

# Roadmap to Become a Blogger

**The 5 Major Milestones  
You MUST Reach If You  
Want To Become A  
Successful Blogger**

**PLUS - Bonus Material...  
13 "X-Factor" Strategies  
That'll Put Your Blog  
On Steroids!**



**Did You Know? There's A Proven And Tested Method For Becoming A Successful Blogger?**

**Introducing...**

# **The Roadmap To Become A Blogger**

**Discover The 5 Major Milestones You MUST Reach If You Want To Become A Successful Blogger**

**PLUS Extra Bonus Material:**

**13 "X-Factor" Strategies For Successful Blogging**

## Inside This Report...

Inside this report, you'll discover:

- ✓ How Meeting A Strange Looking Man With Curly Long Hair Changed The Way I Looked At Blogging Forever! p. 12
- ✓ How We Stumbled Upon The "X-Factor" For Blogging Success, And How It Shattered Any Preconceived Ideas We Had About Blogging... p. 13
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## Why It's Critical That You Read This Report From Beginning To End

### *Foreword from Yaro Starak*

Hi everyone, this is Yaro Starak from the [Entrepreneurs-Journey.com](http://Entrepreneurs-Journey.com) blog.

I'm very excited by what [Gideon](#) and I have for you in this report. This is not just another free report that explains **how to start blogging**, although we will certainly help you with that if you don't already blog.

I asked Gideon to talk about something that he specifically knows a lot about and it's something that is so **critical for success online today** that I believe you need to pay extra attention to what he has to say.



**Yaro Starak with his popular websites...**

However let's not jump ahead. Let me take a step back and explain how this report came into existence and why you need to listen to us in the first place.

### **I Make A Lot Of Money Blogging**

You may already know me, but just in case you don't, let me briefly introduce myself.

I'm a professional blogger. I've been making a living online since the year 2000, but it wasn't until 2004 that I began the journey to where I am today and really ramped up my income.

Before I became a blogger I was doing okay - making a salary level income of around **\$30,000 to \$50,000 a year**, doing all kinds of things online, including eBay selling, running a proof-reading business and managing a content website. But I was all over the place and I didn't really have a *passion* for what I was doing to make money.

In 2004 I started a blog and since then I've gone on to create an entire business based just on blogging and to put it bluntly, it has changed my life.

## Here's what blogging has done for me -

- Today what I used to earn in a year I now earn in a MONTH. I make around **\$30,000 per month** with my best month topping **\$80,000 US dollars** (see below) - and that income is derived purely from my blogging business.
- Here's some images from some of my income sources from JUST one month - October 2008:

Sales By Date: Monthly Sales of my coaching product in October 2008  
\*Image taken from inside my shopping cart reports

Date From  Date To

Month	Orders Count	Gross Sales	Shipping	Taxes	Net Sales
October 2008	335	\$54228.00	\$0.00	\$0.00	\$54228.00
<b>Grand Total</b>	<b>335</b>	<b>\$54228.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$54228.00</b>

Commission Report Affiliate product launch in Oct 08  
Also won a Sony 40in LCD TV

Date	Clicks		Leads		Commission		
	Raw	Unique	Leads	Conversion Rate	Sales	Total	Paid
Sep 2008	1	1	1	100.00%	0	\$0.00	\$0.00
Oct 2008	4790	2733	1095	40.07%	55	\$2,980.25	\$0.00
Nov 2008	111	1	0	0.00%	0	\$0.00	\$0.00
Dec -1	513	1	0	0.00%	0	\$0.00	\$0.00
<b>Total</b>	<b>5415</b>	<b>2736</b>	<b>1096</b>	<b>40.06%</b>	<b>55</b>	<b>\$2,980.25</b>	<b>\$0.00</b>

PRODUCT NAME	TOTAL SALES	REFUNDS	NET SALES	PRICE	%COMMISSION	COMMISSION DUE
Mini-Courses: Mega-Pack	[ 50.00 ]	7	43	\$97.00	42%	\$1,588.86
SN Home Study Course: Slim Line Version	[ 9.00 ]	1	8	\$147.00	50%	\$514.50
SN Home Study Course: Full Version	[ 18.00 ]	2	16	\$247.00	50%	\$1,729.00
Total OTOs: 77			[ <a href="#">Download One Time Offer Report</a> ]			
<b>Early Oct 08 affiliate product launch</b>						<b>\$3,832.36</b>

- I'm presently typing this on a train from Amsterdam to Paris. I'm **travelling Europe**, exploring various cities and having a great time. Before Europe I spent some time in **Canada** and the **USA** and I've been away from home for six months with several more months to go.



- Here are some photos of my time overseas...



- During my time overseas my income has *increased* because I can run my blog **from anywhere in the world** as long as I have an Internet connection and my laptop.
- I purchased my first house, a 3 bedroom townhouse in Brisbane, Australia and I purchased a new car, paying **\$25,000 cash** - no loan required all before I was 28 years old. I made the money to buy these life assets thanks to my success online.
- Here's a picture of me in front of my new car and house...





- I've established myself as an **expert in my field** just thanks to a successful blog. As a result of this I've met many other successful people, including other experts, famous authors and *multi-millionaires*, and been invited to speak at events.
- This one is really important - People **choose to buy my products** because of the reputation I have thanks to my blog. This is a huge *competitive advantage* and one of the big reasons I make so much more money than most people make online.

...And let's not forget I love what I do, which means I actually want to do it, I'm excited each day to turn on my computer and work on my projects, which unfortunately is something that is rare for most people who work a job.

## I Help People Like You To Make Money

Part of the reason I have been successful is because I help others to become successful too. I explain what has worked for me, detail everything I did in a *step-by-step* formula, that my members and subscribers follow and benefit from.

I don't offer miracles, but I know that there is **money to be made** following in my footsteps because many of my current and previous members and subscribers are earning thousands online already.

Obviously you don't become successful just talking about your success unless you actually show people how you do it, so I'm particularly proud when I hear a story from someone who studied my advice, implemented my techniques and got a result. It's by helping others that I can also help myself.

Here are two case studies from people who have gone on to make money as a result of studying my training materials -

- [How Leigh Went From Making \\$20 to \\$4,500+ A Month From Her Blog](#)
- [Interview with Alborz Fallah - A Million Dollar Blogger](#)

## Gideon Shalwick Uses Video To Make An Impression On Me

[Gideon Shalwick](#) is my partner in the creation of this report but he deserves most of the credit - he's been working hard to get it ready for you, I just wrote this introduction :-)

Gideon and I met when he came up to me at an Internet marketing workshop in Brisbane and asked if I'd like to be featured in one of his interviews with an expert. I

said yes and then was surprised (and a little worried!) when Gideon asked if I would come up to his apartment to record the interview.

Gideon was doing interviews a bit differently to all the previous interviews I had done. He was a **professional**. He had video recording equipment, a green screen, and special microphones for recording our voices.

It was like he was running his own movie production studio!

## **Becomeablogger.com Is Launched**

After I saw the results of the interview I knew Gideon had talent. From then on we kept in touch until one day I asked if he wanted to be involved in a new project idea I had called [Becomeablogger.com](http://Becomeablogger.com) - a series of free videos to teach the very basics of how to set up a blog.

I was apprehensive at first about whether Gideon had the presentation skills to teach absolute beginners, but it turned out I had nothing to worry about - he was better at it than I was.

Gideon is one of the best presenters I know of when it comes to clearly laying out how to do something online, using video as the training tool. You can see evidence of this in the Becomeablogger.com videos.

## **The Roadmap To Become a Blogger**

After the release of the 10 free Becomeablogger.com videos we were blown away by the response. The site has quickly chocked up more than **60,000 views** and hundreds of people have nice shiny new blogs set-up thanks to following our guide.

However there's only so far 10 free videos can take you, so we wanted to do more, hence the **Roadmap** report you are now reading was created. We decided to write this roadmap to complement the 10 free videos already available so you would have something that paints the big picture, so you know where to go after getting your blog set up.

## **Gideon Introduces The X-Factor**

Blogging today **is not the same as it was 4 years ago** when I started. As Gideon and I laid out the plans for this roadmap we realized it wasn't enough to just talk about the usual elements of a successful blog - we needed to cover something that has become more critical now than it ever was before.

The problem is that most bloggers who try to make a living from it **fail**. When you look closely at the blogs that do succeed you start to see patterns. There are certain elements that make some blogs stand out from the crowd and it's these elements we want to talk about in this report.

The “**X-Factor**” is the term Gideon came up with to describe what makes successful blogs different and it's by making use of “X-Factor” techniques on your blog that you can succeed too.

What you are about learn is a *roadmap to become a successful blogger*. Gideon will explain to you the **core basic structure** of a blog and then reveal to you how to apply the **X-Factor** so your blog stands out from the crowd.

## **An Invitation To A Premium Service**

I asked Gideon if he wanted to take my experience and materials about how to make a successful and profitable blog, and translate the content into more training videos designed for people who like to follow **visual steps** to get things done. He agreed and has been hard at work planning and recording a whole series of new videos (he already has plans for nearly 50 new videos!).

At the end of this report you will receive an **invitation** to join myself and Gideon in what we have called “[Become A Blogger Premium](#)” - the next series of training videos produced by Gideon designed to take your blog from a standing start to a popular, profitable and industry leading blog.

Gideon will take you through the entire process and visually show you how to implement my successful **blogging formula** and his **X-Factor techniques**.

If you can see yourself following the steps in two to three new videos per week and you liked what Gideon offered in the 10 introductory Becomeablogger.com videos, you will definitely like *Become A Blogger Premium*.

## **Let's Begin - Here is Gideon...**

Now I hand you over to Gideon who will take you through our *Roadmap to Become a Blogger*.

Please scroll to the next page to begin...

## How Meeting A Strange Looking Man With Long Curly Hair Changed The Way I Looked At Blogging Forever!

A HUGE thank you to Yaro for his really cool foreword. He's been a big inspiration to help me become successful online - I'll be taking things from here...

When I first started blogging, I really didn't have a clue about what I was doing. I just thought that blogging was a nice way to express myself online and get others to see it.

**But, boy was I wrong...**

After blogging for a while and studying how blogs were changing the Internet, I realized that I could use blogs to drive traffic to my other sites.

At the time, I had just written a book and I was selling it through one of my websites, and naturally, I wanted to get more traffic and **more sales for my book...**as any author dreams of doing.

Little did I know about the amazing power of blogging, and the powerful effects it can have on your business, service, or whatever you're trying to achieve online.

Above all, I discovered that blogging was a great tool for getting **attention**. And in my opinion, getting attention meant getting **traffic**. And getting traffic also meant getting **money**...or at least the potential for getting money. (Or if you're not into money, with traffic you can yield power and influence opinions - a significant advantage if you happen to be in politics...)

It wasn't long until I met Yaro, who was the first person to teach me the real secrets behind blogging successfully, and since then, we've worked together on a number of different projects related to the blogging world.

Yaro and I joined forces to create 10 free videos



[Gideon Shalwick](#) at his desk in Brisbane, Australia...

*“Above all, I discovered that blogging was a great tool for getting attention.”*

that show you, *step-by-step*, how to set up and optimise a blog using easy-to-understand video training, and [BecomeABlogger.com](http://BecomeABlogger.com) was born.

As it stands now, the free videos have had more than 60,000 views since we created them, and every day people new to blogging watch the videos and go on to set up their first blog, which is something I take great satisfaction knowing that I helped them to *become a blogger*.

## **How I Stumbled Upon The “X-Factor” For Blogging Success, And How It Shattered Any Preconceived Ideas We Had About What It Takes To Build A Great Blog...**

It’s pretty clear that blogging is no longer something “new”. There are so many blogs online today and so many resources to help bloggers build great blogs, that you no longer have to figure everything out for yourself like in the *old days*.

Yet, despite the wealth of helpful resources and support services, **most blogs fail to gain traction and are abandoned**.

I wanted to figure out exactly what it was that the very small percentage of successful blogs had that the majority did not. What is the **magic ingredient**?

While doing my research I noticed that there were, *generally speaking*, two kinds of blogs, which I call:

1. **“Old School Blogs”**
2. **And “New School Blogs”**

(This will all make a lot more sense to you as you get to the end of this report...trust me.)

Many “Old School Blogs” found it very difficult to keep pulling consistent traffic, while most “New School Blogs” managed to attract traffic effortlessly, and almost magically.

While “Old School Blogs” could still work, your chances of success using a “New School Blog” is increased by a

*“Many “Old School Blogs” found it very difficult to keep pulling consistent traffic, while most “New School Blogs” managed to attract traffic effortlessly, and almost magically.”*

very **large factor**.

