

YOUR FIRST 100 FANS



LEGAL NOTICE:

This eBook is copyright protected. It is for personal use only. You cannot amend, distribute, sell, use, quote, or paraphrase any of the content within this eBook without the consent of the author or copyright owner. Legal action will be pursued if this is breached.

DISCLAIMER NOTICE:

Please note the information contained within this document is for educational purposes only.

Every attempt has been made to provide accurate, up to date and reliable complete information no warranties of any kind are expressed or implied. Readers acknowledge that the author is not engaging in rendering legal, financial or professional advice.

By reading any document, the reader agrees that under no circumstances are we responsible for any losses, direct or indirect, which are incurred as a result of use of the information contained within this document, including – but not limited to errors, omissions, or inaccuracies.

TABLE OF CONTENTS

Hello from my laptop in paradise	4
Step One. Register a Domain Name	5
Step Two. Find a Good, Fast Loading Host	8
Step Three. Spend Time on the Design of Your Website	11
Step Four. Content to Make You Proud	12
Step Five. Create a Killer Free Gift	22
Step Six. Make Your Offer	25
Step Seven. Social Sharing Plugins	26
Step Eight. Your First Traffic	27
Bonus Tip. Turbocharge Your Traffic	29
What to do Next	33

HELLO FROM MY LAPTOP IN PARADISE



I want to begin this book by telling you how glad I am that you decided to spend some time with me. I appreciate every second you invest with Serve No Master, and this book is no different.

This book may be free, but it has great value to me, and I hope it can give great value to you. You gave me your email address, and I want to repay you by giving you something valuable.

With this book, I'm going to help you launch your blog on the right foot.

One of the biggest struggles with blogging is hearing crickets after launching your blog. When no one visits, you start to wonder if you've done something wrong.

There can be a long delay between uploading your first blog post and receiving your first visitor. It took me years before my blog got one visitor a day. When I finally noticed that I was getting thirty visitors a month, I was so excited.

However, I don't want you to wait for years for such a minor success. **I want you to get 100 visitors this month.** More than that, I want them to **subscribe to your blog.**

In this guide, I'll teach you how to get email subscriptions so that you can message your following and let them know when you upload a new blog post. You can choose to use another tool, such as a Facebook chatbot, a subscription button, or push notifications.

Regardless of what tool you choose, having blog subscribers and being able to message them is the key to having a successful blog, and we're going to get you 100 new subscribers this month by following a very simple strategy.

Step One. Register a Domain Name



When you're choosing a domain name, it can feel like the market is crowded and all of the good names are taken. This is absolutely not true.

I get new and interesting domain names all of the time. Whenever I have an idea for a new product that I want to launch, I search for a domain name. With a little time and creativity, I always end up finding a great name that is still available.

For a step-by-step guide on registering your domain name, you can go to [***5 Easy Steps on How to Start Your Blog***](#), where I walk you through all of the technical aspects of this process. It even includes a walkthrough video to make it as easy as possible.

In this guide, I want to talk to you about a high-level strategy.

When you're choosing a domain name, you want something memorable and easy to spell that uses as few syllables as possible. It's very difficult to get a one-word domain name, but you can still find two- or three-word domains.

Most people assume that I've had the domain name "Serve No Master" for a decade, but I actually grabbed it just a few years ago. There are still plenty of amazing domain names available. You just have to be creative.

When I first started marketing, the big three endings were .COM, .NET, and .ORG. In today's market, .COM is the way to go.

If you're building an app, a trendy ending like .LY or .IO would be a wise choice. However, we're trying to build a blog that can be found in search engines, and search engines love .COM websites.



For your domain, you should choose a name that excites you. This will take time, and it might take you a few hours or even a few days to come up with a great idea. You could even get feedback from your friends and family to see how your ideas sound to outside ears.

Once you've found the perfect name, grab it as quickly as possible. If you wait too long, someone else may snatch it up before you can, and you'll have to continue searching for a new name.

Your domain name should only cost you between \$5 and \$15, depending upon the promotions at the time. Just make sure you're not paying more than \$20. Sometimes, people try to sell me domain names for \$10,000, \$15,000, or even \$20,000. That's never worth it, and you can easily get your hands on a great domain for just a few dollars.

