



# 7 Steps to Starting a Blog From Scratch

Step-by-step blogging guide to help you start your blog and make passive income.

# Table of Contents

1. [How to Start a Blog From Scratch in 7 Steps](#)
2. [6 Simple Ways to Generate Unlimited Blog Post Ideas](#)
3. [7 Ways to Make Money With Your Blog](#)

# How to Start a Blog From Scratch in 7 Steps

So you want to know how to start a blog from scratch, but don't know where to start?

If so, then don't despair. This is a common question I get from aspiring bloggers all the time, so you're in good company.

In this step-by-step blogging guide, I'm going to show you exactly what you need to start a blog from scratch in 7 simple steps.

But before we delve deep into the mechanics of blogging, it's important to know why you should blog, and if it's right for you.

You should be able to answer this simple question: **what is your purpose for blogging?**

Here's some practical reasons why you may want to blog:

1. Generate passive income
2. Increase brand awareness
3. Get more traffic to your website
4. Get more leads for your local business

There may be many reasons why you want to blog. But it's important to get clear upfront about what your primary goal is. This way, you'll stay focused when you start blogging. Everything you do will be in alignment with this purpose.

## Should you start a blog?

The truth is that blogging isn't for everyone. There's some people who are more fit for blogging than others. Here's some questions that may help you determine if blogging is right for you:

1. Do you like to read and write?

2. Do you like to research?
3. Are you a good communicator?
4. Do you have a message?
5. Are you disciplined?
6. Do you have time to blog?
7. Do you have thick skin?
8. Are you consistent?
9. Are you persistent?
10. Do you have a passion for your topic?
11. Do you like to engage with others?
12. Do you have patience?

If you answered no to a lot of these questions, then it's possible that blogging may not be right for you. If that's the case, and you still want to start a blog, then you could always delegate the article writing to someone else. By using a service like [Upwork](#), you can find passionate bloggers who can post on your behalf.

If you answered yes to most of these questions, then it may be a good idea for you to start blogging yourself.

## Step 1: Discover a Viable Niche

Before you start setting up your blog, you should know your target audience and niche.

When it comes to choosing a niche, the biggest mistake bloggers make is to focus on a niche that's too broad. Unfortunately, when you try to speak to everyone, you end up speaking to no one.

For example, instead of starting a blog on "weight loss", you should target a specific segment of weight loss (i.e healthy weight loss for women, raw food dieting, vegan dieting, paleo dieting, etc.).

The more specific you are with your targeting, the more you'll be able to speak to an audience.

Also, you won't just be another blog on the internet about weight loss. You'll be different. People will come to your site because you'll be the authority on that particular topic. This is important for branding and conversions.

By narrowing your niche, you'll be able to speak directly to a specific prospect without being too general.

It may seem that you're leaving out people, but that's actually a good thing.

You'll actually attract more of the right type of people. It's not good enough to just get a lot of visitors to your website. It's meaningless if they don't read your content and sign up for your offers.

Niches are discovered; they aren't chosen based on what you believe will work. You discover a niche by seeing if there is a demand for your products and services. Are people actively seeking solutions online? Are people willing to pay for your product? Are there few options available to them?

One of the best places to get ideas for a niche is to use the Amazon.com marketplace. You can determine quickly whether or not there is a need for a product or book. Do a search for a keyword such (i.e stress management, self esteem, etc.) and see if there are books or products related to the topic. If you notice a lot of reviews for each book and the Amazon sales rank is relatively low (less than 10,000) for the top books in that category, then it may indicate that it's a viable niche.

If you don't know which topic or niche to start with, then start with something you know, are interested in, and have some expertise in. Make a list of all your talents and passions. So for example, if you're good at playing the guitar, and would like to teach others how to play, then put that on the list. Then go through each of the talents and see what kind of demand there is for that topic in Amazon.

## Step 2: Choose a Domain Name and Hosting

When starting a blog you need to make sure that you secure a good domain name. Without a good name, people visiting your blog won't remember it, and it will be challenging to build your brand without spending a lot of time, money and effort.

### How to name your blog

Naming your blog well is essential for brand awareness. A good blog name will be:

- Memorable
- Short (few syllables)
- Descriptive



Here's some good examples of some blog names:

1. Nerdfitness.com
2. Paleodiet.com
3. Fullyraw.com
4. Paleoplan.com

Notice how all of these names are easy to remember, short and descriptive.

If you're finding it challenging to come up with a good name, use a tool like [wordnik.com](http://wordnik.com) or [thesaurus.com](http://thesaurus.com) to come up with variations.

I like to combine words when coming up with a name. So for example, if you're writing about paleo dieting, then use your main keyword "paleo" as your base keyword, and then add a modifier to it (i.e plan, guide, diet, etc.) like in the examples above. When you combine two words, you'll not only be able to create something unique, but also compelling.

Come up with at least 10-20 version of blog name before choosing one. Also, you need to make sure it's available to register.

**Pro tip:** Also check to see if the the social media handles (Twitter, Facebook, Pinterest, Instagram, etc.) are available for your name. If it is, then it will be much easier to be consistent with your branding across the web. Don't worry if it's not. You can also always add modifiers to your social media handles.

## Registering Your Domain Name

It's usually not easy to register a .com, especially if it's for a one-word or two-word domain. If you notice that your domain is taken, consider registering a ".net". A .net is a top level domain and won't be an issue in terms of branding. A lot of companies have built their brand around a .net such as [leadpages.net](http://leadpages.net)

When I came up with the name "Simple Startup", I found out the .com was taken, so I had to register the .net version. At first I was concerned, but it hasn't affected my branding at all. I've been able to get great traction with SEO and social media without any issues.

To register your domain, you'll need to use a domain registrar such as [Namecheap.com](http://Namecheap.com) or [Godaddy.com](http://Godaddy.com).

Another way is to register a domain is to first sign up with a hosting company. Most hosting companies will include at least 1 domain name when you sign up

with them. The hosting company I suggest using if you're just getting started is [Bluehost](#). I've tried many hosting companies in the past, but I find they have the most responsive and helpful support.

