

TURN YOUR BIG IDEA INTO A DIGITAL BUSINESS

BLOG STARTER KIT



by
Ben
Cummings
www.blogwithben.com

<ADDED BONUS>

Professional blogging tips, access to my personal growth strategy, and a digital marketing checklist designed specifically for bloggers.

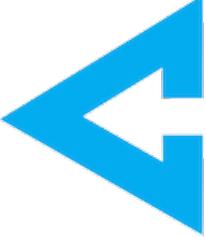
COPYRIGHT © 2015 BLOG WITH BEN
ALL RIGHTS RESERVED

I encourage you to share, email, tweet, blog, and pass this eBook around the web...but please don't make any changes or alter any of its contents when you do. Thanks!



This eBook is dedicated to my daughter, Makayla. You are my everything, and I love you more than I could ever put into words.





BLOG *WITH* BEN

The information contained in this guide is for informational purposes only.

I am not a lawyer or an accountant. Any legal or financial advice that I give is my opinion based on my own experience. You should always seek the advice of a professional before acting on something that I have published or recommended. Any amount of earnings disclosed in this guide should not be considered average.

Please understand that there are some links contained in this guide that I may benefit from financially.

The material in this guide may include information, products or services by third parties. Third Party Materials comprise of the products and opinions expressed by their owners. As such, I do not assume responsibility or liability for any Third Party material or opinions.

The publication of such Third Party Materials does not constitute my guarantee of any information, instruction, opinion, products or services contained within the Third Party Material. The use of recommended Third Party Material does not guarantee any success and or earnings related to you or your business. Publication of such Third Party Material is simply a recommendation and an expression of my own opinion of that material.

No part of this publication shall be reproduced, transmitted, or sold in whole or in part in any form, without the prior written consent of the author. All trademarks and registered trademarks appearing in this guide are the property of their respective owners.

Users of this guide are advised to do their own due diligence when it comes to making business decisions and all information, products, services that have been provided should be independently verified by your own qualified professionals.

By reading this guide, you agree that myself and my company is not responsible for the success or failure of your business decisions relating to an information presented in this guide.

CONTENT

Welcome / 5

Introduction/ 7

Section I: Build - Seven Steps to a Profitable Blog/ 10

Pick a Topic / 11

Choose a Blogging Platform / 12

Decide on a Domain Name/ 13

Web Hosting and WordPress/ 14

Bluehost Tutorial/ 15

WordPress Tutorial / 20

Clean Up Your Admin Area / 25

Install Your Blog's Theme/ 35

Publish Your First Post / 40

Section II: Grow - My Personal Growth Strategy/ 45

Value Proposition/ 46

Free Offer/ 47

Call-to-Action/ 48

Landing Page/ 49

Grow Your Email List/ 50

Email Marketing/ 52

Social Networks/ 54

Social Sharing/ 55

Promote Your Blog/ 57

Connect With Industry Leaders/ 58

Start a YouTube Channel/ 60

Create Your Brand/ 62

Section III: Monetize - Turn Your Blog Into a Business/ 63

Affiliate Marketing/ 64

Google AdSense/ 66

Sell Ad Space/ 70

Sell Digital Products/ 72

Final Thoughts/ 78



WELCOME

CONGRATULATIONS! IT TAKES SOME MAJOR GUTS TO START A BLOG.

Most people don't even get this far, but you're apparently not like "most people". You take action! So, congratulations on taking the first step towards starting a blog.

Secondly, I want to say **THANK YOU!** Thank you for taking the time to read my blog and for allowing me to be a part of this journey you're about to embark on. I honestly can't express in writing how much that means to me, but hopefully this free eBook can act as a way for me to give back and say thank you.

The reason I wrote this eBook is simple: to help people better their lives, and the lives of others, through blogging. I know it sounds kind of corny, but I can't begin to tell you how much of a positive impact blogging has had on my life.

Since starting my very first blog, so many doors have opened up for me. I've been able to start my own business, I've developed new and marketable skill sets, I've met some amazing people, and most importantly I've been able to earn a passive income that's given me the freedom to spend more time with my family. This guide will show you how I did it, step-by-step.

WHAT IS A WORDPRESS SELF-HOSTED BLOG AND WHY SHOULD I START ONE?

A SELF-HOSTED BLOG ALLOWS YOU TO GENERATE INCOME.

The reason I recommend a WordPress self-hosted blog over a free blog is simple; I'm an entrepreneur. A self-hosted blog allows me to set up my blog as a digital business and generate a substantial amount of passive income (\$5,000 per month and growing).

Additionally, the self-hosted [Wordpress.org](https://wordpress.org) blogging platform gives me 100% control over every aspect of my blog. Free blogs don't typically let you earn money with your blog. If they do, they'll want 50% of your earnings. Yikes, not cool!

That's why I recommend a self-hosted blog. Whether you're an entrepreneur, a stay-at-home parent, or just someone who's been thinking about starting a blog. This easy to follow, step-by-step guide will walk you through the exact process I used to create a blog that now earns \$5,000 per month in recurring revenue. Here's how I did it.



"PEOPLE SHOULD PURSUE WHAT THEY'RE PASSIONATE ABOUT. THAT WILL MAKE THEM HAPPIER THAN PRETTY MUCH ANYTHING ELSE."
-ELON MUSK

INTRODUCTION

BUILD A BLOG THE RIGHT WAY

Over the years, I've noticed that people tend to overcomplicate the whole blogging process. I'll admit, building a blog isn't easy, but what I've found is that if you break down the process into smaller segments, things became much clearer.

The technique that I use and teach is often described as being a form of analysis. Simply put, analysis is the process of taking a complex topic and breaking it down into smaller parts in order to gain a better understanding of it.

The Blog With Ben methodology breaks down the blogging process into three core segments; **Build, Grow, & Monetize**. By doing so, you'll be able to gain a much better understanding of what steps need to be taken in order for a blog to become profitable. I like to think of it as a blogger's roadmap to success!

In this guide you'll learn how to build a WordPress self-hosted blog, even if you have zero experience, zero ideas, or don't where to get started. I'll show you step-by-step how I built a profitable blog from scratch that now earns roughly \$5,000 per month in recurring revenue. Now, let's take a closer look at everything you'll be learning in this guide.

WHAT YOU'LL LEARN IN THIS GUIDE

SECTION I: BUILD

This is where you'll learn, in seven simple steps, how to start a self-hosted WordPress blog.

A lot of the “how-to” gurus out there will show you how to set up your blog, but the layout is bland and boring.

Well, in this guide, I'll show you how to build a beautiful digital platform that looks clean, professional, and sets you apart from the competition.



SECTION II: GROW

Every successful blogger will tell you that the majority of their success is contingent on their ability to scale and grow their audience. That's why I've put so much time and effort in developing this growth strategy.

In this section, you'll learn the proven concepts that have helped me, and some of the biggest names in blogging, **grow their audience by the thousands.**



SECTION III: MONETIZE

If you think that you can implement my methods and make millions of dollars overnight, then stop reading. That's not how any of this works. **This is not a get rich quick scheme**, and I'll be the first to tell you that it took me well over a year to earn any real money with my blog.

However, this is the section where I'll show you the exact revenue streams I put into place that allowed me to turn my blog into a successful business. I have specific guidelines that I follow every time I implement a business model into a blog, and I'll show you exactly how I do it.



SO, ARE YOU READY?



Just like anything worth having, **building a blog will take hard work** and perseverance. However, if you follow this guide, I can guarantee you that **you'll be setting yourself up for success**. Now let's get started!

"THE SECRET OF GETTING AHEAD IS GETTING STARTED."
-MARK TWAIN



SECTION I: BUILD

SEVEN STEPS TO A PROFITABLE BLOG

In order for any of this to work, you'll need to have some sort of digital platform. The most popular and efficient way to build a platform is by starting a blog.

Thanks to advancements in technology, starting a blog has become surprisingly simple. We now have access to free software that automates the entire blogging process so that **virtually anyone can start a blog**. Seriously, if you can set up an email account, you'll have no problem starting a blog.

The following seven steps are my blueprint for building a successful digital platform. These are the exact same steps I take every single time I pursue any kind of online business venture that incorporates a blog.

The great thing about these seven steps is that they will work for any niche. Seriously, I've tried them within the health and pharmaceutical industry, the food industry, and even the music industry. Regardless of whatever your niche is, these seven easy steps will help you lay the foundation for a profitable blog.

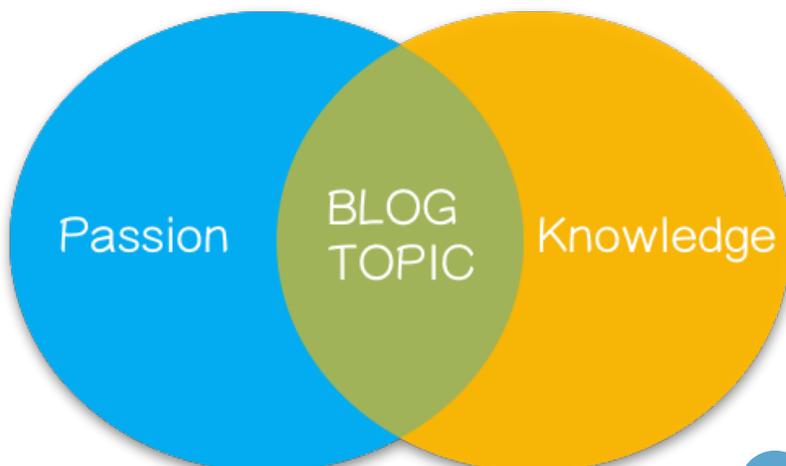
STEP 1: PICK A TOPIC

SO, WHAT ARE YOU GOING TO BLOG ABOUT?

Sometimes this can be the most difficult part. However, this is probably the one thing that most people overlook when they start a blog.

Your blog topic is probably the single most important aspect of your blog. This sounds like a no-brainer, but if you want your readers to take you seriously, you'll need to have a well-rounded understanding of what you're blogging about.

Take a look at the venn diagram below. Your blog topic can usually be found where your passion and knowledge of a subject meet. Give it a try and see what you come up with!



BLOG TOPIC TIPS

- **Enjoy what you blog about.**
- **Have a solid understanding of your topic.**
- **Be passionate about it.**
- **Present value to the reader.**
- **Solve a problem, ease a pain, or help people.**
- **Know your audience.**
- **Make sure there's enough to write about.**
- **Find your niche.**
- **Be unique.**

STEP 2: CHOOSE A BLOGGING PLATFORM



IT'S TIME TO GET YOUR CONTENT ONLINE.

In order to do that, you'll need a blogging platform. What's a blogging platform you ask? Well, it's basically software that turns an ordinary website into a blog. To be more specific, it's a content management system that allows you to create, edit, review, and publish your electronic content online.

You have a lot of options when it comes to which blogging platform to use, but I highly recommend WordPress.org. Their interface is great for beginners, and it comes with a ton of built-in blogging tools. It's a must have for any blogger.

WHY WORDPRESS.ORG?

- 1-Click installation
- Responsive design (works on desktops, tablets, and mobile devices)
- Easily integrated with Bluehost
- Built-in blogging tools
- Easy to learn
- 72 million users and counting
- Affordable (it's FREE!)
- Used by Fortune 500 Firms

I've tried other blogging platforms, but WordPress.org just offers the most value in my opinion. I use WordPress.org for every single one of my blogs, and I highly recommend that you use them as well.

Important note: You won't need to go to WordPress.org to download the software. You'll be able to install it for free at Bluehost. We'll go over how to do that in Step 5.

STEP 3: DECIDE ON A DOMAIN NAME

IF SOMEONE NEEDED DIRECTIONS TO YOUR HOUSE, THEY WOULD NEED YOUR ADDRESS.

Same thing goes for your blog. Your domain name tells people, and search engines, how to get to your blog. For example, the domain name for my site is blogwithben.com.

You'll have a few options when it comes to registering your domain name, however, I recommend you register your domain name at the same place you get your web hosting. This simplifies the process and saves you some time.

DOMAIN NAME TIPS

- **Keep it short (this makes it easy to remember and type)**
- **Make it memorable (think Twitter, Google, and Paypal)**
- **Avoid hyphens (blog-with-ben.com is no good)**
- **Choose a top-level-domain (.com, .net, and .org are all TLD's)**
- **Make it easy to spell (keep it simple)**

Give my “domain name checker” a spin to see if your desired domain is available. You'll probably find that your first choice is already taken. No worries! Just get those creative juices flowing and try again! Be sure to type in the full domain. For example, type yourblogname.com to get an accurate result.



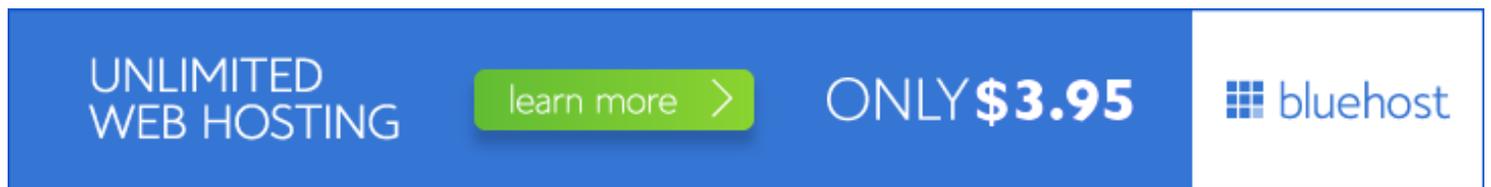
Domain Name

check domain >

STEP 4: PURCHASE WEB HOSTING & INSTALL WORDPRESS

THINK OF WEB HOSTING AS BEING KIND OF LIKE THE LANDLORD... ONLY A LOT COOLER.

In order for your blog to get online, you'll need to rent some space. Web hosting companies will lease you space on their servers (or high-powered computers) that are connected to a very fast network. From my experience, one of the most reliable web hosting companies for bloggers is [Bluehost](#).



UNLIMITED WEB HOSTING [learn more >](#) ONLY \$3.95 

One of the things I love about Bluehost is that they're optimized for WordPress. This means that everything you need to make your WordPress blog secure, easy-to-use, and fast comes standard when you sign up. Some of the biggest names in blogging trust Bluehost, and here's why you should too.

WHY BLUEHOST?

- Free domain name when you sign up
- Optimized for WordPress
- Unlimited hosting space
- Free site builder w/ templates
- 1-Click WordPress installation
- Great customer support (1-on-1 training)
- Anytime money-back guarantee
- Powering over 2 million websites worldwide



PROFESSIONAL WEB HOSTING FOR \$3.95/MONTH

unlimited space, transfer, & domains on 1 account
FTP | SSL | STATS | CGI | PHP | MYSQL

 [sign up >](#)

HOW TO GET STARTED WITH BLUEHOST STEP-BY-STEP (WATCH THE VIDEO HERE)

1

CLICK THIS LINK -> [BLUEHOST](#) AND CLICK ON THE "GET STARTED NOW" BUTTON.

Special offer for
WordPress users
Starting at ~~\$5.99~~ **\$3.95/month***

FREE Domain
FREE Site Builders
1-Click WordPress Install
24/7 Support

get started now >

need more power?
Support millions of visitors with our custom, managed WordPress solution.

OPTIMIZED HOSTING
FOR WordPress

2

SELECT YOUR PLAN.

select your plan

	starter	plus most popular	business pro
	normally \$5.99 \$3.95* per month	normally \$10.99 \$6.95* per month	normally \$23.99 \$14.95* per month
	select	select	select
websites	1	unlimited	unlimited
website space	100 GB	unmetered	unmetered
bandwidth	unmetered	unmetered	unmetered
included domains	1	1	1
parked domains	5	unlimited	unlimited
sub domains	25	unlimited	unlimited
email accounts	100	unlimited	unlimited
email storage	500 MB per account	unlimited	unlimited

3

CHOOSE YOUR FREE DOMAIN OR, IF YOU ALREADY HAVE A DOMAIN, JUST TRANSFER IT.

The screenshot shows the Bluehost website's domain selection interface. At the top left is the Bluehost logo. Below it, the heading "sign up now" is displayed. A paragraph of text thanks the user for choosing Bluehost and mentions excellent customer service and affordable prices. Below this, another paragraph states appreciation for the business. Two main options are presented in rounded rectangular boxes: "new domain" and "i have a domain name". The "new domain" box includes a text input field, a dropdown menu currently set to ".com", and a "next" button. The "i have a domain name" box includes a text input field and a "next" button.

4

ENTER YOUR ACCOUNT INFO.

The screenshot shows the Bluehost account information page. At the top left is the Bluehost logo. Below it, the heading "sign up - congratulations!" is displayed. A paragraph of text states that the requested domain, "bensblogvideo.com", is available. Below this, the heading "account information" is shown. A note states "All fields are required unless otherwise noted." The form consists of several fields: "First Name", "Last Name", "(optional) Business Name", "Country" (a dropdown menu set to "United States"), "Street Address", "City", "State" (a dropdown menu set to "Please select a state"), "ZIP Code", "Phone Number" (with the value "(123) 456-7890" and an "Ext" field), and "*E-mail Address". A note at the bottom right of the form states "Your receipt will be sent to this address."

5

SELECT YOUR PACKAGE.

package information

Account Plan Starter 12 Month Price - \$5.95/mo.

Setup Fee Free

Primary Domain Registration Free

Constant Contact - \$10 per month for first 6 months (normally \$20 per month)
More information

Domain Privacy Protection - \$0.99 per month
More information

Search Engine Jumpstart - \$1.25 per month (Billed annually at \$14.99/yr)
More information

SiteLock Security - Find - \$1.99 per month (Billed annually at \$23.88/yr)
More information



Quick tip: Bluehost offers a few package add-on's, and it's totally up to you if you want to purchase them, but I highly recommend getting the Domain Privacy Protection add-on. This keeps your personal information secure and blocks people from accessing your home address through the Whois Lookup.

6

ENTER YOUR BILLING INFORMATION, CONFIRM AND AGREE TO TERMS OF SERVICE, AND CLICK SUBMIT.

billing information

Pay by credit card, or see [More payment options](#)

Credit Card Number

Expiration Date 01 / 2015

Signature/CVV2 Code
Provide code for instant verification. Example.

Promotional prices are available to new customers only and are valid for the initial term. All products and services automatically renew for the same term length, using the payment method provided in this purchase unless a change is requested. Renewal rates and discounts will be available through your control panel.

I confirm I have read and agree to the [Terms of Service](#), [Cancellation Policy](#), [Privacy Statement](#), [Domain Registration Agreement](#), and [Registrant Rights and Responsibilities](#).

submit

7

CLICK "CREATE YOUR PASSWORD" TO CREATE YOUR PASSWORD...LOL!

bluehost

welcome to bluehost

✔ Congratulations!

Your purchase was successful. A confirmation e-mail will be sent to ben.p.cummings@gmail.com.

choose a password for your account

Before you can login to your account or use your new hosting features, you first need to create a secure password - Please note this password and your hosting payment information, as these are used for account verification purposes when contacting Bluehost support.

[create your password](#)

8

CLICK "GENERATE PASSWORD", CONFIRM AND AGREE TO TERMS OF SERVICE, AND CLICK CONTINUE (YOU'LL BE TAKEN DIRECTLY TO YOUR CPANEL).

bluehost bensblogvideo.com (shared) help

Manage Your Password

main password

Please choose a unique password at least 8 characters long with one of each of the following:

EXCELLENT Feeling stuck? Have us pick one!

MATCH [generate password](#)

- A lowercase letter (e.g. abcde)
- An uppercase letter (e.g. ABCDE)
- A number (e.g. 123456)
- A symbol or a space (e.g. -!@#\$\$%^)

[View Password Hints & Tips](#)

Agreement to the Terms of Service is required to proceed with a password change. Please check the box below indicating your agreement.

I confirm I have read and agree to the [Terms of Service](#), [Cancellation Policy](#), [Privacy Statement](#), [Domain Registration Agreement](#), and [Registrant Rights and Responsibilities](#).

[continue](#)



Quick tip: After you generate your password, click on the  so that you can actually see the password. Once you see it, save it somewhere so that you won't forget it.

9

ONCE INSIDE YOUR CPANEL, CLICK ON THE "WEBSITE" TAB TO GET STARTED WITH WORDPRESS. WE'LL GO OVER HOW TO INSTALL WORDPRESS IN THE NEXT STEP.

The screenshot shows the Bluehost cPanel interface for the domain bensblogvideo.com. The 'website' tab is highlighted with a yellow arrow. The interface includes a navigation bar with tabs for hosting, domains, addons, account, and website. Below the navigation bar, there are several sections: 'helpful resources' with icons for Getting Started, Help Center, Change Passwords, Update Billing Info, Renew Account, and Change Settings; a 'marketing' section with icons for SoloSEO, Constant Contact, Google AdWords, Bing Yahoo, and WooThemes; an 'email' section with icons for Email Manager, Check Webmail, Free Anti-spam, Premium Anti-spam, and Google Apps; and a 'website' section with icons for Website Manager, Install WordPress, WordPress Themes, Use Weebly, One-click Install, My Installs, Page Speed Grader, and AppMachine. A yellow arrow points to the 'website' tab in the navigation bar.



Congratulations! You now have web hosting. Bluehost will send you an email with all of your account info, so keep an eye out for that.

On the next page, we'll continue the process and install WordPress so that you can get your blog up and running!

