

## *100k Blog Blueprint Report*

### **Intro:**

Hey there! This is Daniel Boehm and WELCOME to the **100k Blog Blueprint** report.

In this report you're going to learn the **4 step blogging formula** I've used time and time again to build multiple successful (6 figures+) blogs online.

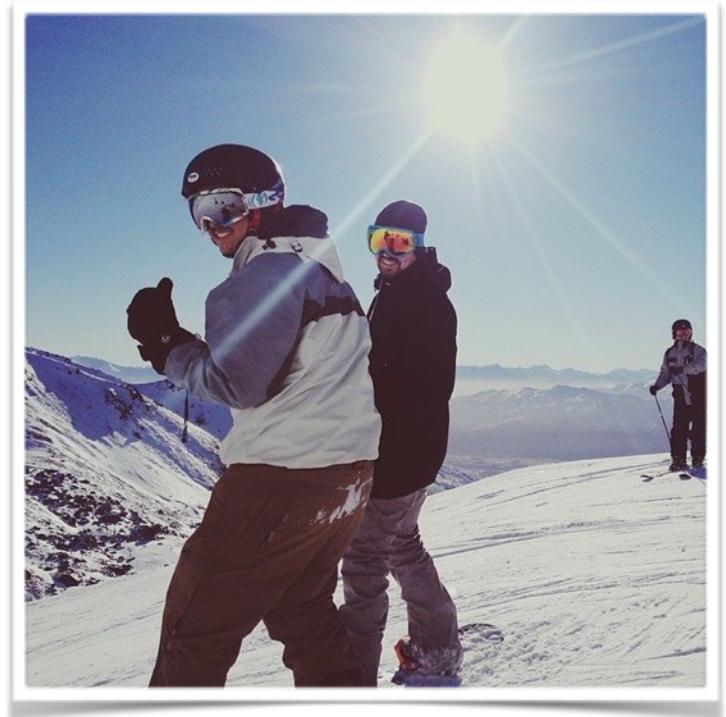


Before we get started, I just want to say a big thank you to everyone for buying this report.

One of the best investments you can do with your time is learning how to reclaim control of your life. You have one life so why would you spend it doing things you hate?

It's probably a new concept to you that you can actually travel the world, work from your laptop and make a lot of money. To be honest, when I first started I was pretty sceptical as well. It sounded too good to be true. But let me promise you this, it **works**.

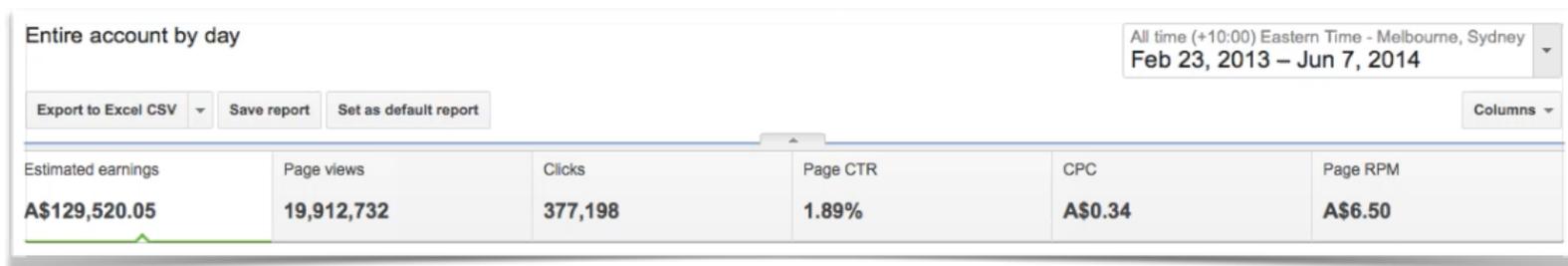
I'm writing this right now from a coffee shop in Bangkok, where last week I was enjoying dumplings on the streets of Hong Kong and the week before that I was snowboarding in Queenstown, New Zealand with a few good mates.



I am living proof that you can do this, and I'm just an average guy. I graduated University with a degree in Commerce, after failing over 8 (Eight) classes. My 3



year degree turned into 4 years. This is to show you I'm not a genius, if you haven't already guessed!



Entire account by day

All time (+10:00) Eastern Time - Melbourne, Sydney  
Feb 23, 2013 – Jun 7, 2014

Export to Excel CSV Save report Set as default report Columns

Estimated earnings	Page views	Clicks	Page CTR	CPC	Page RPM
A\$129,520.05	19,912,732	377,198	1.89%	A\$0.34	A\$6.50

To show you what's possible, between February of 2013 and June 2014, I made over \$130,000 (just Ads earnings), been to over 15 countries, snowboarded in the Swiss alps, experienced my first snowfall in Poland, eaten crickets on the streets of Bangkok, partied 'til the sun rise on Koh Phangan, and this is just to name a few. And that was my **first year** of full time blogging.

Don't look at this like I'm trying to brag. I want to show you what is possible, and get you excited enough to take the leap yourself. All I'm saying is **you** too can do all this, and it's not even that hard.

You're probably thinking if it's that easy, why isn't everyone doing it? And the simple reason is... because they **don't know**. This is a very new "occupation".

There's a new way of life- or as Tim Ferris (author of New York Times best seller, *The 4 Hour Work Week*)

calls it, the New Rich. Becoming rich not in how many cars and houses you have, but in **experiences**.

Your whole life you've been conditioned to follow a certain path, and I'm sure you know what it is. And everyone does it, your parents did it, their parents did it and they do it dogmatically. You go through a system of education, which prepares you into a secure (debatable) job, which you'll end up hating, and then you have kids and start a family. Does that sound familiar?