You can also get started for just \$3.49/month which includes a free domain name. You'll also be able to use their 1-click Wordpress install so you'll have your blog up and running within minutes.

## Step 3: Setup and Configure Your Blog

Before you can start your blog, you'll need to choose a blogging platform. The question is should you choose a hosted or self-hosted platform?

I would highly recommend building your site on a self-hosted platform. Building your blog on someone else's "land" such as blogger.com, Wordpress.com, tumblr.com, etc. is dangerous because you don't own or control it (aka digital sharecropping). If they don't think your content is appropriate or you violate one of their rules, then all your content and traffic can disappear overnight.

That's why I suggest using Wordpress as a self-hosted solution. In other words, instead of using Wordpress.com to build your site on, you'll be using Wordpress.org.

If you're using [Bluehost](#), you can simply use the Mojo Marketplace to install a copy of Wordpress within minutes. It's a much faster and easier approach than having to install in manually via FTP.

Here's a great tutorial by [Bluehost](#) on how to install your Wordpress site:



Once you've installed Wordpress, you can now login and configure your

dashboard.



You also want to make sure you install and activate the right plugins for your blog:



## Step 4: Design Your Blog

You've setup your blog, installed the essential plugins, and you're ready to choose a great theme for your site.

There's many places to choose a theme:

1. Themeforest
2. Studiopress
3. Elegant Themes
4. Woocommerce

If you're just getting started, I would recommend choosing a template from a



place like [Studiopress](#). Studiopress has over 80 themes to choose from. It's very simple to install and they have great documentation and support to help you setup your new theme.

Another great way to find a theme is to do a google search. Use the keyword + "wordpress theme". For example, if you're a personal trainer, then you can type in "personal trainer wordpress themes" in Google. You should be able to find a lot of great themes this way.

Once you've installed and setup your theme, you can start creating content for it.

## Step 5: Create Compelling Content

When it comes to blogging, content really is king. Without great content, you won't be able to attract an audience. Without an audience, you won't get a lot of traffic and subscribers for your blog.

How do you create compelling content?

It all starts with choosing a great topic and headline for your blog posts.

Instead of trying to come up with something you think might work, why not find out what others are doing it, and create something better?

You can use a tool like [Buzzsumo](#) to find articles that are already getting a lot of shares, and then. Usually list posts and how-to articles get a lot of traffic and shares.

For more blog post ideas, check out section [6 ways to generate unlimited blog post ideas](#).

## Step 6: Promote Your Blog

Your blog is up, you've created some great cornerstone content, and you want to start getting traffic to your website.

Here's 5 ways to promote your blog:

### Social Media

Social media marketing is one of the best ways to get visitors to your blog without spending any money on advertising. If you don't use social media, then you're going to miss out on a lot of potential blog readers.

If you're just starting out with social media, I wouldn't suggest using all of them at once. It's best to start using one platform, and then expand later (note: you should still register all your social media accounts from the start even if you don't use them all).

For example, when I first started Simple Startup, I primarily used Twitter, but later expanded to other social platforms like Facebook, Pinterest, Instagram, and so on.

It's important to choose a platform where your audience is. You don't want to promote your blog if your target audience isn't hanging out there. If you're a B2B blog, then it might be best to start out on Twitter or LinkedIn. But if your brand is highly visual (i.e recipes, fitness, etc.), then Instagram and Pinterest might be best.

## SEO

Search Engine Optimization (SEO) is another great way to drive traffic to your blog.

SEO is essentially about getting your website to ranking higher in the search engines for your target keywords.

For example, if you write a blog post with the target keyword "vegan diet recipes", then you would optimize the title, description, images and content to ensure that post was optimized for it.

You'd also let others know about your blog post so that they can share it and potentially get more links (which would help with rankings).

SEO is a long-term internet marketing strategy but since it's essentially free, it's worth optimizing your site to diversify your traffic sources.

## Forum Posting

Joining a niche related forum and adding value to the community can help promote your blog. By being a helpful resource and answering questions for people, you'll be able to build trust and rapport with your community. They will be much more likely to message you and click on your signature.

To find a forum to find, simply goto Google and type in: "your primary keyword" + "forum". For example, if your primary keyword is "raw food dieting" then you'd enter "raw food dieting forum" in the search box.

Go through the top 10 results and see which forum is active and register for it. Before posting on the forum, I would first recommend reading the posts by other members and getting familiar with the forum etiquette.

Also, don't post your link right away -- give it at least a week. This way you'll be able to contribute to the community in a valuable way without coming across as a spammer trying to promote your blog.

## Blog Commenting

Commenting on other blogs related to your niche can be a great source of traffic. By leaving a comment, you have the opportunity to link back to your website with your name.

Keep in mind that although blog commenting is a great way to generate extra traffic to your blog, it's also easy to be perceived as a spammer.

Here's what you shouldn't do as a blog commenter:

- leave generic one-line comments like "thanks for this post", "great, thanks", etc.
- use a spammy looking email address and website
- use keywords as your name instead of your real name
- link to non-relevant websites in your comment

Here's what you should do:

- read the article and leave a useful comment related to the blog post
- be personable; address the writer of the post by their first name
- add value by providing your insights and feedback
- Use [Gravatar](#) to display your profile pic across the web

The key to making blog commenting work is to provide value. You don't want to be labelled as a spammer, so try your best to be as useful, relevant, and professional as possible.

## Paid Advertising

If you want to start getting traffic to your website immediately, then look no further than paid advertising. For as little as \$5 a day, you can start promoting your posts on the main advertising platforms.

Here's 5 advertising platforms you can use to promote your blog:

- Facebook Ads
- Bing Ads
- Google Adwords
- Pinterest Ads
- Instagram Ads

You don't necessarily need to all of these to see results. Pick one advertising platform and test out your audience.

If you don't yet know your target audience, I would create use Facebook's "audience insights" tool to find that out.

