THE PERPETUAL SALES SYSTEM

THE D.I.Y. GUIDE TO BUILDING YOUR AUTHORITY BLOG

6 Steps To Quickly & Easily Set Up A Great Looking Blog Without Spending Hours Technically Frustrated Or Wasting A Dime On Expensive Designers

BLOGGING OVERVIEW

If you're serious about building a successful personal brand and growing a thriving online business then a blog will likely play a huge role. Setting one up is easier than you think and in this guide I'll walk you through the process step by step.

The benefits of having a personally branded blog are countless. But here are a few reasons you'll want to get a blog set up ASAP.

Authority & Credibility: Having your own website alone immediately adds authority and credibility to your brand. That said the best way to build "authority" is to teach, and that's exactly what the content on your bog will be doing. It's especially powerful when you incorporate video.

In addition to the immediate credibility just for having your blog, and the valuable authority building content people consume on it, having your own blog also allows people to get to know you better without distractions. Your blog, unlike Youtube or Facebook is "your world".

When visitors move on to a new section or go to read a new post they are getting more of YOU rather than being distracted online by someone or something else. Bottom line is, if you want to quickly build authority and credibility online having a personally branded blog my be the single best way to do it.

NOTE: To be clear a generic "replicated website" that's often provided to those representing someone else's product, service or opportunity does NOT qualify as your "own" website.

Leverage & Residual Results: One of the big reasons most people start a business, especially a home business, is for Leverage. Well just like you can earn from the efforts of teammates or employees, you can do the same from posts on your blog. In fact, each time you create a new blog post it's as if you claim another little piece of internet real estate that acts like a store front. The video or text on that page is like a greater, host, sales person etc.. Once that post is public it can work for you 24/7 365. Blog consistently and that's some serious leverage you're creating!

Lead Generation: Your blog is the ultimate bridge to your lead magnet(s). To be clear I always teach that you should have some sort of lead magnet right away, and can start marketing yourself and growing a list before you have your blog set up. That said, it is a smaller commitment for someone to visit your blog before they exchange their details for a lead magnet of some sort. People who visit your blog first and consume information from you will be much more likely to "opt in" and become a lead because there will be more trust and credibility built.

An Asset You Own: One of the biggest mistakes business owners make when focusing their efforts online, is relying too much on digital assets they don't own or control. The fact of the matter is, social media sites & other 3rd party platforms do not belong to us. And while it may never happens, they can be taken from us in a heartbeat without decent explanation or a reasonable avenue of recourse. The only two digital assets you truly own are 1). your contact/email list and 2). Your domain and the content that exists on it. That's why time energy and effort put into your personally banded blog along with the growth of your list, is the most valuable time you can spend in your business.

Now before we dive into the exact set up steps for your blog there are a couple things we should go over. First is the TWO unofficial rules of blogging (according to me and pretty much every other internet marketer out there)

Rule #1: Wordpress ONLY, sure there are plenty of platforms your site can be build on, but Wordpress remains the gold standard. It's the most SEO friendly, and has by far the MOST developers creating ads ons that make it possible for you to do just about ANYTHING on your site without needing to spend 1000's on developers. Add this to the fact that EVERY serious blogger out there blog's on Wordpress and you have every reason you need to follow this rule.

Rule #2: Your WP blog should be personal hosted. This means you will have to buy a domain, and pay for a hosting plan with a hosting provider (I'll explain more in the set up steps) so that you own and control your blog. Wordpress.com will offer you a "free" Wordpress site. But it will be hosted on the Wordpress.com domain which you DO NOT want. Likewise there are other 3rd part blogging services built on Wordpress through which you will also not have full control over your blog. Follow the instructions below and you'll end up with exactly what you need.

GETTING SET UP

Below I'll walk you through getting a blog set up step by step, and I'll link you to necessary sites and resources when appropriate. Keep in mind there may be some words you aren't familiar with, and there will be times in which you may get stuck. Your #1 resource through the process will be Youtube followed by Google. I will recommend certain things to "search" in areas of this resource where I choose not to dive into details. I literally built the initial versions of my blog entirely by watching Youtube videos, barely understanding at the time what a blog even was. Ok let's get started!