I want to show you a new way of living, one where from just your **laptop**, you can earn tonnes of money, work anytime you want and **anywhere** you want. You don't have to worry about the economy, a recession, or being fired from your job.

Life is now completely in your own hands, and no one can take that away from you. This is true freedom. To do things on your own terms and be able make choices without asking anyone for permission.

I can at any moment, decide to go to Finland, eat fermented fish, give Santa a visit (he lives there) without having to ask my boss for leave, not worry about how I'll be paying for it, and this is just the start.

Don't get me wrong, **there are many ways to enjoy life.** If you are a family man or woman, you'll have more free time to spend with your kids, take them on amazing holidays and not stress about work when you get home.

This kind of lifestyle is for **everyone.**

**So how do you have a lifestyle like this?**

I'm going to show you the 4 step formula to building a blog that generates **a lot of traffic** and **a lot of money.**

Whether you're a student, working in a tedious job you hate, or living in your parent's basement, it doesn't matter, as long as you have internet and a computer then you can start today. Right now.

To simply put it, blogging is merely a way of sharing **information.** Sharing your knowledge and value to the world and getting **monetary value** in return . Whether it's through adverts on your blog, selling ebooks, selling other people's products, and a tonne of other ways, blogging is the platform for you to give value to the world. It's a business.

If you think because it's 2015 and it's too late to start blogging, then you're wrong. It could be 2030 and you can still make a tonne of cash from blogging.

The number one tip for success from dot com billionaires to the Indian man selling chicken tikka on the side of the road, is to give **value**. That's all it is. You get back, what you put out. There is no other way.

Value comes in many different forms, and in many different topics. To explain it simply, value is anything that will **improve the lives of others**. If you have a baseball blog and teach tips and tactics, then that's value. If you have a cooking blog and give amazing recipes, then that's value.

I had a personal development blog which taught people how to improve different areas of their lives. This brought in over 2 million visitors, because its value.

This is what has allowed me to live a mobile life and this is how thousands of other people do it. Rather than giving a **fraction** of your value to a company you detest working for, why don't you redirect that value so you can earn all the benefits yourself?

That's enough of me talking. Now that I've laid out all the precursors, let's get straight into the **4 step formula** to building your very own \$100k blog and online business.



## **STEP 1:**

# **BLOG CREATION**

The first step to blog creation is figuring out what you want to blog about. There's three rules you should follow when considering this:

### **1. What are you good at, enjoy or want to be good at?**

These questions will help you get started. If you're good at something, then you must have spent a lot of time on that subject. You have a lot of information.

If you enjoy something, that means you want to spend a lot of time on that topic, and same applies to a topic that you want to be good at. As an example, if you want to lose weight, then you can start a fitness blog.

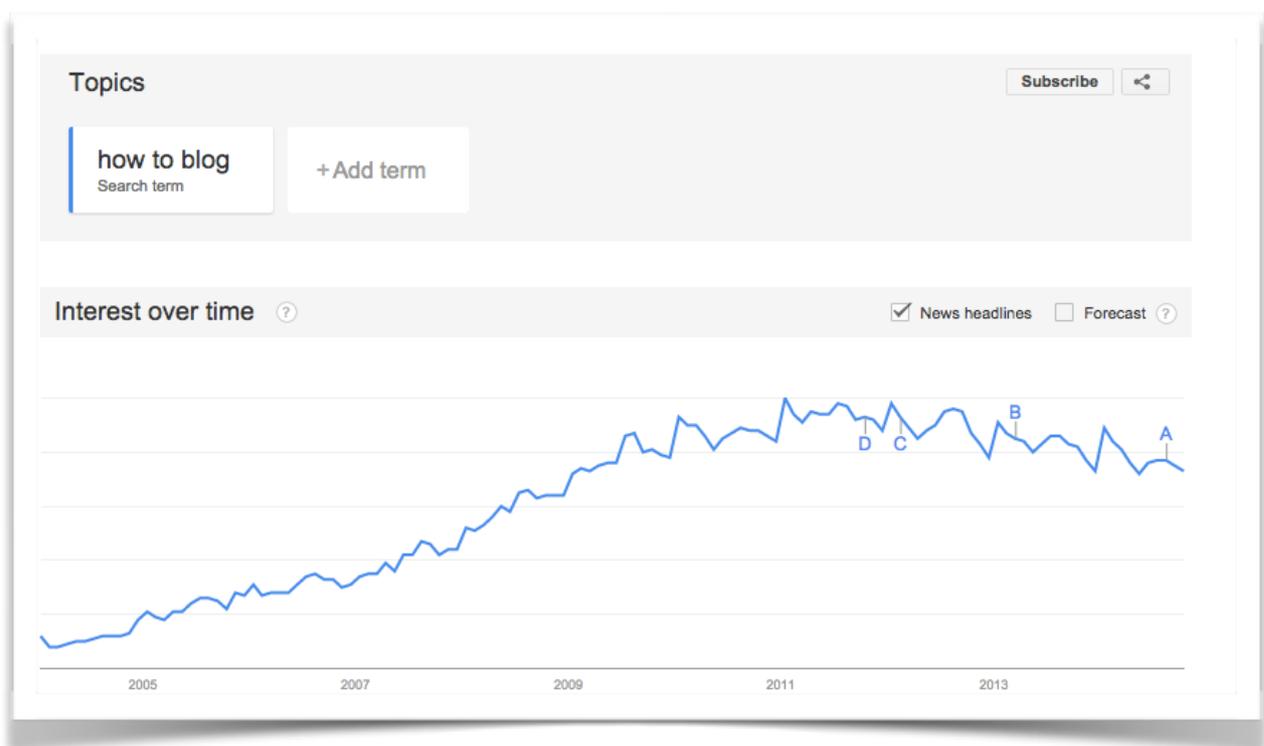
You can document your weight loss, you can provide tips you've learnt etc. There's a topic for everyone.