Once you've identified your target audience, then run a simple Facebook Ads campaign to drive traffic to your blog post to see if you get any engagement. This will help you determine if your content is useful to that particular audience or not. Then you can creating similar content that resonates with that audience.

## Step 7: Make Money With Your Blog

So your blog is up and running, and you want to start generating some income with it. That's great!

I believe that you should start monetizing your blog right away -- don't wait until you're getting a lot of traffic to your website.

The sooner you start monetizing your blog, the sooner you'll start making money which will give you a taste of what it's like to earn passive income. This in turn will motivate you to continue creating great content for your audience and make even more income. It's a great cycle.

When I first starting blogging in 2007, I put up some Adsense on one of my blogs, and I started earning a few dollars a week. Eventually I started getting more traffic and my income started going up as well. This motivated me to continue creating content and starting blogs in other niches.

Here's 7 ways to earn income from your blog:

1. Google Adsense
2. Affiliate Marketing
3. Ebooks

4. Online Courses
5. Membership Site
6. Consulting/Coaching
7. Do-It-For-You Service

Read [7 Highly Profitable Online Business Models for Entrepreneurs](#), to find out which one would be best for you.

# 6 Simple Ways to Generate Unlimited Blog Post Ideas

Do you find it challenging to come up with great guest and blog post ideas?

For many bloggers and content marketers, this is the case.

If they don't get good ideas they won't create good -- or any -- content.

They'll usually procrastinate and postpone writing their blog posts because they don't know how to start and what would make for a good blog post.

And if they don't create, then they won't be able to get the results with their blogging.

But in order to be successful online with blogging and guest posting, you need to be consistent. So if you're not regularly publishing content, then it'll be challenging to gain any sort of momentum and build an audience.

If you're still finding it challenging to come up with good blog and guest post ideas, then it's time to try something different.

You can use the following 6 tools to generate an unlimited amount ideas for your blog and guest posts.

## 1. Quora

Using [Quora](#) -- a site that aggregates questions and answers to topics -- is great way to get a lot of ideas for your content. By searching the Quora database for your topic, it'll give you the top questions people have about that topic, as well as answers from experts.

In order to use Quora, you'll need to signup or login with one of your social media accounts.

Once you're in, to find a good blog or guest post idea simply enter your topic



and then view the top FAQs.

For example, if you select "startup advice and strategy" for the startup category then you'll get the following results:

The image shows two screenshots of the Quora website. The top screenshot is a search results page for the query "startup". The search bar at the top contains "startup". Below the search bar, there are several topic suggestions: "Topic: Startups", "Topic: Lean Startups", "Topic: Startup Advice and Strategy", and "Topic: Startup Founders and Entrepreneurs". To the right of these suggestions, there is a button that says "Follow Topic" and "552.4k". Below the suggestions, there is a search bar with "Search: startup" and a button that says "Add It". Below the search bar, there are several questions listed with their respective answer counts and view counts. The bottom screenshot is the "Startup Advice and Strategy" topic page. The page has a header with the Quora logo, a search bar containing "startup", and navigation links for "Home", "Write", and "Notifications". Below the header, there is a section titled "Startup Advice and Strategy" with a "Follow Topic" button and "552.4k". Below this, there is a "Frequently Asked Questions" section. The first question in this section is "What is the one piece of advice you would give to first-time entrepreneurs?" with 213 answers and 150,230 views. The second question is "What are some great online tools for startups?" with 166 answers and 174,637 views.

**Quora**  Home Write Notifications

**Startup**  Follow Topic 552.4k

**SECTIONS**

- Overview
- Startup Ideas
- Startup Compensation
- Pre-Startup Advice
- Raising Capital
- Startup Advisory Boards

**Topic: Startups**

**Topic: Lean Startups**

**Topic: Startup Advice and Strategy**

**Topic: Startup Founders and Entrepreneurs**

**Search: startup**

Don't see your question? [Add It](#)

**What are some great "must-watch" videos for entrepreneurs and startups?**  
68 Answers • 135,901 Views

**How important is it for a start-up founder of a tech business to know how to code?**  
39 Answers • 135,286 Views

**What are some books for understanding business fundamentals and setting up my business to succeed, as recommended by successful serial entrepreneurs?**  
32 Answers • 135,851 Views

**What books are on your "must read" list for web startups?**  
89 Answers • 121,710 Views

**Quora**  Home Write Notifications

**Startup Advice and Strategy** Follow Topic 552.4k

**SECTIONS**

- Overview
- Startup Ideas
- Startup Compensation
- Pre-Startup Advice
- Raising Capital

**Frequently Asked Questions**

**What is the one piece of advice you would give to first-time entrepreneurs?**  
213 Answers • 150,230 Views

**What are some great online tools for startups?**  
166 Answers • 174,637 Views

One of the top questions is: What are some great online tools for startups?

As of today, the post has received 166 answers and 174, 629 views.

This shows that people are interested in this topic and want to know the best tools and resources available.