STEP 1 - Get A Hosting Plan: As mentioned above you'll want a "self-hosted" blog which means you need to get a hosting plan. A "shared" hosting plan (meaning your domain/website will be hosted on a server on which space is shared by other websites) is perfectly fine for you to get started with. There are tons of options out there, and I made the mistake of Googling things like "Best Web Hosting" only to be be really unhappy with my choices.

My recommendation for you due to the balance of cost, support, & reliability is Blue Host. You can get a plan for less than $8 bucks a month and even test drive it for $2.99 and get a free domain during the process. Plus they have easy 1 Click Wordpress Install, and are a notable enough company that you'll find Youtube instructional videos specifically for Blue Host.

*You can get started by **clicking the "Get Started Now" button** on the picture below.*

The Best Web Hosting
Starting at ~~$7.99~~ $2.95/month*

FREE Domain
FREE Site Builders
1-Click **WORDPRESS** Install
24/7 Support

get started now >

*Special intro offer and 30-day money-back guarantee

STEP 2 - Buy a domain: Like hosting there are tons of places to buy domains. I suggest for the sake of ease that you buy your domain through the site you set up your hosting plan through. It may cost a bit more, but you'll likely have an easier time getting set up.

Buying a domain on one site when you host elsewhere involves adding that domain to your hosting plan and then changing what's called your "name servers" associated with that domain. Takes only a couple minutes with the help of YouTube, but I remember wasting hours the first time I tried to do it. I think the extra couple bucks is worth the ease.

When it comes to the domain name itself I have a coupe of suggestions....

First, choose a .com. It's always been my understanding that search engines are most friendly to .com and .org. However .com is by far what people think of first when they think of a website. For this reason alone keep it simple. People do most things on autopilot. It's best to work with that than against it lol.

Second...If you're really clear on a clever brand or brand name you'll be building that's great, but most people who are not yet seasoned marketers and attempt to get clever with their domain names have a tendency to get it all wrong. If possible the best thing I can suggest is to get your name.com. Do NOT buy a domain with hyphens in it.

STEP 3 - Install Wordpress: Wordpress is like the "framework" of your website. Think about it like you're buying a piece of property. The domain is the address. Hosting is the land on which your house will sit, and Wordpress is like the foundation and framework for your house.

Most hosting companies have support videos on how to install Wordpress onto your domain. Again a simple search on youtube can get you exactly what you're looking for, and worse case scenario you can call the support for your hosting company and they'll walk you through it quite quickly.

STEP 4 - Choose a great looking, quality theme: Once Wordpress is installed you'll want to choose a great theme. Using the same home analogy from above a "theme" is like the general ascetic design of your house. Wordpress will have a default theme chosen, but you'll want to change it to something that suits you.

While there are tons of "free" themes. I recommend buying one that you like for a variety of reasons. Free themes may lack support and updates. There's no obligation to you that a free theme works properly. And the BIGGEST reason, is that compared to a paid theme a Free theme will lack lots of customizable features and functionality. A good paid theme can be purchased for as little as $30-50 one time. A great place to shop for themes is in "Theme Forest", part of the Envato Market.