At first I thought that we should charge money for telling people about my findings. However, we are so excited about my discovery, and we feel it is so important for your blogging success, that we decided to share it with you inside this report.

We decided to call this missing ingredient, the “**X Factor**” - using the letter “X” because it implies a mysterious “something” that no one really knows about, and the word “Factor” because by using the strategies we’ll be teaching you later on, you could boost your blogging results by a very large factor indeed.

But before I can explain what the “X Factor” is and before it will have any chance of working for your blog, it’s important that you first understand how successful blogs are built. You need to know the **foundations** of a great blog.

## **Follow My Roadmap To Success**

What you are about to read is a *Roadmap to Become A Blogger*, hence the title of this report, where I break down the key milestones that every blogger must go through before his or her blog has any chance of taking off.

Once you have a deeper understanding of the **Roadmap**, you’ll be able to apply the “X-Factor” strategies much more intelligently, and increase your probability of success by leaps and bounds.

The X-Factor strategies will be of particular relevant for those of you who currently have a blog that is having trouble **building traffic**, however I recommend you DO NOT skip ahead. Read through the milestones first to make sure you have the foundations correct, then learn about the X-Factor.

### **Here’s what you are about to learn -**

- The next section will show you, in detail, what *The Roadmap To Become A Blogger* is, and how it can help you become successful as a blogger.
- Following that, I’ll reveal what the “**X-factor**” is, and show you some very interesting examples of how the “X-Factor” has been used successfully by others.
- And finally, I’ll show you how to combine the concepts from the Roadmap and the “X-Factor” to put your blogging efforts on steroids!

Let’s go! *Scroll down...*

## How The Roadmap Works

There are **5 key milestones** you'll need to reach in your quest for becoming a successful blogger. Together, these milestones function as a "roadmap" to show you what exactly to do, and also sometimes, what NOT to do.

Just as in climbing a mountain, each of the milestones build on each other. So, to be able to get to the top (or in our case, a successful blog) you need to complete each milestone, one after the other, before moving onto the next one.

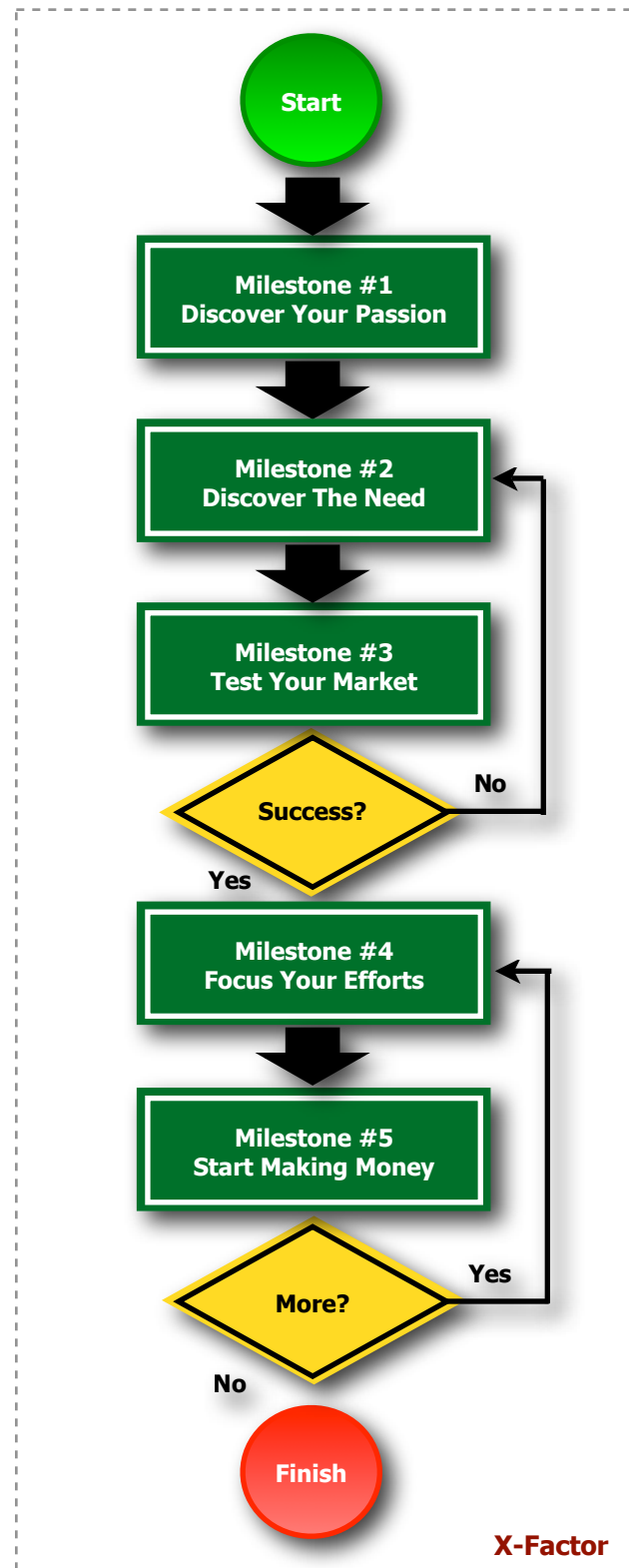
If you look at the diagram on the right, you'll see a graphical representation of The Roadmap To Become A Blogger.

As you can see from the diagram, there are **five milestones** and **two decision points** (the yellow diamond shaped boxes), each of which will be explained further below.

The 5 milestones are:

- **Milestone #1** - Discover your passion
- **Milestone #2** - Discover the need
- **Milestone #3** - Test your market
- **Milestone #4** - Focus your efforts
- **Milestone #5** - Start making money

Let's now have a look at each one of these stages in more detail...







**Tip:** At the end of each milestone, I've included a simple **action plan** to help you implement what you've learned. Be sure to take action for best results!

## Milestone #1 - Discover Your Passion

I'm sure you would have been told many times over that if you want to become successful, you need to be really passionate about what you're doing.

But could simply following your passion help you become a successful blogger?

Believe it or not, there is some hard evidence that proves that this is not only possible, but that it happens every day to people just like you and me.

Ask any successful entrepreneur about what they do, and you'll see a *sparkle in their eyes* reflecting the passion they have for their business.

Well, it's exactly the same for blogging. It's really important that your motivation comes from a place deep inside of you, a place where you keep those secret ideals for what you really want to do with your life. And these are the things you are truly passionate about.

The major problem here is that most people **don't know what they want to do with their lives** or what they are truly passionate about.



The thing is, so many of us have been conditioned into a certain way of thinking during our schooling years. And if you're lucky, after a while, you realize that you've simply followed the crowd, and do what everyone else is doing, or telling you what to do.

The fact is, about **3% of the world's population controls about 90% of the world's resources.**

That means that "the crowd" does not always know what's best. And to be able to excel in anything you really need to do something that's different.

You need to do something that **stands out from the crowd.**

And your best chance of doing this, is to do something that you're passionate about.

So, let's look at some really quick ways of how to re-discover what you're truly passionate about.

Let's call it "self-search".

It's a bit like research, but instead of looking for stuff outside of yourself, you want to uncover what's on the inside of your inner "self".

Please note, that this is not meant to be a personal development session, so I'll keep it brief.

To help you understand and uncover what you're true passions are, you can ask yourself these questions (I recommend you write all the answers down. It will make this exercise a whole lot more useful):

- What are the 50 things in life you most enjoy doing? (Don't stop until you have at least 50 things listed).
- **What do people say that you're naturally good at? That is, what do people tend to give you compliments on without you even expecting it?**
- What things do you normally excel in without it seeming to be much effort at all?
- **What things, when you do them, you totally lose track of time, and before you know it, a few hours have gone past without you even realising it?**
- What topics can you talk to someone else about for hours on end without getting tired or bored of it?
- **What kind of topics do you like researching or finding out about more, without being forced to do it?**
- What do you think your natural talents are?
- **What topic do you think you could write about every day, knowing that there will be no reward?**
- These are but a few questions to help you get started. And that's all you should see them as...a starting point.

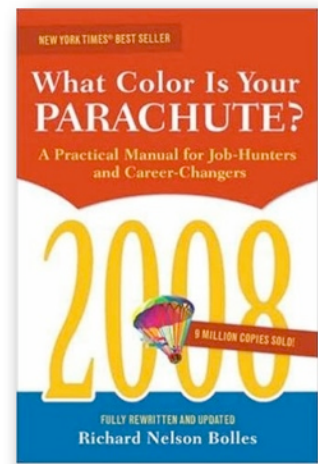
Finding out what you're truly passionate about could sometimes take a few weeks, months or even years. What I've found so far with myself, is that it's an ongoing

process, and as time goes by, I try to hone in further and further into the things that I'm naturally good at and enjoy doing.

There are many books that can help you with this - one such book is "*What Color Is Your Parachute*" by **Richard Nelson Bolles**. I read it a few years ago, and it was a great starting point.

So, let's assume now that you've discovered what kind of things you naturally love doing...your area of interest. That means you've reached the first milestone.

But this is only the beginning. Next, you have a very crucial milestone at hand. Miss this one, and you'll be doomed to failure for your blog...



## Action Plan For Milestone #1

- Buy yourself a nice hard cover journal for note taking for all your blogging research.
- Write down your answers to all the questions inside this section to help you find your passion.
- Ask your friends and family what they think you are naturally good at.
- Get a copy of "What Color Is Your Parachute".
- Read "What Color Is Your Parachute" and implement what you've learned there.

## Ready To Take Your Blogging To The Next Level?

Sign up for our Become A Blogger Premium Course now - it's in the **top 100 most popular ClickBank courses in the world!** We've already had **over 2,000 other people** go through the course and set up their very own successful blogs already! Sign up here today:

<http://www.becomeablogger.com/signup>

## Milestone #2 - Discover The Need

Have you ever thought that traditional marketing methods might not work in our current technology-driven day and age? Contrary to “accepted” beliefs on market research, I strongly believe that **getting to know what the market wants** is a lot simpler than most people think.

Here’s how...

The first thing you need to figure out, is where you can provide the most value in your area of interest - the area that you uncovered as part of the first milestone. And it just so happens, that you’ll be able to provide the highest level of value by **solving other people’s needs, wants, problems and frustrations**.

In fact, this is the secret to why most successful products and services on the market today have become so successful.

The entrepreneurs behind the ideas realized that there was a *problem* that no one else was solving. They then went ahead and created a solution for it, and gave it to everyone who was searching for that solution, and in the process, made a fortune.



For example, look at Henry Ford, one of the richest men to ever walk this earth. He realized that people wanted to have an affordable way of travel. So what did he do?

He pioneered the mass production industry and created a giant car production company. Because the cars were mass produced, Henry Ford could buy raw materials and labour in bulk at **deep discounts**, and could pass those savings onto the average Joe Blog (pun not intended) on the street.

They loved him for it, and the evidence is shown in how successful the Ford Motor Company became.

Similarly, if you can find a specific need, want, problem or frustration in YOUR area of interest, that no one else is addressing, you may just have a winner!



## **But There Is At Least One Catch...**

You have to make sure that enough people are complaining about the same thing.

**That is, you need to make sure that the market you want to target is large enough and capable of providing you with sufficient traffic to your blog.**

The more people who are complaining about their particular need, want, problem or frustration, the bigger the opportunity.

So how do you find these, shall I say, “exploitable”, opportunities?

Some of the best inventions in the world were discovered by people who immersed themselves in a specific field, worked in it for a while, and then figured out all the ins and outs about that industry. Before long they’d stumble upon some “gaps” in that industry, normally in the form of problems that do not have solutions, and then make a business out of providing a solution to that problem.

This technique makes a lot of sense, because the **better you know the industry** that you’re targeting, the better you can spot needs, wants, problems and frustrations, and then provide solutions that actually fix those exact real world problems.

Today it’s a lot easier to very quickly get a feel for the industry that you’re interested in. All you have to do is hang out on internet forums, get to know real people there, and simply observe what issues these people are having.

This is a lot easier than you might think at first.

To find forums in your area of interest, you can simply perform a search at [www.google.com](http://www.google.com) for the keywords related to your area of interest, followed by the word “forum”.

For example, say you love everything about baking cookies. The search terms you could use would be something like:

“baking forum”

Performing a search like this will bring up multiple results for forums related to that particular topic area. Then all you have to do is select the ones that seem most applicable to your situation.

Once you’ve identified a forum that suits your area of interest most accurately, get actively involved. That is -

- Read the posts.
- Respond to people’s questions.
- Ask questions.
- Make yourself known.
- And build your own profile there.

Over time, you’ll grow in your knowledge about your area of interest, and before long, you’ll have a very good grasp on what kind of opportunities exist in that industry.