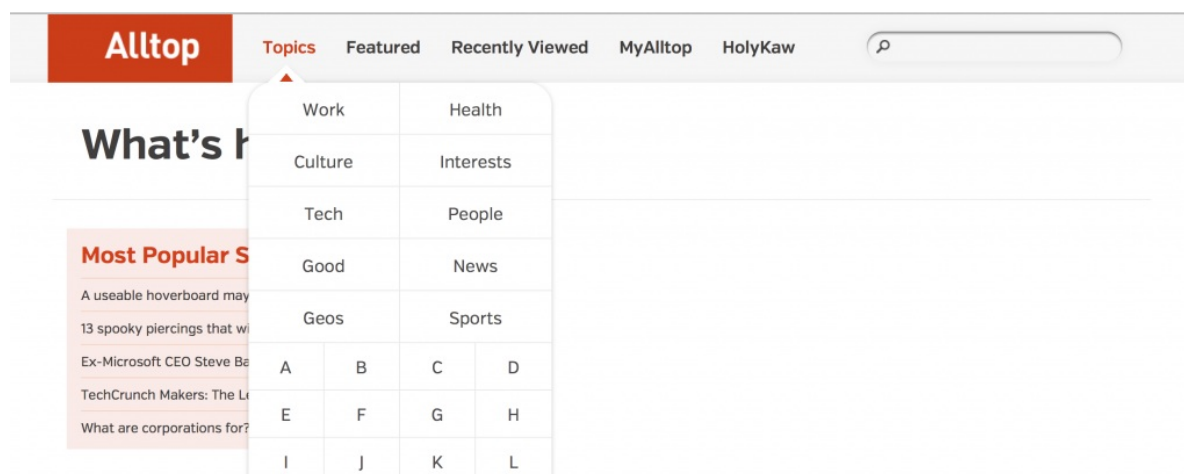
If this is your niche, then for your blog post, you could come up with your list of best tools for startups: 5 Market Research Tools for Startups, or the 7 Tools That Will Improve Your SEO, etc.

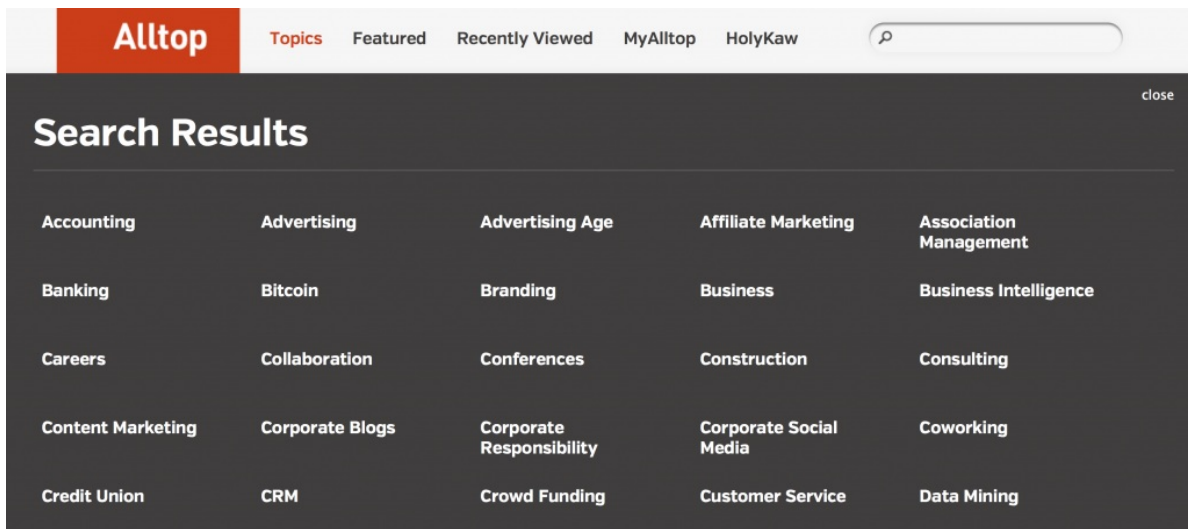
The idea is to search for the questions that have the most activity in your niche, and create your blog or guest posts around it. There are literally tens of thousands of questions for each topic, so it's unlikely you'll run out of ideas any time soon.

## 2. Alltop

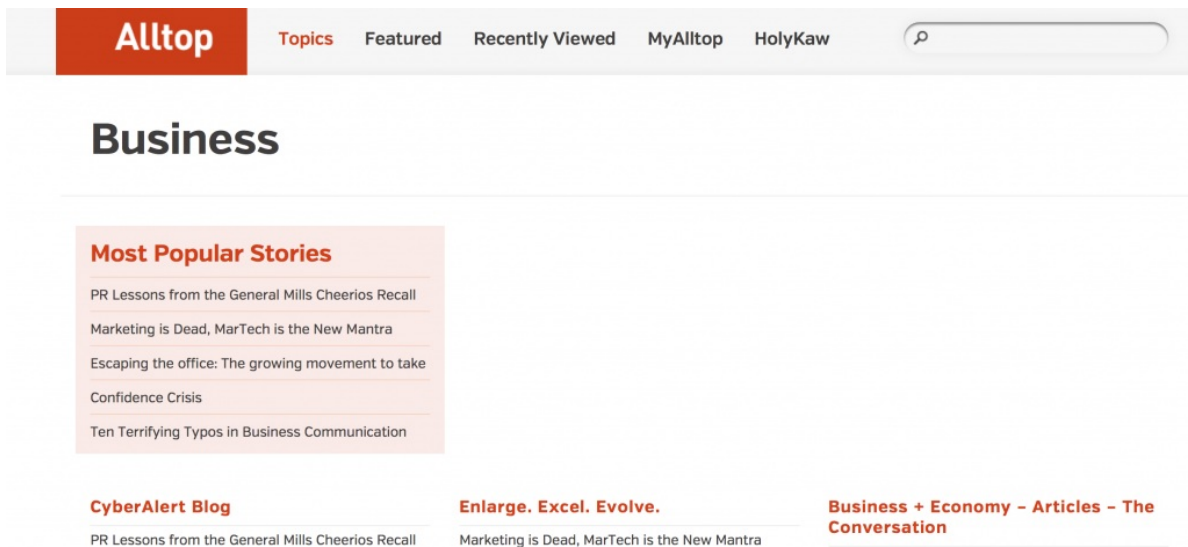
Alltop is an aggregator website that posts all the top stories from the best blogs and sites on the web. It answers the question, "what's happening?" for virtually every topic imaginable. It filters out all the noise, so you're only left with the best of the best content online. So if there's just one place to get great ideas for blog posts, this would be it.

You can find all the top blogs and stories by doing a search for your topic and then selecting it. For example, if your topic is business, you would click on "work" and then "business".





Once you've landing on the business category page, then you'll see all the latest sites and stories from the top sites.

