



ULTIMATE GUIDE TO MAKING MONEY WITH A BLOG



Jonas Troyer

The Ultimate Lifestyle Business Academy

Legal Notices

NO RIGHT TO REDISTRIBUTE MATERIALS. You agree that you will not re-distribute, copy, amend, or commercially exploit any materials found on- in this document or related Web Sites without The Ultimate Lifestyle Business Academy and/or Jonas Troyer express written permission, which permission may be withheld in their sole discretion.

NO INVESTMENT ADVICE. The information contained in this product has no regard to the specific investment objective, financial situation or particular needs of any specific recipient. Jonas Troyer and/or The Ultimate Lifestyle Business Academy do not endorse or recommend any particular securities, currencies, or other financial products. The content published in this document is solely for informational purposes and is not to be construed as solicitation or any offer to buy or sell any spot currency transactions, financial instruments or other securities. The Ultimate Lifestyle Business Academy and/or Jonas Troyer do not represent or guarantee that any content in this document is accurate, nor that such content is a complete statement or summary of the marketplace. Nothing contained in this document is intended to constitute investment, legal, tax, accounting or other professional advice and you should not rely on the reports, data or other information provided on or accessible through the use of this product for making financial decisions. You should consult with an appropriate professional for specific advice tailored to your situation and/or to verify the accuracy of the information provided herein prior to making any investment decisions.

INDEMNITY. You agree to indemnify and hold The Ultimate Lifestyle Business Academy and Jonas Troyer, their family, subsidiaries, directors, advisors and employees, harmless from any claim, demand, or damage, including reasonable attorneys' fees, asserted by any third party or arising out of your use of, or conduct on, this product and/or website.

COPYRIGHT. The Product, Web Site, and Tools are protected by copyright law and international treaty provisions and may not be copied or imitated in whole or in part. No logo, trademark, graphic or image from the Web Site may be copied or retransmitted without the express written permission of The Ultimate Lifestyle Business Academy and/or Jonas Troyer

About Jonas & Barbara Troyer



The couple behind one of the most inspiring online success stories...

Growing up Amish in Holmes County Ohio, they never imagined they would someday earn their

entire income online. They still live in the same general area with their 5 children.

But Success didn't come easy for them... Over the past decade they have had numerous businesses. From owning their own Sawmill/Timber business, to being 6-figure annual earners in MLM, some Affiliate marketing, and now being the proud owners of **The Ultimate Lifestyle Business Academy**, a training and coaching business.

With the popularity of Social Media.... They realized in 2015 it's time to get serious about learning online marketing. After a lot of education and trial and error they now earn their entire income online and spend a lot more time with their kids.

Why Every Business **Must** Have A Blog...

Blogging isn't a "maybe" for your home-based business if you want to truly brand yourself online.

If you're serious about creating a REAL, passive, "J.O.B."- replacing income, then you need to get serious about blogging...like yesterday!

Accounting firm Ignite Spot published the following stats...

- **77% of Internet users read blog posts**
- **Businesses that blog have 97% more inbound links**
- **81% of US consumers trust the views and Opinions shared on blogs**
- **Sites with blogs have 434% more indexed pages in the search engines**

- **61% of US consumers have made a purchase based on reading a blog**
- **Small businesses that blog generate 126% more leads.**

Some other recent online surveys of over 7,000 small businesses revealed...

- **Increasing blogging frequency from 3-5x per month to 6-8x nearly doubles lead generation. (Hubspot)**
- **Businesses that blog 15+ times each month get 5x more traffic. (Hubspot)**
- **94% of people share blog content because they think it might be useful to other people. (nymarketing.com)**
- **Marketers who use blogs as part of their content marketing mix get 67% more leads than those that don't. (Hubspot)**

- **Marketers have found blogging to be significantly more time and cost-effective than traditional lead generation methods (Hubspot)**
- **81% of companies think that their blogs are “useful,” “important,” or “critical.”**

So as you can see...blogging can dramatically improve your bottom line when you pump out that content.



Set a Goal for Your Blog!

