

The Savvy Blogger

Blogging Blunders

10 Fixable Mistakes You're Making
RIGHT NOW that Keep You From Making
Money with Your Blog



Julie Coffman



Blogging Blunders!

**10 Fixable Mistakes You're
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You From Making Money with
Your Blog**

**New AND Seasoned Bloggers are
Making These Mistakes! Here's How to
Avoid Doing the Same**

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Introducton



My name is Julie Coffman and I've been an online business owner – or, *Solopreneur* – for more than 10 years, making money with niche sites (theme-based content sites) as an affiliate marketer.

You see, as a kid, I dreamed of living a freedom-based lifestyle. I can remember standing on the grade school playground at recess, staring at the people coming and going outside the school's chain link fence and thinking, "That's going to be me some day."

What I knew then is that I was never going to be happy tied to a 9-5 desk job, working for someone else. I didn't know what I would end up doing or how long it would take but I had a crystal clear intention.

Sure, I worked the 9-5 and the desk jobs, the service jobs...I was even a telemarketer for a *very* short time. All the while wondering how I could make working for myself a reality.

One day, the answer came. I stumbled across an article promoting something called [***Site Build It!***](#) When I clicked the link to learn more, I learned that people were actually making money writing content about their passions and projects.

It was through this system that I learned [**how to build a successful theme-based content site**](#) – or *niche site*.

By writing keyword-focused content that provided the information people were searching for, I could actually earn money.

It was incredible! And I've been doing it ever since.

I'm certainly not a guru. I make pretty good money online that enables me to work from home full-time, keep some bills paid and have some fun.

I've learned from personal experience what works, what doesn't, and what's a waste of time. I'm sharing what I know with you!

I feel like we're in this together and what I want for you is to succeed in your own way on your own terms.

There's no one-right-way to make money online but there are things some online business owners are doing that ensure failure. Let's avoid all that, shall we?

Overview

In this book, I'm going to be sharing **10 of the most common mistakes** I've seen new AND seasoned bloggers and online business owners make that prevent them from making money with their blogs and websites.

This is by no means an exhaustive list.

However, I think that **if you can avoid or stop doing these things right now, you'll increase your chances of success.**

For me, success means earning the income I want, reliably and dependably, from my online efforts – and having fun doing it.

I encourage you to think about what it means for you!

Most people get started online looking for an easy (and fast) way to make money. Many are in the throes of desperation – a mindset/attitude that can ensure failure all by itself.

To say that making money online is easy would be a lie. I'm not going to say that everyone has what it takes. I will say that *anyone* CAN make money online if they're willing to do what it takes and have the right mindset – such as determination, clarity, fortitude in the face of setbacks, and a willingness to do whatever it takes to succeed.

You have to be willing to pursue your business goals by learning and taking action every day and not letting self-doubt take you down.

If you have the right mindset, you'll find it's much easier to learn what you need to know, take consistent action, and course correct as you go.

Success online requires you to put yourself out there and by doing so, you are going to make mistakes.

The saying "what works for one, may not work for others" applies here; you have to test and try things out to see what works for you. When you do this, you're going to do it wrong sometimes, and that's ok assuming you learn and move on.

The mistakes I'm talking about here are pretty common, so if you're new to blogging, you have an advantage because you can avoid them altogether.

If you've been blogging for awhile but you're not seeing the success you want, one of these mistakes could be what's holding you back.

Mistake #1 – Blogging without an education

Every day, more people are looking to make money online and typically, they plan on doing that with a blog.

Online business entrepreneurship is booming, and for good reason.

Where else can you build a business, from home, on a shoestring budget and turn it into a full-time income-producer relatively quickly and easily?

The problem here is that because it is so easy to get started, many people make the mistake of starting without getting some kind of education.

I'm all for jumping in feet first – sink or swim – and it's certainly possible to learn from a variety of free sources to help you start a blog. But you'll find out quickly that what one leader says is contradicted by another and that what one swears works for everyone, another says is something to avoid at all costs.

So the solution here is to **find a reputable leader who provides a solid blogging education** – training you can count on to work *if you put in the work*.

In my online adventures, I've found several resources that provide the right information, priced for various budgets.

My top recommendation is THE BEST education you can get at a very affordable price, so the "barrier to entry" is very low. Yes, I recommend investing a bit of money here because it will save you an enormous amount of time and energy and will pay for itself in time.