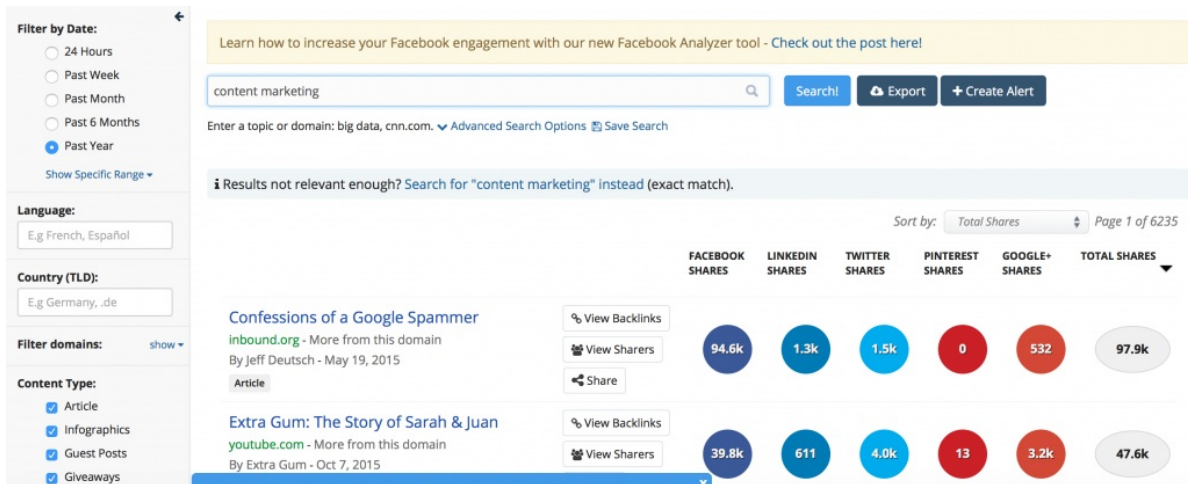
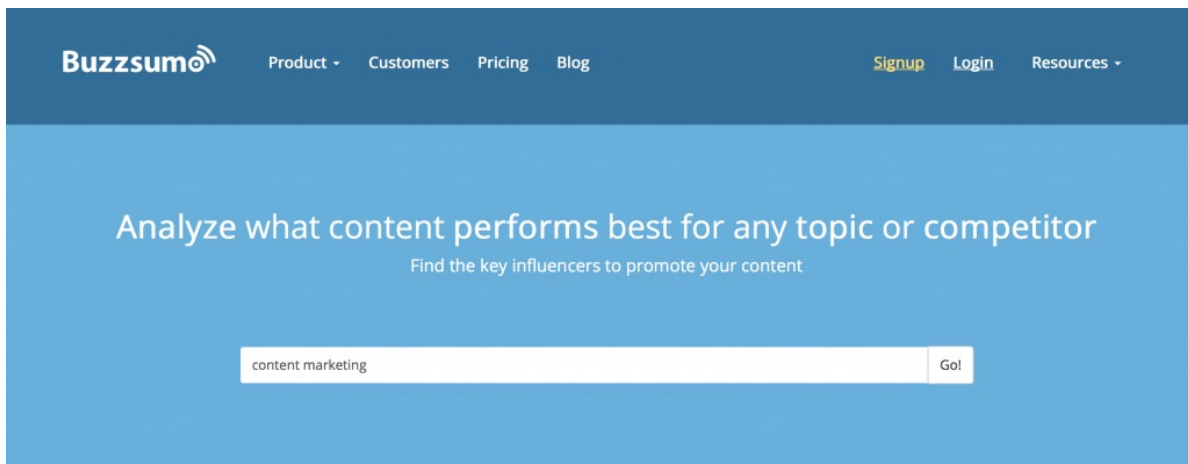


One way to stay on top of all the latest stories, is to subscribe to the most relevant and interesting blogs in your category. You'll need to create an Alltop account to do this. Once you're logged in, all you need to do is to select the site and add it to your Alltop feed. This way, you'll only be notified when those sites post the latest stories or blog posts.

### 3. Buzzsumo

If you don't like guessing, and want to know what content is performing well right now, then [Buzzsumo](#) will help you do that with ease.

You can use Buzzsumo by searching a topic of your choice, and see which content that gets the most shares for each of the social media channels.



You can also filter by content type on the left to narrow your search. For example, if you plan to create an infographic for your post, then you can select it, and Buzzsumo will only show the best infographics with the most shares.

You can also filter by date, so if you want to see the most popular content of the past 24 hours or past week, then you can select it from the left.