A focussed approach could work very well here. So, instead of trying to do this with 10 or 20 different forums, select a handful of popular forums, and focus all your energies on them. Maybe even just one popular forum is enough.

### Blogs Are Good Research Tools Too

You can also do a search on [www.technorati.com](http://www.technorati.com) for blogs dealing with your area of interest.

Searching for other blogs on Technorati is a particularly useful technique for finding out what kind of competition is out there and it could aid you greatly in forming your own ideas of what you could be blogging about in the near future.

A neat way to keep track of all your research is to create a table that lists all the main blogs focussed on your area of interest, along with all the issues that they’re blogging about already. Doing this will provide you with a “map” of all the issues and opportunities in your industry at a glance. A typical research table could look something like this:

Blog Address	Issue 1	Issue 2	Issue 3	Issue 4	Etc.
<a href="http://www.blogone.com">www.blogone.com</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<a href="http://www.blogtwo.com">www.blogtwo.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="http://www.blogthree.com">www.blogthree.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<a href="http://www.blogfour.com">www.blogfour.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
etc.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

In the above example table, the crosses under the “Issue 4” column indicates that none of the blogs are addressing that particular issue. This means there is a potential opportunity for you to blog about Issue 4 and to provide solutions there.

**Don't forget that you can also use off-line methods...**

For example, you can get involved in special interest and hobby groups related to your area of interest, and simply talk to people about the problems and issues they are having.

The point is that you **get involved** in your area of interest, and find out what other people are complaining about in that area. **The more people who complain, the bigger the opportunity.**

Over time, you'll naturally start spotting opportunities in your area of interest, especially if you constantly search for them, keeping your eyes wide open.

The aim of all this, is to come up with a specific topic area that you would like to blog about. And by following this process, you'll come up with a number of different topic ideas that you could see yourself blogging about.



**Tip:** As you go about this process, make sure you keep a tidy record of all your ideas. Perhaps write them all down in a hard cover journal, so that you keep all your ideas together in one place, easy to find again later on.

The next challenge, is to figure out which single topic to focus on!

And this leads you to the next milestone.

Scroll down now for the **action plan** and then move on to your next milestone...



## Action Plan For Milestone #2

Find at least 3 forums on the internet related to your area of interest.

Get involved - make at least one comment inside each forum per day.

Start making a list of all the needs, wants, problems and frustrations that you notice people are having in your area of interest.

Create your own research table and keep track of all the issues that you've identified, and all the blogs that are already covering those issues\*

\* Remember that just because there is another blog that covers a topic that you've identified as a potential topic to blog about yourself, it doesn't mean that you can no longer target that same area. If the market is big enough, there will be space for multiple blogs in that area, especially if you can do a better job at it than anyone else. The X-Factor can help you become the leader in a competitive niche.

### Ready To Take Your Blogging To The Next Level?

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<http://www.becomeablogger.com/signup>

## Milestone #3 - Test Your Market

At the beginning of your blogging career, you'll most likely be very excited about your topic area, and you'll probably find it very easy to create fantastic content for your blog on a consistent basis.

But after a few months, if you're not getting any traffic, or you lose interest in your topic area for whatever reason, what do you think might happen next?

That's right, most people **give up**.

So what steps could you possibly take to prevent you from getting into this situation?

Here it is...

Instead of just creating one blog for one topic area, and putting all your eggs into one basket so to speak, **the answer is to diversify**, as they call it in the investment circles.

Diversifying simply means that you spread your risk over a number of different options, so that if one of your projects (or stocks or property for investment) crashes, you still have the other ones to rely on.

*“Instead of just creating one blog for one topic area, and putting all your eggs into one basket so to speak, the answer is to diversify, as they call it in the investment circles.”*

It's the same for blogging - you can “diversify” your options - especially when you are not certain what topic to focus on at the start.

So, to do this, you need to select the three topic areas you're MOST interested in and see the most potential for, and create a **separate blog** for each one of those topics.

Of course you may be able to create more than three blogs, but it depends on how much time you have, and whether it's more than one person working on the project. But three should be manageable for one person. I know this, because many of the successful bloggers we have worked with started out with three blogs as a market test.

Using the free videos from [www.becomeablogger.com](http://www.becomeablogger.com), you could easily create all three test blogs in a matter of one week, ... or even one day!

Next, all you need to do, is start creating useful and powerful content on each of the three blogs and start driving traffic to them.

If you read Yaro Starak's free report - the [Blog Profits Blueprint](#), he explains in detail how you can create what he calls “**pillar content**” and once you have enough content, how to use multiple online and off-line communication channels to start driving initial traffic to your blogs.



**Tip:** Make no mistake, you'll need to put in a significant effort before you'll start seeing results. But if you're blogging about something that you're really passionate about, the content creation part of it, at least, should be fun and relatively straight forward for you.

Once you start driving some traffic to your test blogs, you'll quickly see which one gets most of the attention. **And by quickly, I mean within the first *three months*, IF you put in a consistent effort of posting something to your blog at least once every two days.**

Using this information, you'll easily be able to decide which of your blogs you'd like to keep, and which ones to get rid of.

If, however, after three months, you're not sure of your results, you can do one of two things:

1. Keep going for another 3 months to see if a clearer picture emerges about which blog to pursue, or
2. Go back to milestone #2 and re-assess the topic areas that you're blogging about.



**Feedback loop to Milestone #2.**

If you go back to **milestone #2** and realize that there is something wrong with your topic selection, be swift in getting rid of the bad ideas, and start testing new ones.

### **Over time, you will...**

- become more versed in your niche,
- spot opportunities easier,
- and start making connections with other bloggers and other contacts on forums on the internet.

All this will come in handy once you get established with your main blog project.

If on the other hand, after three months, you realize that there is a **clear winner** out of your chosen tests, you're ready to move onto the next most important phase of your blogging career.

The next milestone will probably be the hardest milestone to reach, but if you can pull it off, the benefits could be very significant indeed.

Let's find out exactly what you'll need to do next...

## Action Plan For Milestone #3

Decide on 3 topics you'd liked to blog about.

Create a separate blog for each topic using the FREE videos on [www.becomeablogger.com](http://www.becomeablogger.com).

Use Yaro's **Pillar Content** concept to help you create powerful content for your 3 test blogs.

Start driving traffic to your blog using Yaro's Blog Profits Blueprint. You can get a free copy here: [www.blogmastermind.com](http://www.blogmastermind.com).

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## Milestone #4 - Focus Your Efforts

What do you think the **#1 reason** is why most bloggers (or anybody else for that matter) fail?

Many possible reasons abound, but one of them stands out from all others...

Lack of **focus**.

At least, this is my view, and also number of other very prominent internet marketers like **Rich Schefren** and **Eben Pagan**.

So, in the context of becoming a successful blogger, how does one go about getting this kind of focus that would put you in the best position for success?

Here is the answer...

If you were successful in uncovering a blog topic that showed some initial promise during the previous milestone, the next thing to do is to **get rid of the blogs that were under-performing, and focus all your energies on the ONE blog you think has the most potential.**

During this phase, your most important tasks will become:

1. Create extraordinary content
2. Generate traffic
3. And build a following

...in that order.

At this stage, it's important to realize that you need to create considerable value **FIRST**, before you are ready to move onto the next milestone. This is the *make-or-break* point for many "newbie" bloggers.

The ones who never make it often try to get something from their blogging activities even before they've delivered value. You can't withdraw money from a bank account that you have never built up any savings in.

You need to look at this exercise as an **investment**. The more time you can put into creating exceptional value (high quality free content), the higher your chances of long term success when you start promoting your blog later on.



**Tip:** If you really want to make your mark in your niche, you first need to focus on giving - and giving in a BIG way - before you can expect anything else, be it back-links, traffic or money.

## Start Building Your Email Newsletter (Your “List”)

The real key to Yaro’s online success and how he makes big money as a **super affiliate** earning commissions selling other people’s products, is because he uses his blog to create an email newsletter, otherwise known as an email list.

I recommend you also use your blog to start creating your email list. To do this, the first thing you need is an email auto-responder service such as [AWeber](#) (we use AWeber too) to send the email messages and collect people’s details.

A great way to build your list, is to create an email course or report where you give away premium content related to your blog topic. This Roadmap report is a good example of that. A simple 7-part series email course could do the trick as well - or something similar.

Yaro’s [Entrepreneurs-Journey.com](#) is a good example of how to include a sign-up box (known as an opt-in form) to build a list from your blog. Notice the strategic positioning of Yaro’s newsletter box on his blog in the image below:

**Optin Box using code from Aweber.com**

Subscribe Below  
  
 **Free Instant Access**



Building your list becomes critical to your success later on, since it will become the main medium you use to communicate with your followers about special product and affiliate promotions. So the sooner you start building your list, the better!

If you can manage to pull off **Milestone #4**, you'll be well on your way to running a successful blog. But one more thing remains.

How do you actually **make money** from your blog?

This much talked about topic is covered in the 5th and final milestone next...

## Action Plan For Milestone #4

- Select the winner from your 3 test blogs.
- Start creating MASSIVE value by adding high quality content to your blog over at least a 6 month period.
- Follow the tips inside Yaro's Blog Profits Blueprint to build multiple channels of traffic to your blog ([www.blogmastermind.com](http://www.blogmastermind.com)).
- Start building an email list from your blog by using an auto-responder service such as [www.aweber.com](http://www.aweber.com).

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## Milestone #5 - Start Making Money!

Making money from blogging is a topic of wide discussion on the internet. Some people sell *silver bullets* that will apparently help you **make millions** from just blogging, but is this really possible? And is it even realistic to think that you could maybe make a living from blogging?

Lets see...

After all your hard work, creating great content and following all the steps to build traffic from multiple communication channels and marketing your blog, it's time to start focusing your attention on **how to turn a profit** from your blog.

There are multiple ways of making money using your blog, some of which include Google AdSense, advertising space, promoting affiliate products, and a whole raft of other methods. (For more detailed information on monetization strategies, please read Yaro's [Blog Profits Blueprint](#), he covers the specific money making programs in that document, so I won't repeat them here.)

To optimise your blog earning ability, you can create a feedback loop to the previous milestone, where you constantly work on better quality and more elaborate content, more traffic, and expanding your following using something like email list marketing (more on this later).



**Feedback loop to Milestone #4.**

Note that the money making milestone only comes right at the **end** of the roadmap.

I hope you can see why this is the case.

Some people try to monetize their blogs WAY too early in the process, and run the risk of getting distracted and also getting discouraged if no money comes in initially.

Think about it.

It's an axiom (self-evident truth) that money flows from **lower value** things to **higher value** things. The more valuable you can make your blog by adding valuable free content FIRST, the better chance you have of getting a stream of money flowing towards you naturally.

Yaro's Entrepreneurs-Journey.com is an excellent example of this. For **6 months** he just kept on creating powerful content for his blog almost every single day, before he started showing any rewards for his efforts.

He now makes around **\$40,000 (US)** a month just from his blogging efforts, but it all started with him providing a lot of free and valuable content up front.

Most other successful bloggers we know have a similar story to tell.

It's possible to go into a lot more depth about monetization strategies now, but Yaro's [Blog Profits Blueprint](#) already provides a thorough analysis. I'm here to teach you the X-Factor techniques, not repeat what Yaro has already published. At this stage, it's important for you to know that there are SEVERAL ways of monetizing your blog but NONE of them will work if you try and skip the other milestone steps.

Making money from a blog is a foregone conclusion, *when* you get everything else right, it simply becomes a process of testing. When you have a **hungry audience** you just have to show them different things to eat to discover what they will purchase.

### **Now You Know The Key Milestones**

That's it for the milestones. As you can tell, each of the milestones build on each other, and there really are no shortcuts. But even if you manage to reach all of the milestones, this may not be enough anymore.

The internet landscape has changed significantly over the last 5 years, and what worked back then, may not serve you very well in the future at all. That's why you'll need to read the second part of this report, so scroll on...

## Action Plan For Milestone #5

- Select one monetization strategy for your blog.
- Learn everything you can about this one monetization strategy.
- Implement this one monetization strategy on your blog.
- Once your first strategy is successful, move onto the next monetization strategy for your blog.
- Keep going through this process until you have multiple streams of income from your blogging activities.

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<http://www.becomeablogger.com/signup>

## “OK. Let Me See If I Can Read Your Mind...”

You’re probably thinking right now...”*Sure, I’ve seen all this before, and there’s nothing really new about this roadmap process.*”

And then you’ll ask: “*So what?*”

And granted...**good question!**

SO WHAT if you follow all the steps and reach all of the above milestones?

Will it really guarantee your success as a blogger? Well, maybe... and maybe not.