You also need to make sure that your domain name is short while still getting your message across.

The last domain I tried before Serve No Master was Blogger Without Borders. While it was cool and memorable, it was a long name with a lot of syllables. With a longer domain name, it would have been much harder to grow and monetize my idea into a business. What's more, the message was about a traveling blogger.

With Serve No Master, it's easier to spell, and it has a more powerful message of quitting your job and taking control of your financial destiny.



As you choose your domain name, keep in mind the end goal of profitability. A name that tells people exactly what they'll achieve by visiting your website is much more likely to be successful than one that is long and confusing.

Having a successful name is not just about the number of words, syllables, and letters. It's also about avoiding confusing spellings.

I once worked on a weight loss product, and I found the domain name Dress Shrinker. That could be confusing because no one would know how to spell it. Does it have three Ss, making it dressshrinker? Or is it scrunched into two Ss to be dressshrinker?

For a name like that, we would have had to buy multiple domain names and redirect all of them to her real website just in case people misspelled the website.

Fortunately, people are likely to bookmark your website as soon as they find it, and they won't have to type it into their browser again. Nonetheless, we want to be fastidious in our strategy.

You don't want people to be confused by your domain name. Avoid putting words that end and begin with the same letter next to each other, such as with Dress Shrinker. Choose the simplest domain name possible and avoid confusing words and spellings.

Once you've chosen and purchased a domain name with **Namecheap** (the registrar that I've been using for more than a decade), you can move on to step number two.

Step Two. Find a Good, Fast Loading Host

As we've already mentioned, you want to choose a web host that doesn't charge too much. However, you also want to make sure that you choose a *good* host.

A lot of cheap web hosts will offer you a website for \$1, \$1.50, or \$2.00 a month just to get you on board. Once you've set up your website with them, you're trapped, and they know it. If that host ends up being slow with bad service and terrible backend, you'll have two options: deal with the terrible host, or move your website.

Moving a website from one host to another is a difficult process. I've had to do it multiple times, and each time was *painful*. That's why it's better to choose the right web host from the beginning.



I recommend using **Bluehost** as your web host. They've been around for a long time, and I have multiple websites with them. They have amazing support, and their websites are fast, which is very important for your blog.

If a website takes too long to load, people will give up. The other day, I tried a new travel website that took ages to load. Only their header loaded before I got bored, and I clicked away without seeing the rest of their content. They're using a bad web host, and that choice is really going to hurt their business.

Not only do people leave websites that take too long to load, but search engines, such as Google, Bing, and Yahoo!, punish sites that load slowly. They make slow websites harder to find because they don't want to frustrate their customers. Rather than force them to go to your website, wait for it to load, and return to the search engine to click on a new link that will load more quickly, they simply send them to the other website first.

Search engines know that people find slow-loading sites annoying, and they consider them less professional. That is why you need to have a website that loads quickly, and Bluehost is a great web host for that reason.

You can visit this [walkthrough](#) for help with setting up your domain name with Namecheap and your hosting with Bluehost in just a matter of minutes.



If you plan to have a big website, you can use **WPX Hosting** or **Kinsta**, which are the same hosts that I use. These are both premium hosts that cost five to ten times more than the competition, but they also

allow for more traffic. If your site is seeing a lot of visitors each month, the price will be worth it.

The decision of which host you use is yours. However, for a beginning blog, I recommend starting with **Bluehost** and moving to one of the other hosts as your blog grows and you get enough traffic to justify it.

Once you've chosen your web host, we can move on to step three.

Step Three. Spend Time on the Design of Your Website

I recommend using **WordPress** for your blog's foundation. I've been using this platform for more than a decade, and it's one of the best decisions I've ever made.



The beauty of WordPress is that it's the most common website platform in the world. That means that there are loads of options for customization and beautification.

When you're designing your website, spend some time

customizing one of their free templates to make it look unique. If your site looks like the generic, free template, people will notice. They'll see it as cookie-cutter and unprofessional, and they'll wonder if it's even a real website.

To have a unique website, you don't need to fill it with plugins, fancy colors, crazy images, and tons of effects. Keep it simple and clean, and customize it enough that people can tell that you've personalized it. Just make sure that it loads quickly and isn't bogged down by slow-loading images.

