

# PROFIT PULLING NICHE BLOGS WITH WORDPRESS

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## **Lesson 1: What Is Niche Marketing and Why?**

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What Is Niche Marketing?

Let me illustrate.

Imagine that you live in New York city.

One day, researchers discovered a gold mine at a certain location X right in the heart of New York.

Everyone starts to go to location X and try to dig for gold.

Only one problem though.

They didn't have any spades to dig!

Coincidentally, you happen to run a DIY shop and you have up to 500 spades in stock.

Not much, but then instead of charging \$2, you can now charge up to \$100 for each one.

And everyone willingly pays for it because they want to dig for gold.

This is niche marketing in action. Marketing the spades (niche product) to a select group of buyers (niche market).

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## **Lesson 2: What Are Niche Blogs?**

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Niche Blogs are basically 'living' niche sites.

What do I mean by 'living'?

Well, with blogs, the content continues to grow as you publish your post or pages each week.

That's why it's a 'living' site. Unlike a niche site, which is very much 'dead'.

You can pick a niche, and set up a blog around that niche.

Take for example, 'printers'.

I can have a niche blog just on 'printers' alone.

Or perhaps a blog on a major niche like 'computing' and branch out into smaller sub-niches like 'printers', 'hard disks', 'memory' etc.

You get the idea.

But why would you want a niche blog? Can't you just set up a web site using the 'normal' way?

In Lesson 3, you will find out the reasons why smart marketers are using blogs to build their niche 'sites' (or niche blogs).

And why you should be knocking yourself on the head if you haven't or not doing so.

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### **Lesson 3: Advantages of Niche Blogs**

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What exactly are the advantages of a niche blog?

I mean, can't I build just build a niche site?

Well, in the previous lesson, I talked about how a normal or 'traditional' site being a 'dead' site.

With blogs (or niche blogs), you have the following advantages:

#### **(a) Instant Traffic To Your Blog**

In the past, before the advent of blogs, niche sites were built page by page.

Once you build the pages, you'll have to start driving traffic to your site.

It is a two step, time consuming process. (or perhaps more?)

With Blogs, you can have instant traffic to your blog through the power of syndication or Rss.

By submitting your Rss feed to Rss directories, your feed (blog content) can instantly be indexed by major Rss directories like Yahoo, Technorati, Blogdigger etc.

You'll get exposure to tens of thousands of subscribers looking for feeds to subscribe each day.

### **(b) Automatic push-button publishing.**

Blogs are the easiest and cheapest way to have an online presence.

With Wordpress, everything is just point and click.

Wordpress provide a simple editorial interface.

All you need to do is write your content, and publish it just by clicking the 'publish' button in most cases, and you're done.

### **(c) Fosters relationship building, trust and 'stickyness'**

Unlike websites, which are static, Blogs allows interaction between you and your readers. Blogs has a commenting function, and if turned on, allows readers and visitors to post their comments, thoughts or opinions to a particular article that you have written.

Constant interaction with your readers builds a feeling of community and 'stickyness' factor.

In other words, it brings repeat visitors to your blog.

Once the relationship is there, you can then recommend products more easily to them.

Your readers and subscribers will be more ready and willing to accept your product or services.

#### **(d) Increase search engine ranking**

Almost every major search engine has a software program called 'bot' that searches or 'spiders' websites online to find new content so that it can bring back and update the search database.

Basically what this means is that the more frequently you update your site, the more frequently the search engine 'bot' will visit your site, and this helps to boost your search engine rankings.

If you make postings and publish regularly to your Blog, you can be sure that search engines will visit your Blog again and again.

You can then place links of your other websites in your Blog and these will get indexed quickly by the search engines.

Of course you could also update your existing web site with new contents, but you would have to go through a more technical process, that of using an HTML editor or FrontPage and uploading through FTP and so on.

#### **(e) Free listing in Google, Yahoo and MSN**

The traditional way of getting your website listed in these three major search engines: Google, Yahoo and MSN is slow and inefficient.

A listing in Yahoo directory alone would cost you \$299.

However, with the inclusion of RSS feeds by these search engines, you can now gain a 'backdoor' listing which is legal and free.