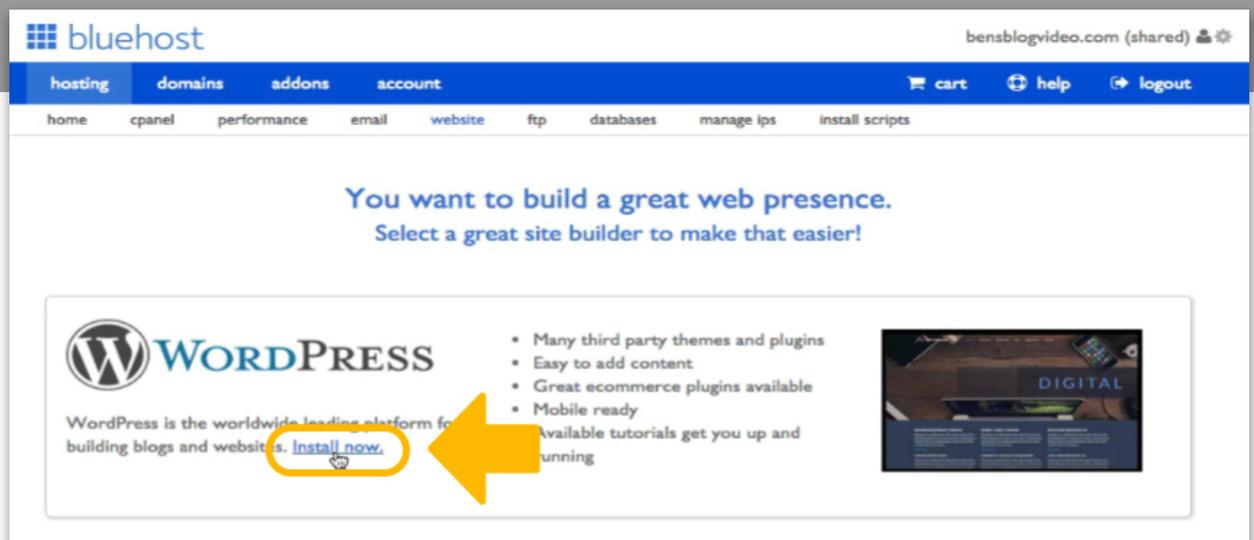
HOW TO INSTALL WORDPRESS

Once you've purchased web hosting, it's time to install WordPress. Luckily, **Bluehost** has the 1-Click WordPress installation option in the cPanel. This makes getting your blog up and running a cinch.

Now, let's pick up where we left off. After you click the "Website" tab, you'll be taken through the entire WordPress installation process. Just follow these steps.

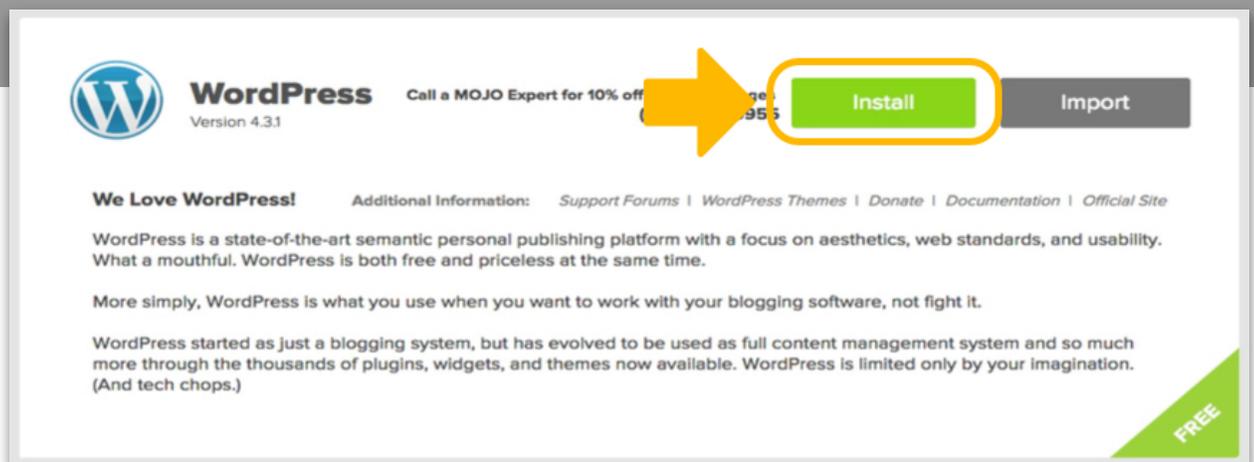
10

ONCE INSIDE THE WEBSITE TAB, YOU SHOULD SEE THE WORDPRESS "INSTALL NOW" LINK. GO AHEAD AND CLICK IT.



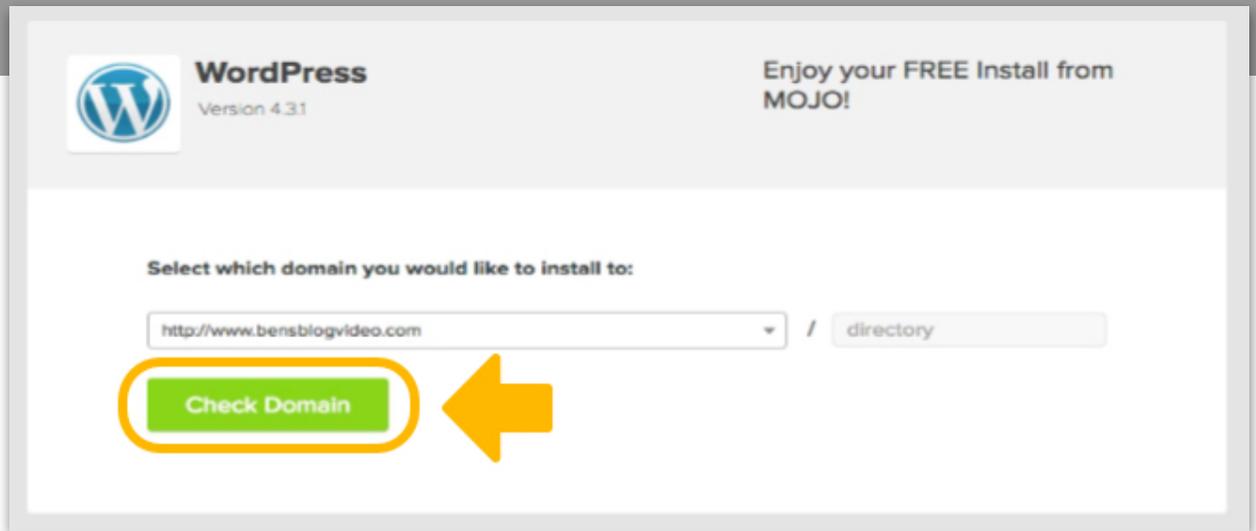
11

YOU'LL THEN BE DIRECTED TO ANOTHER WORDPRESS INSTALL PAGE. CLICK THE GREEN "INSTALL" BUTTON.



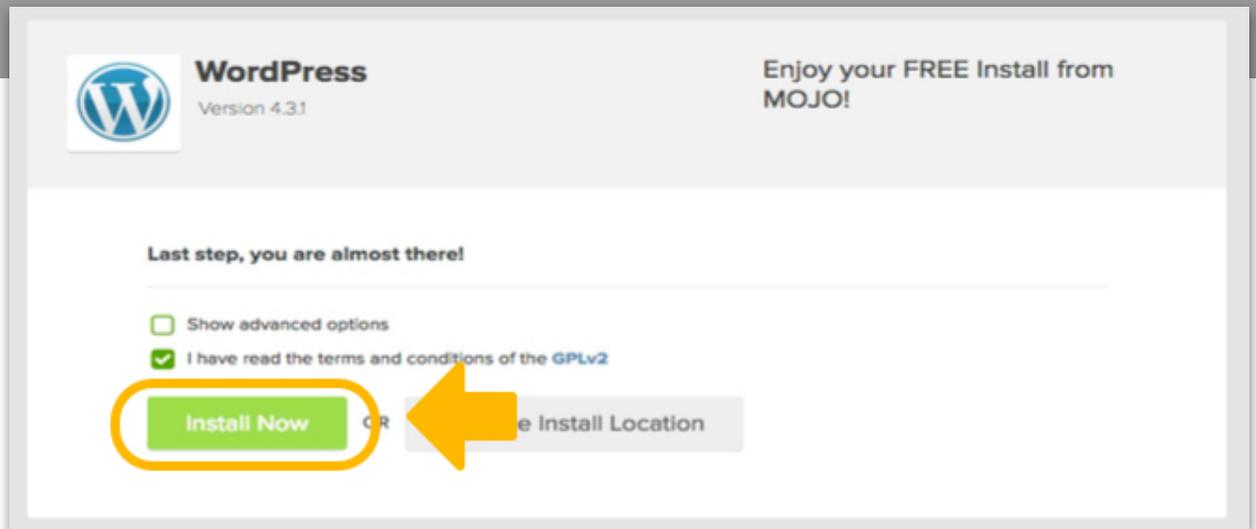
12

SELECT YOUR DOMAIN FROM THE DROPDOWN MENU AND CLICK THE GREEN "CHECK DOMAIN" BUTTON.



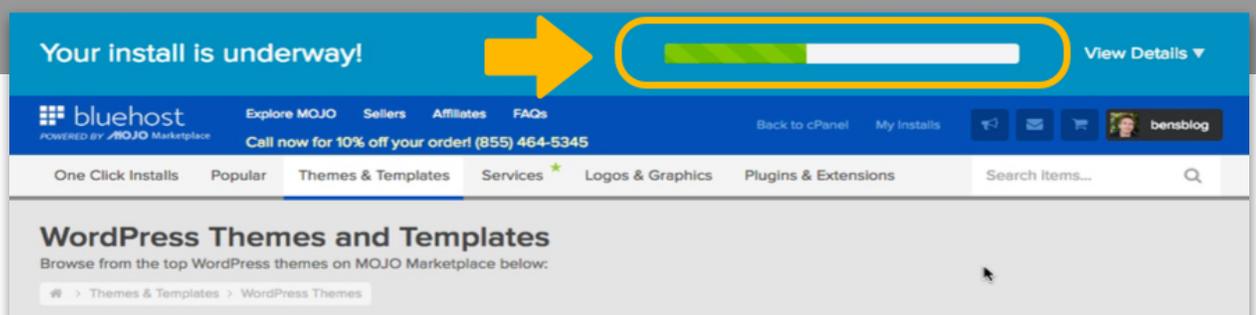
13

CHECK THE BOX STATING THAT YOU'VE READ THE TERMS AND CONDITIONS AND CLICK THE GREEN "INSTALL NOW" BUTTON TO BEGIN THE INSTALLATION.



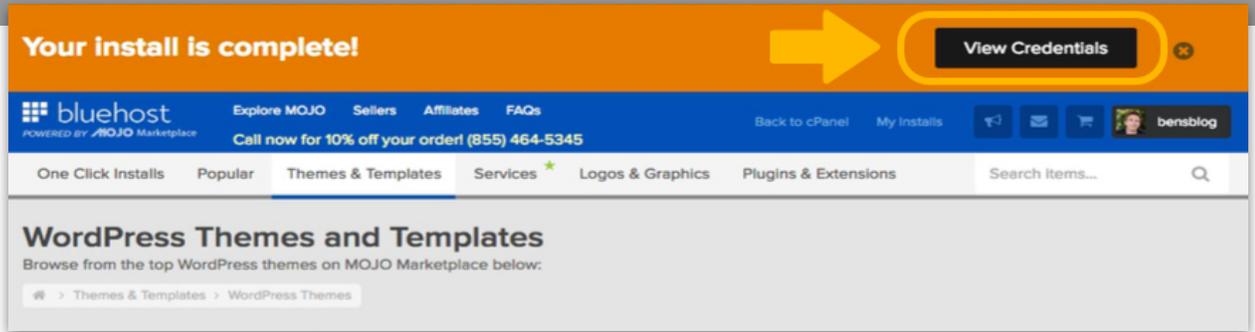
14

KEEP AN EYE ON THE TOP OF YOUR SCREEN. NOTICE THE GREEN BAR? ONCE IT'S FULL, YOUR WORDPRESS INSTALL IS COMPLETE.



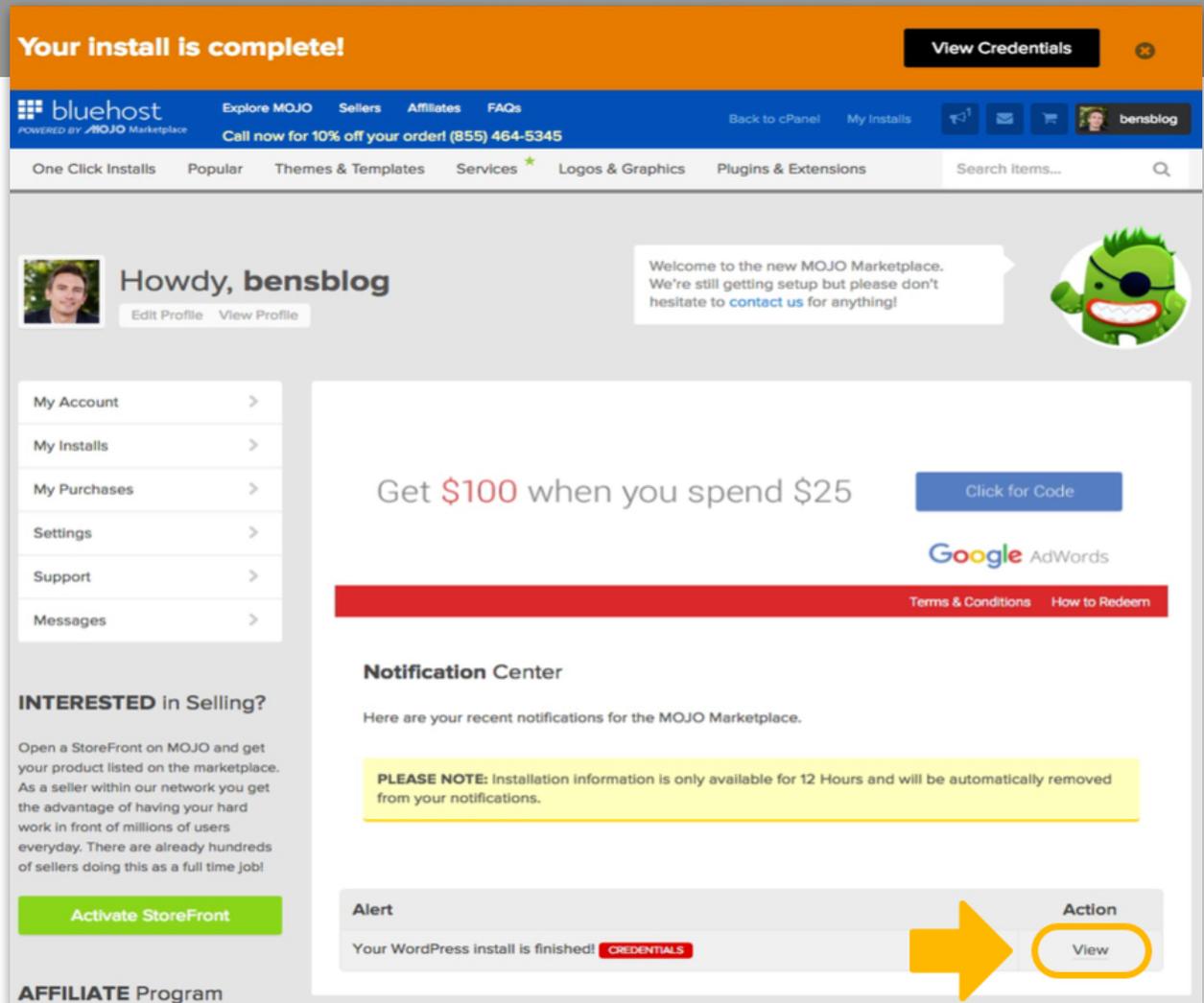
15

WHEN YOUR INSTALL IS COMPLETE, THE AREA ABOVE YOUR NAV BAR WILL CHANGE FROM BLUE TO ORANGE. ONCE THIS HAPPENS, CLICK "VIEW CREDENTIALS".



16

YOU MIGHT HAVE TO CLICK "VIEW" ONE MORE TIME...AS SEEN BELOW.



17

NEXT, YOU SHOULD SEE YOUR WORDPRESS LOGIN INFO. REMEMBER, YOUR ADMIN URL WILL BE THE URL YOU'LL USE TO ACCESS YOUR WORDPRESS DASHBOARD. CLICK THE ADMIN URL.

Notification Center > INSTALLATION CREDENTIALS

Congratulations on the installation of your new WordPress site! **Your login information is below.**

Step 1. Access your New WordPress site

URL: <http://www.bensblogvideo.com/>

Admin URL: <http://www.bensblogvideo.com/wp-admin>

Username:

Password:



18

ENTER THE USERNAME AND PASSWORD YOU JUST RECEIVED AND CLICK THE "LOG IN" BUTTON.



Username

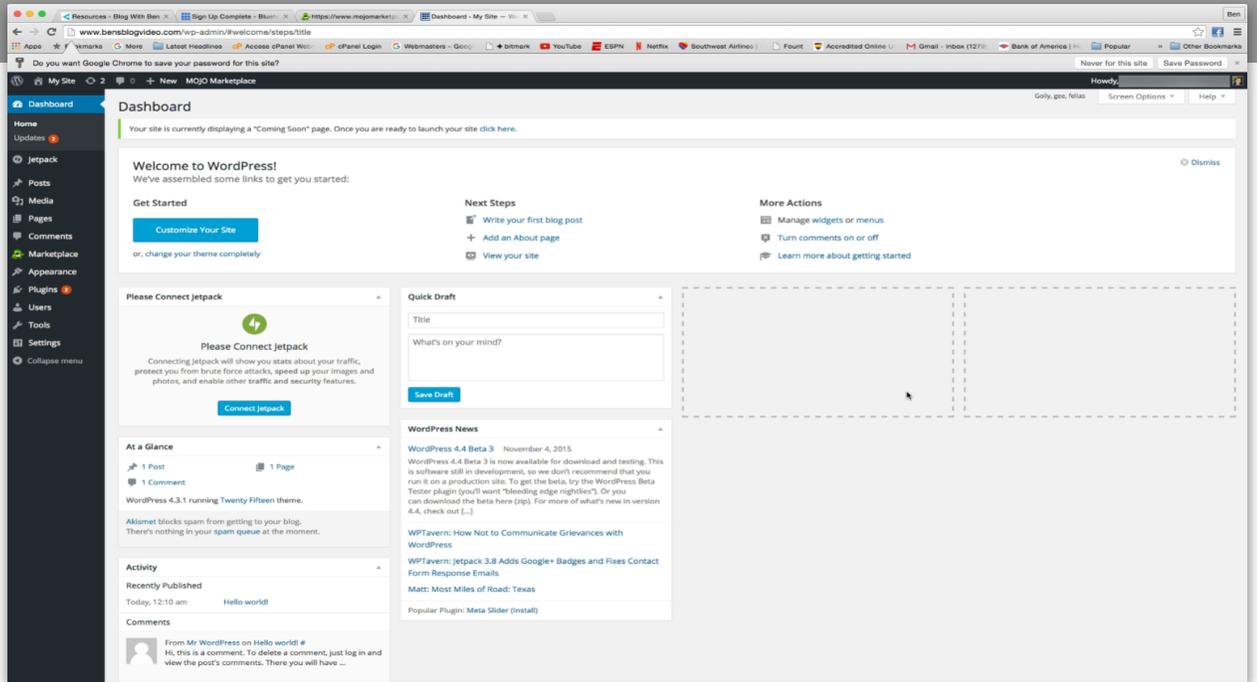
Password

Remember Me

Log In

[Lost your password?](#)

[← Back to My Site](#)



Remember, always use your Admin URL to access your WordPress dashboard.

Just add /wp-admin after your domain. So, www.yourblogname.com/wp-admin would be an example of an Admin URL.

STEP 5: CLEAN UP YOUR WP ADMIN AREA

A SOLID FOUNDATION IS KEY TO YOUR BLOG'S OVERALL SUCCESS.

Before we get into the nuts and bolts of building your blog, there are a few WordPress housecleaning tips that I always recommend doing prior to publishing your first blog post.

Each step is super simple, and not very glamorous, but I believe that these tips are extremely useful for setting up a strong foundation for your blog.

Now, please keep in mind that these WordPress clean-up recommendations are just that....recommendations. However, I never start a blog without doing them.

As I previously mentioned, these steps aren't very glamorous and may seem somewhat tedious. However, they will play a vital role in your blog's foundation. So, with that being said, let's tidy up!



SIX THINGS I ALWAYS DO BEFORE I START A BLOG

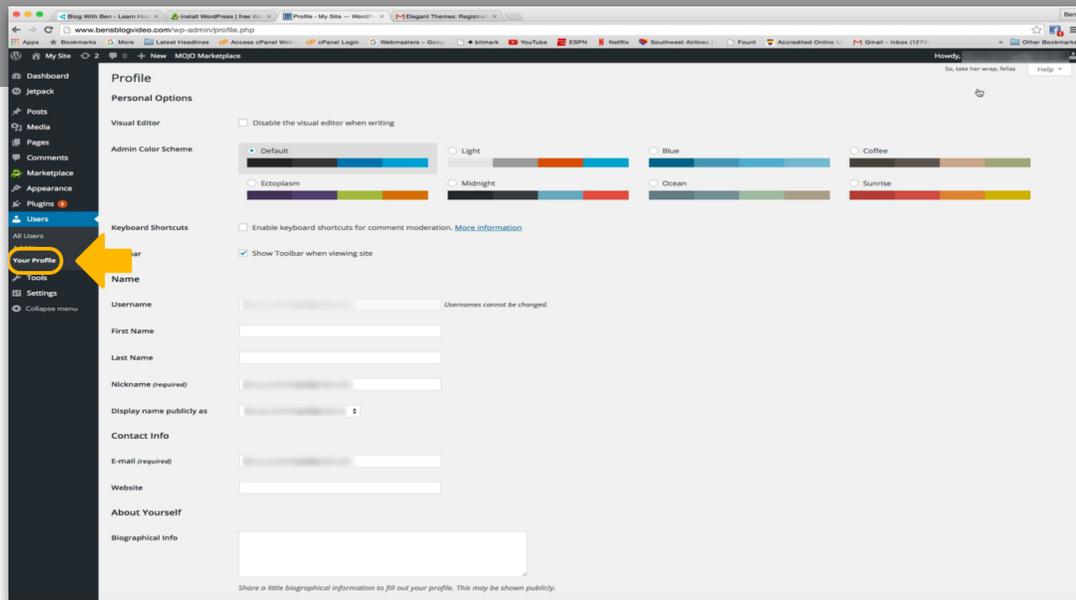
- **Change how your name is publicly displayed on your blog.**
- **Disable comments.**
- **Change your permalink settings.**
- **Deactivate and trash unnecessary plugins.**
- **Update your site title.**
- **Delete Sample Post and Page.**

TIP #1 - CHANGE DISPLAY NAME

By default, WordPress uses the email that you signed up with for **Bluehost** as your Admin username. This means that anytime you publish a blog post, the author's name for that post will be your email address. Here's how to change the display name to your "real name".