### **2. Does the topic provide value to a lot of people?**

Use google's [keyword planner](#) to see if there's any interest in your topic. Search some common keywords that are related to your blog topic. E.g. Dating blog, keywords would be 'how to get a date', 'how to dress well', 'building confidence', 'holding conversations' etc.

Then click on the keywords tab and it'll show you the monthly search volumes for those keywords, to give you a good idea of how many people are searching for advice related to your niche.

Then use [google trends](#) to see how interest for your idea has changed over time.



**3. Drill Into Your Topic.** Whatever your topic is, make it as specific as you can. If you want to teach internet

marketing, teach how to **increase conversions**. If you want to teach baseball, teach batting. This helps you differentiate from other blogs, and you can always expand later on.

A cool example is [nerdfitness.com](http://nerdfitness.com). It's a fitness blog which has pretty much the same stuff as any other fitness blog, but this is positioned and aimed at "nerds".

So if anyone who identifies with the word "nerd" or "geek", they will mostly check out this fitness blog over all others because its designed for them (even though all the fitness material will be the same as any other fitness blog).

So try to think of how you can drill down into your topic and position yourself with a specific topic, or aimed at a class of people.

## **Now that you have a topic, lets build a blog.**

This is very easy to do, as long as you follow the instructions word by word. Even if you're not a technical person, if you can read this then thats all you need.

## Step 1: Buy a domain name

Head over to [godaddy.com](https://godaddy.com) and buy a domain name. To help you generate a name for your topic, head to [namemesh.com](https://namemesh.com) and enter a few keywords. This tool gives you awesome ideas and shows you whether or not that domain name is available.

Try to choose a domain ending in **.com** (it's classic, everyone knows it, and looks the best). Then to get cheap domain names for under \$2 (normally \$10+) use [retailmenot.com](https://retailmenot.com) to get a discount code for your domains by searching for "godaddy". This will save you hundreds of dollars down the line.

## Step 2: Get hosting

Once you have a domain name, head over to [hostgator.com](https://hostgator.com) for cheap and reliable hosting. Click on the web hosting tab in the menu, and start with a shared plan. I recommend you choose the baby plan, as you can host an unlimited amount of domain names incase you have a new blog idea (or want to start another blog).



The image shows three hosting plans from HostGator, each with a 'Now 20% OFF!' banner. The 'Baby Plan' is highlighted with a red border. Each plan includes a list of features, a starting price, a 'Compare All Hosting Plans' link, and an 'Order Now' button.

Plan Name	Starting Price	Key Features
Hatchling Plan	\$3.96/mo*	• Single Domain • <b>UNLIMITED</b> Disk Space • <b>UNLIMITED</b> Bandwidth • Shared SSL Certificate
<b>Baby Plan</b>	\$6.36/mo*	• <b>UNLIMITED</b> Domains • <b>UNLIMITED</b> Disk Space • <b>UNLIMITED</b> Bandwidth • Shared SSL Certificate
Business Plan	\$10.36/mo*	• <b>UNLIMITED</b> Domains • <b>UNLIMITED</b> Disk Space • <b>UNLIMITED</b> Bandwidth • <b>FREE</b> Private SSL & IP • <b>FREE</b> Toll Free Number

100K BLO

AGE 10

\*Price reflects 20% off first invoice

And then once you buy that (you've got a domain name and hosting account) you need to link them together.

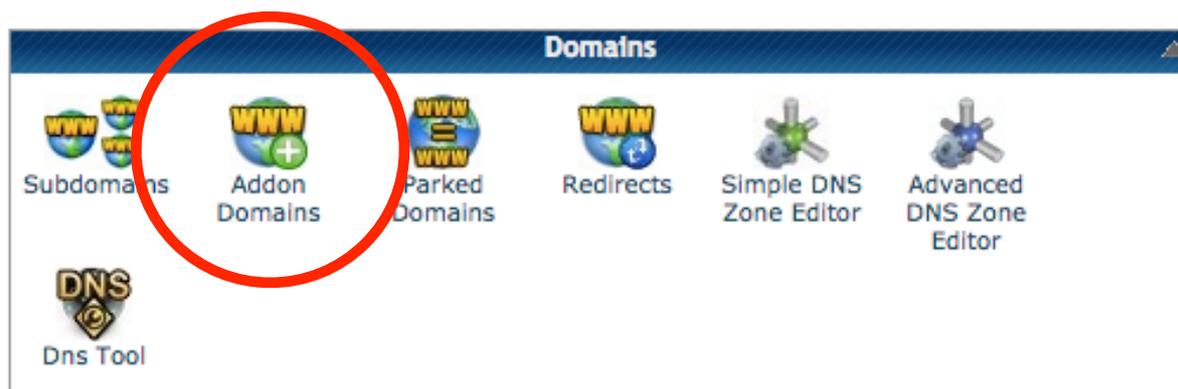
Godaddy simply lets you register a website address (e.g. [www.hello.com](http://www.hello.com)) and hostgator is what will put that web address on the internet, so when people type it into the search bar Hostgator is what will be hosting your blog/images/articles to your audience.

Follow this simple [guide](#) (this process takes 30 seconds). You will find your **name servers** in your **email** from Hostgator.

Once you've done that, you need to go to your email from Hostgator and click the link that says **Your Control Panel**.

Login with your username and password.

Then once you're in, scroll down to the Domains section, and click on **Add-on Domain**.



