ E-Books and Courses

Instead of **paying for advertising**, your blog can bring you a stream of new customers, **free of charge**.

Who wants to be chased by
crazy hot girls (or guys)?



kikirobinson
Posted 764 days ago

Report Abuse

➤ Fame and Glory

Popular Bloggers are treated like minor celebrities within their niche.
You can be famous, at least to some people.



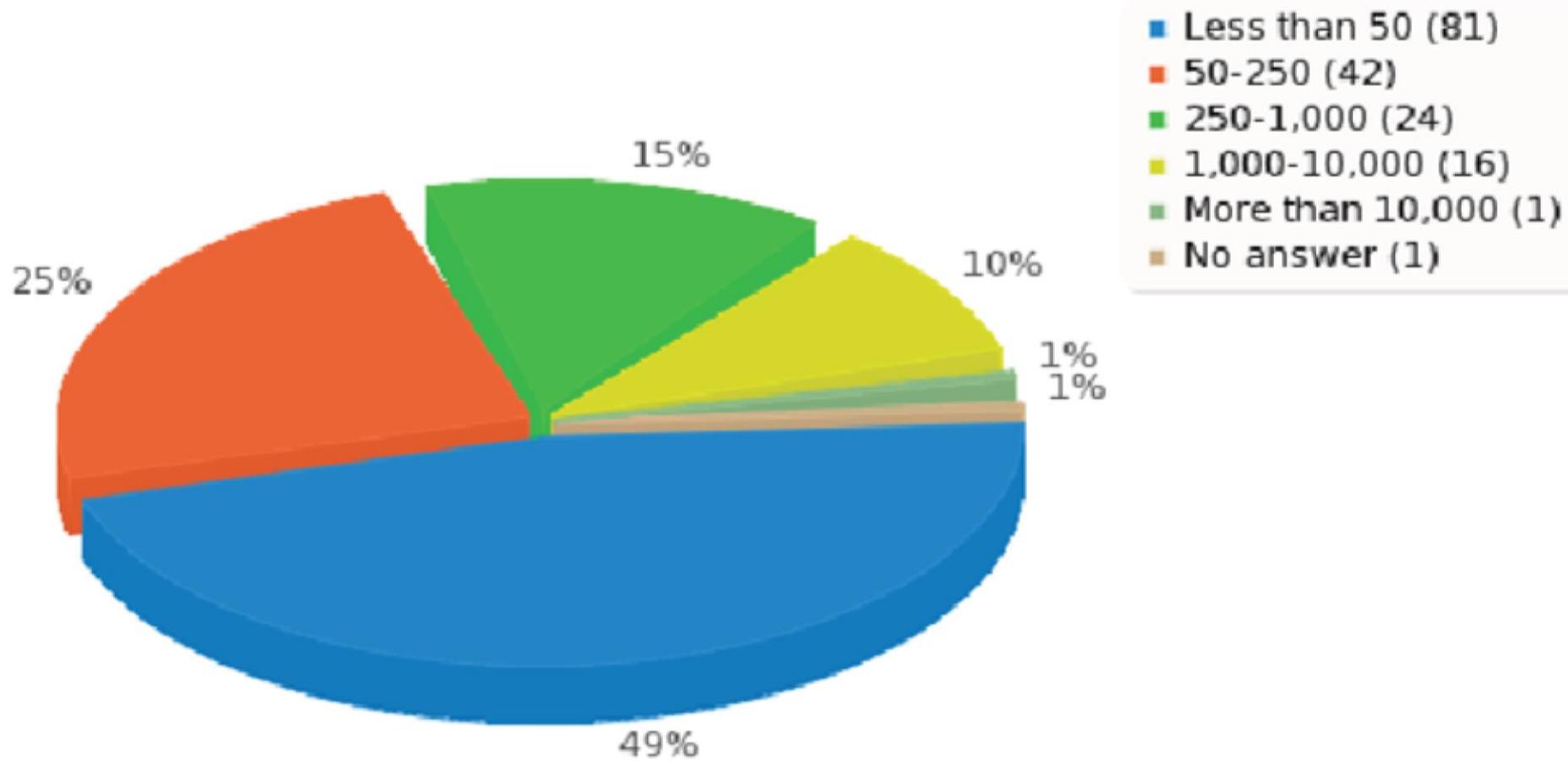
Well, obviously it's not that easy. If
it were, every blogger would be
rich and famous.

