



Conversion Blogging Video

Hi, my name is Yaro Starak. Thank you for taking some time out of your day to watch this video. I'm going to make this as quick but as powerful as I can, and teach you a lot about what it takes to make money from blogging in today's internet.

Briefly, a little bit about me. I've been blogging since 2005. You may actually know me already from my www.Entrepreneurs-Journey.com blog, or perhaps my Blog Tips email newsletter.

Those two resources are the foundation for an entire six-figure business for me. That means I've been making over \$100,000 a year just using my blog and my email list.

When I first started blogging, I wasn't having any intention that I could make money from it. It was purely something I wanted to do as an experiment, as an internet marketing tool, but also just because I wanted to express my love for a topic. In this case it was entrepreneurship.

Over time I built an audience to that blog and I started to monetize it. I started to sell advertising and made a few hundred dollars a month.

I continued down that path and learned a lot more about what it takes to make money from blogging, realized that there were some serious problems with the current way people were making money from blogs, and wanted to do it a little bit differently and sort of follow more the method that internet marketers use.

So I combined blogging and internet marketing to create a business that's a little bit easier to maintain, but yet can make a lot of money. Of course, in my case I am making over \$100,000 a year and all I have to do is write to my blog a couple hours a day and that maintains the entire momentum for my business.

You may also know me for my training program called www.BlogMastermind.com. The whole purpose of this video is to teach you about blogging. However, I am also selling you something, as you can expect. I am opening my training program again in about a week's time, if you're watching this video when it gets released. It may already be open as you're watching this.

There's no obligation there. I don't expect you to necessarily join my program. It's completely optional. What you're going to get in this video and the subsequent videos and resources I've got for you – they're all free – is just content. You're going to learn a lot, and after that, if you like what I've taught you, I hope you're interested in learning more from me and working with me to basically



replicate my success, then you're most welcome to come and join my coaching program, which is called Blog Mastermind.

For now, all you have to do is sit back and enjoy this process. I'm going to teach you a lot, so let's get straight to it.

There's one last little point before we keep going. If you've been watching the internet marketing world, there's a lot of great videos going out there. I'm not a video producer, so I'm focusing 100% on content and not so much flashy graphics. I still think you'll get a lot out of this. Let me prove that to you. Let's begin.

This is why you need to pay attention to what I'm going to be talking about to you today. First of all, the main reason you're here is probably to learn how to make money from the internet. I'm going to teach you a method of making money from blogging, which I consider a very smart way to make money.

Second, you may want to know how to use blogs as really the only web 2.0 marketing tool you'll need. If you've been following social media at all, you know how powerful it can be for marketing, yet it's a complex area. There are so many different tools and resources out there that you can really get a lot of information overload and over-stimulated. Frankly, it's just too much work to maintain it all. I don't do everything.

What I have learned over time is that if you have an effective blog, it can be the best web 2.0 marketing tool you'll need. How that works is, depending on what you consider to be social media – whether it's Digg or a website like Del.icio.us or Twitter or StumbleUpon, all these different websites that have a lot of traffic – you're trying to take some of that traffic and bring them into your business.

In my case, I use a blog as the main entry way into my business. The great thing about a blog is it naturally connects with all these social media sites. For example, generally if you want to make use of Digg, you're trying to take some of that Digg traffic and send it to content. That content is usually posted on your blog.

The same thing goes for StumbleUpon. If you're using StumbleUpon as a marketing tool, usually you want to bring that traffic back to content which you post on a blog.

You might be using Twitter to send out little messages, and some of them will be trying to get a stimulation of an action from people to bring them back to content or a conversion point or something like that, so again I like to use Twitter to bring people back to my blog.



Now I can go through all types of social media. Maybe you're talking about Squidoo or MySpace or Facebook or any of the various bookmarking or voting or ranking sites out there.

A lot of the times when you use those for marketing, you're trying to bring the traffic back to content. A blog is by far one of the best ways to deliver that content.

What you want to do is get your blog set up right. You want to have an effective marketing tool in your blog, so when you go out there and make use of all the social media it's not wasted.

And more importantly, if you just get blogging right, often that can lead to all the benefits of a full-on social marketing campaign. You'll get people Digging your content. You'll get people Stumbling your content. You'll get people linking to it from other blogs. This is all fantastic social media, and it can happen organically if you just build a great blog

That's one of the main purposes of what I do, which is to help other people really build fantastic blogs.

