

Well hello there, it's Jon, and I'm so excited to share some new insights with you today, free of charge, and they're absolute game changers. Because you see, there is a science to starting a popular blog. It's not luck, it's not artistry, the fact is, some topics work really well for blogs and others don't, and at the very end of this video, I'm going to give you a list of the best niches for beginning bloggers, niches where you don't have to worry about getting drowned out, you don't have to worry about wasting your time, they are proven and ripe for the picking. I know, because over the past several years, my team and I have worked with thousands of bloggers in every imaginable niche, and what we discovered was really disturbing:

For the vast majority of topics, blogging simply doesn't actually work. It doesn't matter how smart you are, how hard you work, what kind of connections you have – in most spaces, blogging is a catastrophic failure. In fact, they are only 31 niches where normal people are still succeeding building profitable blogs. Just 31. If you're not in any of those 31 spaces, you don't have a chance in hell, and you're just wasting your time. What's terrible is, right now, that's exactly what's happening to the vast majority of bloggers out there, and the reason I'm making this video and releasing it for free is it has to stop. So, let's head over to the computer and dive in.

So, let's start with the most important point: some topics are profitable, and some aren't, and there's absolutely nothing any of us can do to change that. Just for an example, you've probably noticed how many big "make money" blogs are out there. To some extent, we're one of them, but there's also Smart Passive Income by Pat Flynn, Neil Patel, and dozens, maybe hundreds of others, and why is that? It's a simple answer: demand. There are millions of people who would love to make money on the Internet, and they will happily pay for courses and software and anything else that will help them. And that's only one of the 31 profitable niches. There are 30 more, and here are a few examples.

First, Nerd Fitness. Seems a little weird, right? Well, according to this article on Forbes, this website makes over \$1 million per year. Here's a more modest example: Club Thrifty, a site about frugal living. According to their income reports, they are making over \$20,000 per month. Okay, how about a blog like Show Me the Yummy? They couldn't be making much money, right? Well, this income report of a \$40,000 month shows that just isn't true. Or for the parents out there, here's a mom blog making around \$12,000 a month. And we could keep on and on, these are just examples I could find, most sites don't even publish their income these days, but I think you get the point. Making money isn't the only space, there are lots of profitable spaces, and here's the really interesting thing: all of these blogs make money in similar ways, so let's talk about how to do it.

### **Part One: How Do Blogs Make Money?**

People ask me all the time, "how do blogs make money?" They think it has something to do with advertising. Put up a few ads, get a few sponsors, and live on the beach, but again, that's not how it works in the real world. In reality, there are three ways people make money by

blogging: the first is called affiliate marketing. If you've never heard of affiliates, the idea is you promote products from other companies that you genuinely believe in, and every time you refer someone who buys something, you get a commission. For example, let's say you have a photography site, and a new camera comes out that you absolutely love, so you post a review on your blog, and you link to Amazon. Well, every time one of your readers buys the camera, you get a commission. On cameras, it's probably not going to be more than 5%, but over time, that can actually really add up. And you can earn commissions on all kinds of things outside of Amazon too.

At Smart Blogger, we recently ran this email promotion for SiteGround. Now, if you notice, it's a bunch of long emails here, and we actually give a lot of good content about how to make sure you get the right hosting for your blog. It's not just a pitch fest. We also really like SiteGround, we use their hosting and think it's genuinely the best host for our readers. Now, every time one of our readers signs up, we get between \$75 and \$125, depending on how many people we send. So, if you look here, these are all the recent commissions, all \$125 each, and it adds up to thousands of dollars a month, and we have to do absolutely nothing to get that money. The email series I showed you was already written; we just sent it out to recent subscribers, and then the commissions came in like clockwork. And here's what's even more amazing: this income is almost totally passive. We're making money on the product we didn't create and we don't have to support. All we do is send traffic, and they take care of the rest.