It's true. To succeed, you don't
just need a blog. You need a
popular blog.

How popular is popular
enough?

Take the income want to earn,
and divide by 50. That's how
many subscribers you need.

To get the really big benefits,
you need 10,000 subscribers.



Problem #1:

Most people aren't really built to be popular bloggers.

You Will Benefit from This Workshop If...

- You are obsessed with a topic that affects millions of people
- You are driven to share your ideas, both helping people and becoming a thought leader in your field
- You are willing to work your ass off
- You are capable of dedicating yourself to growing a blog without earning anything from it for at least a few months
- You are at least a passable writer and actually enjoy writing

Problem #2:

Blogs don't come with
instruction manuals.

But what if I gave you the
instruction manual?

BOOST BLOG TRAFFIC



YOURS FREE

A Cheat Sheet for Writing Blog Posts That Go Viral

Ever wish you could get the *Cliff Notes* for writing popular posts? You know, just go straight to what works, and forget everything else?

Well, here's your chance. Get **Headline Hacks**, absolutely free, along with weekly blog traffic tips delivered directly to your inbox. Just type in your email address below.

Get this report for **FREE**

DOWNLOAD



HOME > LAUNCHES

The 7 Dumbest Mistakes You Can Make When Launching a New Blog

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My New Blog

List Size ↓



Subscribers

21,380 total subscribers, and I haven't actively grown the list in six months.

None of those are duplicates.

4,379 people visited this site

4,958 Visits

4,379 Unique Visitors

7,013 Pageviews

1.41 Pages/Visit

00:02:43 Avg. Visit Duration

77.57% Bounce Rate

83.14% % New Visits



83.20% New Visitor

4,125 Visits

16.80% Returning Visitor

833 Visits

Demographics

Language

Country/Territory

City

System

Browser

Operating System

Service Provider

Language

	Language	Visits	% Visits
1.	en-us	3,879	78.24%
2.	en	374	7.54%
3.	en-gb	332	6.70%
4.	de-de	41	0.83%
5.	es	33	0.67%
6.	de	30	0.61%
7.	nl	28	0.56%
8.	nl	27	0.54%



Traffic Stats

4379 unique visitors during the first 24 hours, and this was despite some massive email deliverability problems.

The 7 Dumbest Mistakes You Can Make When Launching a New Blog

Posted by [Jon](#) in [Launches](#), [Mistakes](#) | [312 comments](#)

So, let me guess.

When you started blogging, you probably plunked your butt down in a chair, rifled out some thoughts on your trusty keyboard, and punched "Publish," right?

After all, that's what blogging is about. It's the place where you write, and the world gathers to listen.

It's supposed to be simple. It's supposed to be easy. It's supposed to be fun.

But is it?

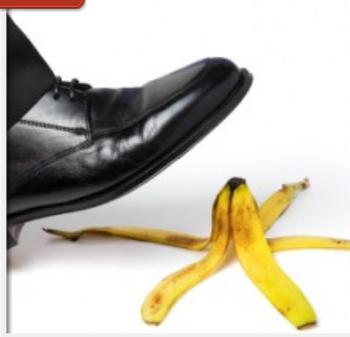
For most of us, it's weeks or even months later that we discover the deception:

Anyone can start a blog, but the real test is getting readers

As anyone who's been blogging for more than a few months knows, getting readers is complicated. Getting readers is hard. And for the first few months at least, getting readers is certainly *not* fun.

Most people get fed up and quit. Others, like you, scour the web for answers.

MAR 12, 12



317 Power Words That'll Instantly Make You a Better Writer



Daniel Day-Lewis' 4 Tips for Writers Who Aspire to Greatness



The Brain-Dead Simple but Astonishingly Effective Way to Become a Better Writer

WANT MORE GREAT TIPS?

