How to Create a Profitable Blog Cheatsheet

1. **Self Host**. I highly recommend obtaining your own domain because it makes a professional statement when you do. I personally self-host with **Siteground**.

2. **Pick a Proper Theme**. You should select a responsive theme for your blog and customize it how you like it. Keep in mind that it has to be readable and easy to navigate. Wordpress has many free themes, but I recommend a premium one from **Themify.me** due to the numerous features that you need for a successful blog.

3. **Create a Logo to Represent Your Brand**. Your blog isn't just a blog, it is a brand, your brand. Design a logo that represents what your blog stands for. You can use free services from the web such as **Canva** to create it.

4. **Add your widgets, customize your sidebars, add your menu options.** Remember, keeping your blog easy to navigate will draw-in viewers and keep them intrigued.

5. **Include an SEO** (search engine optimization) plugin to your website. It will help you to attract more viewers by giving your posts the chance to be found on search engines like Google and Bing. I recommend **Yoast SEO**.

6. **Write Posts!** Keep in mind that people do not want to read about your experiences if they do not relate nor get their questions answered. You may write **"How-to's"** and **"Guides to"**. Trust me, this will keep your readers engaged.

7. **Work on Your Email List**. This is your most valuable asset in building a community, especially since you want to monetize your blog. Use services like **MailChimp** or **Sumo**.

8. **Add Email List Popup to Your Blog**. You want to add it to every page, this will increase the chances of your readers subscribing since they will be reminded constantly to sign up. **Do Not** title it "subscribe to my newsletter" because your readers will not know what they will receive in return. **Give them something in return!**

9. **Add Social Media Plugins**. You want your audience to share your posts on their social media handles, so add them at the **end** of every post with a plugin.

10. **Be Human!** This is the most significant advice I always give. You may have the same content as another blogger but if you add **humor** and **personality** to your blog, you will obtain more subscribers, connect with your audience and **succeed**.

Thank you so much for downloading this cheatsheet! I hope that the information written here helps you.
I will soon be launching a course on **How To Create a Profitable Blog from Scratch**, where I guide you every step of the way.

Xo,