Unlike changing web hosts, changing the design of your website is easy. You're not stuck with whatever look you originally chose. I redesign my website just about every year, and I have more redesigns coming in the future.

Your web design doesn't have to be perfect. For now, you just need a website that loads fast, looks unique, and has enough of your stamp to recognize it as yours.

Step Four. Content to Make You Proud

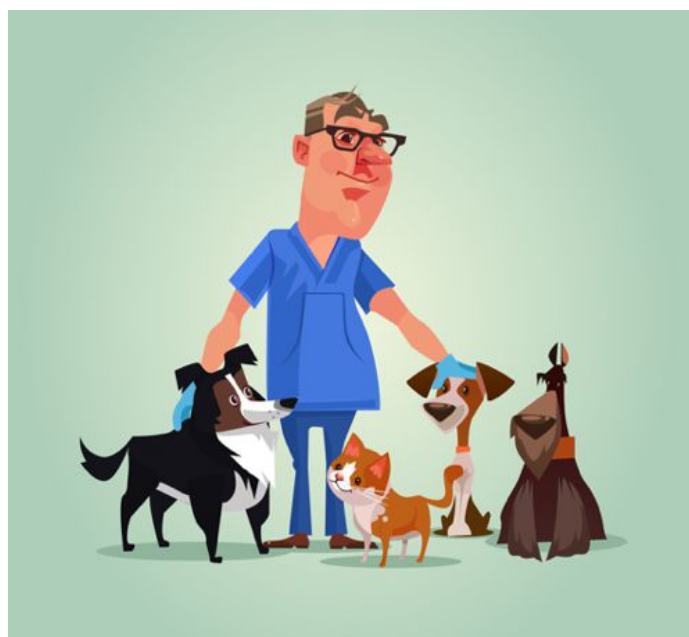
Once you've chosen a name, web host, and design, it's time to start creating blog posts. You want to design at least ten foundational posts that represent **who you are** and **what you stand for**.

Key Questions of Your Market

There are plenty of topics that you can discuss in your ten foundational posts, but one of the best topics is answering key questions related to your market.

For example, if you blog about dog training and raising dogs, the first article you write can be about the correct way to find and adopt a dog. Knowing how to buy a puppy from an ethical breeder or how to adopt a dog from a shelter is valuable information that you can give people, and it lets them know where you stand.

If you make it clear that you're against puppy mills, people will know exactly what your blog stands for. They will know who you are and what you believe, and this is important when you develop and launch your website. You want to make your voice heard, and you want your readers to know what you stand *for* and what you stand **against**.



If you read enough of my content, you'll notice that I don't subscribe to the idea of formal education. My children are homeschooled, and I will never send them to college. In my opinion, the majority of college degrees are worthless.

I have met plenty of people with degrees in social media who couldn't generate a dollar using a social media platform. Far too many people spend hundreds of thousands of dollars getting a degree, only to end up working in a coffee shop and paying off student loans ten, twenty, or even thirty years after they graduate.



Self-education is a firm thread throughout my content. People know that I believe in investing in education only if you're going to earn a positive return on that investment.

If you spend \$200,000 to get a degree, that degree should increase how much money you earn by more than \$200,000 over your lifetime. Otherwise, it's a loss,

and you'll be upside down on your investment for the rest of your life.

I don't want my followers to be paying off their student loans until their Golden years. Instead, I want you to invest your money in a business that will double or even triple your investment.

These are the types of beliefs that you should be adding to your fundamental blog posts. Find what you're passionate about, and make sure your followers understand your position on the topic by answers questions about the subject.

Embed Your Voice into Your Content

Writing soulless articles is easy. You could pull up any article online, and many of them will sound like they were written by a machine.

When I was hiring writers for my own blog, I interviewed hundreds of people to find someone who could capture my voice. Your articles should sound like they were written by a person, and, more importantly, they should sound like they were written by *you*.

Far too many writers focus on facts, figures, and statistics, and their articles end up sounding like they were written by a computer. Although these articles can be valuable and interesting, they will lose engagement, and people will not want to come back to that website. Readers will find the answer they were looking for, but they won't remember the domain name, and they will never become a subscriber.