### Create an Addon Domain

New Domain Name:

Subdomain/FTP Username:

Document Root: 

Password:

Password (Again):

Strength (why?):

Hint: This feature must be enabled for your account before you can use it. Addon domains will not function unless the domain name is registered with a valid registrar and configured to point to the correct DNS servers.

Then enter your **domain name**, choose a **password** then click on **Add Domain**.

### Step 3: Installing Wordpress

Wordpress is your blogging platform. Rather than paying someone to code you a brand new site, you can use Wordpress instead. The majority of blogs use this, as it's so simple and has a tonne of features.



Go on your Hostgator control panel again, then click on QuickInstall down the bottom (image above).

Then on the left, you should see **Wordpress**. Click on it.

Then click on the button "**Install Wordpress**" half way down on the right.

Then select your website from the drop down menu (should already be selected if you have one domain), fill in the information, then click install. Your admin user is the **login name** for your Wordpress (I just use my first name)

It will then install, and when its done you'll get an email telling you how to log in and the password.

I recommend changing your password in the Users area to something easier to remember.

**That's it.**

Now you just have tweak it to your liking. Install some plugins, create a menu, install a new theme, change your logo, then start writing!



## STEP 2:

# TRAFFIC GENERATION

Now you have a blog setup, the next step is to generate traffic. Here I've laid out the methods I've used to generate millions of visitors.

1. **Write great content.** Before you can generate traffic, you need content that people want. How do you know what people want?

By analysing other popular blogs in your niche, you can have a general idea of what brings in the traffic in your topic.

I recommend [alltop.com](http://alltop.com) to get you started in finding other blogs in your niche. Google is also a great tool. Once you have a list, head to [buzzsumo.com](http://buzzsumo.com) to help you find what their most popular articles are. Another great tool is [socialcrawlytics.com](http://socialcrawlytics.com). **These are the things that you're niche wants to read.**

This gives you a general idea of what's popular in your niche so you can direct your focus around these areas.

Then it's a matter of producing great content, with the added benefit knowing what your audience wants.

**2. Rewrite popular articles.** The best thing about the internet is that information is always being outdated. New research, methods and knowledge regarding major topics are expanding. Use [Topsy.com](https://topsy.com) to find some popular articles from the past, and amp them up.

Include new **research**, **new media**, new **anything**. Give it a fresh touch. Don't rewrite it word for word, analyse and understand the article and others like it so you can write it in your own words. Rewriting and plagiarising are different things.

The other benefit of this is that as you're getting into the hang of writing articles, rewriting popular ones from the past lets you get a feel of what a good article contains.

**4. Build relationships with other bloggers.** This is something you want to be doing from the **very beginning** of your blog. Don't skip this part.

Make a list of the top blogs in your niche in terms of their social reach and blog engagement. Use

Google.com, Alltop.com and Blogcatalog.com for this part. Have a list of about 6 - 7 blogs in your niche.

Then you want to start the relationship. The best way to build relationships is to **help them out**. Genius right?

You can do this by:

1. Commenting on their blog. Be a regular commenter on their blog, leaving valuable information that adds to the article, or compliment them saying what you enjoy.
2. Incorporate their content in your blog by writing an article and linking to them. For every 1000 words, you want to have **at least** 15 links to other websites. e.g.

*"I learnt this technique from so and so from (bloglink)."*

*"According to (bloglink), the ..... (insert cool information/research)"*

Then once you're done with the article, email those websites individually saying that you've included them in your post. (This is a sure fire way of getting

your content shared)

3. Make a list of the top blogs in your niche and email them letting them know you've done so.

E.g. "20 Best Photography Blogs In 2015" and include 3 of their best articles, a picture of them if possible, and explain why their good. (Another sure fire way of getting your content shared)

Another twist to this is have an experts advice list. Email a few experts in your niche and ask them to answer a question, and include that in a list. Or you can manually find their advice in their blogs (takes a bit longer).

### 26 Expert Bloggers Share Their Favorite Blog Monetization Strategies

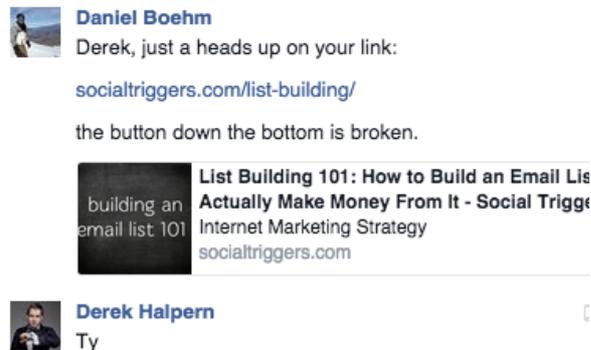
by Marc Andre | Oct 1, 2014 | Blogging, Interviews | 51 comments

704 Shares



4. Fix something for them. Due to nature of technology, things are always going wrong. Point stuff out on their site that's broken, and they'll

greatly appreciate it.



It's crucial that you start building up a relationship with other bloggers. This is the difference between a blog that starts slow and a blog that *appears out of nowhere and is the talk of town*. It also helps if you ever want to guest post on their blog, which I explain later down the list.

**3. Install floating social bar and share it.** Search for a plugin called AA's Digg Digg Alternative. This is a plugin that puts a floating social bar (example on the right) on the side of your articles, so your blog article can easily be shared through Facebook, Twitter, Reddit, StumbleUpon etc.

Every time you write an awesome article, submit it to the stumble upon network by clicking on the little stumble upon symbol (). This puts your article into their system where it can be viewed by millions of people.





Unlike Facebook likes and twitter follows, where they might not see your updates, an email goes straight to their inbox and you know they will see it. It brings in traffic, and is where you make the most money online.