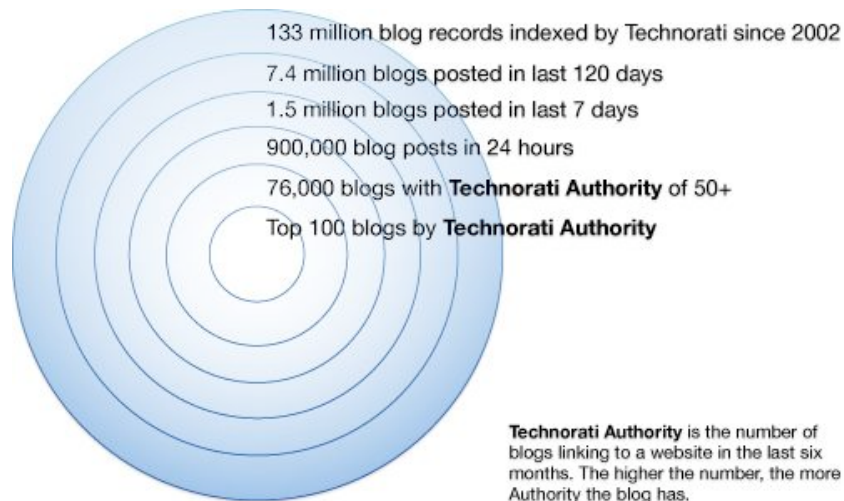
You see, the above process I’ve just explained, is a process that has worked pretty well up to this point in time. And in fact, there are many bloggers out there, who would, in some shape or form, agree with most of what’s been said already.

But there is one massive ingredient that is missing to this whole traditional approach.

You see, the issue with blogging at the moment, is that we’re literally at the the peak of the number of new blogs being created every day - it’s around 2 new blogs every 3 seconds!

**That’s 7.4 MILLION blogs in the last 120 days!**

You can check out the stats on [www.technorati.com](http://www.technorati.com) if you doubt this.



### **Technorati Blog Statistics.**

**Source:** <http://www.technorati.com/blogging/state-of-the-blogsphere/>

## So How Do These Crazy Statistics Impact You?

What this means for you, is that the market for new bloggers is pretty much starting to get **saturated**.

And this means, that for most of the niches out there, and potentially your area of interest (the stuff you're passionate about), there will be an army of daily new bloggers that you'll have to compete with.

Gone are the days of targeting a small niche, writing up some mediocre content, and making a living from it.

There are simply **too many players** with superior writing skills, and superior free content, who've entered the blogging market already.

*“Gone are the days of targeting a small niche, writing up some mediocre content, and making a living from it.”*

Therefore, for you to succeed as a blogger, you'll need to do something extra - something that not many bloggers are doing at the moment - either because they are not aware of it's power, or because they simply don't know HOW to do it.

This also means there's a huge opportunity here for you - but only if you know how to take advantage of it!

And that's exactly what I'll talk about next...

(Scroll on)

## Finally! The “X-Factor” Revealed...

To put it simply, the “X-Factor” is...

“A strategic implementation of **multimedia blogging** to augment your existing blog content, and as a result, increased circulation thanks to **social media distribution**.”

But what does this mean? Will this definition actually be able to help you become successful as a blogger?

**You bet!** And I have lots of proof coming up too!

But first, let’s have a closer look at this definition for the “X-Factor”...

Let’s start with the two core concepts behind the “X-Factor” - multimedia blogging and social media distribution:

**Multimedia blogging** is what happens when you take the normal method of communication with blogs, that is text, and supplement it with multimedia content such as images, audio, online video and other interactive online technologies.

And...

**Social media distribution**, on the other hand, is the emergence of a totally new way of getting your message across to other people online.

Wikipedia defines Social Media as:

*“...primarily **Internet-based tools for sharing and discussing information among human beings**.*

*The term most often refers to activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio.*

*This interaction, and the manner in which information is presented, depends on the varied perspectives and “building” of shared meaning among communities, as people share their stories and experiences.”*

Now that’s a mouth full!



All this means, is that there are some really neat online communication tools being created at the moment, and with blogging, you'll be in the best possible situation to take advantage of them.

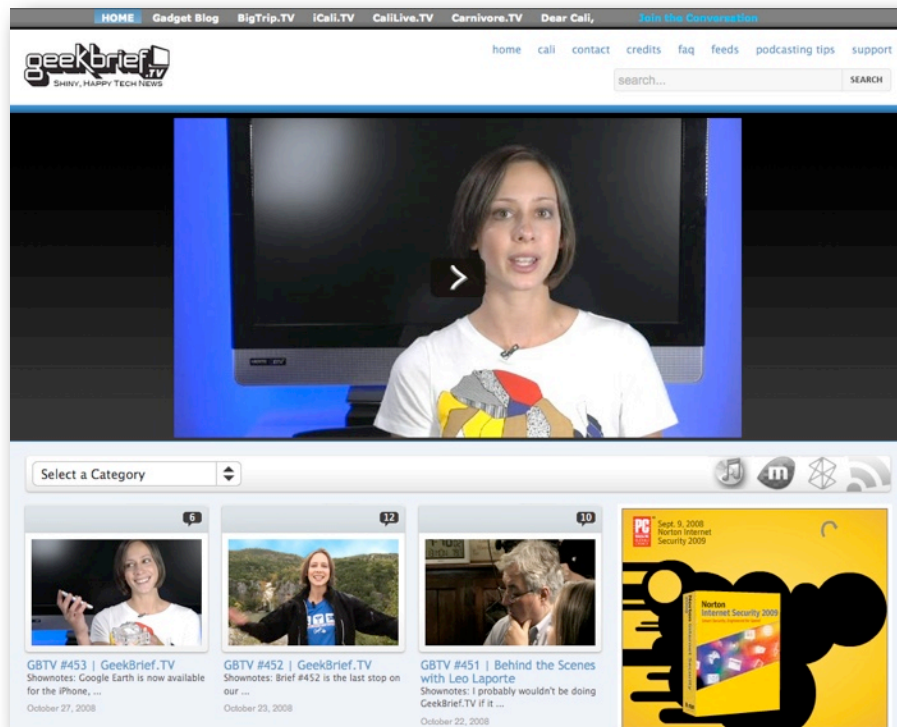
While multimedia has been around for a while, and social media has been the focus of the internet for the last two years, no one has really brought these two things together in a simple to follow system, showing people exactly HOW to actually **create multimedia content**, and then to leverage that new content with social media tools.

If done correctly, this would inevitably lead to much greater results for your blogging efforts.

Soon, I'll tell you exactly how you can get more detailed information on the "How To" of all this. But first, let's look at some examples so that you can get a clearer picture of what all this means...

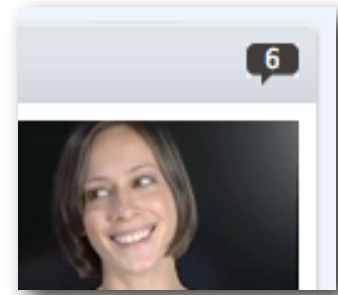
## An Amazing Display Of The "X-Factor" In Action...

If you visit [www.Geekbrief.tv](http://www.Geekbrief.tv), a very popular daily technology report, there are a few very interesting things to notice there.



The Geekbrief.tv website.

**Firstly, notice that most of the content is presented as online video.** Now of course, this is just an example of what's possible, so it certainly does not mean that most or all of your content **MUST** be video and audio, but this will give you some ideas with what you can do with your own blog.



**Next, notice how they're using various social media tools to help create buzz and get the word out about their show.**

For example, if you click on any of the posts, you'll notice that people can write comments, and have a discussion about that particular show.

This is a very simple form of social media...the comments function. All blogs have this function built into them in any case, so that's not new.

**Now have a look at all of the icons over at the top right hand corner.**



**Subscription icons on Geekbrief.tv.**

People can subscribe to the videos using a number of different methods - in this case, iTunes, Miro, Free Zone and RSS. So, not just the normal RSS feed you'd get with a normal text based blog.

What these different options do, is give people the opportunity to consume your content in multiple different ways. No longer do they only use a web browser and perhaps an RSS feed reader to consume your content. Now people can subscribe to your multimedia streams (like audio and video), and use the above services to access your content instantly, and consume it whenever, and wherever they want!

And that's not all...

On top of this, **Cali Lewis**, the presenter of the show, also has a twitter account where she writes daily updates about her shows and lets people know when the next show is ready. (Twitter is similar to blogging, except that you can only write a couple of lines of text at a time - it's often called "micro-blogging".)

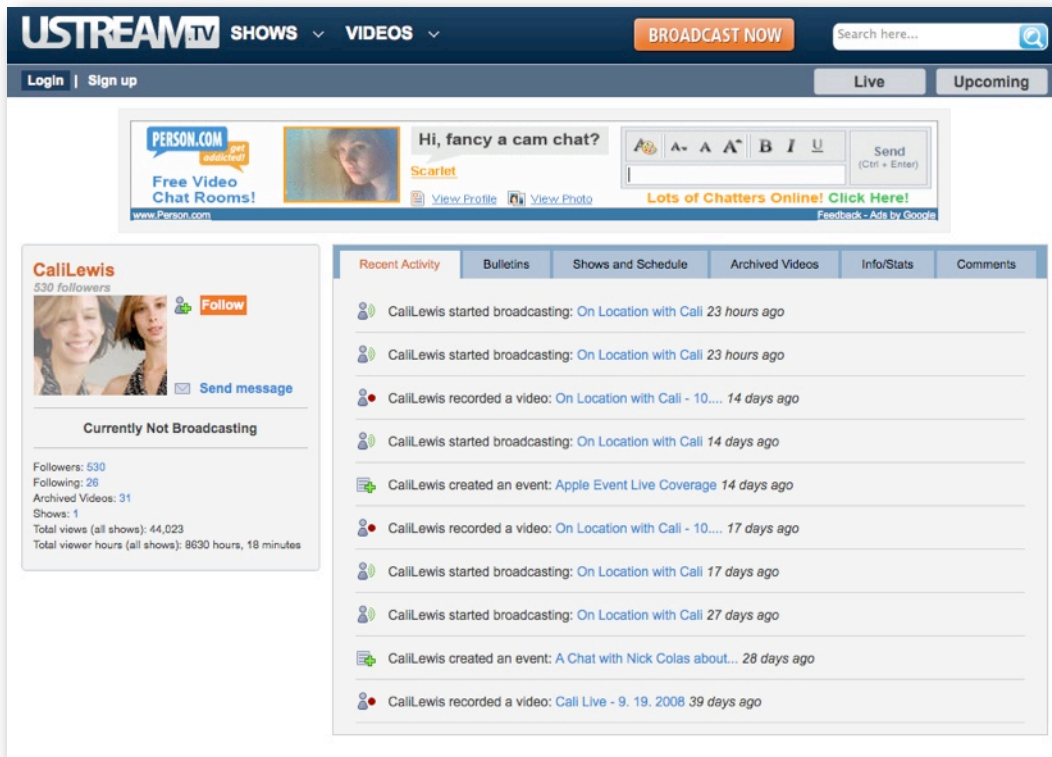


The Twitter page of Cali Lewis from Geekbrief.tv.

Cali currently has over 20,000 people subscribed to her twitter account, and **every time she writes a twitter message of a few words, with a link to her latest show, about 20,000 people will get instant notification that her next show is available and as a result drive a lot of traffic to her site...**

And all of this takes place at the click of a button!

Additionally, Cali Lewis also makes use of an amazing online video streaming service called Ustream.tv, where she often has live online video broadcasts about special topics for her subscribers.



**Stream your video live with Ustream.tv.**

Using Ustream.tv is not only a great way of fostering very close **relationships** with your audience, but it can also give you that extra exposure that will set you apart from the rest of the bloggers out there.

There are lots more social media things going on in the background on Geekbrief.tv, but I think you can see how Cali Lewis and her team are certainly doing **something extra** to get the kind of attention they're getting - which is very significant indeed!

Now let's take a look at example that all you budding movie stars will like. Scroll on...

## How A New Way Of Using The "X-Factor" Turned A Penniless Actor Into An Internet Superstar!

Here's a great blog that makes use of both **multimedia** and **social media**. It's a by an actor/artist who for a very long time could hardly make ends meet with his artistic efforts.

A few years back he taught himself how to use the internet to help distribute his shows about people's pets.

Over time, he built up an online audience, and only recently, he ran his very first "live" show with a theatre full of his own hard core online followers.

His blog can be found at [www.CuteWithChris.com](http://www.CuteWithChris.com).

