

7-DAY BLOG LAUNCH CHEATSHEET



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CHEATSHEET

DAY 1: GET YOUR GAMEPLAN READY

START WITH A BROAD NICHE

What do you want to blog about? You need to have knowledge and *intense* interest in this topic. (Note: You do *not* need to be an expert!)

To help pick the right niche, start by choosing a broad popular blog niche (finance, food, health, marketing, travel, lifestyle, DIY)

NARROW DOWN YOUR NICHE

Next, narrow down your niche into something more *specific*. For example, from finance to *getting out of debt* and from health to *healthy eating*.

CHOOSE THE PERFECT BLOG NICHE

Go deeper with your niche to find the perfect blog niche. For example, from getting out of debt to *debt tips for millennials* and from healthy eating to *healthy eating for moms*.

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RESEARCH OTHER BLOGS

Who is your competition? Make a list of 5 bloggers who are already doing what you want to do. (Note: If you can't find 5, your niche is too narrow!)

Rather than seeing them as "the enemy," take the opportunity to learn from them. They have already done all the hard work of creating a popular and profitable blog in your niche, *learn from them!*

SET SHORT-TERM 3-MONTH BLOGGING GOALS

What do you hope to accomplish in the next 3 months? Setting and meeting short-term goals will lead to achieving long-term success.

Write down 3 goals you want to accomplish your first 3 months of blogging.

WRITE DOWN YOUR MISSION STATEMENT

You can use this as a template: I believe that [everyone/anyone/you] [deserves/can] [positive outcome] so they can [something bigger]

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DAY 2: GET YOUR BLOG ONLINE

CHOOSE A BLOG NAME AND DOMAIN NAME

Choose a blog name that's easy to say and difficult to forget. You can register your domain name at [Porkbun.com](https://porkbun.com) for \$9.

Use [this tool](#) to see if your desired domain name is available.

SIGN UP FOR HOSTING

To get your blog online, sign up for [Bluehost](#) <<< Get 63% off using this link.

CHANGE THE NAMESERVERS TO YOUR HOST

Next, you need to connect your domain and hosting together. This step tells browsers where to go when someone visits your domain.

Log in to your domain registrar (Porkbun) and edit the DNS nameservers to point to your host. For example: ns1.bluehost.com and ns2.bluehost.com

INSTALL WORDPRESS

If you chose Bluehost as your host, you're all set! If you're on a different host, log into their admin panel and look for the one-click WordPress install.

START WITH THE ASTRA BLOG THEME

Now it's time to choose a theme for your blog. I recommend starting with [Astra](#). With it, you can customize your blog and change the colors easily.

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INSTALL GOOGLE ANALYTICS

Sign up with Google Analytics to check how many people visit your blog, where you get traffic from, and what your audience does on your site.

The easiest way to add Google Analytics is with the [ExactMetrics](#) plugin.

With the [pro version](#), you can get user-friendly reports of your blog traffic right on your WordPress dashboard.

INSTALL THESE IMPORTANT WORDPRESS PLUGINS

Here are the plugins I recommend installing on your blog:

- [Akismet](#) (anti-comment spam)
- [W3 Total Cache](#) (for blog speed)
- [SocialWarfare](#) (social sharing plugin)
- [ExactMetrics](#) (for Google Analytics)
- [Elementor Pro](#) (best page builder)
- [Yoast SEO](#)
- [ConvertKit](#) (add opt-in forms)
- [ThirstyAffiliates](#) (hide affiliate URLs)
- [ShortPixel](#) (image optimization)
- [WP Rocket](#) (speed optimization)

EDIT WORDPRESS SETTINGS

Here are a few settings you should edit in WordPress.

- In Users > Your profile, edit the display name to show your name
- In Settings > General, set your Site title and tagline
- In Settings > Reading, choose your Homepage and Blog posts page (create them in Pages > Add new)
- In Settings > Permalinks, set it to Post name for friendlier URLs

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DAY 3: DESIGN YOUR BLOG

DESIGN YOUR BLOG WITH ASTRA

As I recommended earlier, install the [Astra](#) theme. It's one of the most popular WordPress themes and is easy to set up.

INSTALL A PAGE BUILDER TO DESIGN YOUR PAGES

To design your blog you're going to need a page builder like [Elementor](#). You can design your main pages and sales pages with their drag-and-drop builder.

CREATE THE MAIN PAGES OF YOUR WEBSITE

Go to Pages > Add new and create a Homepage, About page, Blog page, and a Contact page. Don't want to design them from scratch? See the next step.

INSTALL THE ASTRA STARTER TEMPLATES

With [these templates](#) (free) you can have an entire website built in seconds! To install, go to Plugins > Add new and search for "Starter templates."

You can see the list of ready-to-import websites [here](#).