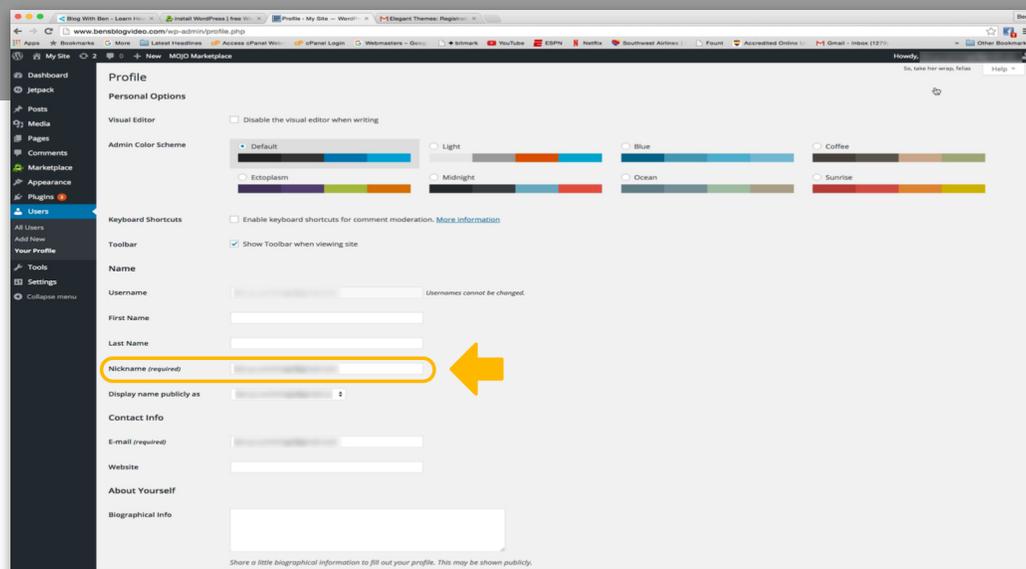
1

ON THE LEFTHAND SIDE OF YOUR DASHBOARD GO TO USERS>YOUR PROFILE. YOU CAN ALSO HOVER YOUR MOUSE OVER USERS AND CLICK ON YOUR PROFILE.



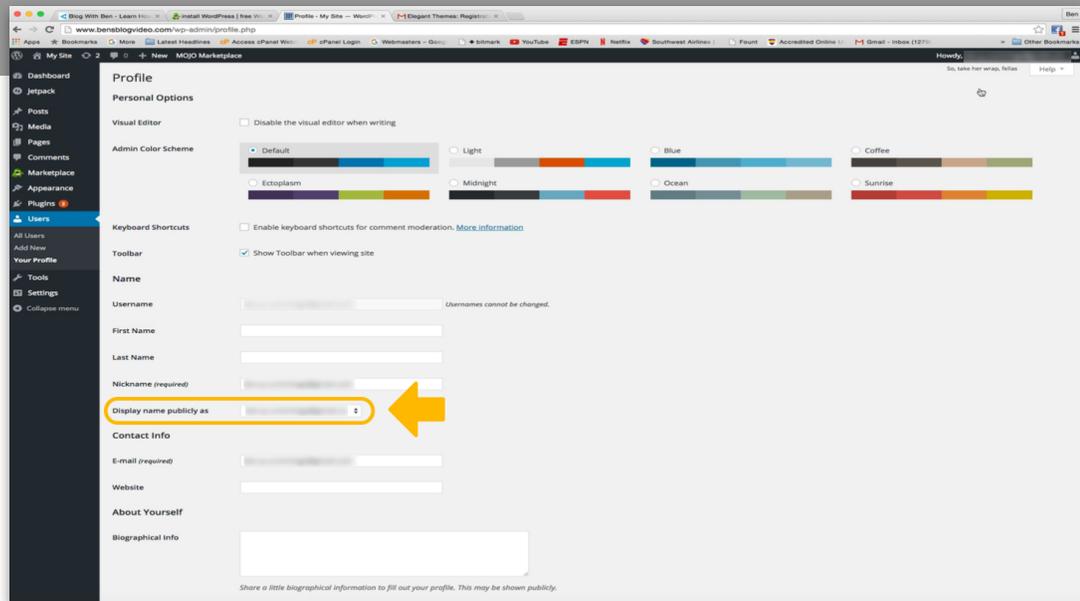
2

FIND THE "NICKNAME REQUIRED" TEXT BOX AND TYPE A NICKNAME. (I RECOMMEND USING YOUR ACTUAL NAME).



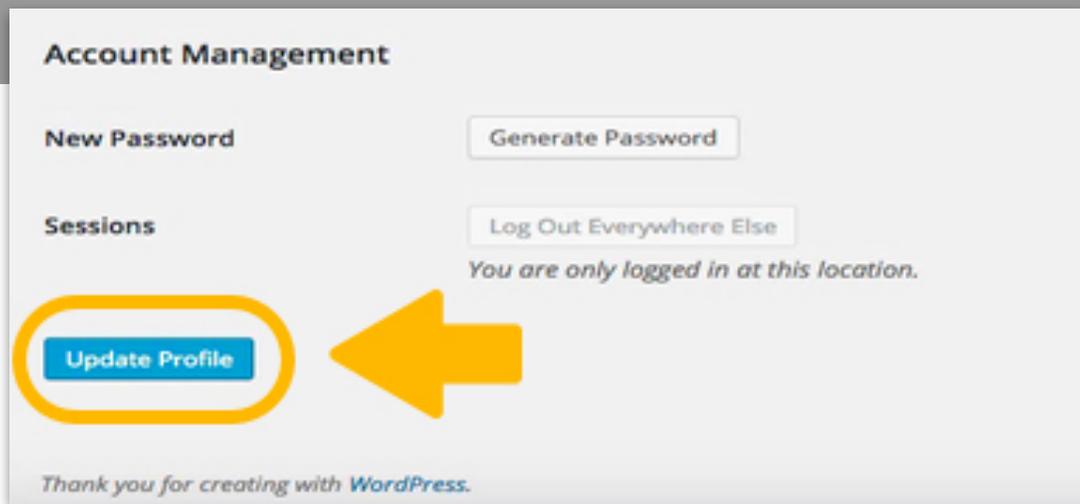
3

RIGHT BELOW THAT, YOU'LL SELECT THE "NICKNAME" YOU JUST CREATED FROM A DROPDOWN MENU.



4

SCROLL TO THE BOTTOM OF THE SCREEN AND CLICK THE "UPDATE PROFILE" BUTTON.

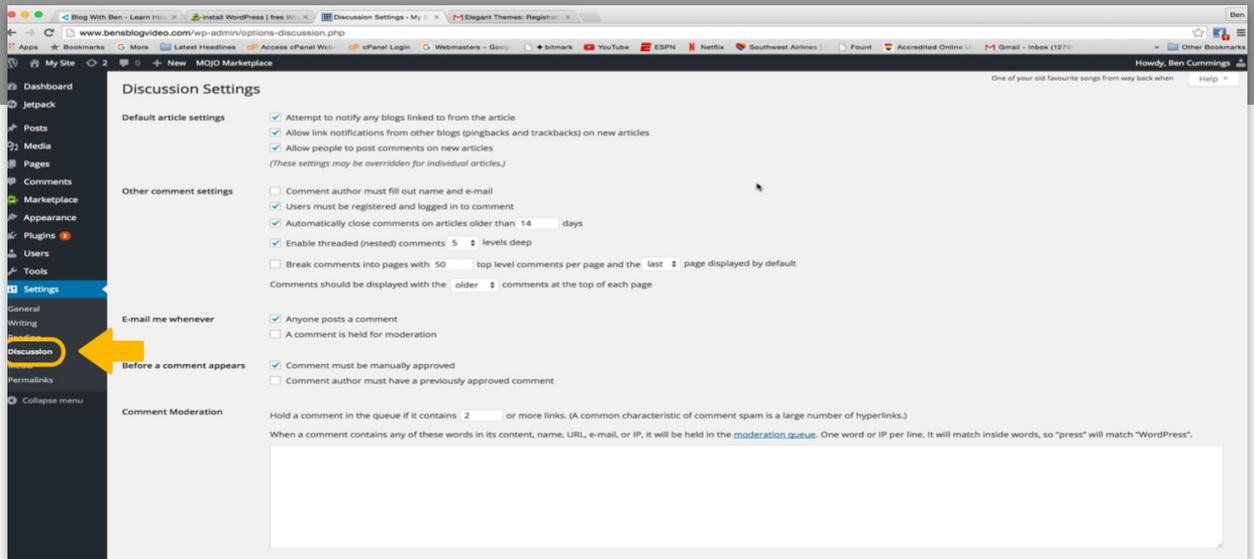


TIP #2 - DISABLE COMMENTS

This tip is definitely a personal preference. I chose not to have comments on my blog for a few different reasons, but if you want to give people the opportunity to comment on your blog, go ahead and skip this tip.

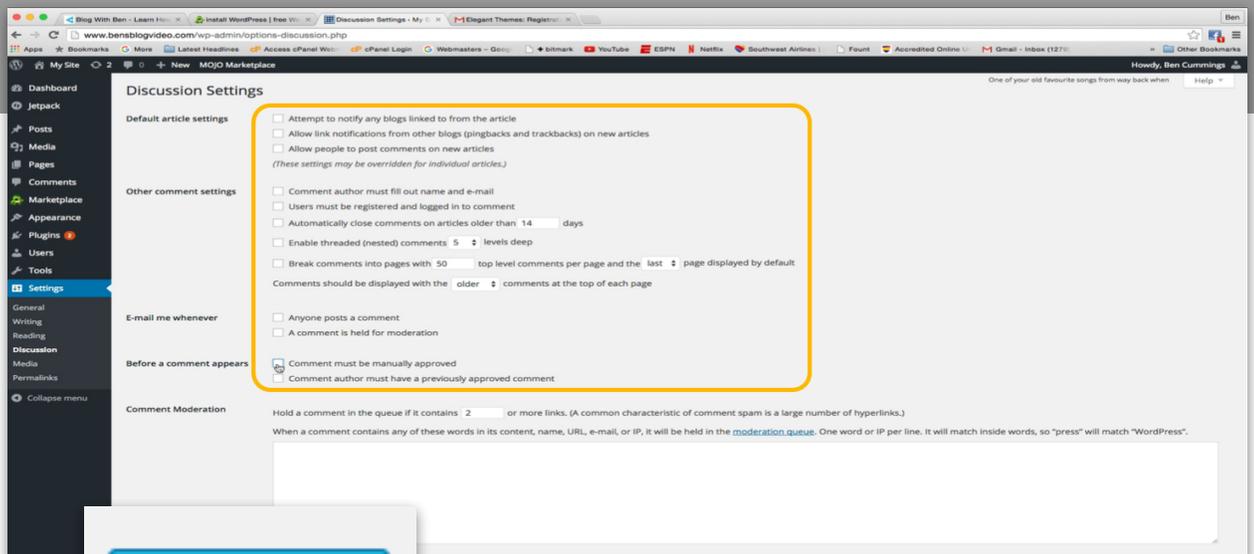
1

ACCESS THE DISCUSSION SETTINGS BY CLICKING ON SETTINGS>DISCUSSION.



2

UNCHECK ALL THE BOXES AND CLICK THE "SAVE CHANGES" BUTTON.



Save Changes

TIP #3 - CHANGE PERMALINKS

By default, WordPress uses web URLs which have question marks and lots of numbers in them. This looks awful and it's horrible for SEO. See the *before* image.

That's why I recommend changing your permalink structure to something that's more attractive and SEO friendly (the Post Name option). See the *after* image.

This will improve the aesthetics, usability, and forward-compatibility of your links. Here's how to change the default permalink setting to the Post Name option.

BEFORE:

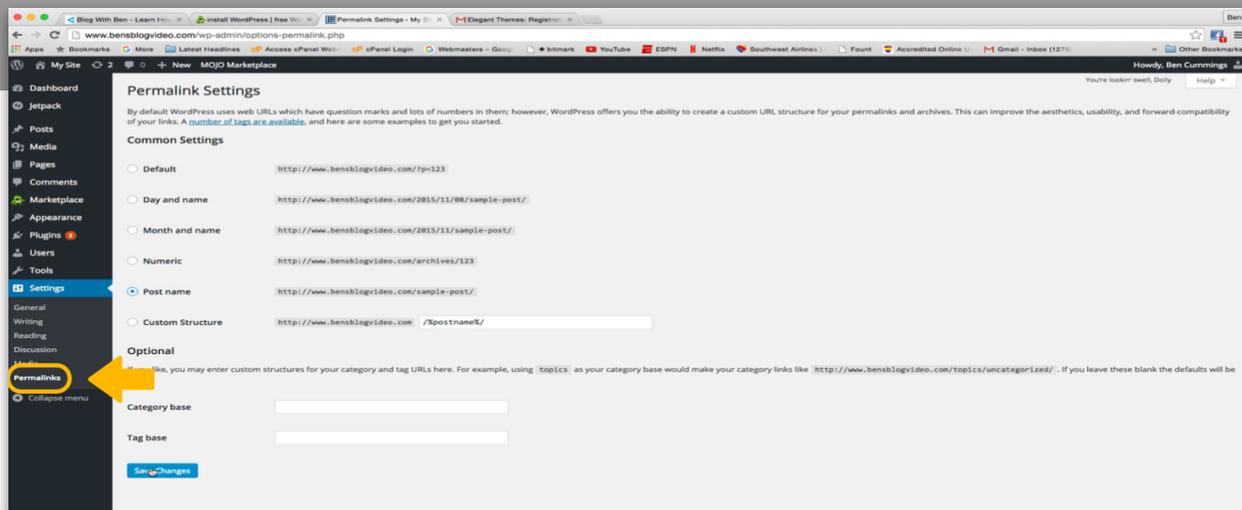


AFTER:



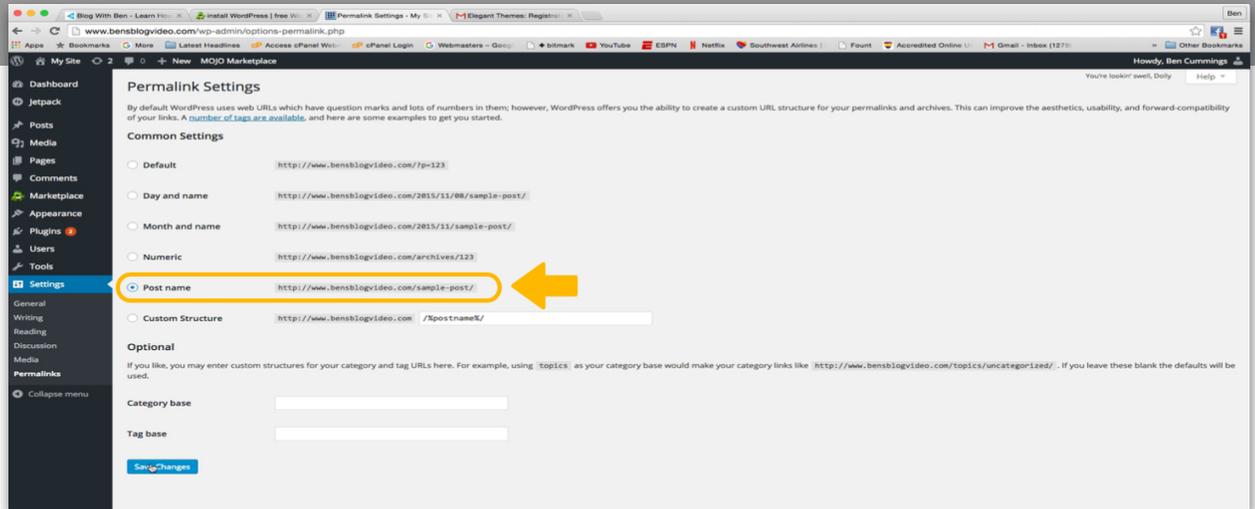
1

ACCESS THE PERMALINK SETTINGS BY CLICKING ON SETTINGS > PERMALINKS.



2

UNDER COMMON SETTINGS, SELECT "POST NAME" AND CLICK THE "SAVE CHANGES" BUTTON.

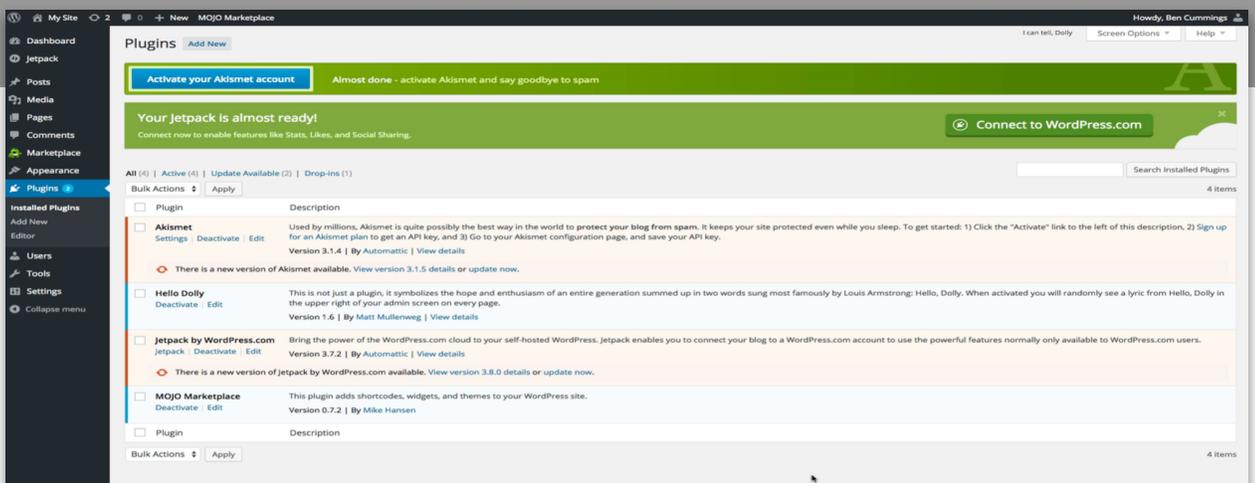


TIP #4 - TRASH PLUGINS

Again, by default, Wordpress pre-installs some pretty unnecessary plugins. For example, the Hello Dolly plugin displays Hello Dolly song lyrics at the top right hand side of your screen. It's virtually useless and it takes up space. Here's how to get rid of the plugins you're not going to use.

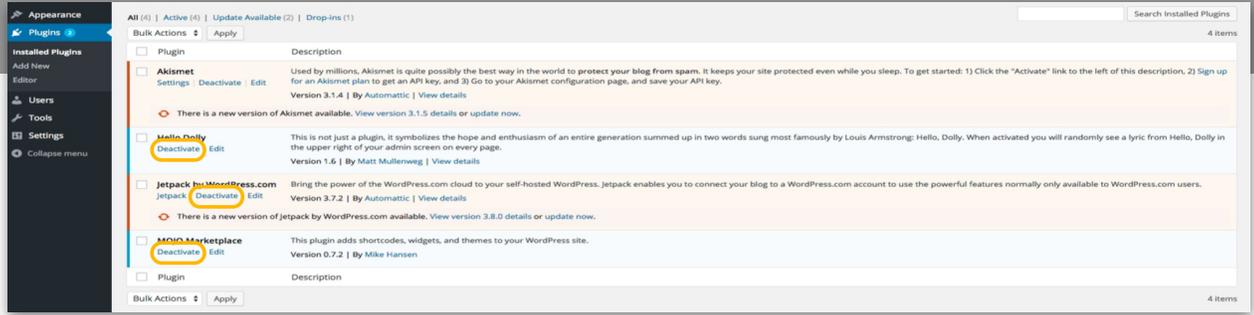
1

ACCESS YOUR PLUGINS BY CLICKING ON PLUGINS>INSTALLED PLUGINS.



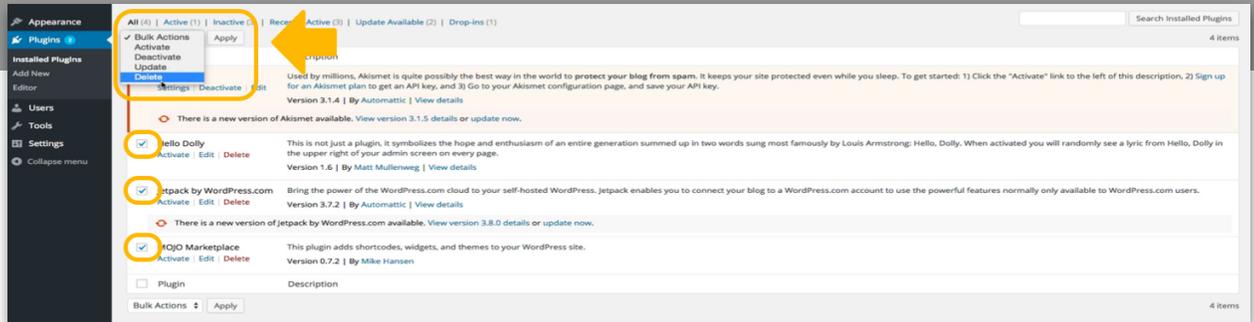
2

SELECT THE PLUGINS THAT YOU'RE NOT GOING TO USE AND CLICK THE "DEACTIVATE" HYPERLINK UNDER EACH PLUGIN.