When your voice permeates your writing, the key element of who you are will resonate with your readers. They will have a sense of your identity, and they'll know that you wrote this article. If they like what they see, they'll come back to connect with you, and you'll have a new subscriber on your hands.

Let it be Known Who You Are

In your foundational blog posts, make it clear to your readers who you are, where you come from, and why you are writing about your topic.

You don't have to be a master to be able to write about a subject. If you're starting at the beginning of your journey, let your readers know. You may even come off as more sympathetic, depending upon your topic.

My first blog was a record of my dating misadventures, and my first post was a diary of my struggle to figure out the dating world. From there, I grew and learned, and it became one of my first businesses. I ended up writing a book about that journey, followed by more books about other people on that same journey.

Now that I'm married with multiple kids, I don't write about the single life anymore because it's no longer a part of my journey. However, it was a great topic to talk about at the time because it was a part of my life.

Most people who visit your blog even ten years from now will jump back to see your first posts. They want to know who you are, and giving them an overview of your entire journey is a great way to show them.

Let it be Known What You Stand For

We've already talked about embedding what you stand for in your answers to key questions.

However, if you want to make it crystal clear, you could also write separate posts. For example, you could have a post on the ten things that you believe in and the ten things that you don't. This will let your audience know exactly what you will write about and what you will never write about.

This type of content is valuable, and it's what you should use as you grow your business. When you send emails welcoming people who've started following you, you could say, *"Hey, you should go to this blog post. This is what it's about, this is why it's important, and here's how it can help you."*

For example, I'm a big believer in independent publishing. Every experience I've ever had with a book publisher, whether it be a traditional publisher, a neo publisher, or a hybrid publisher, has been negative.



In my experience, there's no upside to putting someone else in control of your destiny. That's what I stand for.

I make it very clear that I value writing and publishing my own books, designing my own covers, and being in control of every aspect of the creative and marketing processes.

That said, I also know people who believe that getting signed with a traditional publisher will change their lives. I know people who've had a book sitting in their drawer for a full decade while they mail it to every publisher that they can find. They refuse to publish independently because they think that independent publishing is the mark of failure.

When I get emails expressing those sentiments, I appreciate it. They think that independent authors don't deserve respect, and they don't realize that I'm an independent author until they've read my book. My books look like a small publishing house has published them, so it often fools people into believing that I'm not an independent author.

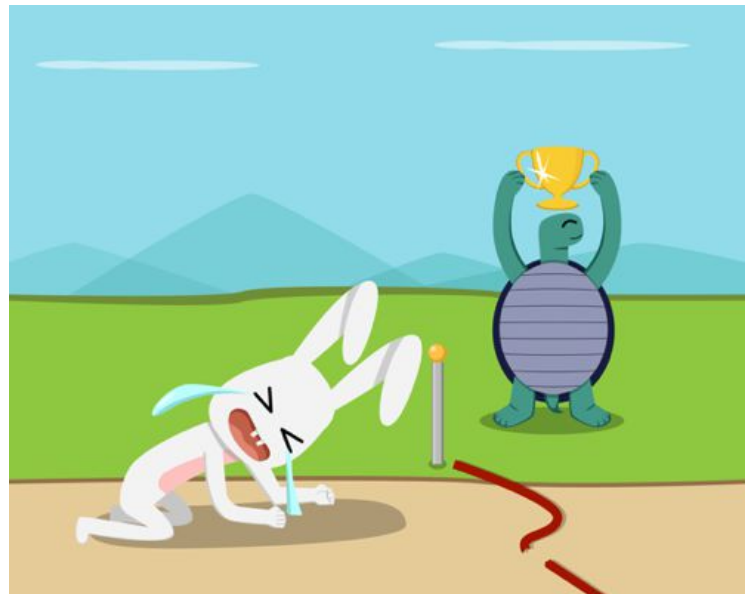
While I can explain *why* I stand for independent publishing, it's more important that I explain that **people who only believe in the traditional publishing system should not read my blog**. It will not help them, and my systems will not work for them.

I have tried to coach writers who have traditional publishers, but their inability to control pricing, modify covers, and run promotions means that they're incapable of competing with independent authors. They can't use my system, which has been tailored for independent publishers, and they need a system that works for traditionally published authors.