Follow us on Facebook, Twitter, and Google+.



Join over 20,000 people who get fresh content from

516

Tweet

126

Like

47

+1

115



Comments and Tweets

312 comments and 516 tweets on the very first blog post.

Translation: massive engagement.

Let's break it down...

Step One

Choose a Mass-Market Topic

- Rule #1: Originality Is Death
- Rule #2: It's Best If You Are Obsessed
- Rule #3: Connected to the Big Seven

The Big Seven Niches

1. Personal finance
 2. Gadgets
 3. Parenting
 4. Social media
 5. Business
 6. Self Improvement
 7. News
- Changing
Careers
-
- The diagram illustrates the relationship between 'Changing Careers' and seven other niches. Seven arrows originate from the right side of the 'Changing Careers' text and point to each of the seven items in the numbered list on the left. The arrows are arranged in a fan shape, with the top arrow pointing to 'Personal finance' and the bottom arrow pointing to 'News'.

Step Two

Develop Your Bribe

- Rule #1: Nothing is more valuable than email subscribers
- Rule #2: People guard their email like gold
- Rule #3: Authorities in your niche must like your bribe



Notify me when it launches!

Enter your email...

Get On The List

Your information is 100% secure with us. We will never sell, rent or share your details.

Copyright © 2011



Launch Trailer

This **Blog Launch Trailer** got a lot of press, and it certainly boosted my authority, but it didn't really convert that well. Only about a 30% opt in rate.

“Yours Free: A Cheat Sheet for Writing Blog Posts That Go Viral” by Copyblogger's Jon Morrow

Getting More Blog Traffic Couldn't Be Any Simpler

Ever wish you could get the Cliff notes for writing popular posts? Skip the years of studying marketing and psychology, skip the countless hours honing your writing skills, skip the painful process of trying and failing over and over until you get it right. Just go straight to what works, and forget everything else. Wouldn't that be nice?

Well, here's your chance. After years of writing viral posts at Copyblogger, I took everything I learned and condensed it into this "Cheat Sheet" for writing popular posts. No, it's not a replacement for mastering the craft, but if you're a beginner, and you want a quick boost to your blog traffic, then this is absolutely where you should start.

And besides, you have nothing to lose. Get it now, absolutely free, along with weekly blog traffic tips delivered directly to your inbox. Just type in your email address below.



Get This Report for Free [DOWNLOAD](#)

“  Led to the most popular post in the history of my blog.
Travis Robertson
travisrobertson.com

“  Doubled my traffic overnight. I couldn't believe it.
Amanda Burdge
abhaminteriors.com/blog

“  Maybe the most useful free report I've read. I'll be using this for years.
Dries Cronje
productiventrepreneur.com

➤ Free Report

Headline Hacks is a free report about something bloggers want most: going viral, It's really long, really valuable, and the opt in rate is insane: 65%.

Step Three

Promote Your Bribe

- Rule #1: Bigger is not always better
- Rule #2: Authorities promote who they like
- Rule #3: Get email addresses at all costs

How to Write Headlines so Irresistible Big Money Clients Are Begging You to Write for Them

Want to know the difference between highly sought-after writers and the talented but unrecognized nobody struggling to get paid?

In a word:

Headlines.

This might sound crazy, but your headlines impact the popularity of your articles more than every other factor combined. It's been scientifically proven, and I've found it to be true in day-to-day work as well.

If you want to become a highly paid writer, or even a popular writer in general, you need to learn how to write powerful headlines. Unfortunately, most writing books are unforgivably sparse on how to do it, so I went out and got one of the best in the business to teach us how it's done.

His name is Jon Morrow. He helps run the world's most popular website on online marketing, Copyblogger.com, which generates more than 3 million page views per month. He's also one of the highest-paid writers on the web, earning more than \$5,000 for every article he writes.

And his headlines are one of the reasons why. On average, he spends at least two hours on his headlines alone.

Register for
the Interview
(Seats Are Limited)



Email:

Sign up!