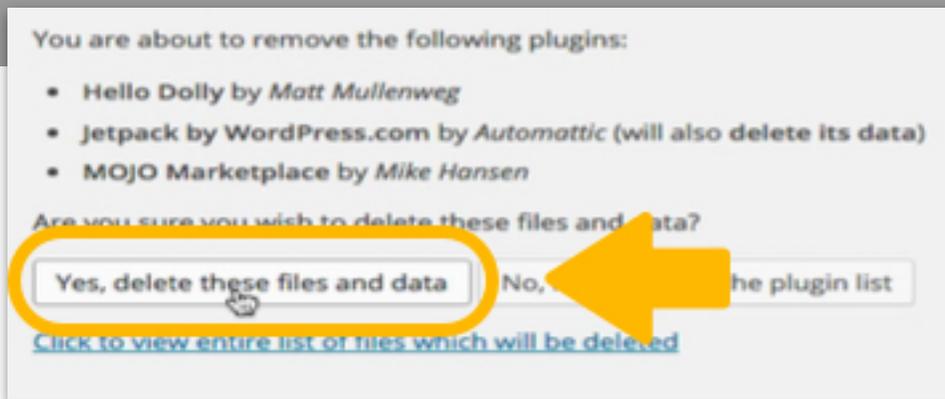
3

ONCE DEACTIVATED, CHECK THE BOXES OF THE PLUGINS YOU DON'T WANT. THEN FROM THE "BULK ACTIONS" DROPDOWN MENU, SELECT DELETE.



4

YOU'LL BE PROMPTED TO VERIFY THAT YOU WANT TO DELETE THE PLUGINS. CLICK THE "YES, DELETE THESE FILES AND DATA" BUTTON.

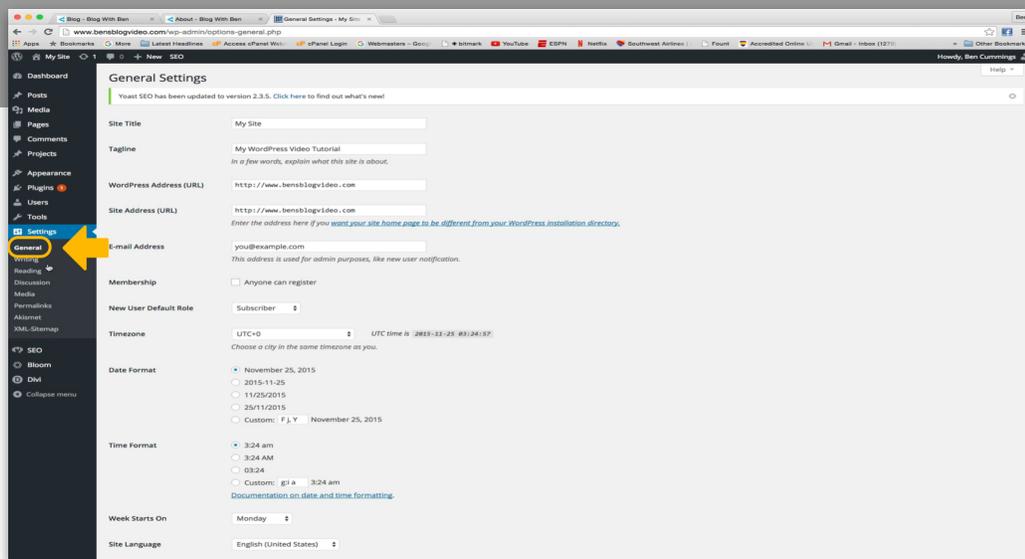


TIP #5 - UPDATE SITE TITLE

Once again, by default, WordPress pre-names your site and pre-determines your tagline. Typically, your blog will start out being named “My Site”. Things might have changed if you’re reading the book in the future, but for now here’s how to personalize your Site Title and Tagline.

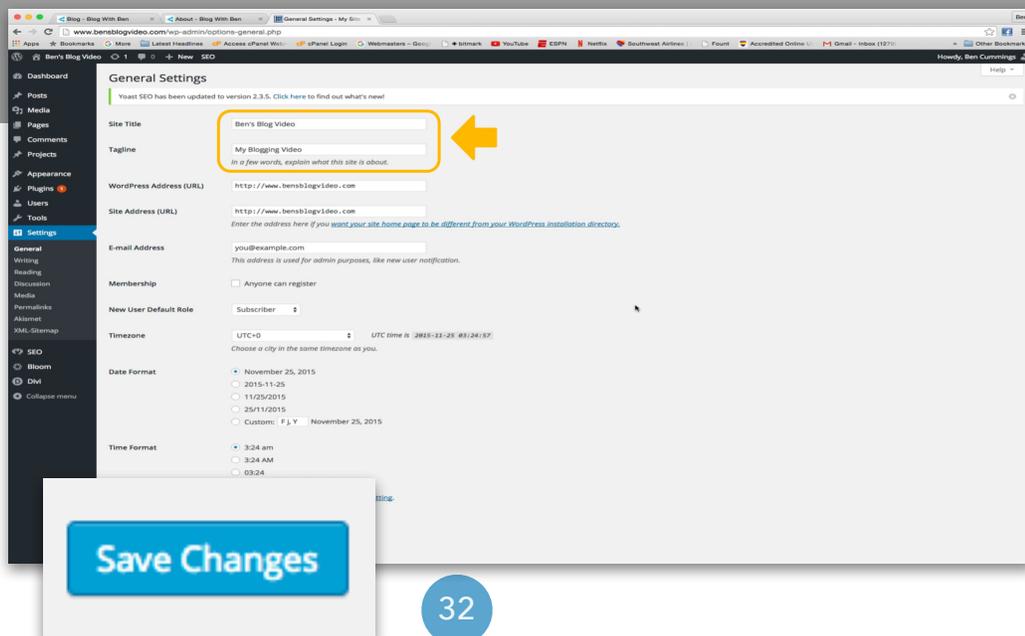
1

ACCESS YOUR GENERAL SETTINGS BY CLICKING SETTINGS>GENERAL.



2

UPDATE YOUR SITE TITLE AND TAGLINE AND CLICK THE “SAVE CHANGES” BUTTON.

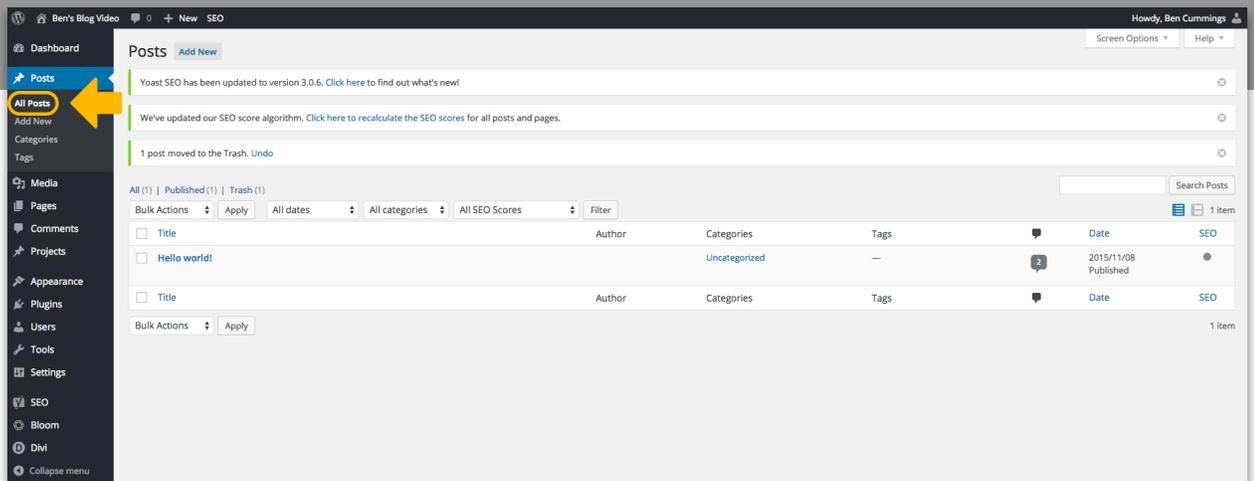


TIP #6 - DELETE SAMPLE PAGE AND POST

If you haven't noticed yet, your blog comes pre-configured with a sample page and post. The post is titled "Hello World" and the page is titled "Sample Page". Again, these are unnecessary and they take up space. Here's how to get rid of them.

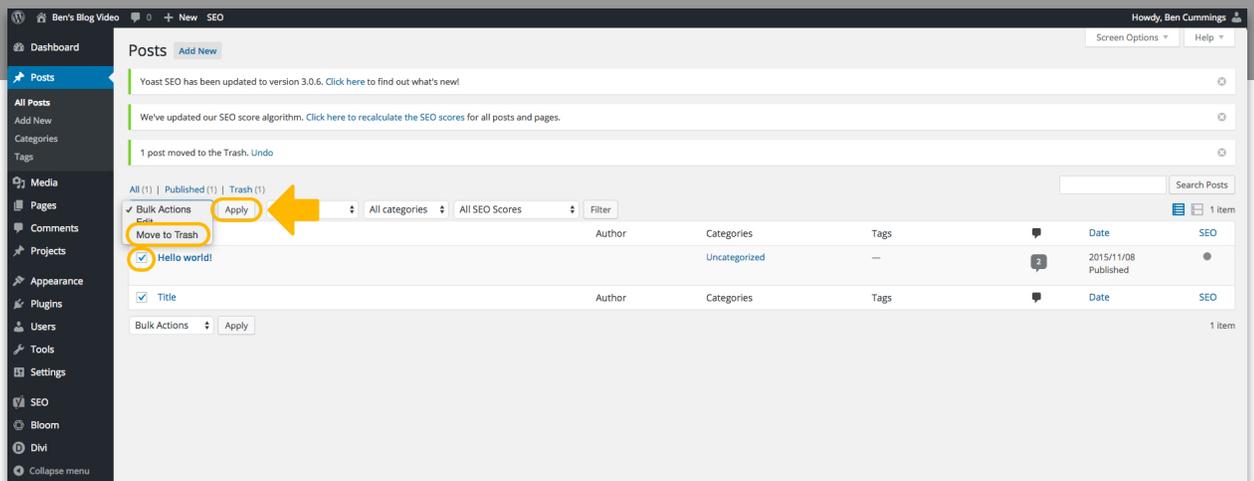
1

ACCESS YOUR POSTS BY CLICKING POSTS>ALL POSTS.



2

CHECK THE BOX NEXT TO THE "HELLO WORLD" POST. SELECT "MOVE TO TRASH" FROM THE DROPDOWN MENU AND CLICK THE "APPLY" BUTTON.



3

ACCESS YOUR PAGES BY CLICKING PAGES>ALL PAGES.

The screenshot shows the WordPress dashboard for 'Ben's Blog Video'. The left sidebar has 'Pages' selected, and 'All Pages' is highlighted with a yellow circle and an arrow pointing to it. The main content area shows the 'Pages' management screen with a table of pages. The table has columns for Title, Author, Date, and SEO. The 'Sample Page' is highlighted with a yellow circle.

Title	Author	Date	SEO
About	Ben Cummings	2015/11/12 Published	●
Blog - Posts Page	Ben Cummings	2015/11/12 Published	●
Contact	Ben Cummings	2015/11/12 Published	●
Home - Front Page	Ben Cummings	2015/11/12 Published	●
Products	Ben Cummings	2015/11/12 Published	●
Sample Page	—	2015/11/08 Published	●
Title	Author	Date	SEO

4

CHECK THE BOX NEXT TO THE "SAMPLE PAGE". SELECT "MOVE TO TRASH" FROM THE DROPDOWN MENU AND CLICK THE "APPLY" BUTTON.

The screenshot shows the same WordPress dashboard as in step 3. The 'Sample Page' is now checked with a yellow circle. The 'Bulk Actions' dropdown menu is open, and 'Move to Trash' is selected with a yellow circle. The 'Apply' button is also highlighted with a yellow circle and an arrow pointing to it.

Title	Author	Date	SEO
About	Ben Cummings	2015/11/12 Published	●
Blog - Posts Page	Ben Cummings	2015/11/12 Published	●
Contact	Ben Cummings	2015/11/12 Published	●
Home - Front Page	Ben Cummings	2015/11/12 Published	●
Products	Ben Cummings	2015/11/12 Published	●
<input checked="" type="checkbox"/> Sample Page	—	2015/11/08 Published	●
Title	Author	Date	SEO

STEP 6: INSTALL YOUR BLOG'S THEME

IF YOUR BLOG WERE A CAR, THEN THE THEME WOULD BE THE PAINT JOB.

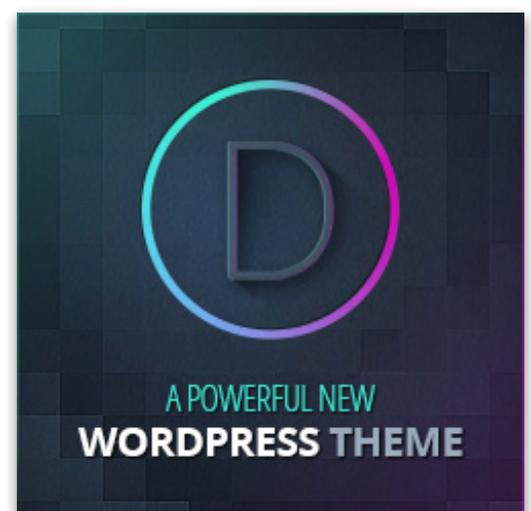
So how do you choose the right theme? Well, you have to take a few things into consideration. Here are some questions you should ask yourself before deciding on a theme. What is your budget? What industry are you in? Are you selling things on your site? Are you building an email list? What is the overall purpose of your blog?



These are just a few questions to get you started. However, I personally use the **Divi** Theme by **ElegantThemes**. You want to talk about a theme that does it all? Man, you can't beat Divi. I use it for all my client's sites and it's the theme that blogwithben.com is built with.

TIPS ON HOW TO CHOOSE THE RIGHT THEME

- **Responsive design (works across various browsers and devices)**
- **Coded correctly**
- **High reviews**
- **User friendly**
- **Easy navigation**
- **Strong support**
- **Integration features (SEO, Google Analytics, etc.)**
- **Attractive and versatile design**

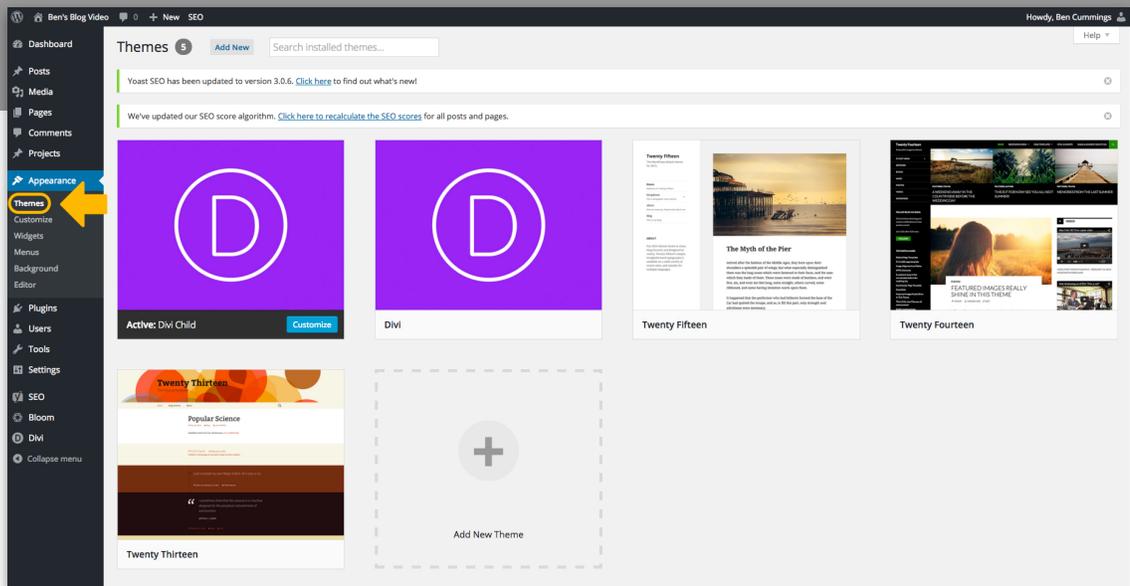


GET TO KNOW **DIVI** A LOT BETTER (**WATCH THE VIDEO HERE**)

Divi is a premium theme. This means that you have to pay for it. If you're on a budget, then you obviously have other options. However, as a customer of **Elegant Themes** and **Divi**, I highly recommend giving it a shot. With that being said, let's look at how to install a **FREE theme**.

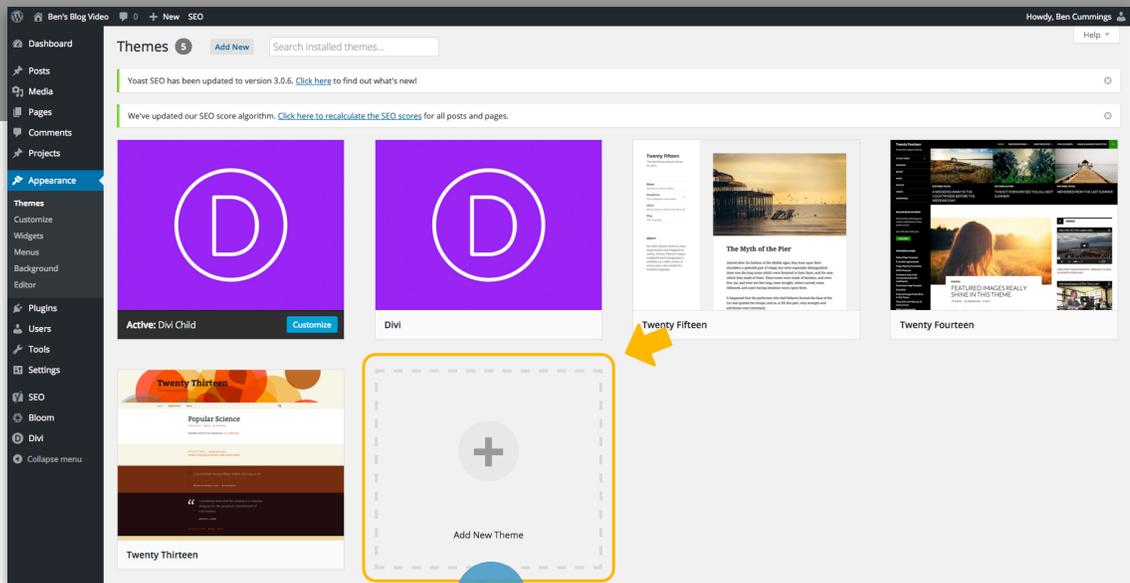
1

ACCESS YOUR THEMES BY CLICKING APPEARANCE>THEMES.



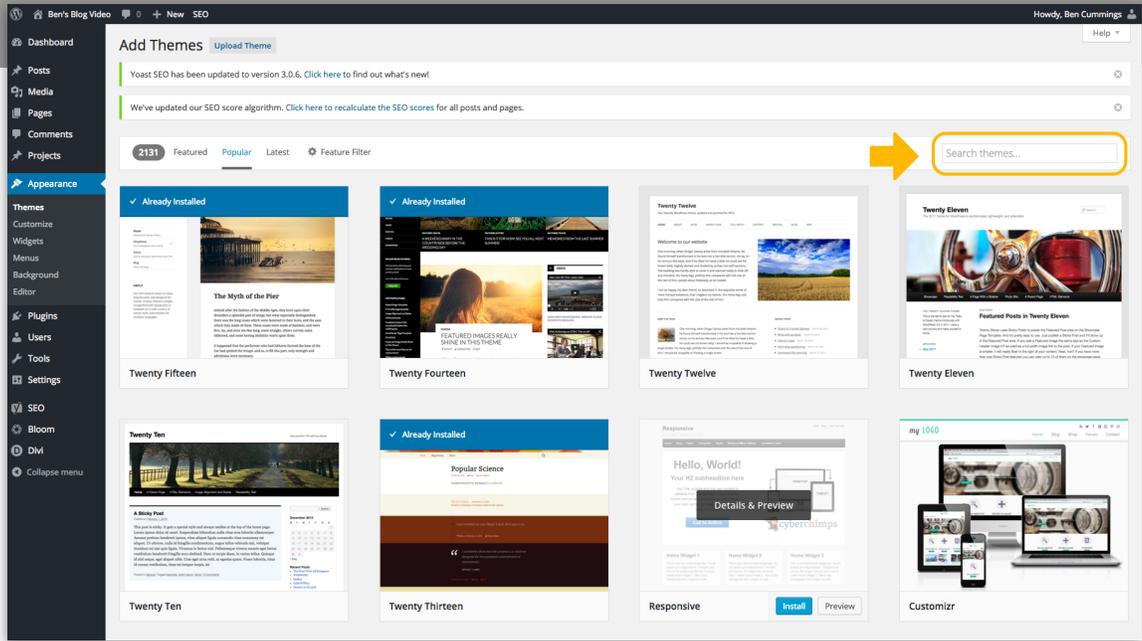
2

CLICK THE "ADD NEW THEME" BUTTON.