People in traditional publishing give away half of their royalties, and there's no way that they can run a marketing campaign and compete with me when I have double the spending budget.

I make my message clear so that I can bring in the right followers and push away the wrong ones. The people who follow me are aligned with my beliefs, and everyone else is free to find another blog with the information they need for traditional publishing.

Your message is more effective when the right people are listening. Instead of having thousands of followers who don't resonate with your message, you'll have fewer followers who want to hear what you have to say.



Make it crystal clear who your blog is for. You can do this in a single post that lists your main beliefs, you can create a separate post for each of your beliefs, or your first post can include who should be reading your blog and who shouldn't.

If your blog is just for moms with children in a particular age range, you should tell parents with teenagers that they are in the wrong place.

You can even recommend other sites for people with different messages. If you know of a blog geared for parents with teenagers, add a link on your page to redirect people to the blog that they're looking for.

People find this information very helpful because you're telling them right away whether or not this is the place for them.

I teach very little about paid traffic and selling physical products because I'm not in those businesses. I don't know anything about e-commerce, and I don't have a large website with thousands of similar products. Those are great business models, but they're not my markets.

If that's what people are looking for, I tell them that they're in the wrong place and I redirect them. I want people to get the right information for their passions, and I don't want them to hang out around the wrong website.

In your foundational blog posts, let people know what they're going to learn. Why should they stick around? What can you give them when they invest their time with you?

People need be excited about the future. If you have 100 blog posts, your first post should tell readers why they should read the next ninety-nine posts.



Tell your readers what they'll learn from your blog. People want to know where they're going and what the future holds, and they want to have a clear picture of the final destination.

My blog at Serve No Master is for people who are tired of working for someone else and who want control of their financial destiny. As you invest time with me, you will learn how to build your own business, and you'll find the right modality for you, whether it be blogging, podcasting, designing coloring books, or writing independent novels. With my blog, we work together to find the right path for you.

In just one paragraph, I made it clear where my blog will take you. With that foundational knowledge, all of my other posts come into perspective, and specific posts, such as how to earn a \$1,000 this month and how to earn more than \$1,000 next month, start to make sense.

For many of my followers, that amount of money will be life-changing, and that's what I want. I want to meet people where they are, and I want to take them where they need to go.

Time for the Low-Hanging Fruit



Now, it's time for the low-hanging fruit. In this step, you are going to **write blog posts that give people easy wins**.

I teach people how to set up and install their blogs all the time. In fact, my most

popular post is my **5-step process for buying a domain name, and setting up your WordPress blog**, which helps people set up their blog in less than an hour.

I have a lot of high-concept and advanced information on my blog, but people really want a simple walkthrough. At the beginning of this short guide, I added the link to help people set up their blog because that what people *need*.

Meeting people at their point along the journey is critical to hitting your success goals, and low-hanging fruit is a great way to give wins to your audience.

The best low-hanging fruit is useful, easy to implement, and brings fast results.

In the weight loss and diet niche, the low-hanging fruit might be helping someone lose water weight so that they see a difference after a couple of days. This quick win motivates them and strengthens your connection.

If you're teaching dog training, teaching a dog to sit should come long before teaching a dog to roll over. Start with the easiest step to give your readers quick success and motivate them to continue their journey with you.

If there's a way for you to generate revenue from one of these blog posts, that's even better. If your post can lead directly to a useful product, service, or tool, such as linking your favorite leash when training a dog, that's a great win for you and your reader. As long as the information is useful, you're delivering gold.

The goal here is to give **maximum value**.

You don't want to hide valuable information or advanced training behind a paywall. The more information you give away for free, the easier it will be to sell your more expensive products down the line.

Your early articles and the foundational posts should be 1,500 to 2,000 words. While this might seem like a lot of work, it's not much when you break it down into ten separate articles.

Once you have your ten topics, you'll have enough content to engage a visitor for at least a full hour while they get a feel for who you are. The more excited they are by who you are and what you stand for, the more time they will spend on your website.

Just make sure that you have more than one blog post. Otherwise, people will run out of content, and they'll leave your site forever. That's why it's important to post your fundamental content pieces as quickly as possible.