DESIGN A LOGO USING CANVA

Choose from any of [these logo templates](#) and edit them using Canva. Once you're done, save the file and add it on WordPress by going to Customize > Header > Site Identity

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DAY 4: CREATE YOUR BLOG CONTENT

IDENTIFY YOUR IDEAL READER

Create your ideal reader avatar. This is the person you're going to be "talking" to in your blog posts. Get detailed with it, such as: female, 35-45, married, with 2 kids. You can even go as far as giving this person a name.

CREATE 3-5 CATEGORIES FOR YOUR BLOG

Think of your readers' top pain points and create 3 to 5 main blog categories from them. For example, for my finance blog I have Debt, Making Money, Saving Money, and Investing.

PLAN OUT YOUR FIRST 10 BLOG POSTS

Come up with 10 article ideas. To find blog post ideas worth writing about, go to other successful bloggers in your niche and see what their most popular blog posts are. You're going to want to create popular content to start.

WRITE YOUR FIRST BLOG POST

Write and publish your first blog post. You can either do a quick "welcome to my blog" post or you can go all out and create an epic how-to guide. You can use my [blog post template here](#) to guide you.

WRITE YOUR ABOUT ME PAGE

Your about page will be one of the most visited pages on your blog. In fact, it even deserves a spot in your main menu. You can write your about me page using my [about page template here](#).

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DAY 5: START AN EMAIL LIST

SIGN UP WITH CONVERTKIT

While it may sound hard to believe, most bloggers make money from their email list - not their blog. I use and recommend [ConvertKit](#) to start your list.

INSTALL THE CONVERTKIT PLUGIN

To add an email signup form on your blog, you first need to create the form on ConvertKit. You can use one of their templates. Once it's ready, install the ConvertKit plugin on WordPress to add the form to your blog posts.

CREATE AN OPT-IN INCENTIVE

People don't really want to sign up to receive more email, so you'll need something more appealing than "sign up for my newsletter."

Using [Canva](#), create an opt-in incentive such as a cheatsheet, checklist, guide, or printable.

USE A LIST-BUILDING PLUGIN

To get more email subscribers and grow your list fast, I recommend using a list-building plugin like [Thrive Leads](#). They'll help with adding exit-intent pop-ups,, slide-ins, welcome mats, etc.

SIX-FIGURE LIST ECOURSE

If you want a detailed walkthrough of how to set up your email list for success, check out my email list course: [Six-Figure List](#) here.

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DAY 6: START GETTING TRAFFIC

IDENTIFY YOUR MAIN TRAFFIC SOURCES

Where do you plan on getting traffic from? Your answer depends on your ideal reader. Where do they hang out online? For most bloggers, their main traffic sources are Google search and Pinterest.

CREATE SOCIAL MEDIA ACCOUNTS

Create accounts for your blog at Facebook, Twitter, Instagram, and Pinterest. For now, fill out your bio and add your URL.

Depending on your niche, you may want to start a YouTube channel, a TikTok, or create a profile on LinkedIn.

OPTIMIZE YOUR CONTENT FOR GOOGLE

To get Google search traffic, you'll need to optimize your content doing some basic SEO. This means choosing one keyword to target for each of your blog posts, then using it in the title, URL, and sparingly throughout your content.

Sign up with [Google Search Console](#) to monitor your blogs' status.

TAKE ADVANTAGE OF FREE TRAFFIC FROM PINTEREST

Pinterest is actually a search engine, not a social media site. People go on Pinterest to look for inspiration, get ideas, and look for solutions to their problems.

You can create your pin images using the templates from [Canva](#). Look into using a scheduler like [Tailwind](#) to automate your Pinterest marketing.

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DAY 7: MONETIZING YOUR BLOG!

RESEARCH MONETIZATION STRATEGIES IN YOUR NICHE

How do other bloggers in your niche make money? If they are doing it, odds are that it's a path you want to take as well. Here are the main ways bloggers make money:

AD NETWORKS

The easiest way to make money with your blog is to sign up with Google AdSense. They'll provide you with a code to add to your blog that will display their ads. While this is simple, you won't make too much with ads unless you have a lot of traffic.

AFFILIATE MARKETING

Affiliate marketing is when you get paid a commission for promoting someone else's product. The most popular affiliate program is Amazon Associates, but there are others like Shareasale, Awin, and Impact.

CREATE YOUR OWN PRODUCT

While this task sounds daunting at first, it really isn't. You can create an ebook using Google Docs or right in Canva. If you want to create and sell courses like I do, look into what I use, [Thrive Apprentice](#).

LAUNCH YOUR BLOG!

I know you want to wait until your blog is "ready," but trust me, it will never be ready. Whether you have 1 blog post or 10, launch your blog and get it out there!