If you have an RSS feed, you can have it included in Yahoo and MSN and your website will be immediately listed in these major search engine within 24 hours!

Even Google has joined in the bandwagon of RSS feeds.

Furthermore, you can also easily generate a 'Google Sitemap' with your niche blog and submit it to Google sitemaps directory.

This gives you another powerful advantage and ensures your site gets crawled by Google each time you update your niche blogs.

### **(f) Syndication Power**

The most powerful feature of a Niche Blog is it's syndication function.

And with Wordpress, your Rss feed is automatically created for you.

Using Rss, you can syndicate your Blog contents by:

- Submitting to the major RSS directories and search engines like Yahoo and MSN, gaining free exposure and free traffic
- Allow other website owners to publish your feed on their sites, again, getting free traffic you otherwise will not have.
- Gain new readers, subscribers and potential clients by letting them subscribe to your RSS feed via a newsreader.

Now that you see the advantages of niche blogs, would you still stick to the 'old and outdated' method of building niche sites?

Or would you be building niche blogs?

The answer is obvious!

[Click here to build your profit pulling niche blogs with Wordpress!](#)

Watch out for Lesson 4: "How To Make Money With Niche Blogs".

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## **Lesson 4: How To Make Money With Niche Blogs**

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There are so many ways you can make money with a niche blog.

(a) Firstly, the ever popular Google AdSense.

And I'm not talking about those automated blogging software out there.

If you're serious about building a profitable niche blog(s) that will earn you money over the long run, then you've got to do your part.

If you can write, then all fine and well.

If not, no worries, as I show you how you can create content without writing in Lesson 8: "Create Content Without Writing".

To be profitable over the long term, you have to put in some effort.

Post regularly and choose quality content.

The reason is simple.

You can only earn income from AdSense if someone clicks on the Google Ads.

And you need people to visit your niche blog.

Your readers will return only if they find your content to be good and of a certain quality.

Makes sense?

(b) Secondly, Amazon Affiliate.

This is an overlooked way of making money from niche Blogs. Amazon is one of the largest online retailer. There are thousands of products that you can choose from to compliment your niche blog.

These are only two of the many ways you can earn money from your niche blog.

In my "Wordpress Videos", you will watch in Video as I show you how you can insert

Google and Amazon income streams into your niche blogs.

If I were you, I'd drop everything and invest in "Wordpress Videos" TODAY!

[Click here to build your profit pulling niche blogs with Wordpress!](#)

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## **Lesson 5: Building Niche Blogs With Wordpress**

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Wordpress makes it easy for anyone to profitable build niche blogs.

With Wordpress, you can easily:

(i) Create a content rich niche site, without the hassle of uploading.

All you need to do is copy, paste and publish your content immediately or schedule it for auto publishing at a later date.

(ii) Get search engines to crawl your site instead of wasting time with search engine optimizations. Wordpress has a 'secret' built in feature, that if activated can get search engines to crawl your site like crazy.

(iii) Broadcast your niche blog to thousands of other sites eagerly waiting for content related to your niche market.

(iv) Manage your content easily through the use of 'categories' and 'sub-categories'.

(v) Link all pages together automatically instead of manual tweaking and hard-coding to form a search engine friendly web site.

(vi) Increase your search engine ranking for targeted keywords you want, all by activating a powerful and hidden Wordpress function

(vii) Change the layout and look of your blog through the use of 'themes', attracting visitors and making them stay.

(viii) Insert Google AdSense or sell products from Amazon as an affiliate with the click of a button

and a WHOLE LOT MORE!

You'll get to learn the basics, as well as the advanced techniques and strategies for building profitable niche blogs in "Wordpress Videos".

[Click here to build your profit pulling niche blogs with Wordpress!](#)

Watch out for Lesson 6: "Demystify Your Myths".

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## **Lesson 6: Demystify Your Myths**

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At this juncture of the course, I would like to demystify some myths you might have.

This myths are nothing but false beliefs and self-imposed limitations.

You must eliminate them if you are serious about succeeding online.

Myth No 1: It's just too technical for me!