Step Five. Create a Killer Free Gift

This PDF took a *lot* of work to put together. This is not a blog post that I converted into a PDF with an easy-to-use app, and it's not PLR content that I purchased from an article writer. Writing the rough draft of this content took me more than an hour, and editing, formatting, adding graphics, and converting it to a PDF took even longer.

I put effort into this to give you as much value as possible, and I want it to have the clear and invaluable promise that **reading and implementing this guide will get your blog 100 new subscribers.**

That's a great promise to give someone, and this is a tactic that you can use in your own blog by giving away something amazing.

If you have a dog training website, you could give your readers a guide that teaches your dog one cool, basic trick a day, such as sit, shake, and rollover. Then, you could give advanced topics for the people who give you their email address. People will want that advanced guide, and this is a great way to motivate people to give you their contact information.

I've been through quite a few free giveaways. If you watch my **YouTube videos** or **spend time on my blog**, you'll see just how many gifts that I've developed over time.

Initially, I had a single gift on my blog that was a *7-day Quit Your Job Boot Camp*. It consisted of seven days of emails to help people figure out what they needed to do to quit their job, including how much money they needed in savings, how much passive income they needed, and how many different revenue streams they should develop. It also included critical elements that most people forget about, such as health insurance and retirement funds.

From there, I wanted to get bigger, and the main gift I gave away for a long time was joining my Facebook group, ***The Author and Entrepreneur Accelerator***.



Every day, I post a brand-new video to my Facebook group. I've been doing this for more than a year, and there over 350 videos waiting for anyone who joins my Facebook group. Each video answers important questions and contains valuable content and fundamental training. The best part is that it is 100 percent free.

I create different resources for each area of my business. To help you grow your blog, I created this guide; to help you design your first product, I developed *Seven Product Creation Myths*.



As I grow my business, I offer different gifts to match the new topics that I write about on my blog, and this is something that you can do, too.

For a dog training blog, your first gift could be for people who are potty-training their dog, your second gift could be for people who are teaching their dog tricks, and your third gift could be for people with a dog that's a fussy eater.

Don't burden yourself by trying to find a gift for each individual person. Instead, start with a gift that will appeal to the largest portion of your market.

If you get stuck and need ideas, you can always email me and ask for help. Just tell me your genre and your ideas, and I'd be happy to help you refine your gift.

I want you to achieve success, and I'll always answer any question you have.

If you join the **Author and Entrepreneur Accelerator Facebook Group**, you can ask your questions to the other members and get responses from the entire Author and Entrepreneur Accelerator Community. This group gives you access to like-minded people who are on the same journey as you. Some of them will be further up the mountain, and some might be a little further down, but this community provides a place for you to get helpful and intelligent feedback.

You don't have to go on this journey alone. If you get stuck, just ask the Author and Entrepreneur Accelerator Facebook Group or email me for help.

Step Six. Make Your Offer

Once you've created your gift, it's time to offer it to people.

The easiest way to do this is to include a box on your sidebar that says, *"Enter your email address here, and I'll send you this gift."*

I use the tool **ConvertPlus** to capture every email address on my website. Some tools cost hundreds of dollars a month, and they aren't nearly as effective as **ConvertPlus**. It costs around \$20 for a lifetime license, and I use this tool for almost every opt-in on my website.

If you can't afford this plugin quite yet, you can use a free tool until you can. I haven't used a free plugin in a long time, so I don't have a recommendation to give you. However, if you do a little research, you can easily find one that will do the trick until you can afford **ConvertPlus**.

Capturing email addresses is important to be able to communicate with people. Once a visitor gives you their email address, you can send them your killer gift and keep them as a happy subscriber.

There are some powerful email tools that automate this entire process, such as **ConvertKit**, which lets you know every time you have a new email address.

You don't need to pay for software if you are just beginning. All you have to do is set your form to send you a notification every time it's filled out by a new subscriber. Then, you can manually send the gift to them.

Once your infrastructure is in place and you have ten foundational posts, a killer gift, and a way to obtain the email addresses of your new subscribers, it's time to get some traffic to your website.

Step Seven. Social Sharing Plugins



Another important element of having a successful blog is setting up social sharing plugins that allow people to click buttons from other social sites, such as a like button for Facebook or a Tweet button for Twitter.