[This training that takes you from knowing *nothing* to having an income-producing blog](#). They have a very impressive success rate and give tons of options for support.

Plus, when you get through **[the business bundle](#)**, which is what I recommend, you can level up to **[the V.I.P. membership](#)** for ongoing, up-to-the-minute training.

As part of ANY blogging training, you'll need three things:

1. A **[domain name](#)** – ideally, you choose this when you have your blog topic.
2. Hosting – **[this happens to be my favorite](#)** (customer service is the BEST)
3. A **[keyword research tool](#)** – so easy, ANYONE can understand!

But let's say you need to get started for free or as close to it as you can get.

You can.

However, let me tell you that it's a slower, more challenging process. You could put in a LOT of effort only to realize that you're not going to make much, if any, money.

So while you can go with a free blog from Blogger or Wix, it's best to invest in a domain and hosting.

That way, you own your blog 100% (not so, with sites like Blogger) and have complete control over the content and design.

PLUS, you can monetize your site however you see fit, without being limited by a third party.

Mistake #2 - Choosing too many topics

Another mistake I see new bloggers make is that they choose the wrong topic – or niche.

Some choose one broad niche – like *fitness* - which is really several smaller topics grouped into one big one.

It's too much, it overwhelms the new blogger, and your audience doesn't easily build a relationship with a leader who talks about so many subjects that they don't demonstrate expertise in any of them.

Then there are the bloggers that choose several *loosely related* topics.

Like the blogger who blogs about fashion, food, and parenting.

Sure, those could be related. And they're in the overall *lifestyle* niche.

But that blogger isn't targeting anybody.

Most likely, they're hoping to attract *just anyone* to their blog in the hopes that they'll be able to scrape together some advertising income.

That is the wrong way to approach this business.

Ideally, you choose a niche that's serves a small, tight audience and you laser target them by providing solution-focused content that helps them solve a problem.

There are a few solutions for this mistake.

First, [make sure you've chosen a profitable niche](#).

Next, understand [how to target your audience](#), which will result in more traffic and income.

And for some, **a micro-niche site might be ideal**. These are [small, highly targeted and tightly relevant blogs that serve a smaller audience, with BIG results](#).

When you choose the right niche, you'll realize how much fun you can have as an online business owner.

Especially if you're passionate and truly love what you're writing about!

Mistake #3 - Waiting to "launch" your blog

I've seen this advice a lot lately. You have these bloggers who are telling newbies that they need to plan a blog launch.

What this means is that the new blogger needs to write 20-50 blog posts and publish them all at once. Only *then* can they start promoting their blog.

Frankly, this is nonsense and a bad practice.

Create a site blueprint, a content schedule, and show up for your audience frequently – 3-7 times a week – by publishing posts and responding to comments. You don't need to stockpile content before you publish it.

This is definitely a simplified strategy, but when it comes right down to it, just about any blogging and internet marketing strategy can be boiled down to those three things.

There's nothing wrong with writing a few pages ahead of time and then publishing them when you have your hosting and Wordpress set up, so if you feel better doing so, go for it.

But know that it's not like you're going to have a flood of traffic coming into your site from day one.

So it's okay to "write as you go." Just do so consistently and frequently. Your visitors will appreciate fresh and frequent content and search engines like that, too.

I think you DO want to [wait to start building and publishing your blog until you have a solid education and blogging strategy to implement.](#)

It makes no sense to start publishing content when you don't know what you're doing.

The most important thing here is to **avoid wasting your time and possibly losing out on traffic and sales.**

Mistake #4 - Not capturing emails from day ZERO

You're going to hear this a lot – **you need to build an email list** and you can start even before your first blog post.

But, *why?*

Let's say you put all this hard work into creating an *amazing* online resource for your readers.

You've spent years writing posts – thousands of words – and have even built a solid income selling your own products, affiliate products, maybe services...

And one day, you lose your entire site. Who knows why? Maybe you lost search engine rankings or your hosting tanked or...?

Your business is gone...or is it?

Not if you've built a list!

At this point, you'd regroup, email your list to let them know what's going on, and you can continue to share content and offers with your list as you work out a solution to get your site back up and running.

That's one reason.

Another reason to build your list is so that you can build a relationship with your readers.

They get to know you and, if they feel welcome, they'll share who they are with you by replying to your emails and showing up on your blog to post comments.

So before you even start publishing content, know how you're going to build your email list.