*Click The Image Below To **Visit Themeforest Now***
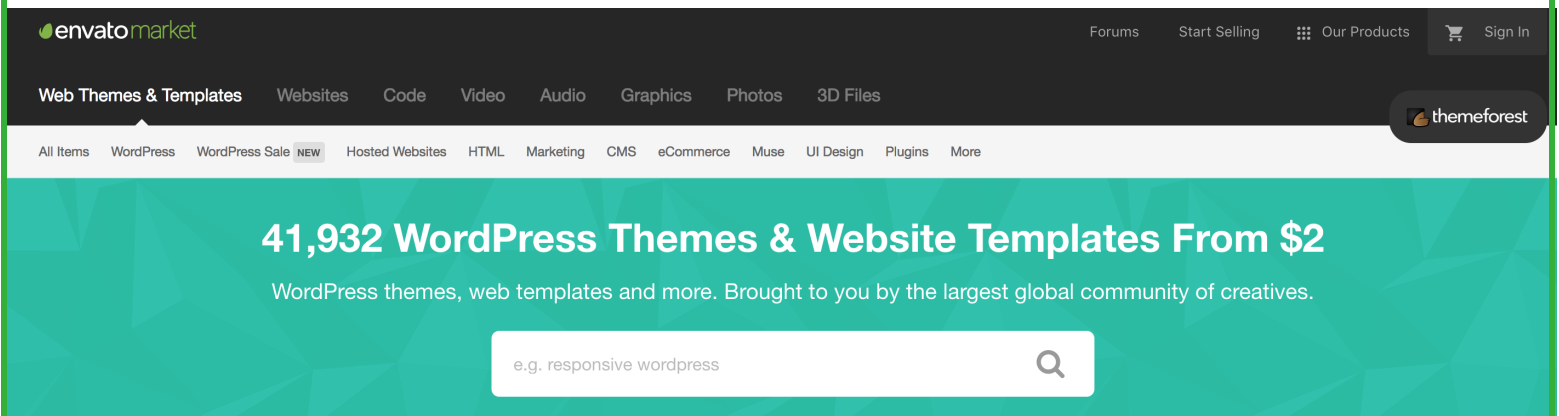
Once you've purchase a theme simply go to "Appearance" area inside your blog and upload it! *(See Picture Below)*
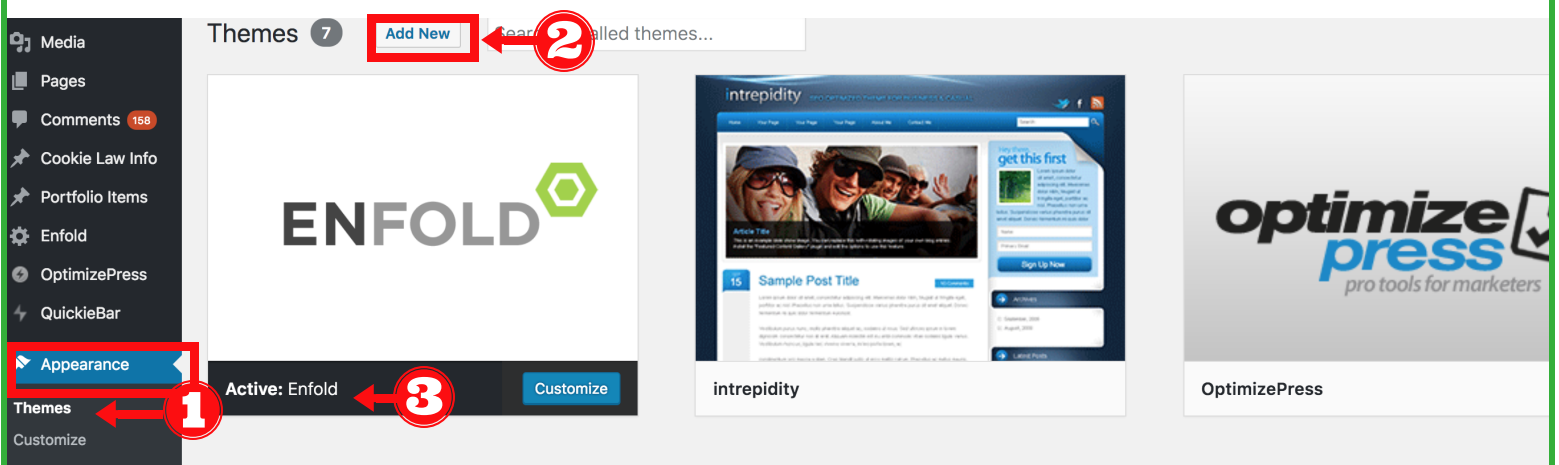
STEP 5 - Basic Design & Settings: You'll want to review the settings of your new Wordpress site. Many default settings will be just fine, but you want fully understand what each means, so you know whether or not you'd like to adjust them. That's something I simple can't cover in this short guide. In order to gain that understanding. Do a search for *"Best Wordpress Settings"*, and read a short article or watch a recent Youtube Video to educate yourself.