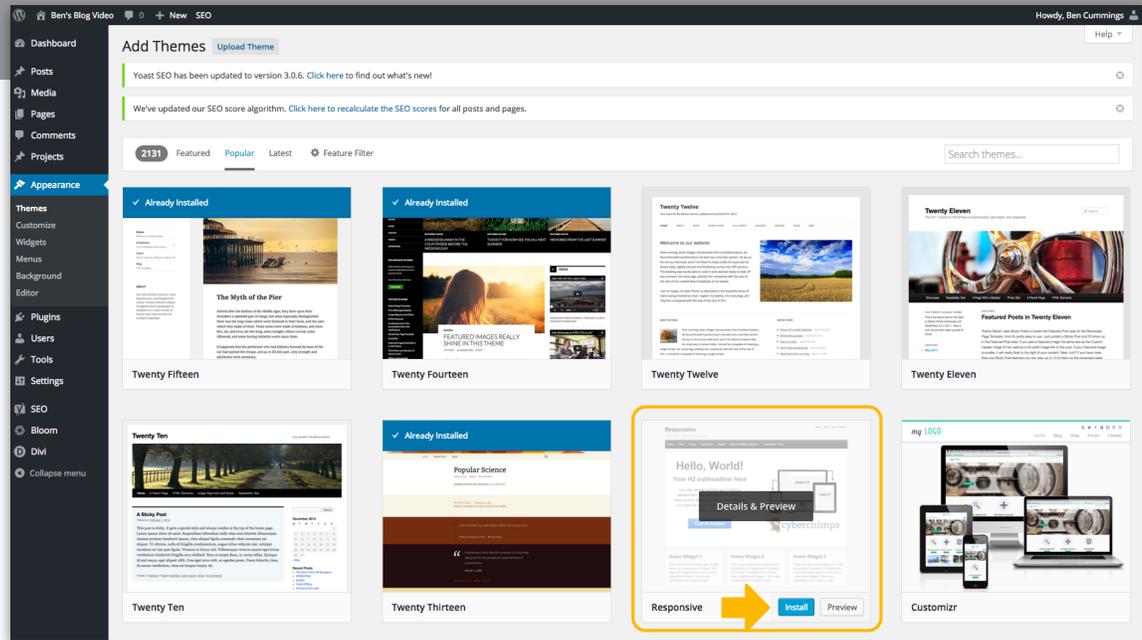
3

IF YOU KNOW THE NAME OF THEME YOU WANT TO USE, THEN ENTER IT IN THE SEARCH BOX. IF NOT, START BROWSING THE FREE THEME DIRECTORY.



4

ONCE YOU'VE DECIDED ON A THEME, CLICK THE "INSTALL" BUTTON.



5

IT SHOULD ONLY TAKE A FEW SECONDS FOR YOUR THEME TO BE SUCCESSFULLY INSTALLED. ONCE IT'S INSTALLED, CLICK THE "ACTIVATE" BUTTON.

Installing Theme: Responsive 1.9.7.7

Yoast SEO has been updated to version 3.0.6. [Click here](#) to find out what's new!

We've updated our SEO score algorithm. [Click here](#) to recalculate the SEO scores for all posts and pages.

Downloading install package from <https://downloads.wordpress.org/theme/responsive.1.9.7.7.zip...>

Unpacking the package...

Installing the theme...

Successfully installed the theme **Responsive 1.9.7.7**.

[Live Preview](#) | **Activate** | [Return to Theme Installer](#)

BOOM! YOU NOW HAVE A MOBILE RESPONSIVE THEME!

Ben's Blog Video

My Blogging Video

Home About Blog Contact Products Sample Page

Hello, World!

Your H2 subheadline here

Your title, subtitle and this very content is editable from Theme Option. Call to Action button and its destination link as well. Image on your right can be an image or even YouTube video if you like.

[Call to Action](#)



Home Widget 1

This is your first home widget box. To edit please go to Appearance > Widgets and choose 6th widget from the top in area 6 called Home Widget 1. Title is also manageable from widgets as well.

Home Widget 2

This is your second home widget box. To edit please go to Appearance > Widgets and choose 7th widget from the top in area 7 called Home Widget 2. Title is also manageable from widgets as well.

Home Widget 3

This is your third home widget box. To edit please go to Appearance > Widgets and choose 8th widget from the top in area 8 called Home Widget 3. Title is also manageable from widgets as well.

© 2015 Ben's Blog Video

Responsive Theme powered by WordPress

Ben's Blog Video

My Blogging Video

Home

Hello, World!

Your H2 subheadline here

Your title, subtitle and this very content is editable from Theme Option. Call to Action button and its destination link as well. Image on your right can be an image or even YouTube video if you like.

[Call to Action](#)

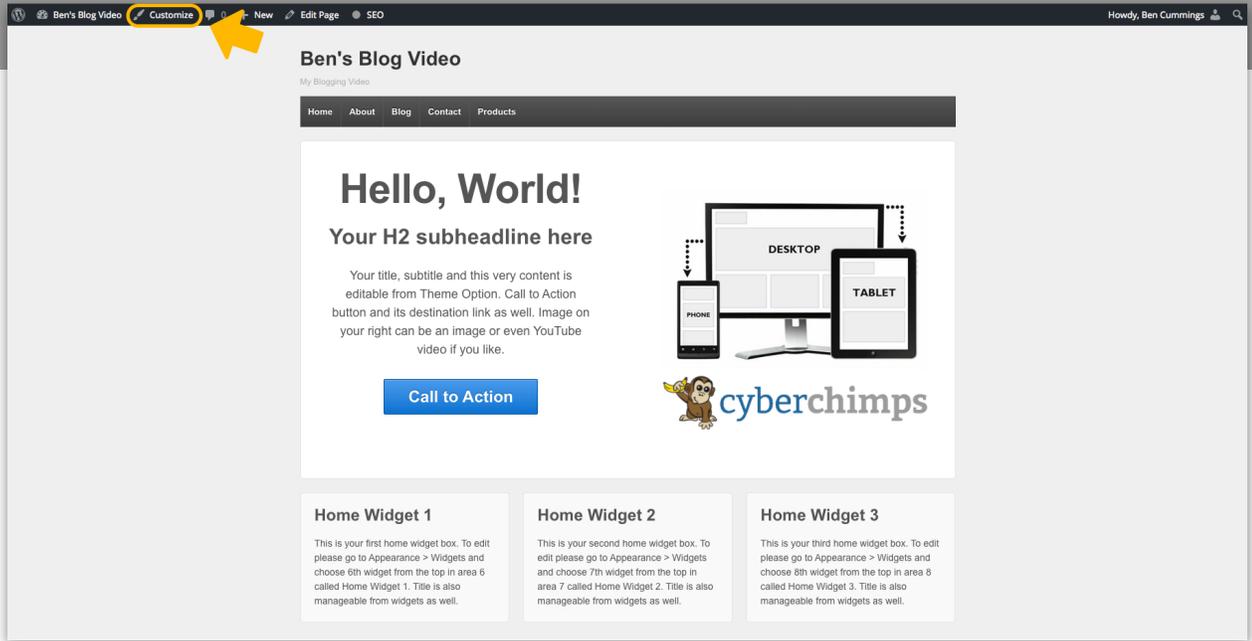


Home Widget 1

This is your first home widget box. To edit please go to Appearance > Widgets and choose 6th widget from the top in area 6 called Home Widget 1. Title is also manageable from widgets as well.

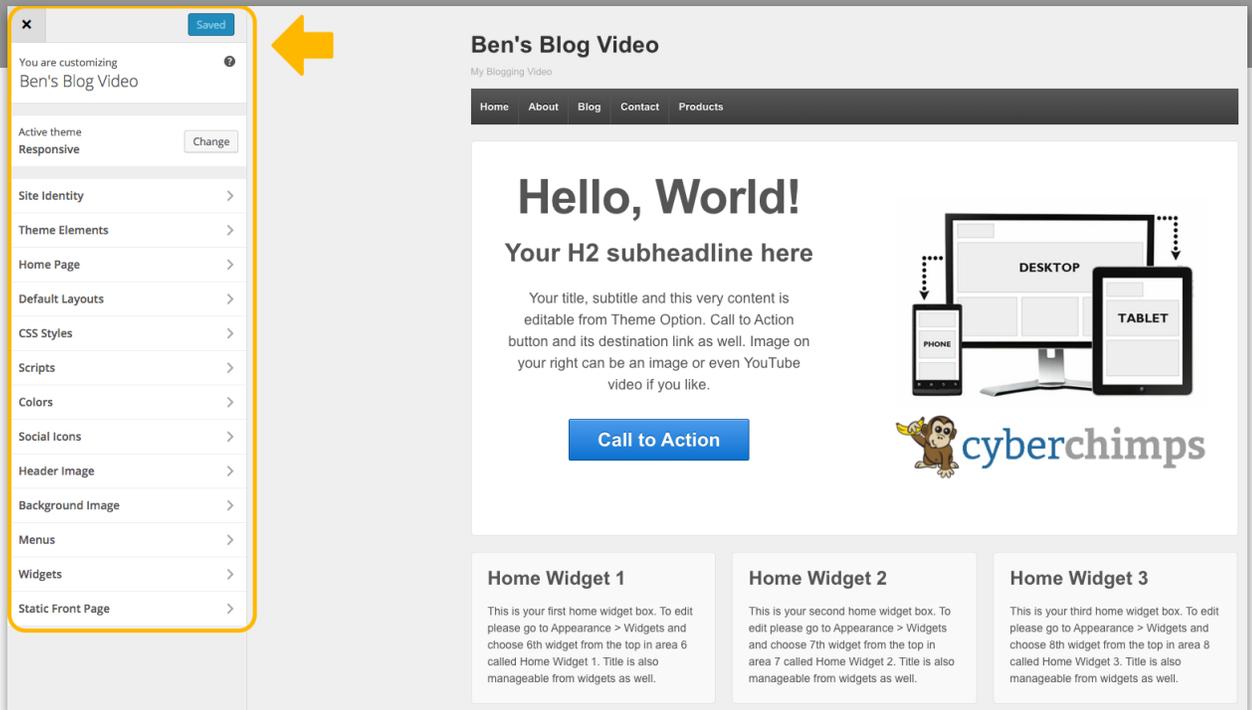
6

TO START CUSTOMIZING YOUR THEME SIMPLY CLICK "CUSTOMIZE" AT THE TOP OF YOUR SCREEN.



7

THE CUSTOMIZE MENU WILL APPEAR ON THE LEFTHAND SIDE OF YOUR SCREEN. THIS IS WHERE YOU CAN BEGIN MAKING CHANGES TO THE THEME'S LAYOUT.



STEP 7: PUBLISH YOUR FIRST POST

BEFORE YOU START PUBLISHING, HAVE A STRATEGY.

Your content strategy will depend on a few things, but mainly you want to focus on your audience, keywords, and consistency.

A lot of people tend to overcomplicate this part of the process, but it's really quite simple once you break it down.

First, you need to understand your audience. You need to understand their needs, wants, desires, and how they communicate.

Secondly, you need to include keywords within your content that are relevant to your niche. Don't over do it though. You want to write in a way that's conversational, but also SEO friendly.

Finally, set aside time to just write. Even if it's for a few minutes a day. The more you write, the easier it becomes to publish content. I also recommend setting a content schedule. This pushes you to publish posts on a regular basis.

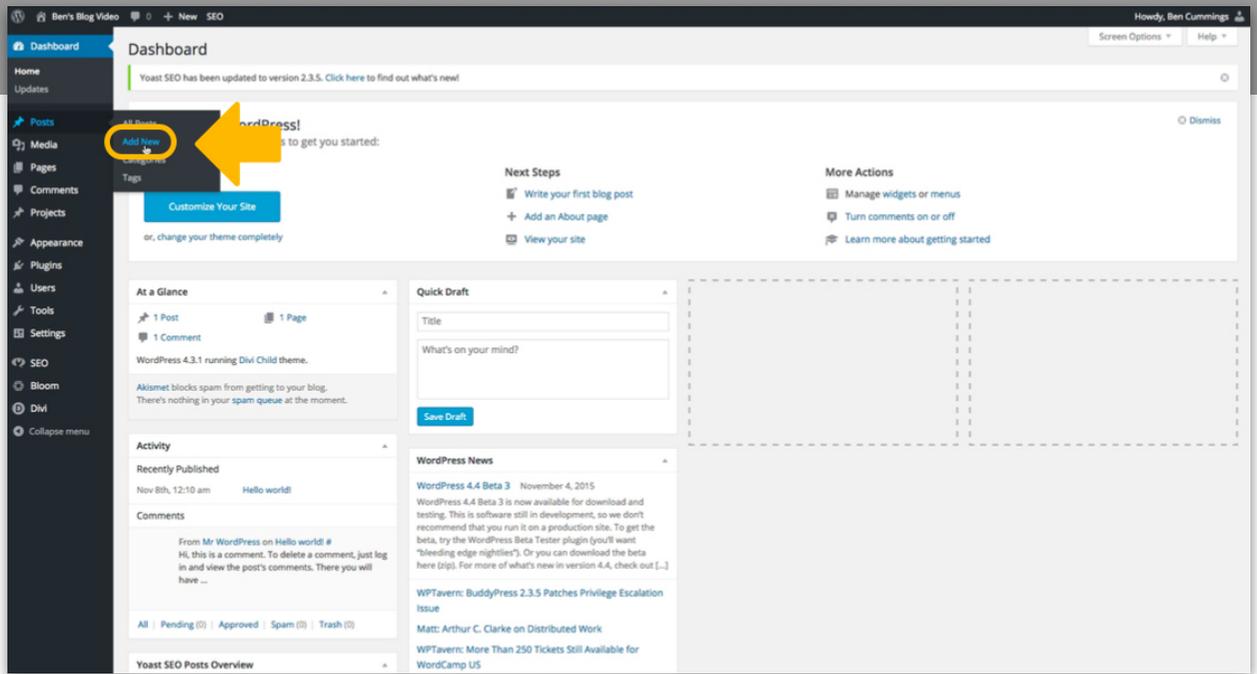


CONTENT TIPS

- **Understand your audience's needs, wants, and desires.**
- **Use keywords that are relevant to your niche.**
- **Write as if you're having a conversation.**
- **Include media (images, video, etc.).**
- **Be consistent with your publishing.**
- **Set aside time to just write.**

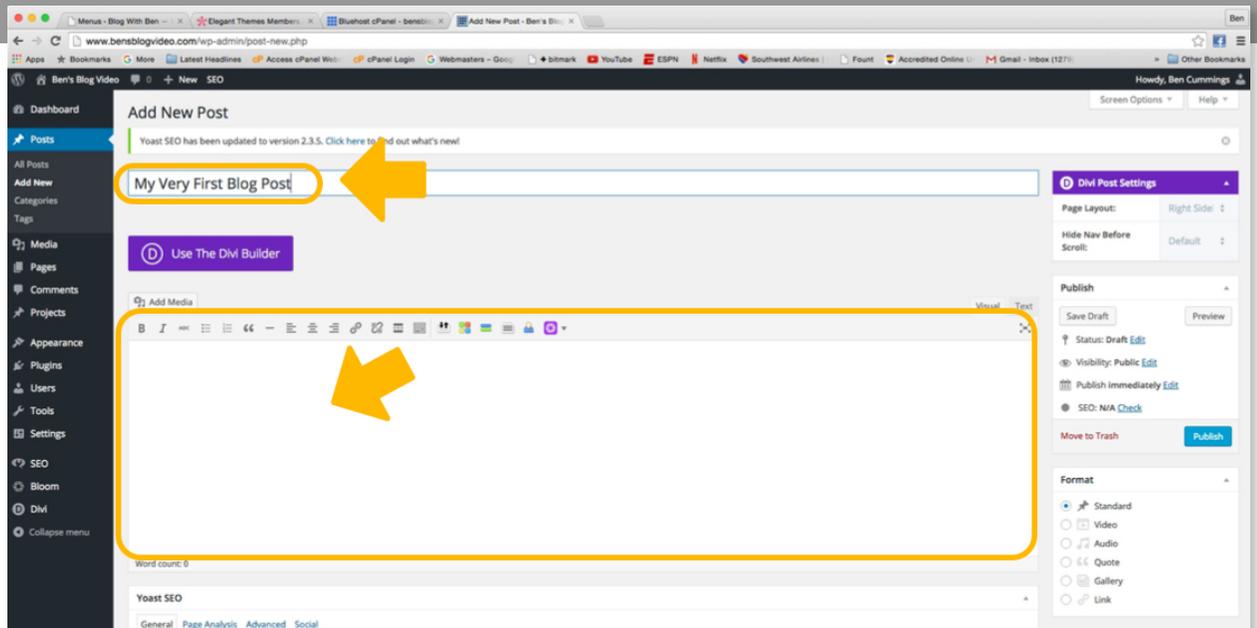
1

TO ADD A NEW POST, SIMPLY CLICK POSTS>ADD NEW.



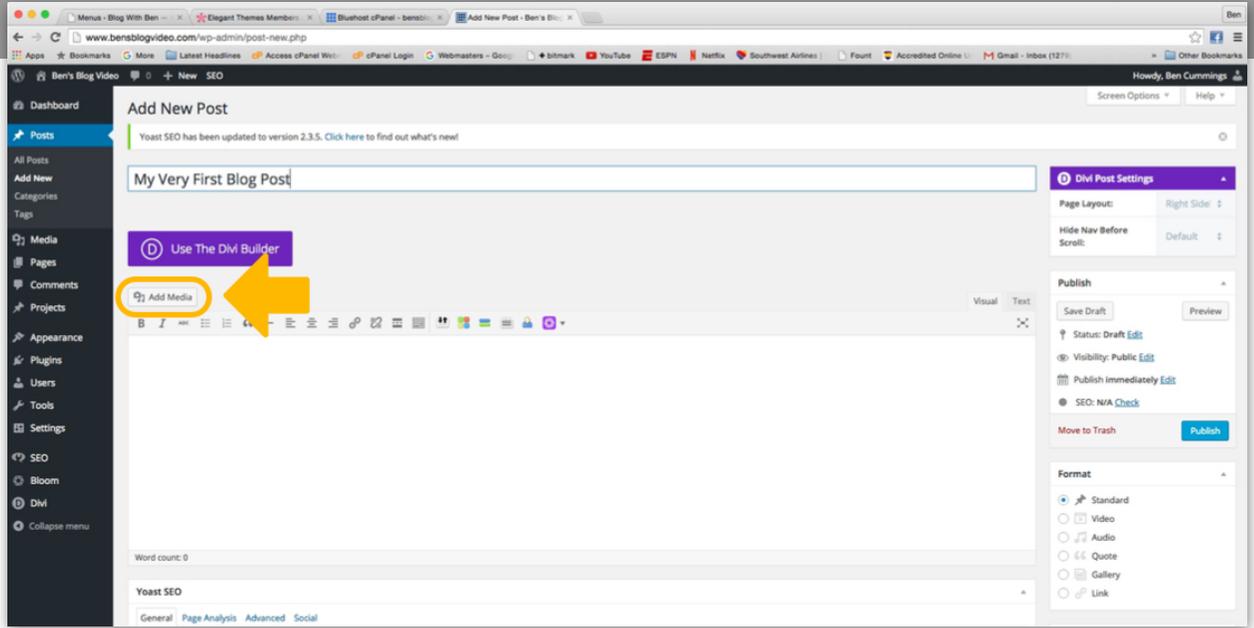
2

NEXT, YOU'LL BE TAKEN TO YOUR VISUAL EDITOR. THIS IS WHERE YOU'LL CREATE AND PUBLISH YOUR CONTENT. THE LAYOUT AND PROCESS OF PUBLISHING A BLOG POST IS MUCH LIKE SENDING AN EMAIL.



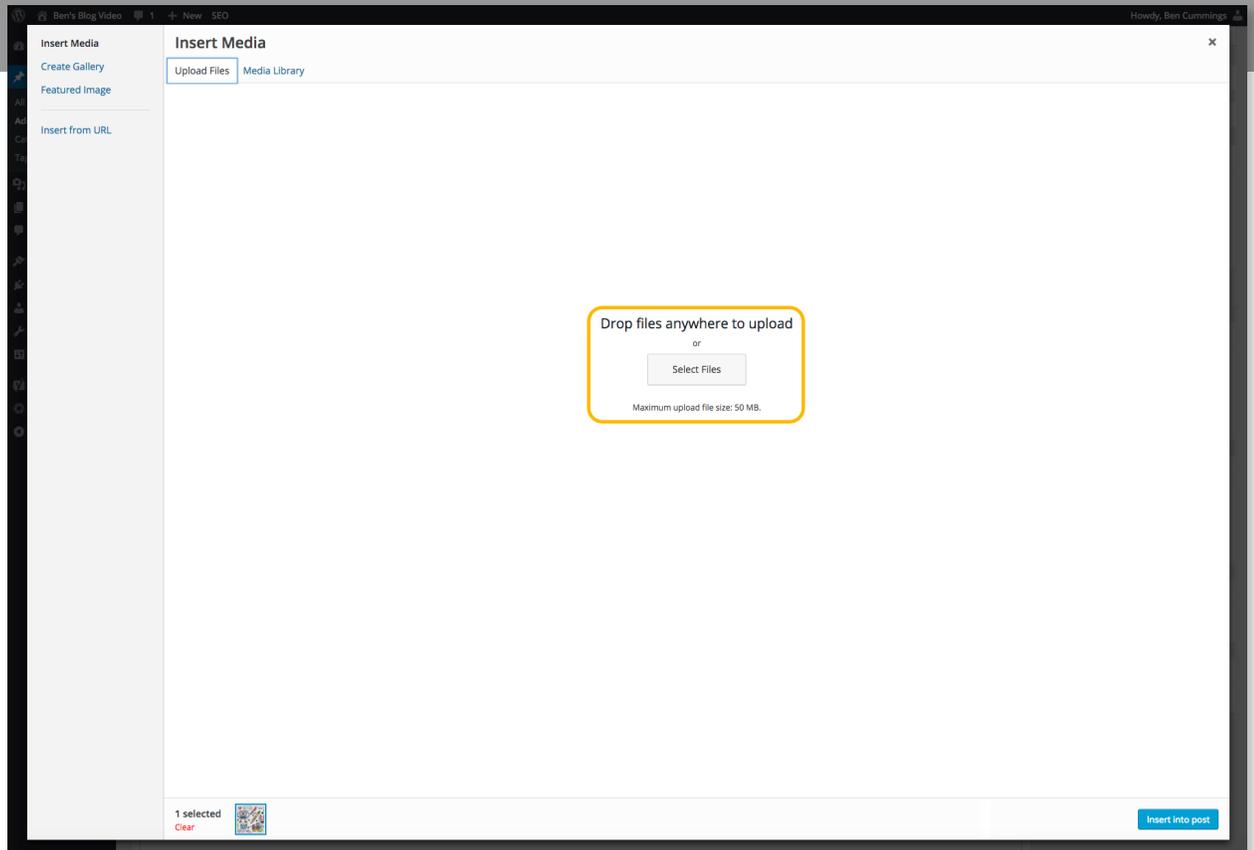
3

I HIGHLY RECOMMEND ADDING MEDIA TO ALL OF YOUR BLOG POSTS. TO ADD AN IMAGE, CLICK ON THE "ADD MEDIA" BUTTON.