Okay, blog monetization model #2, self-study courses. Most of the bloggers making really big money right now are doing this. If you haven't heard about it, the idea is you can create some videos teaching people something you know, and you can sell it to people. It's passive income, because you just create the course once, and you can sell it thousands or tens of thousands of times. For an example, just take a look at [guestblogging.com](http://guestblogging.com). I'm guessing quite a few of you guys. Yeah, it's a self-study course we've been selling for years now where we teach people how to write for big magazines and blogs. So, if you want to learn how to write for Forbes, this course teaches you how to do it. The only real interactive component is we do twice-monthly Q&A calls, but otherwise, this course is completely hands-off for us, and here's how much money it makes. \$341,000 in just one year. And honestly, that's pretty mediocre. I think it's possible we could push this course over \$1 million a year, but we haven't really tried, because \$300,000 of almost completely passive income is pretty nice..

So, let's jump into the last monetization model here, #3, continuity programs. You hear different kinds of names for this one. Membership sites, clubs, associations, but the idea is that you create a program where people pay you either yearly or monthly on an ongoing basis, usually to deliver some kind of content. Back in 2014 I launched a continuity program called Serious Bloggers Only. Every month we released brand new content on a specific topic - and it was always something meaty like a mini training course, or a masterclass with an expert or an in-depth case study and people would pay \$49 a month or \$200 a year to be a member.

That continuity program ran for nearly five years and generated nearly \$2 million in revenue. In fact here's how much it made in 2017 alone – \$438,691. In the end, there was so much content that we stopped selling monthly memberships and just turned it into a standalone course and it's still making a ton of money. And the great thing with a continuity program is it's dependable income. Every month, members get billed, and the renewals and cancellations are pretty predictable, so you always know how much money is going to be coming in every month. It's wonderful.

So, here's the bottom line. Before you start a blog, you want to see other blogs in the niche already monetizing in one of these three ways. If you can't find any, it's a really, really bad sign, because listen: what makes you think you'll succeed where everyone else has failed? I'm not trying to be discouraging. I'm just being real with you here. Over the years, I've had thousands and thousands of students, and nobody has ever been first in their niche. Never. At this point, blogs have been around for over a decade, and every successful niche has leaders who are clearly making lots of money.

## **Part Two: How to Get Started from Scratch**

Now again, I'm going to give you a list of those niches at the end of the video, but before we go there, let's talk about another obvious problem: what if you don't have a self-study course? What if you don't have a continuity program? Should you develop one of those first before even starting your blog? How do you get started from scratch? It's a totally reasonable question, and to answer it, I need to ask you a strange question: what if you could know a product was profitable BEFORE you created it? I'm not talking about guessing. I'm talking about knowing with absolute certainty. You see, the biggest mistake people make is spending months or even years creating a course and then finding out nobody wants it. And it's totally avoidable. Here's what you do:

First, start by promoting affiliate offers to discover what sells to your audience. When we were looking for our next flagship course, for example, we promoted a Content Marketing Certification program by Copyblogger, and it sold pretty well with minimal marketing, so that caught our attention. Better yet, we earned 30% on each sale, so about \$300 every time one of our readers bought the course, so not only were we discovering what our audience likes to buy, but we were getting paid pretty well for it in the process.

Next, when you find an affiliate offer that works really well, create a similar but superior product. In our case, that meant creating our own content marketing certification program, and we went much more in depth than Copyblogger. Not that their course is bad – it's actually really good – but we knew we could do even better, and so we created our own version with our own methods. To be clear, we didn't copy what they are teaching, not at all. We simply looked at it and created our own version that we believe is even better.

Lastly, copy what works in the marketing. For instance, with the Copyblogger certification program, we noticed one of the most compelling things is they have a listing of graduates they

refer work to. If you're a beginner, and you are struggling to get started, that's really compelling, because it's a strong potential source of leads. So, we created a similar directory on our own site, and again, we believe we made it even better.

The big idea here is you DON'T start with your own ideas. You start monetizing by making affiliate offers and seeing what people like. In general, you'll make the most money promoting two different types of products: the first is courses. If you look around through blog income reports, this is remarkably consistent. The people making money are either selling their own courses or promoting other people's courses. If you don't have the course yet, the absolute best thing you can do is promote someone else's, and there are courses like this in every profitable niche, okay? The next way to make money with affiliate marketing is to promote software, apps, or subscription products. Pat Flynn is amazing at this, making over \$100,000 a month from promoting other people's software. So ask yourself, or their software, apps, or subscription products people use in my space? If there are, that's another great place to get started.