Interviews

Interviews are a great way to get subscribers. They take little preparation, and you can add everyone who registers to your subscriber list.

Sex, Lies, and the Art of Commanding Attention

It's *Killer Headlines* week at Copyblogger! Our guest editor Jon Morrow will be delivering up great content for you all week on [how to write headlines](#) that get results.

Today, *how to choose the power words that make headlines work harder*.

Okay, show of hands.

Who wonders if their writing might be just a teensy bit boring?

Click to continue...

508

71

27



Share



by Jonathan Morrow : 57 Comments

Copyblogger Editor Admits to Sleeping with Readers and Recommends You Do the Same



I have a confession to make.

Over the last three years, I've quietly been sleeping with Copyblogger readers.

by Jonathan Morrow : 16 Comments

Here's Your Invitation to the Copyblogger Holiday Headline Clinic



It's *Killer Headlines* week at Copyblogger! Our guest editor Jon Morrow will be delivering up great content for you all week on [how to write headlines](#) that get

results.

› Landing Pages

› Internet Marketing

Popular Articles

Why You Can't Make Money Blogging 368

The 8 Habits of Highly Effective Bloggers 300

7 Ways to Improve Your Writing ... Right Now 170

How to Use Twitter to Grow Your Business 440

The Art of Writing Great Twitter Headlines 138

109 Ways to Make Your Business Irresistible to the Media 151

10 Steps to Becoming a Better Writer 518

The 7 Deadly Sins of Blogging 323

The #1 Conversion Killer in Your Copy (And How to Beat It) 226

5 Simple Ways to Open Your Blog Post With a Bang 450

The Mad Men Guide to Changing the



Guest Posts

Guest posts are a great way to get your foot in the door. In exchange for a great post, you can link to your blog in the byline at the bottom. It's high quality traffic.

How to Instantly Double Your Traffic by Writing Irresistible Headlines

February 22nd, 2012, Wednesday, at 1:00 PM Eastern

In this free webinar with AWeber's Hunter Boyle and Copyblogger's Jon Morrow, you'll get a crash course in how to write irresistible headlines, doubling or sometimes tripling your traffic, building your email list, and earning long-term affiliate commissions. By registering to the right, you'll receive:

- Access to the webinar, which will include step-by-step instructions and a Q&A session where you can discuss your own headlines with Jon
- A recording of the webinar when it is finished, allowing you to watch it again or catch up if you weren't able to attend
- A bonus subscription to Jon's upcoming blog, Boost Blog Traffic, where you will receive weekly traffic tips, totally free of charge

[Register Now \(it's Free\)](#)

Name:

Email:

[Reserve My Spot](#)



Webinars

Webinars are incredible. They often have 70-80% opt in rates, and on several cases, I gained more than 1000 subscribers per webinar. The problem: takes a lot of preparation.

Step Four

Build a Bond with Your Subscribers

- Rule #1: Overwhelm your readers with generosity
- Rule #2: Show your readers how much you care
- Rule #3: Tell your readers a touching story



Review Sent Message

[X] Close

HTML

Plaintext

Who wouldn't want to do that, right?

Well, here's the deal:

This is a special week. Not only did we hit the ball out of the park with the [inaugural post](#) of Boost Blog Traffic, which now has over 200 comments, by the way (hot damn!), but this is the opening of a blog that's been years in the making.

So, we need to do something cool. We need to do something extra. We need to do something to celebrate.

How about a two-hour special webinar *exclusively* for Boost Blog Traffic readers?

Sounds good to me.

On Thursday at 4 PM Pacific, 7 PM Eastern, not only am I going to teach you everything I know about writing headlines that go viral, but I'm going to hang around for at least an hour afterward, listening to your headlines, helping you rewrite them, transforming them live. You can register here:

[Click Here to Register](#)

Just in case you're wondering, this is a pitch-free webinar. I won't be selling anything.

So why do it?

Because it's fun. Because it'll help you. Because I believe in spontaneous acts of unexpected coolness.