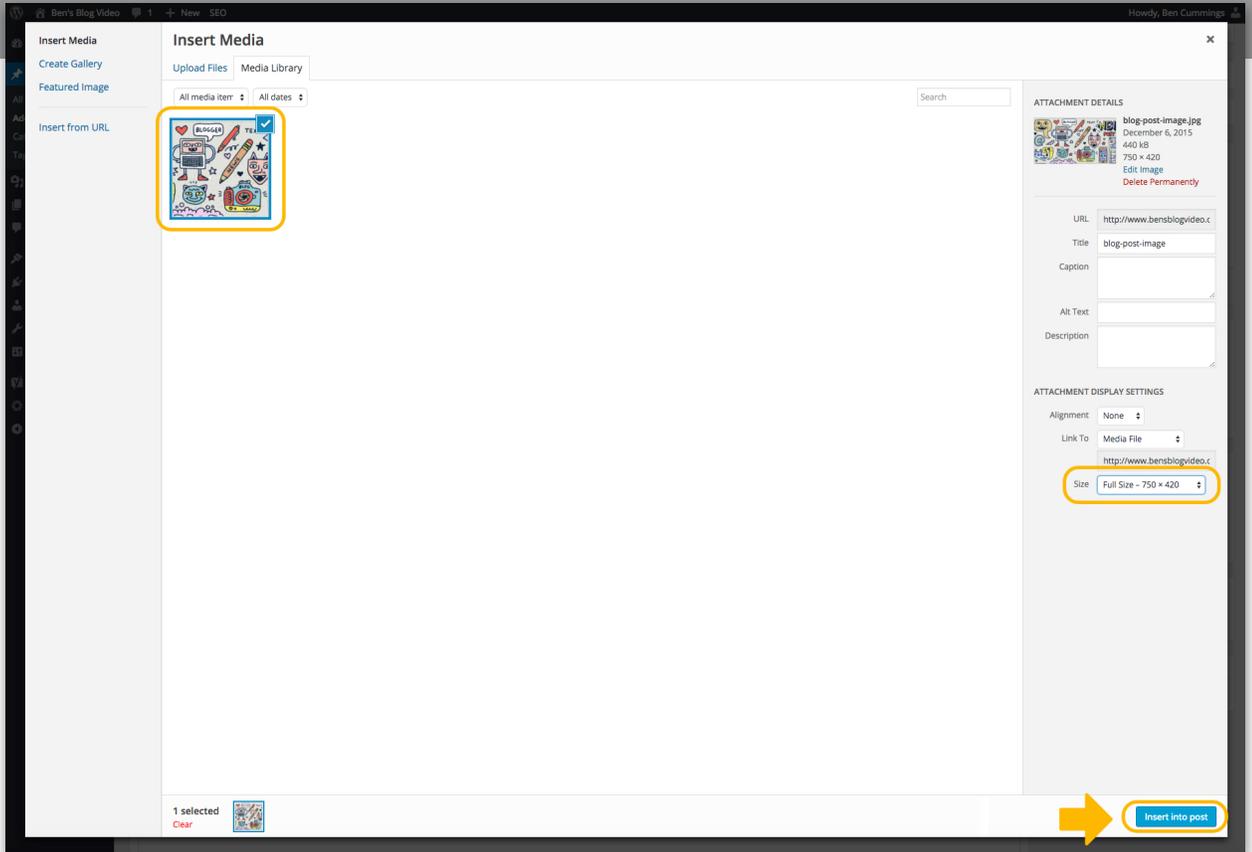
4

SELECT YOUR FILES TO UPLOAD OR DRAG AND DROP AN IMAGE TO UPLOAD IT TO YOUR MEDIA LIBRARY.



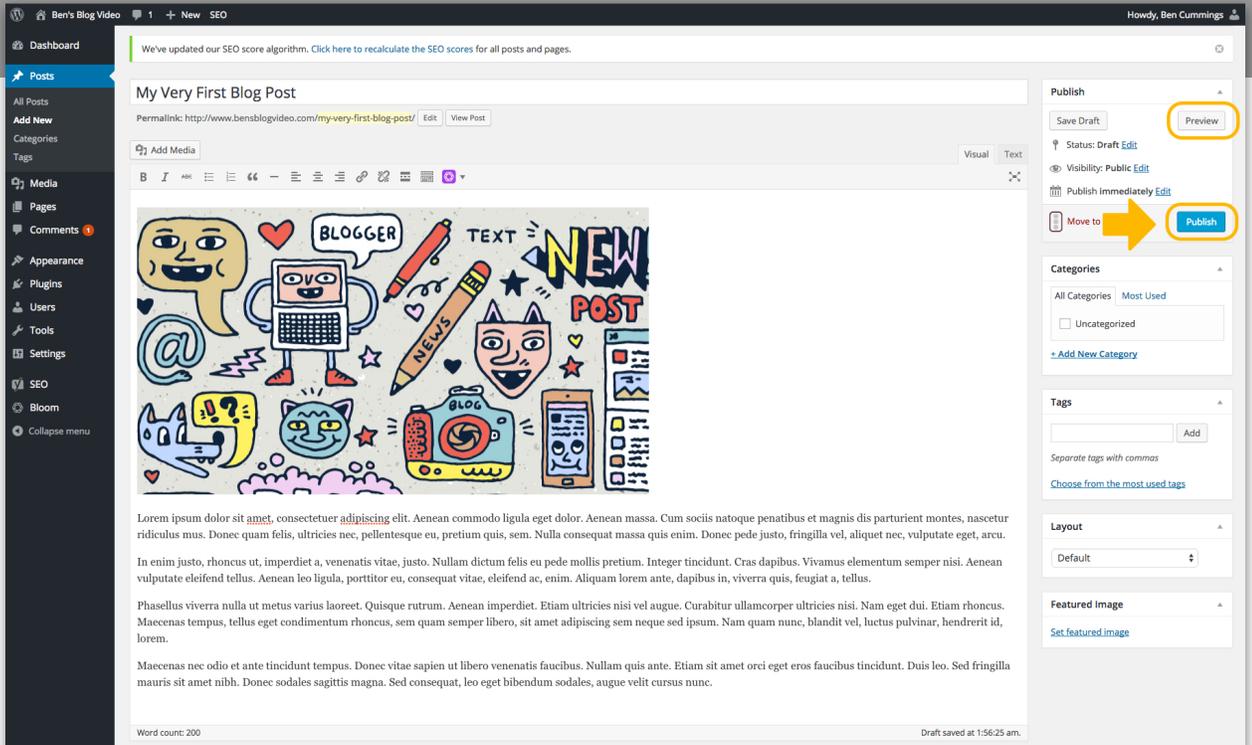
5

ONCE YOU'VE SELECTED YOUR IMAGE, BE SURE TO SELECT THE SIZE YOU WANT THE IMAGE TO BE AND CLICK THE "INSERT INTO POST" BUTTON.

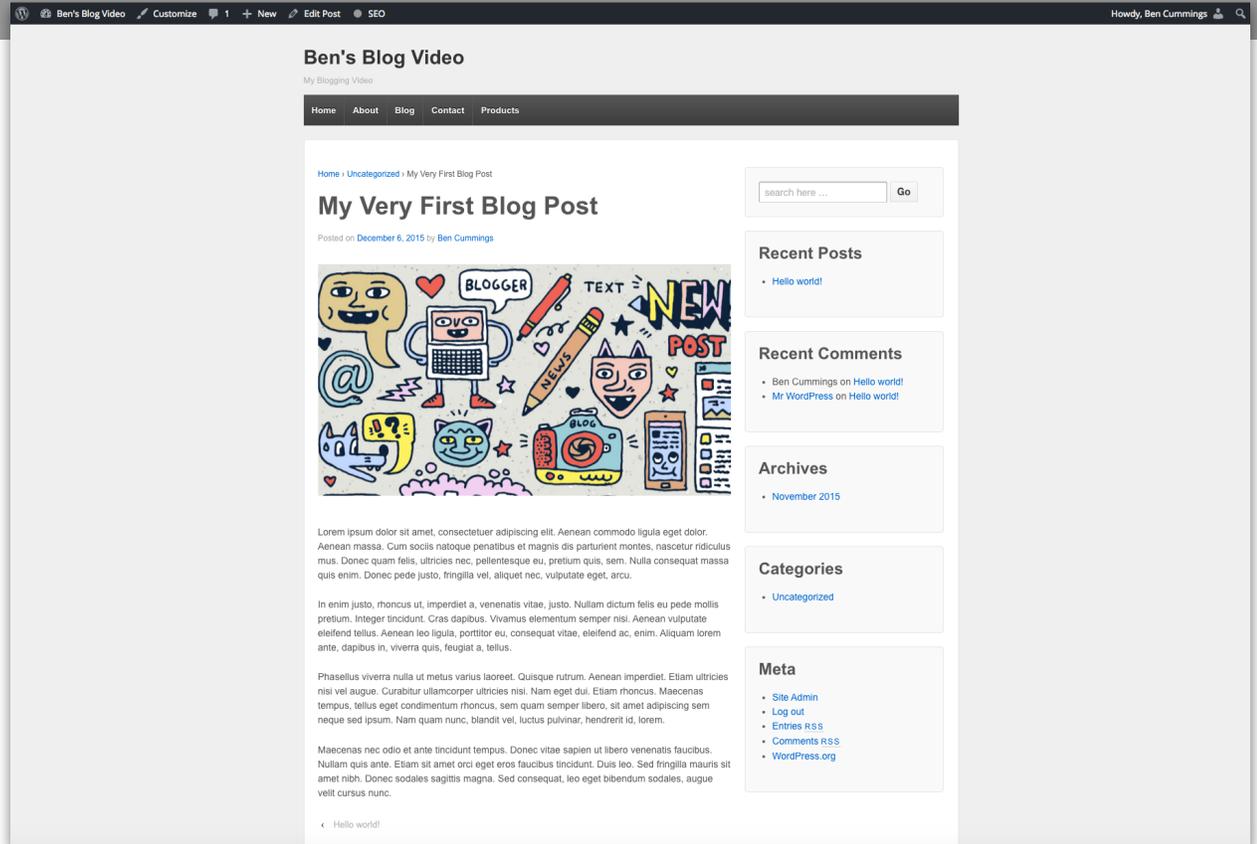


6

ADD SOME TEXT AND...BOOM...YOU HAVE A BLOG POST! NEXT, CLICK PREVIEW TO PREVIEW YOUR POST, AND IF YOU'RE SATISFIED, CLICK PUBLISH TO GO LIVE!



AS YOU CAN SEE, THE FINAL PRODUCT LOOKS A LOT DIFFERENT THAN WHAT'S IN YOUR VISUAL EDITOR. ALWAYS BE SURE TO PREVIEW YOUR POST BEFORE YOU PUBLISH IT.





SECTION II: GROW

GROWTH IS NEVER BY MERE CHANCE; IT IS THE RESULT OF FORCES WORKING TOGETHER.

Now that you've set up your [Bluehost](#) account, installed WordPress, and uploaded your blog's theme, it's time to extend your blog's reach. All blogs can experience organic growth, but if you really want to grow your readership, you'll need to be proactive about your growth strategy.

The following steps are the steps that I always implement when I'm growing my audience. This growth strategy has allowed me to not only increase social media followers, but it's also allowed me to increase web traffic and email subscriptions by the thousands.

The first section of this ebook was geared towards showing you step-by-step how to lay a strong digital foundation. However, this section examines my growth strategy and focuses on expanding from that foundation. I've included twelve actionable steps that you can implement today, so let's get to it and start growing your blog's audience!

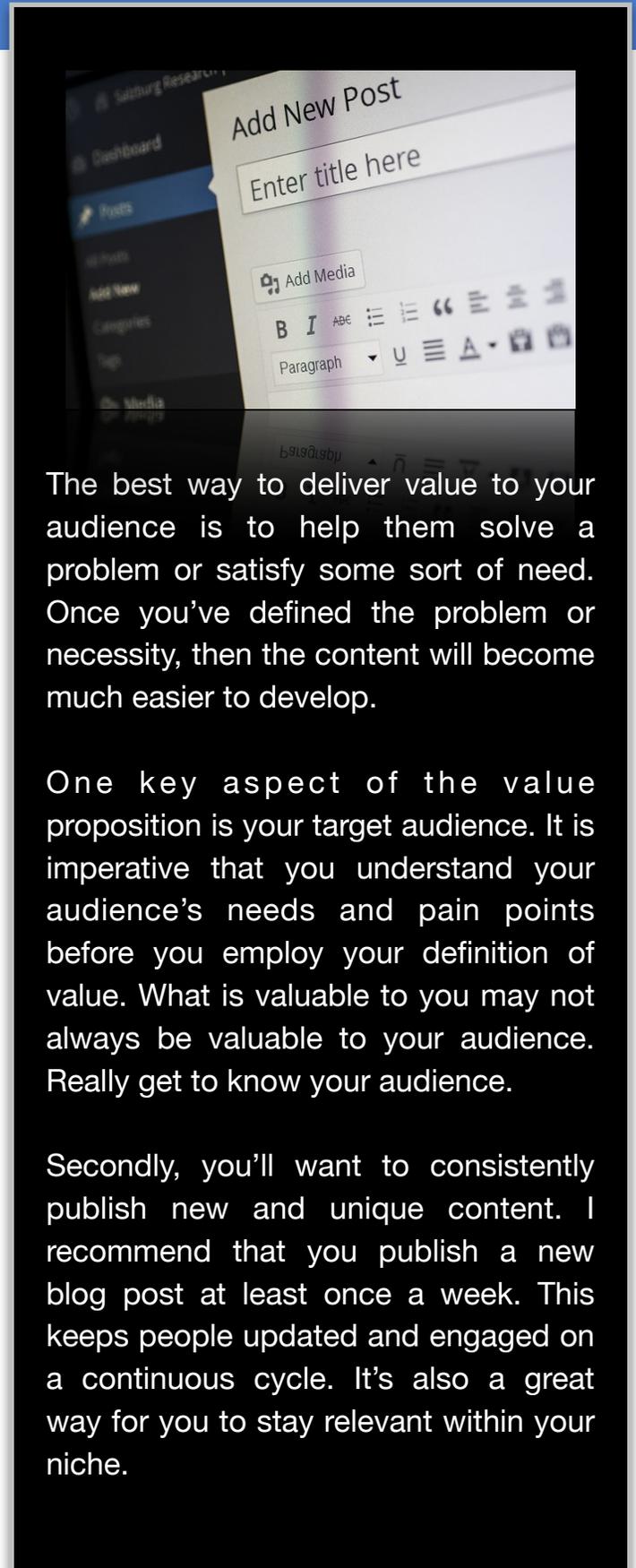
TIP #1 - PUBLISH VALUABLE CONTENT & BE CONSISTENT

PUBLISH VALUE-PACKED CONTENT AND EVERYTHING ELSE WILL FALL INTO PLACE.

When you publish value-packed content, every thing else will fall into place. Content that is valuable in the eyes of your readers will affect SEO, backlinks, web traffic, social media followers, the growth of your email list, and ultimately the success of your blog.

Publishing high quality and value packed content should be your primary focus whenever you're starting a blog.

Before you start putting content out there, you need to ask yourself, "What is the value proposition of my blog?" Meaning, how will I deliver value to my audience? Whenever you present value to your audience, the more inclined they'll be to follow, share, and listen to your content. It's also a surefire way to position yourself as an authority within your niche or industry.



The best way to deliver value to your audience is to help them solve a problem or satisfy some sort of need. Once you've defined the problem or necessity, then the content will become much easier to develop.

One key aspect of the value proposition is your target audience. It is imperative that you understand your audience's needs and pain points before you employ your definition of value. What is valuable to you may not always be valuable to your audience. Really get to know your audience.

Secondly, you'll want to consistently publish new and unique content. I recommend that you publish a new blog post at least once a week. This keeps people updated and engaged on a continuous cycle. It's also a great way for you to stay relevant within your niche.

TIP #2 - CREATE A FREE OFFER THAT HELPS YOUR AUDIENCE

SPOILER ALERT! YOU'RE CURRENTLY READING MY "FREE OFFER".

Yes, this eBook is my lead magnet. In order to grow, you'll need to give things away for free that are also packed with value. Here's how it works. You create some sort of free give-away (eBook, how-to video, software, front-end product, newsletter, etc.). You tailor it to your target audience and fill it with value. You then make it available online.

Here's the kicker, people can only access your free give-away if they provide you with their email address. This exchange is the catalyst for the relationship between you and your audience, but it's also an effective way to grow your email list.

The key to this step is to create something that is specific to your target audience, but it must also provide value to them as well. For example, if your blog is about fitness, you won't want to give away an eBook that teaches people how to train dogs. That would not be valuable to someone who was interested in fitness.



However, if you offered a free diet plan or a 10 minute video on how to lose 10 pounds, then you're speaking to your target audience and you're presenting value to them as well.

Someone who's enthusiastic about fitness would be more inclined to exchange their email address for an ebook that was geared towards their particular interests. Start thinking about what your target audience would consider to be valuable and create a free offer around that concept.

TIP #3 - ESTABLISH MULTIPLE CALLS-TO-ACTION

ONCE YOU'VE CREATED YOUR FREE OFFER, IT'S TIME TO CREATE MULTIPLE CALLS-TO-ACTION.

A call-to-action will typically be text, html, or an image that gets the visitor's attention and compels them to click on it.

Your call-to-action should always include a link. This link will direct the visitor to a landing page where they can submit their contact information, via an opt-in form, and receive your free-offer.



NINE TIPS FOR AN EFFECTIVE CALL-TO-ACTION

- **Create a sense of urgency.**
- **Use contrasting colors in your CTA's.**
- **Use Images.**
- **Be specific with your CTA.**
- **Link to a landing page or product page.**
- **Try to keep CTA's above the fold.**
- **Make it easy for the reader to take action.**
- **Use action verbs and phrases.**
- **Know your audience.**

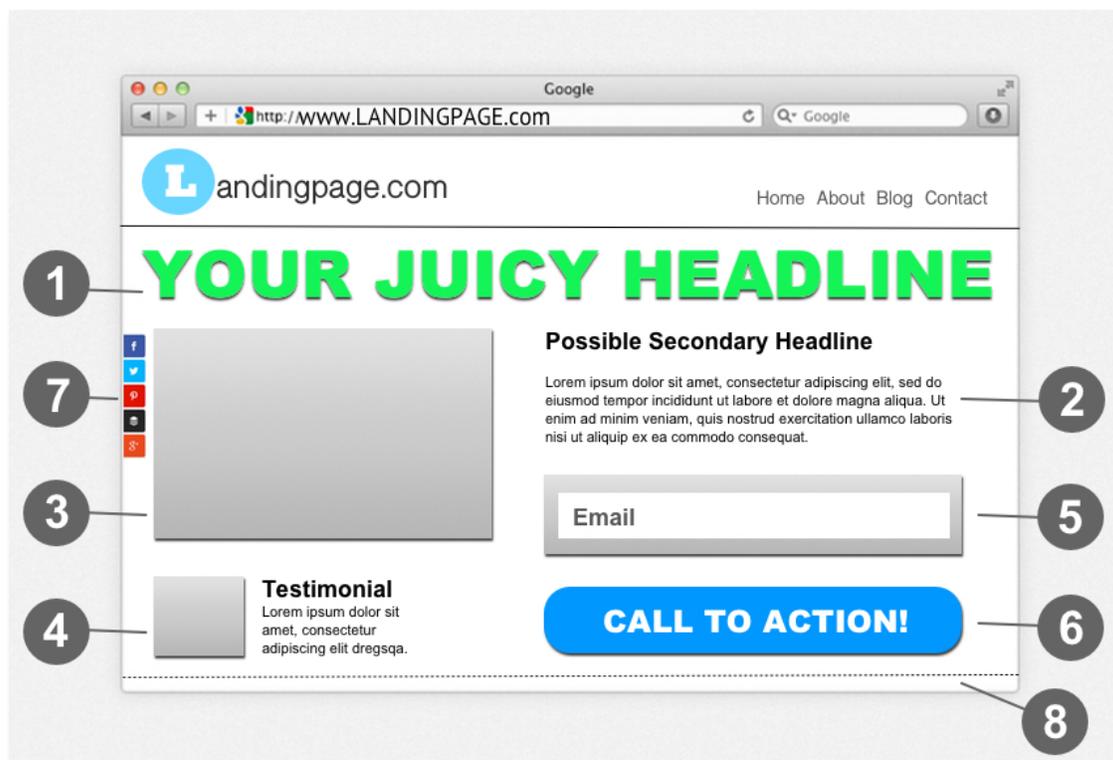
TIP #4 - PRODUCE A LANDING PAGE THAT CONVERTS

A LANDING PAGE IS A PAGE THAT CAPTURES A USER'S INFORMATION VIA AN OPT-IN FORM.