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Wordpress makes niche blog building so much easier.

And I've already discussed the reasons for using Wordpress, yes?

I agree there is some learning involved. However, truly the fact that you can surf and use a mouse shows that you can do this.

Besides, the video tutorials are always there in the member's area for you to refer to over and over again, anytime of the month.

I've done all the hard work for you.

All you need to do is sit back, relax and watch as I show you step by step how to use Wordpress to build your profitable niche blogs!

## Myth No 2: I'm not good at writing

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Hey, know what? Me neither. That didnt stop me from making money.

Ever heard of RSS feeds? You can get your content or news from thousands of news feed. Just pluck it into your blog and you're done.

It can't get easier than this.

Besides, you'll find a treasure trove of private label rights in the members area.

All you need to do is cut and paste the content and label them as your own.

With "Wordpress Videos", I teach you from my videos how to master and use Wordpress to build your own niche blogs empire.

And I give you all the tools that you need:

- private label articles
- bonuses
- continuing education
- software
  
- and MORE!

Don't waste any more time. Build your niche blog today!

[Click here to build your profit pulling niche blogs with Wordpress!](#)

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## **Lesson 7: Search Engine Love Blogs**

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It's no secret Search Engines love Blogs.

The reason is simple.

In general Search Engines like fresh new content, and this is where blogs shine.

I've already discussed the advantages of Wordpress in building niche blogs in one of the earlier lessons (Lesson 5)

As long as you consistently post and create content around your targeted niche, you can be sure that search engines will visit your niche blog again and again.

Wordpress has some powerful features that if turned on, can help you gain an 'unfair' advantage in your search engine optimization efforts.

One of these is actually the 'categories' feature which when enabled, will let you group and organize your content using keywords you want to target.

These 'secret' techniques and more will be revealed in the Advanced Video Tutorials of "Wordpress Videos".

Watch out for Lesson 8: "Create Content Without Writing".

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## **Lesson 8. Create Content Without Writing**

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There are basically two main ways to create content without writing.

Would you like to know how? Yes?

Ok, ok, I'll tell you how.

The First way is by using what is known as Rss feeds.

If you're totally new to Rss feeds, my bonus product "Blogs & RSS Revealed" will teach you all you need to know about blogs and rss.

"Blogs and RSS Revealed" consists of:

- 2 hours of audio webcast that I conducted for my subscribers where I answered their most pressing questions on blogs and rss (in fact more than thirty questions)
- an accompanying e-book
- professionally written sales letter
- professional graphics (I spent \$147 on these)
- Master Resell Rights (imagine how much this will cost you)

Coming back to the topic, by using Rss feed, you can actually create content on your niche blog without writing.

The Second way to create content without writing is by using private label articles, which I have included in the members' only area.

In my next lesson, "Instant Niche Products For Your Niche Blogs", I will explain more in detail on this aspect.

[Click here to build your profit pulling niche blogs with Wordpress!](#)

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## **Lesson 9. Instant Niche Products For Your Niche Blogs**

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Have you ever wanted to create your own product, say an e-book only to find that:

- you have no time
- you can't write

Next, you might thought of outsourcing this task to someone. You then go to places like [www.elance.com](http://www.elance.com) only to find that the fees are too high for you.

What do you do?

Good news for you is that, with "wordpress videos", I have provided a treasure trove of private label rights for you.

**\*\* And EACH MONTH, I will add TWO NEW Private Label Articles to the members area. \*\***

What exactly is Private Label Articles?

Private Label Articles are articles that you can add, modify, delete or edit in any way you like. They are normally in text or Word format, so that you can continue with the editing.

It is by itself a completed work. And best of all, you can **ADD YOUR OWN NAME** and **LABEL** yourself as the **AUTHOR!**

Isn't it fantastic?

These are top quality private label articles. I wouldn't have it any other way.

You can use these private label articles as content for your niche blogs or sell them on your niche blog.

I've really done all the hard work for you. I hope you can see the value here.

[Click here to build your profit pulling niche blogs with Wordpress!](#)

I'd love to hear your success story.