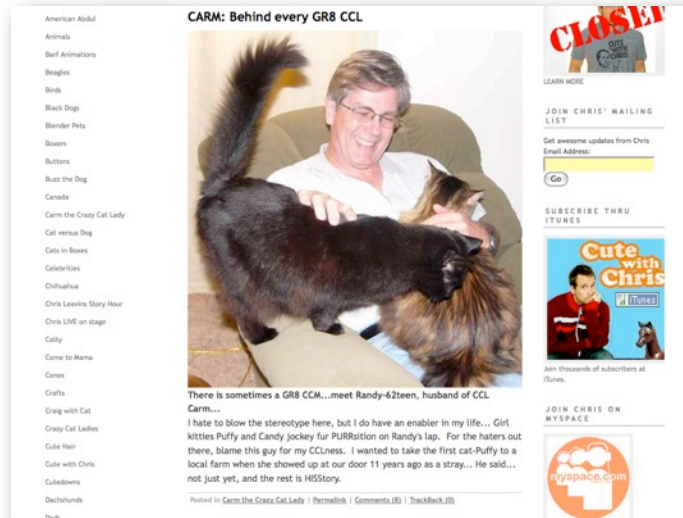
The screenshot shows a blog post layout. At the top is a banner image with the text "LIVE on stage in TORONTO & LOS ANGELES" and "CUTE WITH CHRIS LIVE". Below the banner is a post dated "October 28, 2008" with the category "Theatre". The main content area features a photo of a man in a plaid shirt walking on a stage with a ladder. Below the photo is the text "My office for the next five days." and a footer with "Posted in LIVE on TOUR | Permalink | Comments (4) | TrackBack (0)". On the left sidebar, there is a "REHEARSALS HAVE BEGUN" section with a "TICKETS ON SALE NOW" button and links for Toronto and LA tickets. Below that is a link to "To learn the signs of autism" with a small image of a child. On the right sidebar, there is a "THINGS YOU MIGHT WANT TO KNOW" section with links for "About the SHOW", "About CHRIS", and "See RECENT EPISODES", along with a "Subscribe to 'Cute with Chris'" button. Below that is a "RECENT SHOWS" section with a "CLICK HERE FOR LATEST EPISODES" button and a "Click here for all recent shows." link. At the bottom right is a "SEARCH THIS SITE" section with a "Search" button and a "Google Custom Search" link.

The Cute With Chris blog at [www.CuteWithChris.com](http://www.CuteWithChris.com).

Let's have a look at some of the multimedia and social media elements that Chris uses on his site...



**First, notice how often he uses images on his blog.** These are just simple images of people and their pets that he gets from his subscribers. (See screen shot below).



**Screen shot of a typical image on the [www.CuteWithChris.com](http://www.CuteWithChris.com) website.**

**Next, notice his frequent use of videos on his site.** Here's a screen shot of a typical embedded video on his site:



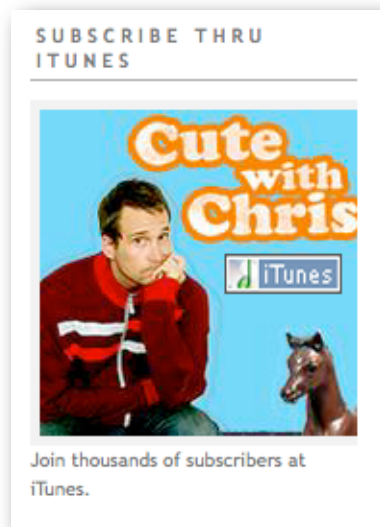
**Screen shot of Cute with Chris embedded video.**

These two aspects alone already sets him apart from many other bloggers who only use text on their blogs.

When you use images and video, it totally changes the way that people view and interact with your blog. It makes your blog **come to life**.

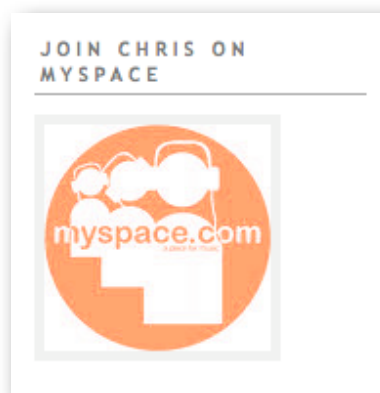
**Finally, Chris also makes use of some pretty neat social media tools to help him distribute his content.** If you look on the right hand column of his website, you'll notice that he uses a number of different options for people to absorb his content. Here are a few examples:

Below is a screen shot of the place where you can sign up to Chris's video podcast via iTunes:



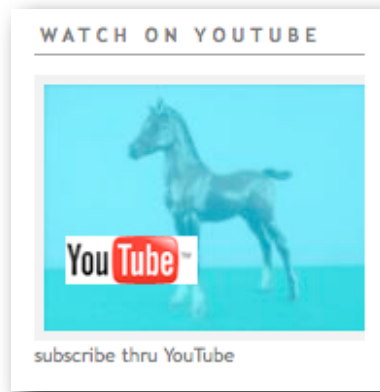
**The option to subscribe via iTunes.**

You can also follow him on MySpace.com:



**The option to watch his content on MySpace.com.**

And finally, you can also subscribe to his videos using his "Subscribe Thru YouTube" option:

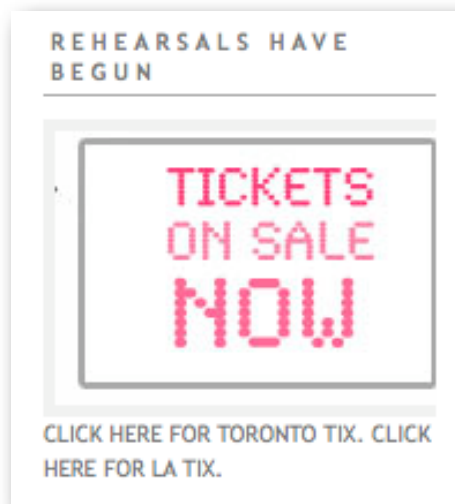


**The option to subscribe to Chris's videos via Youtube, straight from his blog.**

Once again, there are probably a whole range of other social media tools that Chris might be using to get extra attention, and hence traffic to his blog.

But, you're probably wondering how Chris is ***making money*** from his site?

Well, for starters, he actively promotes his live shows...



**Screen shot of Chris's live show advertisement.**

...and he also sells t-shirts branded with his own logo, straight from his blog.





**Screen shot of Chris selling his t-shirts from his blog.**

At the time of writing this report, Chris's program was closed for any new t-shirt sales because he ran out of stock. I guess it shows that he's making some money after all!

There are probably other ways that Chris is monetizing his blog, but the point to take home here, is that by doing something out of the ordinary, and leveraging it with social media, Chris has managed to create attention and traffic to his blog and as a result has carved himself a very nice little niche for what he's doing.

### ***After looking at these two examples, can you see now why multimedia combined with social media is so powerful?***

The multimedia part helps you create content that's different from most other blogs, and the social media part helps you leverage your content in alternative ways, different from the traditional sources of getting traffic.

Of course the older traffic generation methods still work, but why not really boost your exposure by making use of multimedia content combined with social media distribution?

It's a no-brainer.

### **But Who Cares Whether You're Using These Tools Or Not?**

The whole reason for getting into the "X Factor" strategies is because you want to be **different**.

You want to *stand out from the crowd*...

As in any industry, at the beginning while competition is low, it's easier to make waves and get attention. But as the industry grows, it becomes harder to do that, and you need to start doing something extra, **above and beyond**, what everyone else is doing.

By using multimedia, combined with social media, you have all the tools you'll ever need for **massive worldwide exposure**... all of this, at your fingertips.

And THAT's powerful!

Let's move on...

(scroll down)

## What's All This Stuff Got To Do With The Roadmap In Any Case?

The thing about multimedia blogging and social media, is that **it will positively impact every single stage of the Roadmap** we looked at in the first part of this report.

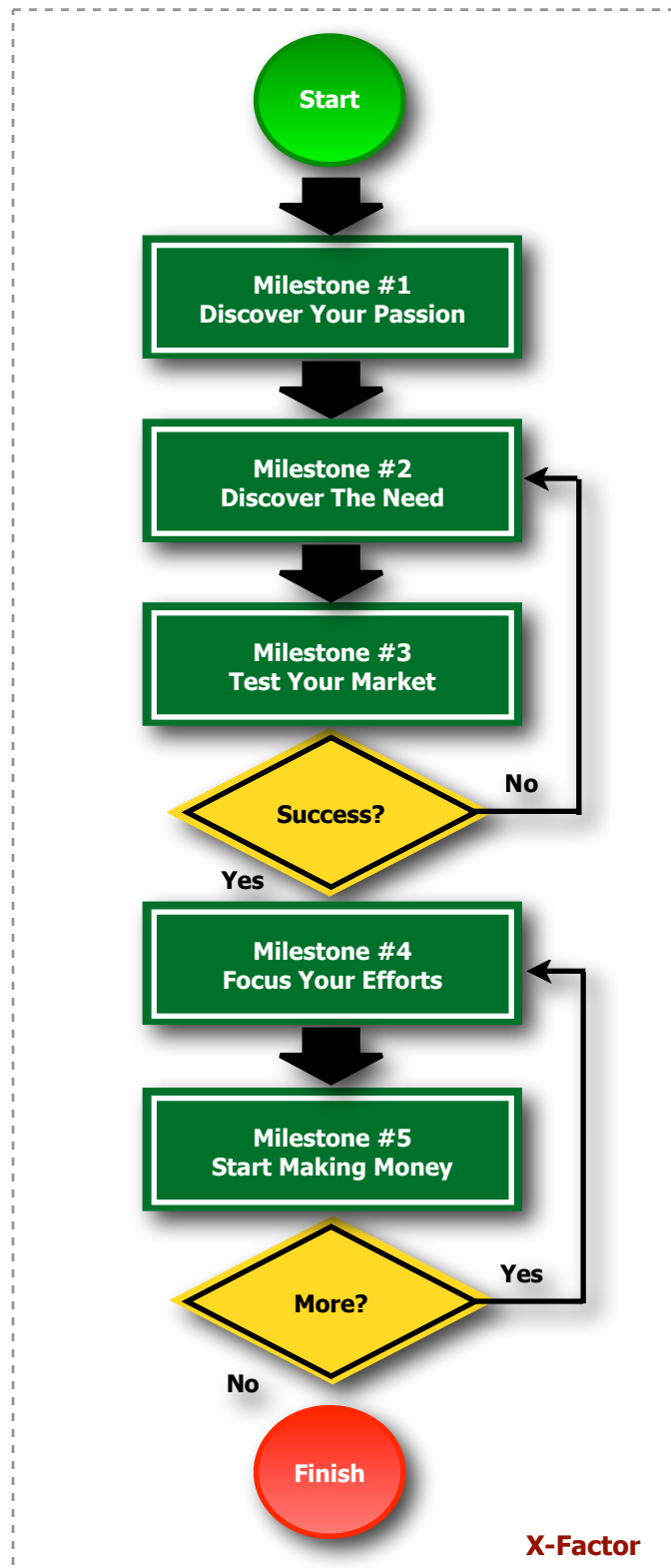
You can look at the “X Factor” as an **over-arching set of “blanket” strategies** that will boost ALL areas of your blogging activities.

If you have another look at the Roadmap diagram (on the right), you'll notice the dotted line around the perimeter of the Roadmap.

This represents the “X-Factor” strategies and shows that it affects the Roadmap **at all stages**.

Inside the next section, I'll let you in on some fantastic “X-Factor” strategies (for each of the milestones) that can take your blogging efforts to a whole new level.

And the best part, is that implementing the “X-Factor” strategies is easy and fun to do...



## Finally, Some Hard Core “X-Factor” Strategies To Implement On Your Blog Immediately!

Now I’ll show you some very practical “X-Factor” strategies that you can start using on your blog right from the word go.

The neat thing about these strategies, is that you don’t have to wait until the end of the Roadmap before using them. You can start using some of these strategies as early as the first milestone. Let’s get into it...

### X-Factor Strategies For Milestone #1

Starting with the first milestone, finding your passion...

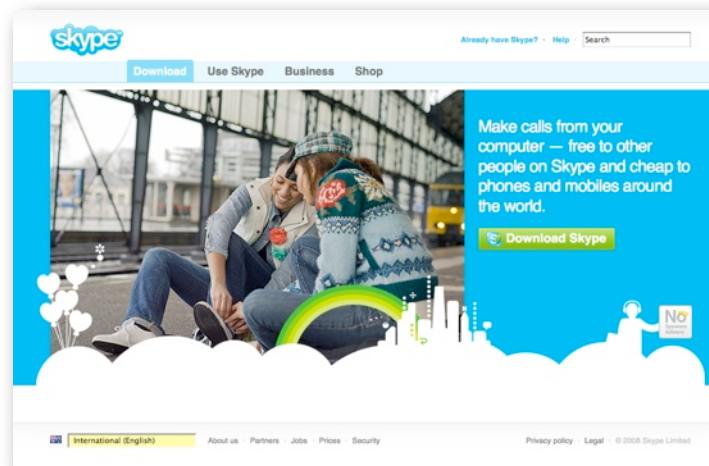
What better way is there than to interact with other, like-minded people from all over the world in your search for things that you might find exciting and interesting?