Having social sharing plugins increases your search rankings and magnify your traffic like little traffic boosters. If someone likes your content, they can tell their friends, and this generates more visitors.

My favorite social sharing plugin is called **Social Warfare**. It's a premium plugin, but it's the best social sharing plugin I've found out of all of the other plugins that I've tried.

I want you to notice that I only recommend tools that I use. If I don't use a tool, I always tell you, and I tell you why.

Social Warfare is simple and clean, and it gets you a large number of social shares.

If you don't have a budget, you don't have to spend money on social plugins just yet. I didn't start using a paid tool until a few years after I started Serve No Master. There are free plugins that you can find in the WordPress plugin directory that will get you started with your initial social shares.

You can start simple, but you want to use a tool that lets people share your content on social media.

Once your social sharing buttons are in place, we're going to start sending traffic to your blog with another traffic generator.

Step Eight. Your First Traffic

To get your first bit of traffic, you're going to leverage every friend, contact, and acquaintance you have. On every social media channel, send a message to each of your friends and contacts.

There's a huge difference between a personal message and a public post. If you just share something publicly on Facebook or Instagram, few people will see it, and even fewer will click the link.

However, if you send everyone a personalized message, you're going to get a much higher response rate.

Your message doesn't have to be fancy. All you have to say is, *"I'm starting a new blog, and I would love to get your feedback. We've known each other for a while, and I think you're really awesome! I would love it if you could check out my first post. If you think it's good, please click one of the social sharing buttons."*

It doesn't matter whether they click the social share button for Facebook, Instagram, Twitter, or LinkedIn. All we want is that they click any button.

Even though your blog only has ten posts, you might get dozens of social shares. By following this strategy and asking your friends, family, and colleagues to share your blog, you can get at least 100 visitors to your website this month.

In this step, we're starting a Yes Ladder by asking them to do two things. First, we've asked them to click the link to your blog. Then, we've asked them to give a social share. We hope that, in between, they'll also say Yes to the third action, which is reading the content.

Some people will click the link simply to appease you and get out of any other obligation. It's a small ask that they're willing to do, but we're just hoping that they'll also read and enjoy the content you've posted.

The people who find your content interesting will read a second or third post, and they might even share your blog multiple times. If they really like it, they might leave a comment or subscribe.

For example, let's say your friend, Janet, visits your website. She reads the first blog post and clicks the share button. Then, she reads two more blog posts that she enjoys, and she subscribes because she wants your gift. A couple of Janet's friends may see the share on her social media feed, and they'll visit your site simply to see what made Janet so excited.

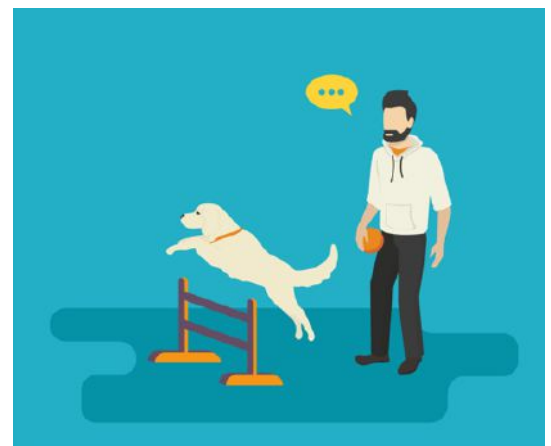
In this step, asking a single person to visit your site could snowball into dozens or even hundreds of visitors.

If ten of Janet's friends visit your website, the content might not resonate with everyone. Maybe they don't have dogs, and a dog training blog wouldn't make sense to them. However, it will likely resonate with at least a few of them.

As you get more social shares, you'll get more subscribers. This is how you start the chain effect of hitting your first one hundred subscribers.

You've put everything else in place, so this part of the process is the easiest. All you're doing is asking people to visit your website and leave a social signal. The rest will take care of itself.

If the content is good, people will engage. However, if people are not engaging in your content, you should rework your posts to figure out what's missing. Not every swing will knock the ball out of the park on the first try, and that's okay. Keep reworking your content until your readers begin to engage.