Would you like to...

- Build your email list?
- Position yourself as an Authority?
- Convert prospects into customers and make more commissions?
- Quit your job?
- Reach more people faster?

You're in the right place. Let's talk about some ways to do that.

Blogging is the most reliable, long-term strategy for creating a true business asset that will pay you "*residual results*" month after month.

Decide on your main topic(s) that you are going to be blogging about. If you're in Network Marketing, are you going to focus on your products and services or on the business side?

If you're in Affiliate Marketing, make sure your blog posts are relevant to your products as well.

Secrets of the PROS

10 Blogging Secrets of the Pros

1. **Get clear about the purpose or goal for your post.** What do you want the reader to know? And what do you want the reader to do? Click a link? Opt-in? Buy something? Become a team member? Share the post?
2. **Get a clear picture of the one person who will be reading your post.** Male or Female? How old? Married or single? What's their personality? Where do they work? What kind of job? What do they want? What are they afraid of? What "keeps them up at night?" The clearer this person is in your mind, the easier it will be to "talk" to this person and connect with them in writing. Talk the way they talk. And talk about what's important to them. Don't skip this part, it's crucially important!

3. **Start with just ONE topic or “big idea” for your post.** Your goal is to explore the idea in a fun and informative way, and you only have about 500 words to grab their attention, so stay on topic! Make sure you grab their attention at the start with curiosity. This will keep them hooked for the “meat” that’s to come. First impressions are important, so dive right in!

4. **Write a targeted, gripping headline.** Do this first. And make sure it speaks directly to your ideal reader and expresses a benefit, either entertain them with a story or provide them with useful, educating information (or both!). Your post should be about your readers, not you!

5. **Jot down 3-5 good points.** Make an outline. Keep your flow of ideas organized. Feel free to test lists, tips, reviews, FAQs, cheat sheets, surveys, tutorials, case studies, resources, interviews, even multimedia- memes,

podcasts, and embedded videos. Just make sure you stay focused!

6. Use a story to make your idea come alive.

An example or a story can come from your own experience, from someone you know, or something you've read or heard about. It can come from the daily news, current movies, or forum discussions. Stories captivate your readers and pull them into your content.

7. Write a clear, defining Call To Action (CTA)

at the end of the post. Don't skip out here. Want them to "click here"? Then tell them, "Click here for more..." Want them to leave their comment, or idea? Then tell them or ask them, "What do you think? Tell me your opinion or share your comment below." Your prospects are not going to do anything unless you ask! So be really clear what they should do next!

8. **Make your post “easy on the eye.”** Use plenty of white space, related images, sub-headlines, bullet points, and lists. Conventional wisdom says that Internet readers scan for information...so make your post “scannable” so your main points stand out.

9. **Say something about yourself (at the end).** Include an “about the author” in a short, one- or two sentence paragraph. And don’t forget to include links to your Facebook, Twitter, or other social media sites. If your readers enjoyed your post, they’ll want to know how they can share it, and stay in touch with you.

10. **Proofread!** Before you hit “publish,” take a moment to read your post before it goes live. Double check for spelling, hyperlinks, spacing, and “eye-friendliness.” Nothing turns off a savvy prospect more than boring, unprofessional work.

Building an Email List

Building Your Most Important Asset...

Your list. It's the most important piece of real estate you can own to grow a business. Now-a-days people are building 2 different types of lists. An email list and a FB Messenger list. Let's talk about email first.

Email has been a very popular form of communication for many years and is still being used strongly today. I'm not going to dig too deep into building the actual list here as that is all covered in our Ultimate List Building Formula eBook which is available at;

<https://theultimatelifestyle.biz/list>

Just know this, industry averages show that over time you will earn approximately \$1 per email subscriber per month from having a good email list. Results will vary of course, but that's what most marketers are seeing. That means if you have an email list of 5,000 subscribers, you should see in

the neighborhood of \$5,000 per month in income from that list.