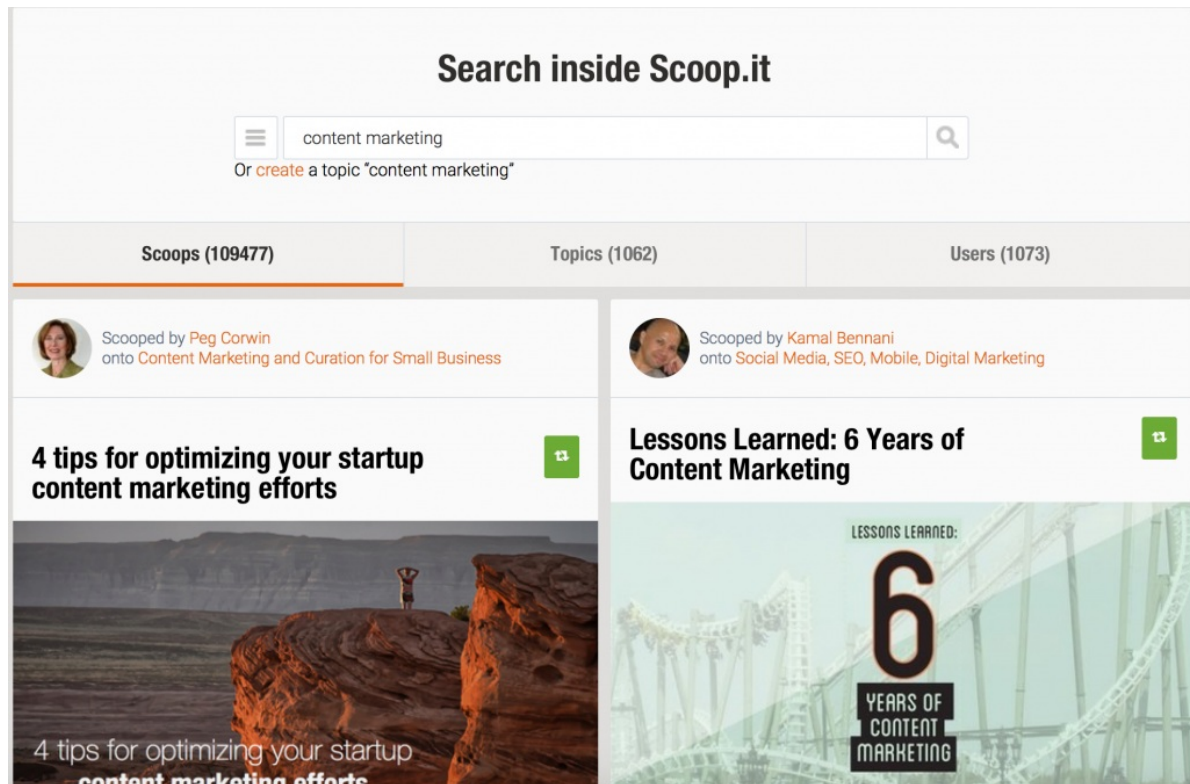
There is a reason why Buzzsumo is used by the most prolific and authoritative influencers on the web -- because it works well for finding the best content that people want to read. It's another amazing source for generating content ideas.

## 4. Scoop.it

Another great way to come up with blog post great ideas -- or even blog title ideas -- is to use [Scoop.it](#). Scoop.it is a content curation and content marketing software that allows you find, curate and publish great content.

Even if you don't plan to curate and are you're just looking to get ideas for content, then scoop.it is still very useful as a tool.

You can find great blog post ideas by simply using their search bar for your topic. This will show all the top posts for the your category.



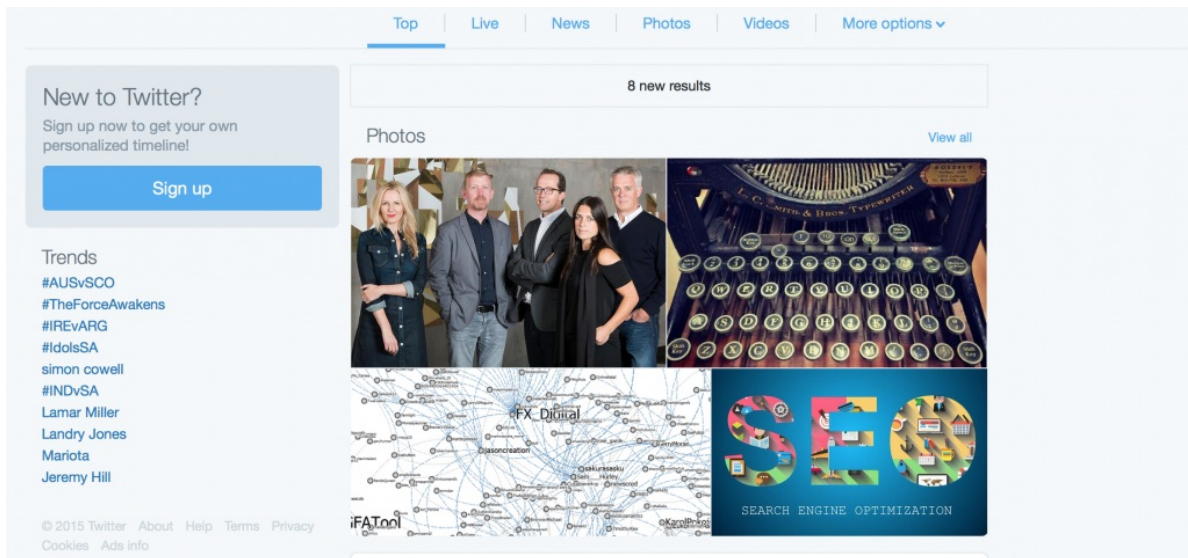
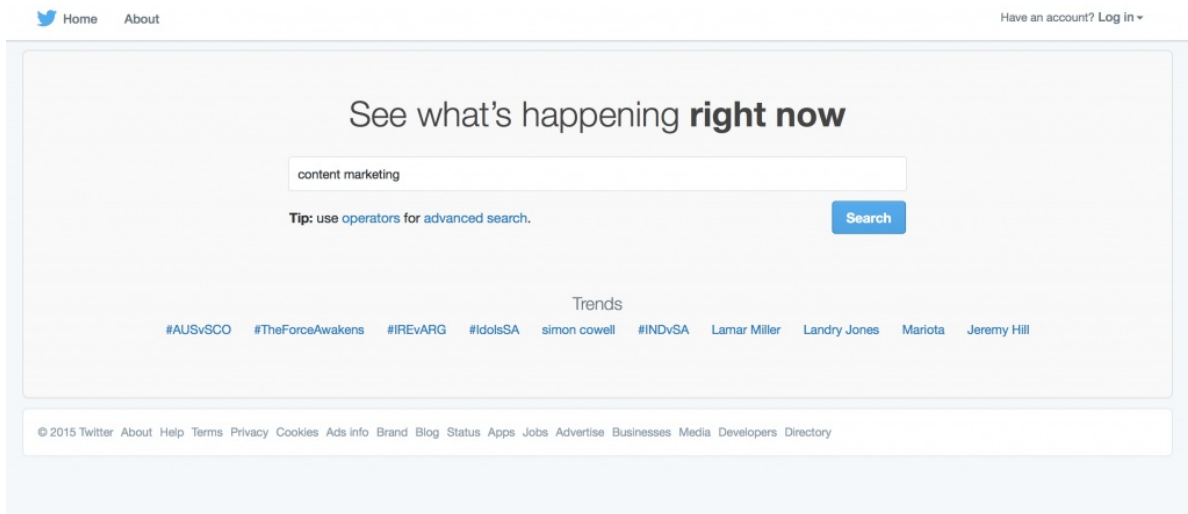
You can browse through the top articles and see what topics you can write about. Although you won't the same level of analytics as some of the other tools out there, it's still a great way to quickly find relevant content ideas for your blog and guest posts.