If you have a new product, or a new article, email it to them. I have 10+ blogs that I follow and if it wasn't for their email updates, I probably wouldn't frequent them as much.

5. **Guest Posting.** A good way to bring in targeted traffic is by writing articles for websites similar to yours. Make sure these articles are some of the best you've ever written.

Use the tools I mentioned earlier to find blogs in your niche, and email them to see if they'll accept guest posts. If you've built up a relationship with them then that makes it 10x easier.

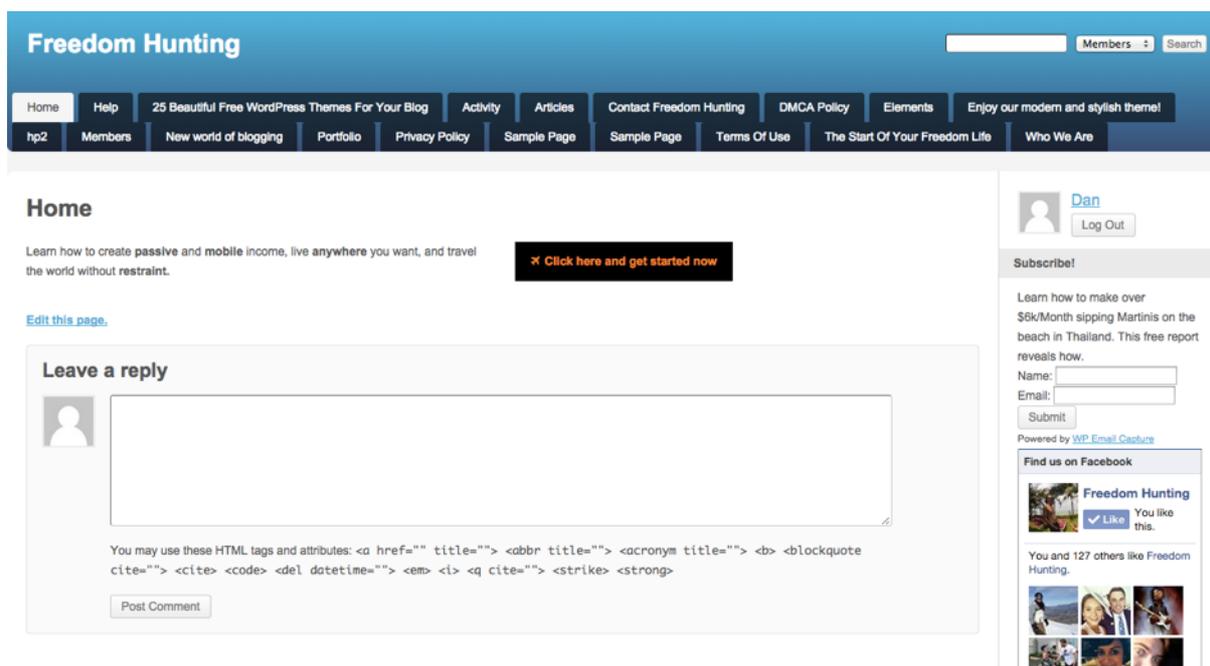
You can also do what I call niche blending. Guest post on other niches, but make sure you can blend in an article that's relevant for them.

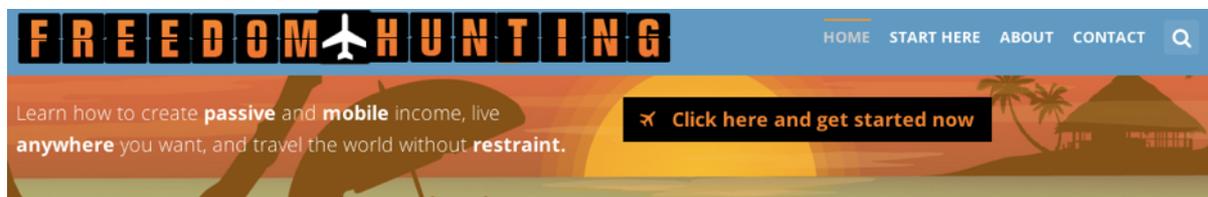
Lets say I have a travel blog, I can write an article for a health blog on *“Top 10 Asian Cities To Live In For The Health Conscious”*.

**6. Have a beautiful blog.** This is important to not only entice new audiences, but to also keep existing ones. If your blog has a bad layout, hard to navigate, and isn't pleasing on the eyes, people will relate that to the quality of your blog and articles.

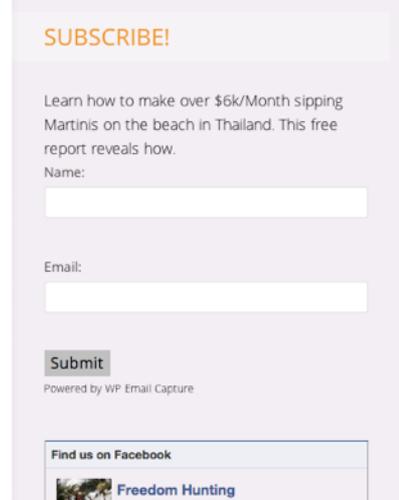
With so much information on the internet these days, people are more incline to judge a site before reading it. If your site looks beautiful, people will associate this with having good content.

To have a beautiful blog isn't that hard. Choose a nice theme, fix up your menu and your sidebar, and that's it.





## What Does it Mean to be Successful, And How to Get There.



Compare two versions of the site above, and see for yourself the impact it has.

**7. Set up social media presence.** Most people these days have at least 2 social net working sites that they use regularly. It's a great way to keep them updated on your blog. Head over to Facebook and create a new page for your new blog. Then go to twitter and do the same.