It's easy to get started for free and as you grow, you'll need to invest a little bit. But when you get to that point, your blog income will pay for this investment.

[Mail Chimp](#) is my top choice among free options. You can upgrade as your list grows. It's unnecessary to pay for a subscription-based service until you really need it.

When you are ready to upgrade, you also have options like [Aweber](#) – where you can get started for \$1 - and [Convert Kit](#). Both popular and both work well for leveling up your list-building and email marketing.

Once you know which service you'll be using, make sure to include a subscription form in your sidebar, on every blog post, and link to your signup form with text links in your blog content.

You can create an incentive – or “freebie” or opt-in offer – as a “thank you” for your subscribers.

It's a good idea to do so.

Just make sure it's:

- Irresistible – make it SO compelling, your readers can't NOT subscribe
- High-value – exclusive content that provides major value will impress your readers, build trust, and make them eager to open your emails
- Unique – if it's something they can't get anywhere and everywhere, they'll be more likely to “pay” you with their email address

A full-on list-building and email marketing tutorial is outside the scope of this guide, but [I recommend this blogging and list-building challenge](#) that will take you step-by-step through the process of building your blog AND your list, and will get you taking action daily.

You'll be building that list and connecting with your readers in no time!

“Not getting started with list building is one of the biggest things that holds people back.”

~Jeff Walker

Mistake #5 - Talking *only* about YOUR passions, not THEIR problems

There's blogging as a hobby and blogging as a business. If you want to make money blogging, you need to treat your blog as a business.

And frankly, sharing family photos, stories, and that "journal-style" of blogging is more about YOU than your reader.

What people are looking for online is information, plain and simple. And taking that one step further, they're looking for help and solutions to problems.

Ideally, you **combine your passions with solutions you can offer**. That's the win-win we're looking for.

And *then* you personalize with personal experience, stories, and photos that truly make your content unique.

If you've gotten the right education (See Mistake #1) this is a non-issue. However, you might have come across bad information from well-meaning people.

Be smart.

Come from a place of helping others. Solve their problems. Answer their questions. Teach them what to do and how to do it.

They'll LOVE you for it!

You can solve – or prevent – this mistake by [choosing the right blogging niche](#) and by knowing [how to target your ideal reader](#).

In short, you want to choose a blogging niche that you know well or are willing to become an expert in and one where there's money to be made.

If you accomplish this, targeting your reader becomes effortless because YOU ARE YOUR NICHE and know it so well, you always know what to write about.

Mistake #6 - Writing without a plan

I'm definitely guilty of this mistake – writing without a plan!

Now for some of you, this may work. It definitely works for me...sometimes.

But for the most part, I have my whole site mapped out so I know what topics I'm writing about, what keywords I'm using, and how everything will be linked together.

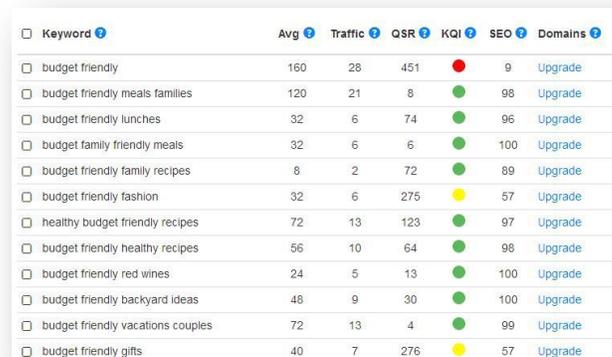
You may not have any of that mapped out, which makes it very difficult to write "off the cuff."

If that's the case, don't.

If you're just starting out, you want to **create a site plan – or blueprint – and develop a list of keywords that will double as the topics you're writing about.**

For this, I rely on [Jaaxy](#), a keyword tool that is truly as easy as "red light, yellow light, green light." Just like the game, red means "**stop**", yellow means "**proceed with caution**," and green means, "**GO!**"

You can see what I mean below:



Keyword	Avg	Traffic	QSR	KQI	SEO	Domains
<input type="checkbox"/> budget friendly	160	28	451	●	9	Upgrade
<input type="checkbox"/> budget friendly meals families	120	21	8	●	98	Upgrade
<input type="checkbox"/> budget friendly lunches	32	6	74	●	96	Upgrade
<input type="checkbox"/> budget family friendly meals	32	6	6	●	100	Upgrade
<input type="checkbox"/> budget friendly family recipes	8	2	72	●	89	Upgrade
<input type="checkbox"/> budget friendly fashion	32	6	275	●	57	Upgrade
<input type="checkbox"/> healthy budget friendly recipes	72	13	123	●	97	Upgrade
<input type="checkbox"/> budget friendly healthy recipes	56	10	64	●	98	Upgrade
<input type="checkbox"/> budget friendly red wines	24	5	13	●	100	Upgrade
<input type="checkbox"/> budget friendly backyard ideas	48	9	30	●	100	Upgrade
<input type="checkbox"/> budget friendly vacations couples	72	13	4	●	99	Upgrade
<input type="checkbox"/> budget friendly gifts	40	7	276	●	57	Upgrade

 [Get 30 FREE searches and try out my favorite keyword tool!](#)

Your blueprint should include what your whole site is about (your niche), what your main categories are, and what each post's main keyword will be.

A keyword tool helps with this step BIG TIME.

Mistake #7 - Blogging without a purpose for each and every post (most wanted response)

Once you have a plan for your site and keywords selected, you want to **have a plan for each page and post you write.**

NOT having a plan is a big mistake because without an *endgame* or “most wanted response,” you have no idea if your efforts are successful or if your business is working.

When you’ve selected your post topic and keywords, decide on:

- The value you want to give
- What you want your visitor to receive from your content
- The images you’ll use
- What you want your visitor to do when they leave the page
- How you are monetizing the page
- What other content you’ll be linking to (yours and others)

Why is this so important?

You can’t know if you’re successful at meeting your goals if you don’t define any.

How would you know if your visitor is doing what you want if you don’t **know what you want them to do?**

How do you know what makes you money (and why) if you don’t **have a clear monetization plan in place** for each and every page?

See what I mean?

Additionally, having a crystal clear plan for your site makes the site-building process *that much easier*. There is nothing harder than sitting down to write a post and not knowing what the heck to write.

Your plan will practically *compel* you to write quickly and easily.

That’s a big deal.

Mistake #8 - Relying solely on low-return affiliate programs and advertising for income

Affiliate programs and ads offer the potential for passive income. I love these monetization models because I love waking up and seeing the email that tells me I've made overnight income in my sleep.

Or when I check my account and see the advertising income growing when I'm not doing any extra work.

The problem here is that these two strategies alone are riskier than ever before.

Take Amazon, for example. They recently cut their affiliate commissions and marketers who were making 8%+ were instantly making 4% or less.

Some companies offer affiliates 2% of the sale. TWO PERCENT.

Of a \$100 sale, that's \$2.00.

As for advertising, to make good money with ads, you need lots of traffic. Thousands per day/month. It takes awhile to get there.

And if you were to lose your traffic...that money is gone.

So the solution here is to diversify your monetization strategy with techniques that give you more control – even more profits! – than advertising and affiliate programs.

I'm not saying to drop the passive income; I'm advising you to supplement it.

Other forms of monetization include:

- Services
- Your own digital products
- Your own physical products
- Dropshipping/Wholesaling
- Referrals
- Offering your own sponsorships/advertising opportunities

You can get really creative with your monetization. I've seen marketers create discount cards for sale, offer referrals for a fee, launch digital magazines (paid by subscriptions AND advertisers!)

When you have compelling content and traffic, the opportunities are incredible.

Think about this as you're building or updating your site!

Mistake #9 - Expecting overnight income

Expectation is a powerful feeling. I do recommend expecting success, satisfaction, fulfillment from your business...

But overnight income is a stretch.

Sure, it's possible; it just depends on so many factors.

Like:

- Your niche
- The quality of your content
- How many posts you have
- If you're [implementing keywords](#)
- How much competition you have
- If you're successfully marketing your site – paid ads, email, social media
- What kinds of monetization you use
- If you're [converting traffic into sales](#)



One of the first questions bloggers and online biz owners want to know is...

"How fast will I make money?"

You might be surprised by my answer:

You can see income as soon as the first month – maybe a few affiliate sales, maybe the sale of an ebook or service – or it could be months before you see your first dollar.

It could take 6 months to get to \$2,000 a month...or a year or more.

Your success depends on the bullet points above and how hard and fast you put out quality content.

The only way to fail is to give up, so what I will say is that if you don't give up, you will succeed – eventually.

Be smart, be consistent, be persistent.

This leads me to my next and final mistake bloggers make...