We'll touch on the opt-in form in the next step, but the sole purpose of a landing page is to obtain the contact information of someone who is visiting your blog. The anatomy of a landing page can vary depending on who to talk to. However, here's how I build my landing pages.

7 ELEMENTS OF A LANDING PAGE

1. **Headline**
2. **Copy/Content**
3. **Image/Video of Offer**
4. **Testimonials**
5. **Opt-in Form**
6. **Call-to-Action**
7. **Social Sharing Links**
8. **Above the Fold**



TIP #5 - SET UP AN OPT-IN FORM & BUILD YOUR LIST

GET MORE EMAIL SUBSCRIBERS WITH THE BLOOM OPT-IN PLUGIN FOR WORDPRESS

The reason behind why you collect email addresses may vary depending on the vision of your blog. But by doing so, you'll be giving yourself an opportunity to continually engage with your audience. This also allows you to build rapport with your audience and ultimately develop a lasting relationship with your readers.



EMAIL OPT-IN PLUGIN FOR WORDPRESS

The opt-in form goes hand-in-hand with your free offer and landing page. As I previously mentioned, the only way people can access your free offer is if they give you their email address. Having an opt-in form throughout your blog, and landing page, is the most efficient way to collect email addresses and grow your list. **Quick Tip:** Collecting email addresses is commonly referred to as “growing your list”. When you grow your list, you’re growing your audience.

You have a lot of options when it comes to what type of opt-in form to use on your blog. Some people have “pop-ups” or “slide-ins” (this is when you visit a site and the opt-in form pops up on your screen or slides in at the bottom left or right-hand side of your screen), some people have opt-in forms placed in various spots on their blog like the sidebar or the footer, and some people put their opt-in form within their blog posts.



EMAIL OPT-IN PLUGIN FOR WORDPRESS

TIP #6 - IMPLEMENT EMAIL MARKETING SOFTWARE

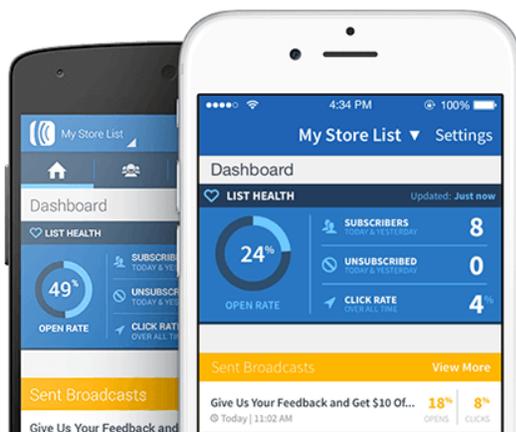
ONCE YOU'VE BEGUN TO BUILD YOUR LIST, IT'S TIME TO ENGAGE WITH YOUR AUDIENCE.

The best way to do that is through email. Now, you can't just create a Gmail account and send emails out to everyone on your list. That's considered SPAM and Google will shut you down quicker than you can say, "Wait, but why?"

That's why you'll need to think about implementing some sort of email marketing software into your growth strategy. Simply put, email marketing software allows you to upload your list and send emails to your readers.

All the tools you need to send emails the right way.

Email is perfect for keeping your brand top of mind and staying connected with those who make a purchase, read your blog or meet you in person. And when you join the community where **email automation** began, you get access to all features and a team that's 100% devoted to your success.



Email automation, templates and more

Create and send beautiful, engaging emails in just a few minutes.



Industry-leading deliverability

Have confidence that your emails make it to your subscribers' inboxes.



Mobile Apps

Get new email subscribers and see how your emails are performing when you're on the go.

Not only can you email your entire list, but you can track who opens your emails, you can target who gets what kind of email, you can design professional looking newsletters, you can set up specific email campaigns for certain types of people, and you can implement an auto responder so that you don't have to physically email people back.

AWEBER IS A BEAUTIFUL PIECE OF SOFTWARE AND IT'S A NECESSITY IF YOU WANT TO GROW YOUR AUDIENCE.

I currently use [AWeber](#) for all of my email marketing needs. Their software allows me to do things that aren't possible with a basic email subscription.

Additionally, Aweber's customer service is top of the line. They're available 7 days a week to help you out if you have questions, and their email training videos are great for beginners and experienced marketers alike.

Aweber is also a great tool for promoting and selling products to your audience. I won't get too deep into this topic, but email marketing software gives you direct access to your audience.

Once you've positioned yourself as an authority, and built a relationship, your audience will trust you and will be more inclined to buy from you. Keep that in mind.



BENEFITS OF EMAIL MARKETING

- 1. Build real relationships with your audience.**
- 2. Spread information quickly- reduce time and effort.**
- 3. Track, test, and capitalize.**
- 4. View user engagement.**
- 5. Personalize your emails.**
- 6. Increase loyalty among your readers.**
- 7. Drive sales.**
- 8. Gain feedback from audience.**
- 9. Increase ROI.**
- 10. MAKE MONEY - It's all in the list!**

TIP #7 - SET UP YOUR SOCIAL NETWORK

THE INTERNET IS CONNECTING PEOPLE IN WAYS THAT WERE ONCE THOUGHT TO BE IMPOSSIBLE.

One major contributor to our connectedness is social media, e.g. Facebook, Twitter, Instagram, and Pinterest (just to name a few). The beautiful part about social media is that it's free to use. You can build an extremely strong networking platform for absolutely zero cost. Setting up your social network will take a little bit of time, however, it is probably the most important aspect of this growth strategy.



Social media allows you to interact, update, and share information with your audience with a click of the mouse. It also gives your audience a way to interact and share your material as well. This is huge when it comes to growth, and it's another great tool for building relationships with your audience.

I recommend, if you are just starting out, that you only focus on two social media outlets. Each social media outlet has different structures, and you'll want to use whichever network serves your audience the best. However, if you have five different social media accounts, it can consume a lot of time and effort that could be spent doing other important tasks. That's why you should pick two social media outlets and focus your efforts there.



TIP #8 - MAKE YOUR CONTENT SHARABLE

YOUR BLOG IS AN AMAZING VEHICLE FOR SHARING VALUABLE INFORMATION.

Yet, the sharing shouldn't stop once you've published your content. That's why you should always make your content sharable. The easiest way to make your content sharable is by adding social sharing buttons. This gives your audience the ability to share your content online as well. By doing so, you'll expand your blog's reach and you'll get your content in front of people who might have never found your blog in the first place.



BETTER SOCIAL SHARING FOR WORDPRESS

You have plenty of options when it comes to choosing a social sharing plugin. However, I use and recommend Monarch. It's fully customizable and it comes loaded with a lot of really cool additional features.

WHY MONARCH SOCIAL SHARING?

- **Find new readers and expand your audience**
- **Share content much faster and easier**
- **Find out what topics work**
- **Increase brand awareness**
- **Drive traffic to your blog**
- **Go VIRAL!**



BETTER SOCIAL SHARING
FOR WORDPRESS

GET TO KNOW **MONARCH** A LOT BETTER (**WATCH THE VIDEO HERE**)

SOCIAL SHARING MADE EASY

Take Social Sharing to the Next Level with **MONARCH**, a Social Media Plugin with Style.

MANAGE NETWORKS

ADD NETWORK

- FACEBOOK
- TWITTER
- GOOGLE+
- LINKEDIN
- YOUTUBE
- STUMBLUPON
- REDDIT
- DIIGO
- DELICIOUS
- STAMPED
- STYLISH
- STYLISH
- STYLISH

CONFIGURE INLINE

CHOOSE ICON STYLE

- 100
- 200
- 300

CHOOSE ICON SHAPE

SHARE THIS PAGE

facebook 234 Followers

Google+ 201 Followers

tumblr 180 Followers

Blogger 95 Followers

Flickr 89 Followers

Vkontakte 34 Followers

Share This

- facebook
- googleplus
- linkedin
- pinterest
- blogger
- twitter

TIP #9 - PROMOTE THROUGH SOCIAL MEDIA OUTLETS

THE DREAM IS FREE, BUT THE HUSTLE IS SOLD SEPARATELY.

I feel like that quote resonates with this step in the growth strategy. What I'm trying to say is that no one will know about your blog unless you put your nose to the grindstone and promote the heck out of it.

If you're blogging on a budget, then you can always go the organic route. For example, whenever you publish a blog post, update all of your social media outlets with a short description and link back to your most recent blog post. This option is most popular because it's free. However, unless your content goes viral, it will take a very long time to grow your audience.

Thankfully, social networks like Facebook and Twitter allow you to promote your posts to a much larger audience through their paid promotions. I know, I know...why should you pay these huge companies for traffic? Well, the truth is, paid traffic is typically traffic that converts.



Facebook and Twitter's reach are a lot greater than yours and mine. For as little as \$5 you can get your content in front of thousands of new potential followers. Trust me, paid promotions on Facebook and Twitter will pay huge dividends in the long run.

Bottom line, every time you publish new content, make sure you're updating your social media outlets in one way or another with a link back to your content.

Also, it never hurts to add some media to your social media promotions i.e. pictures, videos, or infographics. Adding media is a great way to create engagement with your promotions.

TIP #10 - REACH OUT TO INDUSTRY LEADERS

HELPING OTHERS IS THE QUICKEST WAY TO SUCCESS, AND SUCCESSFUL PEOPLE KNOW THIS.

You'll be surprised at how many people respond if you just reach out and try to connect. We live in a very social society, and contrary to popular belief, we want to help each other out. So, whatever niche you're in, seek out the industry leaders and shoot them an email telling them about your blog.

This technique has allowed me to link with authoritative sites within my niche and it's prompted the influencer to share my blog with their audience as well. It's a great way to get your blog in front of a ton of new readers and it could potentially produce a lot of traffic.

Start by making a list of people who are in your industry that you consider to be influencers. If you can't think of any, or don't know of anyone, then just do a google search of your niche and research the top blogs that come up in your search.

Now, I recommend that you start with the "low hanging fruit". What I mean by this is that you should probably reach out to people who are somewhat easily accessible.

For example, if I were in the skateboarding niche, I would probably have a hard time getting in touch with Tony Hawk. Try setting your sights on successful people within your niche that are easily accessible.



FREE EMAIL TEMPLATE

HERE'S A TEMPLATE THAT I CREATED WHEN I LAUNCHED WWW.BLOGWITHBEN.COM. FEEL FREE TO USE IT AS WELL!

Email Subject: Need An Expert's Opinion

Hi *[influencer's first name]*,

I hope things are going well.

My name is *[your name]* with *[name of your blog/domain name]*.

I'm reaching out to you today because you're an industry leader and influencer in *[topic of niche]*, and I'm about to launch a blog that covers *[topic of niche]* as well.

Being that you are someone I respect and admire, I would love to hear any feedback you could provide regarding my blog. Any insight, criticism, or suggestions would be greatly appreciated.

Thank you for taking the time to read this email and I look forward to hearing from you.

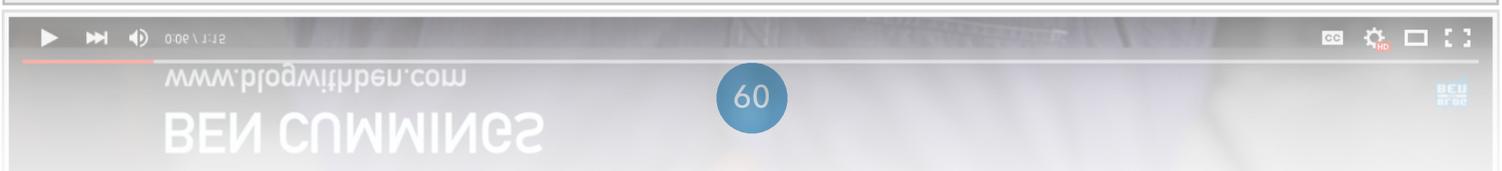
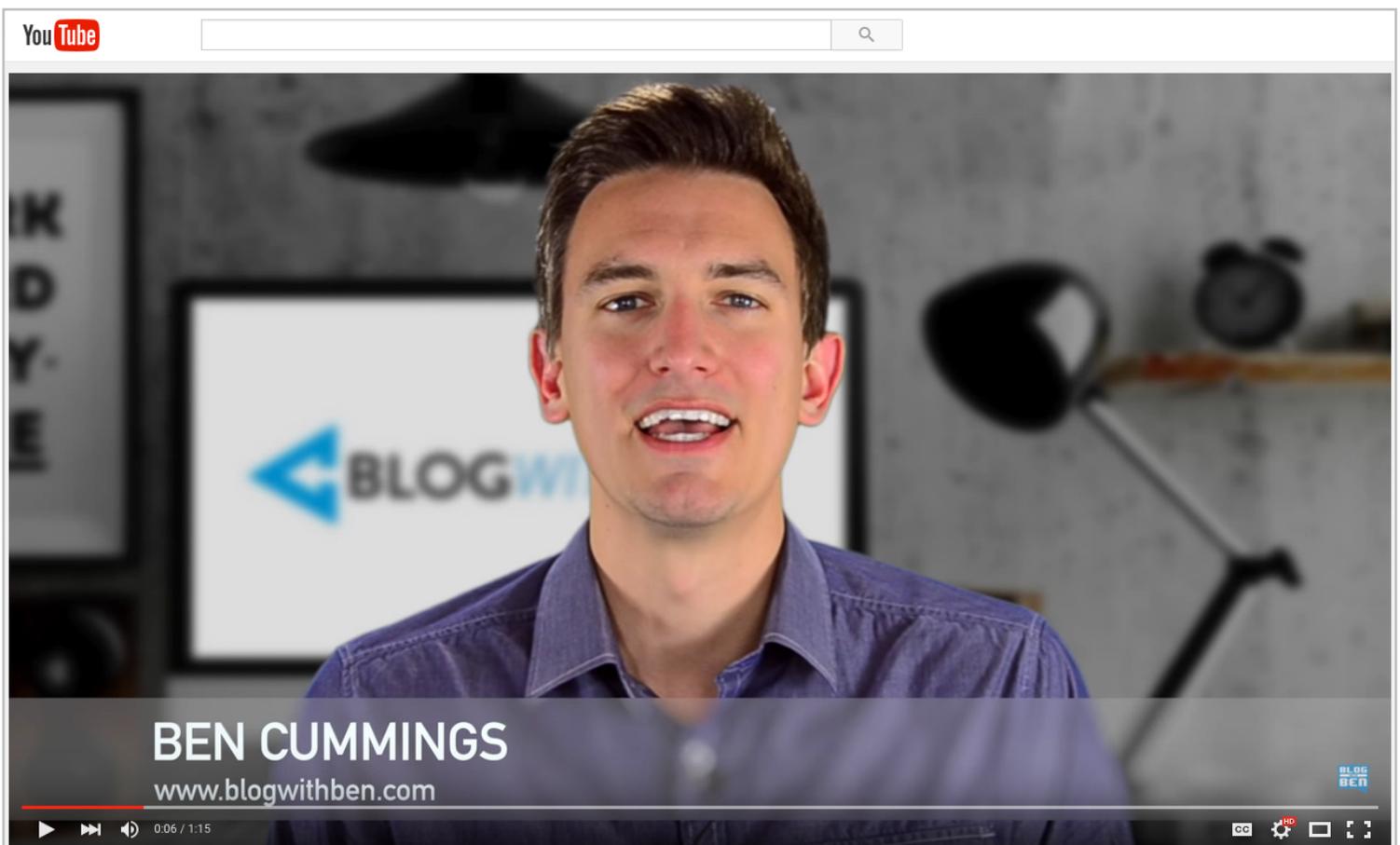
Take care,

[your name]

TIP #11 - START A YOUTUBE CHANNEL

VIDEO IS A POWERFUL MEDIUM THAT GIVES YOU THE OPPORTUNITY TO CONNECT WITH YOUR AUDIENCE ON A MORE PERSONAL LEVEL.

I could have combined this step with the social media step, but I feel like YouTube is in a class of its own. It's also a great source of traffic and can be a very lucrative revenue stream. We'll get more into monetization in the next section, but starting a YouTube channel is a great way to expand your blog's reach.



You Tube BASICS

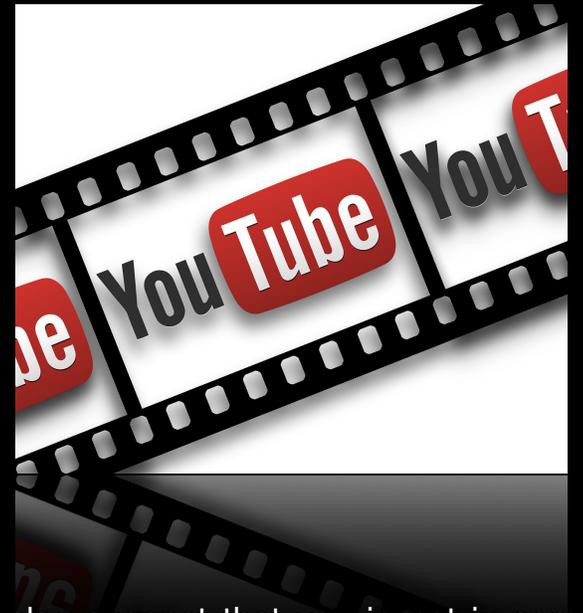
YOU'LL NEED A FEW THINGS BEFORE STARTING YOUR FIRST YOUTUBE CHANNEL.

First, you'll need some way to record your videos. Luckily, a lot of smart phones and computers come standard with video capabilities. I know a lot of bloggers that record their videos on their smart phone or computer and then upload them to YouTube.

If you don't have a smart phone, or if your computer doesn't have video capabilities, then you'll want to think about investing in a camera. You can find a pretty decent HD camera for around \$50 that will give some high quality video.

I personally use a DSLR camera (Nikon D7000) for all of my videos, but a small digital camera will get the job done if you are just starting out.

Next, you'll need a Google account. If you don't have one, watch this step-by-step video to get set up. Once you have your Google account, access www.youtube.com and sign in using your Google account username and password.



I also suggest that you invest in some sort of video editing software. I personally use Final Cut Pro on my Mac, but there are some other alternatives if you're blogging on a budget.

Video editing software isn't a necessity, but it will increase the professionalism of your videos. This ultimately leads to people taking you a lot more seriously, and it increases your chances of people actually watching and sharing your videos.

Finally, have a plan of attack before you start filming. This means you should work on scripting and mapping out what you're going to shoot before you actually record your video. Doing so will save you a ton of time and it will help you deliver a much better presentation.

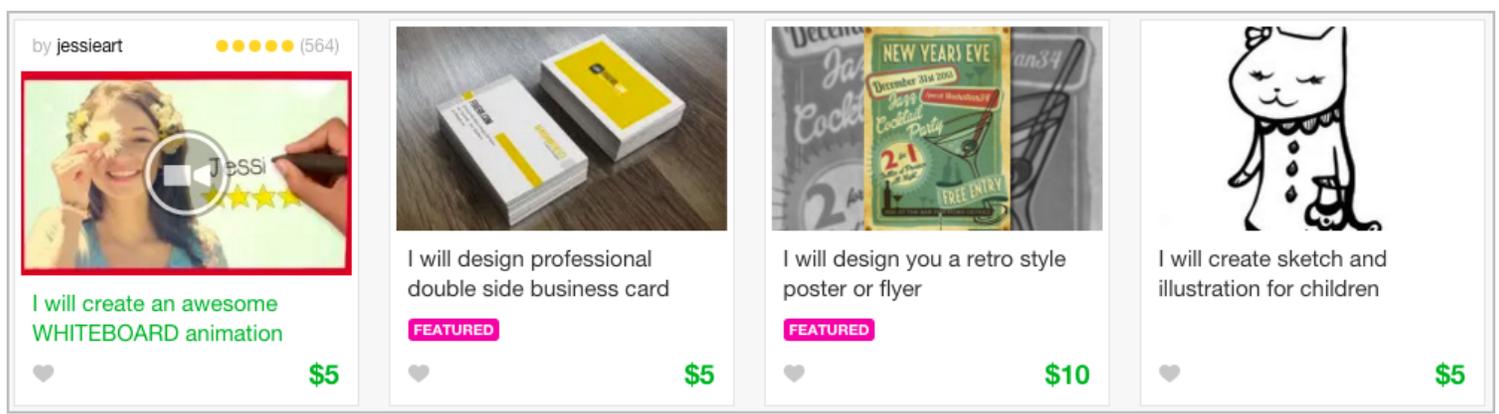
TIP #12 - CREATE YOUR BLOG'S BRAND

THE QUICKEST AND EASIEST WAY TO CREATE YOUR BRAND IS TO CREATE A LOGO.

You have a couple of options when it comes to logo design. You can either design it yourself or you can hire someone to do it for you. Now I know what you're thinking, a graphic design artist will cost me a fortune. Not if you use [fiverr.com](https://www.fiverr.com). This site is awesome!

Fiverr has extremely talented graphic design artists that specialize in professional and creative logo design. The best part about it is that each professional logo only costs \$5. However, Fiver also offers various "gigs" that could benefit your blog as well.

For example, there are people offering to shoot and edit professional videos, record voice overs, design business cards, perform SEO keyword research, and much more. The site is pretty awesome!



Remember, a well designed logo will help build brand recognition, brand identity, and brand loyalty.