Then on your blog you can put on the sidebar your Facebook page, and your twitter page where people can like/follow and stay updated.

Every niche will have audiences that are on different social platforms. [Buzzsumo.com](http://Buzzsumo.com) will help you see the

top articles from a blog and where they're shared the most. This will give you some ideas.



## STEP 3:

# INCOME STRATEGIES

This is the **profit** part of the profit blog formula. How to turn your traffic into income. There are many different ways and it's different for each niche, but I want to give you the top 5 methods people are using that are making them the most money.

1. **Advertising.** There's 2 ways you can put ads on your blog, direct and indirect. You can sign up for services such as [google adsense](#), [adversal](#) and [chikita](#). These are advertising networks you can sign up for and place their ads onto your blog, and you'll earn revenue every time someone clicks on the ad.

Direct advertisement is someone paying you a monthly fee to advertise on your site. E.g. If you have a fitness blog, someone may want to advertise their supplements.

**2. Selling products/services.** This is another popular way to generate income on your blog (where you can start earning 7 - 6 figures from your blog). You create a product or offer a service to your audience. This can be an eBook, a consultation, video tutorials, a how to course etc.

Remember the collection of emails I mentioned earlier? Every time you have a new product, email it to them directly. You get essentially free advertisement and is a direct access to a list of buyers.

This is how people generate millions through their blog. The hardest part is creating a product, but once it's done you can keep selling it on and on.

Especially if you have a good blog, your audience would love to buy whatever you have for sale, as it must be **really good** as well.

**3. Affiliate sales.** Another way to generate decent income is by selling someone's product. If you don't want to create your own, you can sell someone's else product for a commission. Check out click bank and CJ Affiliate for a list of things you can sell. These are also great places for product ideas.

**4. Membership Programs.** Membership programs are great for generating consistent profits every month. I know websites that are generating \$600k+ just from membership programs.

If you're monthly price is \$20 per month, and 1000 people signed up, that's \$20,000 per month passively. You only have to put in \$20 worth of content and your customers will be happy, whilst you're generating thousands of dollars in return.

Consider a membership program for your blog, where a password guarded area can only be accessed by those who signed up, where you update them on the industry, new tips and tricks and whatever else you can think off.



## **STEP 4:**

## **THE MENTAL GAME**

The biggest obstacle to your success in blogging is you. More specifically, your mindset and psychology.

When I first started blogging, the hardest part was

battling with my procrastination, lack of motivation and negative beliefs about work.

Luckily for me, I was blogging about self improvement, and that covers a lot about productivity and success. I was able to find ways to overcome these obstacles in an easy manner and push past my destructive mental patterns and habits.

This is probably the **most important** thing I did and a massive contributor to why I succeeded, compared to many others who start blogging, stop and don't go through with building a profitable blog.

Many new bloggers aren't so lucky, and quickly come to find their blog a barren wasteland after months of not doing any work.

I want to show you the cause of why so many bloggers fail, and how to overcome that. It's really simple and requires 10 minutes of daily work on your mind.

The **number one** reason most people fail at making any money with their blog is the lack of motivation. This leads to low quality articles, lack of **consistency**, and no **persistence**.

This one simple technique changed my life, and it changes the lives of all who uses it. Tiger Woods used it, Michael Phelps used it and many other successful people.

Before I tell you what it is, let me show you something I call the Motivation Equation.

The first part of motivation, and how to maintain it, is to have a “why” to what you’re doing.

With blogging, you’re **why** is probably any of these:

- Have more freedom
- Become your own boss
- More time to enjoy life
- Ability to work from anywhere
- Enjoy a richer life experience and create more experiences
- Less time behind a desk, more time enjoy what the world has to offer
- More time to spend with your kids/family/friends

These are very powerful **whys**. It’s the leverage you need to not quit, stay motivated and achieve what you set out to do. If you’re blogging because your friend

told you to start a blog, then you most likely won't succeed.

A homeless man who just got a job at KFC will be very **motivated** to work. He'll arrive on time, work hard and put in his best. He'll be very happy and motivated working at KFC. His why is "I can *now* can get off the streets", as oppose to a kid whose dad told him to find a job. That kid will most likely hate it and want to quit.

So really find your why in relations to blogging and building a business online, and this will keep you more motivated than anything.

The second part of the motivation equation is having **certainty** that YOU can do it, and **potential** for it to be done.

What makes people stuck, and lose motivation is uncertainty. "*Maybe I can do it, maybe I can't*" is what keeps people in a loop of no action. They think their efforts will be a waste of time if it doesn't work out.

I want to show you how to get rid of those thoughts, and have certainty that it **can be done**.

## Success Cycle



Look at the diagram above. It's called the success cycle.

The first box is **Potential**. These are things like, "Can it be done? Has anyone done it before? Is it achievable?"

Let me give you an example.

It was commonly believed that the human body cannot physically run a mile in under four minutes. The record at the time for a mile run was 4:02.0 by John Landy..

Then on May 6th, 1954, a student named Roger Bannister, ran the mile with a time of 3:59. He changed

the **potential** for running a mile, so that it's now achievable. It can be done.

Then two months later, John Landy also broke the 4 minute mile. Then within a year, 4 more people did it.

In the history of running, no one had ever broke the 4 minute mile. As soon as someone does it, it sets the **potential** so that it can be done, and people trained for it.

The same thing happened with online marketing. **John Reese** was the first person to make \$1,000,000 in **under a day** from selling online products, and then suddenly a bunch of people did it. He showed the potential, then every one else aimed higher, knowing that it can be done and they achieved it.

The truth is that they **could** have done it before, but they didn't take **action**, which is the next part of the success cycle.