A lot of bloggers today are working very hard. What I want to do with this presentation, and the subsequent one coming in video #2, is teach you a much less labor-intensive method of making money. We're going to do this to work less and earn more. It's a classic formula. *The Four-Hour Work Week* presented something very similar.

This whole idea is really about doing a little bit of effort each day to get a significant income source. It's not about working 12- or 14-hour days, as some of you bloggers out there right now probably are already doing.

Lastly, the end-all of this is to have a stable income stream that is based on a real business. This is not something that fluctuates. This is real income that keeps coming to you month after month, that you can quit your job based on, and be confident and comfortable that that is the business you're running.

Moving on, these are some questions that are pretty common, and really important things to understand about a business before you make the decision to follow a system.

- What do you personally want from your business?

Do you want it to be easy to get started? Do you want something that can be done part-time? Maybe you're starting with a full-time job and trying to work your way towards quitting that job and doing your business full-time.

Do you want something that's obviously significant enough in income that you can quit your job? And I think the most important thing personally is will you enjoy the process of getting that business set up?

- Challenges

If you're already into the internet marketing world, you probably have tried different methods before and you may have faced some challenges. In fact, right now you're probably facing many of these challenges. I know this because I have faced these challenges myself over the seven or eight years I've been making money on the internet.

It's something that you always have issues with, so these are definitely some of the most common ones. You probably right now are having issues getting attention and traffic.

- Your email list.

If you've been in the internet marketing world, you know how important the email list is. If that's the most important aspect of an internet business, chances are you're having a problem with building that email list. That's something that's really challenging. I know I struggled with that previously.

If you really look deeper into why internet marketing and internet business works so well with an email list, it's because of the relationships you can foster with people through email marketing.

Relationships are key to doing anything in business. They're key when it comes to getting certain people to promote for you as affiliates or joint venture partners. They're key from your potential customers that they have a relationship with you and trust you in order for them to make a purchase.

So you want to foster relationships if you want to have success on the internet. That's why I said the whole point about a lot of the reason why you're even watching this video is to learn more about making money.

Now of course I believe blogging is the answer to a lot of these questions. Personally, it has been the answer to every one of those questions for me.

Blogging is easy to begin. If you're brand new to making money on the internet or any sort of system for generating an online income, blogging is by far one of the simplest methods to get started. If you know how to write an email using Hotmail or Gmail or Yahoo mail, that's about as easy as it is to get into blogging.



Blogging is one of the most powerful traffic and relationship building tools I know of today. It's so very current in the internet world. People talk about old forms of marketing dying out and web 2.0 entering as the most current form of – what do you want to call it – relationship marketing or communication marketing or influential marketing.

Whatever you want to call it, blogging is definitely one of the best ways to make use of the new form of media, and it is a new form of media. It's been the #1 traffic source for my business. In fact, blogging *is* my traffic source for what I do, and I want to teach you how it can be the same for you.

But it's not just the traffic. Blogging is fantastic for those relationships that I was talking about before. It helps you build relationships with people who may become your customers, who may help spread the word for you to build more traffic, and introduce you to all the right people you want to know, like joint venture partners or the most prominent experts in your market.

Now this is something that most bloggers are not doing, which is building an email list. I think it's absolutely critical that people learn to combine these two tools together. When you do realize this, you can harness all that great traffic you build through your blog and funnel it into an email list.

A lot of my presentation is going to show you and talk to you about that. I won't discuss it now. Of course if you have a system to make this work, if you're following a blueprint or a process to build a business, then it can become very profitable and very stable. A blog is so important for that system to work.

Now I'm going to quickly take you behind the scenes of my actual blogging business to prove to you that I get the benefits I'm talking about here with my blog.

What I'm not going to do, though, is show you piles and piles of checks and images of how much money I'm making, because I know you're probably sick and tired of seeing so many videos and people talking about how much money other people make, when what you want is actually to start making some money yourself.

What I do have is two separate videos that you can grab also for free if you opt in to the little box you see on your screen now below this video. You can do that later or now if you like.