It’s often when you interact with others that you come up with some of your own best ideas. Doing this on the internet is now more possible than ever before.

#### X-Factor Strategy #1: Use Skype to hook up with people from all over the world



If you don’t know what Skype is, it’s basically a technology that lets to talk to anyone in the world for as long as you want, and the best part, it’s **free**, just as many of these social media tools are. To get your own free Skype application, simply visit [www.Skype.com](http://www.Skype.com).



Screen shot of the [www.Skype.com](http://www.Skype.com) website.

Once you have Skype installed into your computer, it becomes really easy to talk to anyone in the world for free, as long as they also have Skype installed on their computer. Alternatively, you can use SkypeOut, Skype's phone service where you can actually call land line (normal) phones straight from your Skype application at the fraction of what it would cost you with a normal phone.

You can look at Skype as a fantastic "enabling" technology that lets you communicate much more freely and easily with your friends online. Then, as you connect with more friends online, it becomes so easy to call someone up, and pick their brains for a few minutes. Millions upon millions of people are already using Skype, so if you don't have it installed on your computer yet...do so now!

Here is another dead easy way of making friends online, and talking about common areas of interest...



### **X-Factor Strategy #2: Use The Group Function In Facebook To Uncover Exploitable Niche Areas...**

You can easily join different interest groups on a social networking site like [Facebook.com](https://www.facebook.com) to get a better feel for your area of interest.

All you have to do, is become a member (it's free) and then search for groups related to the kind of stuff that you're interested in. Once there, you can interact with people of all ages, races and cultures to get a clearer picture of what you might find an interesting topic to blog about.

All of this can help you crystallise your vision for what topics to focus your blog on.

I've created a **FREE step-by-step video** for this showing you how to actually implement this strategy with Facebook.com, and I'll send you the link in one of my next emails. Just make sure you stay subscribed and you'll get access to it.

## X-Factor Strategies For Milestone #2

When it comes to researching your topic, there's a whole new set of tools that you can use. And you may already have access to one such tool, but don't realize how powerful it could be. Once again, Google comes to the rescue...



### X- Factor Strategy #3: Use Google's RSS Feed Reader To "Keep Your Finger On The Pulse" And Cut Your Research Time In Half!

If you think back to [video #9](#) on [becomeablogger.com](#), you'll remember that I showed you how to set up your own RSS feed reader account with Google.

What I neglected to mention, was that you can use Google's RSS feed reader to perform really quick and really powerful research about any topic of your choice.

Here's how to do it:

- **Step 1:** Search for other blogs related to your area of interest (the niche area you want to blog about) on [www.technorati.com](http://www.technorati.com).
- **Step 2:** Sign up to the RSS feeds of the blogs you've found in Step 1 using your Google Reader account (video #9 on [becomeablogger.com](#) shows you exactly how to do this).
- **Step 3:** Create a special folder inside your Google Reader account, call it "Research", and place all the new RSS feeds from step 2, inside this folder. You can create a new folder by clicking on the "Manage Subscriptions" link on the bottom left hand corner of the Google Reader interface (see image below).



- **Step 4:** Every day, scan the new entries to all the feeds inside your "Research" folder to get a feel for the latest hot topics, or simply just to get your head around what's going on in your chosen industry.

When you use this method, you'll simply be amazed at how quickly you can go through a truckload of information and as a result, be much better prepared for making a good topic selection for your blog.

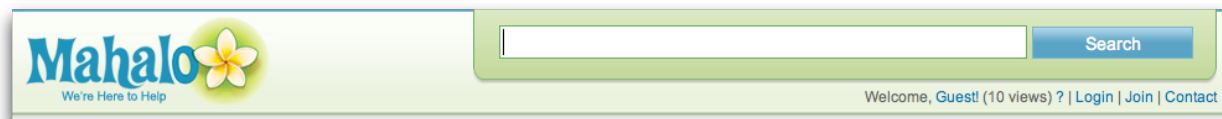


#### **X-Factor Strategy #4: Use These Two Super Search Engines To Find Truckloads Of Information About Your Area Of Interest**

Using Google.com for finding stuff on the internet is one thing, but I bet you didn't know about the features these two other search engines have that Google does not.

There are some great search engines around, specifically designed for easy market research.

The first one I'll mention is [Mahalo.com](http://Mahalo.com). Believe it or not, it's a **human based search engine**. What this means, is the search results are driven by other people looking for similar stuff. Search engines like Google.com in contrast uses complicated algorithms to provide you with the most relevant search results.



What's great about Mahalo.com, is that it clusters specific kinds of information together for you. For example, if you do a search for the term "blogging", you'll get results under categories such as "Fast Facts", "Quotes", "How To Tips" and a whole range of other categories.

Using Mahalo.com for digging deeper into your area of interest, could help you tremendously in clarifying what you should be blogging about. It takes a little bit of time to get used to it, but once you have the hang of it, it's extremely valuable.

Here's a screen shot of the results I got for the keyword "blogging":

**Related Pages on Mahalo**  
[How to Set Up a Blog for Beginners](#) | [Blogging Tips](#) | [Web Hosting](#) | [Web 2.0](#) | [Blogger](#) | [WordPress](#) | [TypePad](#) | [Movable Type](#) | [LiveJournal](#) | [Corporate Blogs](#) | [Search Engine Optimization](#) | [How to SEO Your Website](#) | [How to Use Google Analytics for Beginners](#) | [PayPerPost](#) | [Anchor Text](#) | [GooseGrade](#)

**Categories**  
[Socially Built Pages](#) | [Technology](#) | [Internet](#) | [Blogs](#)

**Ads by Google**

**Need to Create a Blog?**  
 Try Squarespace for free! The stylish way to publish online.  
[www.squarespace.com](http://www.squarespace.com)

**Earn \$5,000/mo Blogging?**  
 Learn To Be an Authority Blogger Free Blog Mastermind Report Here  
[BecomeABlogger.com](http://BecomeABlogger.com)

**Bloggin' Secrets Revealed**  
 How To Successfully Make Money With Your Own Blog. Free Course!  
[www.masterblogprofits.com](http://www.masterblogprofits.com)

**Blogging How To and Tips**

Mahalo's Guide to [How to Set Up a Blog for Beginners](#)  
 ChrisBrogan: [How to Launch a Group Blog Project](#) (October 19, 2008)  
 ProBlogger: [12 Traits of Successful Bloggers](#) (May 20, 2008)  
 New Music Strategies: [Ten Quid Website Upgrade](#) (March 10, 2008)  
 EFF: [How to Blog Safely \(About Work or Anything Else\)](#) (May 31, 2005)  
 Write to Done: [12 Essential Blogwriting Tips for Building a Successful Blog](#) (February 12, 2008)  
 ProBlogger: [10 Techniques to Get More Comments on Your Blog](#) (October 12, 2006)  
 Copyblogger: [Five Lessons From Newspapers to Boost Your Blog's Circulation](#) (April 11, 2008)  
 ChrisBrogan: [Keeping the Blogging Fires Burning](#) (March 5, 2008)  
 Logic+Emotion: [Everything I Know About Blogging](#) (March 8, 2008) 🐣  
 PureBlogging: [99 Ways to Improve Your Blog](#) (March 10, 2008)

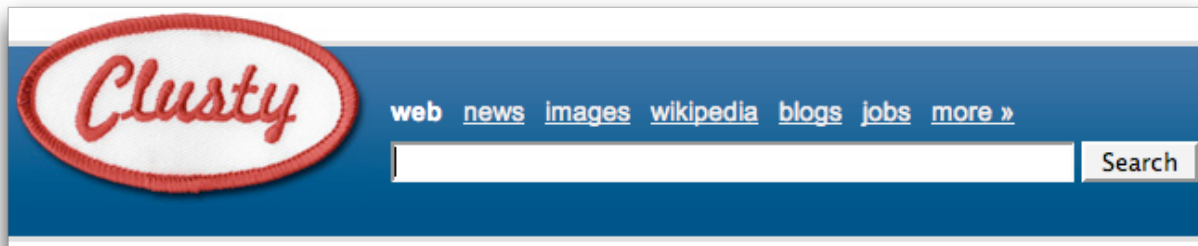
**Promotion**

The Thinking Blog: [Guide to Blog Promotion](#) (April 23, 2008)  
 ProBlogger: [How to Promote Your Blog Through Networking](#) (March 13, 2008)  
 Skelliewag.org: [Why You've Got to Dig Digg to Get Dugg](#) (March 22, 2008)  
 ProBlogger: [Who Cares How Many Subscribers You've Got?](#) (April 4, 2008)

**SEO**

Mahalo's Guide to [Search Engine Optimization](#)

The second search engine I'll mention is [Clusty.com](http://Clusty.com). This is known as a “metasearch engine” and is a truly remarkable technology. It basically aggregates results from a whole bunch of different search engines, and then allows you to dig **much deeper** into the sub-category of your choice.



For example, if I perform a search for the keyword “blogging” again, it will come up with a bunch of category results including things like “Bloggers”, “Marketing”, “Resources”, “Make Money” and a host of other categories. If I then click on the “Make Money” category, it will show me all the websites and blogs that relate to the keywords “blogging” and “make money”. This is powerful and can provide you with cutting edge research results faster than you can say...Google!

Here's the screen shot of my search for the keyword “blogging” in Clusty.com:



The screenshot shows the Clusty search engine interface. At the top, there's a navigation bar with links for 'web', 'news', 'images', 'wikipedia', 'blogs', 'jobs', and 'more'. A search bar contains the word 'blogging', and there are buttons for 'Search' and 'advanced preferences'. Below the search bar, there are tabs for 'clusters', 'sources', and 'sites'. A sidebar on the left lists various clusters with their respective counts: 'All Results (291)', 'Bloggers (37)', 'Marketing (20)', 'Social (17)', 'Bloggng Tips (17)', 'Resources (16)', 'Photos (15)', 'RSS (12)', 'Bloggng software (10)', and 'Writer (11)'. The 'Make Money (7)' cluster is highlighted in red. Below the sidebar, the main content area shows the results for the 'Make Money' cluster, stating 'Cluster Make Money contains 7 documents.' and listing five items:

- Blog Tips to Help You Make Money Blogging - ProBlogger** - ProBlogger **Blog Tips - Make Money** Online ... Are RSS Subscribers Worthwhile if they Don't Visit Yo [www.problogger.net](http://www.problogger.net) - [cache] - Live, Gigablast
- A Blog On Blogging Tips - SEO - Making Money Online And Websites** - Get all **blogging** tips,tricks,guides and tutorials. Get tips for traffic,content,links for your **blog** including [bloggingtruths.com](http://bloggingtruths.com) - [cache] - Live
- FreshBlogger** - A **weblog** about writing and **blogging** for **making money**, building online community. [freshblogger.com](http://freshblogger.com) - [cache] - Open Directory
- Make Money Blogging : Get Paid for Blogging : Blog Advertising ...** - Get paid to place ads on your **blog**. **Make money blogging**. Not Adsense. Contact **Bloggng** Ads at [www.bloggngads.com](http://www.bloggngads.com) - [cache] - Live
- How to Make Money Blogging with Blogging to the Bank 3.0**

(Special thanks to Juho Tunkelo, a dear friend and thought leader in web 2.0 technologies, for the above two search engine tips. To find out more about Juho and what he gets up to, please visit his blog at [www.JuhoTunkelo.com](http://www.JuhoTunkelo.com).)

## X-Factor Strategies For Milestone #3

There is a really fast and easy way to test your ideas for your new blog topic. This is one of my favourite strategies, but I have to warn you...this strategy could be highly addictive and you'll really need to watch the time you spend on it!

You'll see what I mean once you get into it...



### **X-Factor Strategy #5: Use Seesmic.com To Get Instant Feedback On Your Blog Topics...**

Instead of going through the process of setting up a blog first, then creating content, and then trying to get traffic to your site to see if your topic has a good chance of getting traction, you could just use [Seesmic.com](http://Seesmic.com) for immediate initial feedback.

I still recommend you go through the process of setting up your **test blogs**, but you can use Seesmic.com very effectively to get an initial feel for whether people might be interested in your chosen blog topic before you even create your blogs.