Now, all of this obviously assumes you have an audience of your own to promote stuff to, right? So let's talk about how together a tribe of your own.

### **Part Three: How to Stand out in a Crowded Niche**

Ultimately, the most valuable part of having a blog is gathering together a large tribe of people who look to you for guidance. The bigger your tribe, and the more trust you've built with them, the more money you'll be able to make, but of course, there's a big unanswered question here: If you're going into a niche where there are already a bunch of popular blogs, how can you possibly stand out? You look around, and you see all these blogs that have been running for years, and you think, how could I possibly compete with that? You're just a beginner, right? Well, let's dive in and talk about how to stand out in a crowded niche, because I think this will help you a ton., but I need you to be patient with me for a moment, because to explain, I need to use a weird metaphor:

Superhero movies. If you've watched any superhero movie, you might notice it follows the same structure. Bad guy causes problems, good guy tries to fight him, good guy gets his butt kicked, he licks his wounds and learns a valuable lesson, and then he goes back and defeats the bad guy. It's pretty much the same in every superhero movie, and it's not just superhero movies, by the way. Romantic comedies, kid's movies, thrillers – pick your favorite category, and think about this: when a new one comes out, do you say, "Well, I'm not going to see that, because it has the same structure?" No way, right? If you love superhero movies, you go to see all the superhero movies. If you love romantic comedies, you go to see all the romantic comedies.

Well, blogs work the same way. Yes, there are old, established blogs, but those are kind of like old movies in the category. Saying you can't compete with them is like saying you can't do a superhero movie because they've already done it before, and that's silly. The more great

movies there are in a category, the easier it is to succeed, because you can imitate what works. You can copy the structure. Makes sense, right? Well, here's how that applies to building your audience. If there are lots of other blogs getting traffic in your space, you can analyze how they are getting traffic and do the same things.

The tool I use for this the right now is Buzzsumo, and here's what it does: you put in the website address for one of the most popular sites in your space. So, MarcandAngel.com is one of the biggest self-improvement sites out there, and I put it in the box in the top left. From there, Buzzsumo gives me all kinds of data, but the thing you need to pay the most attention to in the beginning is shares on facebook. So, on the stage, I can see all the content on their blog from the past year, and I can see how many shares they got on the different social networks for each of their posts. Now, is that valuable information or what? You can do this for all the top sites in your space, and it'll teach you a lot about what's getting shared, what's not, and you can use that information to write better posts.

The next step is you need to write a post using proven frameworks, and here's what I mean: this is a post by one of our students, June Silny, titled 20 Things to Remember If You Have a Person with ADD. Can you see how many shares this got? 2.2 million shares! To my knowledge, it's the highest shared post any of our students have ever written. We could talk for hours about exactly why that is, but one of the biggest reasons is the headline, "20 Things to Remember If You Love a Person with ADD." If you don't believe me, take a look at this:

This is a screenshot from Google showing all the other headlines on the same site, lifehack.org, using the exact same framework, "20 Things to Remember If You Love a BLANK." They've published one on dyslexia, anxiety, depression, OCD, autism, the list goes on and on. You might think a headline like that would fizzle out, but this one here about anxiety got 742,000 shares. Less, but it's still an insane amount. And here's what that means: instead of just typing away and writing stuff, pay attention to the structure of popular posts in your space, because that structure has an enormous impact on the popularity of content. In particular, I believe there five frameworks you need to master if you want to create popular content. And these frameworks work in all spaces. Here, I just gave you a glimpse at one of them, and if we went through all five, we would be here for hours, but here's a question for you:

What if I personally taught you all five frameworks? Examples, checklists, everything, so you understand not only what you need to be writing about, but you also have a structure to put it in? And what if I also gave you exports of the most shared posts for all of the most popular blogs, so you could know what to write about without having to purchase tools like BuzzSumo?