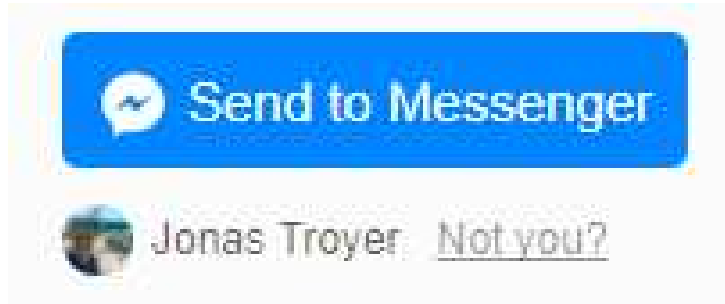
So the more fishing lines you have in the internet pond, the better your chances of catching more fish (leads). So look at it as every single blog post you have is a fishing line.

Building a FB Subscriber List

This is a relatively new way of building a subscriber list, and seems to be bringing in very impressive results. Facebook now allows you to have a Messenger Bot and have people subscribe to a “list” or “sequence”. The cool part is, most people are way more likely to check their Facebook messages than their emails. So the open rates are way higher.

The most common service to use is ManyChat. It’s a free service (or \$10 per month for the Pro version) and allows you to add a Send to Messenger button anywhere on your blog or website. Looks like this..

The instant someone clicks that Blue Button they are subscribed to your Messenger list. Of course they can “unsubscribe” anytime just like email, so you definitely want to focus on value in order to keep your subscribers.



The cool thing about this feature is that blue button can be installed in a number of different ways. Within the blog post itself, as a widget, slide-in, pop-up, or banner.

For more help and tutorials on setting up the ManyChat button on your site go to <https://jonastroyer.com/category/blogging/> and look for the ManyChat posts.

Having a FB Messenger list could really set you apart from the competition right now, as most people don't know about it yet. Be good, but be different.

Making Money w/ Blogging

So how do you make Money? First of all you need to have a product or service you are marketing. That could be through Network Marketing (MLM), Affiliate Marketing, or something you create and/or sell yourself. (like a book for example)

The goal with the Blog is to provide valuable information that the reader loves, looks at you as an expert, and wants to learn more or then to work with you.

One of the best ways to generate leads, and get the reader “more” is by having a Lead Magnet. A free giveaway, eBook, report, case study, video, or anything perceived as valuable to the reader in exchange for their email address. (or permission to message them with your Bot)

As soon as they opt-in with their info, now they are on your list(s) and on the very next page you can provide more value and recommend a product or service for them to buy. If they don't buy right

away, you can continue sending them relevant info (blog posts for example) via email until they do buy eventually. This is called a sales funnel.

If you are in network marketing be sure to check out the blog post and video I write titled; **How to Create a Simple MLM Sales Funnel for Your Blog**

<https://jonastroyer.com/simple-mlm-sales-funnel-blog/>

In closing...

Don't procrastinate... just get started. Get your blog set-up if you didn't already and dig in. Some things are probably better learned by doing then by reading a book.

If you need help getting set up we would love to help you get rocking and rolling. For a very low investment, you can get our Personal Branding System. We get you everything you need to get started (Including a FREE Video course) and all the marketing tools we personally use on our blog. (there's some really good ones)

Simply go to <https://jonastroyer.com/brand/> and get all set up. The FREE Video course is only available to those who get set-up through the **Personal Branding System**. Basically we do all the techy back-end setup and take care of all the monthly and annual renewals and you simply pay **\$24.70 per month or \$297 per year**. Plus we are support. If you ever need help with a technical issue, we help you figure it out.

Thanks for reading this eBook, and I look forward to reading your blog posts as well. Oh and by the way, if you get your Blog set-up via the **Personal Branding System**, we will send your links out to our own email list as a bonus to get you more traffic faster.

Click here to get started..<https://jonastroyer.com/brand/>

Follow me on Facebook.

<https://www.facebook.com/realjonastroyer>

On Twitter

<https://www.twitter.com/alifestylebiz>

My Blog is

<https://jonastroyer.com/blog>