The whole point of those two videos is to take you behind the scenes of my blogging business, exactly how I make money, and it also shows you the source of each of my income streams and how much I make from each of those sources.



They're great videos. They're also free, and as long as you opt in either now or at the end of watching this video, you'll get those two free videos as well. I'll send them to you by email after the fact.

What I want to do quickly now is just show you some proof that's very current, just to show you that I am doing this and I am making money from it, very briefly though.

This is a product that was recently released as I record this video. It's called [Traffic Secrets 2.0](#) by John Reese. My blog is in the internet marketing industry, so I promoted that product. I just did a little promotion for it. I sent some emails to my email list and wrote a couple of blog posts.

Now bear in mind that this is only one of close to 50 different income streams I have from my blog, so that's how it can become very stable. Just to show you what one can do, each of these emails is an email telling me I made an affiliate sale and I actually earned \$200, so each of these emails is worth \$200 to me.

As I record this, this launch of John Reese's only finished a couple of days ago. Actually it's still really going, but it opened up about two days ago. Now I've made plenty of sales. You can see all these emails here. Each one of these emails is worth \$200.

I'll just keep scrolling down. I haven't done the total calculation yet because the launch is still going, but they're still coming in as I record this video. I think I've broken already \$6,000 in income from this launch, and that's the sort of thing I can do once or twice a month with my blog and make some good money from it.

Bear in mind, of course, this only happens because I actually have built my system around having a profitable email list and a profitable blog to build that list.

So blogging, as I talk about in this slide underneath here, is not just about making money directly from blogging, at least my system isn't. It's also about feeding your list and getting those leads in so you can do promotions like I've done with John Reese there as an affiliate.

Just to demonstrate also how effective my blog is as a list builder, I'm going to show you inside [AWeber](#) here, which is the system I use for building my email list. You probably know it already. It's a great one with lots of fantastic reputation. I recommend if you're going to follow in my footsteps that you use [AWeber](#) as well.

If you don't know what an email autoresponder is, it's just a tool that lets you create email lists and build email newsletters. [AWeber](#) is such a tool.



These are just some totals I grabbed today. I actually have 26,374 active email subscribers, and that's been built up primarily because of my blogging business. That's pretty much the only source of those leads.

Each day I'm getting somewhere between 50 and 100 new leads. As you can see, just today, which is still going, I've had 71 and yesterday I had 93.

Now if you're running a business right now or doing any kind of internet marketing, let me ask you – how much of a benefit would it be for you to have between 50 and 100 new interested prospects coming into your business every single day? I'm sure you can see how powerful that is, and blogging can get you there. It's done it for me and it continues to grow.

In fact, on some of the best days I've had 300 new leads just from writing a great piece of blog content. That's how powerful this can be.

That's enough proof for you. As I said, I have a video that goes into more depth and shows you more things like that, so if you do want to grab a hold of that, make sure you opt in to this little opt-in box at the end of watching this video, but for now we're going to move on.

I have a little gripe with the internet marketing world because I'm just not seeing any of them really latch on and create great blogs. Internet marketers for some reason don't use blogs the way they should be used, which is as a tool to build real authority and to become a leader in the marketplace, as well as a fantastic lead generator as I just showed you, and of course to make money as well directly from affiliate sales and your own product sales.

I've gone around and looked for any of the people who came into the internet and established themselves as leaders and internet marketers to see them do the same thing in the blogging world. So far I haven't really found that many. There's a handful of people.

Don't get me wrong. I'm not talking about bloggers who started off as bloggers and do write about internet marketing. They're doing great. There are a handful of people like myself who started off as bloggers and have a real presence in the blogosphere.

We get links from mainstream media. We get links from other top blogs and websites, and that's how we can dominate search results and really become thought leaders in our market.



Internet marketers just don't seem to be doing that, and let's step away from the internet marketing industry for a second. I think this is applicable in almost any market.

If you study anything that Gary Vaynerchuk says, you may have heard him suggest that no matter what little niche you're in, whatever you're interested in, there's an opportunity for you to become the leader through doing things like blogging. He does video blogging.

I honestly believe if you decide to go after a niche and become the absolute dominant presence in that market, blogging is by far the best and the fastest and most powerful way to do so. I'd like to see more people do that in the internet marketing world as well.