Here's how to do it:

- **Step 1:** Sign up for your free account [www.seesmic.com](http://www.seesmic.com) (you'll need a webcam and a microphone for this to work).
- **Step 2:** Start making friends on Seesmic.com by watching and responding to people's videos there.
- **Step 3:** Ask people their opinion about your blog topic(s).
- **Step 4:** Get immediate video feedback from real people all over the world!

This has got to be one of the most fantastic services around... not just for research, but also for making friends, around the globe, real quick.

Here's what I did a while ago when I could not decide whether I should buy myself a Mac computer or not...

I signed into my Seesmic account at [www.seesmic.com](http://www.seesmic.com), then created a quick 30 second video, asking the question whether I should get a Mac or not, and then created a title called "Are You A Mac Or A PC Person?". (Seriously, it took me 30 seconds to create the video and submit it to Seesmic.com).

This is a screen shot of my video I created with all the 38 video responses on the left.



My little experiment on [www.seesmic.com](http://www.seesmic.com).

**Within an hour I had 38 different video responses from people all over the world, giving me expert advice on my research question.**

I even got a previous employee from Apple to respond, and she gave me better advice than I could get going to the local Apple dealer here in Brisbane Australia, where I live.

This was by far the most helpful research I did on the topic of whether I should get a Mac computer or not.

In the same way, you could easily go onto Seesmic.com, make some friends there, and then start asking questions about your topics of interest. You could even just hang out there, and listen to what people are talking about. And by listening, you'll be able to pick up very quickly on what all the different issues are within your chosen niche.

## X-Factor Strategies For Milestone #4

Creating out-of-the-ordinary multimedia content and then leveraging it with social media, is now easier than ever.

You already know that multimedia consists of images, audio, online video, and perhaps other interactive technologies on your blog. The trick now is to utilise these tools to create content that will set you apart from the rest of the bloggers on the blogosphere.

Here are a few examples of what you could do:



### **X-Factor Strategy #6: Record Interviews With Experts In Your Niche Using FREE Software...**

To create audio content for your blog, why not approach the experts in your niche, and interview them?

You can do this for free by using software like:

- Skype ([www.skype.com](http://www.skype.com)) to make the call with,
- Powergrammo Skype recording software ([www.powergrammo.com](http://www.powergrammo.com)) to record your calls with,
- And Audacity audio editing software (<http://audacity.sourceforge.net/>) to edit your recordings and put the final finishing touches on it.

Once your audio is produced, simply upload your audio to a service like [www.libsyn.com](http://www.libsyn.com) who will host all your audio files and submit them to some of the world's most prominent podcasting directories (Libsyn.com is not free, but the costs are really low compared to what you get out of it).

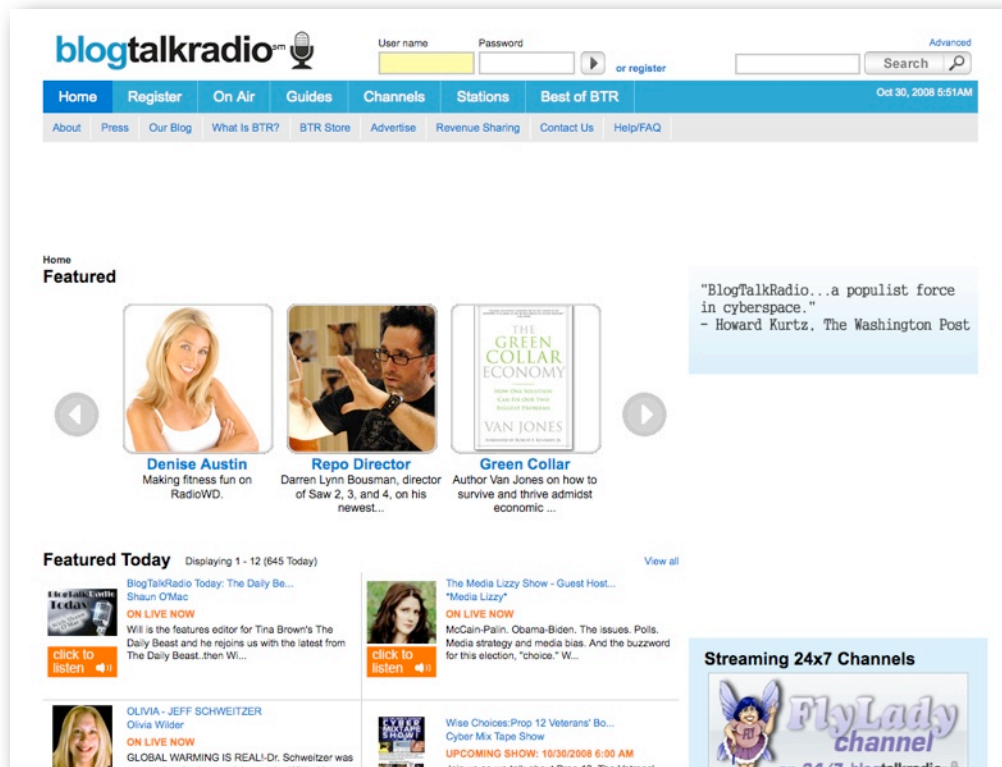


### **X-Factor Strategy #7: Use BlogTalkRadio To Get Access To An Instant Worldwide Audience...**

If you're a bit technology shy, you could use a service like [www.BlogTalkRadio.com](http://www.BlogTalkRadio.com) to help you interview people from all over the world, and then publish the streaming audio on your own blog.

All you need is a phone, a computer, an internet connection... oh and of course, your voice!

It doesn't get any easier than this!



Screen shot of [www.blogtalkradio.com](http://www.blogtalkradio.com).

To make it even easier for you, I've created another **FREE step-by-step video** showing you **how to sign up to BlogTalkRadio.com and create your first broadcast**. So, just stay subscribed, and you'll get access very soon.



### **X-Factor Strategy #8: Create Professional Looking Online Video For Your Blog...**

To create online video for your blog, all you need, at a minimum, is a webcam, a microphone, a computer, an internet connection and some video editing software to be able to create some very interesting video content.

Once you've created your videos, you can simply upload them to YouTube, or any of the dozens of free video sharing websites, grab the embed code they provide you, and display the videos on your own blog.

To get **FREE** step-by-step video creation instructions, just go to [GetYourVideoOnline.com](http://GetYourVideoOnline.com) where it provides you with 6 **FREE** videos on how to record, edit and upload videos to the internet and then publish them on your blog.



## X-Factor Strategy #9: Create Buzz Using Two Crazy Cool New Technologies...

Once you've created some eye-popping multimedia content for your blog, it's important to somehow get as many **eyeballs** onto your pages as possible.

One really neat way is sign up for an amazing new service. Actually, this service is probably a bit old by now, but if you haven't been following the social media movement, this may still be very new to you.

It's called micro-blogging!

It's just like blogging, but instead of writing up long articles for each post, you're only allowed a limited number of characters.

One such service is [Twitter.com](http://Twitter.com) - the same service that Cali Lewis used in our above mentioned example.

At first, you might be wondering why on earth you'd want to only type a few characters at a time, letting people know what you're up to during the day, but as you start using it, you'll realize the incredible power that Twitter.com can yield.

To get a better oversight of what Twitter.com is about, they've created a very easy-to-understand video of why people "twitter" and how you can use it too.

To watch the video, simply click on the "Watch a video" button at the top right hand corner of the Twitter.com website (see image below).



Screen shot of the Twitter.com website

Once you've created an account, you can start posting "micro" posts throughout the day, but more importantly, from time to time, you can also post links to the latest posts on your blog. Then, whenever someone gets your twitter post, they can just click on the link you provided, which will then take them straight to the blog post that you linked to.

Another amazing and more recent service is where you can do exactly the same as with Twitter.com, except that instead of using text, you use videos.

It's called [12seconds.tv](http://12seconds.tv).

With Twitter.com, you only get to use 140 characters per post, whereas with 12seconds.tv, you only get 12 seconds to record your message. You only need a webcam and a microphone to be able to use it, and no editing or any other software is required. It all gets done through your internet browser.

12seconds.tv is not quite as effective as Twitter.com yet, but who knows, they may just be the next YouTube.com for the "mirco-blogging" niche. So it may be a good idea to start using it, and build a following before everyone else jumps on the bandwagon.

Using tools such as Twitter.com and 12seconds.tv can help you create tremendous amounts of buzz for your blog. The trick is to start using these services, get a following by interacting with people there, and build traffic to your blog, 140 characters and 12 seconds at a time.



### **X-Factor Strategy #10: Submit Your Online Videos To Multiple FREE Video Sharing Websites, With The Click Of A Button...**

Another amazing traffic generation strategy is to use a service like [www.Tubemogul.com](http://www.Tubemogul.com) to upload your videos to all the major video sharing websites with the click of a button.

This means you create your video once, it gets automatically submitted to multiple video sharing sites, and all you have to do is sit back and watch more **traffic** come to your site.

Tubemogul.com is currently a free service, and I've been getting some really amazing results in the search engines for specific keywords that I've targeted.

If you're looking for a slightly different set of features, you can also use a service like [Heyspread.com](http://Heyspread.com). It's not a free service, but you only have to pay per video submission and the costs are very reasonable.

The only problem with the above two services is that they have their own limitations, and for some things could be quite labour intensive (like signing up for all the free video sharing sites and submitting your videos to social networking sites).

So, I'll mention one more service, which I haven't actually used yet, but which has a very good reputation in the internet marketing circles. It's called [TrafficGeyser](#) and it's the cream of the crop when it comes to video submission services.

It's a little bit more expensive, but from what I've heard, it can really help you drive a lot of traffic to your website. They have a [30 trial](#) where you can try out their software for free, and see if it's something you want to get into.

You can sign up for free here: [TrafficGeyser.com](#)



## X-Factor Strategies For Milestone #5

Finally, you could combine your new found multimedia content creation abilities with a host of money earning opportunities that social networking sites have to offer.



### **X-Factor Strategy #11: Get Paid For Being Interesting Or Funny Using FREE Video Sharing Services...**

Many of the free video sharing sites now have a **profit sharing** program where you get paid whenever people click on the ads that appear inside your videos.

All you have to do is create great videos, make sure you get some good traffic to your videos, and you virtually have a license to print money (well, in principle anyway!).

Popular services that do this already include:

- [Youtube.com](http://Youtube.com)
- [Blip.tv](http://Blip.tv)
- [Metacafe.com](http://Metacafe.com)
- [Revver.com](http://Revver.com)

There are a few others as well, but the above four are the most popular ones and therefore a great place to start.

The trick here is to once again provide content that is considered “high value” by your target market. The more valuable your content, the greater chance that people will pass it onto their friends, thus creating a viral effect for your videos, and pushing up the number of views on your videos. As a result, you’ll get paid more.



### **X-Factor Strategy #12: Automatically Charge People By The Minute By Just Chatting On Skype!**

You can now charge people for talking to you over Skype. Just recently, Skype introduced a special service where you can select whether you want to charge someone, per minute, when they’re asking you for advice over a Skype conversation.

It's really simple to set up. All you have to do is activate the [Skype Prime](#) service, and press on the right button to start charging by the minute. Money will then get paid straight into your Paypal account.

Just imagine this simple scenario - create traffic pulling content for your blog, make sure you've embedded your Skype link on your blog, people call you up for per-minute-charge consultancies, and you make money.

And of course, all of this is totally free to set up!

To find out more about this service, go to <http://www.skype.com/allfeatures/skypeprime/>.



### **X-Factor Strategy #13: Use Overlay.tv To Sell Affiliate Products Like Crazy...**

I've saved this one till last since it's my favourite. It's no secret that many bloggers out there make a significant portion of their income from **affiliate commissions**. That is, they sell other people's stuff and get a percentage of each sale.

Probably the most well known place to find digital products to promote is from [Clickbank.com](#). They sell literally thousands of digital products, and it's the easiest place to sink your teeth into affiliate marketing if you're new to the process.

But there's a really fantastic and creative way to make your affiliate sales from your blog even more effective. It's by using an amazing service called [LinkedTube](#).

Basically, what it allows you to do is select any video of your choice from YouTube.com, and then "overlay" your own text and links over the video.

For example, say you find a great product on Clickbank.com that teaches people how to improve their Golf swing. You could then go to YouTube.com and search for one of the most popular golfing videos, program it into [LinkedTube](#) with your own affiliate links inside it, and embed the final "overlayed" video onto your own blog.

Then, whenever people visit your blog, and watch the video, they'll be able to click on the links that you added in strategic positions and at appropriate times inside the video. If they then proceed to make a sale, you'll be credited with the appropriate commissions for the ClickBank product you're promoting.