## 5. Twitter

Twitter is an amazing tool for getting ideas for your guest posts and blog. It has an advanced search feature that allows you to find all the best content that's trending right now.

By going to [search.twitter.com](https://search.twitter.com), you can enter your topic and find all the top tweets in real-time.





You can go through the timeline and see which tweets have gotten the most favorites, and re-tweets. This way you'll know which content is being shared right now, and can create content around the same topic.

## 6. Podcasts

One of the best ways to generate ideas for blog posts is to listen to podcasts related to the niche you're in. You'll not only get a lot of ideas, but you'll get a lot of new insights and increase your knowledge for your topic which will translate into even better content for your readers.

By browsing the itunes store podcast library, you'll be able to find all the latest and top podcasts for your category.



Navigation: < > 🎵 📁 📺 📶 ... My Podcasts My Stations Playlists iTunes Store

### New and Noteworthy

### What's Hot

### Podcasts

Business

PODCAST QUICK LINKS

Redeem Account  
Send iTunes Gifts Support

Podcast Resources  
Submit a Podcast

New Releases  
Featured Providers  
Language Learning

TOP EPISODES

- #658: Strike One Planet Money — NPR
- #657: The Tale Of The Onion King Planet Money — NPR
- 5 Tools I Use For Faster And Better Sleep The Tim Ferriss Show — Tim Ferriss...
- #656: Bubblelicious Planet Money — NPR
- The Nasty Icon of Retail, Sophia Amoroso The Tim Ferriss Show — Tim Ferriss: B...
- #564: The Signature Drunk Dialin' Fans — Celebratin' The 100th...

Find the top podcast shows for your space and subscribe to them.

Podcasts > Business > Investing > Tim Ferriss

**THE TIM FERRISS SHOW**

Subscribe

★★★★★ (254)

Audio  
Investing  
© 2015

LINKS  
Website  
Report a Concern

## The Tim Ferriss Show

Tim Ferriss: Bestselling Author, Human Guinea Pig

Details Ratings and Reviews Related

### Description

Tim Ferriss is a self-experimenter and bestselling author, best known for The 4-Hour Workweek, which has been translated into 40+ languages. Newsweek calls him "the world's best human guinea pig," and The New York Times calls him "a cross between Jack Welch and a Buddhist monk." In this show, he deconstructs world-class performers from eclectic areas (investing, chess, pro sports, etc.), digging deep to find the tools, tactics, and tricks that listeners can use.

▲	NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE
1	5 Tools I Use For Faster And Better Sleep	23 min	Oct 16, 2015	This short (~20 min) epl...	i	Get
2	The Nasty Icon of Retail, Sophia Amoroso	1 hr 47 min	Oct 13, 2015	Sophia Amoroso (@Sop...	i	Get
3	Should You Start a 'Startup' or Build a Ca...	1 hr 12 min	Oct 10, 2015	"I should be used as a ...	i	Get
4	The Tattooed Heretic of Wine and Whiske...	2 hr 40 min	Oct 5, 2015	Richard Betts (@yobett...	i	Get
5	The 5 Things I Did To Become a Better L...	2 hr 2 min	Oct 3, 2015	I get asked a lot about i...	i	Get
6	Comedy's Dynamic Duo, Seth Rogen and...	1 hr 26 min	Sep 30, 2015	This episode features a...	i	Get
7	The Scariest Navy SEAL I've Ever Met...A...	2 hr 35 min	Sep 25, 2015	Jocko Willink (@jockow...	i	Get
8	Scott Adams: The Man Behind Dilbert	2 hr 6 min	Sep 22, 2015	Scott Adams (@scottad...	i	Get
9	5 Morning Rituals That Help Me Win the ...	32 min	Sep 18, 2015	This episode of The Ti...	i	Get
10	Are Psychedelic Drugs the Next Medical ...	1 hr 54 min	Sep 14, 2015	Martin Polanco (@Marti...	i	Get
11	Drunk Dialin' Fans--Celebratin' The 100th	1 hr 27 min	Sep 11, 2015	100 episodes! Whaaaat?...	i	Get

Try and listen to at least one podcast per day from the top podcasters. By the end of the podcast, you'll have lots of ideas flowing through your mind which you'll be eager to get down on paper.

As you can see, there are countless ways to generate ideas for your blog and guest posts. The only thing that will stop you from moving forward is trying to find the "perfect" idea and write the "perfect" post. There is no such thing. It's better to get ideas and implement quickly.

So if you're looking to quickly generate ideas, and get your blog posts created and published within a short time, then you can't go wrong with using one of

# 7 Ways to Make Money With Your Blog

Knowing what business model to choose from can be challenging for a lot of aspiring bloggers.

When I first started online, I struggled choosing a model that would work. I tried all sorts of strategies and tactics, but didn't really make any significant earnings from them.

But after a lot of trial and error, I finally found something that did work.

There are many business models to choose from, but in this post, I'm going to present 7 different models that I have used to for myself or my clients to build profitable online businesses.

## 1. Online Courses

Creating online courses is one of the best ways I know to build a profitable business.

There is not much you need to invest in other than a good microphone, a screen recording software, presentation software and learning management system (LMS). All of this can cost less than \$500 to get started with this business model.

To build an online course, you can use an LMS such as Teachable or Thinkific. The one I'm currently using for myself and clients is Teachable because it's easy to setup and use, great features, and well priced.

