

Exclusive Guide

Blog Profit Plan

**Exactly What To Do Every Day of the
Week to Convert Your Blog Into A
Cash Machine!**

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Build Your Blog

On the first day of the week you set aside 90 minutes to brainstorm content ideas.

Now that you know what you're going to write about this week, you'll set aside 90 minutes each day for the next three days in order to actually create this content.

Now, while you know what topics to write about (based on your brainstorming and planning in the previous step), what we haven't yet talked about is the format for these posts.

And that's why in this step you'll learn about 10 different types of posts you can create.

But first, let me make one suggestion:

Vary the length of your posts.

You see, some people write the same-length posts every time they blog (which should be at least once per week, but preferably you should post two to three articles per week). And usually these posts are "standard" 400 to 600 word posts.

Now, there's nothing wrong with these sorts of average-length posts. But you can make your blog more interesting by adding more variety.

Example: Sometimes you may want to post a 100-word tip. At other times you may want to post an in-depth 1500 word article. And yes, sometimes you'll post those typical 400 to 600 word articles. Just mix it up to keep it fresh.

In addition to adding variety in terms of length, you'll also want to add variety in terms of what types of content you're posting.

Tip: Sometimes you may want to create more than one post on a particular topic idea.

For example, let's say you have a weight-loss blog. And let's say the topic of drinking protein shakes is hot right now. You can create a research article that examines whether protein shakes are

effective for those wanting to lose weight. Then you can also create a personal case study where you examine if a protein shake every day for 14 days has any beneficial effects for you.

Read on for ten different types of articles you can create out of your topic ideas...

1. Top 10 Posts

This is just what it sounds like – a “top 10” list. It can be a top 10 list of tips (see next article type). Or it can be a top 10 list of niche-relevant tools, resources, books or products. (Which is why it’s a good article format to use if you’d like to insert affiliate links into your post.)

Examples:

- Top 10 books every aspiring copywriter should read.
- Top 10 tools every home mechanic should have in his toolbox.
- The 10 best ways to save for retirement.

2. Tips Posts

As the name implies, this is where you share one or more tips. For example, you can just share a quick tip to create a short blog post. Or you can share five tips... or 10 tips... or even 101 tips.

Examples:

- 101 ways to de-clutter your house.
- A little known trick for getting rid of cravings.
- 7 weight-loss tips that will melt 10 pounds of fat.

3. How To Posts

A “how to” posts is used to teach the reader how to do something. Usually, these instructions are posted in a step-by-step format (e.g., “Step 1, do this... Step 2, do that”).

Examples:

- How to teach a dog to sit.
- How to get rid of aphids in your organic garden.
- How to use Google AdWords.

4. Motivational and Case Study Posts

Motivational and case study posts are actually two different types of posts. But since you can combine them, I've included them together.

A case study post is where you take a scientific approach to testing something – such as a new product – and then reporting your results.

Examples:

- Do protein shakes really work? Here are my results after 14 days.
- Can a technophobe use [software name]?
- Putting [product name] to the test.

In all cases, your article focuses on providing detailed results, facts and figures.

The motivational post is different because it focuses on emotions rather than focusing on the hard science, facts and figures. Whereas a case study is designed to let readers know if a product or strategy works, a motivational post is designed to inspire readers.

To that end, a motivational post shares someone's "journey" – meaning how they overcame a problem. The post would also note if the person used a particular strategy or product to overcome the problem. This post is designed to motivate the reader to solve their problems too (and to show them it is indeed possible).

Examples:

- How a former fat girl became a beauty queen.
- How I went from \$0 to \$124,983 in less than a year.
- How Suzy got rid of her acne in just 7 days.

5. Research Posts

This is another "facts and figures" type post. But instead of doing any studies or experiments yourself, you turn to academic and scientific literature to come up with an article.

This is basically like a research paper that you did back in college or high school. You come up with a question and then answer that question using scientific sources (perhaps two to four scholarly sources for an average article). You can then offer your opinion and other comments on what you discovered.

Example: You may ask the question: What is the best exercise for weight loss? Perhaps your research indicates that high intensity interval training burns the most calories over an extended period. You can cite your sources, discuss the studies and then you can add a "how to" section at the end of the article telling people how to do high intensity exercise.
Example: Here are two more examples:

- Which antioxidants are proven to make skin look younger?
- What is the smartest breed of dog?

6. Response Posts

A response post is also called a "trackback post," because you use trackbacks to reply to another blogger's post. If the blogger has trackbacks enabled on their blog, then a link to your blog post will actually show up on their blog – and that means this type of post can be a good way to get traffic.

Examples:

- A blogger rants about a particular problem. You respond with a solution.
- A blogger offers a "top ten" list of tips. You offer ten of your own tips.
- A blogger takes a strong opinion stance on a topic. You respond with an opposite stance/opinion.

7. Rant Posts

A rant is just what it sounds like – an emotional post, often one where you "complain" about a problem. And although this sounds pretty simple, these are often the most popular posts on your blog.

You see, people tend to have strong feelings about emotionally charged topics. So when they see someone posting about that same topic, they can't help but feel "charged up" again. This tends to create a bond between you and the reader. And it often creates a lot of discussion and comments on the post.

Tip: Look on popular niche forums at some of the posts with the most views and replies - I bet at least one or two of the top ten are actually based on "rants" or other emotional topics!

Examples:

- Why [name of sports coach] should be fired!
- Why the gurus got it all wrong.
- Why I hate [some niche-relevant topic/product/other thing].

8. Presell Posts

You want your blog to make money. And while you may have ads and links in your sidebars, for best results you should have links within your actual posts (at least occasionally).

You can slip links in a subtle way into all of the types of posts we've talked about so far. But there's no harm in stepping away from subtle from time to time - and a presell post is one such way to do it.

A presell post is basically an advertisement. This is where you tell your readers, "I recommend this product and here's why..." (followed by a list of reasons and benefits why it's a good product). You can even copy and paste bullet points directly from the sales letter, if you have permission.

Tip: For best results, write from the heart rather than hyping it up. If your readers know, like and trust you, then they'll buy the product just based on your honest recommendation.

9. Review and Comparison Posts

Another rather direct way to sell a product is by writing a product review (or a comparison, if you'd like to review and compare two or more products).

Again, the key is to write from the heart and be honest with your recommendation. For best results, be sure to list both the bad points (product weaknesses) and the good points. Then tell your readers whether you recommend the product.

Examples:

- Warning: Don't buy [product name] until you read this...

- The best product on the market since [name of another good product]...
- [Product Name]: Hot or Not?

10. Multi-Part Posts

This post format can be used with just about any other format. Basically, the idea isn't just to make one post – it's to make a series of posts (at least two posts, but preferably more).

The reason is because you want your readers to get "hooked" on the initial posts... and then eagerly return to your blog again and again for the next post in the series.

Tip: You can make this a permanent feature on your blog. For example, on a Mondays you can offer a "tip of the week." Or, on Friday's you can offer a "product of the week" post.

Examples:

- Ten part series showing people how to write a sales letter.
- Three part series describing how to housetrain a dog.
- 52 part series (once per week) showing people how to lose weight.

Quick Recap

Now that you know how to write content for your blog, go ahead and start building that blog with several posts (and be sure to commit to adding two or more posts each week). Then read on, because in the next step you'll find out how to bring targeted traffic to your blog...

However, these 10 types of posts are just "starter posts" – something to get your blog up and running. If you're serious about blogging, then you'll want to know about the most powerful, profit-pulling types of posts you can create.



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