Now one of the most important aesthetic features of your blog will be your header. To get started you can easily have one made on Fiverr.com or even make one yourself at canva.com . Dimensions will vary depending on your theme, but again I'd probably search *"how to change the header on [your theme name] "* and see what comes up on Youtube.

You'll also want to click around your "Theme's Settings" adjust basic settings like background color, text size and font and basic layout settings. That's not something I'll get into here because it can vary from theme to theme, but just know you really can't break anything. Turn to support videos, and Youtube. Click around to explore, and you'll be fine.

The other area you'll make some adjustments to are your **"Widgets."** Widgets are features and tools that you can add in the sidebar or footer of your blog. Your available widgets will be dictated to some extent by the theme your choose. To make a change, simply choose your widget of choice and drag it into the desired area.
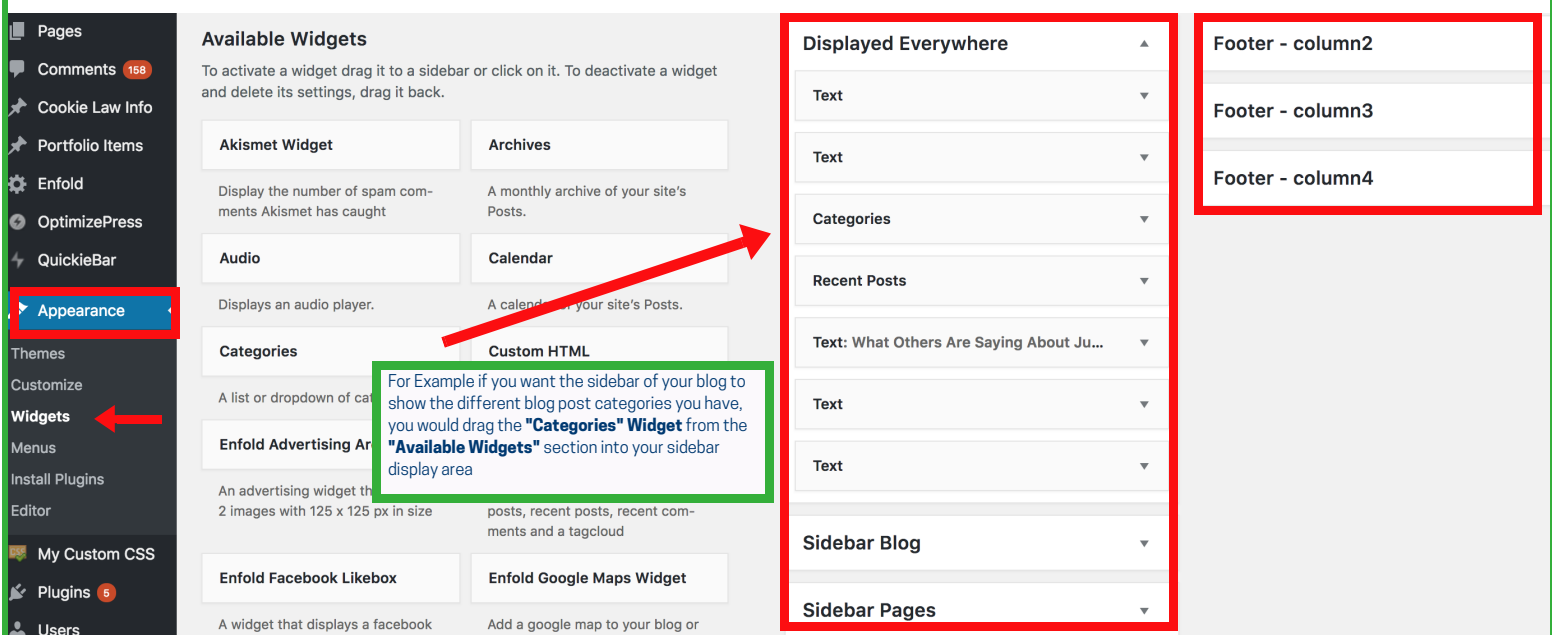
Step 5 Continued.... Eventually you'll start to add additional "Pages" to your blog beyond simply the "home" page. Once added you will design the look and layout of these pages using the "design" features provided by your theme. To add a new page, like an "About Me", "Privacy Policy", or "Contact Us" page (all of which you'll likely want to add... simply go to the "Pages" section and "Add New". **Note:** You can stat blogging before you add extra pages.