Mistake #10 - Giving up before striking gold

When you're blogging with the intent to make money – possibly a full-time income – know that your journey may not be as easy as starting a blog, adding some posts, throwing up some money links, and waiting for the money to roll in.

You've probably read success stories and "income reports" from bloggers reporting to do just that.

But when you take a closer look, those stories are often promoting a product that promises you can do the same if you only invest \$X-hundred dollars.

This leads a lot of newbies to give up before they've really gotten started.

Let me put this to rest: *you cannot blog about just anything, any way you want, and expect to make good money doing it.*

Income blogging – which is truly *online business* – requires education, strategy, consistency, persistence, dedication, and refinement.

The people who live and breathe this philosophy do better than 99.99% of those trying to make money online!

Circling around, I want you to truly commit to building your business and succeeding – however long it takes.

Get educated, create a plan, and show up every day.

Implement a monetization strategy, test it out, tweak it, and refine your strategy as you go.

Know that for some people, income and success will come quicker than for others.

But those that commit to sticking it out reap the rewards.

Do NOT give up before striking gold!

Don't allow temporary setbacks to stop you from your rewards! You might be just "three feet from gold."
There is *no such thing as failure*, only a delay in results.

Wrapping Up

What I hope you get out of this report is **guidance, clarity, and maybe even peace of mind that you *can* do this.**

No matter what phase of business you're in – not yet started, recently published, just a few pages, or long-time producer – **if you're making any of these mistakes you can fix them and move forward.**

I hope you'll keep in touch!

You can follow me on [Facebook](#) and [Pinterest](#) to see what I'm up to on my own site.

If you have any questions, please feel free to email me at iamthesavvyblogger@gmail.com.

You can also check out the blog – www.TheSavvyBlogger.com - and drop me a comment or two!

I love connecting with my audience, so don't be shy. ☺

Resources

I'm including additional resources here that can help you get started, get moving, and get a handle on your business.

If you're interested in something I've recommended in this guide but aren't sure if it's right for you, feel free to email me – I'm happy to provide guidance and point you in the right direction!

Before You Begin – For those who haven't started yet!

[Solo Build It!](#) – the definitive “online business in a box” style training and all-in-one. This is where I learned everything and it's still the best deal you can get today. It's **hosting, training, and email marketing all in one easy to use service with amazing support via the forums**. You could become a subscriber and never need to purchase anything else (though, you might want to.)

[Blogging and Affiliate Marketing Business Bundle](#) – An excellent and in-depth training that will take you from no site to one that makes (good!) money. **Not just the basics of starting a blog, but how to write a blog post, how to convert readers into sales, and much more.**

[Blogging and List-Building Challenge](#) – One of the best coaching-style programs I've found. Takes you on **a daily, step-by-step course for building a blog as an affiliate marketer**. No ebook to download, you simply log-in to that day's post and do the steps. Ongoing support provided so when you get stuck, you have live, real-time help.

Skill Building

[Writing Productivity Challenge](#) – Writing is the single most important skill you can have as an online marketer. Whether you're writing a page, blog post, sales page, report, ebook, or email, you need to know **how to write well, write fast, and write in a way that builds a relationship with your reader**. This challenge works with you to do just that. Ongoing support provided so you get live, real-time help whenever you need it.

[Keywords and SEO for Bloggers](#) – A great way to learn about keywords and SEO (search engine optimization) and how it applies to your business. [You need Jaaxy to get the most out of this course!](#)

Social Media

[Pinterest Success Strategies](#) – An excellent guide for learning how to build a Pinterest following and get MASSIVE traffic from Pinterest. Takes you from getting started to creating amazing pins, growing your fans, and using automation. Gives real-life case study and access to a private Pinterest group for on-going help.

[Pinteresting Strategies](#) – A successful blogger's manual pinning strategy. No automation whatsoever! Here's how you can work on your Pinterest promotion without relying on scheduling tools.

Coaching

[Blogging and Affiliate Marketing Mentoring](#) – One year of mentorship and coaching – from two income bloggers who walk their talk! – to help you start, build, and grow your online business. **LIFETIME access** to advanced blogging courses, **access to current and future mini-courses**, help with **content creation, audience targeting, keywords**, and more. PLUS, **an in-depth blog evaluation** to see what's working, what's not, what's holding you back, and how you can improve.

For a full list of my recommendations for your "blogger's toolbox," you can visit this page: [How Do People Make Money from Blogging?](#)