That's what this whole video presentation is about. We're going to raise some awareness. Unfortunately, most people seem to use blogs just to push product after product after product and sell a never-ending stream of hype.

That obviously doesn't work. It doesn't build authority. It doesn't really make you much money, and it's not a model you should follow. What I want to get across throughout this presentation is that you need to learn how to use blogs as a leverage tool for market domination, so let's keep going.

There are another group of people who just come into this as brand new newbies, as you'd call them, who want to start making money on the internet and they choose blogging as a means to become income earners online. You may be that person right now. You could be an aspiring professional blogger looking to use your blog to make money on the internet.

Unfortunately, most people who follow that path seem to follow the model of what I call "the page view slave." That just means if you don't write every day you stop earning.

There are a lot of bloggers out there who are building 5, 10, or 15 different blogs, or maybe even just one, and they've committed themselves to writing X number of articles every day and doing all kinds of other things around their blog, and because of that they're working 12-hour days.

If they don't do that every day to produce new content, because they rely so much on new page views of their content, then they just don't make any money. It's not a very stable business.

So unfortunately, even when you get this right and you do manage to write every day and be very diligent with your work ethic, you generally don't make much money or it's very unstable. Some days you make good money, some days you



make nothing. Hardly a system that you can quit your job on. It's not something that's that comfortable to work with.

I'm advocating an entirely new system of blogging to move away from that page view slave, high labor-intensive model. This is really about building a business regarding your blog.

That starts with step 1, adding an email list to your blog. I'm going to show you exactly how to make use of the email list with the blog in a moment later in this presentation. Let's just keep moving on, since we're using a lot of time.

I think ultimately most people need to learn how to become better marketers. I don't care whether you're brand new to this, you haven't started an internet business, you're already blogging, or you want to learn how to use blogs with your internet business that you already have. You need to figure out how to find systems that don't suck your time.

Chances are, right now you're spending way too much time on the low-return activities. For most people when they're using blogs, that includes you. You're not using your blog in a high-leverage method.

Once you understand the smart way to use blogs, you'll learn how to convert customers. You'll build and segment your email list, and you'll start working less and earning more, and it all will become automated, using automated marketing systems.

One of the fantastic benefits of building a successful blog is the power it can put in your position in the market. Right now I expect if you do have an internet business, or even an offline business, you're probably struggling with a lot of competition or even just struggling to get attention. People don't know who you are and don't look at you as anyone special compared to everyone else trying to sell them the same thing.

If you're tired of basically having this issue of not getting traffic and not getting the attention of people and just not making sales, a blog could be the answer for your situation.

Ultimately we're all in competitive marketplaces, that's true. If you've been paying attention at all to the internet marketing world or the direct marketing world, if you've heard what Rich Schefren talks about in some of his [Attention Age Doctrine](#), or if you go further back and look at what Jay Abraham talked about with establishing pre-eminence, you know that the people who really win in the business world, the top players, are the thought leaders, or mavens as Rich used, or pre-eminent experts as Jay uses.



Basically if you can become one of those people you get these kinds of benefits:

- You can charge more money.
- People choose to buy from you.
- Word-of-mouth occurs organically, so that means you get more audience simply because your existing audience spreads the word for you.
- The top people in your industry want to work with you, so you get partners coming to you, rather than you having to go beg at other people's doors to convince them to promote what you do.

Really, opportunities come to you when you are a thought leader and a maven.

I believe in today's business environment, a blog is the #1 tool to establish this thought leadership, pre-eminence, and to become a maven in your market if you do it the smart way.

Now we're going to start getting into the practical nitty gritty of how to do this. I've presented to you all the benefits of why you want to do this. Let's talk about how to do it now.

How to profit from a blog in today's worldwide web is quite simple. You have to build an audience by leveraging superior blog content and smart marketing. Then you funnel that traffic into an email list, and this is important, the email list has to have a focused purpose. This is not an email list that simply repurposes your existing blog content. This is an email list that stands alone and has a purpose different from what your blog already does.

Next you convert those leads into customers, and hopefully, once you've set all this up, it can be automated so you have to do very little beyond write one to three times a week.

That's the goal we're looking for here, is to have serious momentum and serious automation that can be maintained by just some blog content a couple of times a week, so it really is a 2- to 3-hour kind of job and that's it.