Because we have a complete step-by-step process here, but there are some parts that are tough to do without some help. Let's take a look. First, you want to choose a profitable niche, and I will reveal those in just a second. After that, you want to get a list of all the most shared posts on the most popular sites in your niche, and then you want to plug those topics into proven content frameworks. From there, you want to monetize, starting with affiliate

promotions to find out what your audience buys and then proceeding to create your own products. That's everything, right. But there are a few issues here.

### **How We Can Help You Go from Zero to \$1000 per month**

First, what are the 31 most profitable niches? Without the research we've done, there's no possible way you could know that, but the good news is we're going to take care of that right now. Here's a library we put together, and I'll just scroll through it here, and you can look over my shoulder, so to speak. Here are all of the most profitable niches. All of them are proven, all of them have profitable blogs, run by normal people, not big companies with big budgets. We've researched this list and tested it with over 1,000 different beginning bloggers, and it works like clockwork. Just choose one of these niches, and you're off to a good start, but let's go back to our timeline here.

Next, you need to find out what topics are popular within your niche. Remember that tool we talked about, Buzzstream? It works great, but it doesn't come cheap. The lowest plan costs \$99 per month, and if you're doing a lot of research, you might even end up on one of the higher plans. A lot of beginning bloggers just can't justify that kind of expense. Well, let's go back to the niche library here and click through on one of these topics. As you can see here, not only do we have the popular blogs in the niche, but we also have the most shared posts, the search engine keywords, all the data you would normally have to pay a small fortune for. All the hard work is done for you here.

Okay, so let's go back to our timeline. Now you know how to pick a profitable niche, you know what topics you can write about to get traffic, how are you supposed to know what affiliate offers you should promote first to monetize your blog? Well, I'll bet you can guess what's coming: we've done that for you too. In the monetization section of our research library, you can just pick your niche, and we already have all the affiliate programs you should be considering. In many cases, we even break down the commissions you should expect and where to sign up. It's as easy and straightforward as it can possibly be.

Put it all together, and this research is insanely valuable, but what if I told you it's just one piece of what I want to give you today? Let's go back to our timeline. What if I also gave you step-by-step training walking you through every tiny detail of this process? I'm talking about 78 videos, more than 300 hours of training, teaching you how to get your blog off the ground, how to get traffic, the content frameworks I mentioned, list building, search engine optimization, social media, every tiny little piece of building a successful blog, and I want you to have it all today.

You see, this is all part of a course called Freedom Machine, and I realize that's a funny name, but stick with me here for a second. Between the library and the course, this is everything you need to grow a blog to \$1,000 a month of passive income, working on it on the side, in your spare time, whenever it suits your schedule. It teaches you every tiny detail, there's absolutely nothing left out. It also step-by-step videos, checklists to know you've taken all the important steps, and even assignments, so whenever you're wondering what the next step is, the answer

is literally “do the next assignment,” and when you’re finished, when you’re done with all the assignments and videos and checklists, you’ll have a blog making \$1000 a month. If your goal is to have more freedom in your life, if you’d like to travel or spend more time with your family or just remove some stress, and you’d like to do it through blogging, there’s absolutely no better course out there, it’s exactly what I would give to myself if I were starting over again from scratch.

And let’s just step through the value here. To build the niche research library, my company has already spent hundreds of thousands of dollars on your behalf, and if I were going to sell it standalone, I think there would be people out there who would gladly pay \$3000 for it, just because it saves you so much time and headaches. Instead of wondering what to do or digging around, trying to figure it out, you just look it up and boom, you’re on your way. How much is your time worth? If it’s just \$20 an hour, and this saved you a month of your time, that’s already paid for itself, and I wouldn’t doubt this will save you months or even years of effort.