There is no one size fits all when it comes to learning management systems, so chose a platform based on your needs and budget.

You can also setup your courses using Wordpress. There are many membership plugins available such as Digital Access Pass, MemberPress, and so on. It will take longer to setup your own hosting membership site with course access, but the

benefit is that you have much more flexibility in terms of design and function of the platform.

If you want to get up and running quickly, then you can sign up to become a Udemy Instructor and get paid a percentage every time a student enrolls in one of your courses.

The main thing is not to get bogged down by details. If you're not a techie, then it's probably best to go with an LMS such as Teachable or Thinkific.

If you need more control over the look and feel of your platform, then Wordpress + Membership Plugin will probably be the best route for you.

And if you want to get started immediately without the hassle of setting up your own site, then use Udemy or Skillshare to promote your courses.

## 2. Done-for-You Services

The done-for-you business model is the one of the most lucrative out of all the business models.

When I first got started online, I primarily offered web design and Search Engine Optimization (SEO) for clients and was able to charge premium monthly prices for my services.

I also hired a virtual team to help with the workload which made it much easier to focus on the marketing and sales. Now, even though I have implemented other business models, I still run my digital marketing agency so it continues to be a great source of income for me.

This is something you can add on to your sales funnel as a high-end service. For example, if you're a social media expert, then you can also start offering social media management services to customers as an upsell. This way, you'll increase the average order value per client and it can turn into long-term business.

Think about what you can offer as a do-it-for-you service for clients to help them make their lives easier in some way.

## 3. Affiliate Marketing

If you don't yet want to create your own product and service, but still want to make passive income online, then look no further than the affiliate marketing

model.

I've had a lot of success with affiliate marketing and think it's one of the best ways to make passive income online.

Affiliate marketing is all about selling other people's products and services. You get paid a commission every time someone buys the products through your link.

For example, if you're in the weight loss niche, then you can create a website that reviews all the different weight loss programs. When someone lands on that review page, and clicks through to the vendors site and buy the program, then you'd get paid a percentage of that sale.

Some great affiliate marketing programs to join are:

1. Clickbank - [clickbank.com](http://clickbank.com)
2. Commission Junction – [cj.com](http://cj.com)
3. Rakuten Marketing - <http://marketing.rakuten.com/affiliate-marketing>
4. Niche Affiliate Research – you can find affiliates by searching for your niche keyword in Google + affiliate. For example, if you are in the weight loss niche, type in "weight loss + affiliate", and you'll find a lot of different affiliate programs to join.

Start by signing up to one of these networks, and going through their categories to find potential merchants to become an affiliate for.

Keep in mind that you'll already need a website in a targeted niche to apply for affiliate programs. So this would be great if you already have a blog or website and want to make some additional income.

## 4. Ebooks

Do you like to write? If so, then creating and publishing ebooks using the Kindle Publishing Program can be a great way to earn passive income. I have worked with writers to get their books published on Amazon who've had good success with it.

I wouldn't suggest doing it without building your author platform first. In other words, you should have an email list of targeted readers, before you launch your ebook.

The reason for this is because in order to get the best possible rankings, you'll need people to buy your book. You'll also need reviews. And it's hard to do that if you don't already have a group of people who are willing to buy, read and leave reviews for your book.

If you don't already have these things in place, then you won't have as successful launch as you could. You may get sales in the beginning, but they'll taper off as you drop in the Amazon rankings. So that's why it's vital that you get enough people to purchase and leave reviews for your book.

If you do the work upfront, you'll be much more likely to maintain your rankings and see consistent sales.

So if you already have an established email list, then it might be a good time to write and publish your book.

## 5. Membership Sites

Do you want to make sustainable and recurring income without having to deal with product launches and other challenges that go with marketing a product or service?

Then the membership site model may be ideal for you.

The benefit of running a membership site is that as long as you deliver value each month to your customers, you'll don't have to put a lot of time, effort and money into advertising — like you would in a product launch.

For example, if you get 100 members at \$37/month, then you can count on making \$3700/month in revenue each month with the same amount of time and effort. Even if you had 1000 members, you wouldn't have to put in much more effort since everyone is getting the same information each month.

Keep in mind that this model, although very profitable, does involve work and is not completely passive. You'll likely need to engage in the forums with your tribe, produce monthly courses, and live webinars or tele-seminars and provide additional customer service.

## 6. Personal Coaching

Another great way to earn income online is to offer 1-on-1 or group coaching sessions. If you are a life coach or someone with expertise in an area that people

could use some help in, then this may be a great business model for you.

The benefit to coaching or consulting is that you can not only help your clients gain clarity and achieve results faster, but that you can also gain some valuable insights. By speaking to many clients, over time you'll start to notice patterns and common problems that people have. Armed with the information, you can create additional products around their problems and challenges.

This is also a great way to discover new niches. For example, when I started consulting clients, many of them told me they had challenges converting leads into sales. So I started offering conversion rate optimization services, which focused on optimizing their sales funnel, sales letters, emails, and so on, to improve sales conversion rates.

So if you want to get started with coaching/consulting, then considering using it as one of your primary business models.

## 7. Ads

If you're a blogger, then placing ads on your site can bring in an additional source of income.

When I first got started with blogging, the network I signed up for was Google AdSense, and started to earn a few dollars per day with it.

After building additional websites in some other niches and started getting more traffic, I was earning at least \$50/day of passive income within a short period of time. So I know it's a great way to earn income.

The only thing about ads though, is that you need a lot of traffic to your website to earn significant income. A lot of high-traffic news site like entrepreneur.com and huffingtonpost.com rely on ads and sponsors to generate their revenue.

So if you plan to build a high traffic website (i.e news website), then this might be a great strategy for you.

I don't recommend this strategy for extremely targeted niches that don't get a lot of traffic. I believe it's better to focus on creating digital products, promoting affiliate offers and building your email list. You don't want people clicking away from your website when they visit.

But if you're just getting started and want to earn some additional revenue, then



it might be worth doing to gain some confidence with online marketing.