[Click here to build your profit pulling niche blogs with Wordpress!](#)

Watch out for Lesson 10: "How To Drive Traffic To Your Niche Blog" To Your Profitable Niche Blogs!

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## **Lesson 10: How To Drive Traffic To Your Niche Blogs**

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There are many ways you can drive traffic to your blog.

In this lesson, I will discuss two ways you can do so.

1. The first basic thing you need to do to drive traffic to your Blog is to submit your Blog to the various Blog directories in the proper categories.

I have compiled a list of blog and rss directories you can submit to in the member's area.

You will also find recommended software in the resources section.

### 2. Automatic Ping

If you use other free service like Blogger.com, you need to manually ping blog directories to let them know you have an update.

With Wordpress, you need not do so.

Everytime you publish a post, Wordpress will AUTOMATICALLY ping the sites you have listed.

However, by default, only 1 ping site is listed when you first install Wordpress.

In my videos and my bonus gift, I show you Where and What to add to your ping list so that you can drive more traffic to your niche blog.

As you can see, this is only one of many ways in which to drive traffic to your niche blogs.

The powerful features of Wordpress makes marketing a niche blog a breeze.

In my bonus product "Blogs and RSS Revealed" that come with "Wordpress Videos", you will discover even more powerful strategies for driving traffic to your niche blogs.

Watch out for Lesson 11: "Importance of Metrics and Tracking".

[Click here to build your profit pulling niche blogs with Wordpress!](#)

You'll get to learn all about this in "Wordpress Videos".

[Click here to build your profit pulling niche blogs with Wordpress!](#)

Watchout for Lesson 11: Importance of Metrics & Tracking

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## **Lesson 11: Importance of Metrics & Tracking**

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In the marketing world, tracking has always been an important metric or measurement. Marketers swear by it.

Even John Reese himself said it. You have to track everything!

Likewise when it comes to Your niche blogs.

But first, what exactly do we want to track?

Well, for one, at least you should track the number of readers that are subscribing to your niche blog content, using rss.

And in order for you to maximise your niche blog readership, you will need to optimize or 'burn' your Wordpress feed.

In "Wordpress Videos: Advanced", I will show you how you can optimize your Wordpress Rss feed.

You need to optimize or 'burn' your rss feed so that:

(a) Your Rss feed can be read by ALL news readers.

Right now, there are two major types of Rss, atom and xml. Some newsreaders, can only read 'atom' based Rss feeds, while others only read the 'xml' version.

By optimizing your Rss feed, you ensure that your niche blog content can be read by anyone, regardless of the format.

You will see how simple this is in my videos. There is no need for any programming at all. All you need is a few mouse clicks.

(b) You can track the number of readers using your 'burned' or optimized feed.

This is useful so that you if you're getting the numbers you want. For example, if your readership is low, you might want to explore more ways to publicize your blog.

If on the other hand, you are getting like 500 readers to your niche blog and you're happy with the results, you can continue the promotion strategy you used.

This helps you see what promotion strategy works and what doesn't.

Again, you will get to learn all these and more in the member's only area.

[Click here to build your profit pulling niche blogs with Wordpress!](#)

Watch out for Lesson 12: "How Do I Get Started?"

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## **Lesson 12: How Do I Get Started?**

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Let's recap what You've learnt so far.

By now you should know and understand:

- what is niche marketing
- what is a niche blog
- advantages of niche blogs
- how YOU can build profitable niche blogs using Wordpress
- why search engine love blogs
- how to create content without writing
- how to create instant niche products
- what is tracking and why

I know you can see the value in this course, Yes?

After all, I can easily charge \$197-\$347 just for conducting such a comprehensive course on niche blogs.

At this point, you might be asking yourself this question:

"How Do I Get Started"?

Easy! The answer is as simple as "1,2,3".

1. Invest in WordpressVideos

[Click here to build your profit pulling niche blogs with Wordpress!](#)

2. Go through the videos and additional materials in the member's area.

[Click here to build your profit pulling niche blogs with Wordpress!](#)

3. Start building your Profitable Niche Blogs!

[Click here to build your profit pulling niche blogs with Wordpress!](#)