From **potential** comes **action**. Once you know something can be achieved, you train for it, such as the case with the 4 minute mile. People **trained harder** knowing that its possible to be done.

So with blogging, I've included a list on the last page with examples of blogs out there that are making money. My aim with this is to show you the **potential**, which will hopefully inspire **action**.

Then from the **actions** we take, this determines the **results** we will get, which is the next part of the cycle.

Someone who sees more potential will be motivated to take more action, and the more action we take determines the results we'll get.

When you come across an obstacle, you figure out how to get around it instead of giving up. You know that you can achieve it, and the obstacle is merely a minor roadblock that can be easily overcome through action and persistence.

Then from the results we get that determines our **belief**. Belief is really where the whole cycle begins. Without belief, potential is useless. **It is the most important thing, hands down.**

Roger Bannister set the potential for the 4 minute mile, but someone who has negative self talk such as, "He's different, I can't do it" or "I'm not good enough, I fail at

everything in life” will never take the action from seeing the potential.

So the **biggest thing that you must first change** is whatever beliefs you may have in regards to you achieving success with blogging. I'll give you my beliefs that I had to change when I first started blogging:

- Why would anyone read my content? There are other blogs in this area that are much better than me. (**What I came to realise:** *I offer a fresh perspective, I am something new, the other blogs are boring and stale. Plus, people read more than just one blog.*)
- I can't make money online, it's really just a scam and only a few people can do it (**Realisation:** *Many people do it, from teenagers to grandmas, so why can't I?)*
- I can't write well, I've only written in school and can't write good blog material that people want to read. (**Realization:** *Writing a blog is easy, if you are sharing value you can write in simple layman terms. And good writing come with practice, and if I don't blog I won't get the practice)*

These were just a few beliefs I had to change before I jumped head first into the blogging world. All these beliefs are **false** or can be easily changed through action (e.g. being a better writer).

So if you're **unsure** that you can achieve it (lack of belief), you tap into a small amount of **potential**, you don't want to aim big and be disappointed, so then the **actions** you take will be minimal, which then leads to terrible **results**, which then reaffirms your belief that you can't do it.

Which then leads to...*"See! I knew I couldn't do it."*

You're fear of disappointment lead to disappointment, anyway. Then cycle builds momentum, you get even less results, and soon you're on a downhill spiral until you quit. **(Happens a lot with people trying to lose weight. They put in poor effort, take little action, get bad results and this builds on their already negative beliefs about it)**

Wouldn't it cool if there was something you could do that could fill you with **absolute belief** and **certainty** that you can do it?

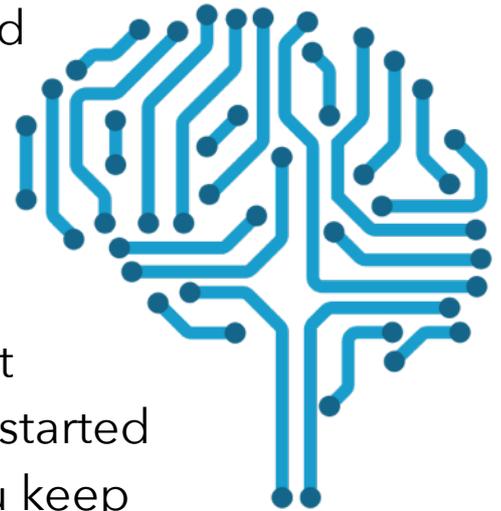
For some people its **desperation**. They have no other way. Their doctor said they have 6 months to lose weight, or their heart might fail.

For everyone else, there's a technique I want to show you that, if you do it everyday, morning at night, it'll fill

you with absolute certainty and absolute belief in yourself that will motivate you to take massive action.

This technique is called **Creative Visualisation**.

You can find many articles on how and why this works, but the simple fact is that it changes beliefs by rewiring your **neural pathways**.



A belief is just a thought that you kept repeating since whenever that belief started (mostly childhood), and the more you keep having that same thought the thicker that neural pathway is going to be.

And since neural pathways transfer information, your negative beliefs neural pathway is so dominant that its the path that you automatically take in everything you do.

So you start blogging: the neural pathway of you not being good enough is so dominant that thats the first thought you have.

You're up against your own biology.

So how do you make those neural pathways less thick?

**You can't actively do it.**

But what you can do is build new neural pathways for the opposing thought ( e.g. **I am good enough**), to change your default thought and behaviour. Your brain creates neural pathways through neuroplasticity, and the old pathways shrink and disappear due to inactiveness.

***Neuroplasticity**, also known as brain plasticity, is an umbrella term that encompasses both synaptic plasticity and non-synaptic plasticity—it refers to changes in neural pathways and synapses due to changes in behavior, environment, neural processes, **thinking**, and emotions - as well as to changes resulting from bodily injury. Pascual-Leone, A., Freitas, C., Oberman, L., Horvath, J. C., Halko, M., Eldaief, M. et al. (2011). Characterizing brain cortical plasticity and network dynamics across the age-span in health and disease with TMS-EEG and TMS-fMRI. *Brain Topography*, 24, 302-315*

So back to **Creative Visualisation**, the reason it works (as stated in the excerpt above) is because through **thinking** (visualisation **is** thinking, but in pictures.), you create new neural pathways to strengthen a new belief, which leads you to seeing more potential, taking more action, achieving better results.

The way creative visualisation changes a belief is through visualising scenarios where that **new belief** is

in play. So if you have doubts that your blog will be successful, you visualise yourself receiving hundreds of emails and compliments, visualise the money in the bank from your blog, you visualise the traffic charts increasing higher and higher.