SECTION: III MONETIZE

THIS IS MY FAVORITE PART OF BUILDING A BLOG.

This is when we get to turn on the revenue faucet and add multiple revenue streams to your blog. Just so that we're on the same page though, whenever you implement revenue streams into a blog, it doesn't necessarily mean that you're going to be a millionaire overnight. It also doesn't guarantee that you'll make any money at all.

However, when you build a blog with revenue streams, you're setting yourself up for success and opening the door for a passive income. The following revenue streams that we're about to cover are used among thousands of very successful digital entrepreneurs. I honestly would not be where I was today without these business strategies

I should also mention that these aren't get rich quick schemes. These are high quality business models for someone who has a digital platform and is serious about earning a real income with their blog. We definitely get into the nitty gritty in this section so feel free to contact me with any questions regarding my recommendations. I'd be more than happy to help you out. Now, let's take a look at some of the best ways to monetize your blog.

REVENUE STREAM #1 - AFFILIATE MARKETING

ONE OF THE MOST POPULAR WAYS TO MAKE MONEY WITH A BLOG IS THROUGH AFFILIATE MARKETING.

Simply put, affiliate marketing is where you promote a third party's product or service on your blog through affiliate links and banners. Whenever someone visits your blog, clicks on your affiliate link and purchases that product through your affiliate link, you get a cut of the profits. It's that simple.

The great thing about affiliate marketing is that you don't have to worry about developing a product, processing the transaction, or dealing with the customer service aspect. You simply promote the affiliate link and receive a commission if a purchase is made. It really is a beautiful business model.



The reason I love affiliate marketing so much is because it gives you the ability to generate revenue without forking over the additional costs that are typically associated with selling a product or service of your own.

With affiliate marketing, all you have to do is promote the “correct” product to a hungry audience, and you can earn a killing. There are a lot of companies that will pay a large commission if someone purchases their product through your affiliate link. I've seen some companies pay \$100+ to even \$1000+ per sale.

That's not to say that you should pick a product to promote solely on what commission you'll earn. You'll need to do your research and find a product that not only helps your audience, but also pays a decent commission. We'll talk more about how to get started with affiliate marketing next.

THE BEST WAYS TO GET STARTED WITH AFFILIATE MARKETING



So, how do you become an affiliate marketer? Well, you have a couple of options, but here's how I recommend you go about it.

- ☑ **Sign up with an established and reliable affiliate network.** Simply put, an affiliate network is a website where vendors (a.k.a businesses) post their affiliate links for you to use in your marketing campaigns and on your blog. There are a lot of affiliate networks to choose from, but I recommend **ClickBank**, **CJ Affiliate**, **Amazon Associates** and **Shareasale**. These affiliate networks attract some of the best companies/products, offer some of the largest payouts, and have some great tracking capabilities. The best part about these networks is that they're all free to join.
- ☑ **Sign up for a company's affiliate program directly through their website (this can usually be found in the footer of their homepage).** This is a great way to build rapport with a company and learn more about the specifics of their affiliate program. Depending on the company you are working with, if you bring them a lot of customers, chances are you'll get some additional perks i.e. raised commissions, discounted rates, and increased traffic to your blog. These are just a few reasons why I always recommend working directly with companies and their affiliate programs.

AFFILIATE MARKETING TIPS: Promote products that you have experience with. People will be more inclined to purchase through your affiliate link if you're promoting a product that you can explain how to use and show the benefits of.

An effective affiliate marketing technique is to write blog posts/reviews on products that you're an affiliate for. This way you are providing value to your audience and also sending them to your affiliate link. This is much more effective than just posting a link in your sidebar and hoping someone clicks on it.

Also, promote products that are related to your niche. You wouldn't want to promote a dog walking service on a blog about weddings. Find a product or service to promote that relates to your target audience.

Finally, be sure to **tell people that they are clicking on an affiliate link**. Failing to do so can get you into trouble with the Federal Trade Commission. [Here's some more info on how to remain compliant when posting affiliate links.](#)

REVENUE STREAM #2 - GOOGLE ADSENSE

ANOTHER GREAT WAY TO MONETIZE YOUR BLOG IS WITH GOOGLE ADSENSE.

However, there are a few things I should cover before you try to implement this monetization technique. First, let's talk about what Google AdSense is and how it can benefit your blog.

Google AdSense is a free, simple way for bloggers to earn money by displaying targeted Google ads on their blogs.

To be a little more specific, Google AdSense is an advertising network run by Google (obviously) that offers online targeted ad publishing. Advertisers pay to have their ads shown online in the form of automatic text, image, video, or interactive media.



The great thing about Google AdSense is that it's free to use, plus the ads are targeted towards your niche. This means that if the content of your blog is about fitness, Google AdSense will show fitness related ads on your blog. Every time someone clicks on the ad, you get paid!

But, not so fast! Just because you have a blog doesn't mean that Google will magically let you collect money from them. There are a few things you should know before you apply for a Google AdSense account.

Google has specific requirements that every blog or website must meet before they can be approved for a Google AdSense account and post ads on their site. Nearly 1000 sites apply for Google AdSense per day and, on average, only three get approved. So, follow these "best-practices" before applying for Google AdSense.

10 WAYS TO INCREASE YOUR CHANCES OF BEING APPROVED FOR **GOOGLE** ADSENSE

NOT EVERYONE WHO APPLIES FOR GOOGLE ADSENSE GETS APPROVED. HERE ARE SOME WAYS TO IMPROVE YOUR ODDS.

1. Make sure your blog has a clean design

Easy navigation, good user experience, and a professional layout are all characteristics of a clean design. Pro tip: Elegant Themes and StudioPress are the two premium theme developers that I use and highly recommend if you're looking for a clean and professional design.

2. Publish quality content on a regular basis (have plenty of posts)

Google doesn't give an exact number of how many posts you should publish before you apply. However, if you only have six posts on your blog, chances are you won't be approved and you'll be rejected for having insufficient content. Aim for at least fifty posts of original content before applying.

3. Pay attention to the word count of your blog posts

Your blog posts should have a word count of at least 500 words. If the majority of your blog posts are 200 words or less, then chances are, you'll get rejected.

4. Be original and don't plagiarize

This should pretty much go without saying. However, copying content won't get you very far and it's a surefire way to get your application rejected. Just be yourself and publish original content.

5. No porn, drugs, online gambling, or counterfeit goods

Remember, Google is a business and their brand is extremely important to them. This means that they do not want to be associated with anything that will jeopardize that brand. Be sure to stay away from explicit content i.e. porn, drugs, or anything illegal.

6. Have the following pages on your blog

- Privacy Policy
- About Me
- Contact Information (include name and email)
- Affiliate Disclaimer

By having these pages on your blog, you're basically showing Google that you're a real person and not a spammer.

7. Add Google Analytics tracking code to your blog

This is a bit more on the technical side, however having Google Analytics code on your blog will show Google that you're serious about your site. If you don't have a Google Analytics account, [click here to get started](#). Once you've signed up, add the tracking code to each page you want to track.

8. Sign up for Google Search Console and verify your blog

This is another resource that every blogger should take advantage of. Google Search Console, formerly known as Google Webmaster Tools, provides you with valuable tools and diagnostics to produce a Google friendly blog. Again, this can be a little on the technical side, but it's pretty easy once you get the hang of it. If you don't have a Google Search Console account, simply [click here to get started](#).

9. Have a top-level domain

If you read my blog post, "[10 Tips on How to Choose a Great Domain Name](#)," you'll learn about the importance of having a top-level domain for your blog or website. For example; .com, .org, .net, .int, .edu, .mil, and .gov are all top-level domains. Make sure your domain looks something like this: www.yourblogname.com.

10. Don't use other ad networks

If you're using alternative ad networks on your blog like Chitika, Infolinks, or Adversal, chances are Google will deny you faster than you can say, "I'm sorry!" When you apply for Google AdSense, make sure they're the only ad network that you're using on your blog.

HOW TO SIGN UP FOR GOOGLE ADSENSE

SIGNING UP FOR GOOGLE ADSENSE IS PRETTY STRAIGHT FORWARD, SO I'LL KEEP THIS SHORT.

1. Go to <https://www.google.com/adsense/signup>
2. Sign up for a Google account (if you already use Gmail, then you already have a Google account). Please note: Make sure that your blog is up and running. You can't apply without any content to monetize. You'll also need a postal address for the sign up process.
3. Follow the [step-by-step instructions](#) and submit your application.
4. Google will then review your blog and verify your information to make sure that it complies with their program's policies.
5. Google will send you an email regarding the status of your application within one day. If your application is not approved, you'll receive an email explaining the disapproval reason and the possible next steps that you can take.
6. Once verified, you'll receive ad code to [place on your blog](#). I recommend using a plugin.
7. After you copy and paste the ad code to your blog, Google automatically continues the review process and checks that your blog complies with their policies. When they've completed the second review, Google will send you an email letting you know the status of your application. This process can take up to a week.
8. Once you're approved...congratulations! You can now make money every time someone clicks on your Google AdSense ads (Google handles the billing of the advertisers, so you get paid on time, every time).

Please note: DO NOT CLICK ON YOUR OWN GOOGLE ADSENSE AD! Doing so will get you banned, even if you click on it by accident.

REVENUE STREAM #3 - SELL AD SPACE

YOUR BLOG IS LIKE DIGITAL REAL ESTATE.

This monetization technique is typically only viable for blogs that are producing a lot of traffic, i.e 500 to 1000 unique daily visitors. However, you could have some leverage if your niche is targeted, highly convertible, and more dedicated. Keep that in mind.

This strategy is pretty straight forward. You make ad space on your blog and you charge advertisers to place their ads on your blog. Ad sizes can be any size you choose, but typical sidebar and banner sizes are most common.

When setting a price, you have some things to consider. Advertisers will look at your traffic and gain a sense of your cost per impression, or CPM. You can also set a monthly fee and charge a lump sum.

One final note, just because ads have the potential to increase revenue doesn't mean that you should use them. If your audience is turned off by ads, then you may want to consider another monetization strategy. Secondly, test the different aspects of your ad campaigns. Find out what's producing and stick with it!



SIX TIPS FOR SELLING AD SPACE

- **Create ad space on your blog.**
- **Know your blog's monthly numbers.**
- **Understand your audience's interests.**
- **Have 500 to 1000 unique daily unique visitors before you approach advertisers.**
- **Track outbound links (Google Ad Manager).**
- **Sell ads yourself or join an ad network.**

5 WAYS TO FIND ADVERTISERS



1. ***Make an “Advertise Here” page on your blog***

Be sure to list some stats on this page. I recommend you provide details about your blog, audience, and traffic on this page. Additionally, have a way for advertisers to reach you. Simply ask, “If you’re interested in hearing more about advertising, sponsoring, collaborating or featuring your products on my blog, contact me here (list an email address)”. Potential advertisers can reach out to you and let you know that they’re interested in advertising on your blog.

2. ***Find out who’s linking to your blog***

Other sites that are linking to you could be companies willing to advertise on your blog. Take note of who’s linking to you, and if you see a potential advertiser, reach out to them to discuss the possibilities. *Quick tip:* You can find the sites that are linking to you with Google Analytics.

3. ***Check out who’s advertising on popular sites within your niche***

Do a quick Google search of your niche and take a look at what companies are advertising on those top sites. If you think any of those advertisers would be a good fit for your blog, reach out to them and pitch your ad space.

4. ***Look through the comments section of your blog***

Keep an eye out for companies that comment on your blog. I realize that the majority of comments come from single users. However, you may find that an employee of a company or an owner of a start-up are leaving comments on your blog as well. If so, reach out to them and start the conversation.

5. ***Explore other Ad Networks***

Google AdSense is by far at the top of the food chain when it comes to ad networks. However, there are alternatives that can yield similar results. Do a quick Google search for “Google AdSense Alternatives” and you’ll get a laundry list of options.

REVENUE STREAM #4 - SELL A DIGITAL INFORMATION PRODUCT

TECHNOLOGY AND INNOVATION HAVE STREAMLINED PRODUCT DEVELOPMENT SO THAT PRETTY MUCH ANYONE CAN CREATE THEIR OWN PRODUCTS TO SELL....FROM THEIR LIVING ROOM.

First let's talk about what a digital information product is exactly. Well, to put it bluntly, it's a digital product that provides information or education. Some examples of digital information products are ebooks, video courses, video tutorials, digital audio recordings, and electronic training manuals.

One of the reasons that digital products are so popular is that you only have to create them once and then they're sold and distributed to millions of customers, 24 hours a day. It really is the definition of a passive income.

Secondly, a digital product sold directly on your blog cuts out the middle man. For example, let's say you create a product and then sell it on Amazon, Ebay, Clickbank, or any other type of online marketplace. Whichever third party company you use to distribute your product, you'll have to pay them a large percentage of your profits. However, if you sell a product on your blog, you'll get to keep the profits.

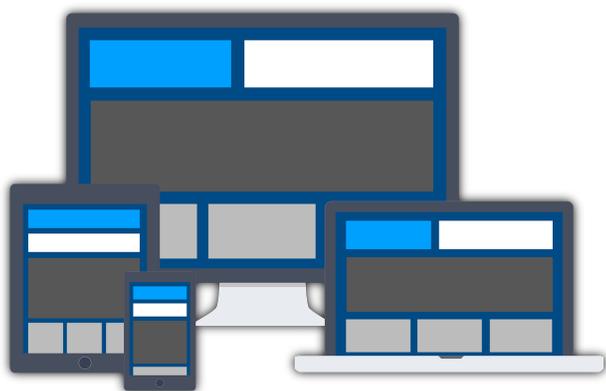
So, how do you create an information product? First things first, you'll need to understand your target audience and you'll need to know how they prefer to receive their information. Some audiences may prefer to read their information and some may prefer video. **QUICK TIP:** Survey your audience using Survey Monkey via social media or email. This way you'll get a better idea of how to deliver information to your audience.



HOW TO SELL A DIGITAL PRODUCT ON YOUR BLOG IN 5 STEPS

1. *Create a digital product*

One way to get your feet wet with digital products is to create an ebook in PDF format. This can be done with any major word processing software. I personally use Pages for Mac, but Microsoft Word can do the exact same thing. Simply write the content for your ebook using Pages or Word, and convert it to a PDF.



3. *Implement a digital shopping cart and payment processing*

Once you have your sales page set up, you'll need a way to collect and process payments. There are a few ways to do this, but here are the three things you'll need in order to sell a digital information product directly from your blog.

- Digital Shopping Cart
- Credit Card Processing Service
- PayPal Account



2. *Create a sales page on your blog*

Next, you'll need to have a page on your blog that is dedicated to selling your product. I could seriously write a separate ebook on this topic, but for the sake of time, just make sure that you have some sort of page on your blog that showcases your product and processes payments (which you'll learn how to do in the next step).



LET'S TAKE A CLOSER LOOK AT HOW TO PROCESS PAYMENTS ON YOUR BLOG



E-Junkie Digital Shopping Cart

Let me start by saying that I highly recommend that you use E-Junkie for your shopping cart. They're a company that provides lightweight, embeddable shopping carts that can be placed on your blog and throughout social media.

E-Junkie handles every aspect of the transaction as well. They provide the shopping cart, BUY NOW buttons, handle the checkout process, verify payment, process the order, and pay you directly. It's a beautiful service!

E-junkie has no setup fee, no transaction fee, no bandwidth fee, no transaction limit and no bandwidth limit. They offer a flat fee of \$5 per month, **you get to keep 100% of the profits from your sales**, and their customer support is fantastic.

E-Junkie also offers a PDF security service that stamps the buyer's name, email and their unique Transaction ID on the top-left of each page of the PDF they receive before they download it. This is a simple, non-intrusive way to discourage buyers from sharing your PDF.

Do yourself a favor and check out their site www.e-junkie.com.



2Checkout Credit Card Processing Service

2Checkout lets you offer buyers a simple, card-based payment option, without requiring them to sign up for a 2Checkout account, yet without the costs, restrictions and hassles of using a traditional Payment Gateway and Merchant Account yourself. They're also a **BBB Accredited Business** since 8/21/2001 with an A+ rating.

2Checkout will securely manage your customer's payments through their hosted checkout solution and then pay those funds to you (less their transaction fee of 2.9% + \$0.30 per transaction).

Get started with [2Checkout here](#).

PayPal

PayPal is another popular way for you to collect payments. In a way, PayPal has almost become more popular than using a credit card. That's why I highly recommend you make it a payment option for your customers.

Whenever you sign up for a regular PayPal account, you can use the PayPal Standard features on E-Junkie. Basically, this means that you can accept both credits cards and PayPal payments on your blog.

This is fine, but the PayPal Standard feature takes your customers away from your blog when they make a payment. Essentially, when they choose to pay with PayPal, they'll be taken to the PayPal website.

One way around this is to use the [PayPal Website Payments Pro](#). This is a paid feature, but it gives you the capability to easily accept credit card payments on your own website and have a faster checkout process.

I should mention that there is a cost associated with using PayPal Payments Pro on your site. Currently, the going rate is \$30 per month with a 2.9% + \$.030 per transaction. However, PayPal offers discounted rates to sites that generate larger numbers of transactions.

Regardless of what you decide, PayPal is one of the best payment options for an eCommerce blog. It's one of the most trusted companies when it comes to safe and secure payment processing.



TEN REASONS TO USE PAYPAL PAYMENTS PRO

- **Keep your buyer on your site.**
- **Optimized mobile checkout.**
- **Accept PayPal payments.**
- **Accept credit and debit cards.**
- **Multicurrency processing.**
- **Accept PayPal payments from 203 countries and markets.**
- **Accept PayPal Credit payments (U.S. only).**
- **Payment Gateway.**
- **Virtual Terminal to accept phone payments.**
- **Safe and secure and is trusted by millions.**

4. Get an SSL certificate

Before we talk about what an SSL certificate is, let's hear it from the source. [SSL.com](#) states that:

“SSL is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browser remain private.”

By having an SSL certificate on your blog you are reassuring your visitors that their personal information will be safe and secure. This is huge! Especially when you're selling products on your site.

I recommend that you purchase an SSL certificate when you purchase your domain name. If you get a domain name through [GoDaddy](#), they give you the option to purchase an SSL certificate as well.



5. *Promote the heck out of your product*

Now it's time to create some buzz about your product. There are two main ways to do this; free or paid advertising. If you're blogging on a budget, then paid advertising may not be for you right now. However, it can deliver some great results if done correctly.

For now, let's focus on how you can promote your product without spending any money.

- ☑ Tell everyone you know that you are developing a digital information product, whatever that may be. Go through all of your contacts and send them a quick email telling them about your product and how it could help them. You'd be surprised at how effective this method is.
- ☑ Promote your product via social media. Hit up all of your social media networks and start spreading the word. Be sure to use hashtags that relate to your product as well. This is a great way for people to find out about your product that wouldn't have done so otherwise.
- ☑ Create a short video about your product that links back to your blog/sales page. Video is a very engaging medium and people tend to respond better to a video rather than just text. A video makes your promotion more personal and it gives you a way to really communicate the value of your product to the audience.
- ☑ Add a link to your blog/sales page to your email signature. This is a non-intrusive way to remind people that you have a product for sale if it's done right.
- ☑ Find forums related to your product's niche and promote within the forums. One word of caution though, don't just join forums to promote your product. This looks spammy and it will definitely turn people off. My recommendation is to offer value in the forum, answer questions, and try to really help people. Once people see that you are actually there to help, then they'll be more inclined to take a look at your product.
- ☑ Use all of your resources. If you have a podcast, promote on the podcast. If you have a Facebook group dedicated to your niche, promote on that Facebook page. If you bump into an old college roommate, be sure to tell them about your new product. Be humble about your new venture, but also be informative.



FINAL THOUGHTS

CONGRATULATIONS! IF YOU'VE MADE IT THIS FAR, YOU DEFINITELY HAVE WHAT IT TAKES.

Now it's time to put what you've learned into action. Not every blog or business model will be the same, but here are my final thoughts on how you can find success with your blog.

Put the Time and Effort In

If you want any of this to work, you're going to have to put the time in. You need to be the hardest working person in your niche. Know that if you don't do it, then somebody else will.

Continually Find Ways to Help Your Audience

Honing in on your value proposition is a great start to discovering how to help your audience. Focus in on your target audience and finds ways to make their lives easier.

Be Realistic About Your Results

Results won't happen overnight. I wish they did, but that's not how any of this works. However, if you're realistic with yourself, then you're less likely to get discouraged. Success will come, just give it some time.

Reach Out For Help

Don't be afraid to ask for help. You'd be surprised at how many people are willing to help if you just ask. Starting a blog can be daunting, but if you ever find yourself stuck, don't be afraid to reach out and ask for help.

Stay Humble and Continue to Learn

Regardless of how successful you become, there's always going to be something that you don't fully understand. Remember to stay humble and recognize the fact that there's always something to learn.

Keep Grinding

Don't give up! Don't ever give up! I don't care if it takes you five years to launch a blog. As long as you have breath in your lungs, keep grinding!

THANK YOU!

I hope you've enjoyed The Blog Starter Kit and I wish you nothing but the best of luck with your new blog. Blogging has changed my life in so many ways and I honestly believe that it can do the same for you. Have faith in yourself, put the time in, and don't ever give up!

Also, thanks for taking the time to stop by my blog, sign up for this eBook, and actually read it. I appreciate the love from my readers and you're why I do what I do day in and day out.

Lastly, be sure to join the Blog With Ben Community and swing by my Facebook page <http://www.facebook.com/blogwithben> or follow me on Twitter [@blogwithben](https://twitter.com/blogwithben) and drop me a tweet. I'd love to hear what you thought about the eBook.

Thanks again, and I honestly hope this guide was helpful. I wish you nothing but continued success, and I can't wait to see what you create.

Sincerely,
Ben Cummings