Then there’s the course itself, Freedom Machine. Hundreds of hours of training, every possible little detail explained for you in depth with worksheets, assignments, checklists, everything you need to get to \$1000 a month of passive income from blogging. Not only does it cover building your blog, but also how to monetize it, including step-by-step directions on affiliate marketing, building courses, creating a membership site of your own. Now, people have paid us up to \$2000 for this in the past – that’s not a fake number, I can show you hundreds of receipts, so it’s worth at least that much, and really, a lot more, but let’s just say \$2000 in value.

We’re already up to \$5000, but now let’s add in one more piece: our scale workshop. This is where we talk about how to scale from \$1000 a month to over \$100,000 a year of passive income, taking you behind-the-scenes of everything we do here at Smart Blogger, and here’s the crazy part, take a look at these revenue numbers. Those aren’t years, those are months. This blog averages over \$100,000 per month in revenue, and I’m going to show you exactly how we do it. You can’t find this type of information anywhere else, it’s not for sale, but I’ll just go ahead and place in value here of \$5000, because I’ve had consulting clients pay me at least that much for this kind of information. So altogether, we have three different components, a total value of \$10,000, but forget about all that for a second, and let me ask you a simple question:

If I could get you to \$1000 a month of passive income, would you be willing to give me just the first month of revenue? Would that be fair? When I was a beginner, I would’ve jumped all over that deal, I’m totally serious, and if you’re serious, if you really do want to build a positive blog of your own, if you want that kind of passive income and the freedom it gives you, then that’s exactly the deal I’m willing to make you: give me just \$1000, and the whole package is yours. But let’s make it even crazier, shall we? Let’s say \$1000 is a lot of money for you right now, let’s say you just don’t have it, well I’m even willing to give you a payment plan of just \$99 a month for 12 months. It’s a package worth \$10,000, and today you can have the whole thing for your first payment of just \$99.

And here's why: building a profitable blog shouldn't be so freaking hard. If you try to do this without my help, you'll end up going all over the place, trying this, trying that, taking wrong turns – I know, because I've been where you are now, I took the wrong turns, I spent three years running in circles before I finally started to figure this stuff out, and here's straight up truth: you shouldn't have to go through that. I can make it easier, and so I will, call it my way of giving back, because whatever freedom means to you, whether it's travel or more time with your family or just reducing your stress, I want you to have that, and even more, I want to show you how to turn your blog into a machine that creates that freedom for you, exactly the way Smart Blogger has created that freedom for me. It's not fake, it's reality, I'll show you every little step, all you have to do is say yes.

Here's just a sample of what some of our past students have said. "It truly worked for me. I've now become a top writer on Medium, and I can't wait to see what happens as I finish implementing the teaching." That's from Kassey Vilches. Nicholas Zachary says, "To learn and be in touch with you guys everyday is a gift. There's no way I could do it without you. Thank you so much for caring and inspiring me to go 'all in' for my dreams." From Dr. Diane, we have "Freedom Machine was exceptional. This was exactly what I needed at the time I needed it." Freedom Machine delivers. It's not one of those courses where you can breeze through all the modules and be done. You'll be asked to do lots of work, but you'll also feel so much more confident. Trust me, take this course, do it right the first time, and your blog will thank you. Sarah Li Cain. This was truly worth every dollar and so much more. My blog is just launching this week. If it wasn't for Jon and his team, I would not have been able to do it. Mary Schaefer. "Can't believe how rich this course is. Most often with courses (regardless the price), I'm disappointed in the depth of material. Not now. I'm challenged to actually THINK about what I'm doing ... thank you!" Don Sturgill. And I could go on and on, we have quite a few of these, but the point is you're not going first, other people have gone before you, and the vast majority of them couldn't be happier with the training.

And to make this truly risk-free, I'm even giving you a 30 day guarantee. Go through the first month of the class with me, and if you're not satisfied, we'll issue you a full refund, no questions asked. Seriously though, I'd be stunned if that happens. I think you're going to find this is the best investment you've ever made in yourself, I think you might even find it'll change your life. If you're ready to join me, just add to cart, and I'll see you inside. Or if not, if you want to figure all this out for yourself, that's totally cool too. You don't need this to succeed, it just makes it a hell of a lot easier, but the decisions yours. Either way, I'll talk with you soon, bye-bye now.