Bonus Tip. Turbocharge Your Traffic



There are three great ways in which you can accelerate the amount of traffic you get on your blog.

1. Build Blogging Relationships

Now that your friends are sharing your blog around the internet, you're well on your way to your first 100 subscribers. But don't stop there. It's time to go from 100 to 1,000 subscribers.

You're going to start commenting on blogs similar to your own. Find blogs in your niche that have more traffic than yours, and leave valuable and informative comments on their websites.

Most blogs will allow you to link your website, and the person who runs the blog may visit your site if you leave a good comment. If they like your blog, they might even tell their following about you.

As you leave helpful comments on different blogs, you'll start to raise awareness of your website. People who visit those blogs will see your comment and click the link to your site to see what you're about.

This new traffic will see the social signals on your site, and they'll be pulled in by your quality content. When they discover your free gift, they'll gladly give you their email address, and the infrastructure we've already put in place makes this an effective strategy.

Over time, you'll start to build a relationship with the owner of the blogs that you visit the most. They'll like the comments you leave, you might end up emailing back and forth, and you may even get a chance to write a guest post for their site. A guest post always ends with a link to your website, which will generate even more traffic.

This is a wonderful way to drive qualified traffic to your blog, and it's a great way to network with like-minded people.

2. Join Forums

In addition to commenting on similar blogs, join forums related to your industry and niche that are frequented by the people you want visiting your website. This step is a two-phase process.

You're going to start commenting on blogs similar to your own. Find blogs in your niche that have more traffic than yours, and leave valuable and informative comments on their websites.

Most blogs will allow you to link your website, and the person who runs the blog may visit your site if you leave a good comment. If they like your blog, they might even tell their following about you.



PHASE ONE:

Become an active member in that forum and community. Write posts, create great content, and share information. The key to this phase is to do it all **without linking your website.**

Every platform has its own way of voting, whether it be likes, upvotes, or some other way to express that the content is good. Whatever the method, make sure that you generate as much positive feedback and goodwill as you can. Give people helpful advice, share real information, tell honest stories, and get as many positive responses as possible.

Once you've reached at least 100 positive responses, you can move on to phase two.

PHASE TWO:

Once you've left 100 positive comments, you can change your signature to include a link to your website. Just make sure that the rules of the community allow you to do this.

What's great about signatures is that adding it to your profile is retroactive. This means that all of your old posts will have your signature and link added to them!

People who read your content will click your link because you'll already be established as a person of authority on that forum. You aren't just some random person who's written one or two posts. You're someone with hundreds of comments and dozens of positive upvotes.

Because of phase one, you're pre-selected, and the reader will have a positive association with you before they even visit your blog. What's more, they will be more likely to read your content, leave comments, give positive social signals, and, best of all, become subscribers.

3. Use Quora

For this technique, you're going to answer questions on answer forums to demonstrate your expertise and link your website.

There are multiple answer forums on the internet, but the best one is arguably Quora.com. I have visited Quora for answers to my questions, and I've even purchased products that I found through Quora posts.



Answering questions on Quora is a very simple strategy that allows you to write powerful and effective answers to specific questions. If your answer is the best, it gets upvoted, and you earn more attention and more authority.

You won't always be upvoted for every answer. It takes time to figure out how to craft a winning Quora answer.

However, with practice, you'll learn the formula, and your answers will become modular. This means that you can copy and paste parts of different answers to similar questions.

For the questions that you reply to the most often, you can write an extensive answer on your blog. Simply add a link to your website in your Quora answer, and say, *"For more information, check out this blog post."*

This strategy generates a lot of targeted traffic, and it's a great way to get your name out there.

What to do Next

We've covered some really great ground together, and you now know how to get hundreds of subscribers to visit your blog.

Because you made it to the end of this PDF, I want to give you a special gift. I'm going to give you a discount on my blueprint, **The Blog Blueprint**.

Normally, The Blog Blueprint costs \$47. However, I'm going to give it to you for just \$7 as my way of saying Thank You for reading this guide.

The Blog Blueprint will help you go further with these strategies to push past 1,000 subscribers and grow your business exponentially with your blog. The Blog Blueprint is a powerful way to kick start your business. Just click the link below, and I'll see you on the other side.