Social M

View &

Live Support

Live Chat
(8AM-8PM ET Mon-Fri)

AWeber Com
3103 Philmont Ave, Ste. 20
US Toll Free: +1 877-293-2
International: +1 215-825-

GO



Production Strictly Prohibited.
Reserved. Privacy | Anti-Spam



Generosity

Webinars and Q&A's exclusively for your readers is a good way to show generosity.

Don't sell anything. Just give them great information and hang out.

Review Sent Message

Close

HTML

Plaintext

Hey, it's Jon from Copyblogger. Can I interrupt you for a second to say something that's been on my mind lately?

It's not a sales pitch. It's not a rant. It's not even advice or anything one would normally consider "content."

It's two words:

Thank you.

A little over three years ago, I was sitting in a dingy apartment, jobless, buried under medical bills, and facing the possibility of actually being carted off to a government nursing facility. Now, I'm a pretty brave guy, but honestly, I was scared. I was worried it was the end of my life.

But instead of giving up, I decided to stake everything I had on a simple belief:

If you help enough people get what they want, you'll get what you want.

Sitting in a wheelchair, I really didn't have much to offer but my own thoughts, so I did what everyone does who thinks their opinions are valuable: I started a blog. I started writing about the lessons I'd learned in personal finance, just hoping someone would like it.

And it was a miracle. Within two months, my blog was nominated for one of the best business and money blogs in the world, I was getting more than 2,000 visitors per day, and I got an offer to buy the blog for \$10,000.

Three years later, I'm the Associate Editor of Copyblogger.com, I run a course on guest



Bonding

Saying thank you is a great way to connect with your readers on an emotional level.

In this case, it also gave me a chance to link to my life story, bonding me further.

Step Five

Start Writing Blog Posts

- Rule #1: Don't start until you have 1,000 subscribers
- Rule #2: Target different authorities with your posts
- Rule #3: Write long, insanely valuable posts

BOOST BLOG TRAFFIC



YOURS FREE

A Cheat Sheet for Writing Blog Posts That Go Viral

Ever wish you could get the *Cliff Notes* for writing popular posts? You know, just go straight to what works, and forget everything else?

Well, here's your chance. Get **Headline Hacks**, absolutely free, along with weekly blog traffic tips delivered directly to your inbox. Just type in your email address below.

Get this report for **FREE**

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Posted by Jon in [Launches](#), [Mistakes](#) | 236 comments

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MAR 12, 12

RECENT

POPULAR

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14 Ways to Get More Comments on Your Blog Posts



The 7 Dumbest Mistakes You Can Make When Launching a New Blog



First Post

Make sure you hit the ball out of the park on your first post. This one is like 2700 words, and it's carefully targeted to get links and comments.

So, that's all you need to
know, right?

Well, yes and no.

Bill Gates could tell you in five minutes how to become a billionaire, but that doesn't mean you could do it without learning more.

The people who succeed are
dedicated to mastery.

Important Questions

- Who do you want to be five years from now?
- Who is your *ideal* reader?
- What makes a good blog post? (Scientific data!)
- How do you become friends with the authorities in your niche?
- How can you get introductions to other even bigger authorities?
- How do you convert visitors into subscribers?
- Who writes the posts after the blog launches? You?
- What are your traffic strategies *after* the launch?
- When should you start thinking about launching a product?
- What should that product be?

Surprise #2: I want to give you
a free two-hour, one-on-one
consultation with me to answer
those questions.

Blog Launch Formula

10 Bloggers, 10 Weeks, 10K Subscribers

- I'll be choosing only 10 bloggers for this program.
- I'll be working with you as a group for 10 weeks.
- I'll help you get 1,000 subscribers *during* the program, and we'll map out your strategy for getting to 10K.

The Curriculum

1. How to pick a topic that makes getting 10K subscribers easy
2. How to get your blog set up and beautiful within two hours or less
3. How to identify the 10 industry authorities you need to befriend
4. How to get to know the 10 authorities you identified earlier
5. How to develop an irresistible bribe to subscribe
6. How to build the perfect landing page for your bribe
7. How to convince authorities to link to your bribe
8. How to write posts that knock 'em dead every time
9. How to launch with a bang, getting massive traffic from day one
10. How to get thousands of visitors for each and every post you write

Surprise #3: I want to give you an additional free two-hour, one-on-one consultation with me to answer questions after the program is over.