**Example clickable affiliate overlay link on YouTube video**

The great thing about this strategy is that you can sell affiliate products with hardly any **effort**. Grabbing the most popular videos from free video sharing websites like YouTube means that those videos are already tested - you know that people will enjoy watching the videos since they've already been proven popular on YouTube. Then, adding the affiliate links in clever places while the video plays, offers a *non-threatening* way for your blog visitors to click on the links, and make the purchase.

Oh, and the best thing of all...you don't even have to create any of your own videos. There are literally millions of videos to choose from on YouTube.

Affiliate promotions using Clickbank is not new, but combining it with the powerful features from [LinkedTube](#) will certainly give you that extra "X-Factor" edge.

...

## **You Now Have 13 X-Factor Strategies, But There's More To Come Yet!**

The possibilities are really endless when you combine the **Roadmap** and the "X Factor" strategies to your blogging activities. And I've really only just scratched the surface of all the different things you could do using these modern day communication tools.

On the next page, you'll find an action plan summarising all the Roadmap milestones, along with all the X-Factor strategies for each milestone.

It's now up to you to apply the concepts inside this report to your own blogging efforts, and to think about how you can best leverage the value that you have on offer.

(scroll down.)

## **Ready To Take Your Blogging To The Next Level?**

Sign up for our Become A Blogger Premium Course now - it's in the **top 100 most popular ClickBank courses in the world!** We've already had **over 2,000 other people** go through the course and set up their very own successful blogs already! Sign up here today:

<http://www.becomeablogger.com/signup>

## Action Plan For X-Factor Strategies

Use the action plan below to systematically implement the X-Factor strategies on your own blog:

Milestones	X-Factor Strategies	Done?
<b>Milestone 1: Discover Your Passion</b>	<b>Strategy #1:</b> Use Skype to hook up with people from all over the world  <ul style="list-style-type: none"> <li>• <a href="http://www.skype.com">www.skype.com</a></li> </ul>	<input type="checkbox"/>
	<b>Strategy #2:</b> Use The Group Function In Facebook To Uncover Several Exploitable Niche Areas  <ul style="list-style-type: none"> <li>• <a href="http://www.facebook.com">www.facebook.com</a></li> </ul>	<input type="checkbox"/>
<b>Milestone 2: Discover The Need</b>	<b>Strategy #3:</b> Use Google's RSS Feed Reader To "Keep Your Finger On The Pulse" And Cut Your Research Time In Half!  <ul style="list-style-type: none"> <li>• <a href="http://www.google.com/reader">www.google.com/reader</a></li> </ul>	<input type="checkbox"/>
	<b>Strategy #4:</b> Use These Two Super Search Engines To Find Truckloads Of Information About Your Area Of Interest  <ul style="list-style-type: none"> <li>• <a href="http://www.mahalo.com">www.mahalo.com</a></li> <li>• <a href="http://www.clusty.com">www.clusty.com</a></li> </ul>	<input type="checkbox"/>
<b>Milestone 3: Test Your Market</b>	<b>Strategy #5:</b> Use Seesmic.com To Get Instant Feedback On Your Blog Topics  <ul style="list-style-type: none"> <li>• <a href="http://www.seesmic.com">www.seesmic.com</a></li> </ul>	<input type="checkbox"/>

<b>Milestone 4: Focus Your Efforts</b>	<b>Strategy #6:</b> Record Interviews With Experts In Your Niche Using FREE Software <ul style="list-style-type: none"> <li>• <a href="http://www.skype.com">www.skype.com</a></li> <li>• <a href="http://www.powergrammo.com">www.powergrammo.com</a></li> <li>• <a href="http://audacity.sourceforge.net/">http://audacity.sourceforge.net/</a></li> <li>• <a href="http://www.libsyn.com">www.libsyn.com</a></li> </ul>	<input type="checkbox"/>
	<b>Strategy #7:</b> Use BlogTalkRadio To Get Access To An Instant Worldwide Audience <ul style="list-style-type: none"> <li>• <a href="http://www.blogtalkradio.com">www.blogtalkradio.com</a></li> </ul>	<input type="checkbox"/>
	<b>Strategy #8:</b> Create Professional Looking Online Video For Your Blog <ul style="list-style-type: none"> <li>• <a href="http://www.getyourvideoonline.com">www.getyourvideoonline.com</a></li> </ul>	<input type="checkbox"/>
	<b>Strategy #9:</b> Create Buzz Using Two Crazy Cool New Technologies <ul style="list-style-type: none"> <li>• <a href="http://www.twitter.com">www.twitter.com</a></li> <li>• <a href="http://www.12seconds.tv">www.12seconds.tv</a></li> </ul>	<input type="checkbox"/>
	<b>Strategy #10:</b> Submit Your Online Videos To Multiple FREE Video Sharing Sites, With The Click Of A Button <ul style="list-style-type: none"> <li>• <a href="http://www.tubemogul.com">www.tubemogul.com</a></li> <li>• <a href="http://www.heyspread.com">www.heyspread.com</a></li> <li>• <a href="http://www.trafficgeyser.com">www.trafficgeyser.com</a></li> </ul>	<input type="checkbox"/>

<b>Milestone 5: Start Making Money</b>	<b>Strategy #11:</b> Get Paid For Being Interesting Or Funny Using FREE Video Sharing Services	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• <a href="http://www.youtube.com">www.youtube.com</a></li> <li>• <a href="http://www.blip.tv">www.blip.tv</a></li> <li>• <a href="http://www.metacafe.com">www.metacafe.com</a></li> <li>• <a href="http://www.revver.com">www.revver.com</a></li> </ul>	
	<b>Strategy #12:</b> Automatically Charge People By The Minute By Just Chatting On Skype!	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• <a href="http://www.skype.com/allfeatures/skypeprime/">http://www.skype.com/allfeatures/skypeprime/</a></li> </ul>	
	<b>Strategy #13:</b> Use LinkedTube To Sell Affiliate Products Like Crazy	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• <a href="http://www.clickbank.com">www.clickbank.com</a></li> <li>• <a href="http://www.linkedtube.com/">http://www.linkedtube.com/</a></li> </ul>	

## Ok, We've Covered A Lot, So Let's Recap On How Everything Fits Together...

Let's put everything into perspective...

1. First, I showed you a general, common sense method or roadmap for creating a successful blog.
2. How to find your passion.
3. How to find needs in your area of interest.
4. How to test the market with your top 3 blog ideas.
5. How to focus in on your most successful blog and create massive value.
6. How to monetize your blog.

After laying out the steps of the **Roadmap** I finally revealed the "X-Factor" - an ever-growing list of **multimedia** and **social media** strategies to apply to each of the five milestones to **set you apart** from everyone else in your niche.

### **"Wait A Minute – Where Can I Go For Help Implementing All These Strategies?"**

I've now laid out an entire blueprint to help put your blog on steroids. But I haven't shown you the "how to".

There are two reasons for that:

1. This report would be WAY too long to read if I had to included Step-By-Step instructions for *everything*.
2. Learning how to do this kind of stuff from a text report is a little... well... impractical!

That's why I'd like to invite you now to take part in a **special series of Premium Become A Blogger Videos** that Yaro and I have created, which show you step-by-step how to implement the entire "Roadmap" strategy, and much more.



## Here's What Awaits You In The Premium Members' Area...

Inside the password-protected members' area of BecomeABlogger.com, you'll find a plethora of extra tools and information that give you everything you need to become a successful blogger.

It's called the [Become A Blogger Premium Membership](#). We go into much more detail about **how** you can create your own multimedia content, and then **how** to use social media to leverage your blogging efforts.

The screenshot shows the 'becomeablogger.com Premium' website. At the top, there is a navigation bar with links: Home | News | Course Outline | Resources | Teleconferences | Member Forum | Make Money | Help. A search bar with a 'Go' button is on the right. Below the navigation, the main heading is 'Watch This Video First...'. A video player is embedded, showing a large orange RSS icon and a play button with the text 'Click To Play'. Below the video player, there is a section titled 'Step 1: Begin Initial Setup' with the following text: 'The first step is to make sure that everyone is on the same page, so to speak. If you haven't already watched the first 10 videos on [www.becomeablogger.com](http://www.becomeablogger.com), now is the time to do it. But it's important to not only watch the videos, but to actually implement each of the steps described in the videos. If you don't do this, the rest of the steps won't make much sense to you. To complete the first 10 lessons, [click here](#).' To the right of the video player, there are two sidebars: 'Recent News' with a link 'Welcome To The Become A Blogger Premium Membership Site!' and 'Subscribe To Latest News' with a 'subscribe' button.

**Inside the Become A Blogger Premium website.**

***Become A Blogger Premium*** is a step-by-step coaching course, which takes you from the beginning and shows you exactly how to implement everything you need to do build your successful blog, including all of our X-Factor strategies (there's a lot more than the 13 listed in this report).

And the whole course content is delivered via a series of **instructional videos** that are easy for anyone to digest, understand and implement.

**Inside the members area, you'll get access to:**

1. Clever tricks for getting **top search engine** results for your blog posts...
2. Exactly **how to get images onto your blog** in the right format, size and shape...
3. Easy-to-follow **instructions for getting streaming audio onto your blog**...
4. Powerful content creation techniques for **attracting hordes of new readers to your blog**...
5. "Hold-you-by-the-hand" tutorials for **producing professional quality videos** and getting them onto your blog quick and easy, without any hassles...
6. Simple methods for **driving multiple streams of highly qualified traffic (that means buyers) to your blog**...
7. Step-by-step instructions for **making a consistent income** from your blog using all the latest social media strategies...
8. And Much MUCH more...

**As an extra bonus, you'll also get access to:**

1. The **private community forum** where you can ask other bloggers and experienced blog coaches *any question* you might have about blogging, and...
2. Regular **live teleconferences** with Yaro and myself where you can ask us personally about *anything* to do with blogging.

Our goal is to teach you the strategies and tactics to **build a successful blog** and the skills to execute "X-Factor" strategies **so your blog stands out from the crowd.**

**[Sign Up For Become A Blogger Premium Here](#)**

## Focus Only On What Matters And What Works FOR YOU

You don't need to learn how to do everything presented in this report, but **if you can master just one or two powerful multimedia strategies** and learn how to circulate your content with social media services, **you will be amazed by your results.**

It's our job to show you what's possible and how to use the tools, it's your job to follow our instructions and discover **what works best for you.**

Yaro and I are big fans of the **80/20 rule**, so we're not going to drown you with excess information and focus on only what is important to get you the biggest return for your effort. If you feel overwhelmed with blogging right now, join our program and follow our steps for **immediate results.**

We only give you two or three new videos a week that cover the most important things you need to know and do, and that's it. Focus on what matters and ignore the rest.

[Click Here For Complete Details](#)

### If You Like What We Give Away Free, You Will LOVE This New Coaching Course

The [Become A Blogger Premium Membership](#) is a combined enterprise between myself and Yaro Starak.

Yaro, as you probably already know, is one of the most well respected blog trainers in the world, and an **authority on making money from blogs.** His own blog is proof that he knows what he's talking about, not to mention the many successful people who have learned from him and built amazing – and profitable -- blogs.

Since you have read this report to the end I expect you like what I teach. I hope you were able to easily follow my presenting style in the free videos at [becomeablogger.com](http://becomeablogger.com) too.

The Premium videos have exactly the same format as the existing free videos at [becomeablogger.com](http://becomeablogger.com). So all you have to do, is follow the steps and implement each new technique.

It really is that easy.

If you are ready for more and love **learning via video**, then our new premium video course is right for you.

If you want to take the next step with your blog and truly **stand out from the crowd**, this course is right for you.

We are throwing our energy into producing the **best training program** we can and I am personally focusing my energy on staying on top of the latest trends in multimedia and social media, so you don't have to.

Here's the registration page:

[www.becomeablogger.com/signup](http://www.becomeablogger.com/signup)

And trust me on this one...

We've made the Premium videos so **affordable**, ANYONE can join - and I really mean **anyone** - so go take a look now.

I hope you now see the amazing potential when you follow this specific and tested Roadmap, and combine it with **X-Factor** strategies to give you that extra edge in the market.

From Yaro and myself, thank you for your attention. We'll be in touch with you very soon!

*Gideon Shalwick & Yaro Starak*

**P.S.** Don't forget to check out our premium membership site where you'll find MUCH more information on the topics discussed inside this report. To find out, go to:

[www.becomeablogger.com/signup](http://www.becomeablogger.com/signup)

**P.P.S.** Did you enjoy this report? Why not tell your friends about it? Simply send them to [www.becomeablogger.com/roadmap](http://www.becomeablogger.com/roadmap) to get their own copy. They'll thank you for it!