Your hacking the success cycle and changing the results in your mind **first, and then** results lead to new, more positive beliefs.

As you're visualising these things, your brain doesn't know the difference between reality and thoughts, so it creates those new neural pathways anyway.

So over time, you now have thick neural pathways being the default behaviour for those new positive beliefs, causing your old negative behaviour pathways to shrink and become inactive.



Makes sense?

So lets get into how to do visualisation. As simple as it sounds, it does take some practice before you become really good at it (no more than a week of daily practice)

## **How to do creative visualisation:**

Theres many techniques you can use for this, but the point is to achieve a visualisation so strong you **feel** like you're actually having those experiences. The more realistic your imagery, the quicker you will change your beliefs.

Here's a simple technique I use to achieve this state.

**Step 1:** Visualise yourself walking into a cinema and sitting down in a chair. Feel the chair and cushions under you, what the smell is, how bright the lights are, what you can hear etc. Anything you can think of that will make you feel like you're there.

**Step 2:** Once you feel like you're fully in the cinema, imagine on the screen in front of you the ideal video for you.

This can be anything from you having a tonne of blog comments/views, seeing money earned from your blog in your bank balance, you enjoying a life of freedom and traveling around the world, or even you receiving email from hundreds of people thanking you for your blog.

**Step 3:** Now see yourself standing up from your seat, and walking up to the screen, opening a door and entering the scene. You're now in the movie, first person, experiencing things that you see yourself achieving.

Notice the surroundings, what it feels like to do whatever you're doing. Be there as much as you can.

The first few times you do it, it'll be a bit hard and awkward. Keep consistent at it and it'll turn into something you love doing.

People pay \$3000+ to attend seminars that teach this technique. The only difference is that the seminar walks you through it, whereas this is a do it yourself guide.

The results are exactly the same.

If you think this won't work, then I invite you to take the 21 day challenge.

Just for 5 minutes each session, morning and night, visualize your ideal scenario with the steps above.

Do this for 21 days and let me know the results.

You will see **massive** spikes in motivation, focus and drive in the very first day.

## **BLOGS AND THEIR MONTHLY INCOME**

To show you the **potential**, and see how much money people are making from blogging, here's a list of 30 random popular blogs, how much they make **monthly** and their main source of income.

There are many different ways on how to monetise your blog, and here are just some examples.

This is just a tiny tiny fraction of people who make money from blogging.

There are thousands of people all over the world taking advantage of the internet and using it to live a life of freedom, and they're not all public so you won't hear about them.

Rank	Website	Owner	Monthly Earnings	Main Income
1	<a href="#">The Huffington Post</a>	Arianna Huffington	\$2,330,000	Pay Per Click
2	<a href="#">Mashable</a>	Pete Cashmore	\$560,000	Advertising Banners
3	<a href="#">Perez Hilton</a>	Mario Lavandeira	\$450,000	Advertising Banners
4	<a href="#">Techcrunch</a>	Michael Arrington	\$400,000	Advertising Banners
5	<a href="#">Smashing Magazine</a>	Vitaly Friedman	\$190,000	Advertising Banners
6	<a href="#">Timothy Sykes</a>	Timothy Sykes	\$150,000	Affiliate Sales
7	<a href="#">Gothamist</a>	Jake Dobkin	\$110,000	Pay Per Click
8	<a href="#">Tuts Plus</a>	Collis Taeed	\$110,000	Membership Area

9	<a href="#">Car Advice</a>	Alborz Fallah	\$70,000	Advertising Banners
10	<a href="#">Venture Beat</a>	Matt Marshall	\$62,000	Pay Per Click
11	<a href="#">Slash Gear</a>	Ewdison Then	\$60,000	Pay Per Click
12	<a href="#">Life Hacker</a>	Nick Denton	\$60,000	Advertising Banners
13	<a href="#">SmartPassiveIncome</a>	Pat Flynn	\$58,651	Affiliate Commissions
14	<a href="#">Dooce</a>	Heather B. Armstrong	\$50,000	Pay Per Click
15	<a href="#">Steve Pavlina</a>	Steve Pavlina	\$45,000	Pay Per Click
16	<a href="#">Talking Point Memo</a>	Joshua Micah Marshall	\$45,000	Advertising Banners
17	<a href="#">Prologger</a>	Darren Rowse	\$40,000	Advertising Banners
18	<a href="#">Kotaku</a>	Nick Denton	\$32,000	Advertising Banners

19	<a href="#">Shoemoney</a>	Jeremy Schoemaker	\$30,000	Private Advertising
20	<a href="#">Coolest Gadgets</a>	Allan Carlton	\$30,000	Advertising Banners
21	<a href="#">1stWebDesigner</a>	Dainis Graveris	\$20,000	Product Sales
22	<a href="#">Joystiq</a>	AOL	\$18,000	CPM Advertising
23	<a href="#">PC Mech</a>	David Risley	\$16,000	Affiliate Sales
24	<a href="#">Freelance Switch</a>	Collis Ta'eed	\$15,000	Membership Area
25	<a href="#">Abduzeedo</a>	Fabio Sasso	\$12,000	Advertising Banners
26	<a href="#">Sizlopedia</a>	Saad Hamid	\$11,000	Pay Per Click
27	<a href="#">Overhead in New York</a>	Michael Malice	\$9,000	Advertising Banners
28	<a href="#">Six Revisions</a>	Jacob Gube	\$9,000	Advertising Banners

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29	<a href="#">Noupe</a>	Noupe	\$8,000	Advertising Banners
30	<a href="#">Expert Photography</a>	Joshua Dunlop	\$5,000	Affiliate Sales

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*\*List compiled by Michael Dunlop from [incomediary.com](http://incomediary.com)*