I call this entire process "conversion blogging," which is the act of blogging with the intent to escalate each interaction through multiple points of conversion. That might sound confusing to you, so don't worry. Right now I'm going to show you exactly how to get that done using a blog, and I'll give you some steps to work the process.



These are the six steps. I'm going to show you this live using my blog, and then another blog in a different topic area just to show you the visual proof as well.

Step 1: Create a blog

Step 1 in the conversion blogging process is to create a blog. That in itself is obviously a massive task, but don't worry. I've got some resources for you in my next video that will show you how to do this if you're completely brand new to blogging, so that is handled for you. It's not that hard. It can be done in five minutes literally, so don't worry about that. We'll get it done.

Step 2: Place an email list opt-in form above the fold.

Above the fold is a little bit of a technical term. It just means to have the email opt-in form high up. I'm just going to open up my blog, which is just here. This is the center point for my business.

As you can see in this blog, it's got an email list opt-in form right here. This is the area above the fold. Why is it above the fold? It's just above the fold because you can see it without me having to scroll downwards.

This content here is below the fold. Everything you see on the screen now is above the fold, so my form is here. This is where people join up. It's very simple. Enter your name and email address and click that button and they're subscribed.

Step 3: Incentivize the opt-in with an on-target offer that filters visitors and prospects.

This is really important. It's not enough to stick up an email newsletter saying, "Please join my email newsletter," or something very simple that doesn't give a reason why. You need to give a reason why they want to join this list in the first place, and that's the incentive.

I recommend one of two things – either a stand-alone resource (like a free report, a video, some audio, or something like that, so in this case I use a report that's also available in text and audio) or an e-course (a series of emails that are sequential that teach people how to do something).

Those are two of the best incentives you can give to people to join your list. The point of this is not to have this list just be your blog content. This needs to be a more refined specific purpose behind it.

In this case, my blog is about entrepreneurship, internet business, and making money online. I talk about self-development. I talk about myself. I use all these



different topics to bring traffic to the blog, but then this email list has one purpose: it teaches you how to make money using blogs.

When people join this list, they're putting their hand up saying, "I want to know more about that topic. I'm interested in making money using blogging."

That's important because it means they're more inclined to want to buy the products I recommend, my own coaching program for example, or any of the other related information products and services, and of course I give them valuable content, which is one of the upcoming points, that is related to that topic.

So that's a more refined slice of what my overall blog is about. It's a natural progression to go from blog reader to email subscriber, bearing in mind not everyone will join the list who reads my blog. That's how everything is filtered.

Step 4: Pre-sell with superior blog and email content

The promotions I do go to my email list and to my blog. It's like a double whammy. I don't always promote everything through both channels, but some of the biggest things, like the one I just showed you with John Reese, I will send both emails and blog posts. Trust me, this works so much better if you do this and not just one or the other.

How I know this is because I used to just write a blog post. Before I had my email list I'd write a few blog posts to try to sell something and I'd do dismally. I'd sell one or two or three or four and maybe make \$1,000 at best, which I know for a lot of you is your initial goal. But if you want to move into the six-figure mark, you need to start making \$2,000 to \$20,000 from your promotions.

When you have an email list and a blog, it's a very powerful one-two punch for making your marketing messages work, so I recommend you use both media, and that's what conversion blogging is all about.

Step 5: You make money by selling products or services to convert prospects into customers.

You convert people who subscribe to your list and read your blog into buyers. Then you segment those people from just being on your free list to being on a list that you have that's just your customers. That is simply a matter of creating multiple different lists and moving people from one list to another.

It's a little bit technical and might be confusing for you, but it can happen automatically quite easily. When a person buys a product, they move from this list to this list. It's a very simple process.



That's powerful because it means you have a list of people who just buy products.

Step 6: Use email autoresponders to deliver the process completely hands-off, or at least as close as you can.

I'm just going to show you the messages I've got set up to go out to my subscribers after they go in that email newsletter. This is content I created once and it goes out to each subscriber over and over again.

It's not like blogging where you have to be always creating fresh content. This content continues to have value for people because they start from the beginning and work their way through.

This is a series of about 55 emails I've got currently. I wrote these over the course of a year as I was building my newsletter up, but now people go through this process without me needing to go and do it again.