Once you have some more "Pages" on your site you can add some of these pages to the "menu" of your site.

STEP 6 - Add and/or Activate Plugins: Plug ins are pieces of software that can be added to your site to enhance functionality. There are countless plugins out there many of which promise to do the same things or provide the same benefits. That said there are some that I would recommend. I'll share a short list fo those plugins, what they do and why they're important.

Step 6 Continued... Your site will have some plugins on it by default. However most that you use will be added by you. You'll do that either searching the Wordpress Plugin Database from right inside the "Plug Ins" section or by Uploading Plugins that you may have purchased elsewhere. (See Pic Below)

Once you've installed the Plug-In make sure to go back to the main "Plug In" section. Find the Plug In and "activate" it.

Once you've done that access to that plugin's settings may show up in a variety of places (depending on the Plug In). For example in the pic above "Quickie Bar" is a Plug In that happens to show up right in my main Dashboard Menu however many of my active Plug Ins can be seen under "Settings", while others are only accessed through the "Plug Ins" section itself. You'll have to poke around to find each Plug In once it's been installed.

RECOMMENDED PLUGINS FOR EVERY BLOG

Here are a few Plug Ins that I recommend along with an explanation of what they do and why they're important. It may be worthwhile to do a little research on Google as well, especially if you have a specific feature need that doesn't exist by default inside your Wordpress Theme.

Yoast SEO: Among many other robust features, this plugin walks you through the process of Optimizing your blog posts to be well received by the search engine algorithms and ultimately found by people looking for information that matches the nature of your content.

Insert Headers & Footers: This plugin makes it easy to insert "pixel code" from services like Facebook & Google Adwords, so that you can run advertisements to those who visit your website. While this is a more advanced concept that may not be a fit for you right away, the sooner you can get those pixels on your site the sooner those services can track those who visit.

W3 Total Cache: This plugin will dramatically increase the speed and hence the user experience of your site.

Simple Share Buttons: One of the best plugins to choose from a variety of styles of Social Media sharing buttons to your blog posts.

Google Analytics By Monster Insights: Google Analytics is by far the best way to track detailed activity on your website, and Monster Insights makes the best Google Analytics Plug In

Back Up Buddy: This is one of the easier ways make sure your site is backed up regularly (very important). However you may be able to talk to your hosting company and schedule regular back ups as instead. Either way, make sure you're regularly backing up your site.

WordFence: Is the most popular Firewall & Security scanner for your Wordpress Blog. Installing and activating it is a huge step towards keeping your website safe.

READY TO TAKE YOUR LEAD GENERATION TO THE NEXT LEVEL?

Here Are My MOST Recommended Tools For Online Business Owners

AWEBER EMAIL AUTORESPONDER 30 DAY FREE TRIAL!

When people arrive at your site it's important you're able to capture their information, put them on your "email list" and follow up with them through email so that you can build a relationship with them and introduce them to your products and services. In order to do this you need an "autoresponder" service. The service I recommend to all my students and clients is Aweber.

LEARN MORE   **justiceeagan.com/aweber**

CLICKFUNNELS 14 DAY FREE TRIAL!

When someone visits your website you will generate leads (email subscribers) one of two ways. Either through a form that exists on the website, or by sending them to a "Landing Page" with a giveaway, webinar invite, application form, etc.. Once a person opts in they will go through your "funnel" being exposed to sales pages, authority building content, or more. The best software for quickly and easily building professional funnels is ClickFunnels. Not to mention it easily integrates with Aweber.

LEARN MORE   **justiceeagan.com/clickfunnels**

OPTIN MONSTER

When it comes to creating high converting opt in forms directly on your website Opt In Monster is arguably the most trusted Plug In out there. Whether you're creating pop ups, forms for inside your blog posts, or opt in forms designed for the header or sidebar of your blog, Opt In Monster will help you do it!

LEARN MORE   **justiceeagan.com/optinmonster**