What's Included

How the Program Will Work

- We will officially start the first week of September
- Every Thursday, you'll have a group call with me
- Afterward, I'll give you new lessons for the next week
- Quarterly group calls for the rest of the year

Who would like to work with
me for the next year?

The program isn't free, but you
cannot buy it today.

You Will Benefit from This Workshop If...

- You are obsessed with a topic that affects a lot of people
- You are driven to share your ideas, both helping people and becoming a thought leader in your field
- You are willing to work your ass off
- You are capable of dedicating yourself to growing a blog without earning anything from it for at least a few months
- You are at least a passable writer and actually enjoy writing

The Price?

This is going to cost a fortune, right?

- First, there's a \$997 deposit tonight on the webinar
- This deposit is completely refundable (more info later)
- Total cost for one year of training is \$12,997
- The first 5 people to apply will get a \$3,000 discount
- Price after discount is \$9,997

Do you think having 10K
subscribers will increase your
advance for your book by at
least \$9,997?

If you get 10K subscribers, you can charge \$500 per hour and recoup the fee in 20 hours.

\$9,997 is one speaking
engagement for a popular
blogger. Ask Brogan.

If you launch a product to 10K subscribers, you'll probably make \$9,997 the first day.

What's Next

How to Apply for 10X3

- Make your deposit at <http://boostblogtraffic.com/yes>
- Marsha will contact you to schedule your interview
- I'll interview you, and if we both agree to proceed, you're in. If not, your deposit will be refunded.

Your Bonuses

Only Available If You Apply Today

- Two hour one-on-one consultation at the beginning
- Two hour one-on-one consultation at the end
- Free copies of all my courses for the next 12 months

Apply at <http://boostblogtraffic.com/yes>

The Value

What's All This Worth?

- 40 hours of my time X \$997 = \$39,880
- All my courses = \$2,400
- The value of 10K subscribers = \$100,000+ per year

Apply at <http://boostblogtraffic.com/yes>

Success Principles

How to Succeed in Blogging

- Do what works. Don't do what doesn't work.
- Find a mentor, even if it's not me
- Really commit yourself if you want to see results.

Apply at <http://boostblogtraffic.com/yes>

You *can* get results fast. In fact, you should *expect* it.

Apply at <http://boostblogtraffic.com/yes>

The reason I decided to do this
is to help the people who are
ready to get results NOW.

Apply at <http://boostblogtraffic.com/yes>

” Quotes

”
***Brian Clark, Copyblogger.com** – Jon is a traffic genius. If he teaches what he knows to the public, something tells me the overall level of Internet traffic is about to spike.*

”

”
***Darren Rowse, Problogger.net** – Without a doubt, Jon is one of the best writers I've come across on the web. Pay attention to this guy. He's going to be big.*

”

”
***Chris Garrett, Chrisg.com** – Behind the scenes, Jon is one of the most respected people in social media.*

”

Quotes



” Testimonials

Testimonials

” **Jennifer Gresham, EverydayBright.com** – I landed over 1000 new subscribers the first month after working with Jon. He literally changed my life: I finally felt confident enough to quit my job and blog full-time. Seriously, Jon is a blogging God. I know it’s over-the-top, but there’s no other way to describe him.

”



” **Danny Iny, FirepoleMarketing.com** - I just wanted to quickly write and say happy holidays, and happy new year. It's been an amazing year for me, and a lot of that is because of you. Thank you very, very much.

”



” **Travis Robertson, TravisRobertson.com** – I can honestly say working with Jon is one of the best investments I’ve ever made in my business. Prior to starting the program, the largest day on my site was about 2300 visitors. Within two weeks, the largest day on my site jumped to over 3,000 people thanks to just one tip. If you want to build a successful blog, you’d be crazy not to invest in Jon.

”



Next up, Q&A.

Go to <http://boostblogtraffic.com/yes> to
apply.