The beautiful thing about this is all these emails build the relationships for me and sell my products for me, all automated. This money comes in without me having to go and create new emails.

Obviously sometimes you do have to create new emails to promote a brand new launch, like what I did with John Reese. You have to write a couple of broadcasts, but the relationship building process is automated. That's what's really powerful about this and what most bloggers are not doing.

It's really critical that you start making use of the advantage of segmented sequential email lists. It's very powerful.

Just to show you one more thing so you don't believe this is just about internet marketing, one of the current students of my blog coaching program writes about natural acne treatments and skin care. This is her blog. Her name is Frances and she writes www.HighOnHealth.org.

Her blog follows the formula to a tee basically, the conversion blogging process. She has an email opt-in box above the fold, which gets them onto an e-course. She has a set of emails that go out automatically, which promote her book, [Eat Away Your Acne](#). It's an acne treatment book, and that process happens automatically.

She drives traffic through blog content, filters them through this email list, emails go out automatically, it builds the relationships, and makes sales for affiliate products and her own products.



It's a very powerful process and much easier to implement than traditional blogging where you have to be always writing to generate new page views.

We're going to wrap up this presentation because it's going pretty long. The reason why this whole system of conversion blogging works is not just because of the tools that go together – it's the strategy behind it.

1. You're capturing traffic from the web using a blog. Really it's like a net. You've got all these sources of traffic like those web 2.0 methods I talked about. You've got your blog putting out great text content, great video content, and great audio content.

It's pulling in traffic from Del.icio.us, from Digg, from other blogs, from organic search results, from all kinds of channels of traffic.

2. You're filtering that traffic into an email list, so from the worldwide web to your blog to your email list. That email list is more targeted. It's got a specific purpose. There's some strong psychology behind that.
3. You're pre-selling using content, which creates the right environment to make the conversion.
4. You convert people into customers.

That's simply how conversion blogging works.

I'm going to finish now. Before the entire conversion process I just showed you will work, you do need to build a blog that's actually successful. You have to build a blog that's got traffic and gets you that authority in your marketplace that you're looking for.

The reason why that's important is because it creates an environment of trust. You build not only traffic, but traffic that trusts your opinion, what you say, how you say it, and what you do.

I'm going to show you exactly how to build that authoritative, powerful, traffic-pulling, money-making blog in the second video coming up, which you can grab by entering your name and email into the box you see on your screen.

In there I'm going to show you these four steps in much more depth.

Step 1: Choose a niche which satisfies both what you enjoy and what the market needs.

Step 2: Learn how to create powerful content that pulls traffic like a magnet.



- Step 3: Market your content using multiple channels and various media formats.
- Step 4: Monetize that traffic using the conversion blogging method I've shown you and lots of other different methods, and I'll go through at least some of them in the next video.

That entire process is what I call the Blog Profits Blueprint. The Blog Profits Blueprint was originally a text document, and still is a text document, that was released in 2007. It was very popular.

It went viral. I've had nearly 40,000 downloads of that document and had lots of great comments. Over 300 comments were left on my blog, and I know it's just a powerful document that will change your perception of what it means to make money from blogging.

What I've done, though, is I've created a video version which is brand new. No one has seen this before. If you like and prefer video, you'll enjoy the video presentation I have for you in Step 2.

However, I'm also giving you the text version and the MP3 audio version, which is me talking that report out to you, which you can grab just along with the video.

So if you want all of these resources – the Blog Profits Blueprint in video, in text (the original report, which is 50 pages long), and the MP3, which you can listen to on the run – you need to [enter your name and email into the form](#).

I'm sure you know this process. You've done it many times before. I promise you I won't spam if you enter your name and email there. I'm just going to send you some great content.

I will be opening up my [coaching program](#) on how to make a profitable blog and follow everything I've just shown you. It will be opening up in late July and you're most welcome to join the program.

However, there's no hard sell here. You can enjoy my content at no cost. If you want to join the program, go ahead. If not, that's fine by me as well.

I hope you've enjoyed this presentation and got something from it. If you have any questions, do get in touch with me. I look forward to seeing you once you enter your name and email on the second video.

My name is Yaro Starak and I'll speak to you in the [next video](#). Thanks for watching. Bye!